

THE OFFICIAL
TRAVEL TRADE GUIDE
TO SONOMA WINE COUNTRY, CALIFORNIA



SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP

www.sonomacounty.com/travel-trade



welcome to

SONOMA COUNTY

In Sonoma County, there's always a place at our table. A place to connect with the land. And also, with each other. All just 30 miles/48 kilometers north of San Francisco. Discover one of California's top food and wine destinations, home to more than 425 wineries ranging from rustic to regal. Hike among towering redwoods, cruise along rugged Pacific coastline, and get to know inviting small towns. Or, just sit back and take it all in. Because here, you're free to go your own way.

And we wouldn't have it any other way.

Life opens up in Sonoma County.



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travel trade SERVICES

With such an incredible diversity of experiences, it's no wonder that Sonoma County is a firm favorite for tour operators and travel agents alike. Planning a group tour, developing a coach series, creating new itineraries, or expanding your FIT programs and products, we invite you to check out this guide for information and ideas. Then contact us for additional resources, partner introductions, video content, high-resolution images, and anything else to make your job easier.



DID YOU KNOW?

Of the million acres of land that make up Sonoma County, only 60,000 acres are dedicated to the wine industry?



DID YOU KNOW?

One of Jaimie's favorite foods is cheese? She likes it so much, she was one of the first people to purchase tickets to Sonoma County's Annual Artisan Cheese Festival!

meet the
TRAVEL TRADE TEAM

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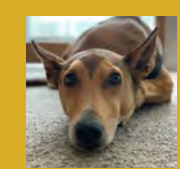
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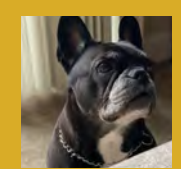
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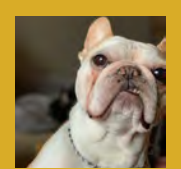
Office Morale Boosters



Puba



Bazooka



Sean
Connery



location, airlift, &

TRANSPORTATION

Sonoma County is part of the San Francisco Bay Area, in Northern California’s celebrated Wine Country, just 30 miles/48 kilometers north of San Francisco’s Golden Gate Bridge; bordered by Marin, Napa, Lake, and Mendocino counties and the Pacific Ocean.

Driving distances to Northern California hot spots (taken from the town of Sonoma):

- Mendocino - 121 miles/194 kms
- Monterey - 160 miles/257 kms
- Napa - 14 miles/22 kms
- Oakland - 30 miles/48 kms
- Sacramento - 60 miles/96 kms
- San Francisco - 30 miles/48 kms
- San Jose - 89 miles/143 kms
- South Lake Tahoe - 168 miles/271 kms
- Yosemite National Park - 199 miles/320 kms



DIRECT FLIGHTS TO SONOMA COUNTY AIRPORT (STS)

Less than two hours from San Francisco, Oakland and Sacramento international airports.



INTERNATIONAL AIRPORTS

Sonoma County is located within easy driving distance of four international airports:

- San Francisco International Airport (SFO) - 57 miles/91 kms
- Oakland International Airport (OAK) - 57 miles/91 kms
- Sacramento International Airport (SMF) - 73 miles/117 kms
- San Jose International Airport (SJC) - 89 miles/143 kms



Located in the heart of Wine Country, the Charles M. Schulz – Sonoma County Airport (STS) offers visitors a warm welcome with its charming simplicity and friendly staff. It offers ground transportation connections to various stops in Sonoma County and to San Francisco and Oakland international airports. Whether arriving or departing, your clients will enjoy a hassle-free experience: easy, affordable parking, shorter lines, Sky Lounge Steakhouse & Sushi Bar, (many of the conveniences and amenities of a larger airport without the hassle of crowds).



DID YOU KNOW?

Alaska Airlines, American Airlines, and United Airlines offer daily non-stop service into Charles M. Schulz airport from Dallas (June 2019), Denver, Los Angeles, Orange County, Phoenix, Portland, San Diego, San Francisco, and Seattle.

GROUND TRANSPORTATION

Various companies offer a complete range of options, from full-sized coaches, vans, sedans, SUVs, and limousines.

RENTAL CARS

Current on-site car rental agencies at Charles M. Schulz Airport include Avis, Budget, Enterprise, Hertz, National, and Sixt.

www.sonomacounty.com/transportation

 PURE LUXURY
TRANSPORTATION

SMART TRAIN

Sonoma-Marin Area Rail Transit (SMART) is the San Francisco Bay Area's newest transportation option for travel, offering passenger rail service in Sonoma and Marin counties. SMART's initial 43 miles of rail corridor includes 10 stations, from the Sonoma County Airport to Downtown San Rafael.



AIRPORT EXPRESS BUS

Sonoma County Airport Express offers scheduled transportation 365 days a year between Sonoma County and Oakland and San Francisco international airports. Buses drop guests at the departure level and pick up guests directly outside baggage claim carousels. The flexible, hourly schedule caters to virtually any flight. With pick-up and drop-off locations in Petaluma, Rohnert Park, and Santa Rosa (including Sonoma County Airport), it makes getting to-and-from the airport easy. They will even arrange for a taxi to meet guests at their Sonoma County drop-off location or continue to the Sonoma County Airport stop to pick-up a rental car.





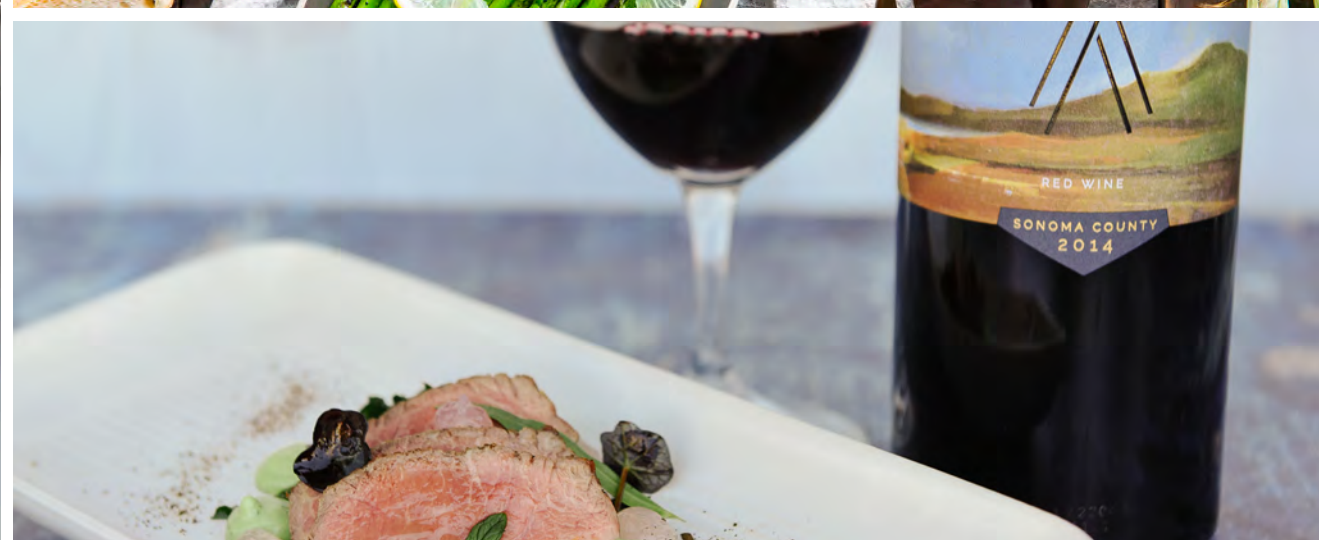
crafting an EXPERIENCE

Sonoma County offers a diverse landscape to its visitors—from rugged Pacific coastline, to lush valleys and vineyards, to cool and calm redwood forests. Over a million acres in size, it invites visitors to reconnect with nature, and each other. In the following sections, we've outlined key experiences in our destination to help you in crafting a truly transformative holiday for your clients.



DID YOU KNOW?

On September 19, 1783 ~ A sheep, a duck, and a rooster became the first passengers in a hot air balloon launched by the Montgolfier brothers, Joseph and Etienne. Sonoma County's own Up & Away Ballooning has delighted in sharing Sonoma's spectacular wine country views for over two decades.



WINE & CULINARY

Savor one of California's top food and wine destinations, where you'll find renowned farm-to-table fare and premium wines. From artisanal olive oils and award-winning cheeses to innovative craft beers and Michelin-starred kitchens, your clients are invited to connect with the land and with each other where life opens up.



OUTDOOR ACTIVITIES

Sonoma County offers a plethora of outdoor experiences that inspires visitors to reconnect with nature, and each other. From coastal kayaking, to ziplining through a redwood forest canopy, to cycling along meandering country roads bordered by vineyards, this is truly a haven for nature lovers.



DID YOU KNOW?

Deleyse has a major soft spot for penguins? Although Sonoma County doesn't have any (yet), Safari West – a 400-acre private wildlife preserve located in Sonoma County – has a selection of wildlife species native to Africa. At Safari West, guests can see giraffes, rhinoceros, cape buffalo, watusi cattle, antelope, cheetahs, zebras, hyenas, primates and numerous species of birds.



COAST

Located in the heart of Northern California's renowned wine country, Sonoma County is ideal for visitors who want to immerse and connect. Catch sight of a whale from a rocky headland. Scramble down a trail to a hidden cove. Stroll along a wide sandy beach, with a soft ocean breeze kissing your cheeks. Combine these with fine wines, craft beers, and farm-fresh and ocean-fresh cuisine, and you have Sonoma County's beautiful, bountiful Pacific coastline.





DID YOU KNOW?

Opposites attract! Although slightly vertically challenged herself, the Redwood trees are Susan's favorite tree ... with most growing well over 300 feet tall!



REDWOODS

Sonoma County is home to some of the most inspiring landscapes in northern California, including ancient forests of coast redwoods. Step onto the path of the Armstrong Redwoods State Natural Preserve, ideal for families and explorers of all abilities, and immediately notice the hushed calm and cool stillness.



VINEYARDS

Some of the best things in life aren't built – they're grown. They take time, attention to detail, determination and a commitment to cultivating the finest quality.

In Sonoma County the fruits of our labor are ripe for the savoring, but we want to give your clients much more than just a little taste. We invite them to connect with the land, with its stewards and, most importantly, with each other.





MEET THE MAKERS

In Sonoma County you don't have to venture too far off the beaten path to find enriching activities, creative endeavors and unique attractions. Slow down and enjoy a meandering farm tour, indulge on a gourmet food walking tour, or get a behind-the-scenes glimpse into the lives of local makers and artisans.



DID YOU KNOW?

Lilly loves to be pampered — hair treatments, manicures/pedicures, and massages. In fact, she took her love of the spa and turned it into a job! She became a licensed massage therapist ... and always reminds us to “schedule some time for ourselves.”



WELLNESS

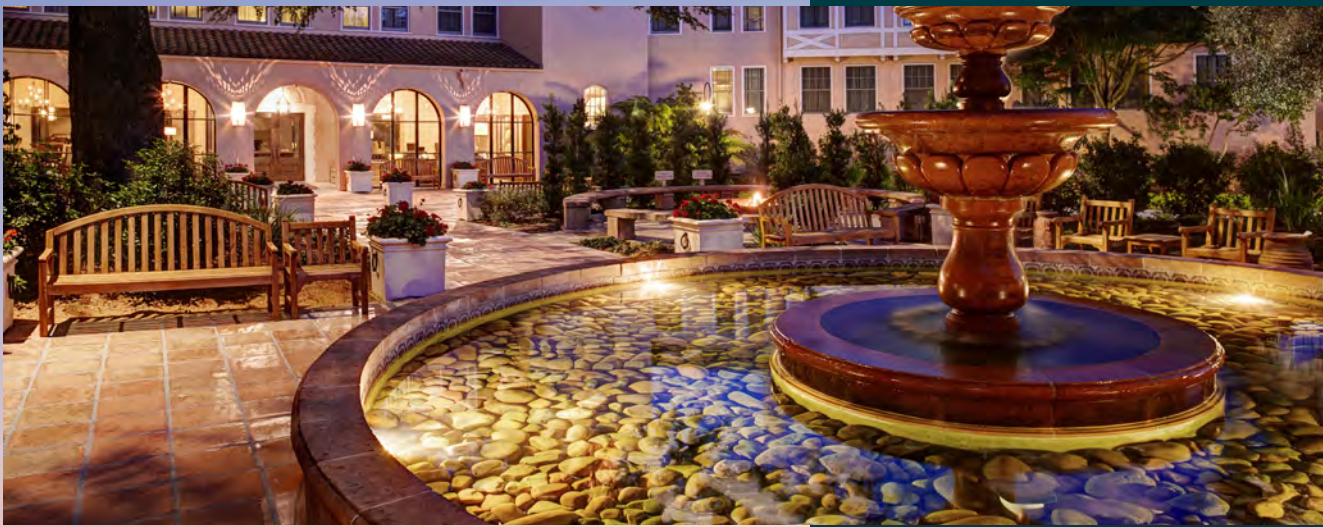
Relax and rejuvenate at one of Sonoma County's soothing spas; share in the bounty of our harvest with renowned cuisine and premium wines in a naturally beautiful setting—and feel the stress of modern life melt away. From yoga in the vineyards to wellness hikes through the redwoods, Sonoma County has a diverse array of wellness-oriented experiences to help your clients disconnect from their devices and reconnect with each other.



ACCOMMODATIONS

From trendy downtown hotels and boutique B&Bs to wellness resorts with vineyard views and cozy “glampgrounds” beneath towering redwoods, each gives visitors the chance to unplug from the everyday and connect with each other.

For recommendations or introductions to our accommodation partners, feel free to reach out to us. We can also let you know the channels where each partner can be booked.



DID YOU KNOW?

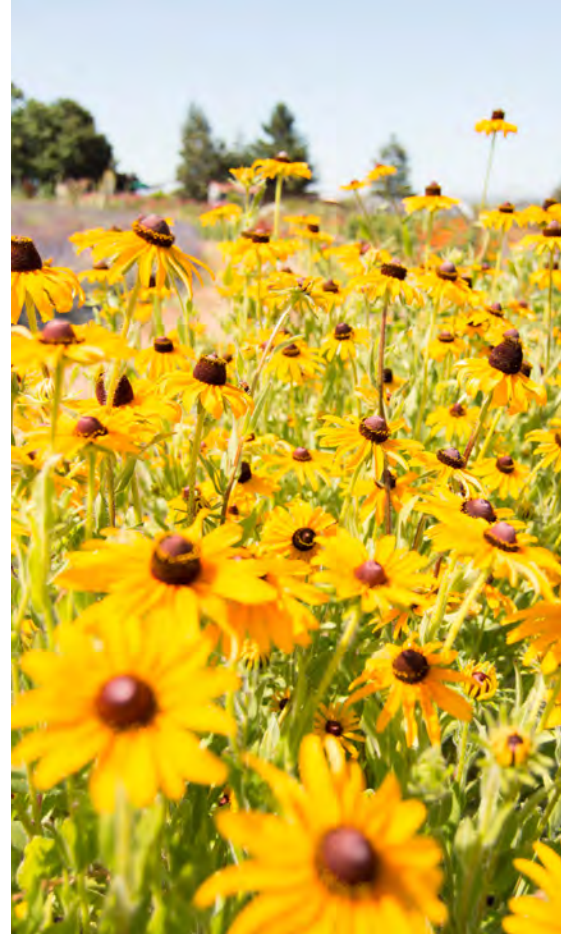
Lilly's first job was at the Sonoma County Fair. She was Barnabee — the bumblebee mascot ... fitting as the theme that summer was “Bee Cool!”



EVENTS

Year-round, Sonoma County offers a variety of festivals, markets, and other events to its visitors and locals alike. With more than 425 wineries, there is always an event happening, which lets you plan your client's trip around an outstanding festival or event. Wine festivals; fairs that celebrate Sonoma County's rich agricultural heritage (like Petaluma's Butter & Egg Days, Sebastopol's Gravenstein Apple Fair, or the Bodega Bay Fishermen Festival); car shows; history festivals; and others let you experience the best Northern California has to offer. Find all event dates and info on the Sonoma County Calendar of Events.





There's always a place at our table, and groups are always welcome. Introduce them to the hushed stillness of towering redwood forests or the dramatic Pacific coastline dotted with beaches and parks. Recommend a scenic, windows-down drive through rolling hills covered in vineyards between stops in small towns brimming with cozy restaurants, eclectic shops and galleries, and plenty of character. Or, simply suggest they sit back and drink it all in. Here, there's ample opportunity to connect with the land — and with each other. And we wouldn't have it any other way.

Get a free guide at SonomaCounty.com or call +1 707 522 5800 / 1 800 576 6662 for more information.

www.sonomacounty.com/travel-trade

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