



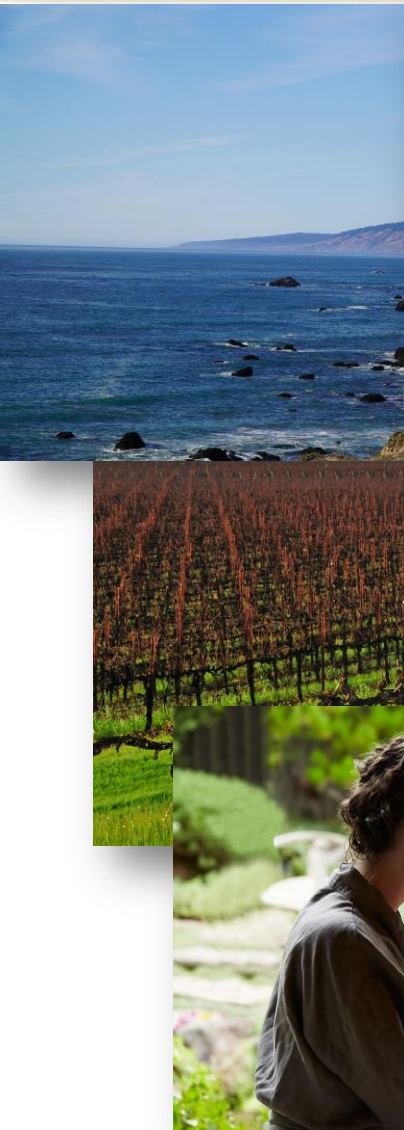
SONOMA COUNTY

• CALIFORNIA •

LIFE OPENS UP

UNWTO Global Conference on Wine Tourism
5 December 2019

Sonoma County, California



Yesterday, Today...

- Yesterday

- 1812: Russian Colonists planted grapes on the Sonoma Coast.
- 1857: The Hungarian Count Agoston Haraszthy “The Father of California Wine Industry” founded Buena Vista winery in Sonoma.
- 1980s: Sonoma County made the transition from being known as a producer of dairy, grain and fruit crops with grapes in fourth position. By 1989, grapes were the top revenue-generating agricultural crop. Technological advances in winemaking improved wines to meet the more discerning tastes of consumers.

- Today

- Sonoma County has 17 unique AVAs; more than 60 grape varieties planted. Wine industry and related tourism contributes over \$11 billion to the local economy each year, about 40% of the county’s contribution to the Gross Domestic Product (GDP).



Tomorrow

- Sustainability

- In 2014, the winegrowers in Sonoma County made a collective commitment to making sure every vineyard in Sonoma County was certified sustainable.
- Today, over **99%** of vineyards in Sonoma County hold a sustainability certification.
- This initiative has put Sonoma County on the global map as leaders in sustainability.

- Destination Stewardship

- Master plan to ensure long-term resource preservation



Wine Industry Governance

- Structure

- Sonoma County Winegrowers
- Sonoma County Vintners
- 17 AVAs
- Sonoma County Tourism

- Business

- 1,800 Growers
- 770 Vintners
- 425 Tourism-facing wineries/tasting rooms
- 6% planted to vineyards
- 60+ grape varieties grown
- 255,635 tons of grapes harvested (2014)



Sonoma County Wine Growers - Programming

- Policy, workforce development, grower issues, awards
- Long-term partnership with GuildSomm (they have about 12,000 members around the world). Advise on creating communications and presenting to media and growers. We also partner with them on education/master classes for Somms in cities around the US (also did Hong Kong and Mexico)
- Sonoma County Harvest Somm Camp – Bi-annual camp that invites a small group of Somms from around the US to come to Sonoma County and be immersed in our harvest and wine experience.
- Vineyard Adventure walks –Mapped walks at eight different wineries around the county that describes the winegrowing process and our sustainability practices.
- “Off the Vine” radio show – local education and wine interest.
- Series of “Tailgate” talks around the county – these were promoted through the AVAs, but open to growers, hospitality organizations or the broader community.

Sonoma County Vintners - Events

- Sonoma County Wine Auction - An unforgettable week of distinct and diverse wines, delectable foods and unmatched generosity.
 - \$2,500 per ticket
 - 2019 - raised \$6.1 million for local charities
 - Best Party Ever
 - Vintner's Dinners
 - Auction
- Sonoma County Barrel Auction
- Sonoma County Wine Month
- Both Sonoma County Vintners and Sonoma County Winegrowers have

Foundations – assist in emergencies, literacy, education, health and human services, the environment, etc.



AVAs & Individual Wineries Events and Activities

• AVAs

- Sonoma Valley – Signature Sonoma Valley (Vineyard exploration, tastings, education, parties)
- Dry Creek Valley – Passport to Dry Creek Valley
- Alexander Valley – Experience Alexander Valley (blending seminars, ravioli making, pairing); Alexander Valley Film Festival

• Wineries

- Summer Concert Series
- Wine Club Pick-up Parties (in Sonoma County, key markets)
- Winemaker Dinners
- Vineyard Tours
- Connections to local produce – Wine/Crab, Chocolate, Lavender
- Wine Cruises, Wine Club Events Around the World



RODNEY STRONG
VINEYARDS

Jordan[®]

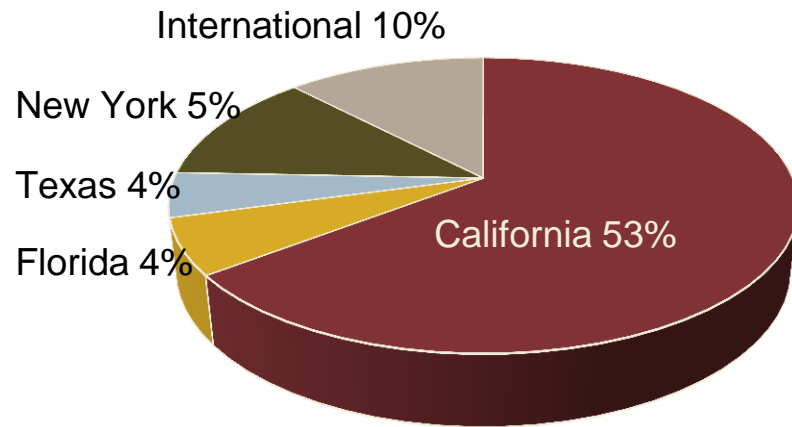
FRANCIS FORD
COPPOLA
WINERY



Sonoma County Tourism

- Total Number of Visitors: 10.8 million
 - 4.8 million overnight
 - 6.0 million day

Key Feeder Markets



Top Activities



Sonoma County Tourism

Brand - Trio



**A GOOD BRAND
IS LIKE ART.**

**IT MAKES YOU
FEEL SOMETHING.**



MORE THAN WINE

While wine is clearly central to the experience, it is a destination that is rich in depth and complexity. It simmers with an adventurous spirit, while maintaining a relaxed, unpretentious, and intimate vibe. Sonoma County is meant to be savored and enjoyed over time.



A DIFFERENT BRAND OF LUXURY

While both Sonoma County and Napa Valley offer a luxury vacation experience, the brand of luxury is different. Napa is seen as more glamorous, exclusive, and sophisticated. Sonoma County is more intimate, personal, and engaging.



SONOMA COUNTY

is

CONNECTING





SONOMA COUNTY

is FIERCELY INDEPENDENT





SONOMA COUNTY

is

PROGRESSIVE





SONOMA COUNTY

is REAL



SONOMA COUNTY

is UNPRETENTIOUS





SONOMA COUNTY
is **GENEROUS**

**“WINE ISN'T
THE ONLY REASON TO
VISIT, BUT IT'S REASONS
ONE THROUGH TEN.”**

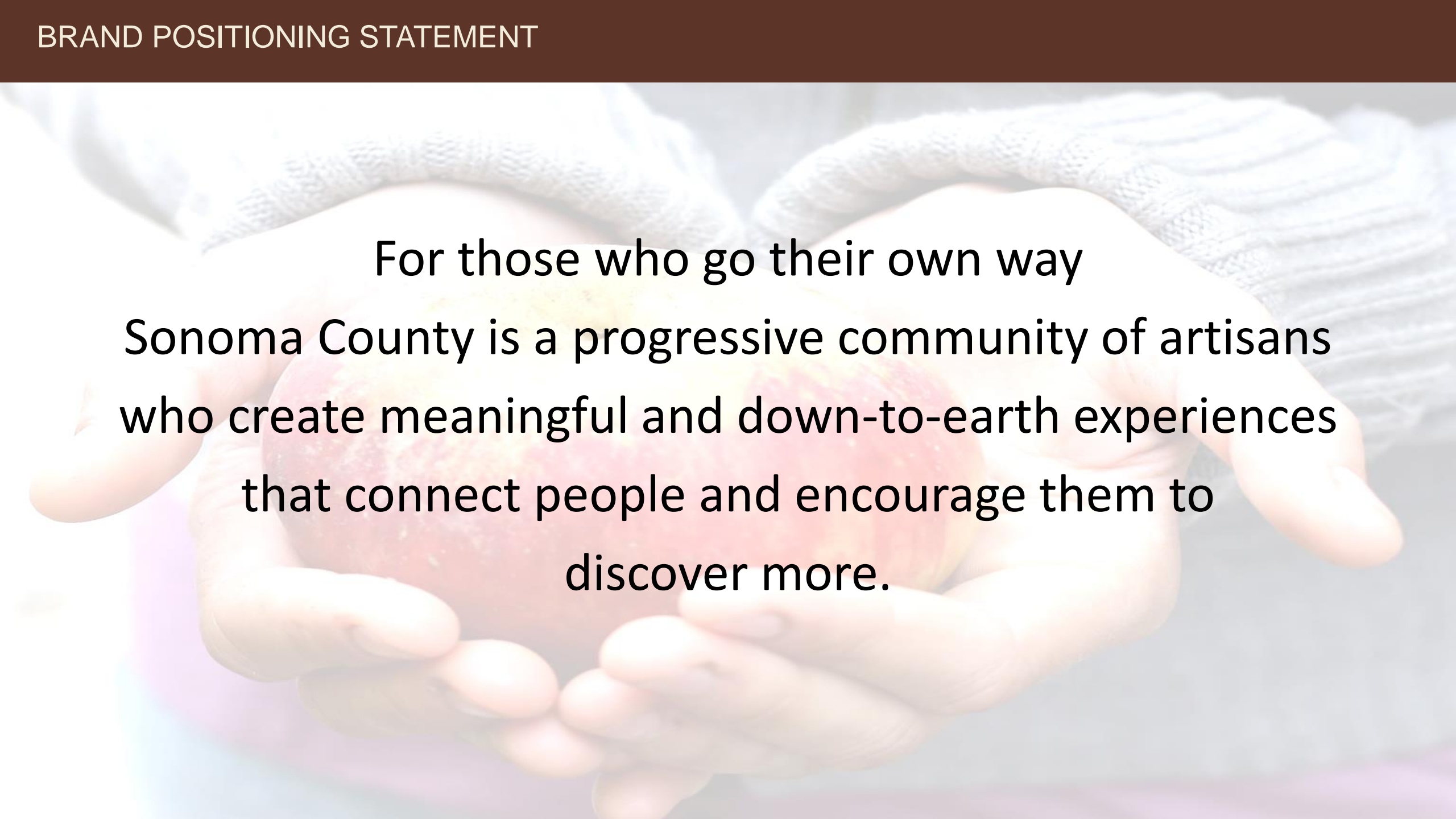


**“THE NATURAL BEAUTY
HITS YOU AND THE MIND
OPENS UP.”**



**“WE’RE NOT TRYING
TO BE AUTHENTIC.
WE’RE NOT SAYING
WE ARE, WE JUST ARE.”**



A pair of hands, wearing white gloves, gently holds a ripe red apple. The background is a soft, out-of-focus light blue and white, suggesting a clean, airy environment. The hands are positioned centrally, with the apple held in the palm of the right hand, resting on the left hand. The lighting is soft and even, highlighting the texture of the gloves and the smooth surface of the apple.

For those who go their own way
Sonoma County is a progressive community of artisans
who create meaningful and down-to-earth experiences
that connect people and encourage them to
discover more.



Coming Back... Twice

- October 2017 Firestorm
 - More than 5,500 structures destroyed
 - National/international news coverage
 - Two-year recovery – rebuild confidence
 - Grapes mostly harvested – 98%
- October 2019 Kincade Fire
 - 75,000 acres impacted
 - National/international news coverage
 - Five wineries impacted, one historic building burned
 - 2019 winegrape harvest was 95% complete at the onset of the fires.
 - Recovery begins – pivot marketing to highlight Spring/bud break, market fall to spontaneous travelers



A photograph of a vineyard in autumn. The rows of grapevines are covered in yellow and orange leaves, stretching into the distance. In the background, there are tall evergreen trees and a clear blue sky. A large, semi-transparent circular overlay is positioned on the right side of the image, containing the text "Thank You", "#GatherInSonoma", a horizontal line, and "#SipSonoma".

Thank You

#GatherInSonoma

#SipSonoma