

A man and a woman are laughing together in a warm, indoor setting. The man is wearing a light-colored sweater, and the woman is wearing a brown sweater. In the background, another person is pouring wine from a bottle into two glasses. A large potted plant is on the left, and a window with a view of trees is in the background.

"DISCOVER YOUR &" CAMPAIGN NOVEMBER 30, 2023

SONOMA COUNTY
• CALIFORNIA •

LIFE OPENS UP®

STRATEGY ROADMAP

BRAND

LIFE OPENS UP

TRUTHS

BRAND TRUTHS

- Robust mix of activities and natural resources in a small area
- Community and culture with a history of preserving, protecting and respecting the land
- Unique spirit of innovation and collaboration in our makers
- Laid back luxury that is authentic and easy

HUMAN TRUTHS

I want to have meaningful experiences that align with my values so I can be the best person I can be and live a more fulfilled, fun and authentic life.

CAMPAIGN
PHASE

1

INVITE & INFORM

2

COMMUNICATE
IMPACT & SHOWCASE
VALUE + AUTHENTICITY

3

REINFORCE &
REASSESS

COMMUNICATE IMPACT & SHOWCASE VALUE + AUTHENTICITY

2

To further establish Sonoma County as a leading destination for responsible travelers, we will build upon our “Invite and Inform” phase by showcasing authentic stories that highlight compelling and distinctive Sonoma County travel experiences that can be supported by our brand’s commitment to sustainability.

PHASE 2 PLANNING PROCESS: UNCOVERING CONTENT THEMES

- > Partner personalized summary and storylines
- > Unique storytelling opportunities and pitch angles
- > PR activations
- > Spokespeople & Thought leadership opportunities

- > Travel trends
- > Media coverage
- > Audience insights and behaviors

STORYMINING &
STORYLINING

+

INSIGHTS +
TRENDS



CONTENT
THEMES



PHASE 2 PLANNING PROCESS: STORYMINING & STORYLINING



Approach:

Conduct in-depth partner interviews to uncover authentic and valuable stories, gain audience insights, communicate impact and fuel integrated efforts

Process:

Conduct in-depth partner interviews

Synthesize findings and insights

Develop content themes

Create summary and plan with personalized story options for consideration

STORYMINING KEY TAKEAWAY: MORE THAN

In Sonoma County it's about more than just wineries and vineyards – it's a thriving food scene, outdoor adventure, fun events, wellness, boutique hotels, the coast and rivers, authentic and sustainable experiences and more.

It's not just about activities, though – it's about how visitors feel when they experience Sonoma County. SC is uniquely positioned to offer the best of many worlds, including but not limited to:

- Delicious wine & sustainable practices: Indulge in world-class wine and leave a positive impact on the world.*
- Forest bathing & coastal bliss: Experience tranquility and a deeper connection to nature.*
- Fine dining & welcoming/inclusive: Savor exceptional cuisine and come just as you are.*

Visitors leave Sonoma County with a lasting, revitalized sense of themselves – feeling refreshed, renewed, transformed.

“Sonoma is not just wine – we have incredible cheeses, 61 miles of coastline, the Russian River, Sonoma Valley. It's so diverse and I call it the “Bounty of the County.” We have immersion of farm-to-table agritourism. It's just one gigantic bounty.”

– Chris Benziger



Benziger Winery



The Stavrand

TRAVEL TRENDS

Regenerative Travel & Ecotourism



Wellness, Recovery & Transformation



Experiential, Education & Authentic Immersion



Agritourism & Delicious Destinations



Luxury Redefined



In Search of the Lesser-Known



INSIGHTS



Consumers increasingly report that a brand that shares their values is the most important factor in purchase decisions:

- Sustainability & responsibility
- Wellness /restorative travel
- Deeper meaning and enrichment
- Local immersion / small business and cultural connections
 - > Heightened social consciousness
 - > Diversity and inclusion
 - > BIPOC stories
- Arts and expression / humanities
- Sensory / immersive experiences



The progression from and Experience Economy to a Transformation Economy and the consumer's need for self-reflection and self-actualization.



Consumers are re-evaluating what's important and it's impacting how they travel, where they travel, and what they do when they get there.



The thrill and the thought: Consumers are seeking both unique, adrenaline-inducing activities alongside reflective experiences.

KEY TAKEAWAY

Consumers are basing travel decisions on their newfound values and are looking to get more out of their travel experiences.

MORE THAN

(Having fun and exploring the
" & " within Sonoma County)

Key benefit statement: "The diversity of experiences in Sonoma County provides visitors with an opportunity for personalized transformation through their travels - Here, they can widen their perspectives, leaving a lasting impact on their lives."

GEOGRAPHY, BIODIVERSITY & NATURAL RESOURCES

Ability to visit multiple
"regions" in one day

Microclimates

Ecosystem / The Land
Agriculture

Native heritage

FOOD & BEV

Yes, exceptional
wineries AND

Distilleries

Breweries

Farm-to-table cuisine

Local makers
(cheese makers,
chocolatiers, etc.)

EXPERIENCES

Also more than wine
and F&B

Wellness / Wellbeing

Arts & culture

Agritourism

Unique
Accommodations

Outdoor experiences

Local artisans

WELCOMING / INVITING

DEI / Multicultural

Laid back luxury

RESPONSIBLE TRAVEL

Encourage visitors to enjoy,
protect and preserve
Sonoma County and all it
has to offer AND remind
them they're in a
destination where
ecological preservation is
at its core

Sustainable practices and
offerings

Original stewardship

BRAND

LIFE OPENS UP

TRUTHS

BRAND TRUTHS

- Robust mix of activities and natural resources in a small area
- Community and culture with a history of preserving, protecting and respecting the land
- Unique spirit of innovation and collaboration in our makers
- Laid back luxury that is authentic and easy

HUMAN TRUTHS

I want to have meaningful experiences that align with my values so I can be the best person I can be and live a more fulfilled, fun and authentic life.

CAMPAIGN
THEME

FY 24 FOCUS:



— Sonoma County is uniquely positioned to offer visitors the best of many worlds

PHASE 2
CONNECTION

Communicate the rich experiences and offerings in Sonoma County alongside benefits travelers reap while discovering it's more than a wine destination

Showcase authentic partner stories to provide compelling proof points of the distinct Sonoma County experience

PROMOTIONS &
SUPPORT

PUBLIC RELATIONS

PAID MEDIA

ACTIVATIONS /
PARTNERSHIPS

INFLUENCER / SOCIAL

TACTICS

Always-on media relations
FAMs/Hostings
Tentpole moments/earned activation support

Paid media buy
(Jan - April 2024)

PR stunt/ campaign activations

Influencer partnerships
Social media content recommendations

KEY BENEFIT STATEMENT

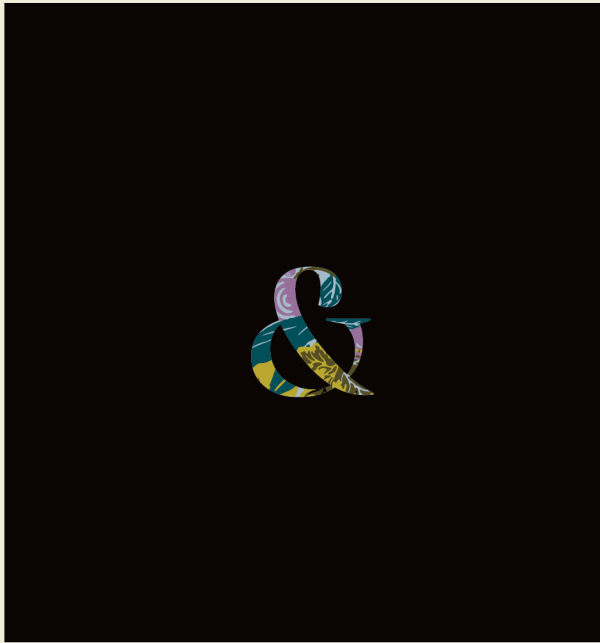


*MORE THAN JUST A PREMIER WINE COUNTRY
DESTINATION, VISITORS TO SONOMA
COUNTY WILL DISCOVER THE BEST OF MANY
WORLDS THROUGH A COMBINATION OF
UNIQUE, IMMERSIVE ACTIVITIES &
UNEXPECTED EXPERIENCES.*



AMPERSAND DESIGNS

FALL AND
WINTER DESIGN



SPRING DESIGN



CAMPAIGN SPECS



- DATES: NOVEMBER 1, 2023 – APRIL 30, 2024
- MARKETS: BAY AREA, SACRAMENTO, LA, SD, PHOENIX, DALLAS/FT. WORTH, SEATTLE, PORTLAND, BEND, PALM SPRINGS, LAS VEGAS, DENVER, NEW YORK, CHICAGO
- AUDIENCES:
 - 25-54, WITH AN AVERAGE HHI \$115K+ WHO ARE INTERESTED IN LUXURY LEISURE TRAVEL, FOOD & WINE, SPIRITS, WELLNESS, RESPONSIBLE TRAVEL, OUTDOOR RECREATION, HEALTH & FITNESS AND UNIQUE OR AUTHENTIC EXPERIENCES
 - KEY SEGMENTS INCLUDE EMPTY-NESTERS, DOUBLE-INCOME/NO KIDS, SINGLE TRAVELERS AND LGBTQ+ TRAVELERS



CAMPAIGN SPECS, CONT'D



- **PAID PARTNERS:** PRIMARILY TRAVEL ENDEMIC PARTNERS INCLUDING OTA'S, TRAVEL SITES AND CUSTOM CONTENT SITES
- **PR/MEDIA TARGETING:** TOP 100 LIST, PUBLICATIONS WITHIN OUR MARKET AND AUDIENCE TARGETING
- **GOALS:**
 - DRIVE VISITATION DURING CAMPAIGN
 - ENCOURAGE VISITORS TO DISCOVER MORE ABOUT SONOMA COUNTY THAN THEY MAY OTHERWISE KNOW US FOR
 - LONGER STAYS
 - MIDWEEK STAYS
 - SPEND MORE \$\$
 - IMPRESSIONS, CLICKS, AD ENGAGEMENT, WEBSITE TRAFFIC AND "INTENT TO TRAVEL" SITE CONVERSIONS WITH HEAVY EMPHASIS ON ACCOMMODATION VIEWS



CAMPAIGN TIMELINE

- NOVEMBER 1 – DECEMBER 31, 2023:
 - MORE THAN A STAY PROMOTION STARTS
 - PR PITCHING, DESKSIDE VISITS, AND PR MAILER
 - INITIAL PAID MEDIA BUY
 - FIRST ROUND OF INFLUENCERS
- JANUARY 1 – APRIL 30, 2024:
 - MORE THAN A STAY PROMOTION CONTINUES
 - PR EFFORTS CONTINUE
 - UPDATED PAID MEDIA BUY
 - SECOND ROUND OF INFLUENCERS



SAMPLE HEADLINE AND IMAGE PAIRINGS

**MOCKUP, NOT FINAL*

HEADLINE

RAISE YOUR GLASS & YOUR SPIRITS

ALT: SATISFY YOUR CRAVINGS & YOUR CURIOSITY

Main image tall



Main image wide



Supporting image



SAMPLE HEADLINE AND IMAGE PAIRINGS

**MOCKUP, NOT FINAL*

HEADLINE

CHECK IN & CHECK ALL THE WAY OUT

ALT: EXPAND YOUR VIEW & YOUR CONSCIOUSNESS

Main image tall

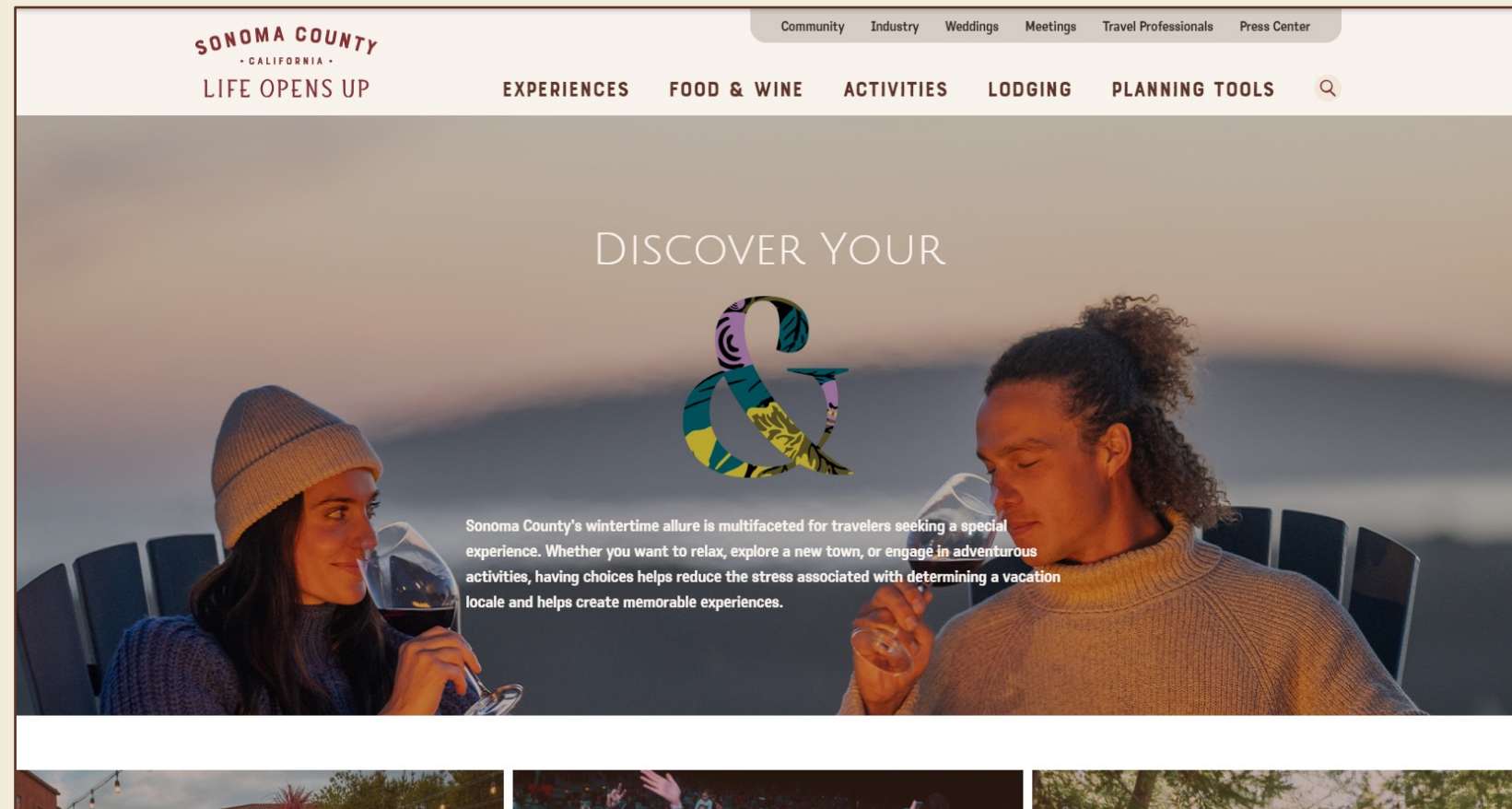


Main image wide



Supporting image





- HOMEPAGE
- MORE THAN A STAY
- CONTENT
- EVENTS
- DEALS/OFFERS



"MORE THAN A STAY" PROMOTION



- 3RD ANNUAL "EXTENDED STAY" PROMOTION HAS BEEN ELEVATED
- NEW NAME TO ALIGN WITH THE CAMPAIGN
- NOW INCLUDES BOTH ACCOMMODATIONS & EXPERIENCES
- OPEN TO VACATION RENTAL COMMITTEE MEMBERS
- CURATED LANDING PAGE ON WEBSITE
- SCT DRIVING AWARENESS WITH PR, PAID AND OWNED TACTICS SUCH AS PRIORITY APP PLACEMENT & CONSUMER ENEWSLETTER
- PARTNER WITH OTHER LOCAL BUSINESSES TO CREATE PACKAGES!
- PROVIDE INCENTIVES TO ENTICE VISITORS



PR OPPORTUNITIES



- CAMPAIGN KEY MESSAGES AND STORY IDEAS ON PARTNER SECTION OF OUR WEBSITE
- MEDIA HOSTING AND FAMS
- MONTHLY "WHAT'S NEW" PRESS RELEASE
- SUBMIT YOUR NEWSWORTHY EVENTS, STORIES, UPDATES, ETC TO: PUBLICRELATIONS@SONOMACOUNTY.COM



CAMPAIGN KEY MESSAGES

- RENOWNED WINE AND FOOD OFFERINGS GO HAND IN HAND WITH PHILANTHROPY IN SONOMA COUNTY.
- SONOMA COUNTY OFFERS A RENOWNED FOOD AND WINE SCENE AND IS A PLACE WHERE VISITORS CAN UNDERSTAND AND APPRECIATE WHERE THEIR FOOD COMES FROM.
- 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.
- SONOMA COUNTY IS AN OUTDOOR DESTINATION IN ALL SEASONS. RELAXATION AND ADRENALINE CAN COEXIST THROUGH EXPERIENCES LIKE ZIPLINING, HIKING, BIKING, STARGAZING, BIRDING AND MORE.



CAMPAIGN KEY MESSAGES

- 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 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.
- 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.



TOP PARTNERSHIP OPPORTUNITIES

- SUBMIT YOUR SPECIAL OFFERS
- SUBMIT YOUR EVENTS TO OUR CALENDAR OF EVENTS
- LEVERAGE KEY INSIGHTS TO CREATE UNIQUE EXPERIENCES
- DRAFT OFF OUR KEY MESSAGES TO CREATE YOUR OWN
- PARTICIPATE IN *MORE THAN A STAY* PROMOTION
 - ACCOMMODATIONS
 - EXPERIENCE PARTNERS
- TAG *#SONOMACOUNTY* & *#LIFEOPENSUP* ON SOCIAL
- SEND US YOUR PARTNER UPDATES AND PRESS RELEASES
- ADVERTISE WITH US!
 - INSPIRATION GUIDE
 - MAP
 - WEBSITE
 - CONSUMER ENEWSLETTER
 - VIDEO PROGRAM
 - LEARN MORE AT [SONOMACOUNTY.COM/PARTNERS](https://sonomacounty.com/partners)



HOSPITALITY HUB

The screenshot shows the Sonoma County Hospitality Hub website. The header includes the Sonoma County logo and the tagline 'LIFE OPENS UP'. A navigation sidebar on the left contains icons and labels for HOME, PROFILE, COLLATERAL, OPPORTUNITIES, REPORTS, ADMINISTRATION, and CONTACT US. The main content area features a large banner with the text 'SONOMA COUNTY • CALIFORNIA • LIFE OPENS UP® WELCOME TO THE HOSPITALITY HUB' over a coastal image. To the right of the banner is a 'Start Here' section with a 'Click Here' button. Below the banner, there are two main sections: 'Marketplace' and 'Partner Bulletins'. The 'Marketplace' section includes a dropdown menu for 'All Promotion Types' and a card titled 'Add a Special Offer to SonomaCounty.com' with a 'LEARN MORE' button. The 'Partner Bulletins' section lists several items: 'Registration is open for SCT's 2023 Annual Meeting', 'GET HELP: How to Update your Business Listing', 'Sonoma County Partner page', and 'Request Free Materials'. A 'Post Board' section at the bottom left shows a post from 'coLAB Jessie Villa' dated '06/23/2023'.

- UPDATE LISTINGS ON WEBSITE AND APP
- ADD/MANAGE IMAGES AND MEDIA
- ADD/MANAGE CONTACTS
- UPDATING AMENITIES
- RESPONDING TO LEADS
- ADD SPECIAL OFFERS
- ADD EVENTS TO THE CALENDAR OF EVENTS
- REQUEST MATERIALS
 - WINERY MAPS
 - LEAVE NO TRACE COLLATERAL
- ADDING AN OFFER TO THE MEDIA HANDBOOK
- ADD POSTS TO THE POST BOARD



RESOURCES AND LINKS

SONOMACOUNTY.COM/PARTNERS/PORTAL

IN-PERSON TRAINING:

1. SONOMA COUNTY TOURISM OFFICE TRAINING
TUESDAY 12/12/23 12-1 PM, INCLUDES LIGHT LUNCH
2. SATELLITE TRAINING IN MONTE RIO
THURSDAY 12/14/23 9-10 AM, INCLUDES
COFFEE/PASTRIES

HOSPITALITY HUB URL:

WWW.SONOMACOUNTY.COM/HUB

TO SET-UP A LOGIN OR RESET
YOUR PASSWORD EMAIL:

ESCHMITZ@SONOMACOUNTY.COM



Q & A

SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP®