

## **SONOMA COUNTY TOURISM ANNUAL MEETING SET TO UPRoot. UPGrade. UPLift**

***Tourism industry's yearly summit will be held Monday, Sept. 23, 2024***

**SONOMA COUNTY, CA (Aug. 19, 2024)** – Sonoma County Tourism, the official destination stewardship organization for the world-renowned wine, culinary and outdoor recreation region, will gather tourism industry partners together for its annual meeting, Sept. 23, 2024. The event will be held from 1 – 6 p.m. at the Hyatt Regency Wine Country in Santa Rosa, CA.

Set around the theme of UPRoot. UPGrade. UPLift, the meeting is designed to help the industry innovate its marketing and sales efforts during a time of continued change.

“Sonoma County continues to experience a volatile visitor-facing economy,” stated Claudia Vecchio, CEO, Sonoma County Tourism. “We fared pretty well during the pandemic and came out of it at a record-setting pace. But, the past two years have been lackluster. This annual meeting solidifies the organization’s commitment to innovation through intentional disruption designed to break through the destination marketing clutter and showcase the unique brand that is Sonoma County.”

The meeting will kick off with a keynote by Matt Britton, a subject matter expert on the intersection of Millennials and technology. With Millennial consumers presenting both challenges and great opportunities, Sonoma County businesses will gain in-depth insights into Millennials as consumers, focusing on their values, preferences, and consumption trends. His presentation also will explore the role of technology in shaping Millennial behavior, emphasizing the impact of social media, mobile commerce, and AI-driven marketing.

The meeting also will highlight the programs and initiatives that shaped the FY23-24 year and provide insights into how SCT plans to integrate intentional disruption into FY24-25 programming.

Following the general session, the afternoon will provide a full slate of educational break-out sessions. Distributed into four general categories, the sessions will provide opportunities for attendees to learn from industry leaders.

### Trendspotting – focusing on the key trends in generational marketing

- Shaping the Future of Millennial Travel with AI-Driven Marketing – Matt Britton
- Understanding the Generations – Insights from a panel comprised of a Boomer, GenExer, Millennial and Gen Zer discussing consumer preferences, personal values and favored communications channels. Moderator: Conrad Braganza

### Tech Intersection – uncovering the latest digital marketing technology trends

- Maximizing SCT Partnership Opportunities – business building opportunities through marketing programs and channels – SCT marketing team
- Integrating Marketing Technology Trends - Dynamic solutions using innovative tools based on real-time data

- Expanding the Industry's Reach with Tourism Exchange USA – Insights into this one-stop exchange where suppliers can manage live availability, pricing and bookings across multiple distribution channels – Patrick Rogers, Tourism Exchange USA

#### Destination Drivers – sales techniques and channels that help drive business

- Destination Drivers: New Trends in Destination Sales - Rick Blackburn, brn solutions, llc.
- Working with OTAs and Receptive Operators - Lena Gerges and Ketty Celifie, HBX Group

#### Good Company – creating dynamic brand awareness partnerships

- Working with travel writers – Birgitt Vaughan and Chris Vomvolakis
- Developing great brand partnerships - Caroline Shaw, Gallo, and Karissa Kruse, Sonoma County Winegrowers

“The Annual Meeting is the ideal time for the industry to assess what’s working well and to identify opportunities for shifting sales and marketing efforts to better match industry trends and traveler preferences,” said Brian Marchi, Chair, Sonoma County Tourism Board of Directors. “While SCT works to drive overnight visitation every day, this meeting helps provide insights the entire industry can use to more successfully promote the destination.”

#### **Registration Information:**

Event registration is available for the general session only or the full day. Early Bird registration is available through Sept. 6.

Registration for the general session (only) including Matt Britton:

Early Bird: \$50

Regular: \$65

Registration for the full meeting:

Early Bird: \$60

Regular: \$75

Attendees can register at [SonomaCounty.com/partners/annual-meeting](https://sonomacounty.com/partners/annual-meeting) or via this [link](#).

#### **About Sonoma County Tourism:**

Sonoma County Tourism is the region’s destination stewardship organization. Inspiring travel to the region through a variety of sales and marketing programs aimed at consumers, meeting and event planners, the travel trade and media, the organization strives to ensure responsible tourism helps create a robust economy for the Sonoma County region. For more information [www.sonomacounty.com](http://www.sonomacounty.com).

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