



Northern California

Locals' Take: Experiences to Behold

So often rising from the fog like a modern-day Xanadu, San Francisco is a fitting symbol of dreamlike Northern California. Here, the Golden State story is told in sensory experiences. From towering redwoods to rolling vineyards to rapturous coastlines, Northern California is an absolute feast for the mind, heart and soul. They may have rushed for gold here in the early days, but today, the discoveries are set at a different speed; groups coming here can count on decelerating into a state of ease and relaxation.

It's no surprise that the wonder of it all inspires such passion and devotion in the souls lucky enough to live and work here—which is why Meetings West asked seven locally based meetings industry insiders to share their take on unique, can't-miss experiences for planners as they put their Northern California agendas together.

Some may be familiar, some unknown, but for planners who include the following ideas on their next group itinerary, attendees are certain to go home with lasting impressions of what makes Northern California a uniquely gifted and appealing group destination.

Press Club: Over the past few years, Napa and Sonoma wineries have devoted extensive financial, artistic and intellectual resources to upgrading their on-property tasting rooms to create a more refined and educational platform for highlighting their viticultural creations. At Press Club, the Wine Country tasting room experience is offered to groups who cannot make the scenic trip to the Wine Country due to scheduling constraints. Located steps from the excitement of Market Street in San Francisco and just a short walk from many of the downtown hotels, Press Club seamlessly blends Wine Country ambience with city chic. The expansive but comfortable tasting room-cum-lounge is ringed with distinct tasting sections, each staffed by representatives of the respective winery. The Press Club, the region's largest tasting room, can accommodate up to 300 guests.