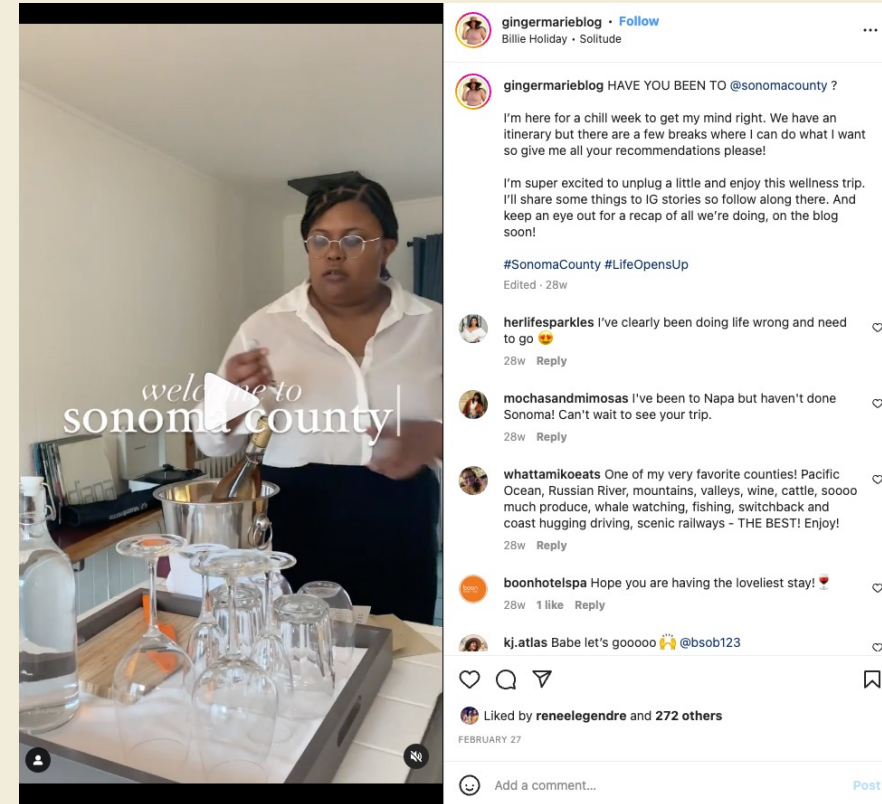

SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP



Intentional Itineraries – Influencer Social Post Examples

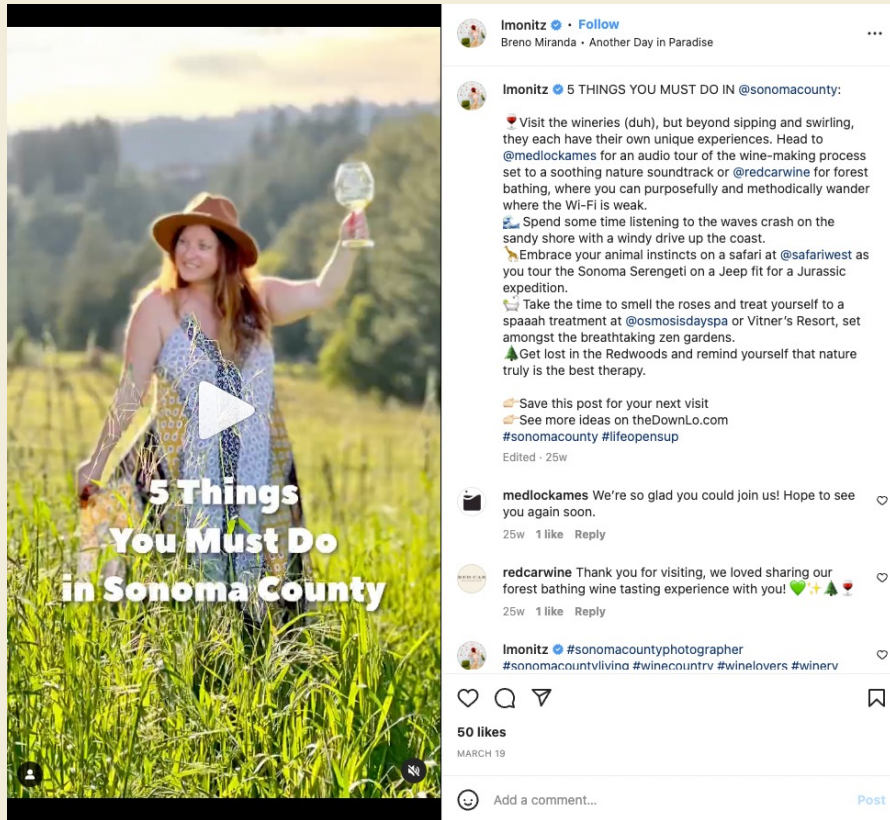


Les Alfred
[@balancedles](https://www.instagram.com/balancedles)
Pictured: Cedar Enzyme Bath



Ginger Harper
[@gingermarieblog](https://www.instagram.com/gingermarieblog)
IG Reel Link

Intentional Itineraries – Influencer Social Post Examples cont.

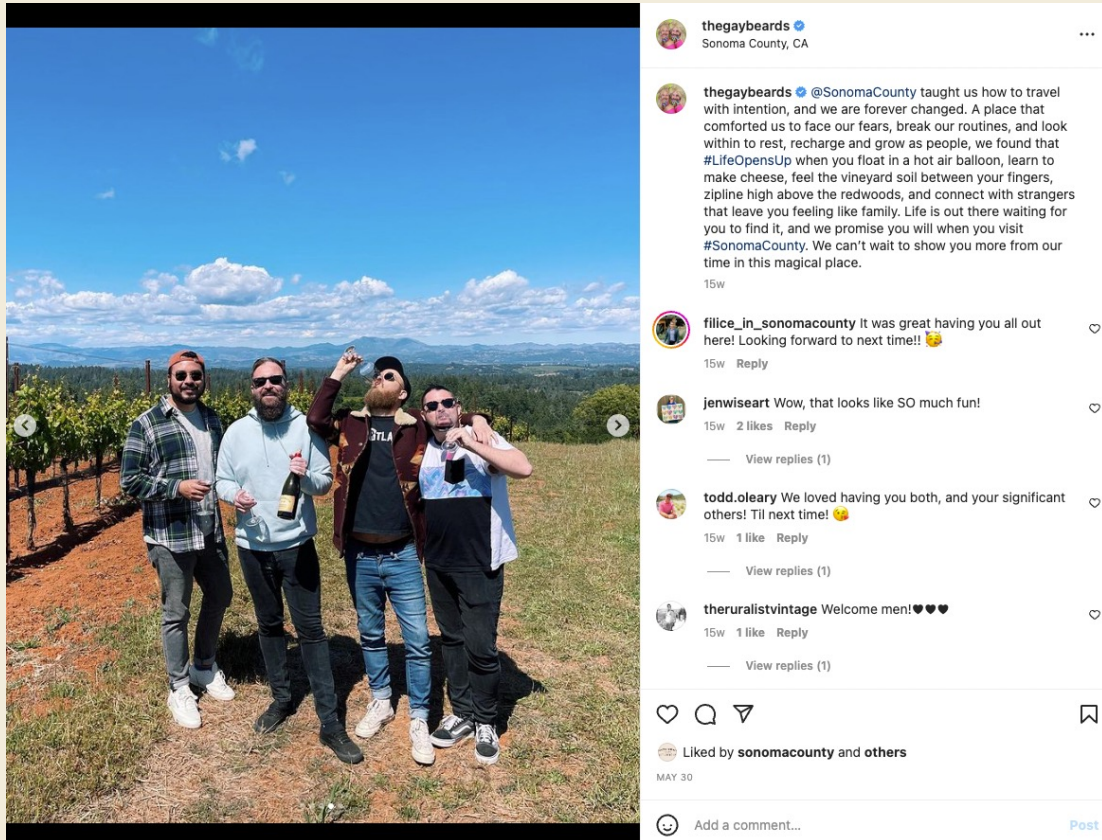


Lauren Monitz
[@lmonitz](#)
[IG Reel Link](#)

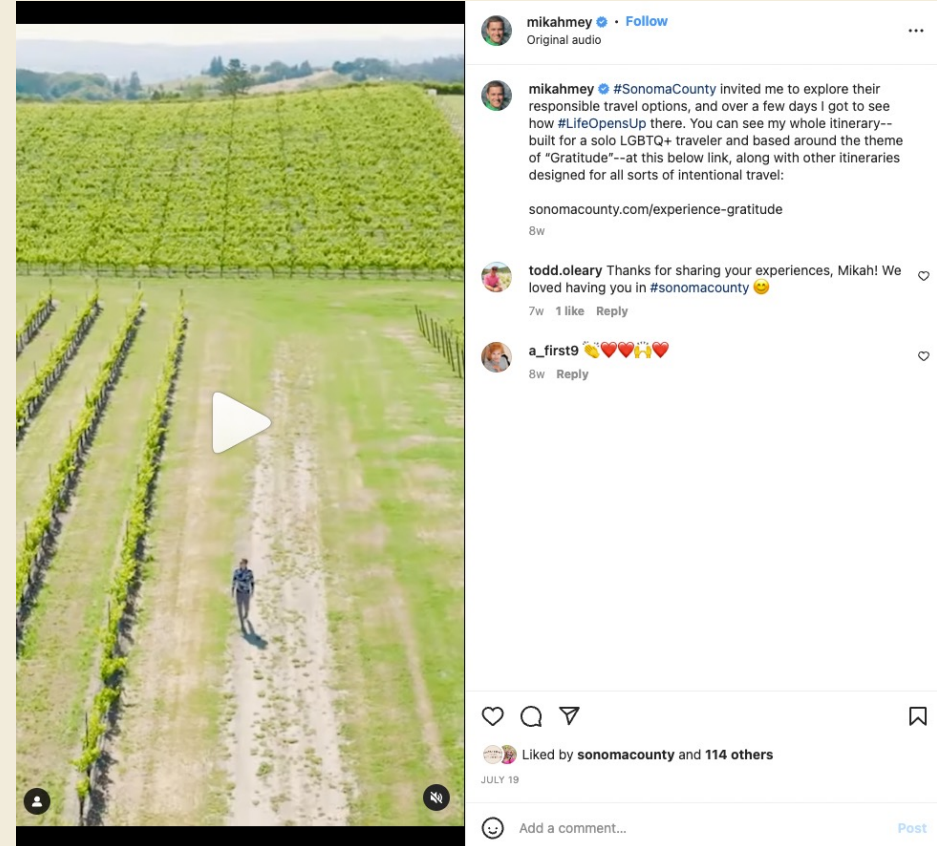


Francisca Oredeko
[@thefancyfrancy](#)
[Post Link](#)

Intentional Itineraries – Influencer Social Post Examples cont.



The Gay Beards
[@thegaybeards](#)
[Post Link](#)



Mikah Meyer
[@mikahmey](#)
[IG Reel Link](#)

Intentional Itineraries – Influencer Blog Posts



[Chasing Gratitude in Sonoma County](#)
By: Mikah Meyer



[Unique 3-Day Sonoma County Itinerary](#)
By: Ginger Marie



[A Non-Traditional Wellness Weekend in Sonoma County](#)
By: Lauren Monitz

Intentional Itineraries – Sonoma County Landing Pages

Intentional Itineraries Homepage

WELL BEYOND A VACATION

Travel without intention is just a trip. Whether your goal is to eat clean, commune with nature, or simply reconnect with yourself, we've taken all the guesswork out of traveling with intention. Led by wellness experts, these carefully curated itineraries are designed to help you transform wellbeing into actually being well.



Relax & Renew Itinerary

MEET THE GUIDES



@thefancyfrancy

Francisca Oredoko, Travel & Wellness Blogger
I don't know who needs to hear this, but take that trip and get a quick change of scenery! Switching up your environment is a shortcut to rebooting your creative energy, and Sonoma County is the perfect place to do just that.



@BalancedLes

Les Alfred, Founder of Balanced Black Girl Podcast
Being a student when it comes to wellness is my favorite thing in the world. Experimenting with practices and allowing them to evolve over time has taught me so much—and I can't wait to share what I've learned in Sonoma County with you.

Spark Creativity Itinerary

MEET YOUR GUIDES



@gingermarieblog

Ginger Harper, Food, Wellness & Travel Blogger
Food, wellness, and travel—as long as these three things are in the mix, I'm a happy camper. So it's no wonder I absolutely loved my time exploring and recharging in Sonoma County. From wandering around the vineyards and coastline to eating fresh, local food, this two-day trip will leave you feeling reinvigorated and inspired.



@lmonitz

Lauren Monitz, Digital Creator
I'm a strong proponent that only experiences can make you richer, that food is a luxury worth sparing no expense for, and that traveling like a local is the best way to see any place. With these tenants in mind, we set out to create the most amazing two day itinerary.

Love & Laughter Itinerary

MEET YOUR GUIDES



@TheGayBeards

Two best friends who tend to think the world needs a little more love & laughter

Positivity runs deep in our veins, and it's our mission to share more love and laughter with the world. Travel is a great way to embark on adventures, create new memories, and spread joy wherever we go. Sonoma County is a special place filled with treasured experiences which are key ingredients for a trip filled with lots of laughs, hugs, and high-fives. For this adventure, we both had our partners join us making this a special trip for four.



www.thegaybeards.com

Meet the Gay Beards: Brian DeLaurenti and Johnathan Dahl

It was close to dusk on a summer day back in July of 2014 when the very first flowers landed themselves in our beards. Something about that moment was very special for us, unforgettable in a sense. Having been best friends since we were 8 years old, both of us have developed a strong friendship and creative bond with one another. The Gay Beards has become a growing platform where we not only get to bring our beards to life, but in the process, fill the world with a little more love.

Experience Gratitude Itinerary

MEET YOUR GUIDE



@mikahmeyer

Travel Expert, Speaker, Advocate

When I was 19 years old, I embarked on my first independent road trip. What was initially planned as a post-freshman year getaway quickly became a transformative experience that showed me the healing power of road trips. Traveling solo has allowed me to connect with locals and other travelers in ways I may not have otherwise.

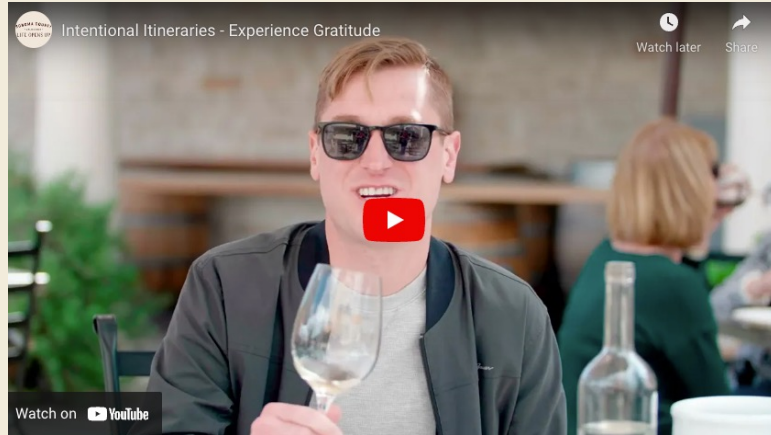


www.mikahmeyer.com

Meet Mikah Meyer

Mikah Meyer is a road trip and national parks expert, American travel journalist, and LGBTQ+ advocate. In 2019, he became the first person to visit all 419 U.S. National Park Service sites in a single journey. With an adventure ethos inspired by the loss of his road-trip-loving father to cancer, Mikah now uses travel to advocate for others.

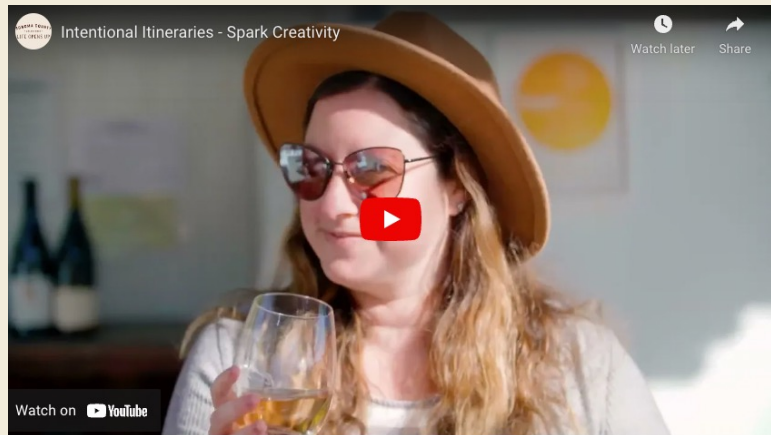
Intentional Itineraries – Custom Videos



[YouTube Link](#)



[YouTube Link](#)



[YouTube Link](#)



[YouTube Link](#)

Intentional Itineraries – Wellness Experts

Meet The Experts



Joe Robinson

Joe is a work-life balance and stress management leader, speaker, trainer, and author. He is one of the country's most quoted experts on work-life and stress in the workplace, appearing on Today, CNN, and in the Wall Street Journal, to name a few. In his new book, *Work Smarter, Live Better*, Joe shows through science how we can switch off stress at the end of the workday by detaching ourselves from work thoughts and emotions.

For more information, please visit www.worktolive.info/work-life-balance



Wendy Figone

Wendy has traveled around the country gaining expert level certification from John Barnes, the leading authority in myofascial release. Wendy is also a Yoga Therapist, Certified Forest Therapy Guide and Compassion Ambassador (ACT) through Stanford University. Wendy believes how we manage and view stress in our lives strongly impacts how we feel in our body. For more information, please visit www.somaticcotherapy.com



Cecilia Shanahan

Cecilia is a dedicated teacher and the founder of Mindful Learning Lab. She offers mindfulness coaching and classes and is passionate about empowering others to lead more present lives. Cecilia has a wealth of experience in contemplative practices and is recognized as a Qualified Mindfulness Based Stress Reduction (MBSR) Teacher, Certified 500-Hour Yoga Teacher, and Urban Zen Integrative Therapist. You can learn more at www.mindfullearninglab.com.

Intentional Itineraries – Custom Detailed Itinerary Downloadable PDFs

SPARK CREATIVITY ITINERARY

A two-day trip to reenergize and inspire

Day One

Stop One: Breakfast at Boom Hotel + Spa
It might be a hotel, but it feels more like a zen woodland retreat among the redwoods. In addition to incredible amenities like a 24-hour hot tub, honor bar, solar-heated saline pool, and on-site spa, boom hotel + spa brings breakfast right to your room so you can enjoy it with your kitnes. We enjoyed overnight oats with fresh fruit while still in bed, gazing out into the surrounding redwood forest and preparing for our day next to our own wood fireplace (the best part!).
14711 Armstrong Woods Rd, Guerneville, CA 95446

Stop Two: Learn about herbalism at Herb Folk
In the pursuit of rekindling creative energy, trying something totally unique can help broaden one's horizons and direct thoughts into new territories. After a gorgeous drive through the countryside, we arrived at Herb Folk, a wellness shop in Petaluma. We were instantly energized by the inviting atmosphere and generous spirit of owner and herbalist, Erin Wilkins. Erin is an Asian American herbalist and Japanese acupuncturist whose clinical work is rooted in Eastern energetic theory. Erin can share how she taps into her ancestral healing traditions to empower others, restore health, and prevent illness. Be sure to give yourself enough time to wander picturesque Petaluma, which is equal parts artsy and boho.
117 Wellington St, Petaluma, CA 94952

Stop Three: Lunch in Petaluma
Most people describe Petaluma as picturesque (Petaluma was filmed there, if that tells you anything). But recently, it's earned a reputation as a foodie and maker haven, known for locally grown ingredients and products. After strolling through the city center's many boutiques, antique shops, and art galleries, we satisfied our appetites at Café

Stop Four: Forest Bathing at Red Car Wine Co.
Immersing oneself in nature is proven to have positive physical, mental, and spiritual benefits—from lowering blood pressure to feeling more connected with the world around you. But a less talked about benefit is the effect it can have on the creative mind. Certified Forest Therapy Guide Jenny Harrow led us on a meditative walk through redwoods and vineyards at Zephyr Farms and helped us experience firsthand how being present and slowing down allows for thoughts to come more easily. As we breathed the fresh, mossy air, noticed the sun-dappled branches, and listened to the birds singing in the distance, we actually felt the vibration of our thoughts change and left feeling more inspired than ever after trying something we'd never done before.
8400 Geater Rd, Sebastopol, CA 95472

Stop Five: Seaside dinner at River's End Restaurant
There are certain dining experiences that stick with you for life, and this is one of them. Located right where the Russian River meets the Pacific Ocean, River's End is lined with floor-to-ceiling windows and an incredible outdoor porch that showcases the incredible view and makes the food taste somehow even better. We loved the eclectic, unique, seasonal menu because there seemed to be something for every mood—from fresh seafood to local meats and flavorful vegetables—giving us the opportunity to tune inward and acknowledge what we were craving.
1104E CA-1, Jenner, CA 95450

LOVE & LAUGHTER ITINERARY

A two-day trip to celebrate life

Day One

Stop One: Wake up at Mine + Farm
The moment we pulled into Mine + Farm we felt immediately at home. It's cozy and curated with special touches that were wrapped with love and care. The owners Bryce and Suzanne welcomed us along with their adorable dog Wilson. During our stay we lounged in the common areas and leafed through books, relaxed in the outdoor area, and explored the grounds. Our favorite part of our stay was the delicious breakfast we had served every morning at the long table alongside other guests.
12850 River Road, Guerneville, CA 95446

Stop Two: Hot Air Balloon Ride with Up & Away
Hot air balloons are practically synonymous with Sonoma County. With sweeping views of wineries and breathtaking sunrises that burst into bright blue skies, it was a "must" on our list. We woke up early to meet with Mike and his team before embarking on our adventure. Floating in the air is quiet, peaceful, and serene. We're both afraid of heights, but those fears were erased once we were lifted off. Our hearts warmed to share such special moments with our partners.
Email: info@up-away.com (Pick-up at 575 airport)

Stop Three: Zip-lining with Sonoma Canopy Tours
This incredible zip-line course is tucked away in a thicket of redwood trees. Some of us had been zip-lining before, but never in a place as gorgeous as this. We met our guides, Alden and Angela, and stepped into our gear. We had a blast zip-lining from one tree to the next. Although the experience itself was a memorable adventure, we love their mission. They provide camp experiences, hikes, and excursions for children who might

Stop Four: The Barlowe | Region and Fern Bar
After a morning of adrenaline and excitement, we were ready for an afternoon of leisure. The four of us stopped off at The Barlowe and tasted a variety of wines from Region. We loved their WineCraft machines, which allowed us to sample a variety of wines with the swipe of a pre-loaded card. Once evening was upon us, we trotted over Fern Bar for a mouth-watering meal. For us, their garden-to-glass cocktails were a real treat. They offer house-made beers and spirit-free ellisur, so there is something for everybody to sip at Fern Bar.
6770 McKinley St, Sebastopol, CA 95472

Stop Five: Florence Avenue
We love art that is interactive, whimsical, and puts a smile on your face. So Florence Avenue was next on our list. Located in Sebastopol just a few minutes away from The Barlowe, is this eclectic little strip of fabulous artwork created using found objects. Local artist Patricia Amiot and his wife, Brigitte Laurent take cans, cookware, discarded pipes, and other bits and pieces and bring them to life. Their work is on display up and down the street, in neighbor's yards and even in their front yard too. We grabbed an ice cream cone at a local shop before heading back to Mine + Farm to relax in the hot tub.
Florence Ave, Sebastopol, CA 95472

Stop One: Check in at Olea Hotel
It is more than a hotel—it's an oasis. Tucked amongst olive and oak trees, this elegant boutique hotel is the perfect place to unwind, explore, and escape. I stayed in one of their garden cottages right next to the swimming pool. One of my favorite features of this room was the indoor/outdoor fireplace and the own personal outdoor seating area.
5131 Warm Springs Rd, Glen Ellen, CA 95442

Stop Two: Horseback Riding with Triple Creek at Jack London State Park
One of the best ways to experience gratitude is to connect with nature or animals and this allowed me the opportunity to do both. As I followed my guide through a trail that circled through the lush trees of Jack London State Park, I could appreciate the quiet ambience of nature, the sun on my face, and the steady beat of my horse's footsteps. I don't have much horse riding experience, and they considered this when choosing the perfect horse to gently guide me through the trail. My ride was borderline meditative as I took in the scenery and the beauty of nature—leaving me feeling grateful for the gift of life, health, and travel.
2400 London Ranch Rd, Glen Ellen, CA 95442

Stop Three: Glen Ellen Market and Lunch with the Transcendence Theatre Company
I had a picnic lunch planned with Maggie and Malloy from Transcendence Theatre Company. As a vocal performer myself, I was excited to learn about the work they do, so we decided to meet at Jack London State Park, where their performances take place. They say that Transcendence can't be explained, it can only be experienced.
www.transcendencetheatre.org

EXPERIENCE GRATITUDE

A two-day trip to reflect and appreciate

Day One

Stop One: Breakfast at Plank Coffee
We've got an action-packed day ahead, but first—coffee. We were drawn to Plank Coffee in Healdsburg where we enjoyed some of their featured menu items, like the rustic chesy toast with house-made vegan almond biall presto. A few bites and a couple cups of coffee later, we were ready to head out for our first adventure.
175 Dry Creek Rd, Healdsburg, CA 95448

Stop Two: Getaway Adventures Bike Tour
Time to get moving! The guided tours at Getaway Adventures are an energizing way to see the beautiful vineyards and landscape while absorbing your surroundings and letting your mind wander. The electric bikes made the 40-12 mile trip a breeze as we stopped along the way to enjoy wine tastings at Domaine de la Bièvre and Erntestube Wines and a picnic lunch of fresh, local foods. We cannot recommend this tour enough—it was one of our very favorite parts of our Sonoma County experience.
61 Front Street, Healdsburg, CA 95448

Stop Three: Forest Bathing at Red Car Wine Co.
Next, we met up at Red Car Wine, a winery dedicated to sustainability and being environmentally responsible to their community. And while they're home to award-winning wines, they also offer Forest Bathing within their Zephyr Farms Vineyard led by Certified Forest Therapy Guide Jenny Harrow.
No, it's not a bath in the forest. Forest bathing is the practice of immersing yourself in nature, tapping into all your senses in order to let them know I was thinking of them.
100 Boyes Blvd, Sonoma, CA 95476

Stop Four: VJB Cellars
After a morning connecting with others and immersing myself in the fabric of Sonoma County, I was eager to experience what the area is best known for: The wine. A stop at VJB Cellars was on the top of my list. This family-owned winery has a sun-kissed courtyard with tables and umbrellas scattered about for you to sit and sip. They also offer a tasting room, boutique, country store, truffle shop, and more. It's an easy place to spend all day. I tasted my way down a list of wines—the Rosso Family Blend was a favorite—and enjoyed a caprese board with housemade mozzarella, tomato, and basil wrapped in prosciutto. The ambience allowed me to savor each bite and really immerse myself in the experience.
60 Shaw Ave, Kenwood, CA 95452

Stop Five: Dinner at Sante
Located inside the Falmont Sonoma Mission Inn, Sante was the backdrop of one of the most memorable meals of my life. I started with the grilled and glazed quail and could have made a meal out of that. In fact, as my meal progressed, it became evident that Executive Chef Jared Reeves has a smooth touch when it comes to flavor combinations and transforming ordinary into extraordinary. I sampled a variety of wines. The most memorable was called Marbete and it was from the Dave Phinney collection. It reminded me of somebody who was special to me and we are no longer in touch. I shared this story with a local Sonoma resident dining next to me, and he said, "It never hurts to let someone know something made you think of them, and I made you happy?" So I reached out after dinner with a quick text. And as the local winery shared, they were happy to hear from me and grateful that I reached out to let them know I was thinking of them.
100 Boyes Blvd, Sonoma, CA 95476

RELAX & RENEW ITINERARY

Francy and Les' two-day trip to melt away stress

Day One

Stop One: Breakfast at Plank Coffee
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175 Dry Creek Rd, Healdsburg, CA 95448

Stop Two: Diner at Salt & Stone
Salt & Stone's picturesque courtyard is affectionately known as Kenwood's gathering place, and it's easy to see why. The rolling hills and views of Sonoma County serve as a backdrop to the thoughtful, local fare being served up for brunch, lunch, and dinner, while the laid back atmosphere makes you feel instantly at ease.
9900 Sonoma Hwy, Kenwood, CA 95452

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9900 Sonoma Hwy, Kenwood, CA 95452

Stop Five: The Flamingo Resort
We kept the laid-back vibe going around the clock by staying at Flamingo Resort, an iconic mid-century oasis with an extensive list of wellness amenities. Guests can enjoy a heated pool year round, as well as a lap pool, hot tub, spa, yoga, and cycling and more. If you work up an appetite, you can nourish your body with delicious "Cal-Pacific" cuisine at their Lazaretti Club, self-dubbed as a vacation within a vacation and Santa Rosa's Cde to Blanes. We highly recommend leaving time to enjoy their incredible menu featuring the flavors of far-flung destinations prepared with fresh local ingredients.
2777 4th St, Santa Rosa, CA 95405