

Sonoma Valley

CALIFORNIA

MEMBERSHIP & BENEFITS

MARKETING & ADVERTISING

PUBLIC RELATIONS SUPPORT

NETWORKING WITH COMMUNITY PARTNERS

WEBSITE, EMAIL & SOCIAL MEDIA COVERAGE

WORKING ON YOUR BEHALF

MEMBERSHIP WITH THE SONOMA VALLEY VISITORS BUREAU (SVVB) IS A GREAT WAY TO PROMOTE YOUR BUSINESS OR ORGANIZATION TO OUR VISITORS

Sonoma Valley has been welcoming visitors for eons. Long prized for its thermal hot springs by the Native Miwok, Pomo and Wapo peoples who lived here, Sonoma Valley inspires visitors today with its abundance of natural beauty, wineries, restaurants, shopping, wellness experiences, adventure activities and more! Here at the SVVB, we carry on a long tradition of warm hospitality through our team of regional ambassadors based out of two visitors centers--one south of town at Viansa Winery and the other on the historic Sonoma Plaza--here to welcome visitors seven days a week!

Joining the SVVB provides members with direct access to four important business markets: local companies, leisure travelers, travel and trade, as well as conventions and meetings. Benefit from unique marketing campaigns that promote your business year-round and on-the-daily with an entire team to promote of experts that will help you expand your reach to your target markets.

Guided by unparalleled customer service and passionate expertise of the Valley and outfitted with up-to-date information, professional resources and maps, we steer visitors towards the essential landmarks, events, tours, products, accommodations, and establishments that define our Sonoma culture--including your business!



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Membership also gives you the chance to advertise in SVVB publications like our annual Visitors Guide, on our highly-trafficked website, and in seasonal promotional programs.

Our members are in all facets of the hospitality industry, from large resorts to one-person walking tours. Together, we're putting Sonoma Valley's best foot forward. We can't wait to help your business grow and shine!

Sincerely,

A handwritten signature in black ink, appearing to read 'Tim Zahner', is written over a white background.

Tim Zahner, Executive Director

OUR HISTORY

The Sonoma Valley Visitors Bureau was established in 1984 to provide information to visitors and vacationers and to promote the hospitality industry in the Valley. The SVVB is governed by a Board of Directors elected from and by the membership of hundreds of businesses. The 11-member Board includes a five-member Executive Committee. The programs and policies of the SVVB are approved by the Board of Directors and carried out by a full-time professional staff reporting to the Executive Director.

OUR STRATEGIC PARTNERS

The SVVB's strategic partnerships make it possible for us to foster our mission and vision. Support from the Sonoma Tourism Improvement District (TID), City of Sonoma, Sonoma County, and Sonoma County Economic Development Collaborative (formerly the EDB) enable the SVVB to offer services for our members, Bureau operations, and our marketing campaigns. These partnerships allow our team to deliver exceptional customer service to our members and visitors, while reinforcing a strong brand presence in our target markets.

SVVB works closely with our partner organizations in Sonoma Valley: the Sonoma Valley Vintners & Growers and the Sonoma Valley Chamber of Commerce. We also work closely with Sonoma County Tourism, San Francisco Travel, the San Francisco Chamber of Commerce, and Visit California. When you join SVVB, we make sure to represent you when we promote Sonoma Valley.

PUBLIC RELATIONS

Our extensive public relations efforts have resulted in over 400 million media impressions in top tier publications, putting Sonoma Valley front-and-center with international press. Efforts include proactive outreach, press releases, FAM tours, media visits and responding to journalist inquiries.

OUR MISSION

To enhance the economic vitality of our members and promote the Sonoma Valley as a visitor destination.

Sonoma Valley
CALIFORNIA

BOARD OF DIRECTORS

Hunt Bailie
Sonoma Valley Adventures &
Sonoma Valley Escapes

Jill Benziger,
Benziger Family Winery &
Imagery Estate

Kendall Comfort
Sonoma Valley Inn

Dan Parks
Inn at Sonoma &
Sonoma Creek Inn

Lesli John
Pangloss Cellars &
Repris and Texture Wines

Angie Sánchez
¡Hola Vida! Collective

John Toulze
the girl & the fig

Ari Weisswasser
Glen Ellen Star

OUR TEAM

EXECUTIVE DIRECTOR
Tim Zahner

OPERATIONS MANAGER
José Luciano

VISITOR SERVICE REPRESENTATIVES

Sharon Douglas
Alexandria Morton
Anne-Marie Nordquist
Janice Shuck
Ellie Walker

MARKETING & PARTNERSHIPS
Lori Varsames

SOCIAL MEDIA
Michelle Lacy

PUBLIC RELATIONS
Jennifer Sweeney

MEETINGS SALES
Synergy Destinations



MEMBERSHIP BENEFITS

NETWORKING & PARTNERSHIPS

- Sonoma Valley Visitors Bureau's two visitors centers (the Plaza and south office at Jacuzzi Winery)--come meet our staff and community volunteers to tell them about your business. They'll help you get the word out to the over 42,000 walk-in visitors who come to see us!
- Participate in SVVB's marketing meetings and network with other local businesses.
- Enjoy access to marketing partners like Visit California and SF travel.

DIGITAL MARKETING

- Benefit from over 850,000 annual pageviews on the SonomaValley.com website and increase your own web traffic and event engagement.
- Our user-friendly database makes your profile and event changes quick and easy to update with fresh content, photos, and special offers.
- Submit your events to our online calendar and entice visitors, journalists and PR professionals to your business. The entire SVVB team references it when advising visitors!
- Respond to our calls for content for more visibility for your business.
- Get coverage in SVVB's monthly emails and get 40,000 active subscribers to learn about your business or event.

ADVERTISING

- Be included in robust advertising campaigns targeted to travelers in key markets: Bay Area, Sacramento, West Coast.
- Participate in coöp advertising opportunities with Travel SF and others.
- Take advantage of our Enhanced Marketing Opportunities to get better exposure in our emails, website, social media, YouTube videos, and blog!

SOCIAL MEDIA

- Submit your beautiful photos and events to your social media expert and get seen by 100,000 followers on our Facebook, Instagram, YouTube, LinkedIn, TikTok, BlueSky and X channels.
- Tag us so we can extend your reach on your posts, reels and videos

PRINT

- Annual Visitors Guide (50,000+ copies)
- Area Maps for Sonoma, The Springs, Kenwood, Glen Ellen and Carneros, & Sonoma County Map
- Winery, Shopping & Dining Maps
- Hiking & Biking Guide
- Field Guide to Sonoma Valley

PUBLIC RELATIONS

- Inclusion in our "What's New" and other press releases that go out to thousands of lifestyle journalists and influencers
- Gain exposure with FAM tours for hospitality professionals, journalists and travel agents.
- Respond to our calls for news on specific themes to get time-specific coverage for your business.



INTERESTED IN MEMBERSHIP?

Contact Lori Varsames at:
lori@sonomavalley.com or (510) 872-2827