



GENERAL INITIATIVE MESSAGING: “WINE COUNTRY FOR ALL OF US”

Sonoma County Tourism (SCT) is more than a destination marketing organization—it is a pioneering leader in inclusivity, sustainability, and connection. As the nation’s first Destination Stewardship Organization, SCT shares the destination’s legacy in fostering unity, creativity, and authenticity within Sonoma County’s diverse community of artisans, farmers, winemakers, and hospitality professionals. This ethos is woven into the region’s fabric, making SCT uniquely qualified to champion the “Wine Country for All of Us” initiative.

With its rich history of collaboration and innovation, SCT has consistently elevated Sonoma County as a haven where all are welcome. From uniting local municipalities to creating transformative partnerships like Wheel the World, Leave No Trace, and Kind Traveler, SCT has demonstrated that inclusivity and stewardship are not trends but guiding principles. This initiative reinforces Sonoma County’s identity as a joyful, meaningful refuge for residents and visitors alike.

Why Now?

In a time of unprecedented polarization, division, and rapid change, Sonoma County’s commitment to connection and belonging resonates more deeply than ever. Travel today is no longer just an escape but a vital opportunity for healing, renewal, and shared humanity. Sonoma County’s rich culture, welcoming spirit, and breathtaking landscapes offer a distinctive antidote to the world’s noise—a place where people can rediscover themselves and each other.

As travelers seek destinations that align with their values, the “Wine Country for All of Us” initiative positions Sonoma County as the beacon of a new kind of tourism. By offering purpose-driven travel experiences rooted in accessibility, sustainability, and authenticity, SCT speaks directly to the evolving desires of today’s visitors while providing a meaningful counterpoint to division and exclusivity.

It celebrates the region’s history and offers a bold vision for its future, affirming Sonoma County’s enduring ethos of welcome, connection, and joy.

The Invitation

Now is the time to redefine what it means to visit Wine Country. Sonoma County invites the world to experience a place where tradition meets innovation, diversity is celebrated, and every traveler can find their unique connection. This is not just Wine Country; this is Wine Country for All of Us—a place where life truly opens up.

Messaging:

Inclusivity Over Exclusivity

Sonoma County has always been a refuge for the curious and joyful, welcoming everyone, from first-time visitors to seasoned explorers. Built on a foundation of inclusivity and connection, it is a place where everyone can sip, celebrate, and explore in their own unique way. Every corner invites travelers to feel a sense of belonging and embrace the spirit of community that defines this extraordinary destination.

Personalized Experiences for All

Sonoma County celebrates the beautiful diversity of its visitors, residents, and topography. Whether strolling sunlit vineyards, hiking among majestic redwoods, discovering artisan workshops, or wandering charming small towns, visitors will discover every experience can be a connection to something. It is a place where individuality is embraced, and every traveler can find inspiration in the region's breathtaking landscapes and creative offerings; life truly opens up in Sonoma County.

Blending Tradition with Innovation

Sonoma County is a rare blend of heritage and creativity, where the time-honored traditions of winemaking meet the bold spirit of innovation. This is Wine Country reimaged—a destination that celebrates artistry, authenticity, and a forward-thinking ethos that ensures everyone can enjoy its treasures, whether through world-class wines or unexpected, offbeat adventures.

Adventure Beyond the Bottle

Sonoma County offers more than just wine—it's a world of discovery and connection. From the untamed coastline to serene redwood groves, from bustling farmer's markets to vibrant art galleries, every experience reflects the diversity and creativity of its people. Here, adventure transcends the ordinary, creating moments that inspire connection and celebrate the region's joyful, soulful spirit.

Celebrating Community and Culture

The heart of Sonoma County lies in its people—its winemakers, artisans, chefs, farmers, and creatives who have shaped its rich culture. Together, they've built a destination of authenticity, inclusivity, and connection. Visitors are invited to become part of this story, celebrating the vibrant tapestry of traditions and perspectives that make Sonoma County a place like no other.

The Joy of Connection

Sonoma County is a place where connections flourish—whether with nature, loved ones, or oneself. It's a haven for those seeking moments of shared joy and renewal. From intimate experiences in small, family-owned wineries to breathtaking encounters with the natural world, every visit leaves guests feeling inspired, rejuvenated, and deeply connected.

Redefining Wine Country

Sonoma County redefines the Wine Country experience, offering a relaxed, welcoming atmosphere that celebrates individuality and diversity. By blending the traditional with the unconventional, it invites visitors to discover their own unique journey. Here, Wine Country isn't just a destination—it's a way of being that celebrates authenticity, originality, and the joy of shared experiences.

Sustainability and Stewardship

Sustainability is at the core of Sonoma County's ethos. Visitors are invited to connect with a community that values its environment, heritage, and future. This is a place where responsible travel enhances everyone's experience, preserving the destination's natural beauty and cultural richness for generations to come. Sonoma County is truly Wine Country for All of Us—a place to enjoy, protect, and cherish.

Luxury

Travelers seeking uncommon luxury experiences can find a wealth of options in Sonoma County. Michelin-starred restaurants and five-star hotel properties provide the pinnacle of service and quality, but they don't stop at what's expected. Customized and curated experiences mean luxury travelers will leave with bucket-list adventures and brag-worthy activities that exceed expectations for even the most discerning travelers.