

SONOMA COUNTY

• CALIFORNIA •

LIFE OPENS UP

Consumer Marketing Campaign Key Messages

November 1, 2023 to April 30, 2024

OVERVIEW: Aligned with Sonoma County Tourism’s (SCT) brand of “Life Opens Up” and the “*Discover Your &*” consumer marketing campaign, our messaging will connect travelers with invitations to explore the destination beyond the typical expectations of a wine and food destination. We will convey the intrinsic benefits Sonoma County offers visitors. Storytelling, which will lead with offerings and experiences, will enforce Sonoma County as a premier wine country destination while also showcasing how the region boasts a wealth of riches that offer “more than” just wine.

“MORE THAN” KEY BENEFIT STATEMENT: More than just a premier wine country destination, visitors to Sonoma County will discover the best of many worlds through a combination of unique, immersive activities and unexpected experiences.

- Emotional Benefits: Sonoma County’s myriad options allow travelers to connect with this destination in ways that support each traveler’s personal needs. No matter how you choose to de-compress, how you prefer to explore, or how you like to connect (or disconnect), you can do *more than* you expected during winter in Sonoma County.
- Supporting Messaging:
 - From farm-to-table food and sustainably produced wines to outdoor adventures, wellness experiences, and cultural exploration, Sonoma County is a destination where you’ll need more than just two or three days.
 - Experiences like harvesting in winter - olives, citrus, and crab
 - Enjoy community events that celebrate our rich agricultural roots of winter produce like Citrus Fair, Crab Festival, Artisan Cheese Festival.
 - By enjoying local restaurants, visitors directly contribute to supporting local farmers and ensuring a sustainable and thriving agricultural landscape in Sonoma County.
 - By showcasing our sustainable farming practices through farm tours, we aim to provide a rich, immersive and educational experience that connects people with the unique sense of place in Sonoma County.

- Places like Beltane Ranch and NewTree Ranch offer more than just an overnight stay - explore their gardens and meet the growers and farmers. Enjoy seed-to-plate.
- Sonoma County Tourism's More Than A Stay promotion entices visitors with incredible offers from lodging, wineries, restaurants, attractions, and more. Stay *More Than* a couple nights to enjoy it all!
- Visits to Sonoma County this time of year allow for a more intimate experience , personalized experiences, unhurried itineraries, and a chance to explore the county's varied cultural, culinary, and outdoor attractions.
- Thanks to our Mediterranean climate, winter days showcase green rolling hills, blue skies, and wildflowers blooming. Warm afternoons lead to cool, crisp evenings that call for s'mores and red wine by a warm fire. A chance to rediscover your natural rhythm and experience a greater level of reconnection with your loved ones, and yourself.
- The season paints the landscape with lush, green beauty, thanks to winter rains, enhancing the charm of the region's rolling vineyards, redwood forests, and coastal areas, often enveloped in mist and fog, creating breathtaking vistas.
- Wine enthusiasts will find the wintertime ideal for quieter, more intimate wine tasting, as the tasting rooms are less crowded, allowing for meaningful interactions with winemakers and staff. The cooler weather ushers in a cozy atmosphere, with wineries offering warm fires and cave tastings, out of the elements. Local restaurants feature seasonal, locally grown comfort food, perfect for wine and food pairings in a relaxed setting.
- Sonoma County hosts a variety of seasonal events and festivals during winter, including holiday markets, tree lighting ceremonies, and special wine and food events found in our destination, adding an extra layer of charm to a winter and early spring visit.
- Travelers seeking relaxation will appreciate the opportunity for spa retreats at luxury boutique hotels and spa centers, where they can indulge in spa treatments with local remedies amidst the region's natural beauty.
- Outdoor enthusiasts can relish the milder winter climate for activities such as hiking, biking, and exploring the rugged coastline, with regional parks providing picturesque trails for birdwatching (Bodega Bay is a hot spot), and nature photography.
- Experiences:
 - Cultural experiences where you meet the locals and luminaries like at Neighborhood Nights at The Matheson and Glen Ellen Star.
 - A secret and not a secret; Bodega Bay is well-known for being a bird-watching hotspot. Similar to whales, birds have a migration route and Bodega Bay sits right on it. Typically, visitors can spot Albatross, Northern

Fulmar, a variety of Shearwaters', Petrels, Cormorants, Phalaropes, Jaegers, Gulls, Elegant Tern, Common Murre, Pigeon Guillemot, Cassin's Auklet, and dozens more. There are birding clubs that offer guided tours or [check out spots on your own](#). Don't forget your binoculars! An experience visitors can arrange through Dawn Ranch.

- [Holiday Art Show](#) at Marimar Estate Nov. 1 - 15 and three opportunities to meet the artists in person.

Check out Sonoma County Tourism's [calendar of events](#) at hotels, wineries, museums, etc., as well as the [Sonoma County App](#).

FOOD and WINE

More than just eating: Renowned wine and food offerings go hand in hand with philanthropy in Sonoma County.

- Emotional Benefits: Profound impact on the traveler's emotional well-being, including fulfillment and renewed sense of purpose, gratitude, reduced stress, altruistic joy, and a stronger sense of connection to the world and the destination. Fun and camaraderie in giving back together.
- Supporting Messaging:
 - Sonoma County's winter season is compelling due to its emphasis on local, seasonal, and farm-to-table cuisine, our rich wine culture, holiday events, and strong community spirit that drives philanthropic efforts to help those in need. This combination of culinary excellence and a commitment to giving back to the community makes the winter and early spring season in Sonoma County a special and heartwarming experience.
 - Sonoma County's thriving food and wine scene offers renowned culinary experiences and an opportunity for visitors to be a part of giving back to those in need.
 - Attending events or enjoying wines at wineries is contributing to support community efforts for those in need.
 - The [Purpose](#) line of wines at [Eco Terrano Wine and Vineyard](#) directly gives back to area nonprofits, allowing consumers to positively impact the community.
 - [Griffo Distillery](#) donates 10% of all profits of their canned cocktails to Climate Action. The first donation will go to Sonoma Land Trust. Try there chocolate & spirit tasting.
 - [Equality Vines](#) champions the rights of women, migrants and those who identify as LGBTQ+ by donating a percentage of sales to related organizations.

- [Bricoleur Vineyards](#) “Sip with Purpose” campaign donates to the V Foundation for cancer research for each bottle purchased, and for every case purchased the founders of Bricoleur Vineyards will match with a \$60 donation.
- SingleThread’s Kyle and Katina Connaughton share a lifelong passion for skateboarding and in August 2021 became members on the Board of Advocates for [The Skatepark Project](#), a nonprofit established by legendary skateboarding icon Tony Hawk. The Skatepark Project issues grants to low-income communities to build quality public skateparks and provides guidance to city officials, parents and children through the process. They have been supporters of Sonoma Family Meals as well.
- Experiences:
 - [Pinots for Paws](#) by Dutton Estate: A paw-some weekend where you can sip, savor, and support the Sonoma County Humane Society. Join us for any tasting experience. As you taste, representatives from the Sonoma County Humane Society will be on hand to share about the organization and accept donations for a Pet Supply Drive.
 - [Sonoma County Crab & Wine Fest](#) supports Sonoma County Farm Bureau agricultural education activities, including Ag Days for over 4,000 elementary school students, teachers, and parents, Foundation scholarships, 4-H & FFA, Young Farmers & Ranchers, youth leadership activities, local fair exhibitors, training, and advocacy efforts.
 - Chef Charlie Palmer’s [Pigs & Pinot](#) supports Farm to Pantry and local scholarships.
 - [Sonoma Epicurean](#) supports the V Foundation for cancer research.
 - [The Cloverdale Citrus Fair](#) underwrites the Ambassador Scholarship Program. Open to all high school juniors in Cloverdale and Geyserville, participants selected for the Ambassador Program learn about event planning and venue management as a career option while also learning valuable professional skills that will serve them no matter what career or educational avenue they choose.

More than just eating: Sonoma County offers a renowned food and wine scene and is a place where visitors can understand and appreciate where their food comes from.

- Emotional Benefits: Gratitude and appreciation for the food and more importantly the people and land that provide it, connection to nature, mindfulness, increased sense of curiosity, feeling good about one’s decisions to eat local and seasonal, increased cultural and community connection. Fun and camaraderie in learning about the local food and its growers.
- Luminary Stories - Meet our Makers
The slower pace during the winter and early spring months generally translates to a more intimate experience, perfect for those who appreciate hearing the stories behind

the food and wine, often directly from the makers themselves; the chef, the farmer, the winemaker, the brewmaster, or the cheesemaker, all in a cozy, relaxed atmosphere.

- Supporting Messaging:
 - Visitors can understand where their food comes from in fun, playful environments and through elevated experiences.
 - Wintertime usually means more opportunities for visitors to connect with winemakers, winery owners, and cellar masters who love to share their wine making philosophies, and stories about how they got to where they are.
 - Agri-tourism experiences help visitors understand how food is medicine at places like [Gold Ridge Organic Farms](#).
 - With a deep-rooted commitment to stewardship and zero food waste, [Single Thread Farms](#) is a diverse 24-acre regenerative garden without machinery or pesticides using succession planting, ensuring a continuous supply of seasonal produce for the ever-changing 11-course tasting menu. Single Thread repurposes everything from root to skin. More than grapes, there are several heirloom crops and a variety of produce grown in Sonoma County. This bounty is part of the renowned local dining scene.
 - Diverse cuisines inspired by diverse backgrounds and cultures, including SingleThread's nod to Japanese cuisine; Chef Stephan's background at [Table Culture Provisions](#); Mamadou Diouf and [Cafe Frida Gallery](#).
- Experiences:
 - [Seaweed foraging](#) on the Sonoma Coast
 - [Mushroom foraging](#) in coastal Sonoma County
 - Sonoma County Dungeness Crab season celebrations (Rancho Cotate Cougar Boosters Crab and Pasta Feed, Petaluma Riding and Driving Club Annual Crab Feed, Forestville Chamber of Commerce Crab Feed, Annual Crab Feed Benefiting Disabled Veterans, Petaluma Woman's Club All You Can Eat Crab Feed, Montgomery Education Foundation, Russian River Rotary Annual All-You-Can-Eat Rock-n-Roll Crab and Pasta Feed, Rohnert Park-Cotati Rotary Club Crab Feed and Seafood Festival, Becoming Independent's Crab Feed, Rancho Adobe Firefighter's Association Annual Crab Feed, Elks Lodge Annual Crab Feed, Redwood Empire 20th Annual Crab Feed Benefiting Kids, Kenwood Firefighters' Annual Crab Feed, and the Sonoma County Democratic Party Crab Feed).
 - Gleaning winter produce with [Farm to Pantry](#) with Chef Duskie Estes
 - [U-Pick at Earthseed Farm](#) - starting in March again. EARTHseed Farm is a black-owned organic farm and orchard located on the ancestral lands of the Coast Miwok and Southern Pomo Peoples. The farm practices permaculture stewardship, an ecological design system that incorporates Indigenous wisdom to elevate ecosystem health while meeting human needs. During the U-pick program, visitors can pick their own fruits and berries, and stewards walk them

through the farm, educating them on permaculture design while showing off the ripest produce.

WELLBEING

More than just wine & dine: Go beyond (just) wine tasting in Sonoma County with unique experiences like sound immersion, forest bathing, guided yoga and meditation, and more. We add the *being* to wellbeing.

- Emotional Benefits: Relaxation and reduced stress and anxiety; mindfulness; a place to unwind, reflect, rejuvenate, and have fun doing so.
- Sonoma County provides a range of opportunities to support wellness and wellbeing during the winter season, from natural hot springs and outdoor activities to wellness retreats, cultural events, and educational experiences. These options cater to various aspects of physical, mental, and emotional health, making it an appealing destination for those seeking a holistic approach to wellness.
- Supporting Messaging:
 - Escape the hustle and bustle of everyday life and embark on your own personal journey to wellbeing in Sonoma County, renowned for its vineyards and stunning landscapes, it also offers an ideal setting for a vacation focused on you.
 - Sonoma County is renowned for its stunning landscapes and world-class wine, but what truly sets it apart is the rich tapestry of diverse cultures that have converged here. The interplay of these cultures creates a vibrant, inclusive, and transformative wellness experiences that incorporate Buddhist, Taoist, Native American practices, from yoga to massages to mindfulness and more, informing our holistic approach to wellness.
- Experiences:
 - Spa treatments like the [Herbal Bath](#) that features herbs from the Farmhouse Inn property and is designed to energize or provide calm; and The [Moon Milk Bath](#) uses the earth's seasonal cycles and can provide a soothing, calming effect on the body. The Lodge at Bodega bay offers a variety of seaweed to replenish skin in the [Sea Enzyme Facial](#).
 - Wellness, beauty, fitness and fun! Choose your adventure - which class? Massage or Facial? Juice flavor? It's all up to you at [Bliss Spa Center](#).
 - Herbal gift making and Herbal remedies for Winter wellness workshops at [Wind & Rye](#) and [California School of Herbal Studies](#)
 - Forest bathing and estate wine tasting experience at [Bartholomew Estate Vineyards and Winery](#) or [Red Car Wine](#).
 - Yoga in the estate pavilion at [Bricoleur Vineyards](#).
 - Guided meditation hike at [Sonoma Botanical Garden](#).
 - Immersive Sound Experience at [Medlock Ames](#).

- [Farm to Pantry](#) - Gleaning - you will not forget the feeling after you hear how many families your harvested produce will support.

OUTDOORS

More than food & wine: Sonoma County is an outdoor destination in all seasons. Relaxation and adrenaline can coexist through experiences like ziplining, hiking, biking, stargazing, birding and more.

- Emotional Benefits: A blend of adventure, serenity and connection to nature. Reduced stress and anxiety. Mindfulness and being fully present in the moment, whether you're an adrenaline junkie, or seek slower-paced activities. Happiness in participating in activities that one enjoys.
- Supporting Messaging:
 - Sonoma County offers unique and compelling winter experiences, featuring intimate wine tastings, olive harvesting tours, Dungeness crab culinary delights, festive events, scenic drives and hikes in lush landscapes, wine and food pairing dinners, a vibrant art and culture scene, wildlife viewing, holiday decorations, historical exploration, captivating foggy landscapes, and wellness retreats against the backdrop of natural beauty. This diverse array of offerings makes it a distinctive winter destination.
- Experiences:
 - [Seaweed foraging](#) on the Sonoma Coast
 - [Mushroom foraging](#) in coastal Sonoma County
 - Sonoma County Dungeness Crab season celebrations (Rancho Cotate Cougar Boosters Crab and Pasta Feed, Petaluma Riding and Driving Club Annual Crab Feed, Forestville Chamber of Commerce Crab Feed, Annual Crab Feed Benefiting Disabled Veterans, Petaluma Woman's Club All You Can Eat Crab Feed, Montgomery Education Foundation, Russian River Rotary Annual All-You-Can-Eat Rock-n-Roll Crab and Pasta Feed, Rohnert Park-Cotati Rotary Club Crab Feed and Seafood Festival, Becoming Independent's Crab Feed, Rancho Adobe Firefighter's Association Annual Crab Feed, Elks Lodge Annual Crab Feed, Redwood Empire 20th Annual Crab Feed Benefiting Kids, Kenwood Firefighters' Annual Crab Feed, and the Sonoma County Democratic Party Crab Feed).
 - Zip along a 1,500-foot-long zipline through coastal redwoods and giant sequoia trees on a [Sonoma Zipline Adventure](#) tour in Occidental.
 - Attend a Star Party at [Robert Ferguson Observatory](#) in Sugarloaf Ridge State Park in Kenwood.
 - Getaway Adventures tours like [Russian River Bike and Kayak](#) and Ace It [Bike, Brews and Ballooning](#) tour.

DIVERSE GEOGRAPHY

More than just vineyards: Sonoma County is a true gem that offers an incredible tapestry of landscapes, each more breathtaking than the last. From the rugged Pacific coastline to rolling vineyard-covered hills, and ancient redwood forests to fertile valleys, Sonoma County is a destination that captivates the senses and offers a diverse range of experiences for visitors.

Sonoma County's geography in the wintertime is characterized by lush greenery, foggy coastlines, seasonal harvests, and unique wildlife opportunities. Experiencing Sonoma County in the winter differs from other times of the year due to the quieter, more intimate wine tastings, unique culinary experiences, and the serene, natural beauty of the landscape. The combination of these factors makes winter a must-visit season to fully appreciate and savor the geographical charm of Sonoma County.

- Emotional Benefits: A feast for the senses; stress reduction being surrounded by ample natural beauty and picturesque settings.
- Supporting Messaging:
 - Coastal Majesty: Sonoma County's 55 miles of Pacific coastline is one wow after the next. Experience rugged cliffs, pristine beaches, and dramatic sunsets at places like Bodega Bay, Goat Rock Beach, and Sonoma Coast State Park. Explore tide pools, watch for migrating whales, and revel in the wild beauty of the Pacific Ocean.
 - Redwood Forest: The county is home to magnificent redwood forests, including the amazing [Armstrong Redwoods State Natural Reserve](#). Towering trees, serene trails, and an atmosphere of tranquility make these locations perfect for hiking and connecting with nature.
 - Valley Abundance: Sonoma County is world-renowned for its wine country, boasting lush vineyards and orchards that produce some of the finest wines and fruits. Enjoy tastings and tours while surrounded by the picturesque backdrop of rolling hills and experience the art of winemaking at its finest in places like Healdsburg, Sonoma Valley, Dry Creek Valley and the Russian River Valley.
 - Rolling Hills and Meadows: The inland landscapes of Sonoma County feature rolling hills, meadows, and picturesque pastures. Places like Petaluma and Santa Rosa provide a serene backdrop for picnics, hiking, and hot air ballooning, offering a peaceful escape from the hustle and bustle of city life.
- Experiences:
 - Mount up at [Triple Creek Horse Outfit](#) on a private horseback tour of Jack London State Historic Park.
 - Natural and cultural history at the [Laguna de Santa Rosa](#).
 - [WaterTrek EcoTours](#) with Suki Waters in Jenner.

VIBRANT ART SCENE

More than just a culinary destination - Sonoma County attracts artists of all disciplines, and their works are on display in more than two dozen performing arts companies, a multitude of music and performance venues, and over 100 museums and galleries.

- Emotional Benefits: Appreciation of the arts offers a plethora of emotional benefits, including the capacity to elevate mood, reduce stress, provide a means of emotional expression, nurture empathy, and offer catharsis. Immersion in and appreciation of the arts in Sonoma County encourages self-reflection, inspires creativity, and fosters a sense of connection with the broader human experience while traveling.
- Experiences:
 - Check out SCT's [calendar of events](#) at hotels, wineries, museums etc.
 - [Flamingo Resort's Vintage Space](#) music lounge hosts events from live music and comedy to their popular monthly Sunday Drag Brunch to dance and karaoke parties.
 - Guided tour of [Marijke's Grove at Paradise Ridge Winery](#).
 - [Santa Rosa Stories](#) exhibit at Museum of Sonoma County.
 - Tour [Pond Farm Pottery](#), a significant cultural site within Armstrong Woods State Reserve.
 - Unique museum experiences like [California Indian Museum and Cultural Center](#), [Charles M. Schulz Museum](#), the [Hand Fan Museum](#), the [Pacific Coast Air Museum](#) and more.
 - [Marimar Estate Vineyards & Winery](#): Holiday Art Show - a first-ever art show featuring custom pieces by Spanish entrepreneur and artist, Marina Solé.
 - Winter in Sonoma County provides a vibrant and dynamic arts scene with a wide range of artistic events, exhibitions, and cultural activities. The indoor venues and festive atmosphere create a special ambiance for art lovers and visitors looking to engage with the local creative community, making it an excellent time for travelers to immerse themselves in our region's arts and culture.

MILESTONES

More than once in a lifetime - Post-pandemic travelers understand just how important it is to celebrate life's big moments. Sonoma County's luxury offerings and diverse experiences help create a perfect setting for discerning travelers. Gourmet meals in beautiful settings, special events, and immersive travel packages make each celebration memorable.

- Emotional Benefits: shared experiences, creating lasting memories; forging and reinforcing meaningful connections.
- Supporting Messaging:
 - Sonoma County boasts some of the world's finest wineries, charming small towns, and breathtaking natural beauty. Each corner of this region offers a unique and enchanting experience, making it the perfect canvas for a milestone celebration. Imagine sipping on world-class wines while enjoying a private vineyard tour, indulging in a special, locally made meal, exploring the ancient

redwoods, hiking through the coastal mountains, or even taking a hot air balloon ride over the valley. The opportunities for unforgettable experiences are endless.

- Experiences:
 - SCT's "[More Than a Stay](#)" promotion serves up not-to-miss experiences, as well as fantastic lodging offers.
 - [TOWN \(Traveling Overnight for Wine Night\)](#), an interactive, themed dinner experience that highlights seasonally driven culinary artistry and carefully pairs it with some of the best wines Sonoma County has to offer at the finest restaurants in our destination.
 - Glamping on the Sonoma Serengeti where [Safari West](#) is commemorating three decades of dedicated wildlife conservation.
 - Dine at [Timber Cove Resort's Coast Kitchen](#) while overlooking the rugged Sonoma coastline.
 - Fostering deep connections with the Sonoma County community, the Immersive Learning Program at [Crafted at Appellation](#) Healdsburg.
 - Stay at the [Stavrand](#) and make your milestone even more meaningful by participating in the [Every Stay Gives Back](#) program.