

8.4
 MILLION

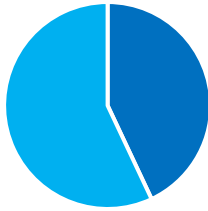
Total Visitors to Sonoma County

\$869
 MILLION

Direct Visitor Spend



4.8 million day visitors



3.6 million overnight visitors

The average amount spent per person:

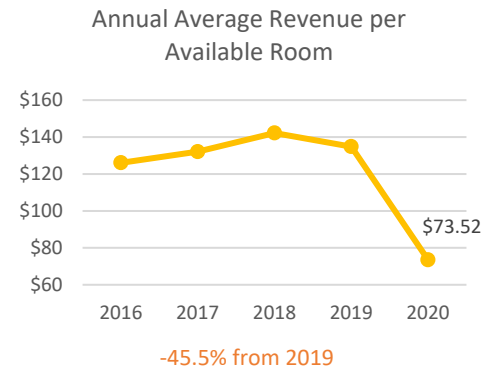
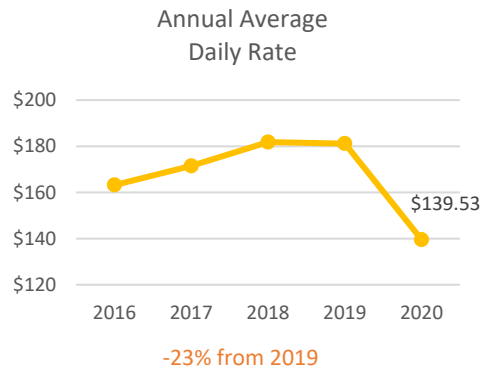
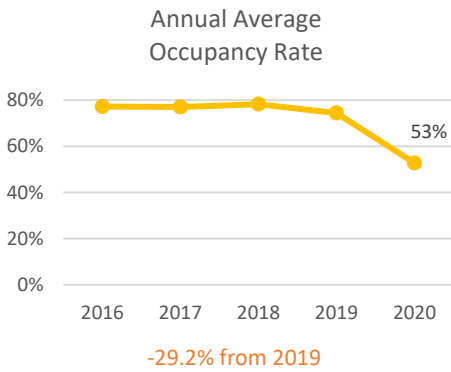
\$165
 on overnight trips

\$59
 on day trips

Source: Longwoods International

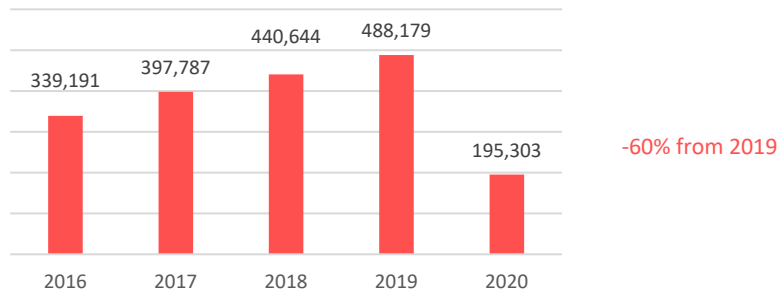
Source: Longwoods International

Lodging Performance



Source: STR, Inc.

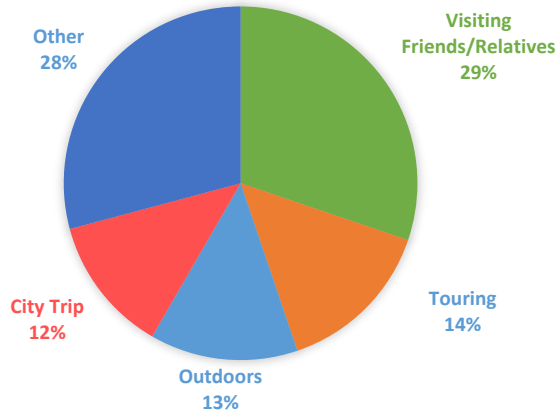
The Charles M. Schulz – Sonoma County Airport (STS) Passenger Totals



Source: STS Airport

SONOMA COUNTY OVERNIGHT VISITOR PROFILE 2020

Reason For Travel



Source: Longwoods International



3.2 People

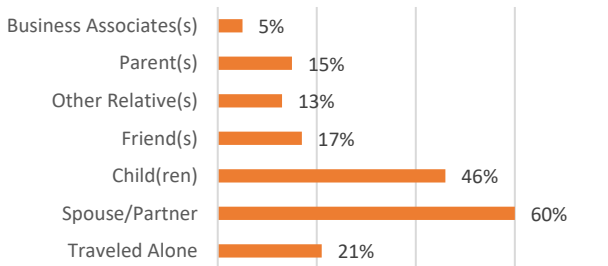
Size of the average travel party visiting Sonoma County



2.2 Nights

Average length of time spent in Sonoma County

Composition of Immediate Travel Party

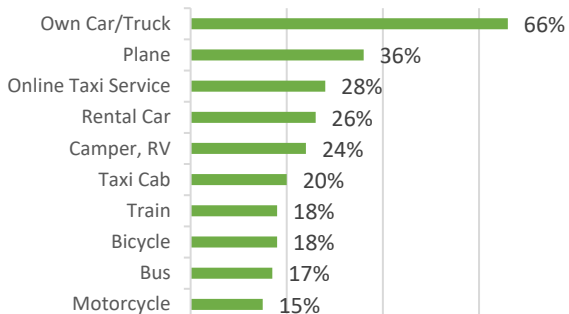


Source: Longwoods International



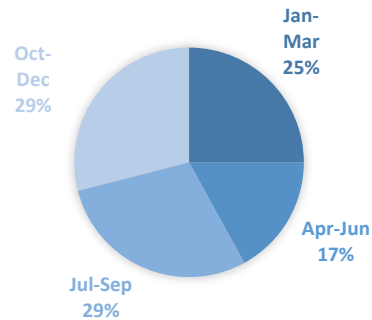
Top Methods of Transportation

Used to get to destination



Source: Longwoods International

Season of Trip



Source: Longwoods International



Top Feeder States

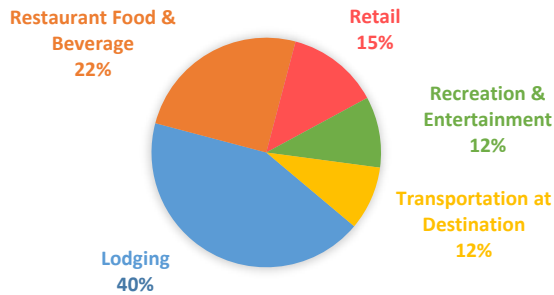
For overnight trips

1. California 55%
2. New York 7%
3. Texas 5%
4. Florida 4%
5. Arizona 4%

Source: Longwoods International

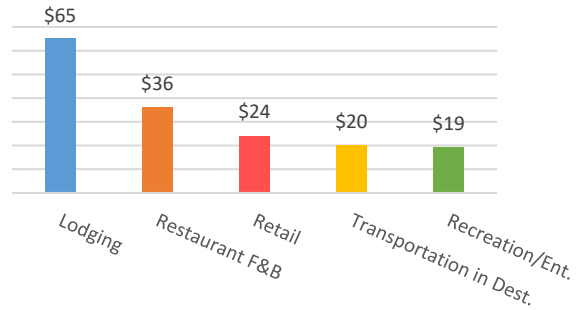
SONOMA COUNTY OVERNIGHT VISITOR PROFILE 2020

Domestic Overnight Expenditures by Sector



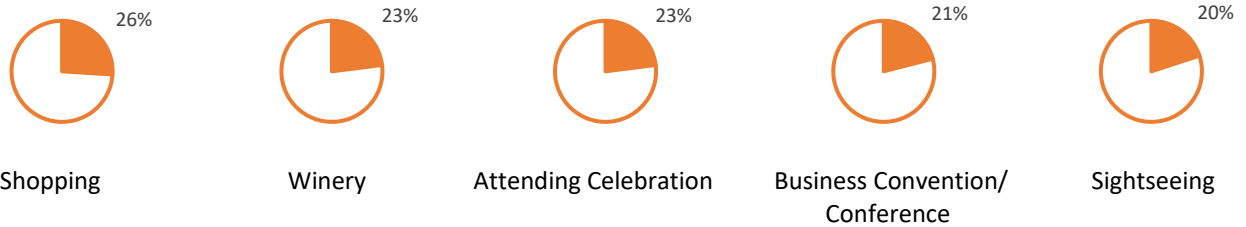
Source: Longwoods International

Average Per Person Expenditures on Domestic Overnight Trips



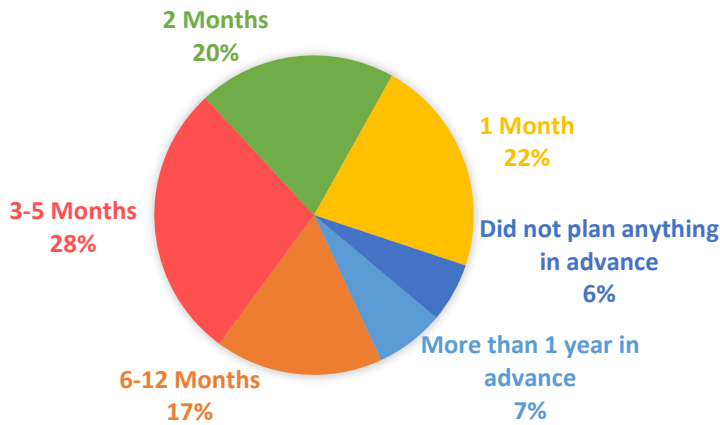
Source: Longwoods International

Top Activities



Source: Longwoods International

Length of Trip Planning



NOTE:

72% of overnight travelers planned their trips

2 Months or more in advance

Source: Longwoods International

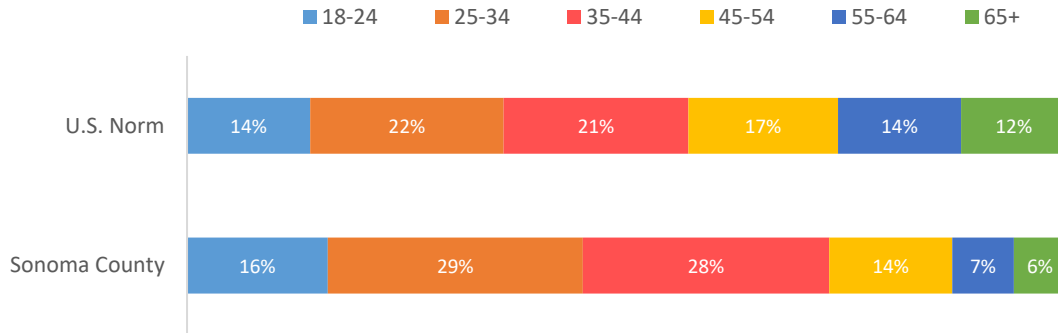
Top Sources for Trip Planning Information



Source: Longwoods International

SONOMA COUNTY OVERNIGHT VISITOR PROFILE 2020

Age



Source: Longwoods International



Gender

Female 34%



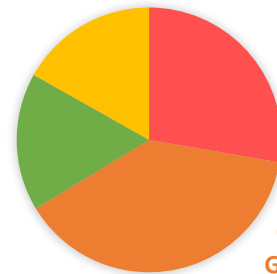
Male 66%

Source: Longwoods International



Education

High School or less 17%



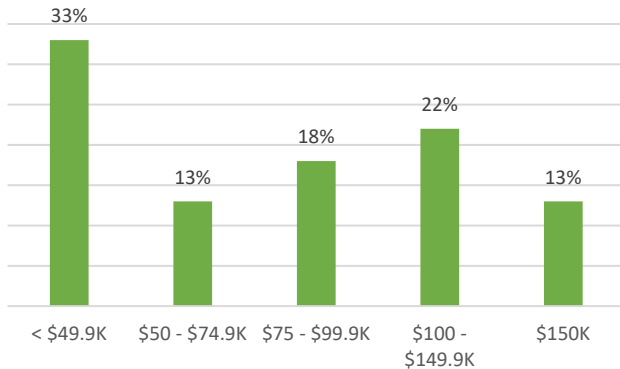
Post Graduate 28%

College Graduate 39%

Source: Longwoods International



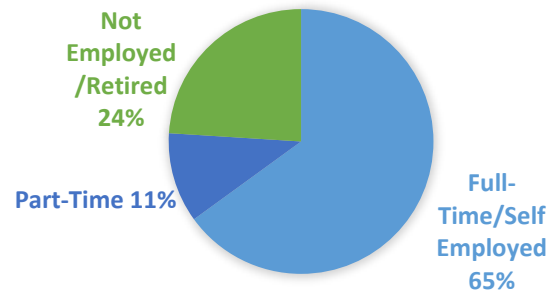
Household Income



Source: Longwoods International



Employment



Source: Longwoods International