

SONOMA COUNTY
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Sonoma County
Dean Runyan Economic Impact of Tourism Report
For calendar year 2023

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 *2023p California State, Regional & County Impacts* report prepared for Visit California. Further information from Visit California: <https://industry.visitcalifornia.com/research/researchtrends>

Following a strong post-pandemic boost in visitor spending in 2022, total visitor spending (direct and indirect) in 2023 dipped by -0.8% but travel generated earnings increased by 10% compared to the year prior, and leisure and hospitality jobs increased by 3.7% compared to 2023.

Sonoma County Direct Travel Impacts, 2019-2023

	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	204
2020	1,248	653	16,290	74	61	135
2021	1,990	470	17,610	102	75	177
2022	2,298	935	21,190	126	93	219
2023	2,113	1,029	21,970	122	95	217
2022-2023 Change	-0.8%	+10.1%	+3.7%	-3.2%	+1.6%	-1.2%

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	\$355	\$39	\$81	\$195	\$187	\$5
2021	\$613	\$488	\$82	\$141	\$280	\$260	\$11
2022	\$671	\$552	\$96	\$188	\$307	\$297	\$20
2023	\$614	\$585	\$99	\$178	\$320	\$297	\$20
2022- 2023 Change	-8.6%	+6.0%	+3.8%	-5.0%	+4.2%	+0.1%	0%

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

	Hotel, Motel, STVR	Private Home	Campground	2 nd Home	Day Travel (no overnight)
2019	\$1,113	\$190	\$66	\$117	\$568
2020	\$722	\$60	\$56	\$143	\$181
2021	\$1,160	\$187	\$72	\$128	\$327
2022	\$1,242	\$206	\$94	\$123	\$464
2023	\$1,197	\$214	\$100	\$127	\$475
2022-2023 Change	-3.6%	+3.6%	+6.1%	+2.9%	+2.5%

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 2023 are designated as preliminary due to some incomplete source data for the calendar year.