



INITIATIVE MESSAGING TAILORED FOR PARTNERS

Sonoma County Tourism (SCT) has long been your partner in creating a thriving, inclusive destination. As the nation's first Destination Stewardship Organization, we understand the value of collaboration in strengthening our local economy and preserving Sonoma County's unique character. The "Wine Country for All of Us" initiative deepens this commitment, ensuring tourism benefits reach everyone in our community.

Why Now?

In an era of change and challenges, Sonoma County's welcoming and inclusive ethos sets it apart. By positioning our region as a place of connection, sustainability, and diversity, we attract visitors who align with our shared values. This boosts off-peak visitation and enhances long-term success for all stakeholders.

Core Messages:

- **Collaborative Impact:** SCT's success is built on the dedication of partners like you. This initiative enhances the county's reputation as a welcoming, innovative destination, ensuring long-term benefits for all stakeholders.
- **Inclusivity Drives Business:** By highlighting diverse offerings and accessible experiences, this initiative broadens our reach to new audiences, enhancing visitation across all sectors, from hospitality to retail.
- **Sustainability Matters:** Together, we can continue to lead the way in respectful tourism and ensure that Sonoma County remains a beloved destination for generations.

Call to Action:

We invite you to align your business with "Wine Country for All of Us." By embracing inclusive practices, highlighting your unique offerings, and partnering with SCT, you help elevate Sonoma County as a model for sustainable and inclusive tourism. Join us in creating a future where every guest feels welcomed and valued.

SCT will be offering training to help ensure your customer-facing teams are comfortable with cultural, ethnic, and accessibility sensitivity. Our goal is to have each visitor feel welcomed and their needs understood and provided.

Key Messages:

By aligning with this messaging, you position your business and our region as leaders in inclusivity, innovation, and stewardship, ensuring Sonoma County continues to thrive as a premier travel destination.

- **Inclusivity Over Exclusivity**
Sonoma County's foundation is rooted in inclusivity and connection, making it a welcoming destination for all. By embracing this ethos, your business plays a crucial role in fostering an environment where every visitor—whether it's their first trip or their fiftieth—feels a sense of belonging. Together, we can showcase the diverse experiences that define our region and inspire travelers to explore Sonoma County in their own unique way.

- **Personalized Experiences for All**

Sonoma County presents a wealth of opportunities for visitors to connect deeply with our destination. As business owners and stakeholders, you have the opportunity to showcase how your offerings cater to a diverse range of interests—whether through curated wine tastings, immersive art workshops, or guided hikes through our iconic redwoods. By celebrating individuality and diversity, your efforts ensure that each visitor discovers their unique and meaningful connection to Sonoma County.
- **Blending Tradition with Innovation**

Sonoma County thrives on its combination of heritage and innovative spirit. Whether your business is rooted in generations of winemaking or exploring new hospitality offerings, your contributions help redefine Wine Country as a vibrant and inclusive destination. Emphasize how your business honors tradition while welcoming creativity to provide experiences that surprise and delight.
- **Adventure Beyond the Bottle**

Sonoma County is more than just wine; it's a tapestry of adventures waiting to be discovered. From the dramatic coastline to the charming towns and vibrant farmers' markets, you can highlight how your business encourages visitors to immerse themselves in the region's diversity. By collaborating with SCT, you help showcase a complete picture of the region's offerings, inspiring travelers to go beyond their expectations.
- **Celebrating Community and Culture**

The essence of Sonoma County is its people, and your role as a partner is vital to that narrative. By sharing your unique contributions—whether it's through your craft, culinary excellence, or hospitality—you help honor the richness of our community. Encourage visitors to immerse themselves in the local culture you've helped shape, creating moments that showcase the authenticity and connection that characterize Sonoma County.
- **The Joy of Connection**

Your business plays a crucial role in making Sonoma County a place where visitors can connect with nature, their loved ones, and themselves. From hosting intimate wine tastings to creating gathering spaces for families, your offerings foster the emotional connections that keep guests coming back. SCT supports you in sharing these stories to demonstrate how we create a destination that renews and inspires together.
- **Redefining Wine Country**

By partnering with SCT, you will be part of a movement reshaping the meaning of Wine Country. This isn't about exclusivity; it's about honoring authenticity and originality. Your distinctive offerings are essential in creating a warm, laid-back environment that encourages visitors to uncover a fresh perspective on Wine Country. Let's collaborate to share this captivating story with the world.
- **Sustainability and Stewardship**

Sustainability is central to Sonoma County's identity, and your commitment to adopting eco-friendly practices reinforces this ethos. By promoting responsible travel and stewardship, you help preserve our region's natural beauty and cultural richness for future generations. SCT is here to support your initiatives, from endorsing green practices to connecting you with visitors who value sustainable experiences.

- **Luxury**

For those seeking unparalleled luxury, Sonoma County provides more than expected. Whether it's a Michelin-starred meal, bespoke wine tastings, or curated outdoor adventures, your business can deliver experiences that are as unique as they are unforgettable. SCT works to amplify these offerings, helping you reach discerning travelers who are eager for bucket-list moments.