



## Fact Sheet: "Wine Country for All of Us" Initiative and Associated THIS IS WINE COUNTRY Paid Media Campaign

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### Wine Country For All of Us Initiative

#### Overview

- **Name:** Wine Country for All of Us
- **Launched by:** Sonoma County Tourism (SCT)
- **Objective:** To intentionally position Sonoma County as an inclusive, welcoming destination where all travelers can truly feel like they belong through a welcoming and inclusive experience.
- **Tagline:** "Wine Country for All of Us"

#### Why Sonoma County?

- **Unique Identity:** A blend of world-class wine, farm-to-table dining, outdoor adventure, and a progressive, inclusive culture.
- **Sustainability Focus:** Many local businesses prioritize environmentally responsible practices, aligning with the values of conscious travelers.
- **Welcoming Atmosphere:** Winemakers, artisans, and business owners create a culture of warmth and inclusivity.

#### Initiative Goals

- **Promote Inclusivity:** Sonoma County is a destination with a long history of welcoming people from all backgrounds, interests, and travel styles. This initiative and the associated marketing campaign amplify this set of values.
- **Highlight Local Businesses:** Showcase Sonoma's small farms, artists, winemakers, and local entrepreneurs.
- **Encourage Respectful Travel:** Promote sustainability to help preserve Sonoma's natural beauty and resources for future generations.

#### Key Messages

- **Inclusivity Over Exclusivity**  
Sonoma County is a place that embraces belonging and celebrates communities and people that represent the totality of the shared human experience.
- **Personalized Experiences**  
Sonoma County's visitor-facing businesses understand the customer experience is everything. Many businesses have developed unique and "boast-worthy" experiences designed especially for their guests. Sonoma County Tourism has begun a Signature Experiences program that creates truly specialized experiences that help ensure transformational visits.
- **Adventure Beyond Wine**  
In Sonoma County, wine country is more than the expected wine tasting options. Wine Country here means wine, of course, but also discovering adventures along the coast, interacting with local artisans and makers, exploring local shops, and myriad other experiences that create a very unexpected and truly diverse Wine Country vacation.

## **THIS IS WINE COUNTRY Paid Media Campaign**

Complementary to the Wine Country for All of Us organizational initiative, Sonoma County Tourism launched its paid media campaign, THIS IS WINE COUNTRY. The campaign is designed to disrupt people's view of a wine country visit and showcase the diversity of Sonoma County's visitor experiences.

- **Celebration of Community & Culture**

The campaign highlights the diverse artisans, farmers, winemakers, and community members who make Sonoma County unique and an unexpected wine country destination.

## **Consumer Personas (Four Archetypes)**

- **The Hungry Hearted:** Food and wine lovers who see Sonoma County as a must-visit culinary destination.
- **The Insiders:** Those who seek casual elegance, unique flavors, and intimate experiences.
- **The Outsiders:** Nature enthusiasts who connect with Sonoma County through its landscapes and outdoor offerings.
- **The Passionate Sharers:** Experience-driven travelers who love sharing their adventures with friends and family.

## **Highlights for Visitors**

- **Accessible Wine Experiences:** From casual tastings to exclusive wine pairings, Sonoma County welcomes both first-time visitors and seasoned wine lovers.
- **Outdoor Adventures:** With Redwood forests, rolling vineyards, and the Pacific coastline, visitors can hike, bike, or relax on the beach.
- **Family-Friendly Activities:** Many wineries offer kid-friendly spaces, picnic areas, and engaging events.
- **Local Arts & Culture:** Vibrant galleries, outdoor art installations, and cultural festivals provide a fresh perspective on Wine Country.
- **Nightlife & Local Flavor:** After a day of exploration, visitors can enjoy local breweries, live music venues, and late-night spots.

## **Quotes**

*Through Wine Country for All of Us, Sonoma County is opening its arms as a place that embraces belonging and celebrates communities and people representing the totality of the shared human experience.* — Claudia Vecchio, CEO, Sonoma County Tourism

*"Sonoma County is for those who seek something different—a place where wine meets wild coastlines, art meets agriculture, and people from all walks of life can find a space to be themselves."* — Brian Marchi, Board Chair of SCT & General Manager, DoubleTree by Hilton Sonoma Wine Country