

WHY BECOME A MEMBER?

IF YOU WANT TO PROMOTE YOUR BUSINESS TO SONOMA VALLEY'S VISITORS AND LOCALS, YOU'LL FIND TREMENDOUS BENEFIT IN MEMBERSHIP WITH SONOMA VALLEY VISITORS BUREAU (SVVB).

Like a hostess who shines with the more people she serves, the SVVB thrives on welcoming visitors to our beloved Sonoma Valley. From increasing local tourism through unique marketing initiatives to ensuring visitors enjoy an exceptional experience during their stay, the Visitors Bureau is a trusted and gracious ambassador for the area and local businesses. Connecting you with our visitors brings us a great sense of pride.

The SVVB provides members with direct access to four important business markets: local companies; leisure travelers; travel and trade; and conventions and meetings. Benefit from unique marketing campaigns that promote your business year round.

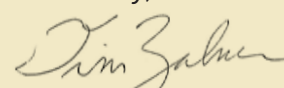
Joining the SVVB is a great way to maximize your marketing efforts, with the entire SVVB team promoting your business daily. Exclusive membership opportunities help give you a competitive edge. You can participate in promotional activities and programs that expand your reach to your target markets.

Guided by unparalleled customer service and the passionate expertise of 50+ local volunteers, we operate two comprehensive Visitor Centers seven days a week. Outfitted with the most up-to-date information, professional resources and maps, we steer visitors toward the essential landmarks, events, tours, products, accommodations and establishments that define our Sonoma culture — including your business!

You will have the chance to advertise in both SVVB publications and on sonomavalley.com as well as participate in seasonal promotional programs.

Our membership stands at 350 and counting. Together, we're putting Sonoma's best foot forward. We can't wait to work with you and for you!

Sincerely,


Tim Zahner
Executive Director



MARKETING & ADVERTISING
PUBLIC RELATIONS SUPPORT
COMMUNITY PARTNERS
WEBSITE & SOCIAL MEDIA

ENJOY TREMENDOUS BENEFITS TO BEING A MEMBER



OUR MISSION

**TO ENHANCE THE
ECONOMIC VIABILITY
OF OUR MEMBERS AND
PROMOTE SONOMA
VALLEY AS A VISITOR
DESTINATION.**

HISTORY

The Bureau was established in 1984 for the purpose of providing 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 over 350 member businesses. The eleven 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 fulltime professional staff reporting to the Bureau's Executive Director.

STRATEGIC PARTNERS

The Sonoma Valley Visitors Bureau's (SVVB) strategic partnerships make it possible for us to foster our mission and vision of enhancing the economic viability of our partners by promoting hospitality and information to our visitors. Support from the Sonoma Tourism Improvement District (TID), City of Sonoma, Sonoma County, and Sonoma County Economic Development Board (EDB) allow the SVVB to offer services for our members, bureau operations and marketing campaigns. These partnerships enable our staff and volunteers to deliver exceptional customer service, while reinforcing our strong brand presence in our target markets.

Over the last couple of years, the SVVB has also enhanced destination partnerships with key organizations including Brand USA, Destination Marketing Association International (DMAI), US Travel Association, Visit California, Cal Travel, San Francisco Travel, Hotel Council of San Francisco, Sonoma County Tourism, Sonoma Valley Vintners and Growers Alliance, Sonoma Valley Chamber of Commerce and Visit Napa Valley.



PUBLIC RELATIONS

Through extensive public relations efforts including proactive outreach, press releases, FAM tours, media visits, and responding to inquiries, Sonoma Valley was top of mind to press from around the globe. This resulted in over 400 million impressions in top tier publications.

Sonoma Valley
VISITORS BUREAU

BOARD OF DIRECTORS

PRESIDENT

Hunt Bailie
Sonoma Adventures Tours & Rentals

VICE PRESIDENT

Lesli John
Pangloss Cellars

SECRETARY

Ashish Patel
Olea Hotel

TREASURER

Dan Parks
Inn at Sonoma & Sonoma Creek Inn

MEMBERS

Jerry Wheeler
Sonoma Raceway

Manuel H. Azevedo
LaSalette Restaurant & Tasca Tasca

Paul Giusto
Highway 12 Vineyards & Winery

Gary Buffo
Pure Luxury Transportation

Edward Rowe
Fairmont Sonoma Mission Inn & Spa

Jill Benziger
*Benziger Family Winery,
Imagery Estate Winery*

Jay Garrett
*The Lodge at Sonoma
Renaissance Resort & Spa*

TEAM

EXECUTIVE DIRECTOR

Tim Zahner

OPERATIONS MANAGER

Jose Luciano

VISITOR SERVICES REPRESENTATIVES

Sharon Douglas
Gabby Fogle
Alexandria Morton
Anne-Marie Nordquist
Janice Shuck
Mariana Smith

SOCIAL MEDIA

Michelle Lacy

MARKETING & PARTNERSHIPS

Lori Varsames

ADVERTISING

JNS Next Creative
David Wells

Sonoma Valley
VISITORS BUREAU

LOCATIONS

453 First St. East
Sonoma, CA 95476
707-996-1090

23570 Arnold Drive
Sonoma, CA 95476

SONOMAVALLEY.COM

MEMBERSHIP BENEFITS

NETWORKING & PARTNERSHIPS

- Meet our staff and community volunteers at our two visitor centers and tell them about your business—we're always happy to hear the latest happenings!
- Get the word out about your business to over 40,000 walk-in visitors coming to our two visitors centers!
- Build your brand and yield visits during the off-season by enticing locals with something extra through our Enjoy Life card.
- Participate in SVVB marketing campaigns.
- Enjoy access to marketing partners like Visit California and SF Travel, as well as research on lodging performance.

DIGITAL MARKETING

- Benefit from over 700,000 annual views on the SonomaValley.com website and increase your own web traffic!
- Our easy-to-use database helps keep your profile and events updated with fresh content, such as photos, video links, and special offers.
- Submit events to our online calendar to draw tourists, journalists, PR professionals, and travel agents to your business. Our Visitor Services Representatives also use this calendar to advise visitors where to go.
- Get exposure via our Google Business Profile pages, for both our Plaza and Cornerstone Visitors Bureau locations. These get 368,000 views each year by travelers using Google and Google Maps!
- Take advantage of the SVVB's 70,000 email views per month and reach locals, visitors, and transportation companies with your events and special promotions.

ADVERTISING

- Be included in robust advertising campaigns targeted to travelers in key markets: Bay Area, Sacramento and West Coast.
- Participate in coop advertising opportunities with SF Travel and others.

SOCIAL MEDIA

- Submit your beautiful photos and events to our social media expert and get seen by 49,000 Facebook fans, 37,000 Instagram followers, and 4,000 Twitter followers.
- Create partnerships with other members through Facebook and Instagram to cross-promote your events.
- Buy custom video for social media and web use with the opportunity to feature it in our two visitors centers.
- Give locals the inside track via our Next Door profile page.

PRINTED VISITORS INFORMATION

- Annual Visitors Guide (75,000+ copies)
- City Map of Sonoma
- Sonoma Valley Map
- Hike & Bike Guide
- Winery Map

PUBLIC RELATIONS

- Post press releases on our website to get exposure to our PR resources.
- Gain exposure with FAM tours for hospitality professionals and travel agents.



USA
TODAY



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VISITORS BUREAU

SONOMAVALLEY.COM

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