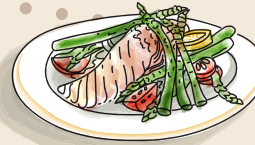


SONOMA COUNTY VISITOR JOURNEY

EVERY VISIT COUNTS

AIR TRANSPORTATION:

Generates \$21 million in visitor spending annually. ₁



ACCOMMODATIONS:

Generates \$657 million in visitor spending and together with

FOOD SERVICES supports:

10,990 TOTAL JOBS₁



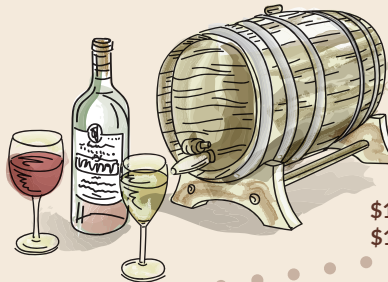
Visitor spending on local
TRANSPORTATION AND GAS
generates \$173 million and supports:

1,330 JOBS₁



WELLNESS/SPA/RESORT:

50% of travelers are looking for a physical or mental wellness experience during their travels, with a projected 20% growth in this market by 2025. ₃



SONOMA COUNTY WINERIES

annually support:

5.1 million tourist visits to wineries

\$113.5 million in annual tourism spending

\$1.5 billion in annual wages and benefits ₄



Tourism supports more than hospitality businesses. Taxes from tourism support regional parks, economic development, arts and culture, roads, public safety, education, affordable housing and workforce development and more.

Without tourism, Sonoma County households would have to pay an average of \$688 more in taxes each year to maintain the same level of public services.

OUTDOOR RECREATION:

Generates more than \$731 million in economic impact annually and supports more than

4,500 JOBS₂

ARTS/ENTERTAINMENT/RECREATION:

\$306 million in visitor spending annually and supports

7,390 TOTAL JOBS₁



Travel and tourism generates
\$2.29 BILLION
in visitor spending in the County and generates:

21,150 total jobs
\$223 million in local and state tax revenue. ₁

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Sources:

1. Dean Runyan Associates / 2. Sonoma County Economic Development Board / 3. Global Wellness Institute / 4. The Wine Institute