



**Sonoma County
Dean Runyan Economic Impact of Tourism Report
For calendar year 2021**

SUMMARY

The impact estimates associated with traveler spending in Sonoma County were measured using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates and are comparable to those found in the *2021p California State, Regional & County Impacts* report prepared for Visit California. Further information from Visit California: <https://industry.visitcalifornia.com/research/researchtrends>

The tourism industry in Sonoma County saw marked improvement in 2021 over the devastating losses experienced in 2020. The pre-pandemic total (direct and indirect) visitor spending of \$2.23 Billion shrunk by almost 50% to a low of \$1.25 Billion in 2020. Visitor spending in 2021 grew to \$1.97 Billion.

Sonoma County Direct Travel Impacts, 2016-2021

	Spending (\$Millions) Direct and Indirect	Earnings (\$Millions)	Employment	Local Taxes (\$Millions)	State Taxes (\$Millions)	Total Taxes (\$Millions)
2017	2,084	767	22,508	97	85	182
2018	2,200	815	22,376	108	91	199
2019	2,237	863	22,358	110	95	205
2020	1,250	652	16,290	63	49	112
2021	1,969	739	17,640	112	86	198
<i>Annual % Change</i>						
2020-2021	+57.5%	+13.3%	+8.3%	+51%	+41.5%	+46.7%

Visitor Spending by Commodity Purchased (\$Millions)

	Accommodations	Food Service	Food Stores	Local Transportation and Gas	Arts, Entertainment, Recreation	Retail	Visitor Air Trans.
2017	\$473	\$542	\$67	\$161	\$348	\$323	\$11
2018	\$510	\$563	\$67	\$179	\$353	\$340	\$12
2019	\$505	\$580	\$69	\$184	\$354	\$348	\$14
2020	\$299	\$355	\$39	\$81	\$195	\$187	\$5
2021	\$547	\$538	\$63	\$134	\$287	\$287	\$8
2020-2021 Change	+82.8%	+51.4%	+62.9%	+64.2%	+47.6%	+53.3	+61.8%

Visitor Spending by Type of Traveler Accommodation (\$Millions)

	Hotel, Motel, STVR	Private Home	Campground	2 nd Home	Day Travel (no overnight)
2016	\$984	\$156	\$56	\$95	\$541
2017	\$1,054	\$165	\$59	\$102	\$545
2018	\$1,112	\$179	\$61	\$114	\$558
2019	\$1,113	\$190	\$66	\$117	\$568
2020	\$722	\$60	\$56	\$143	\$181
2021	\$1,161	\$188	\$69	\$152	\$293
2020-2021 Change	+60.8%	+215.2%	+24.7%	+6.5%	+62.2%

Notes:

- Details may not add to totals due to rounding.
- Other Travel includes resident air travel and ground transportation impacts for travel to other California destinations, travel arrangement & reservation services, and convention & trade show organizers.
- Retail includes gasoline.
- Local tax receipts include transient occupancy tax, sales tax and passenger facility charges paid by visitors, and property tax payments and sales tax payments attributable to the travel industry income of employees and businesses.
- State tax receipts include, sales tax and motor fuel tax payments paid by visitors, and income tax payments and sales tax payments attributable to the travel industry income of employees and businesses.
- Economic impacts are attributed to visitor trips defined as trips taken by individuals that stay overnight away from home or travel more than 50 miles on-way on a non-routine trip, as defined by the California Tourism Marketing Act.
- The estimates for 2021 are designated as preliminary due to some incomplete source data for the calendar year.