



**SONOMA VALLEY
VISITORS BUREAU
MEMBER
2025**

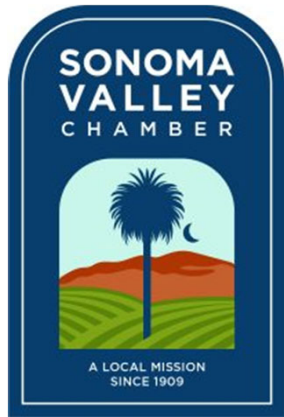
W e l c o m e !

Sonoma Valley
VISITORS BUREAU

V i s i t o r C e n t e r s
t w o l o c a t i o n s
p r o f e s s i o n a l s t a f f



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SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP



V i s i t o r G u i d e : 5 0 , 0 0 0 c o p i e s



by Mary mountain looking

A SONOMA VALLEY WINE PRIMER



While there are so many reasons to enjoy Sonoma Valley, wine is without a doubt the top attraction. And for good reason: the wineries in Sonoma Valley are some of the most prestigious in North America, and the quality of the local food scene makes the wines shine. Known as The Valley of the Moon, Sonoma Valley is rich in natural splendor, creating an incredible setting for grape growing. The valley's winemaking legacy also makes it a must-see destination for history buffs, who will relish the region's pioneering past as the birthplace of the California wine industry. Here's a quick introduction to Sonoma Valley wine to get you acquainted before your visit to the next winery.

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WINEGRAPES CAME TO SONOMA 200 YEARS AGO

Sonoma Valley has been growing world-class winegrapes, and making premium wines, for years.

CANNABIS 101 GUIDE

Wine and wine tourism in California, consumers will find as much diversity as in Sonoma Valley.

Cannabis in Sonoma Valley. Some wineries providers offer topical experiences along the way.

to legalize medical marijuana, or understand a cannabis pioneer and federal law, which has not been established in Sonoma Valley.

ASK LOT: you go to a... kind of... and ask them... of questions... opt for the... ask about... egorized as...



SONOMA VALLEY WINE 200 YEARS

FOR THE NEXT THREE YEARS, Sonoma Valley will commemorate the unique history of Sonoma Valley's wine culture, from an early Native American vintner named Viviano who was among the first private winemakers in the Valley, through the arrival of immigrants from China and Italy who contributed to the agricultural heritage of the region, to Hispanic farmers and vintners putting their mark on the valley.

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Sonoma Yoga

RELAX, YOU' IN SONOMA.

Sonoma Valley has a well-deserved reputation as a hot spot for wellness springs to yoga studios and fitness clubs. Back in the 19th century, Sonoma from around the country for its natural hot springs, a history immortal communities like Boyes Hot Springs, Fetters Hot Springs and Agua Caliente still find revitalization at the spas, retreats and open spaces in

FITNESS & YOGA Yoga at a winery? Find monthly yoga classes at many wineries, and enjoy a glass afterward. Or head to **Charlie's Acres Farm Animal Sanctuary** and do yoga with some friendly goats while also enjoying the farm. Meanwhile, the mountains that define the valley are the perfect place for Yoga Hikes from the **Sonoma Ecology Center**. The walks combine a moderate hike with stops for yoga among the oaks and grassy meadows at **Sugarloaf State Park** in Kenwood. Resorts like **MacArthur Place** and **The Fairmont Sonoma Mission Inn & Spa** have yoga classes regularly, while **Sonoma Yoga** is housed in the **Lodge at Sonoma** and offers daily classes.

Euphoria Retreats, company, offers her in Sonoma Valley and those in search of wellness.

NATURE EXPERIENCES **Adventures Bike Tours** and **Tri-Cyclery** both offer suggestions, and match your skills to the terrain. Riding through wine therapeutic as it is possible. If you don't want to ride with **PushPak Motors** along a path that takes a local farm.



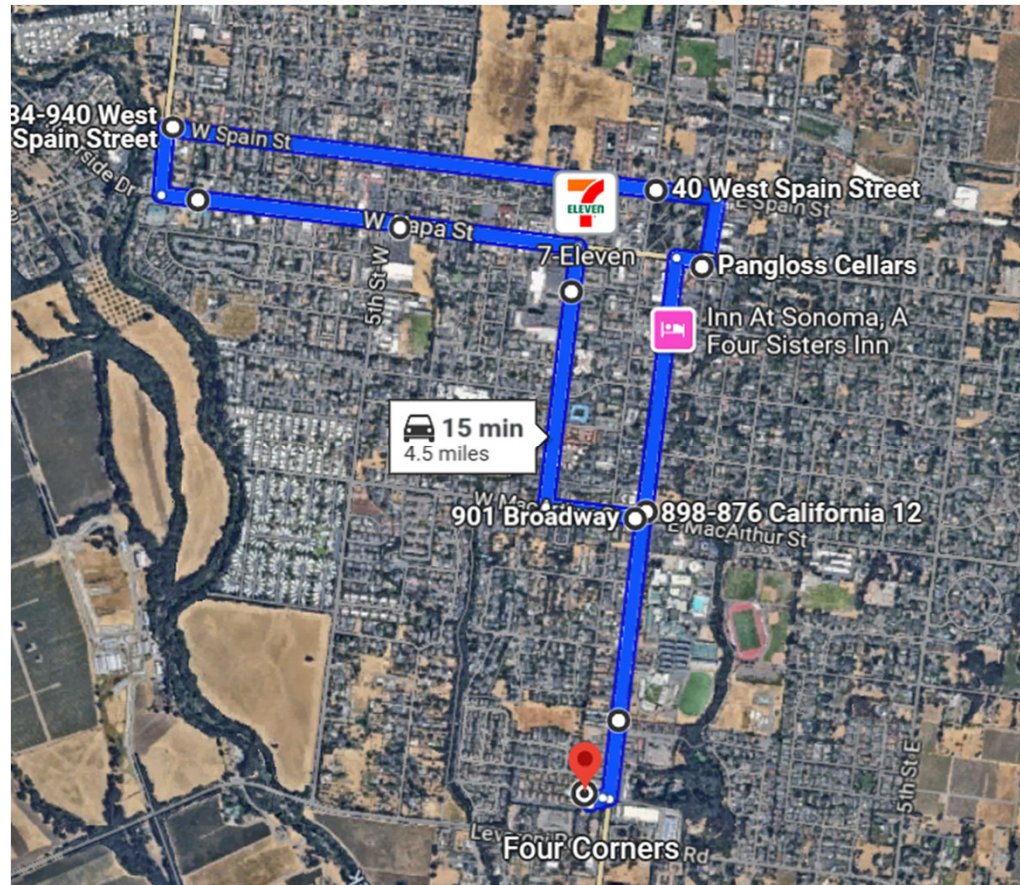
FOR SUCH A SMALL AREA, Sonoma Valley packs a lot of arts in a tiny package. Consider that The Valley of the Moon (also the name of a book penned by local author Jack London) is only about 17 miles long and contains a Broadway music group, a classical music festival, an authors festival, an international film festival, multiple large public sculptures displays, an award-winning folkloric dance troupe, a hula group, a plein-air painting week, a beautiful theater on the main town square and an entire former elementary school that's been renovated into a world-class community arts center complete with another theater, a ceramics studio and a fashion show dedicated to showing the creative reuse of refuse. It's called Thrashon Fashion, and it's great fun.

And this doesn't count the art galleries, and the photo studios, nor the wineries and tasting rooms that host artists and their work, nor the live music that seems to spill out from every bar, side alley and city event like the famous Tuesday night market.

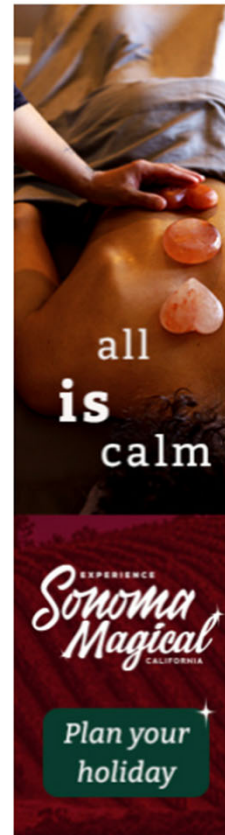
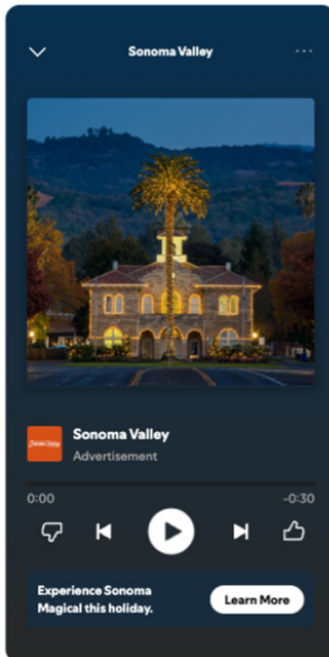
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Sonoma Shuttle Trial Run



Sonoma Magical: Holidays Nov - Jan



Wellness campaign Jan - April



Sonoma Wellness



100 Days & 100 Ways to Be Well in Sonoma Valley

Saturday, January 25: Rooted & Radiant: A Women's Wellness Gathering, from Euphoria Retreats. Half day retreat located in the heart of Sonoma Valley lies Olive Hill Sonoma sanctuary crafted and brought to life by Euphoria Retreats' founder rejuvenating 75-minute yoga session with instructor Monika Kaufma

Sunday, January 26: Join Pushpak Wine Country Wellness Tours, or wellness tours. Two wellness tours are available: one that includes abilities, and a mindfulness stop for meditation at the Sonoma Ashr

Or, try the "Renewed in Nature Women's Wellness Hike" at Jack Lon women's wellness event set against the beautiful backdrop of Jack day is designed for women to reconnect with the natural world and the rejuvenating power of nature.

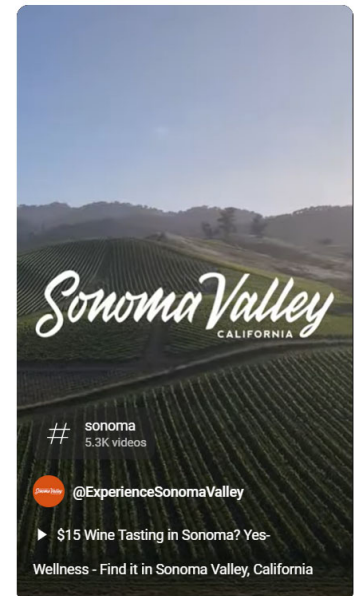
Monday, January 27: The Napa to Sonoma Half-Marathon is a little (2025) and now is a good time to sign up and get started training. On weekend includes a 3K fun run, wine festival, and the chance to run in Napa and Sonoma.

Tuesday, January 28: It's Plan For Vacation Day, and that means - y- upcoming break. Studies show that taking time off from work, and s contributes to improved mental and physical health.

Wednesday, January 29: Take a hike at the Montini Preserve above with the locals. Some of the more ambitious ones even do trail run looped trails are open from dawn to dusk every day and are accessi one at 4th Street West and Haraszhthy Drive and one at Field of Drea

Thursday, January 30: One of Sonoma Valley's most intimate, viney Kenwood Inn and Spa. This world-class inn sits between two hills dr trails, and their spa experience brings the serenity of the landscape secluded, private and the perfect place to connect.

Friday, January 31: The play's the thing for you and a friend to stop connection. Sonoma Arts Live kicks off their run of "Six Degrees of f story, the play follows the trail of a young African American con ma the lives of a wealthy New York couple, Ouisa and Plan Kittredge, cl college. Paul tells them he is the son of actor Sidney Poitier, and the money is gone. Captivated by Paul's intelligence and his fascinating appearing in a new Sidney Poitier movie, the Kittredges invite him t irretrievably awry. The result is a drama with plenty of amusing mor



S o n o m a 2 0 0



Culinary Delights in Napa and Sonoma



VANCOUVER SUN

Sonoma

Where to stay

From boutique hotels to luxury accommodations, there's an option to suit every lodging preference. An Autograph Collection property, [The Lodge at Sonoma Resort](#) is centrally located within walking distance of the historic Sonoma Plaza. Featuring renovated rooms and private cottages, the hotel also boasts many on-property add-ons such as a spa and the restaurant Wit & Wisdom, helmed by Chef Michael Mina.

If a modern inn is more your vibe, consider the boutique hotel [El Pueblo Inn](#). The family owned property boasts 53 large guest rooms, 24-hour access to the pool and spa, and lush landscaping that will leave you feeling like you've escaped to paradise.

Media relations

GETAWAYS

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SUNDAY, SEPTEMBER 1, 2024

& EVENTS

DELICIOUS VIEWS

Fall is the perfect time for a taste of California wine country

By Lori Rackl | FREELANCE WRITER

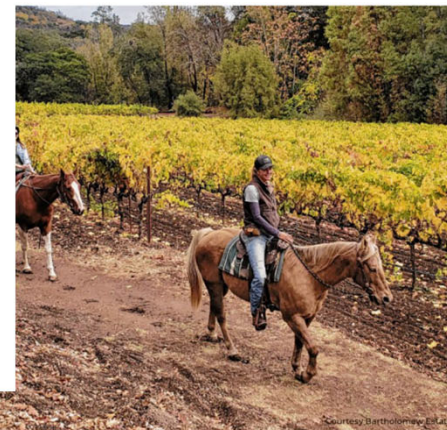
Autumn is special in California's Napa and Sonoma counties.

Vineyard workers scurry to get freshly plucked grapes to the crush pad. Leaves on the vines morph from tidy rows of green into waves of red, orange and gold. It's not just a beautiful time to visit wine country.

It's a busy time. Be sure to make reservations for tastings and tours at these six wineries that are especially enticing in the fall.

HOUSTONCHRONICLE.COM

SUNDAY, SEPTEMBER 1, 2024 H43



Courtesy Bartholomew Estate

Bartholomew Estate

Outdoorsy oenophiles have no shortage of things to do — or drink — at this historic site, where wine grapes were first planted nearly two centuries ago. Take a horseback ride through the vines. Go on a guided forest bathing experience. Lace up your hiking boots and hit the 3-plus miles of trails meandering through **Bartholomew Park**, a 375-acre expanse that once belonged to the vineyard empire of Agoston Haraszthy, often called the father of California's wine industry. Just about the only place to buy Bartholomew's wines is on site. There's no better place to enjoy them than under the oak and eucalyptus trees in the uber-tranquil tasting garden. All wine sale profits go toward preserving the surrounding park, the perfect venue for a fall picnic.

Travel to 1000 Vineyard Lane, Sonoma.
[bartholomewestate.com](#)

Sonoma Valley Trail Rides offers horseback tours of Bartholomew Estate's historic vineyards.

Mustard Season in Sonoma Valley

By Sonoma Valley Visitors Bureau on Jan. 28, 2025

Springtime in Sonoma Valley means blue skies, white fluffy clouds and bright yellow fields of wild mustard flowers in the fields. While it can be tempting to walk over to the nearest field of brilliant flowers and lay down, it's not advised to go running around on private property, and trampling over what is actually an important cover crop for vineyards might be detrimental to the farmer trying to take care of their soil. Here are some good places to find fields of yellow mustard in Sonoma Wine Country, along with tips on how to be respectful to the land.



MUST-READS



Best Places to Listen to Live Music in Sonoma Valley

Sonoma Valley is a great destination for music-lovers. From indoor and outdoor performances to annual music festivals and small, intimate venues, there's variety to choose from...

[Read Story](#)

Top Tips for Planning a Wedding in Sonoma Valley

By Sonoma Valley Visitors Bureau on Feb. 03, 2025

A wedding in Wine Country is every couple's dream for good reason—there's nothing like the picture-perfect backdrop of vineyards, great food and iconic wine to create an aura of romance. If you want your special day to be something you'll remember fondly, it's important that you start off on the right foot by knowing your budget, understanding the impact of the dates you select, and connecting with the team at your venue of choice to ensure seamless logistics.

To help you start thinking about your Sonoma Valley wedding, we interviewed the Directors of Sales for three of the valley's top wedding venues for advice. A special thanks to experts from the [Fairmont Sonoma Mission Inn & Spa](#), [MacArthur Place Hotel & Spa](#), and [The Lodge at Sonoma](#). Hospitality is what they do best; and here are their top tips to consider before planning your big day.



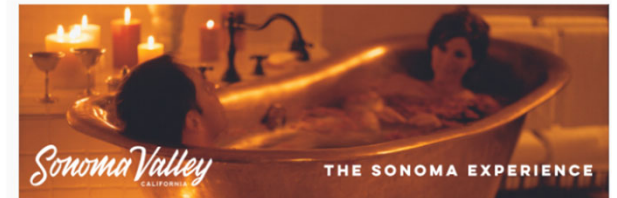
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Three Sticks Wines' Honey Nut Squash Soup

Jan. 13, 2025

This elegant soup, currently a part of their seasonal menu for the Food & Wine Pairing, hails from [Three Sticks Wines & Chef Brooke Gerlieb](#). It's everything we love about fall and winter recipes—seasonal squash with its sweet and savory flavors, rich texture, and soul-warming satisfaction. Serve it on its own for a lighter meal or as a starter for a holiday feast. We love it was part of a wellness plan for January when the cravings of holiday decadence set in...but you won't sacrifice any of the deliciousness. We recommend serving it alongside [Three Sticks' succulent chardonnays](#). Serves 1-6 people.

INGREDIENTS

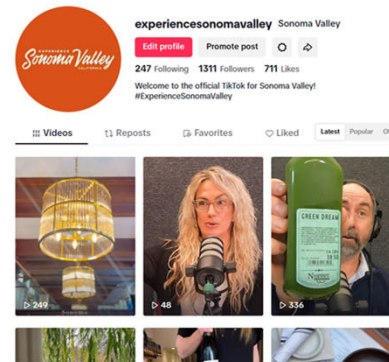
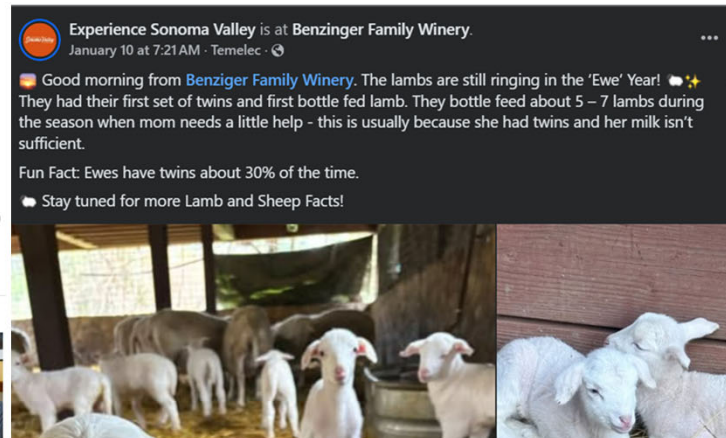
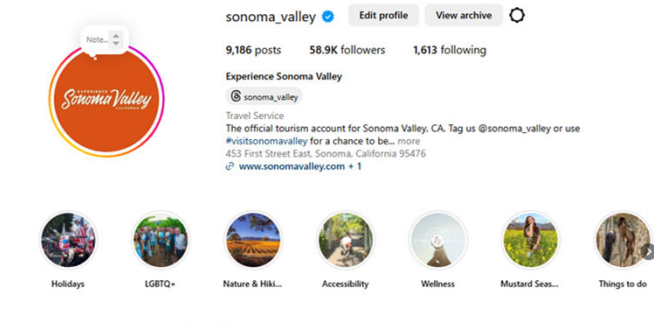


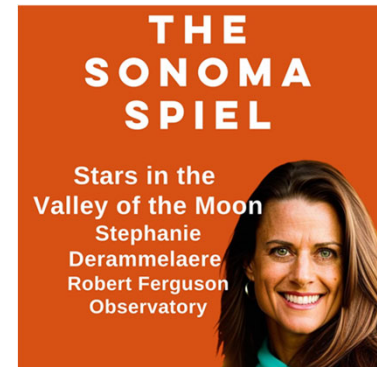
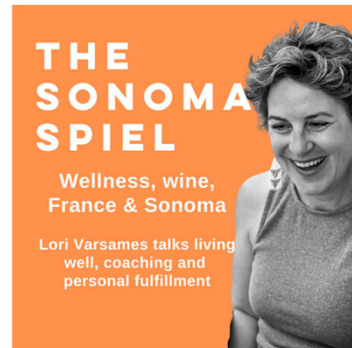
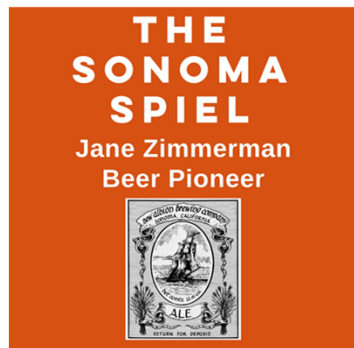
Spreading the Love in Sonoma Valley

February in Sonoma Valley is for lovers...that is, lovers of romance, friendship, fine wine and food, spas and wellness, the arts, history and nature. While the vines lay dormant, the rest of Sonoma Valley is alive with celebration—not just for Valentine's Day but for all the things that make life and our valley so special.

This month, we're continuing our annual [100 Days of Sonoma Wellness](#): a chance for you to start 2025 on the right foot, smack dab in the magical and serene setting of Sonoma Valley. But giving attention to anything you love is wellness, right? Food and wine lovers won't want to miss special Valentine's Day Dinners at [Layla](#), [Valley Bar & Bottle](#), and [Santé](#); [\\$15 Wine Tastings](#) with the Sonoma Sips Special; [Dumpling Demo & Tasting](#) at Meadowcroft Wines; Sonoma Community Center's [Chile Bowl Celebration](#); [Fireside Friday](#) at Pangloss Cellars; and [Sonoma County Restaurant Week](#). Love music? Add these events to your calendar: [The Ronstadt Revolution](#) at the Sebastiani Theatre, [Live Music Sundays](#) at SIGH, [Live Acoustic Set & Drum Circle](#) at Charlie's Acres, and [SSU's Redwood Empire Jazz Festival](#) at Green Music Center. Nature lovers of the world unite with a [Family Hike](#) at Sugarloaf Ridge State Park, [Venus Focus Night](#) at Robert Ferguson Observatory, and a [Botanical Briefing](#) at Sonoma Botanical Gardens. You'll see that in February, there really is so much to love!

S o c i a l M e d i a









Sonoma Plaza Tasting Pass

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Visit up to 3 locations in a 24 hour period
- Must use within 60 days of purchase
- Available for 24 hours after first use
- Max of 3 tasting rooms
- Must be 21+

\$69.00

Add To Cart

Learn More

Plaza Tasting Pass

"The Sonoma Plaza tasting pass was wonderful - we will do it again. We bought wine at each tasting room!"

- Melissa from Davis, California

"We were able to visit 2 wine shops for tastings and one cider shop all in the same town. We enjoyed all three tastings and we enjoyed lunch and dessert. We visited some of the local shops as well."

-Colleen from New York







T o u r i s m I m p r o v e m e n t D i s t r i c t

R e n e w a l s u c c e s s

- Funding for promoting visitation
- Funds for events that drive visitation
- Events supported include:
 - Sonoma Film Festival
 - Ballet Folklórico
 - Sonoma Botanical Garden
 - Sonoma Arts Live
 - Sonoma Community Center
 - Sonoma Valley Museum of Art
 - Music in Place
 - Vintage Festival
 - Fourth of July



NEW! Sonoma Sips: Feb 15 - March 15
\$15 Tastings
40+ Wineries



Planned Visitor Center Move

Partner with State Parks and City of Sonoma

