

2025 Quick Facts

Sonoma County Tourism

Visitor Profile Highlights

SONOMA COUNTY

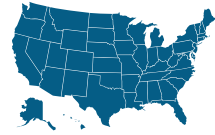
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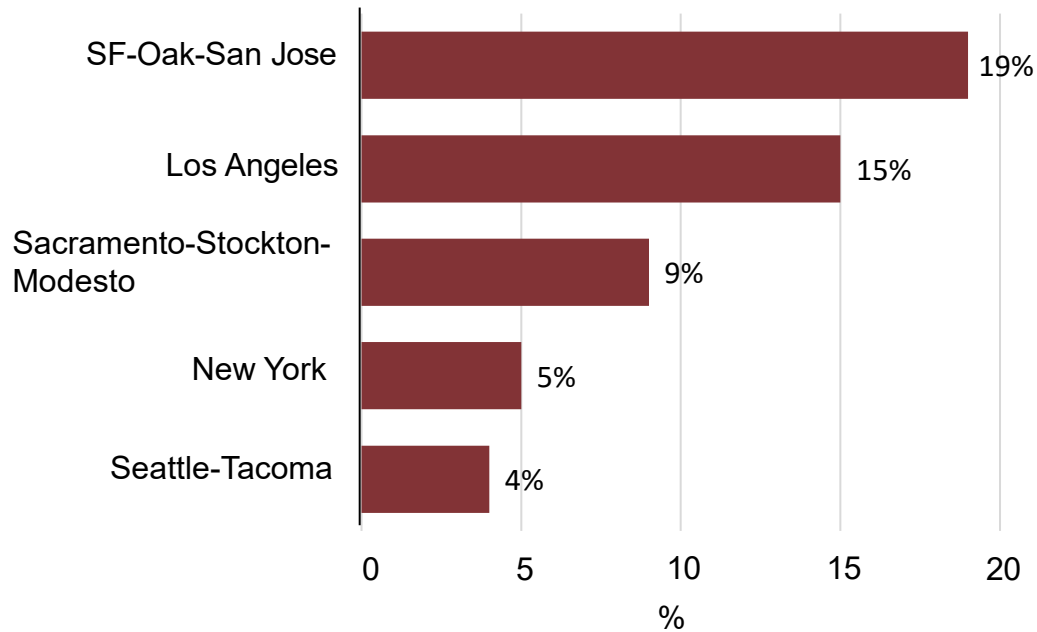


2025 Visitor Profile Highlights

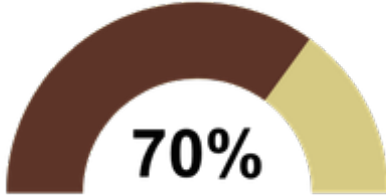
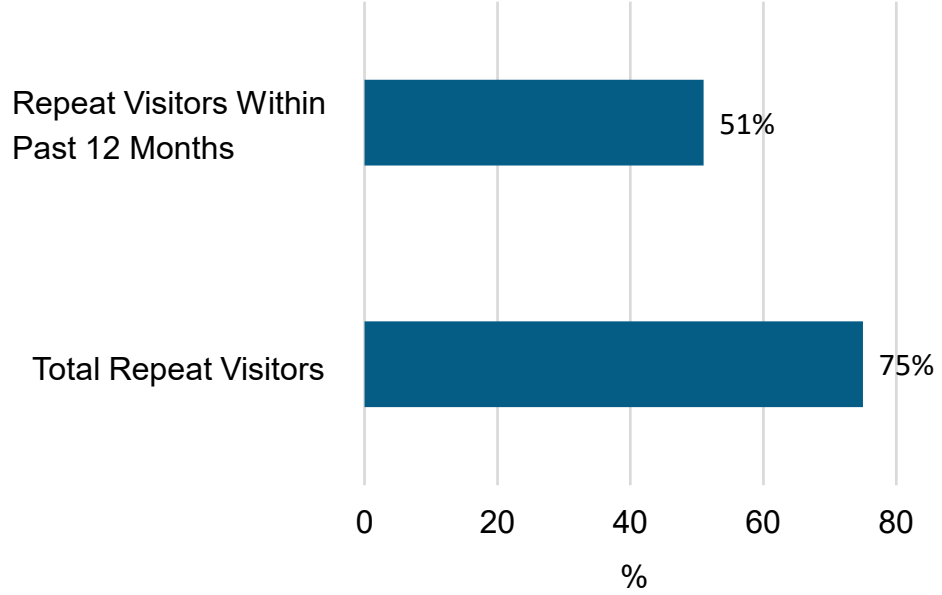
Sonoma County Overnight Person-Trips



Top Origin Designated Market Area (DMA)



Visitor Retention Metrics



Selected That They Were 'Very Likely' to Return to Sonoma County

Travel Party Composition



2.9 People
Average Travel Party Size



25%
Solo Travel Parties



29%
Travel Parties with Children



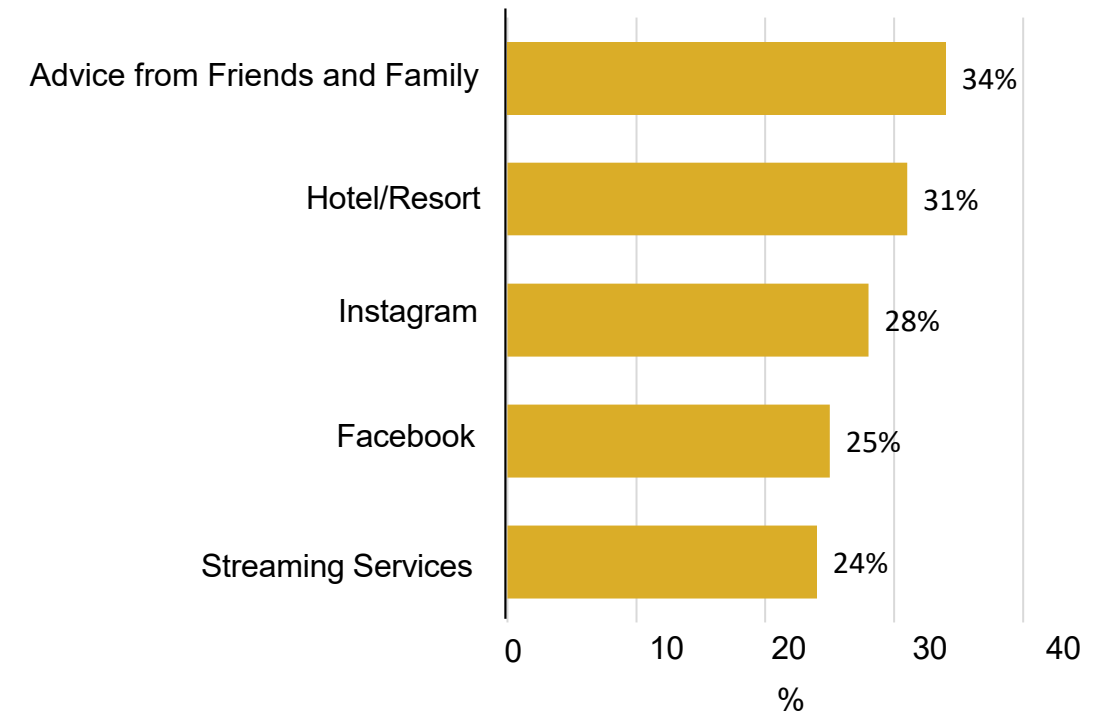
45% Female



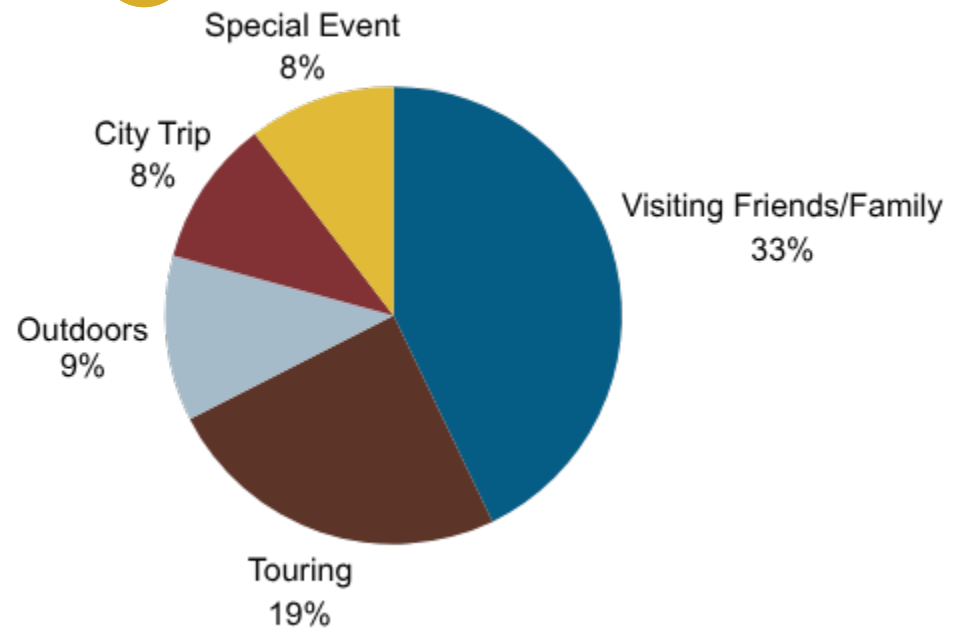
55% Male



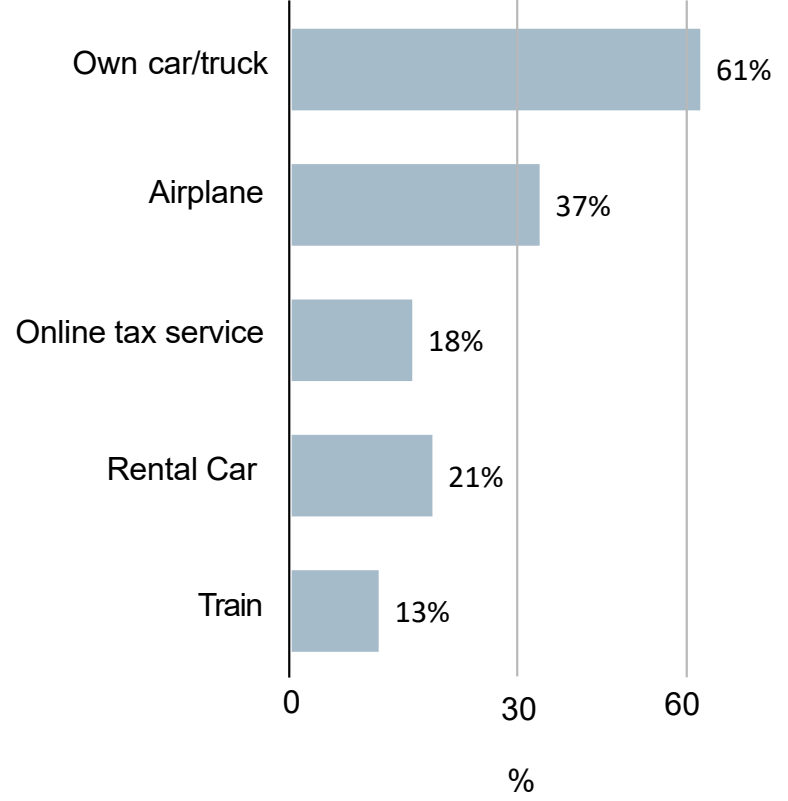
Sources of Trip Planning



Main Purpose of Trip



Transportation to Destination



Source: Longwoods International Travel USA® Study
Updated: May 2026

2025 Visitor Profile Highlights

Sonoma County Overnight Person-Trips

Age of Overnight Visitors (% distribution)

18-24 25-34 35-44 45-54 55-64 65+

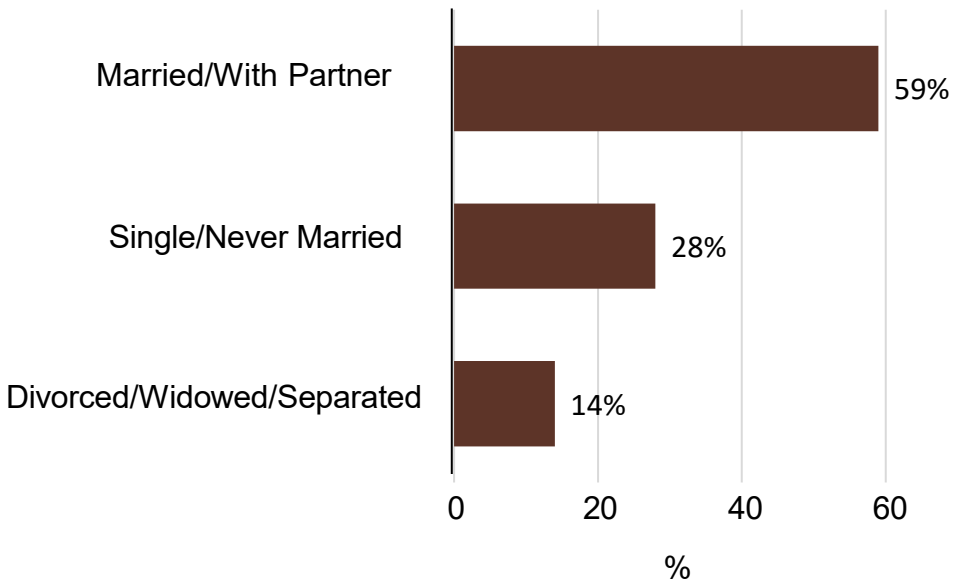


Household Income (% distribution)

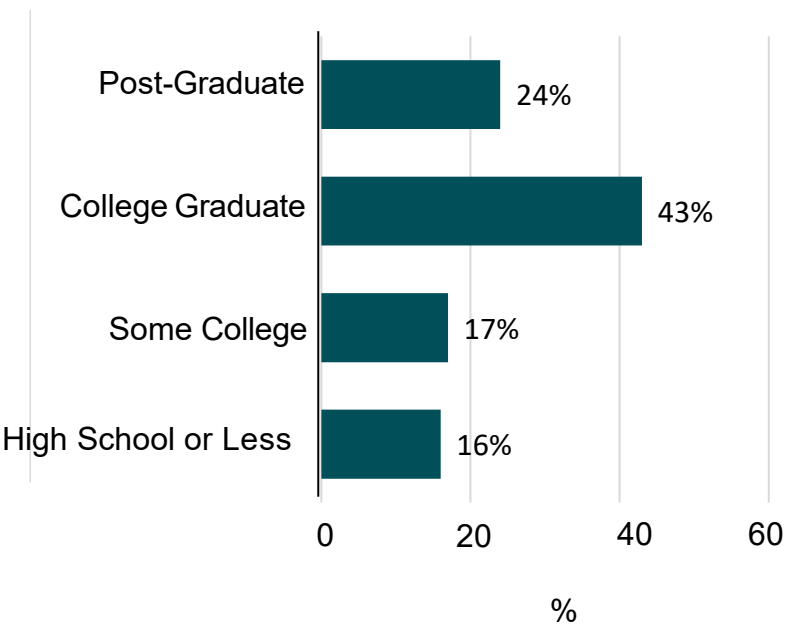
<\$49.9K \$50-\$74.9K \$75-\$99.9K \$100-\$149.9K \$150K+



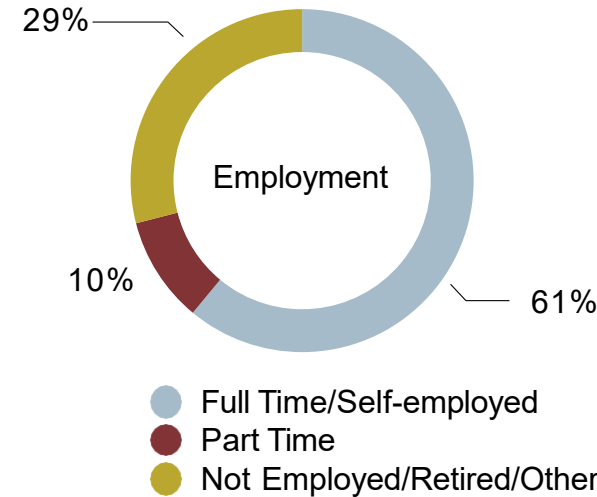
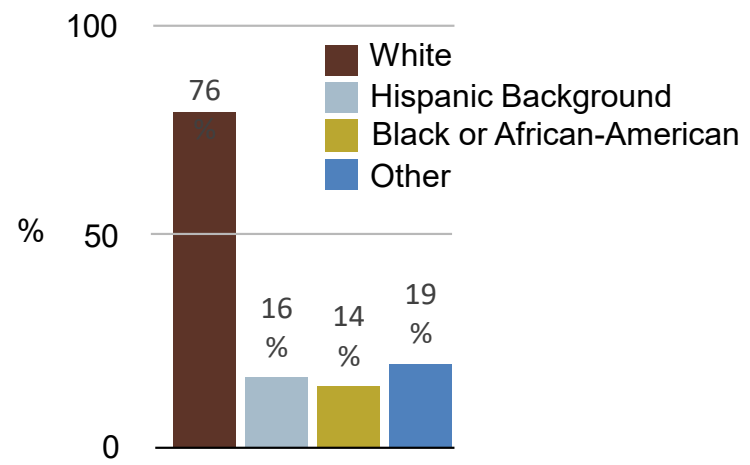
Marital Status (%)













Education (%)



Race (%)



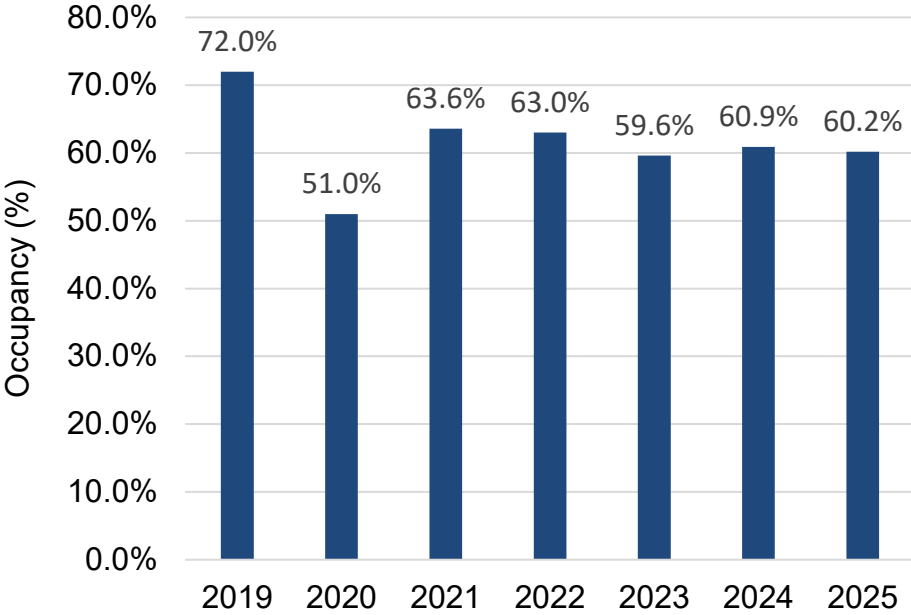
Top 10 Activities and Experiences

	Shopping	35%
	Winery/Brewery/ Distillery Tour	30%
	Sightseeing	30%
	Landmark/ Historic Site	29%
	Museum	25%
	Beach/ Waterfront	24%
	Hiking/ Backpacking	24%
	Swimming	21%
	Bar/Nightclub	20%
	National/State Park	20%

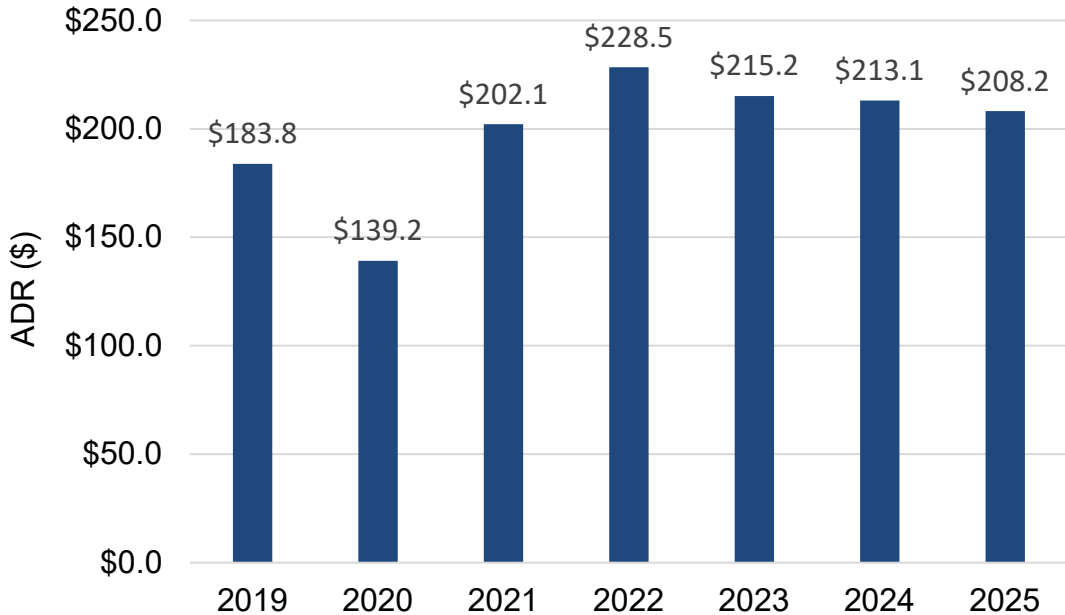
Source: Longwoods International Travel USA® Study
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2025 Lodging Performance

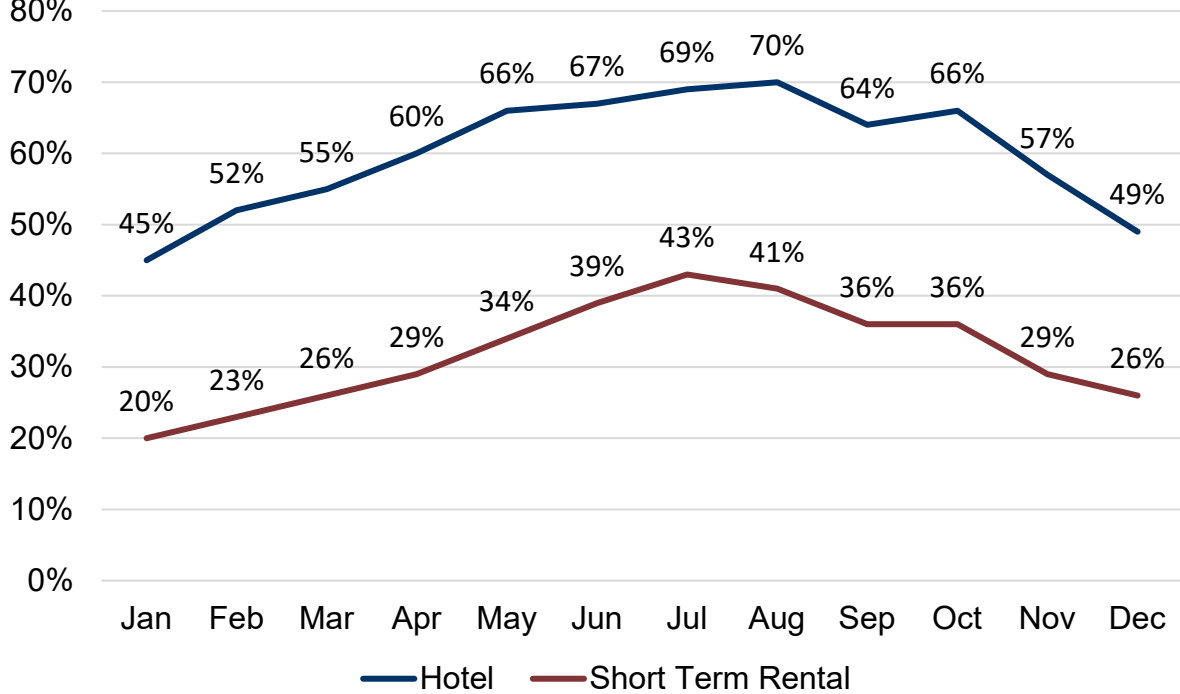
Occupancy



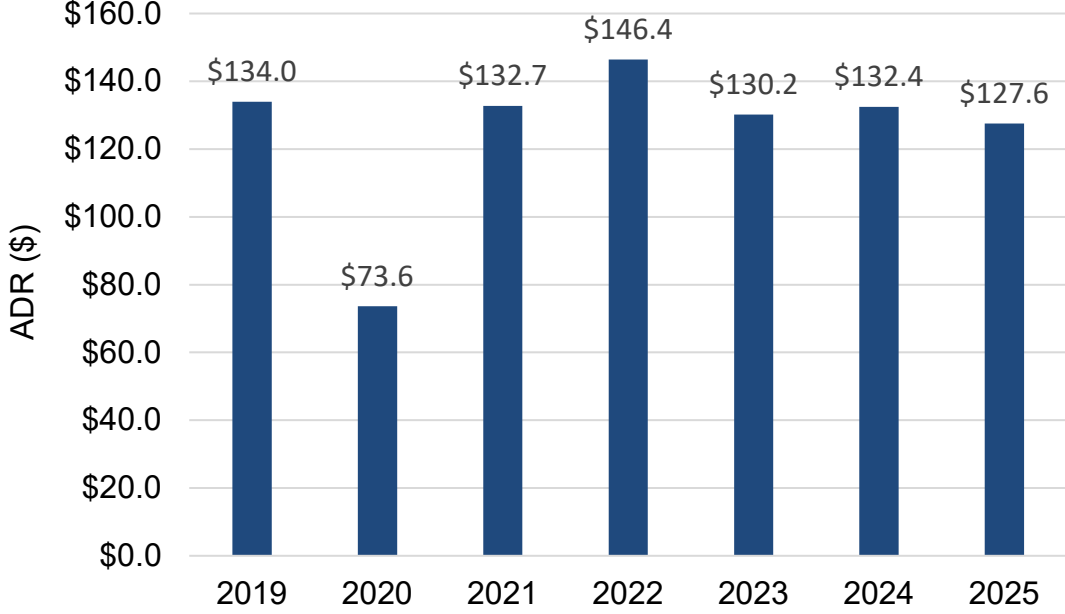
Average Daily Rate (ADR)



Occupancy: Hotel vs Short Term Rental (2025)

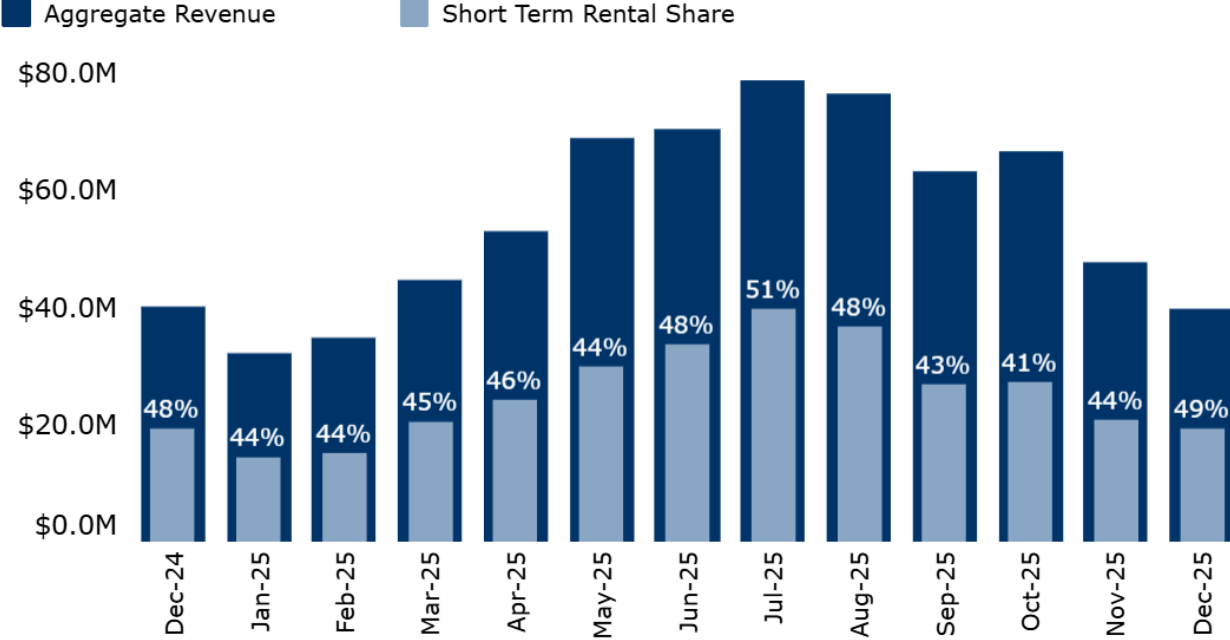


Revenue Per Available Room (RevPAR)



Lodging Revenue & Contribution

Hotels: Sonoma County, CA; Short Term Rentals: County - Sonoma



2025 Economic Impact

Sonoma County Direct Travel Impacts, 2019-2025

	Spending (\$Millions) Direct and Indirect	Earnings (\$Millions)	Employment	Local Taxes (\$Millions)	State Taxes (\$Millions)	Total Taxes (\$Millions)
2019	2,237	863	22,360	110	95	205
2020	1,248	653	16,290	74	61	135
2021	1,990	763	17,610	115	85	200
2022	2,296	934	21,170	126	93	219
2023	2,321	1,024	21,970	117	94	211
2024	2,374	1,065	22,410	125	99	225
2025	2,405	1,110	22,780	128	103	231
2024-2025 Change						
2024-2025 Change	+1.3%	+4.2%	+1.7%	+2.4%	+3.5%	+2.8%

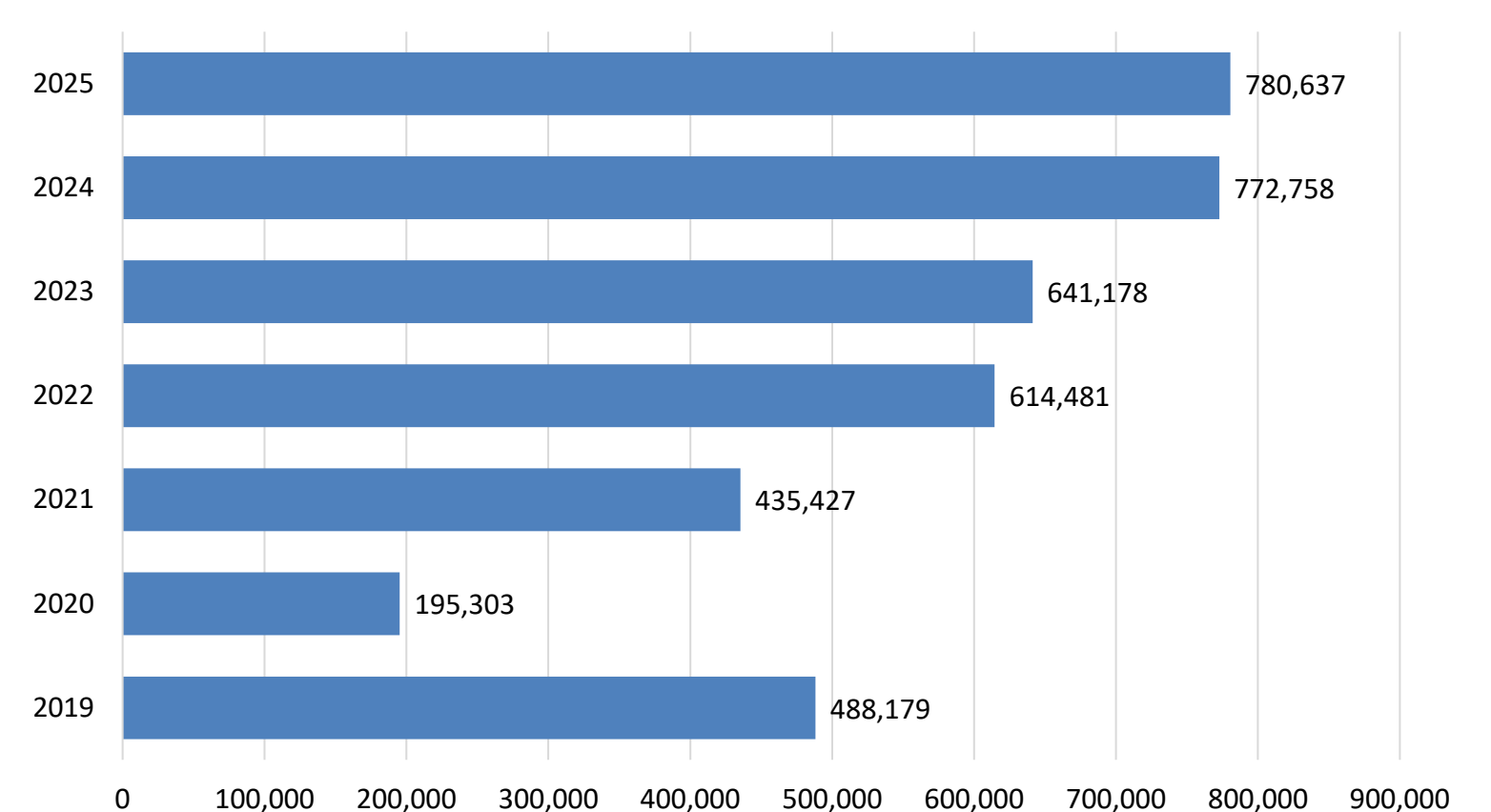
Visitor Spending by Commodity Purchased (\$Millions)

	Accommodations	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	\$649	\$622	\$102	\$173	\$336	\$304	\$23
2025	\$645	\$642	\$106	\$175	\$343	\$308	\$23
2024-2025 Change							
2024-2025 Change	-0.6%	+3.2%	+3.9%	+1.2%	+2.1%	+1.3%	0%

2025 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	11.6	5.4	110	0.6	0.5	1.1
Healdsburg	261.5	120.7	2,480	13.9	11.2	25.1
Petaluma	195.0	90.0	1,850	10.4	8.3	18.7
Rohnert Park	153.2	70.7	1,450	8.2	6.6	14.7
Santa Rosa	464.0	214.2	4,400	24.7	19.9	44.6
Sebastopol	25.3	11.7	240	1.3	1.1	2.4
Sonoma	185.1	85.5	1,750	9.9	7.9	17.8
Unincorporated	1,018.1	470.1	9,650	54.3	43.6	97.8
Windsor	90.7	41.9	860	4.8	3.9	8.7
Total Sonoma County						
Total Sonoma County	2,404.5	1,110.2	22,780	128.2	102.9	231.1

Passenger Totals for Charles M. Schulz Sonoma County Airport





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For more information, visit sonomacounty.com/partners/research/