



SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP

YOU'RE ALWAYS MORE THAN WELCOME

Find the perfect blend of amenities, attractions and adventure for your group in Sonoma County. Acclaimed food and wine, relaxing spas, and championship golf courses keep teams energized and entertained. When you partner with the Sonoma County Tourism team, you'll save time and money while participants rave about your event and all the ways life opens up for them in Sonoma County.



MORE THAN 425 WINERIES

Group tastings, food and wine pairings, and behind-the-scenes tours.



THE GREAT OUTDOORS

Redwoods, rivers, mountains: 13 California state parks, 43 regional parks, 20 coastal beaches, three rivers, Lake Sonoma, hidden streams and trails.



50+ MILES OF COASTLINE

The Pacific Ocean coastline offers whale watching, beachcombing and soft adventure.



MILD, MEDITERRANEAN CLIMATE YEAR-ROUND

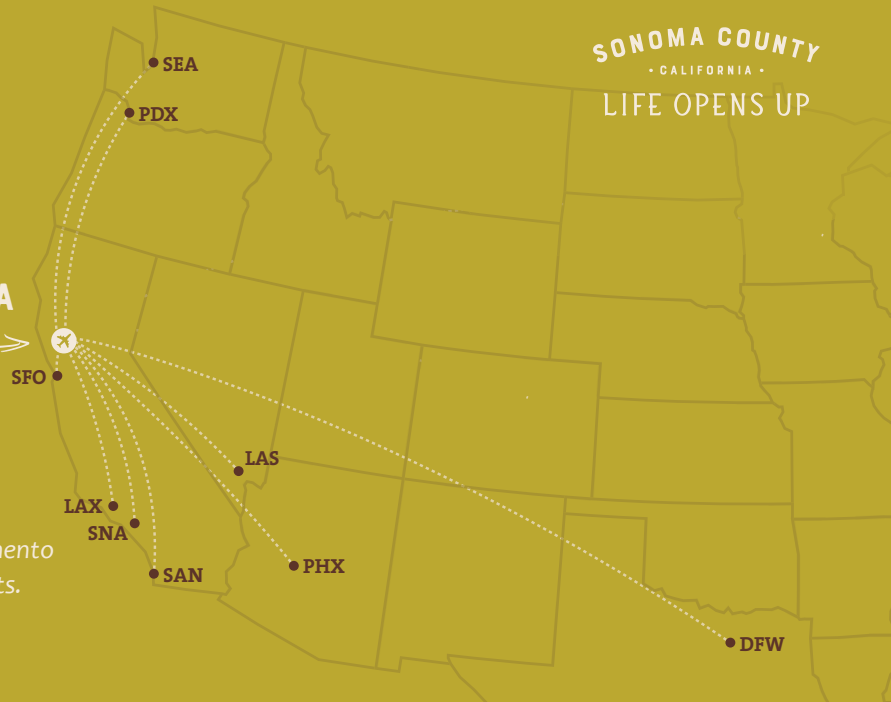
*Average high/low in July is 82°F (28°C)/52°F (11°C).
Average high/low in January is 50°F (10°C)/40°F (4°C).*



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DIRECT FLIGHTS TO SONOMA COUNTY AIRPORT (STS)

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



AN INSPIRED SETTING INVITES CONNECTION

CULTIVATED TO PERFECTION. WITH INCENTIVES TO MATCH.

Sonoma County offers a first-class meetings destination at the heart of northern California wine country. See how *life opens up* for your meeting or event, and earn a *CalSAE Seasonal Spectacular* booking incentive when you book more than 25 room nights.

Meeting planners and groups who submit a lead to Sonoma County Tourism before April 2021 month-end and bring an event to Sonoma County by year-end 2021 will qualify for the following:

Planner Incentive:

0-25 Rooms = \$50 Gift Card

26-75 Rooms = \$100 Gift Card

75+ Rooms = \$150 Gift Card

Group Incentive:

\$500 Credit to the Master

Lead must mention CalSAE Seasonal Spectacular Promotion. Incentive eligibility is based upon new RFPs for room nights that will be distributed by Sonoma County Tourism to two or more business improvement area (BIA) properties. Cash incentives are paid to the master account within 10 days of the group's arrival. SCT reserves the right to end the incentive program at any time.

GROUP ACTIVITIES:

Transportation and tours

Winery and
winemaker dinners

Culinary/wine
education programs

Spouse/partner programs

Farm tours

Spa and golf outings

Art galleries and art walks

Zip line adventures

Eco-tourism (kayaking,
hiking and nature walks)

Deep-sea fishing

Hot air balloon rides

Safari adventures

Ropes course team-
building activities

Race-car driving school

Horseback riding

