

2024 Quick Facts

Sonoma County Tourism

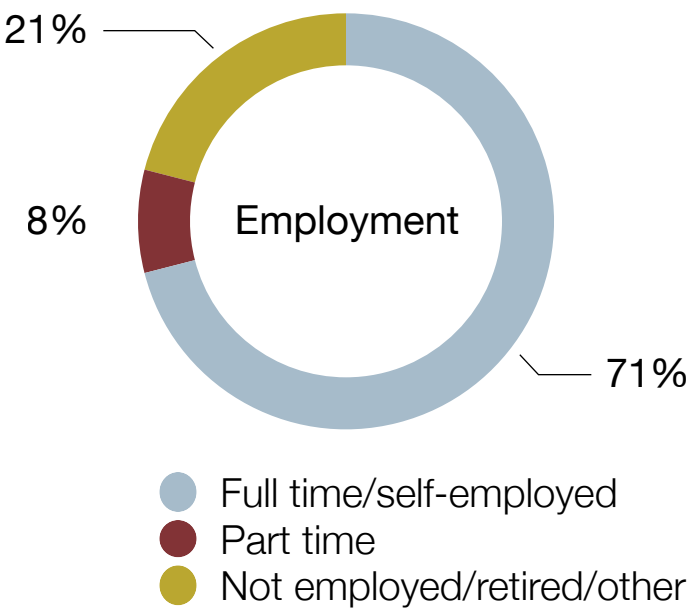
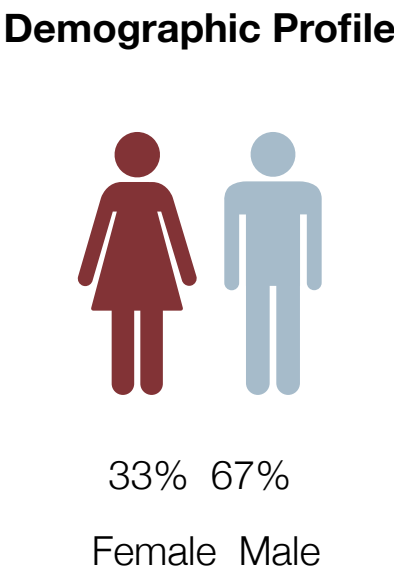
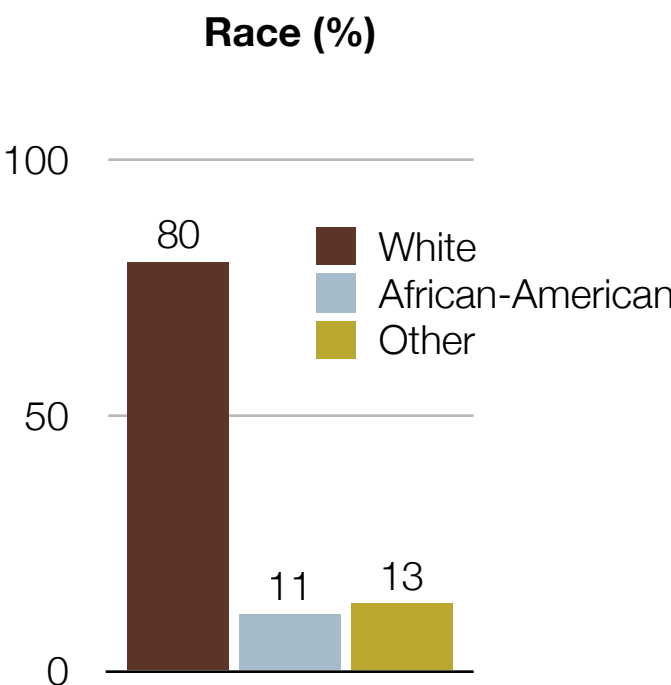
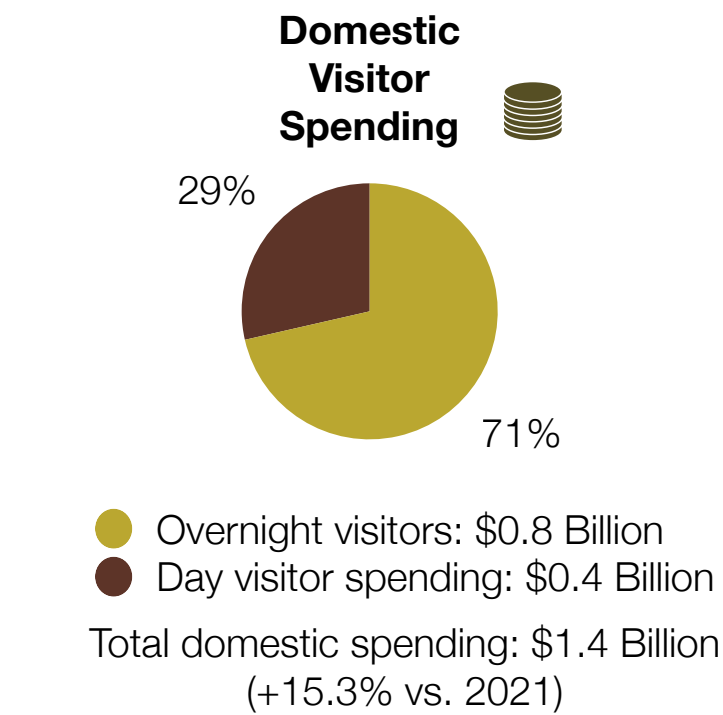
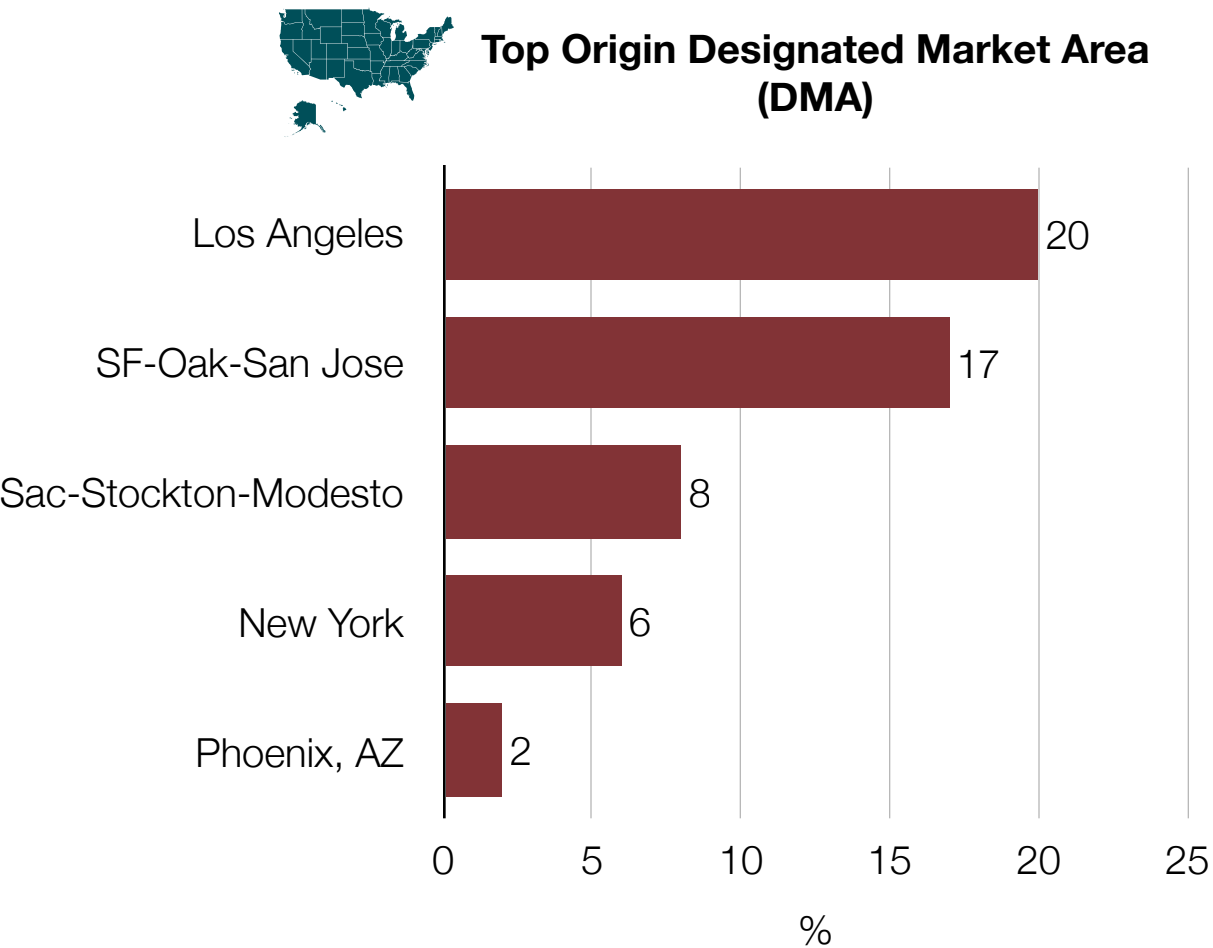
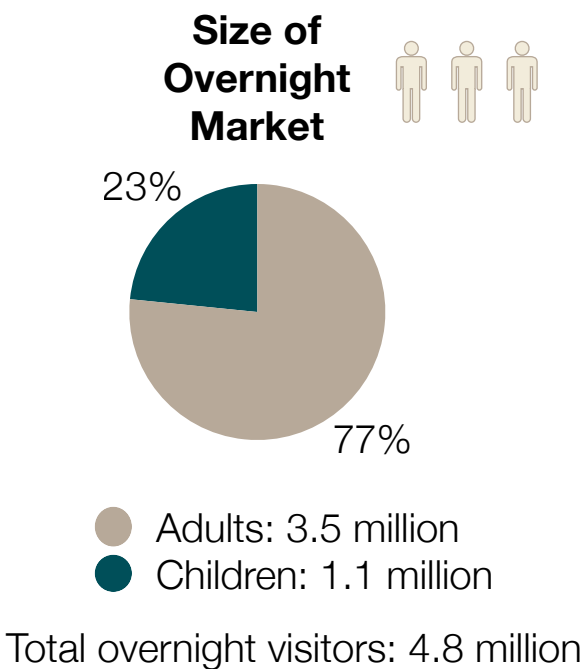
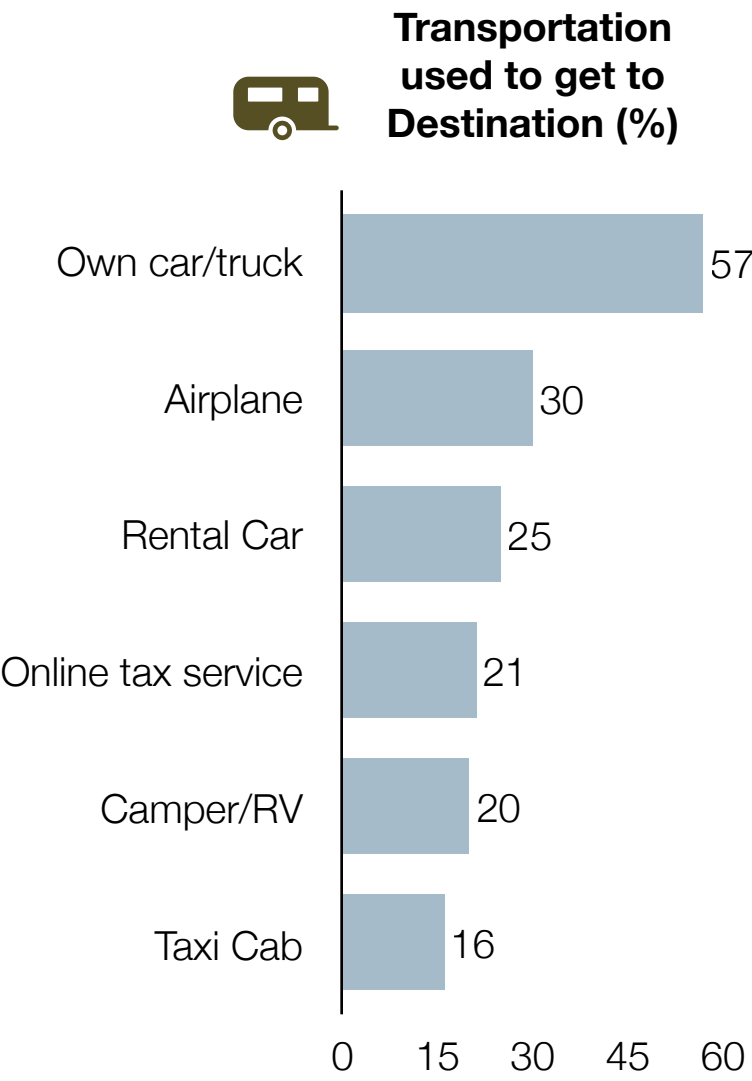
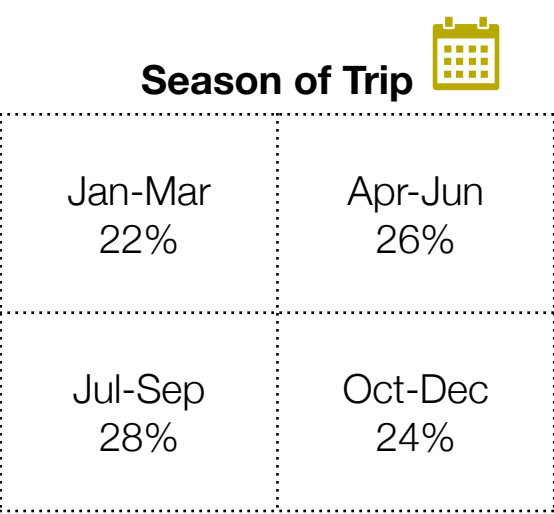
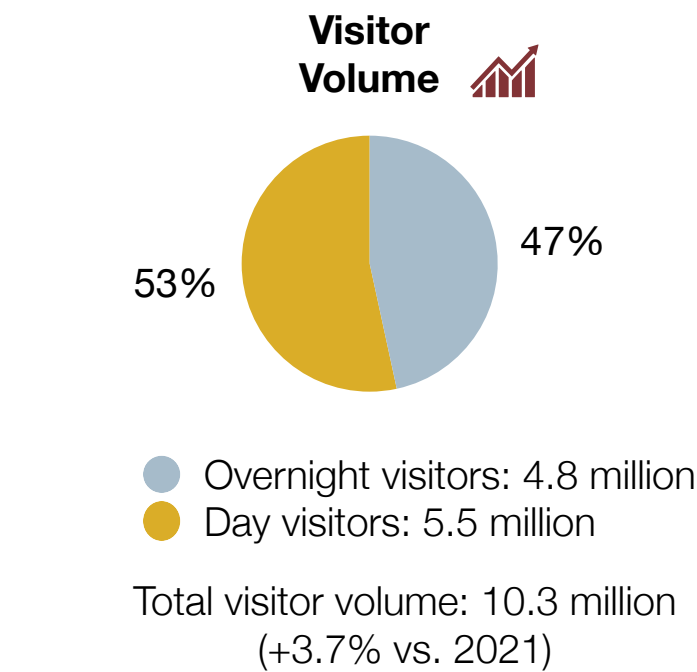
Visitor Profile Highlights

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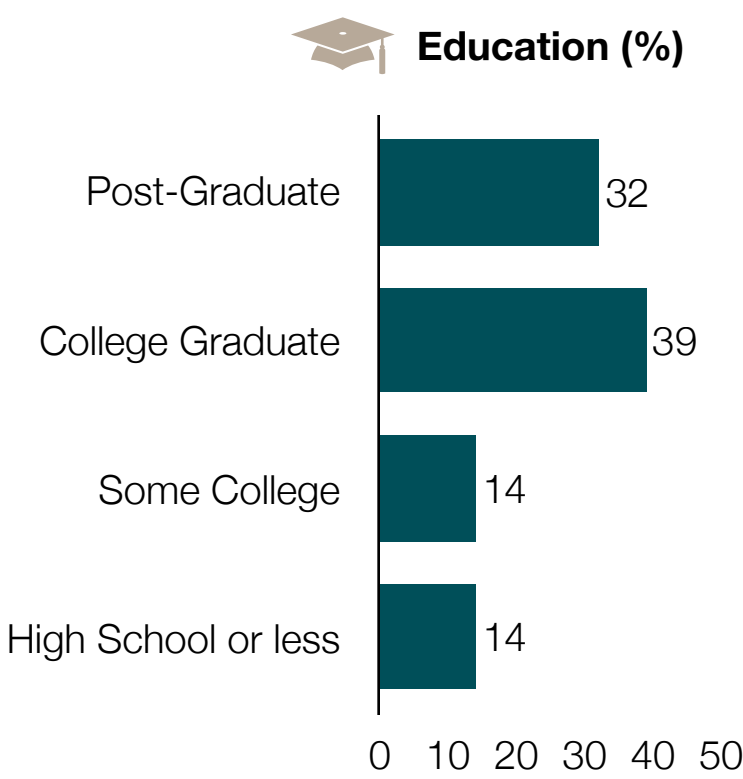
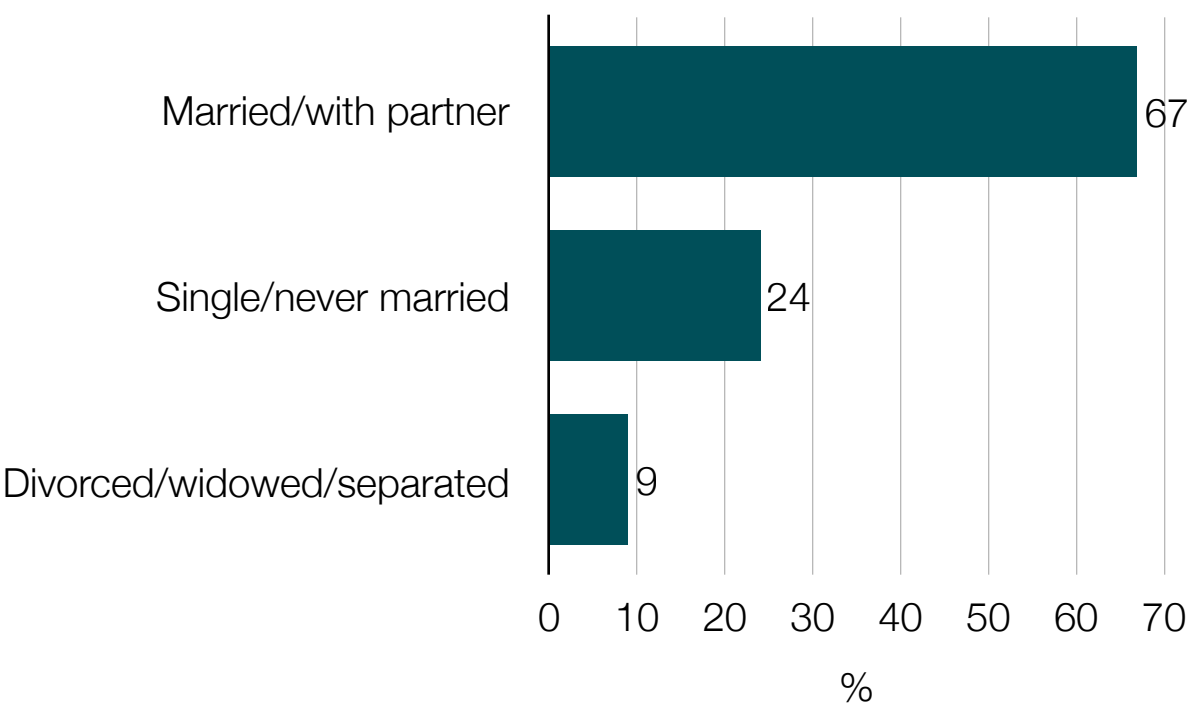
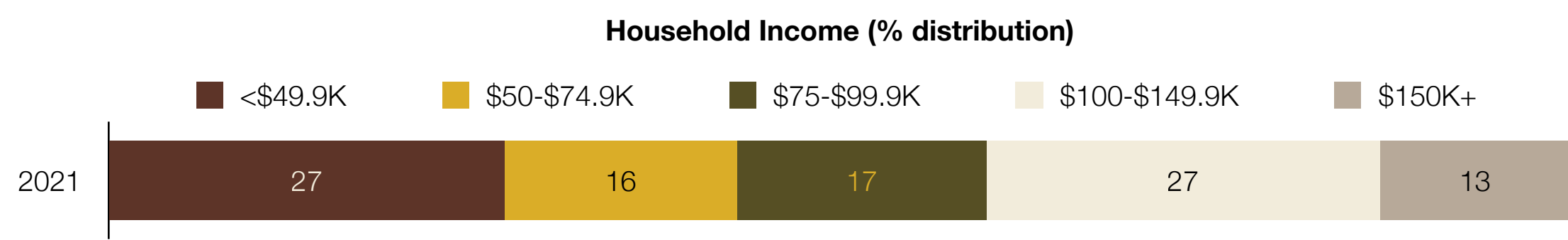
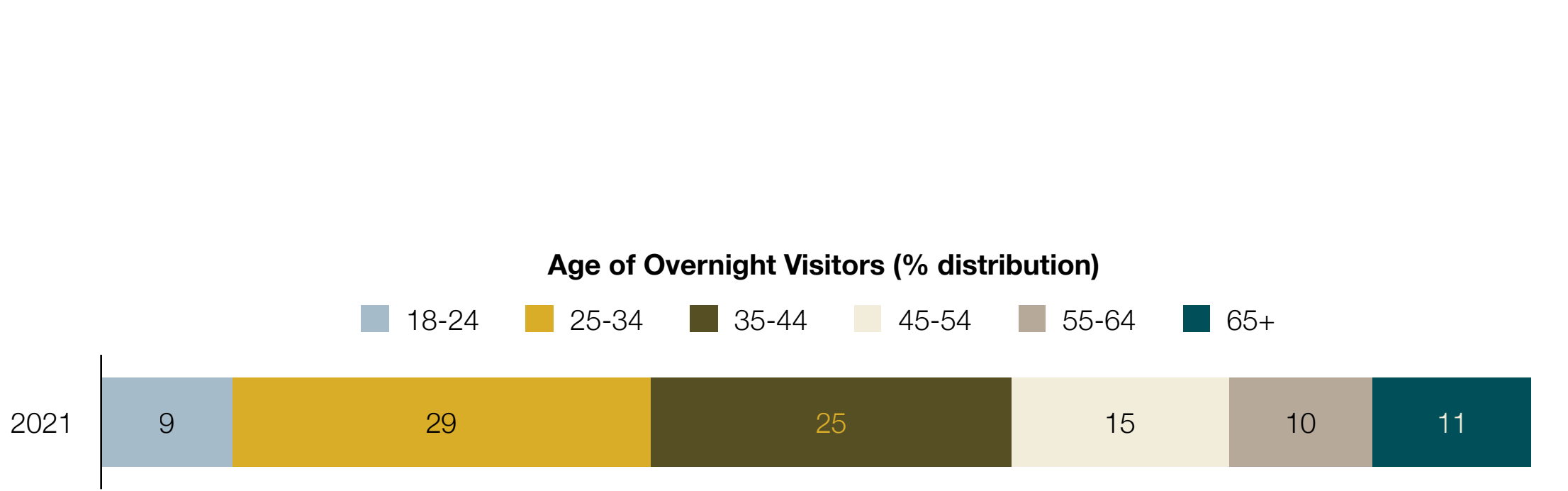
2022 Visitor Profile Highlights











Sonoma County Overnight Person-Trips



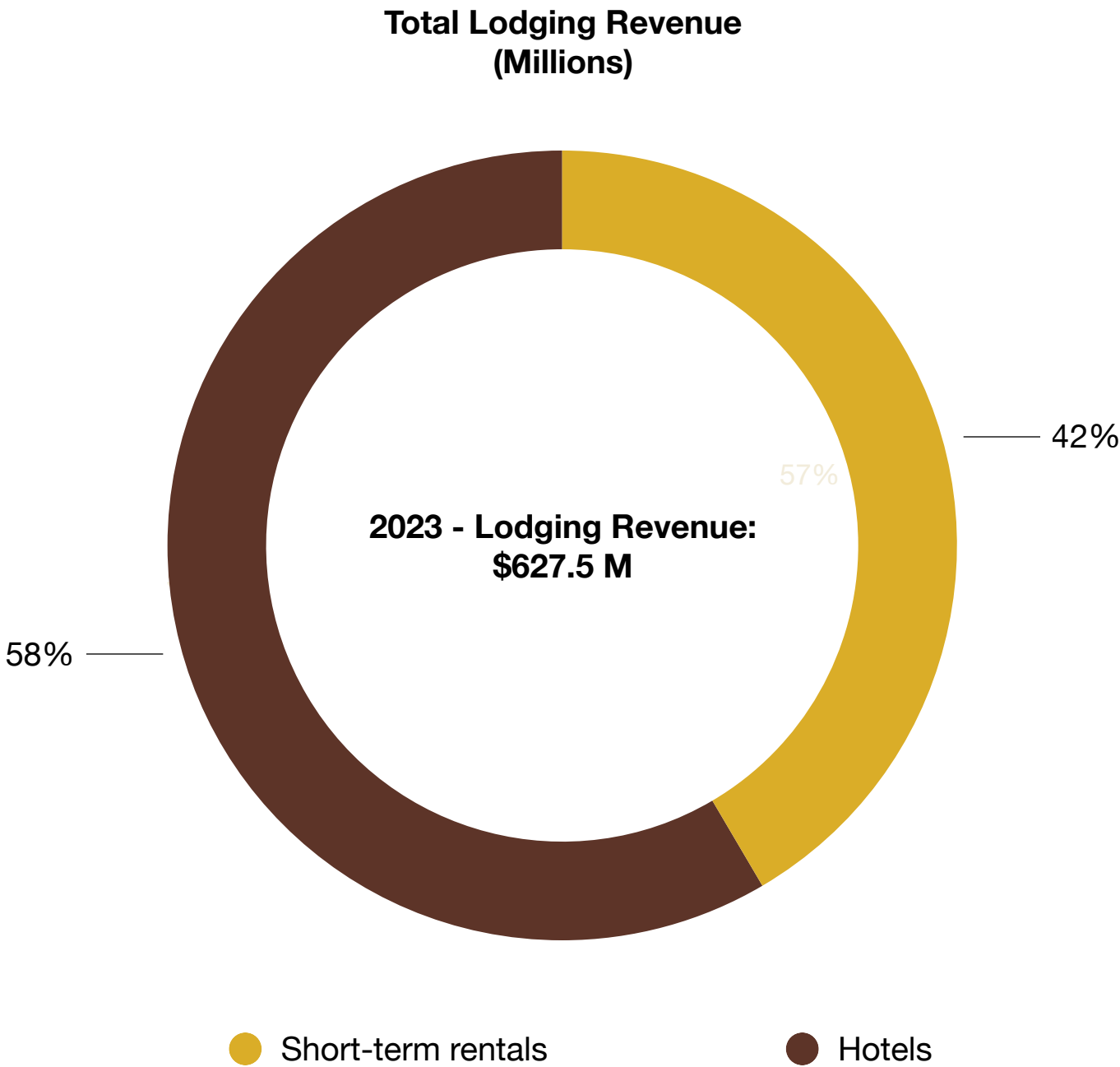
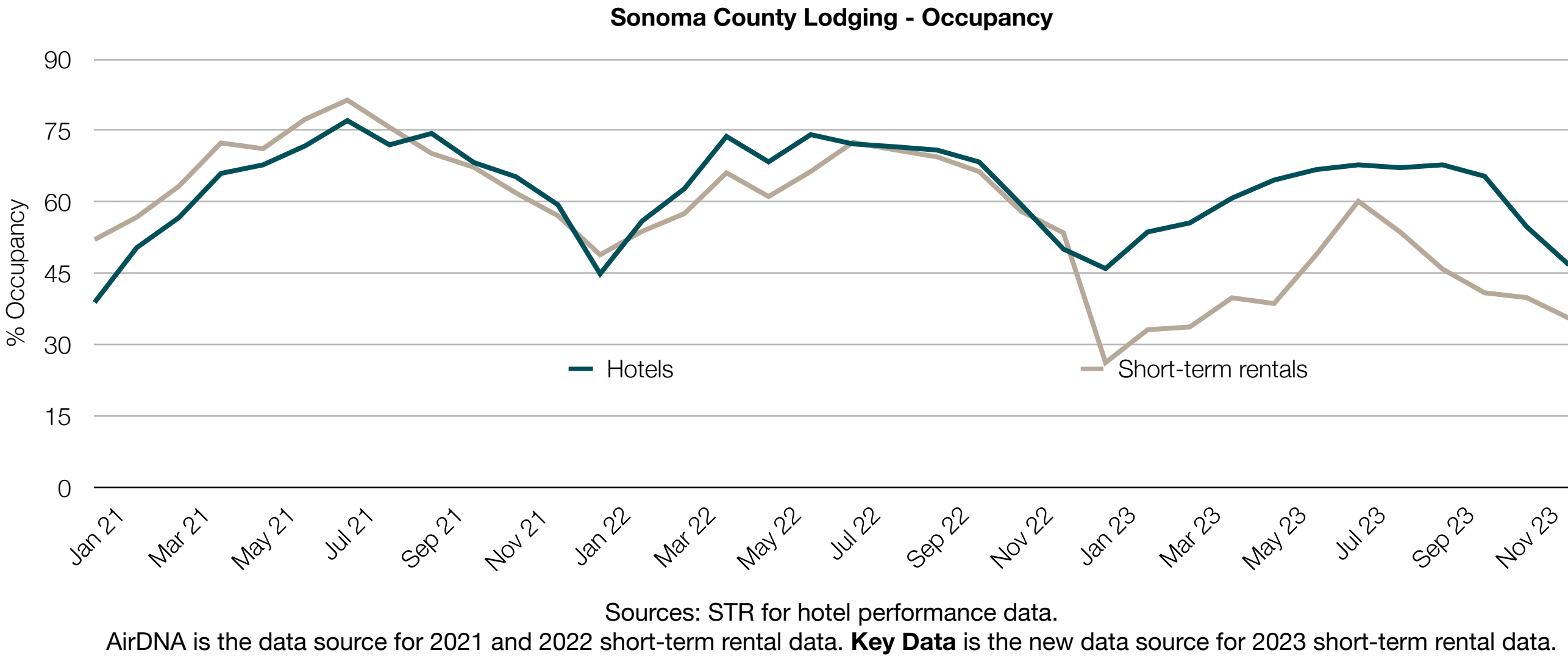
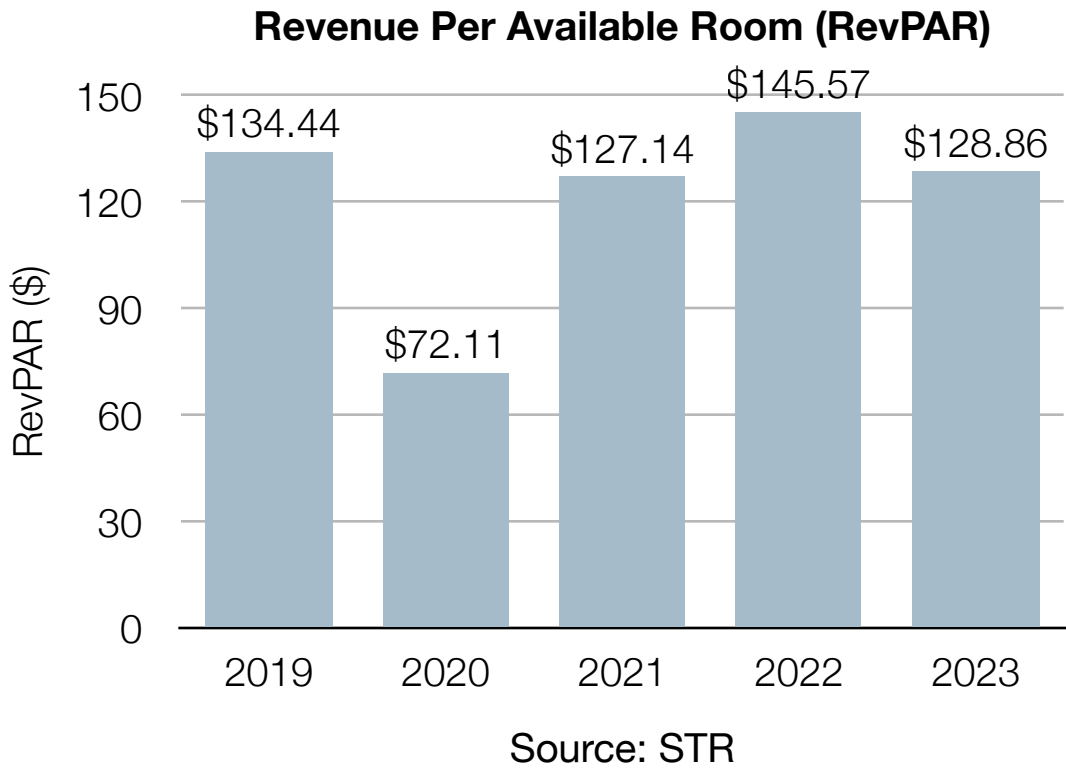
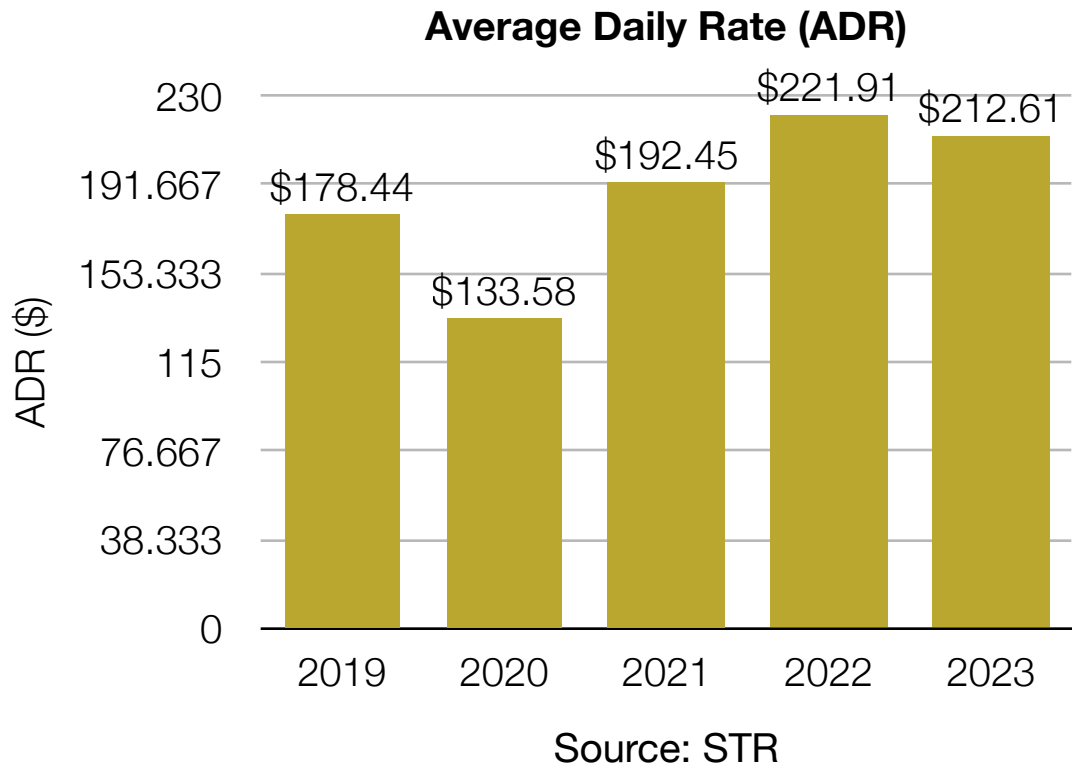
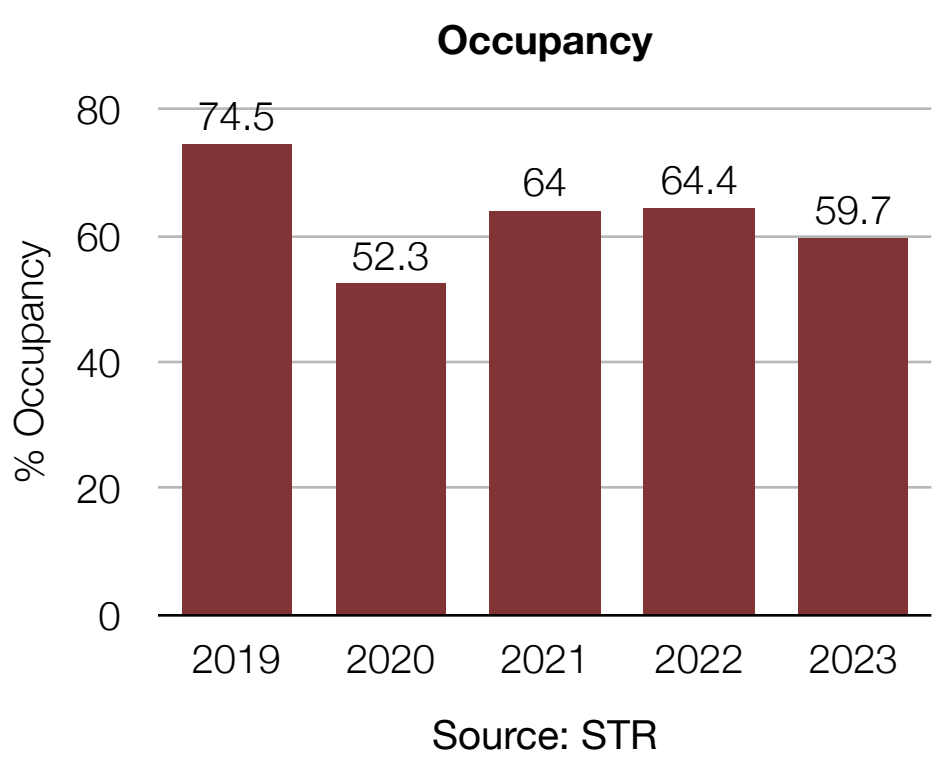
2022 Visitor Profile Highlights

Sonoma County Overnight Person-Trips



Top 10 Activities and Experiences		
	Shopping	26%
	Winery/Brewery/ Distillery Tour	25%
	Sightseeing	25%
	Attending Celebration	23%
	Landmark/ historic site	22%
	Museum	18%
	Hiking/ backpacking	17%
	Civil rights/black heritage experiences	16%
	Beach/waterfront	16%
	Bar/Nightclub	16%

Lodging Performance



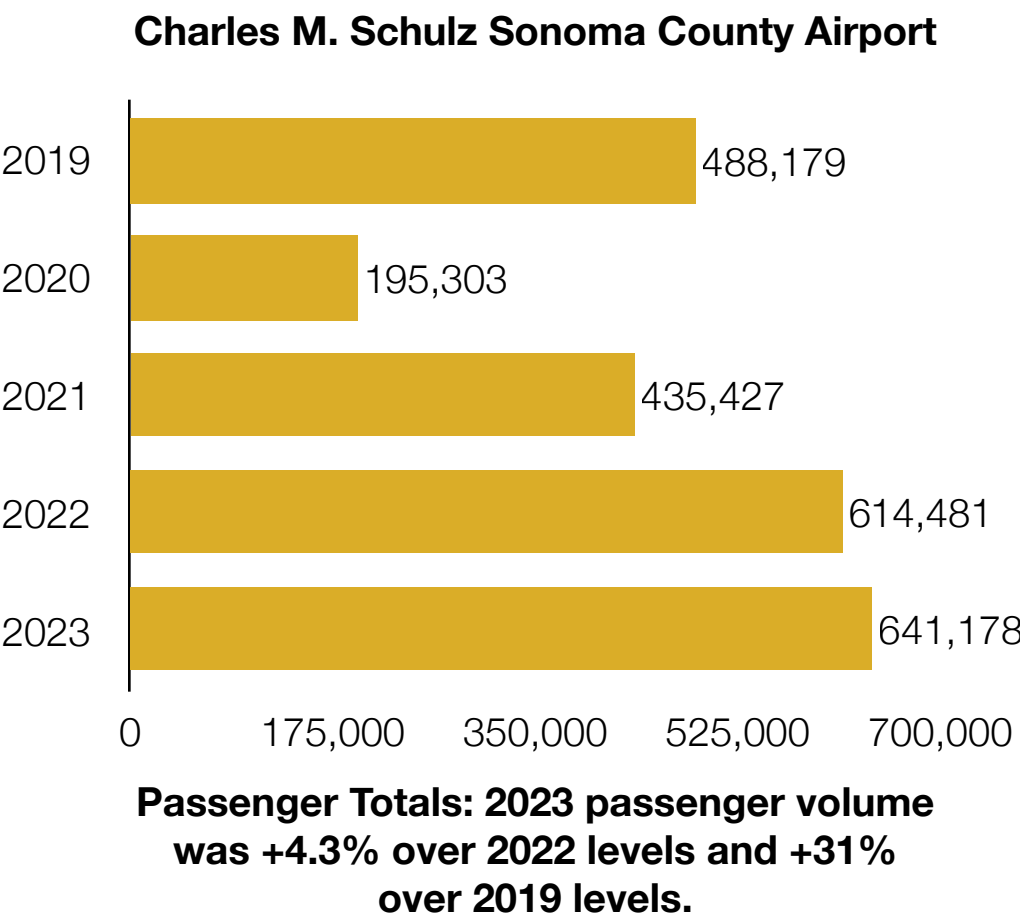
Economic Impact

Sonoma County Direct Travel Impacts						
	Spending (\$Millions) Direct and Indirect	Earnings (\$Millions)	Employment	Local Taxes (\$Millions)	State Taxes (\$Millions)	Total Taxes (\$Millions)
2017	2,084	767	22,510	97	85	182
2018	2,200	815	22,380	108	91	199
2019	2,237	863	22,360	110	95	205
2020	1,250	653	16,290	74	61	135
2021	1,938	763	17,610	115	80	195
2022	2,299	931	21,150	130	93	223
2022 v. 2021	18.7%	22%	20.1%	13%	16.3%	14.4%
2022 v. 2019	2.8%	7.8%	-5.4%	18.1%	-2.1%	8.8%

Visitor Spending by Commodity Purchased (\$Millions)							
	Accommodations	Food Service	Food Stores	Local Transportation and Gas	Arts, Entertainment, Recreation	Retail	Visitor Air Transport
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	\$576	\$502	\$70	\$130	\$264	\$262	\$12
2022	\$657	\$567	\$83	\$173	\$306	\$319	\$21
2022 v. 2021	14.1%	13%	19%	33.1%	16%	21.8%	75%
2022 v. 2019	30.1%	-2.2%	20.3%	-6.0%	-13.6%	-8.3%	50%

2022 Sonoma County - City Level Travel Impacts						
	Spending - Direct and Indirect (\$)	Earnings (\$)	Employment	Local Taxes (\$)	State Taxes (\$)	Total Taxes (\$)
Cloverdale	14,293,369	5,791,179	131	808,759	577,004	1,385,763
Healdsburg	239,507,251	97,040,066	2,203	13,551,997	9,668,590	23,220,587
Petaluma	174,617,002	70,748,778	1,606	9,880,323	7,049,057	16,929,380
Rohnert Park	160,011,291	64,831,049	1,472	9,053,891	6,459,444	15,513,335
Santa Rosa	419,726,301	170,058,600	3,861	23,749,300	16,943,794	40,693,094
Sebastopol	27,268,925	11,048,427	251	1,542,953	1,100,810	2,643,763
Sonoma	219,457,278	88,916,509	2,019	12,417,513	8,859,199	21,276,712
Unincorporated	961,619,206	386,614,889	8,846	54,411,132	38,819,292	93,230,424
Windsor	82,492,696	33,423,191	759	4,667,670	3,330,121	7,997,791

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
2022	743	2,026	297	805	2.7	2.5





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For more information, visit sonomacounty.com/statistics