

**Sonoma County
Travel Impacts, 1992-2009**

| | 1992 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---|--------|---------|---------|---------|---------|---------|---------|
| Total Direct Travel Spending (\$Million) | | | | | | | |
| Visitor Spending at Destination | 653.9 | 1,072.2 | 1,144.2 | 1,234.1 | 1,298.6 | 1,338.4 | 1,237.7 |
| Other Travel* | 14.6 | 10.8 | 3.9 | 5.5 | 6.6 | 4.6 | 8.6 |
| Total Direct Spending | 668.6 | 1,083.0 | 1,148.1 | 1,239.6 | 1,305.2 | 1,343.0 | 1,246.3 |
| Visitor Spending by Type of Traveler Accommodation (\$Million) | | | | | | | |
| Hotel, Motel | 232.3 | 453.6 | 494.9 | 556.0 | 599.1 | 613.5 | 554.3 |
| Private Campground | 21.2 | 30.3 | 31.4 | 31.6 | 31.5 | 32.6 | 27.7 |
| Public Campground | 10.9 | 14.9 | 15.6 | 15.7 | 15.6 | 16.3 | 13.6 |
| Private Home | 84.6 | 128.5 | 135.2 | 138.9 | 143.0 | 149.4 | 144.7 |
| Vacation Home | 68.8 | 97.3 | 103.0 | 106.5 | 110.0 | 114.3 | 106.8 |
| Day Travel | 236.1 | 347.7 | 364.2 | 385.3 | 399.3 | 412.3 | 390.6 |
| Spending at Destination | 653.9 | 1,072.2 | 1,144.2 | 1,234.1 | 1,298.6 | 1,338.4 | 1,237.7 |
| Visitor Spending by Commodity Purchased (\$Million) | | | | | | | |
| Accommodations | 92.9 | 176.0 | 196.6 | 220.5 | 239.6 | 239.0 | 207.5 |
| Food & Beverage Services | 161.8 | 260.9 | 274.5 | 294.5 | 312.5 | 326.6 | 330.2 |
| Food Stores | 24.2 | 39.3 | 40.0 | 41.2 | 43.5 | 46.3 | 44.9 |
| Ground Tran. & Motor Fuel | 71.8 | 139.5 | 167.9 | 188.4 | 201.5 | 220.9 | 158.4 |
| Arts, Entertainment & Recreation | 140.5 | 221.4 | 225.6 | 238.2 | 245.8 | 249.1 | 243.4 |
| Retail Sales | 162.8 | 235.1 | 239.5 | 251.3 | 255.8 | 256.5 | 253.2 |
| Air Transportation (visitor only) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Spending at Destination | 653.9 | 1,072.2 | 1,144.2 | 1,234.1 | 1,298.6 | 1,338.4 | 1,237.7 |
| Industry Earnings Generated by Travel Spending (\$Million) | | | | | | | |
| Accommodations & Food Service | 98.4 | 183.8 | 194.3 | 212.6 | 230.9 | 238.7 | 233.5 |
| Arts, Entertainment & Recreation | 71.7 | 113.0 | 116.3 | 126.5 | 134.4 | 140.3 | 135.7 |
| Retail** | 26.5 | 39.9 | 40.3 | 42.7 | 44.6 | 44.3 | 41.7 |
| Auto Rental & Ground Tran. | 1.3 | 3.0 | 3.1 | 3.2 | 3.3 | 3.4 | 3.3 |
| Air Transportation (visitor only) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other Travel* | 9.4 | 8.1 | 2.0 | 2.8 | 3.4 | 2.4 | 4.4 |
| Total Direct Earnings | 207.3 | 347.9 | 356.1 | 387.8 | 416.6 | 429.1 | 418.7 |
| Industry Employment Generated by Travel Spending (Jobs) | | | | | | | |
| Accommodations & Food Service | 6,260 | 7,690 | 7,840 | 8,270 | 8,520 | 8,720 | 8,630 |
| Arts, Entertainment & Recreation | 6,300 | 6,200 | 6,070 | 6,000 | 6,620 | 6,650 | 6,450 |
| Retail** | 1,430 | 1,420 | 1,390 | 1,450 | 1,480 | 1,440 | 1,380 |
| Auto Rental & Ground Tran. | 70 | 100 | 100 | 100 | 100 | 100 | 100 |
| Air Transportation (visitor only) | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other Travel* | 370 | 180 | 60 | 70 | 80 | 50 | 80 |
| Total Direct Employment | 14,430 | 15,590 | 15,460 | 15,900 | 16,800 | 16,970 | 16,640 |
| Tax Receipts Generated by Travel Spending (\$Million) | | | | | | | |
| Local Tax Receipts | 10.7 | 19.8 | 23.0 | 26.2 | 28.2 | 28.9 | 25.5 |
| State Tax Receipts | 27.6 | 43.7 | 46.2 | 49.1 | 51.2 | 52.4 | 54.0 |
| Total Direct Tax Receipts | 38.3 | 63.5 | 69.2 | 75.3 | 79.4 | 81.2 | 79.6 |

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.