



Tourism Report 2002

Spring 2002

A Report Prepared by the
Sonoma County Economic Development Board

Ben Stone, Director

SECTION III
VISITOR ACTIVITIES



Sonoma County Tourism Program

Nine Month Statistics

July 1, 2001 – March 31, 2002



OVERVIEW

**Sonoma County Tourism Program
2001-2002 Statistical Overview**

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	July-March YTD TOTAL
Advertising										
Audience Reach	401,011	400,999	4,399,115	9,084,873	10,347,865	6,327,743	9,000,280	9,057,318	8,862,997	57,882,201
Public Relations										
Audience Reach	3,224,606	4,694,829	4,711,917	3,006,018	2,007,419	1,841,193	5,627,699	8,580,508	70,391,963	104,086,152
Advertising Value	\$179,250	\$787,449	\$339,330	\$99,844	\$25,761	\$114,622	\$215,199	\$307,376	\$380,225	2,449,057
Group Press Tours -Participants	0	0	0	0	0	0	6	10	10	26
Individual Press Tours -Participants	0	5	3	4	3	5	5	8	5	38
Travel Media Contacts	1	155	75	65	74	79	87	103	127	766
Local Media Contacts	120	101	109	255	101	102	210	221	39	1,258
Travel Media Releases	0	3	0	2	0	1	2	2	1	11
Local Media Releases	0	3	2	6	1	4	3	6	0	25
Community Presentations	0	3	1	4	1	0	1	1	6	17
Press Kits Distributed	0	26	9	15	29	34	17	23	13	166
B-Roll Distributed	0	2	2	1	2	3	3	4	2	19
Travel/Trade Sales										
Concierge Contacts	56	56	56	112	56	63	100	51	243	793
Concierge Fam Participants	0	0	0	0	0	0	0	0	0	0
Tour Operator Contacts	3	1	0	5	6	5	0	18	3	41
Tour Operator Fam Participants	0	0	0	0	0	0	0	34	1	35
Trade Shows Attended/Sales Blitzes	0	0	0	1	0	0	1	1	0	3
Trade Shows /Blitzes Exposure	0	0	0	500	0	0	25	192	0	717
Collateral/Fulfillment										
Visitor's Guide Distributed	3,485	3,288	6,142	20,216	4,465	2,197	44,163	15,434	5,105	104,495
Rack Brochure Distributed	300	10,250	1,250	4,841	4,571	4,571	9,767	9,667	9,667	54,884
Web Site Unique Users	n/a	n/a	n/a	16,695	13,196	10,487	9,668	10,019	11,495	71,560
Visitor Special Request	257	208	92	114	91	74	128	154	33	1,151
Co-Op Outreach										
Contacts with Industry/Community	386	2,721	2,361	4,422	6,447	5,489	4,462	3,145	3,543	32,976
Public Mtgs Council/Committee	0	5	3	7	5	2	1	1	1	25
SCTP/SCTC Info Pkts Distributed	11	34	67	25	8	8	1	0	0	154
Research Information Provided	12	33	40	87	20	89	92	362	27	762
SCTP Site Inspections /Fams	1	6	9	15	51	75	35	36	29	257
In-Kind Donation Value	\$0	\$11,236	\$5,472	\$26,336	\$9,998	\$18,765	\$36,380	\$49,001	\$42,546	199,734

Sonoma County Tourism Program

2001-2002 Statistical Overview

	2001-2002 1st Q Total	2000-2001 1st Q Total	2001-2002 2nd Q Total	2000-2001 2nd Q Total	2001-2002 Third Q Total	2000-2001 Third Q Total
Advertising						
Audience Reach	5,201,125	3,015,199	25,760,481	272,499	26,920,595	15,798,895
Public Relations						
Audience Reach	12,631,352	15,477,772	6,854,630	5,469,873	84,600,170	2,406,085
Advertising Value	\$1,306,030	\$699,916	\$240,227	\$231,058	\$902,800	\$242,936
Group Press Tours -Participants	0	0	0	9	26	13
Individual Press Tours -Participants	8	3	12	8	18	5
Travel Media Contacts	231	136	218	242	317	728
Local Media Contacts	330	208	458	308	470	560
Travel Media Releases	3	14	3	1	5	2
Local Media Releases	5	14	11	14	9	14
Community Presentations	4	5	5	4	8	7
Press Kits Distributed	35	55	78	56	53	7
B-Roll Distributed	4	6	6	7	9	7
Travel/Trade Sales						
Concierge Contacts	168	217	231	371	394	365
Concierge Fam Participants	0	0	0	0	0	45
Tour Operator Contacts	4	8	16	5	21	38
Tour Operator Fam Participants	0	4	0	0	35	5
Trade Shows Attended/Sales Blitzes	0	0	1	1	2	2
Trade Shows /Blitzes Exposure	0	0	500	375	217	170
Collateral/Fulfillment						
Visitor's Guide Distributed	12,915	25,709	26,878	19,171	64,702	18,465
Rack Brochure Distributed	11,800	0	13,983	0	29,101	19,125
Web Site Unique Users	n/a	11,385	40,378	16,370	31,182	20,614
Visitor Special Request	557		279		315	
Co-Op Outreach						
Contacts with Industry/Community	5,468	2,496	16,358	8,568	11,150	4,565
Public Migs Council/Committee	8	10	14	7	3	6
SCTP/SCTC Info Pkts Distributed	112	390	41	29	1	182
Research Information Provided	85	32	196	64	481	7
SCTP Site Inspections /Fams	16	14	141	110	100	272
In-Kind Donation Value	\$16,708	\$3,600	\$55,099	\$22,935	\$127,927	\$101,108



ADVERTISING

Sonoma County Tourism Program										
Calendar 2001/2002 Advertising Estimated Audience Reach										
Annual Guides	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	July -March YTD Total
California State Guide	45,837	45,833	45,833	45,833	45,833	45,833	45,833	45,833	45,833	412,501
SFCVB Travel Planner	3,337	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	30,001
SFCVB Visitor's Planning Guide	16,663	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	149,999
SFCVB's San Francisco Book	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	450,000
REA Adventures Guide	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	90,000
REA Co-Op in Cal State Guide			45,833	45,833	45,833	45,833	45,833	45,833	45,833	320,831
REA Co-Op in SFCVB Visitor's Planning					16,667	16,667	16,667	1,667	1,667	53,335
REA Co-Op in SFCVB Travel Planner				3,333	3,333	3,333	3,333	3,333	3,333	19,998
Media Total	125,837	125,833	171,666	174,999	191,666	191,666	191,666	176,666	176,666	1,526,665
Electronic										
sfvisitor.org				4,070	4,446	4,061	6,486	7,655	18,597	45,315
Travelocity.com	0	0	3,780,283	8,505,638	9,183,587	4,643,850	652,362	413,925	467,095	27,646,740
visitcalifornia.com								12306	20873	33,179
Electronic Total	0	0	3,780,283	8,509,708	9,188,033	4,647,911	658,848	433,886	506,565	27,725,234
Consumer Magazines										
Sunset Magazine							333,334	333,333	333,333	1,000,000
Travel & Leisure Magazine			172,000		172,000			172,000		516,000
San Jose Magazine							57,500	57,500	57,500	172,500
Diablo Magazine							130,000	130,000	130,000	390,000
VIA Co-Op					650,000	650,000				1,300,000
Magazines Total	0	0	172,000	0	172,000	650,000	520,834	692,833	520,833	2,078,500
Gay/Lesbian Segment										
Passport Magazine				125,000		125,000		125,000		375,000
Damron Men's Travel Guide										0
Damron Women's Travel Guide										0
Damron Road Atlas									30,000	30,000
Gay/Lesbian Segment Total	0	0	0	125,000	0	125,000	0	125,000	30,000	405,000
Newspapers										
San Francisco Chronicle Co-Op					196,000	438,000				634,000
3 Bees Co-Op (Sacramento, Fresno, Modesto)										0
Newspapers Total	0	0	0	0	196,000	438,000	0	0	0	634,000
Radio										
NCBA Package							7,353,766	7,353,767	7,353,767	22,061,300
Gene Burns/KGO	199,337	199,333	199,333	199,333	199,333	199,333	199,333	199,333	199,333	1,794,001
Food & Travel Enthusiasts	75,837	75,833	75,833	75,833	75,833	75,833	75,833	75,833	75,833	682,501
Radio Total	275,174	275,166	275,166	275,166	275,166	275,166	7,628,932	7,628,933	7,628,933	24,537,802
Monthly Reporting										
GRAND TOTAL	401,011	400,999	4,399,115	9,084,873	10,347,865	6,327,743	9,000,280	9,057,318	8,862,997	57,557,201



PUBLIC RELATIONS

Public Relations Tracking 2001-02

Month	Circulation	Ad Value	Valued as of
July	3,224,606	\$179,250.45	6/3/02
August	4,694,829	\$787,449.44	6/3/02
September	4,711,917	\$339,329.87	6/3/02
October	3,006,018	\$99,843.95	6/3/02
November	2,007,419	\$25,761.00	6/3/02
December	1,841,193	\$114,621.75	6/3/02
January	5,627,699	\$215,199.06	6/3/02
February	10,028,513	\$307,375.84	6/3/02
March	70,391,963	\$380,225.46	6/3/02
Year To Date Total	105,534,157	\$2,449,056.82	

Public Relations Tracking: July 2001

Media	Date Run	Circulation	Ad Value	Lead Generation
Bradford Journal	Jul. 26th	5,500	\$191.52	M at Story
San Jose Mercury News	Jul. 15th	326,825	\$6,163.20	
Sacramento Bee	Jul. 22nd	357,408	\$7,943.04	
Bradford Journal	Jul. 26th	5,500	\$203.49	M at Story
The Arizona Republic	Jul. 29th	557,788	\$19,500.00	
Park Labrea News/Beverly Press	Jul. 19th	3,000	\$1,365.00	Dec 00 Fam Trip
More	Jul./Aug.	500,000	\$127,600.00	TFG
QSF	Month of Jul.	Not available	Not available	March 01 Fam Trip
Battle Mountain Bugle	July 26	2,000	\$147.00	Fall M at Story
Bradford Journal	July 26	5,500	\$136.80	Fall M at Story
Hurricane Breeze	July 19	1,926	\$39.60	Fall M at Story
Echo	July 26	1,236	Inc. M at Total	Fall M at Story
McKean County Miner	July 26	4,944	\$136.80	Fall M at Story
Dillon Free Press	July 19	4,974	\$254.00	Fall M at Story
Yahoo! News	7/7/01	Not available	Not available	
Sunset	Month of Jul.	1,448,005	\$15,570.00	SCTP & TFG
Total		3,224,606	\$179,250.45	

Public Relations Tracking: August 2001

Media	Date Run	Circulation	Ad Value	Lead Generation
Marin Independent Journal	Aug. 9th	40,850	\$4,948.80	SCTP & TFG Media Outreach
Lexington Progress	Aug. 22nd	8,300	\$198.00	FallM at Story
Shopping Bag-NY	Aug. 15th	258,000	\$4,013.75	FallM at Story
Lexington Progress	Aug. 22nd	8,300	\$212.63	FallM at Story
Décor & Style Magazine	Month of Aug.	50,000	\$2,350.00	SCTP Media Outreach
The Detroit News	Aug. 7th	805,326	\$65,929.50	SATW
San Jose Mercury News	Aug. 19th	338,516	\$29,275.20	SSN Press Release
Sunset	Month of Aug.	1,431,549	\$220,500.00	SCTP Media Outreach
Food & Travel	Aug./Sept.	1,235,590	\$442,632.00	SCTP Media Outreach
Colusa County Sun Herald	August 27	35,000	\$155.00	FallM at Story
Bronx Pennysaver	August 1	102,200	Inc.M at Total	FallM at Story
Willows Journal	August 27	8,200	\$195.00	FallM at Story
Press-Register	August 27	2,618	\$195.00	FallM at Story
Echo	August 26	1,236	Inc.M at Total	FallM at Story
McKean County Miner	August 26	4,944	\$136.80	FallM at Story
East Rochester Shopping Bag	August 15	258,000	\$8,900.02	FallM at Story
Escalon Advertiser	August 1	2,500	\$500.00	FallM at Story
Escalon Times	August 1	4,000	\$2,908.00	FallM at Story
Oakdale Advertiser	August 1	12,650	\$323.75	FallM at Story
Oakdale Leader	August 1	11,000	\$323.75	FallM at Story
Riverbank Advertiser	August 1	5,750	\$543.62	FallM at Story
Riverbank News	August 1	6,000	\$437.58	FallM at Story
Coming Observer	August 27	6,000	\$219.00	FallM at Story
Lexington Progress	August 22	8,300	\$202.04	FallM at Story
Décor & Style Magazine	August	50,000	\$2,350.00	M at Story
Total		4,694,829	\$787,449.44	

Public Relations Tracking: September 2001				
Media	Date Run	Circulation	Ad Value	Lead Generation
Robb Report	Month of Sept.	105,000	\$22,800.00	January 01 Fam Trip
VIA	Sept./Oct.	2,400,000	\$167,790.00	May 00 Fam Trip
San Francisco	Month of Sept.	156,990	\$23,685.00	SCTP Media Outreach
Cleburne News	September 17	3,500	\$444.32	FallM at Story
AdditionalM at Story Coverage	To Date	1,471,770	\$14,135.55	FallM at Story
Denver Post	September 30	484,657	\$97,995.00	SCTP & TFG Media Outreach
TravelSmart	September	20,000	No advertising accepted	New York Media Blitz 00
Escape magazine	September	70,000	\$12,480.00	SCTP & TFG Media Outreach
What's new in California	September	Not available	Not available	SCTP
Total		4,711,917	\$339,329.87	

Public Relations Tracking: October 2001				
Media	Date Run	Circulation	Ad Value	Lead Generation
National Geographic Traveler	October	728,541	\$61,590.00	SCTP
Where Wine Country	October	15,000	\$13,600.00	SCTP & TFG
South Florida Sun - Sentinel	October	16,000	\$2,934.00	
Tomington Telegram	10/17/01	4,800	\$91.00	M at Story-agritourism
USA Today	10/5/01	2,241,677	\$21,628.95	SATW
Total		3,006,018	\$99,843.95	

Public Relations Tracking: November 2001				
Media	Date Run	Circulation	Ad Value	Lead Generation
South Florida Sun Sentinel	November 26	391,996	\$18,060.00	SATW
The Montclair Times	11/1/01	11,715	\$112.00	M at Story (Agritourism)
Buzz	11/1/01	Not available	Not available	May 00 fam trip
The Wichita Eagle	11/25/01	155,703	\$1,880.00	SATW
TravelSmart	11/15/01	Not available	Not available	SCTP & TFG
Sunset Magazine	11/01	1,448,005	\$5,709.00	SCTP & TFG
Total		2,007,419	\$25,761.00	

Public Relations Tracking: December 2001				
Media	Date Run	Circulation	Ad Value	Lead Generation
San Francisco Chronicle	December 9, 2001	592,492	\$11,520.00	SCTP
Houston Chronicle	December 16, 2001	752,190	\$65,988.00	SCTP & TFG
The Prince Georges Post	1/30/02	10,000	\$243.75	Mat Story
The Washington Blade	12/14/02	46,000	\$1,120.00	Gay Press Release
Brides Magazine	December Issue	440,511	\$35,750.00	NY Media Blitz
Total		1,841,193	\$114,621.75	

Public Relations Tracking: January 2002				
Media	Date Run	Circulation	Ad Value	Lead Generation
Contra Costa Times	1/13/02	197,116	\$8,062.50	SCTP & TFG
Star Tribune	1/20/02	673,528	\$16,580.37	SCTP & TFG
Colusa County Sun Herald	1/14/02	35,000	\$194.75	Mat Story
N. American Precis Syndicate	Various	595,062	\$35,340.02	Mat Story 26 Publications
New Choices	1/02	602,436	not available	SCTP
Wisconsin State Journal	1/27/02	160,054	\$9,616.76	SCTP & TFG
TravelScope	Jan/Feb	8,500	\$2,960.00	Press Release
Bacon's Report		3,356,003	\$142,444.66	
Total		5,627,699	\$215,199.06	

Public Relations Tracking: February 2002				
Media	Date Run	Circulation	Ad Value	Lead Generation
The Detroit News	2/7/02	242,855	\$616.00	SCTP & TFG
New York Times	2/24/02	1,698,288	\$74,307.00	SCTP
San Francisco Chronicle	2/24/02	578,541	\$10,656.00	SCTP Press Release
N. American Precis Syndicate	Various	160,721	\$10,738.16	Mat Story 11 Publications
ABC Good Morning America	2/27/02	To be advised	To be advised	SCTP
Bride Magazine	To be advised	To be advised	To be advised	Nov 00 Fam Trip
Bacon's Report		5,900,103	\$202,417.33	
Sunset Magazine	February 02	1,448,005	\$8,641.35	April 01 Fam Trip
Total		10,028,513	\$307,375.84	

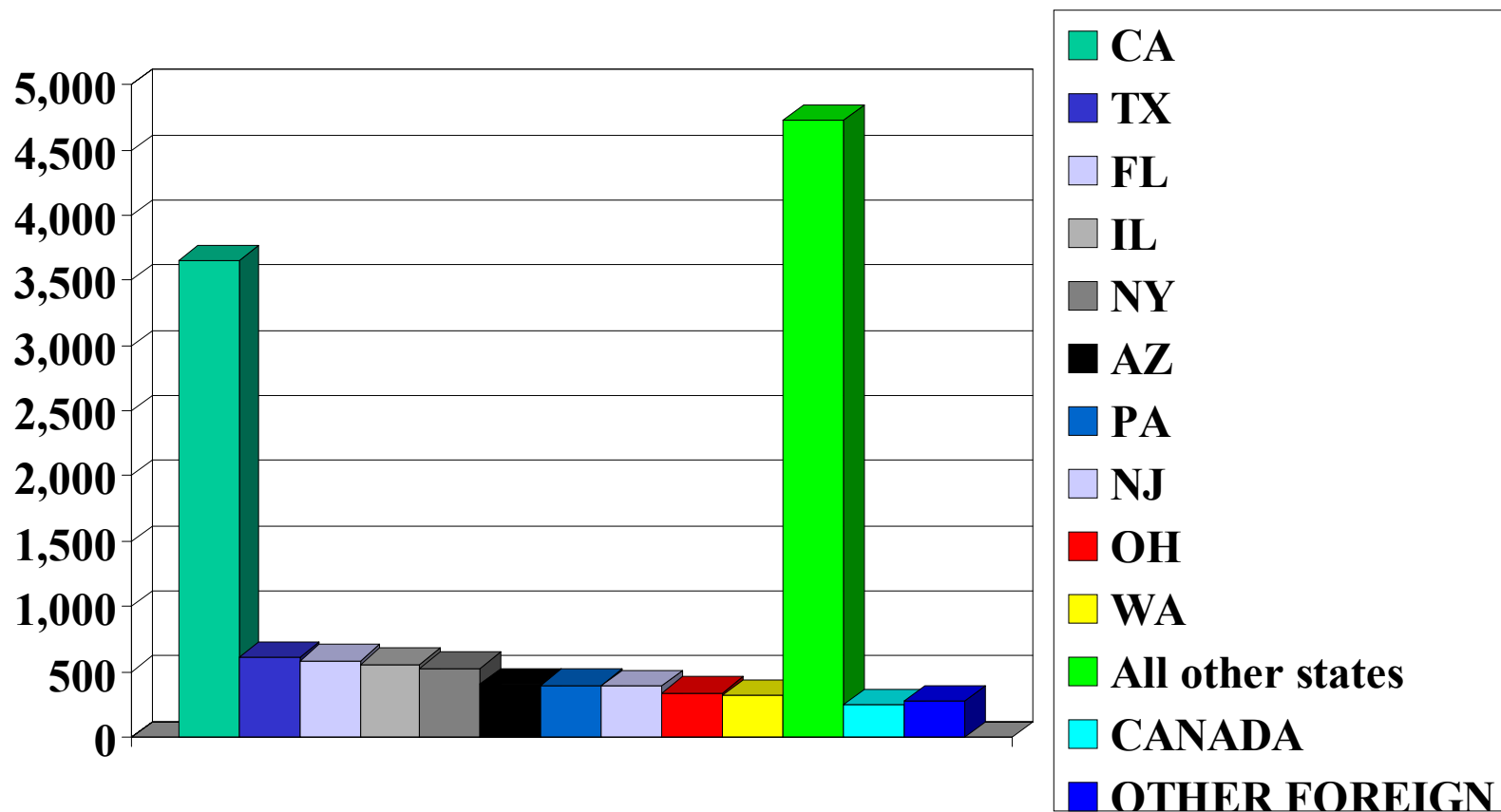
Public Relations Tracking: March 2002

Media	Date Run	Circulation	Ad Value	Lead Generation
Alaska Airlines	March 02	45,700	\$17,549.10	Bodega Bay & Beyond
Woman's Day Magazine	March 02	4,055,014	\$52,532.70	SCTP
Silicon Valley Business Ink	3/1/02	12,000	\$671.88	SCTP
Garden Compass (Horticultural)	Mar/Apr 02	51,000	\$11,880.00	SCTP
Garden Compass (Wine & Food)	Mar/Apr 02	51,000	\$19,900.00	SCTP
Spa	Mar/Apr 02	85,000	\$19,180.00	Jan 01 Fam Trip
Odysey (Chevron Travel Club)	March 02	409,606	\$92,197.00	SCTP
VIA	Mar/Apr 02	2,630,852	\$7,910.10	April 00 Fam Trip
NBC Today Show	3/5/02	To be advised	\$35,000.00	SCTP
Travel Channel	3/14/02	59,000,000	To be advised	SCTP
Skylights In Flight magazine	Mar/Apr 02	250,000	To be advised	SATW
Meetings West	March 02	19,860	\$250.00	Jan 02 Fam Trip
Miami Herald	3/10/02	453,375	\$13,575.00	SCTP
Teutopolis Press	3/27	1,030	\$9.00	SCTP & TFG
N.American Precip Syndicate	March Report	500,271	\$33,424.31	Mat Story 20 Publications
Bacons	March Report	2,827,255	\$76,146.37	monthly report
Total		70,391,963	\$380,225.46	



VISITOR GUIDE REQUEST

Visitor Guide Request July 1, 2001-March 31, 2002



Visitor Guide Request													
California Zip Codes													
	7/1/01 - 7/31/01	8/1/01 - 8/31/01	9/1/01 - 9/30/01	First Quarter Total	10/1/01 - 10/31/01	11/1/01 - 11/30/01	12/1/01 - 12/31/01	Second Quarter Total	1/1/02 - 1/31/02	2/1/02 - 2/28/02	3/1/02 - 3/31/02	Third Quarter Total	
Los Angeles Area	71	76	44	191	46	43	13	102	76	101	132	309	
San Diego	19	35	16	70	19	29	7	55	19	68	55	142	
San Bernardino	14	15	8	37	10	8	3	21	12	23	33	68	
Santa Ana	25	35	25	85	23	21	12	56	23	30	54	107	
Oxnard	5	6	5	16	5	2	1	8	7	9	12	28	
Bakersfield	6	6	4	16	5	5	1	11	5	5	15	25	
Santa Barbara	6	5	9	20	4	2	2	8	4	4	9	17	
Mojave	1	1	1	3	2	1	0	3	3	7	1	11	
Fresno	4	6	5	15	3	4	4	11	6	12	23	41	
Salinas	2	7	2	11	1	5	0	6	4	14	6	24	
San Francisco, Parts 1 & 2	66	77	42	185	39	42	15	96	47	52	80	179	
Sacramento, Parts 1 & 2	46	58	25	129	17	19	5	41	46	54	65	165	
Oakland	62	134	35	231	39	39	11	89	51	85	101	237	
North Bay, Parts 1 & 2	20	32	20	72	12	23	9	44	31	34	47	112	
San Jose	46	73	20	139	16	23	7	46	32	34	47	113	
Stockton	7	18	8	33	15	4	3	22	16	22	18	56	
Eureka	3	5	1	9	2	2	1	5	2	6	4	12	
Marysville	6	7	5	18	4	2	1	7	9	13	14	36	
Redding	0	2	2	4	0	0	1	1	2	11	9	22	
CA Locations NE	2	3	1	6	2	1	0	3	1	2	4	7	
Military SF	0	1	0	1	0	0	0	0	0	1	0	1	
Grand Total	411	602	278	1,291	264	275	96	635	396	587	729	1,712	

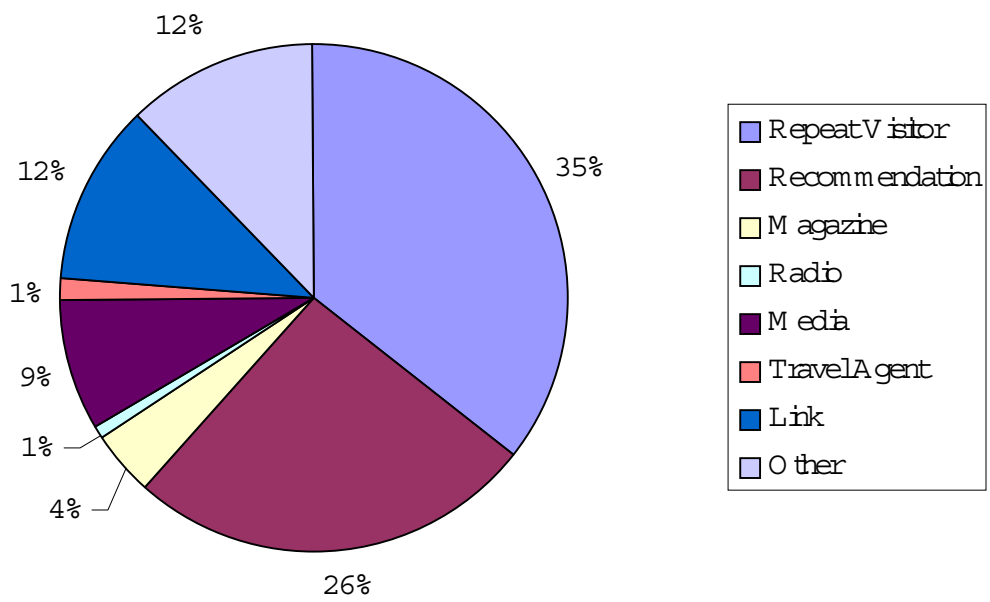
All request for Visitors Guide													
Cumulative Total By State 7/1/01 - 3/31/02													
ALPHABETICAL		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Total YTD 9 month		
Alaska	AK	1	4	3	7	2	0	3	6	3	29		
Alabama	AL	10	12	5	7	14	2	5	10	8	73		
Arkansas	AR	5	6	7	3	6	3	2	5	14	51		
Arizona	AZ	58	72	17	27	23	7	30	78	91	403		
California	CA	413	602	278	279	274	97	396	586	730	3,655		
Colorado	CO	24	42	19	47	19	5	26	44	53	279		
Connecticut	CT	15	22	10	10	11	7	15	21	27	138		
Dist. of Columbia	DC	4	6	2	2	3	2	1	4	2	26		
Delaware	DE	3	2	5	2	2	0	0	1	3	18		
Florida	FL	71	80	58	66	60	28	42	87	93	585		
Georgia	GA	34	27	20	18	20	14	12	29	42	216		
Guam	GU	0	0	0	0	0	0	0	0	0	0		
Hawaii	HI	10	5	5	6	4	1	4	9	14	58		
Iowa	IA	12	10	5	7	6	3	4	10	19	76		
Idaho	ID	6	3	4	3	7	0	3	8	12	46		
Illinois	IL	69	134	69	35	37	16	37	81	77	555		
Indiana	IN	14	18	8	18	11	5	9	24	21	128		
Kansas	KS	12	14	5	10	12	4	8	11	20	96		
Kentucky	KY	6	15	4	6	6	2	3	10	13	65		
Louisiana	LA	25	26	17	5	8	2	13	4	21	121		
Massachusetts	MA	24	30	23	14	38	8	14	38	36	225		
Maryland	MD	13	31	19	22	14	10	8	30	30	177		
Maine	ME	6	1	1	4	2	3	3	7	5	32		
Michigan	MI	19	36	24	13	18	12	22	37	41	222		
Minnesota	MN	26	31	20	23	18	8	45	41	39	251		
Missouri	MO	20	37	10	14	11	8	9	14	25	148		
Mississippi	MS	7	7	1	5	5	1	3	2	5	36		
Montana	MT	0	4	4	2	1	0	1	5	9	26		
North Carolina	NC	28	27	15	18	13	3	6	20	23	153		
North Dakota	ND	1	1	1	0	1	0	0	1	5	10		
Nebraska	NE	6	6	7	1	4	2	4	4	7	41		
New Hampshire	NH	5	9	7	2	4	0	4	10	4	45		
New Jersey	NJ	39	53	57	34	45	8	18	66	71	391		
New Mexico	NM	14	9	5	2	2	5	4	11	17	69		
Nevada	NV	25	18	15	23	14	7	19	52	38	211		
New York	NY	64	71	55	55	70	23	27	81	83	529		
Ohio	OH	36	53	33	35	32	17	26	46	59	337		
Oklahoma	OK	12	7	7	6	5	2	5	7	9	60		
Oregon	OR	22	23	12	8	11	8	26	34	54	198		
Pennsylvania	PA	43	60	48	38	41	13	21	54	77	395		
Puerto Rico	PR	2	0	1	5	2	1	1	1	5	18		
Rhode Island	RI	1	3	3	3	3	1	2	10	4	30		
South Carolina	SC	6	10	5	11	11	0	5	9	17	74		
South Dakota	SD	0	4	0	2	1	0	1	2	2	12		
Tennessee	TN	11	11	9	7	15	4	10	9	27	103		
Texas	TX	74	117	69	49	37	41	46	76	100	609		
Utah	UT	10	6	8	3	2	2	5	8	18	62		
Virginia	VA	37	24	13	24	21	8	10	20	27	184		
Virgin Islands	VI	0	0	0	0	0	0	0	0	0	0		
Vermont	VT	3	1	3	1	0	1	1	5	1	16		
Washington	WA	25	43	19	16	15	14	38	62	80	312		
Wisconsin	WI	31	39	14	11	16	7	14	38	40	210		
West Virginia	WV	2	7	3	2	2	0	3	3	3	25		
Wyoming	WY	0	1	0	2	1	1	0	5	4	14		
Military	AE	0	0	0	1	1	0	1	3	0	6		
TOTAL USA		1,404	1,880	1,052	1,014	1,001	416	1,015	1,839	2,228	11,849		
CANADA		20	46	21	12	13	6	15	26	47	206		
OTHER		31	62	38	20	26	12	24	20	17	250		
GRAND TOTAL		1,455	1,988	1,111	1,046	1,040	434	1,054	1,885	2,292	12,305		



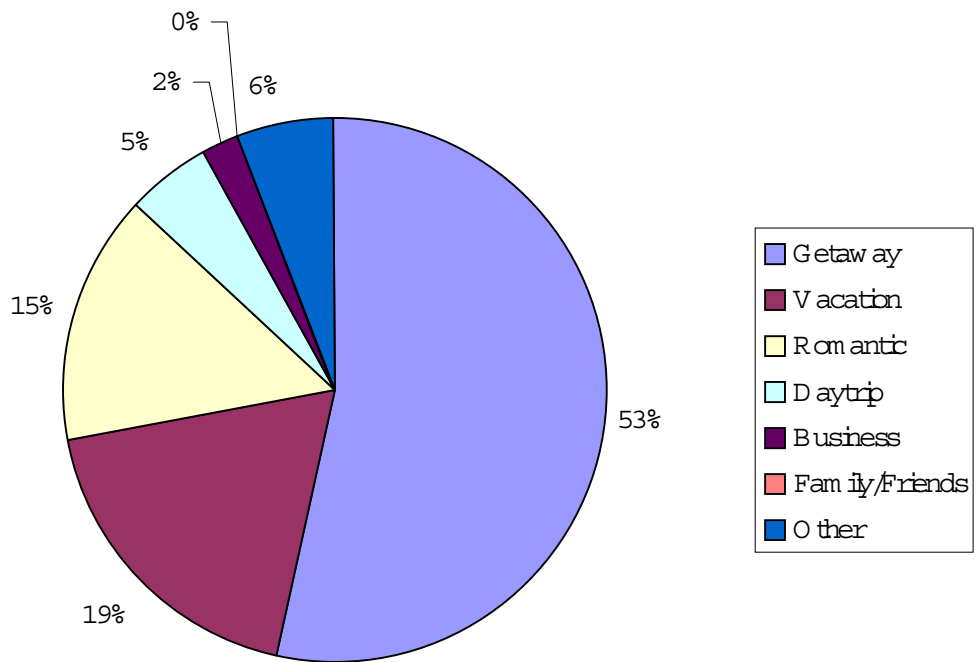
WEB SURVEY

How did you become interested in Sonoma County for your vacation?

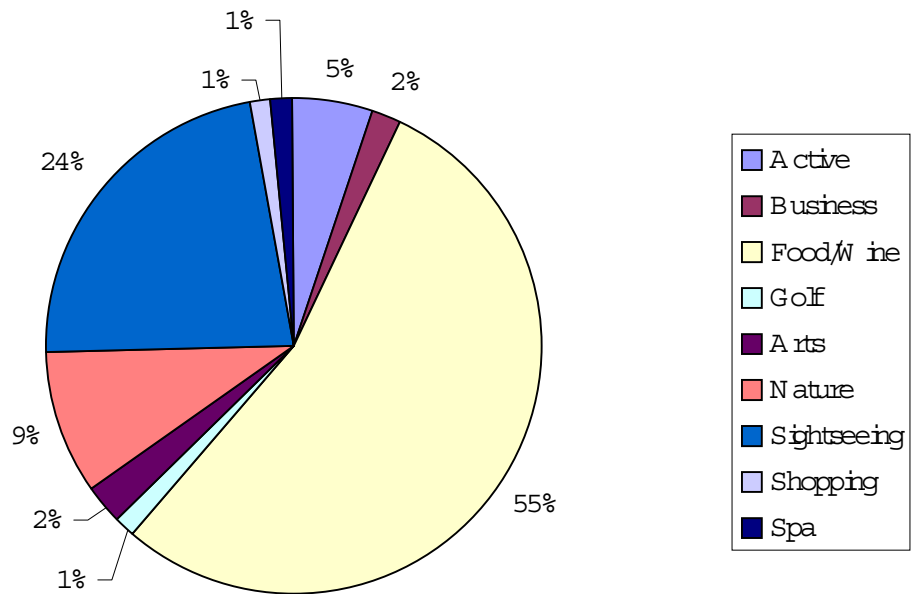
Period of time 7/1/01 - 3/31/02



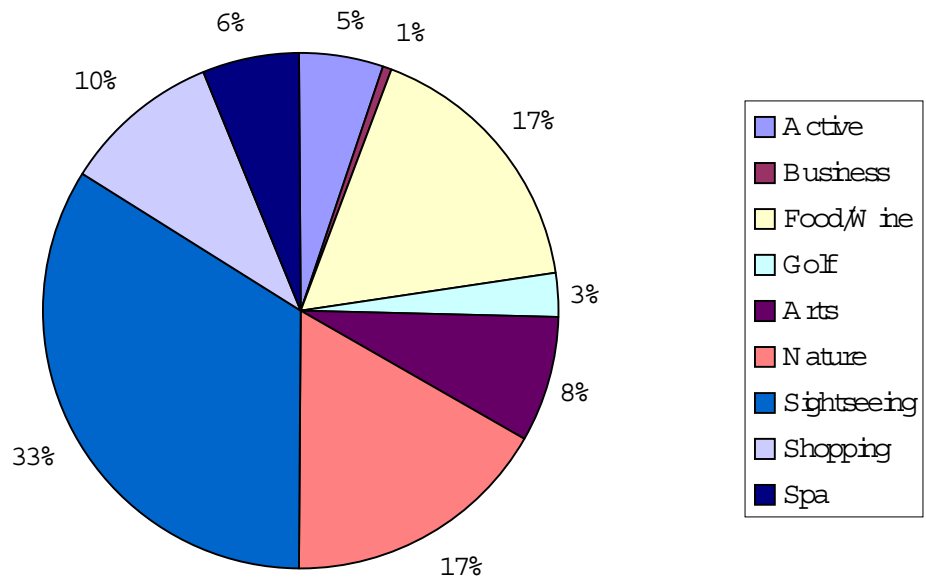
What type of visit are you planning?
Period of time 7/1/01 - 3/31/02



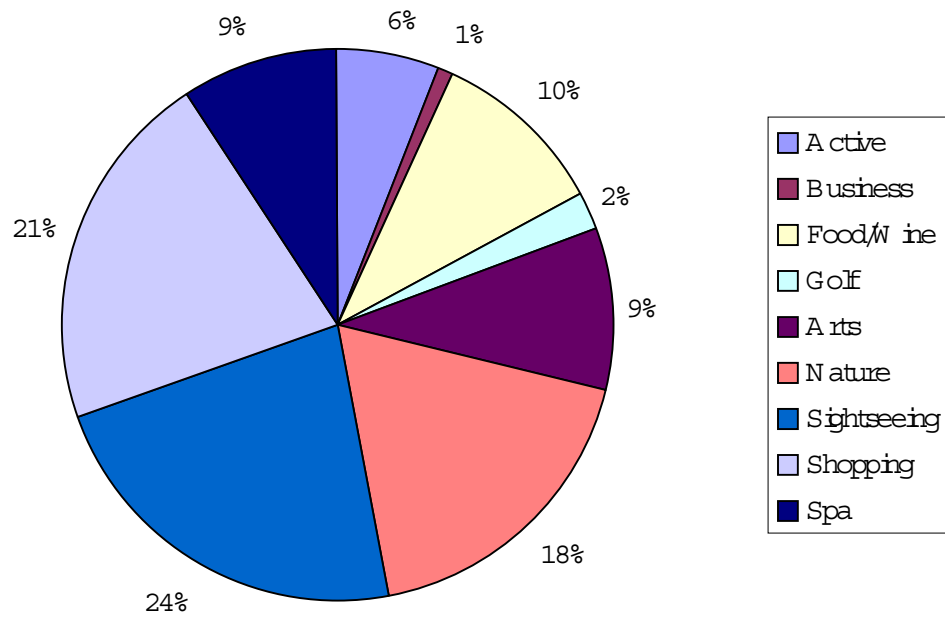
**What will be your primary activities during your visit to
Sonoma County? 1st answer
Period of time 7/1/01 - 3/31/02**



What will be your primary activities during your visit to Sonoma County? 2nd answer
Period of time 7/1/01 - 3/31/02



What will be your primary activities during your visit to Sonoma County? 3rd answer
Period of time 7/1/01 - 3/31/02



Recap of Website data Questions Answered
 July 1, 2001 to March 31, 2002 Nine Month Recap
 Sorted by Number

	Number	Percent		Number	Percent
Q: How did you become interested in Sonoma County?			Q: What type of trip are you planning?		
I've been to Sonoma County before	1,459	35.6%	Short Getaway	2,096	53.3%
Recommendation from family/friend	1,064	25.9%	Family Vacation	734	18.7%
Other	502	12.2%	Honeymoon/Romantic Getaway	588	15.0%
Link from another website	477	11.6%	Other	232	5.9%
Travel article, media coverage	350	8.5%	Visit Family/Friends	195	5.0%
Magazine ad	170	4.1%	Day Trip/Excursion	85	2.2%
Travel Agent	53	1.3%	Business Trip	0	0.0%
Radio ad	29	0.7%			
Total Count	4,104	99.9%	Total Count	3930	100.1%
Q: What will be your primary activities during your visit to Sonoma County?					
First Choice			Second Choice		
	Number	Percent		Number	Percent
Food/Wine	2,015	53.0%	Sightseeing	1,184	33.3%
Sightseeing	854	22.4%	Food/Wine	594	16.7%
Nature/Wilderness	352	9.3%	Nature/Wilderness	584	16.4%
Active/Adventure Sports	194	5.1%	Shopping	357	10.1%
Museums/Cultural Arts	92	2.4%	Museums/Cultural Arts	276	7.8%
Business	81	2.1%	Spas	213	6.0%
Other	66	1.7%	Active/Adventure Sports	184	5.2%
Shopping	56	1.5%	Golf	98	2.8%
Golf	48	1.3%	Other	41	1.2%
Spas	47	1.2%	Business	20	0.6%
Total Count	3805	100.0%	Total Count	3551	100.1%
Third Choice			Choices Combined		
	Number	Percent		Number	Percent
Sightseeing	692	21.5%	Food/Wine	2,923	27.6%
Shopping	653	20.3%	Sightseeing	2,730	25.8%
Nature/Wilderness	562	17.5%	Nature/Wilderness	1,498	14.2%
Food/Wine	314	9.8%	Shopping	1,066	10.1%
Museums/Cultural Arts	284	8.8%	Museums/Cultural Arts	652	6.2%
Spas	283	8.8%	Active/Adventure Sports	566	5.4%
Active/Adventure Sports	188	5.8%	Spas	543	5.1%
Other	142	4.4%	Other	249	2.4%
Golf	71	2.2%	Golf	217	2.1%
Business	28	0.9%	Business	129	1.2%
Total Count	3217	100.0%	Total Count	10,573	100.1%