



Pause & Effect Campaign Nov 2022 – April 2023 Talking Points

Key Message: Sonoma County is a place that inspires you to pause and take time to reflect, connect and find joy in all moments, big and small.

Supporting Statements:

- Every activity in Sonoma County offers the opportunity for small pauses. From forest bathing to floating the Russian River, from walking the redwoods, to smelling and tasting wines, craft beers, spirits, and ciders, you can take a moment to engage your senses and find joy.
- Sonoma County is a vacation destination that you can feel good about visiting, from the environmental impact, activities, food, wine, etc. it is all done with intention.
- Several hotels and wineries in Sonoma County offer yoga, spas, meditation, microcurrent mats etc., to really allow you time to unwind.

Key Message: Being mindful and considering the impact you have on your surroundings is part of Sonoma County's roots. We've long reflected on how our actions affect our destination.

Supporting Statements:

- For generations, this has been a place where people have paused to reflect on their surroundings and become purposeful stewards of land and community.
- With agriculture being the backbone of Sonoma County, life on a farm is a school of patience. You can't hurry crops or make an ox in a day or two.
- Taking time to be mindful of your surroundings helps you travel with care and experience the destination responsibly. As a visitor, you can be a steward and help protect and preserve this special place.
- Sonoma County's mindfulness is shown in its care and attention to all the details, from food and drink to its vast and diverse ecosystems. A few examples include:

Key Message: Sonoma County inspires you to make more sustainable choices that have a positive effect on the destination. The decision to be a good steward of the Earth while traveling begins with an intentional decision to pause in our normal lives and seek out ways to travel mindfully and consider our impact on a destination.

Supporting Statements:

- Every choice we make during our travels has an effect on the destination - and every choice is an opportunity to travel sustainably and leave this place better for the next visitor.
- Research shows that travelers are increasingly seeking out meaningful and authentic experiences - the new frontier is "travel that makes you a better human" and Sonoma County leads by example in the way of responsible and sustainable tourism.

- The latest sustainable travel studies from Expedia Group and Booking.com show there is an increased desire from consumers to travel sustainably and responsibly, but they don't always know how to within a destination. Sonoma County [makes it easy](#) to travel responsibly and helps you feel good about your decisions. From its partnerships with [Leave No Trace](#) and [Kind Traveler](#) to its [intentional itineraries](#), you can be a part of leaving this special place better for the next generation of visitors.
- Traveling mindfully to Sonoma County allows us to have experiences that can be savored in a place focused on and long committed to preservation and sustainability.
- Traveling mindfully to Sonoma County and minimizing overall travel impact helps to preserve the destination and its offerings so it can be enjoyed by future generations.
- Sonoma County is a destination that has been deeply rooted in preservation and sustainable practices for generations - visitors are encouraged to pause and make mindful decisions when traveling and throughout the region and to carry these behaviors forward.
- When you pause to consider your travel impact, it allows you to make mindful decisions that positively affect the community, environment and its future.

Key Message: Life opens up in Sonoma County during moments of mindfulness and stillness.

Supporting Statements:

- Pausing gives us an opportunity to be inspired or see things from a different perspective.
- Pausing on vacation allows us to reflect and return home with a new take on life and travel.
- Pausing gives your body a chance to regain balance and promotes relaxation. This, in turn, allows you to move forward with your next activity with intention.
- Pausing protects your inner peace. When you take that extra beat, you feel better and will have a more memorable vacation.

Key Message: Sonoma County vacations provide an opportunity for longer pauses and meaningful moments of play, and this is best done when you are intentional with your travel choices. Wellbeing is a key pillar in Sonoma County, making it the ideal destination for reaping the benefits of vacations.

Supporting Statements:

- While consumers are generally prioritizing health and wellbeing now more than ever following the pandemic, studies show that many still find vacations just as stressful as their regular schedules because they worry about work and home or stay too busy during vacations ([Source](#)).
- Americans are using their PTO more than ever following the pandemic, but studies show that most people find vacations just as stressful as their regular schedule because they worry about work and home or stay too busy during vacations ([Source](#)).
- Being busy is not the same as being active. Active vacations incorporate pauses to reflect on yourself and your surroundings so you can move forward with activities in a meaningful, sustainable way. Sonoma County provides ample opportunities for both pause and reflection, and for active play - all perfect for recharging your mind, body and spirit.
- Sonoma County's [intentional itineraries](#) include a mix of carefully-curated experiences that allow you to be as active (or not!) as you want to be during your visit while making it easy to build in moments of mindfulness. Each itinerary is designed to help you transform wellbeing into actually being well.

The Sonoma County experience feeds your soul, enrich your life, help you relax, rejuvenate and restore inner peace. See how to travel [Soulful Travel](#) in Sonoma County.

Key Message: Once you pause, you can more clearly see, feel and enjoy the effect of your Sonoma County experiences that come as a result of that pause.

Supporting Statements:

- Making intentional travel choices that support responsible travel ethos include opportunities of supporting DEI and small business communities etc.