

2023-24 Quick Facts

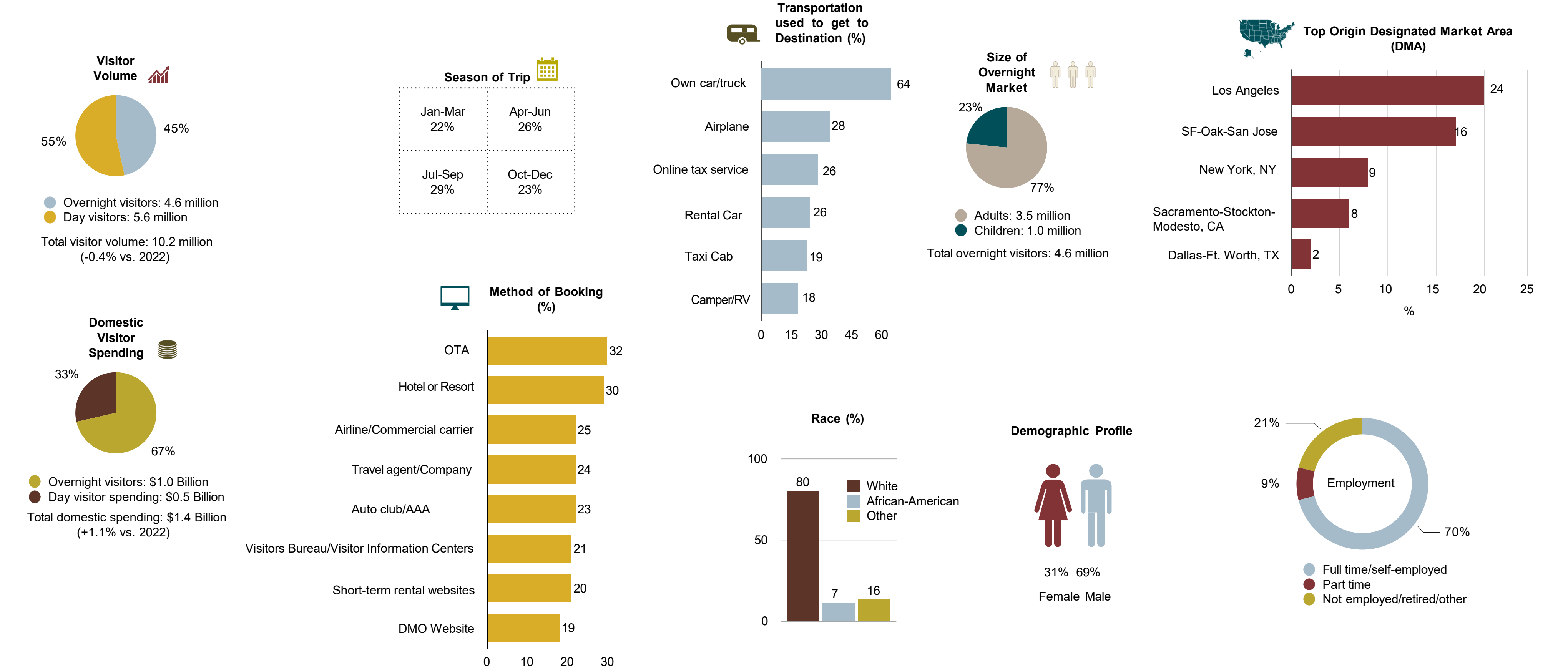
Sonoma County Tourism Visitor Profile Highlights

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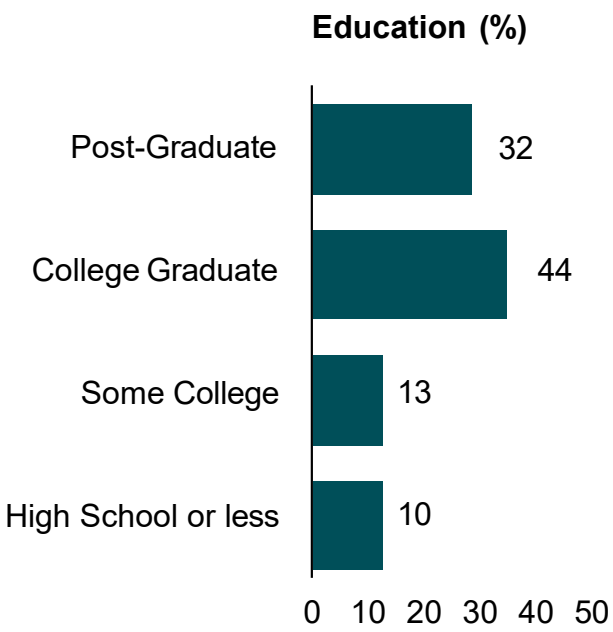
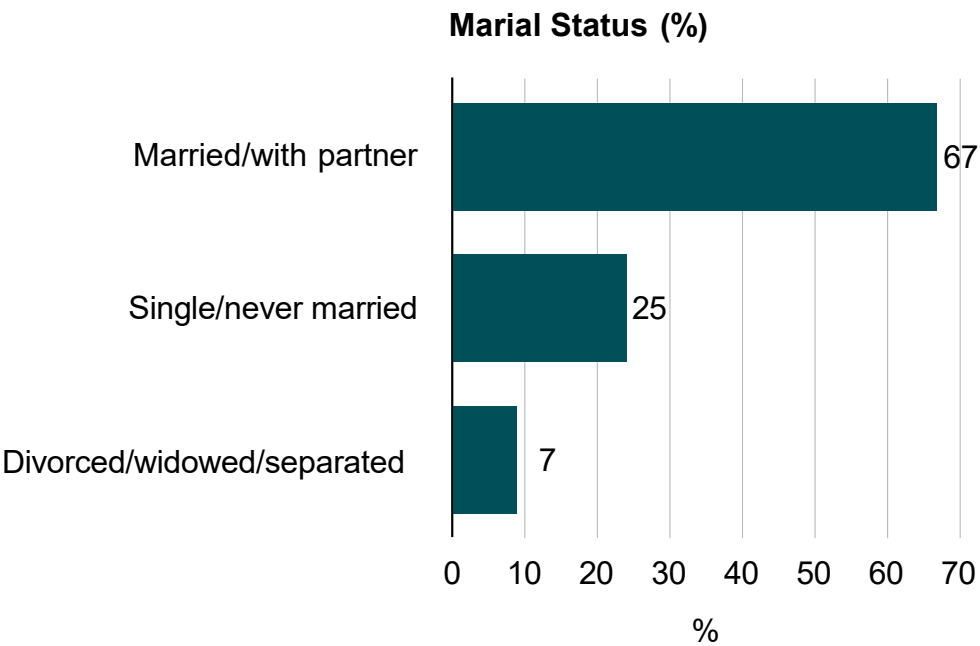
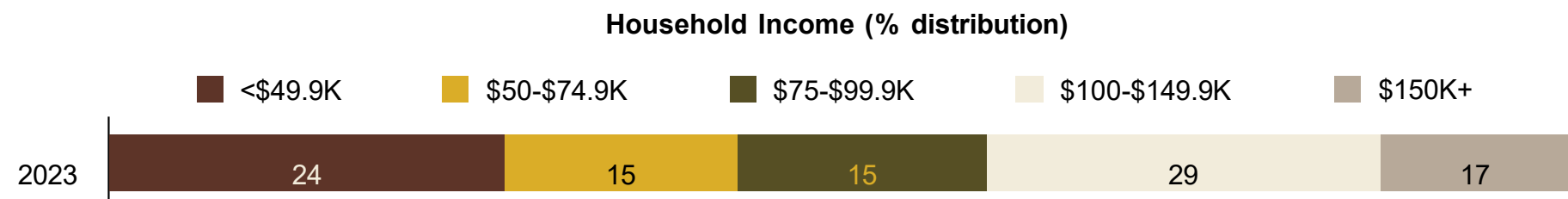
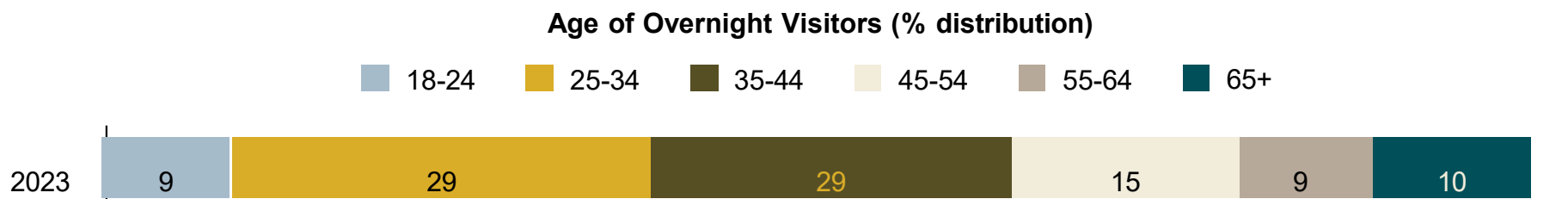
2023 Visitor Profile Highlights









Sonoma County Overnight Person-Trips



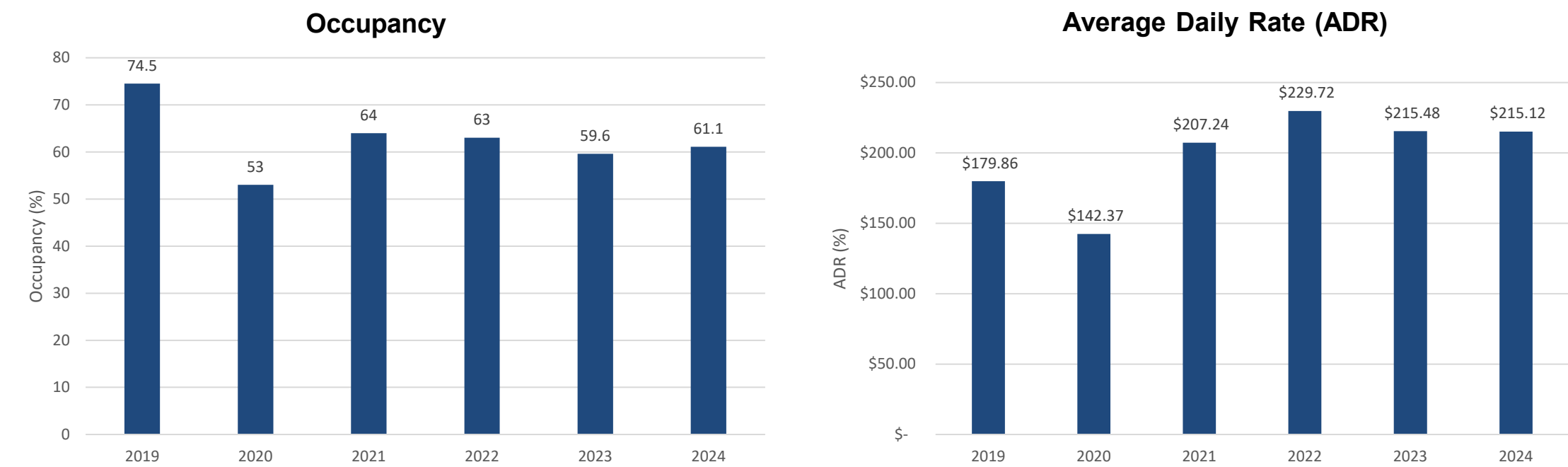
2023 Visitor Profile Highlights

Sonoma County Overnight Person-Trips



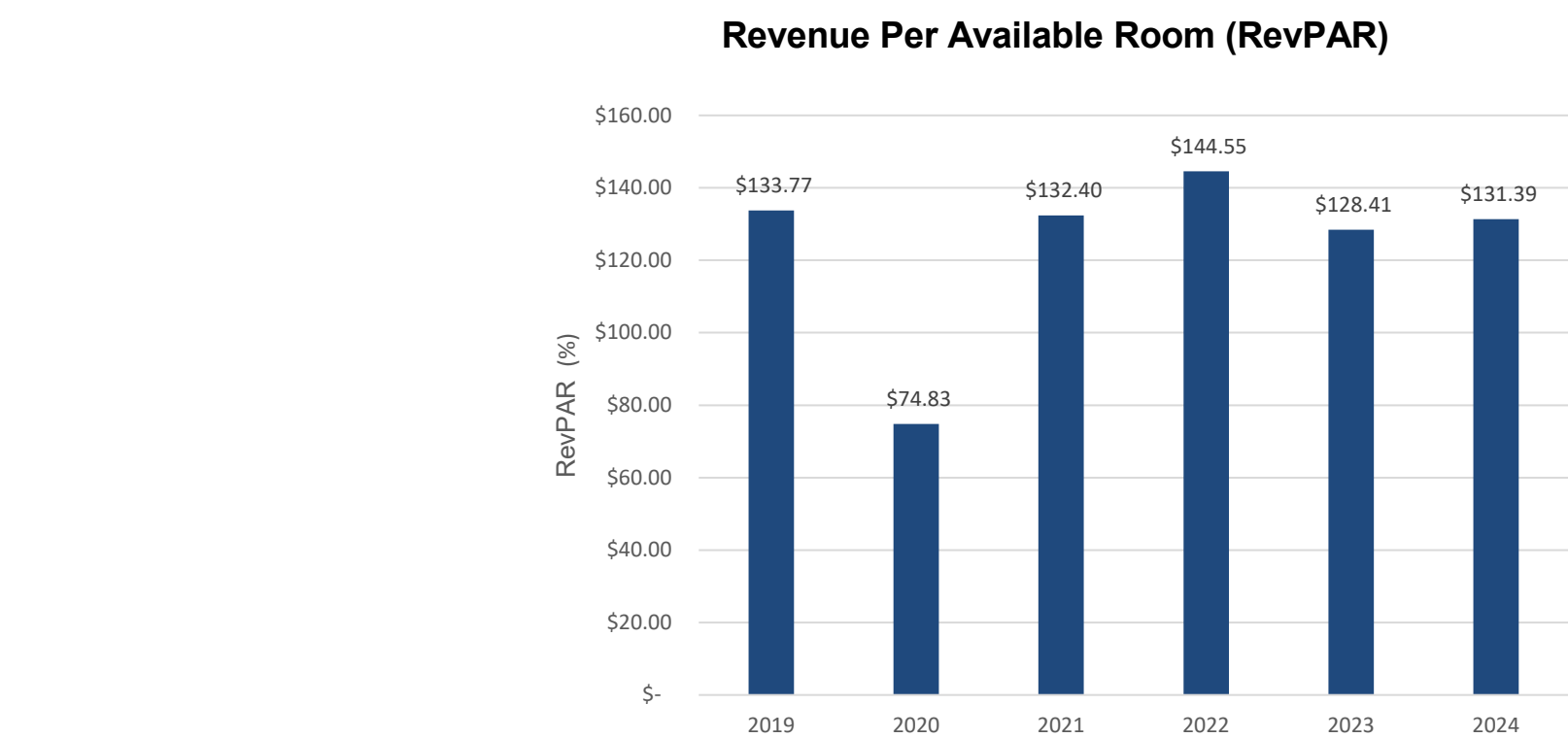
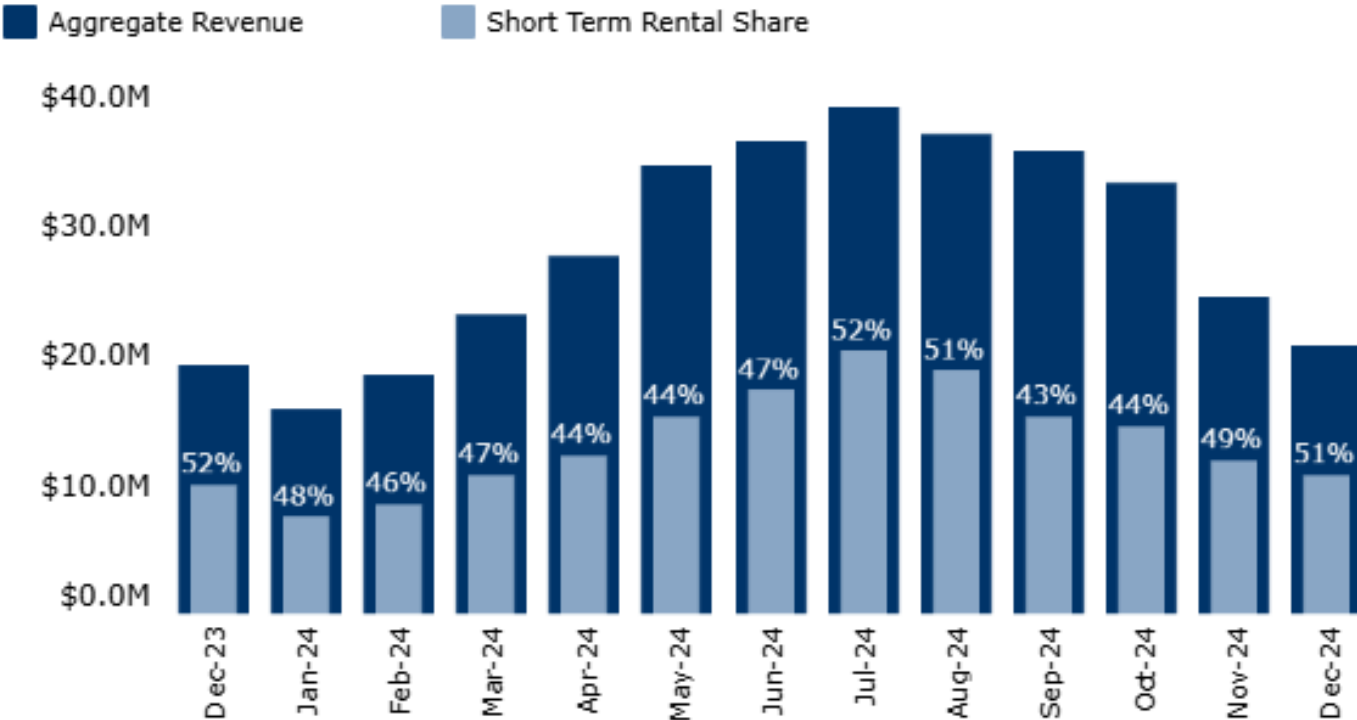
Top 10 Activities and Experiences		
	Winery/Brewery/ Distillery Tour	28%
	Attending a celebration	28%
	Sightseeing	27%
	Shopping	23%
	Local parks or playground	21%
	Attended or participated in an amateur sports event	19%
	Business conference or convention	19%
	Landmark or historic site	19%
	Nature tours/wildlife viewing/birding	18%
	Attended or participated in an amateur sports event for teenagers	18%

2024 Lodging Performance



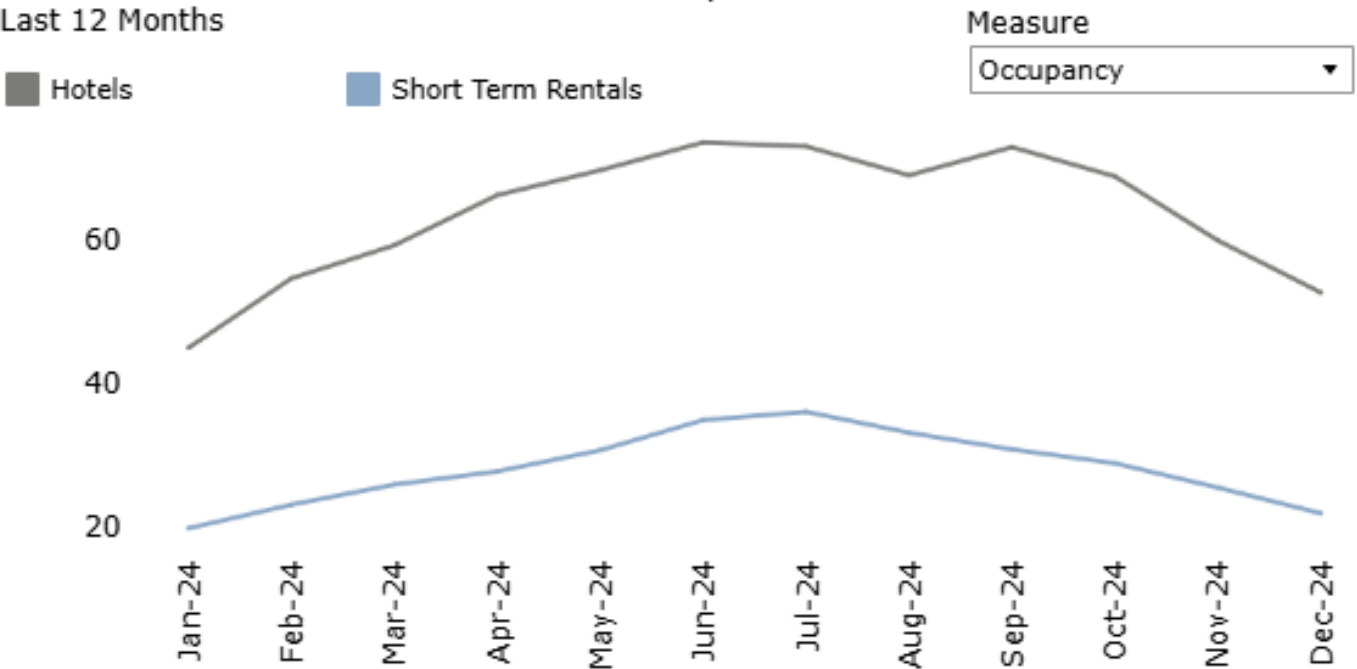
Lodging Revenue & Contribution

Hotels: Sonoma; Short Term Rentals: County - Sonoma



Occupancy

Hotels: Sonoma; Short Term Rentals: County - Sonoma
Last 12 Months



2024 Economic Impact

Sonoma County Direct Travel Impacts, 2019-2024

	Spending (\$Millions) Direct and Indirect	Earnings (\$Millions)	Employment	Local Taxes (\$Millions)	State Taxes (\$Millions)	Total Taxes (\$Millions)
2019	2,237	863	22,355	110	95	205
2020	1,248	653	16,287	74	61	135
2021	1,990	763	17,614	115	85	200
2022	2,298	935	21,185	126	93	219
2023	2,359	1,038	21,976	118	94	212
2024	2,442	1,081	22,502	121	98	218
2023-2024 Change	+3.5%	+4.2%	+2.4%	+2.9%	+3.2%	+3.0%

2023 Sonoma County - City Level Travel Impacts

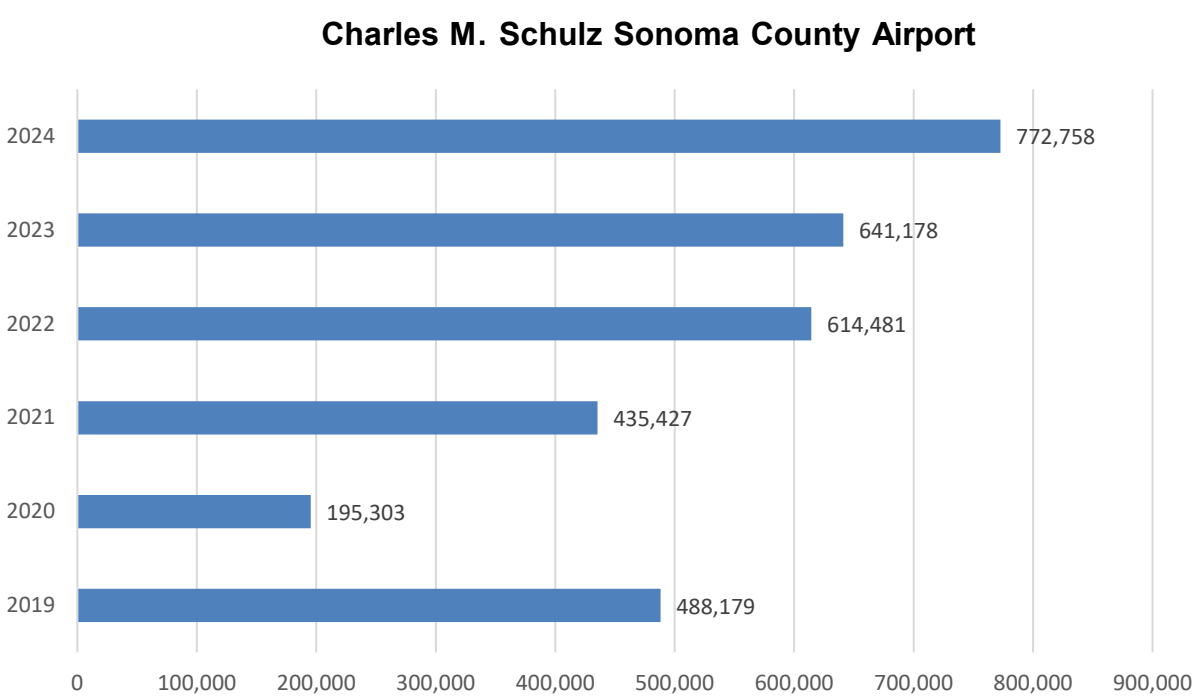
City	Spending (\$Millions) Direct and Indirect	Earnings (\$Millions)	Employment (Jobs)	Local Taxes (\$Millions)	State Taxes (\$Millions)	Total Taxes (\$Millions)
Cloverdale	13.4	5.9	123	0.7	0.5	1.2
Healdsburg	258.9	114.6	2,386	12.8	10.3	23.2
Petaluma	204.3	90.5	1,883	10.1	8.2	18.3
Rohnert Park	161.4	71.5	1,487	8.0	6.4	14.4
Santa Rosa	493.7	218.6	4,550	24.5	19.7	44.2
Sebastopol	25.2	11.2	232	1.2	1.0	2.3
Sonoma	172.5	76.4	1,589	8.5	6.9	15.4
Unincorporated	1,010.8	447.6	9,314	50.1	40.3	90.4
Windsor	101.8	45.1	938	5.0	4.1	9.1
Total Sonoma County	2,441.9	1,081.3	22,502	120.9	97.5	218.4

Visitor Spending by Commodity Purchased (\$Millions)

	Accommodatio ns	Food Service	Food Stores	Local Transportation and Gas	Arts, Entertainment, Recreation	Retail	Visitor Air Trans.
2019	\$505	\$580	\$69	\$184	\$354	\$348	\$14
2020	\$299	\$356	\$39	\$82	\$195	\$187	\$5
2021	\$613	\$488	\$82	\$141	\$280	\$260	\$11
2022	\$671	\$552	\$96	\$188	\$307	\$297	\$20
2023	\$642	\$592	\$102	\$176	\$324	\$305	\$20
2024	\$666	\$625	\$103	\$177	\$341	\$306	\$22
2023- 2024 Change	+3.7%	+5.6%	+1.0%	+0.6%	+5.3%	+0.3%	+10.0%

Sonoma County Visitor Spending Profile - in the Hotel, Motel, Short-term Vacation Rental Segment

Year	Party/Day (\$)	Party/Trip (\$)	Person/Day (\$)	Person/Trip (\$)	Length of Stay (nights)	Avg. Party Size
2024	\$767	\$2,056	\$298	\$792	2.7	2.6





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