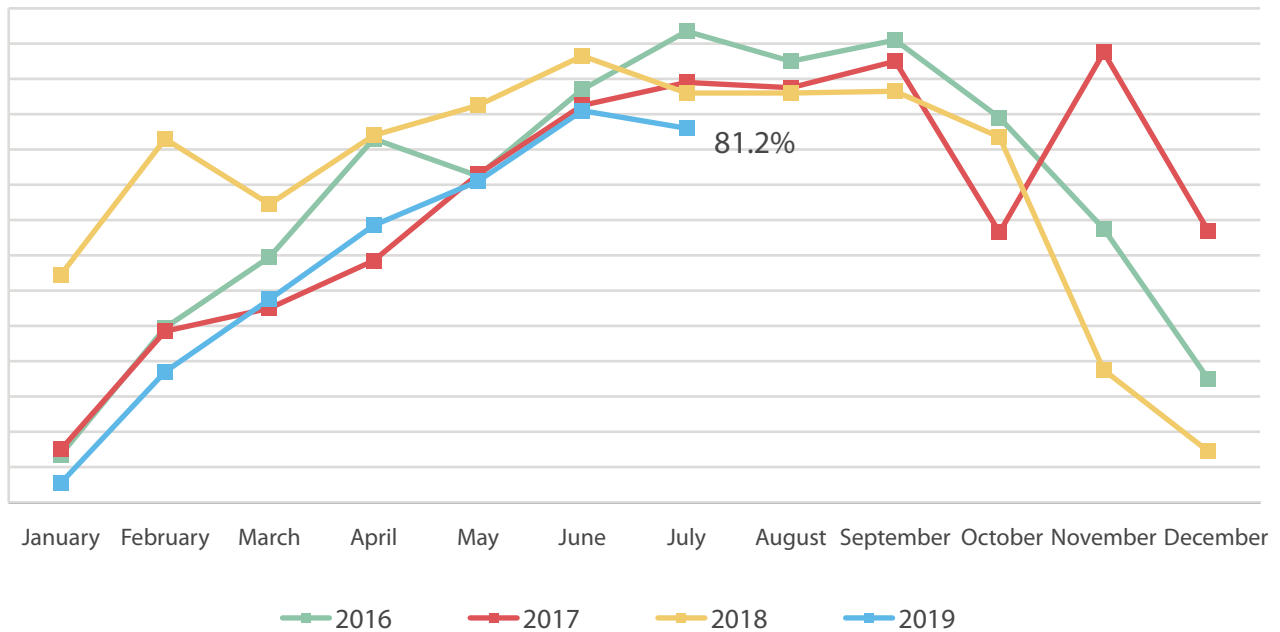


SONOMA COUNTY OVERNIGHT VISITATION INDICATORS

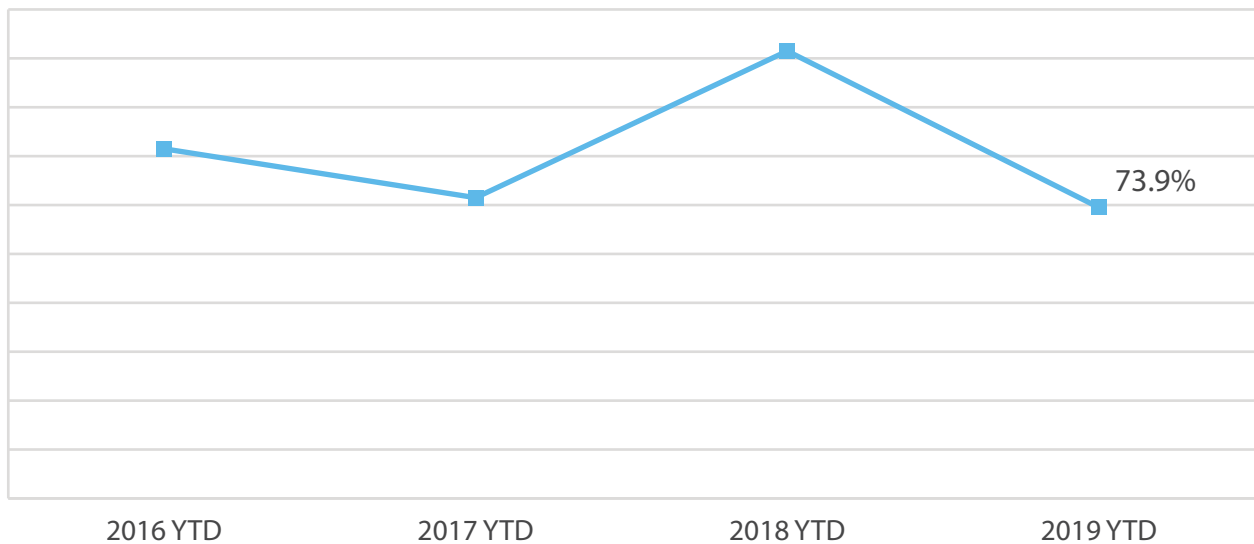
Occupancy Rate (%)

The Occupancy Rate in July 2019 was 81.2%.



Occupancy Rate 2016-2019 YTD

Occupancy Rate YTD as of July 2019 is 73.9%.



Note: This data excludes vacation rentals by owner and campgrounds in Sonoma County.

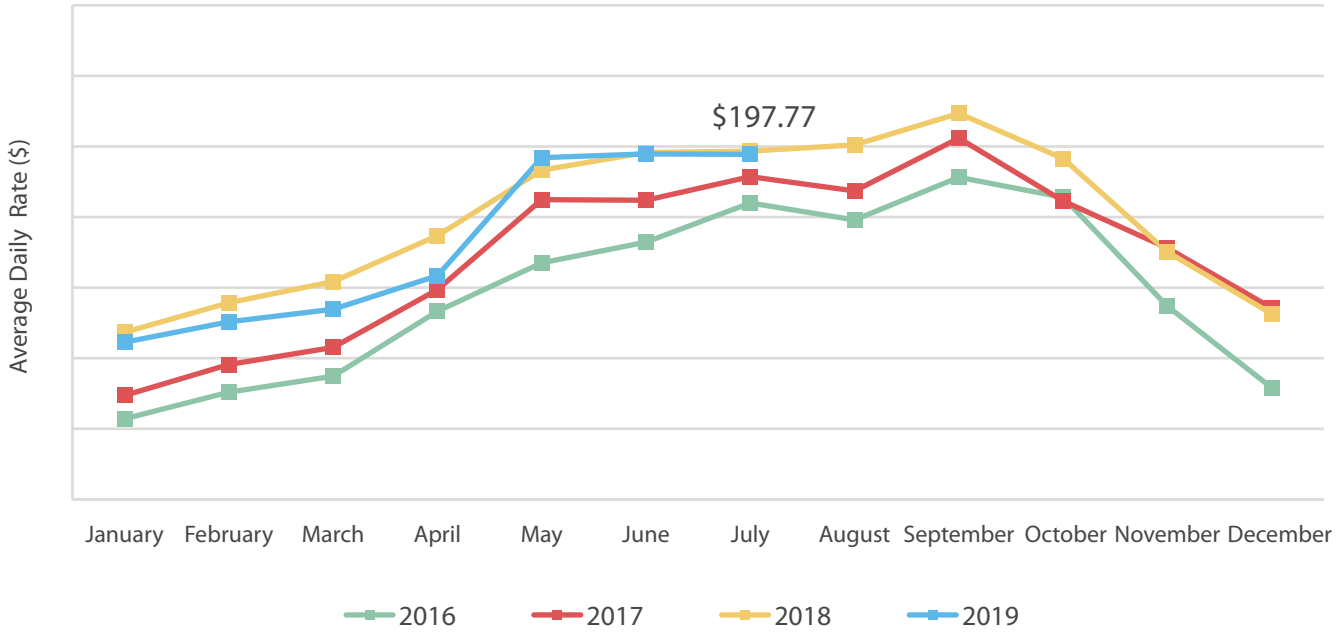
Source: STR Destination Report for Sonoma County Tourism, August 19, 2019.

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SONOMA COUNTY OVERNIGHT VISITATION INDICATORS

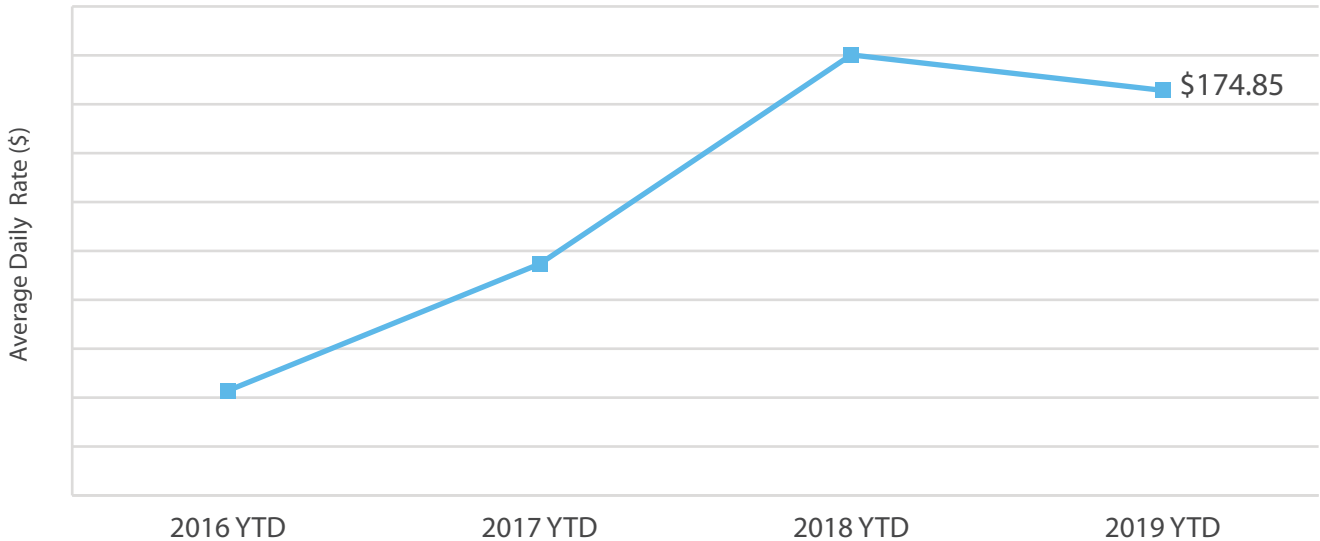
Average Daily Rate (\$)

The Average Daily Rate in July 2019 was \$197.77.



Average Daily Rate 2016-2019 YTD

The Average Daily Rate YTD as of July 2019 is \$174.85.



Note: This data excludes vacation rentals by owner and campgrounds in Sonoma County.

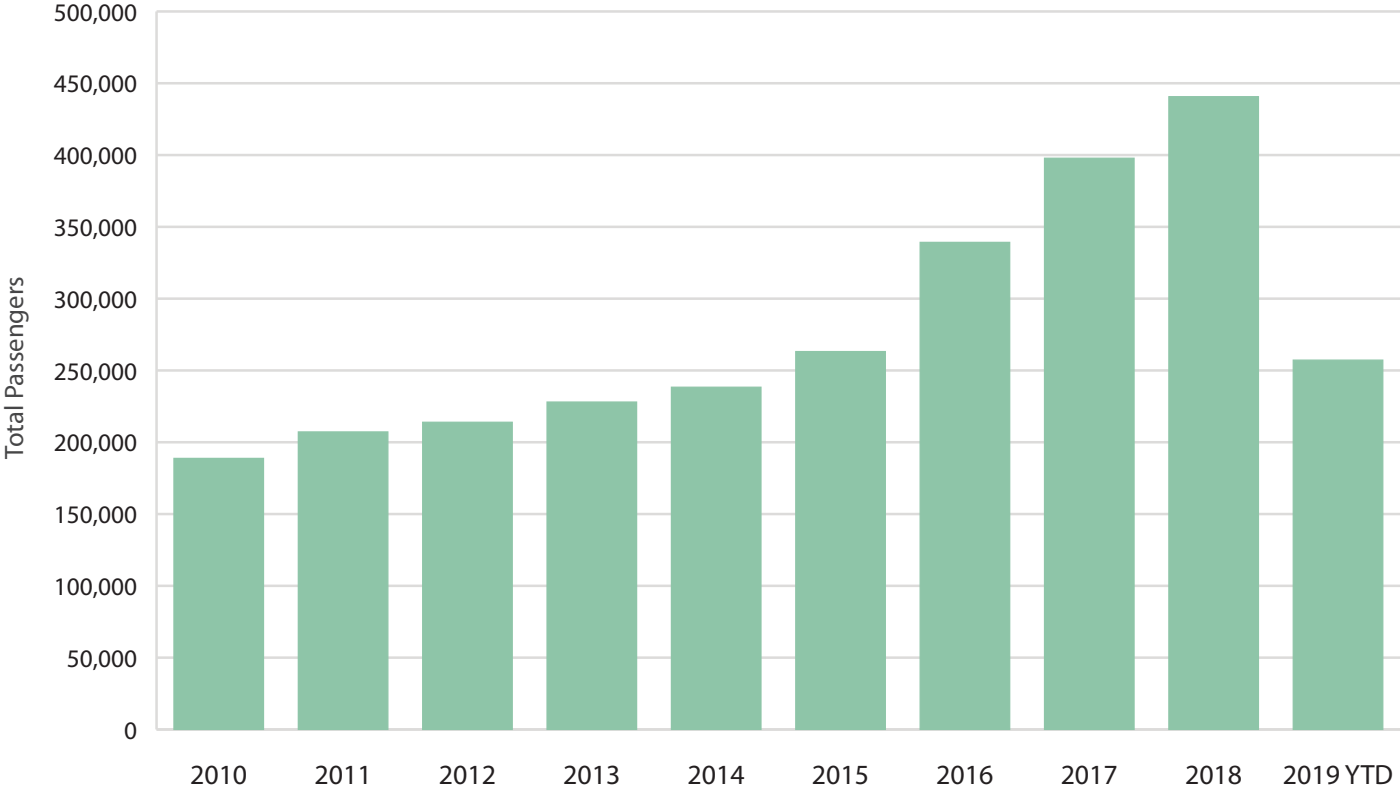
Source: STR Destination Report for Sonoma County Tourism, August 19, 2019.

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SONOMA COUNTY OVERNIGHT VISITATION INDICATORS

STS Passenger Totals

As of July 2019, the Charles M. Schulz – Sonoma County Airport (STS) has served 257,188 passengers this year.



Source: Charles M. Schulz – Sonoma County Airport (STS)