

# Tourism Report 2005



Prepared by  
Sonoma County Economic Development Board  
in partnership with  
Sonoma County Workforce Investment Board  
Sonoma County Tourism Program



**With Acknowledgment and Appreciation to the Underwriters of the  
Economic Development Board Foundation Research Initiatives Program**  
 Sonoma County Permit & Resources Management Dept. ■ Sonoma County Office of Education  
 Community Development Commission ■ Sonoma County Health Services ■ Coddling Foundation  
 Sonoma County Transportation & Public Works ■ Sonoma County Workforce Investment Board



**AMERICAN  
AGCREDIT**

ANDERSON  
ZEIGLER  
DISHARON  
GALLAGHER  
GRAY

Attorneys at Law  
A Professional Corporation



**CHRISTOPHERSON  
Homes**  
INCORPORATED



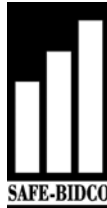
**Bank of America**



**MATSEN**  
INSURANCE BROKERS



**LUTHER BURBANK SAVINGS**



LAW OFFICES  
**LANAHAN  
REILLEY LLP**



**NORTH  
AMERICAN  
TITLE  
COMPANY**  
Like Clockwork®



**BASIN STREET  
PROPERTIES**



**SUMMIT STATE BANK**



**Prudential**  
Santa Rosa

**SONOMA  
VALLEY  
BANK**



**RYAN MORTGAGE COMPANY**

North Bay  
**Business Journal**  
NORTH SAN FRANCISCO BAY AREA, SONOMA, NAPA, AND MARIN COUNTIES



**Bank of Marin**



**Redwood  
Credit Union**



**First American Title**



DEVELOPMENT • ARCHITECTURE • MANAGEMENT  
**SIMONS & BRECHT, Inc.**  
Redefining the workplace since 1967

**The  
Press**  
DEMOCRAT

California  
Realty



**Pacific Gas and  
Electric Company®**





# Table of Contents

**Introduction**.....i

**Section I: Economy. com’s Spring 2005 Tourism Report**

Economic Analysis and Perspective.....1

**Section II: Economic Development Board’s Indicators Report**

Trends and Analysis.....4

Methodology and Sources.....10

**Section III: Sonoma County Tourism Program Statistics**

Appendix A: Investors’ Support.....11

Appendix B1: Overview.....14

Appendix B2: Advertising.....16

Appendix B3: Public Relations.....18

Appendix B4: Visitor Guide Requests.....24

Appendix B5: Web Survey Results.....29

**Acknowledgements**.....31

March 2005

The Economic Development Board (EDB), in partnership with the Sonoma County Workforce Investment Board (WIB), and the Sonoma County Tourism Program (SCTP), is pleased to present the 2005 Sonoma County Tourism Report.

This report is presented in three sections. In the first section, our research partner, Economy.com, provides an economic analysis of the tourism sector in Sonoma County.

*Key highlights from Economy.com's report include:*

- The Sonoma County tourism industry has staged a moderate recovery with an environment of improving national and local economies. The long-term outlook remains positive and is aided by the continued strong popularity of wine and the wine-related culture, the region's growing recognition, and its proximity to the greater Bay Area.
- Leisure and hospitality payrolls in Sonoma County rose considerably during the final months of 2004, which bodes well for the local tourism sector. The turnaround in national consumer confidence has helped support local payroll growth.

The second section is an overview of economic trends in tourism, which analyzes such indicators as spending, transient occupancy taxes, room rates, and the like generated by the tourism sector within the last year. These indicators not only offer a quantitative picture of the sector, but also illustrate the effects of improvements and developments in the tourism program within the county. The report begins on page 4.

*Key highlights from indicators report include:*

- Destination Spending in Sonoma County is for the first time over \$1 billion, a 3% increase from 2002.
- During 2003, travel spending in Sonoma County directly supported 15,180 jobs with earnings of \$327.4 million. Travel spending generated the greatest number of jobs in accommodations (7,290), arts, entertainment and recreation (6,190 jobs), and retail (1,410 jobs).

The third section, starting on page 11, provides a statistical "snapshot" of the Sonoma County Tourism Program's (SCTP) activities, highlighting its role in drawing visitors to the area, and in coordinating the tourism efforts of cities and organizations in the county. The section is presented with data provided by the SCTP. These data include statistics on visitors, marketing, advertising, and a web survey.

We thank you for your continued interest in Sonoma County's economy, and hope this report proves useful in providing an overview of this dynamic and important industry.

Sincerely,



Ben Stone  
Executive Director

\*Please note that pages numbers in Section III may be on the upper right hand corner due to format.

# Section I

## Economy.com's 2005 Tourism Economic Analysis and Perspective

This report was prepared for the Sonoma County Economic Development Board by Charmaine Buskas of Economy.com.

**Recent Trends.** The Sonoma County tourism industry has staged a moderate recovery with an environment of improving national and local economies. The worst of the economic downturn in Sonoma County has passed, and economic growth will most likely continue to unfold at a moderate, steady pace. Yet, given that the county's tourism market reaches well beyond the Bay Area, and the national tourism industry is experiencing a healthy turnaround, Sonoma County is well positioned to participate in this recovery. Indeed, leisure and hospitality payrolls rose considerably during the final months of 2004.

**Macro drivers.** There are two key macro drivers for the tourism industry in Sonoma. First, the national economy is a key macroeconomic driver for Sonoma County just as it is for the entire tourism industry. The tourism industry is highly cyclical in nature and relies heavily on disposable income growth and consumer sentiment, which together determine their propensity to spend. On balance, the U.S. economy has staged a broad improvement through 2004. But as the U.S. economy reaches a more sustainable growth path, there may be some moderation in income growth, which raises concern about consumer spending going forward. Moreover, an expected series of rate hikes by the Federal Reserve could also threaten travel demand by crimping discretionary spending.

The second key driver is the pace of recovery in the surrounding metropolitan area. San Francisco, in particular, is clawing its way back from its long downturn that began in late 2000. Much of the travel to Sonoma County is comprised of day or weekend trips originating elsewhere in the Bay Area. Thus, the health of Sonoma County tourism is partly tied to fortunes of the area. But, with the worst of the downturn in these metro areas now behind them, and a slow but steady recovery apparent, their outlook appears favorable.

Recent figures from the Travel Industry Association of America show that the quarterly travelers' sentiment index continues to rise. The overall index is now at 99.0, up from 97.4 in the second quarter of 2004, suggesting that overall leisure travel spending will improve this year. In fact, according to the TIA, California enjoys the largest boon to its economy from the travel industry. If this trend continues, Sonoma County will clearly benefit.

A rebound in U.S. business travel will also help support Sonoma County's tourism

industry. The area's fate is indirectly linked to business travel to the Bay Area, which often includes a side trip to the North Bay. Continued strong U.S. domestic corporate profitability bodes well for future business-related spillover traffic to Sonoma County. Also encouraging is the pickup in international business travel that will bring foreign travelers to Sonoma County.

Despite this generally sanguine outlook, there are some risk factors. Rising interest rates could potentially weigh on consumers' household debt burdens, which in turn may constrain consumer spending. This may be less of a serious risk for those tourists who are interested in travel related to wine, golf and outdoor-related activities, as they tend to be more concentrated in the high net worth category. In addition, weak hiring or a quicker than expected slowdown in the U.S. economy could weigh heavily on consumer wherewithal and could limit the appetite for nonessentials like travel.

**Industry drivers.** Considering the close links between the winemaking business and Sonoma County tourism, the changing face of the wine industry is perhaps the most important local driver of the area's tourism industry. The county is home to not only large vineyards, but also to many smaller, family-owned wineries, such as Kunde, Sebastiani, and Benzinger. The rising popularity of wine, especially boutique wine, bodes well for Sonoma County's tourism industry. Shipments of high-end and medium-priced wines from California continue to build on the momentum from 2004, reflecting firmer consumer demand. This increased interest in wine consumption is making winery visits and wine-related tourism all the more popular, especially in conjunction with the growing array of tourist activities in Sonoma County. It may also motivate more vintners to build hotels or bed and breakfasts on their grounds in order to market their wineries as overnight tourist destinations.

In an effort to diversify away from the wine industry, Sonoma County is increasingly leveraging existing infrastructure. For instance, the olive industry is slowly becoming an attraction in Sonoma County. The sale of high-end olive oils and olive tastings are becoming a popular side attraction in places like Petaluma, where there is also a great deal of agriculture and specialty food production.

Investment in new hotels and renovations of existing hotels continues to increase.

The Old Crocker Inn is a new bed and breakfast in the area and offers all the accoutrements of the traditional bed and breakfast experience. The Hilton Sonoma Wine Country also recently completed a \$6 million renovation. Boutique hotels and bed and breakfasts remain popular and can maintain greater pricing power by marketing a more unique experience to guests. Increasingly, these establishments are offering packages that cater to many different clients.

In addition, Sonoma County's tourism industry may undergo some reshaping and forge forward in a slightly different direction to include gaming. The move to build a casino by the Federated Indians of Graton Rancheria may boost regional tourism traffic to the area, supporting payrolls in leisure and hospitality industries and related services. Such a travel destination would shift the composition of the local hospitality industry from one with a national and increasingly international market, to a more regional market, and thus more dependent upon the local economic cycle.

Finally, spas remain a key industry driver in Sonoma. Interest in spas, like most tourism, depends heavily on macroeconomic conditions. As economic fundamentals continue to improve, some spas have been adding new treatments to keep up with emerging trends in the spa industry. One of the most important local ingredients that Sonoma has going for it is the natural thermal mineral waters. This makes Sonoma spa treatments unique to other destinations that lack the same type of water. Also offers of new and cutting edge treatments are important for maintaining the attraction of Sonoma County as a premier destination.

**Pricing.** Although there has been an improvement in leisure travel to Sonoma County, the area continues to suffer from the industry-wide problem of weak pricing power, particularly for accommodations. However, there may be some respite from this trend as hotel occupancy rates in San Francisco have recently firmed, suggesting that pricing power may soon return to Sonoma County as well. Last summer's travel season was an improvement over 2003, as the national economy improved and there was a great deal of pent-up travel demand. To carry over the momentum from 2004, job growth will need to remain resilient throughout this year. This will boost wages, consumer confidence and buoy spending on travel.

The broad-based decline in the U.S. dollar offers some support for pricing in Sonoma's tourism industry. Favorable exchange rates overseas versus the dollar will no doubt boost the attractiveness of Sonoma County for international travelers. The dollar has already declined approximately 12% against the euro through 2004, which has made the U.S. an attractive destination for European and other foreign travelers. As Sonoma County wines continue to gain international recognition, this will increasingly boost foreign interest in the area. In turn, this may provide a key source of support for the tourism industry in the county.

Our expectation is that the dollar will continue its secular decline against a broad basket of currencies through the first half of 2005. This depreciation will occur primarily against the East Asian currencies that are currently heavily managed. By mid-2005, China is expected to revalue its currency, with other Asian currencies following their lead. Thereafter, the dollar is expected to modestly appreciate against the euro, the British pound and the Canadian dollar, as the Chinese revaluation takes pressure off these currencies. Thus, there may be a growing dichotomy in the sources of demand. Strong European interest may soon be replaced by robust Asian demand for Sonoma County tourism. But, on balance, pricing power within the broad tourism industry should improve going forward.

There could be some limits, however, to pricing power in specific segments of the Sonoma County tourism industry. Through the last several years, there has been a major buildup of hotel rooms, both in the county and in San Francisco. Both areas experienced major construction booms between 2001 and 2003 and new hotel rooms are now available. This oversupply may pose some downside risk to pricing, even if improved international travel buoys tourism demand in the county.

Longer-term pricing power depends on Sonoma County's ability to sufficiently differentiate its tourism product offering from those of other areas. Of course, wine remains a key draw for the area, but endeavors to highlight the spas, top-tier restaurants, sporting activities, and natural landscapes are aimed at maximizing Sonoma County's attractiveness by broadening the tourist base. In this regard, Sonoma County's pricing power may improve by giving the county an increasingly unique product to offer travelers.

**Operating expenses.** Labor costs dominate operating expenses in Sonoma County's tourism-related industries. Payroll growth in Sonoma County has only recently started to recover. Employment in the leisure and hospitality sector continues to expand as the turnaround in travel has buoyed demand for labor in tourism-related industries.

At the same time, however, labor costs continue to rise, especially for such inputs as healthcare costs. This may be enough of a deterrent to make firms reluctant to hire full-time workers. However, some employers may be able to overcome their reluctance to hire if they allow less overtime, which may contain some labor costs.

Other key operating expenses in the industry include the cost of marketing materials. This is expected to grow as competition in the wine and tourism markets intensifies, which will put pressure on companies to produce more differentiated, and impressive marketing tools. In addition, the internet has made travelers increasingly price-sensitive as consumers are able to shop around. In this regard, marketing materials have to address the needs of consumers through multiple marketing channels, which could raise the cost of marketing.

Energy prices, which are another key operating expense, have made new highs recently as crude oil of the North American benchmark West Texas Intermediate continues to trade above \$50 per barrel. Over the course of this year, energy prices are expected to ease; we expect light sweet crude oil to average \$45/bbl and end the year just above \$40/bbl. This should alleviate pressure on consumer spending and keep discretionary income relatively healthy. However, the possibility of another spike in crude oil prices is very real owing to lingering geopolitical uncertainties and speculative buying and would constitute a significant and unwelcome hike in operating expenses.

**Profitability.** Profitability will continue to improve for Sonoma County's hospitality industry, especially given the deep footprint that Sonoma County has in the wine culture of California. The strong efforts made to diversify the tourism industry will also help profitability in the near term.

As the dollar is expected to weaken further in the coming year, particularly against Asian currencies, travel will become more appealing for international travelers to the West Coast. Moreover, the weak dollar is keeping some U.S. travelers from vacationing

abroad. In this regard, domestic travel to Sonoma County may also improve. This in turn will improve the cost-competitiveness of Sonoma County and buoy profitability.

**Long-term outlook.** The long-term outlook for Sonoma County's tourism industry remains favorable. The region is growing in recognition and its proximity to Bay Area attractions will continue to support tourist traffic. Moreover, the continued strong popularity of wine and the wine-related culture underpin the positive fundamental outlook for the industry.

Demographic trends suggest healthy longer-term prospects, as well. Baby boomers are nearing retirement age with well-developed tastes for travel and recreation, in addition to the discretionary income to fund these tastes. The Wine Market Council reports that per capita consumption of wine has been rising steadily since the early 1990s, and encouragingly, the share of the core consumer—those who consume wine at least weekly—in the population rises with each age cohort. Thus, as baby boomers retire in the years to come, they are expected to generate a great deal of travel to the area.

**Upside risks.** A more rapid macroeconomic recovery, particularly in the labor market, would boost travel demand above our expectations. The combination of better than expected national economic growth and the efforts made to improve Sonoma County's tourism industry could easily make 2005 a banner year. The wine industry's efforts to expand into new demographic markets, by re-branding and labeling wines to attract younger consumers, women, and minorities may also help attract a more diverse group of tourists to the area.

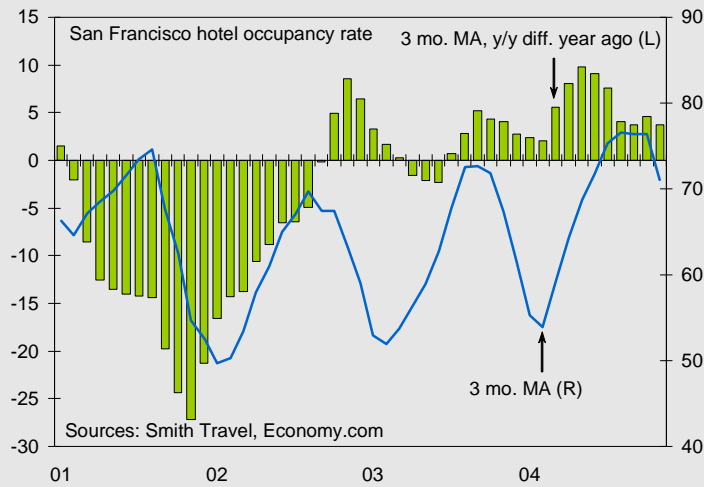
**Downside risks.** The key downside risk stems from another possible spike in oil prices. Another rise in oil prices would pinch consumer spending, particularly for nonessential items like travel, and put pressure on local operating costs. In turn, this would put downward pressure on the Sonoma County tourism industry at a time when the area has not had the opportunity to fully recover. Another downside risk includes terrorism concerns on U.S. soil. A final risk is that a sharp rise in interest rates could reverse the dollar's slide, causing some revaluation and a hindrance to foreign travel.

*Charmaine Buskas*

*March 2005*

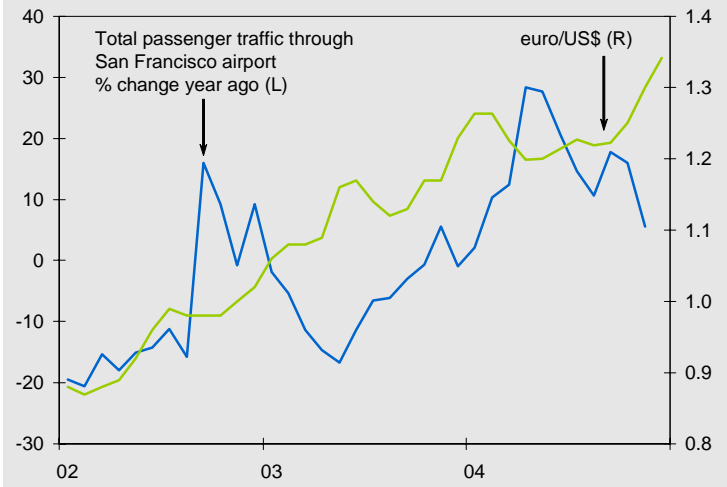
# Tourism - Sonoma County

## Improved Travel in the Region Bodes Well for Sonoma County



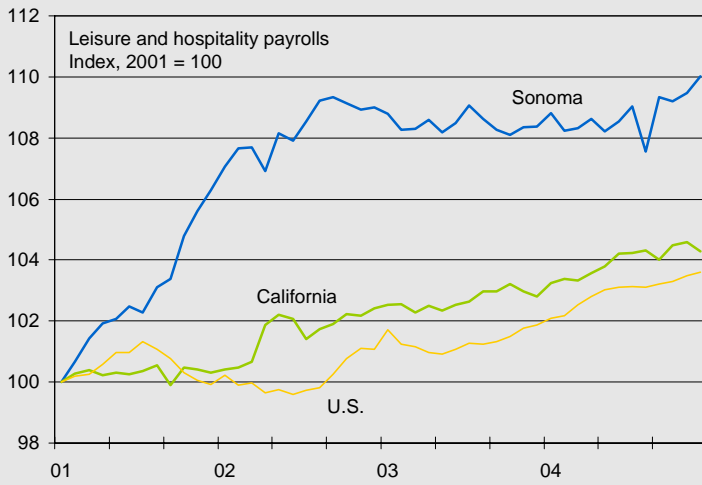
The solid national economy has helped income growth, which in turn has helped support consumers' appetite for leisure travel. As the national economy reaches a sustainable cruising speed and appetite for travel improves, hotel occupancy rates in the San Francisco area are also staging a turnaround. This bodes well for the Sonoma County region that depends in part, on spillover traffic originating from the Bay Area. Meanwhile, improved corporate profitability is boosting business travel, which also bodes well for Sonoma County as many business travelers extend business-related trips and include Sonoma County on their itinerary.

## Travel and Tourism Is Also Supported by a Weaker Dollar



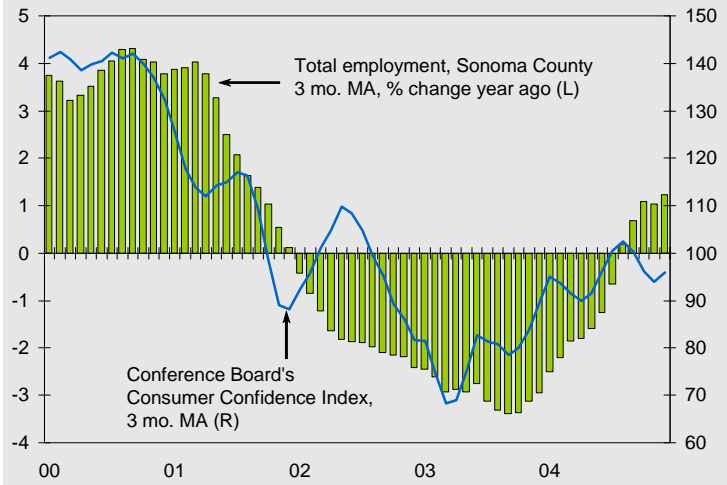
The dollar's decline against most major currencies is boosting travel to the Bay Area. Since 2002, the 20% drop in the dollar has encouraged both foreign and domestic travel. Traffic through the San Francisco airport has picked up appreciably. Looking ahead, continued dollar weakness will put upward pressure on other currencies, especially the heavily managed Asian currencies. Thus, stronger Asian currencies will help boost traffic, particularly from Japan. This augurs especially well for Sonoma County. Key tourist destinations like Hawaii have benefited from strong Japanese tourism, as they tend to spend more per day than the average tourist.

## Leisure Payrolls Look Well Supported



The recovery in the tourism industry has helped support leisure and hospitality payroll growth. Sonoma County experienced a robust rebound in leisure and hospitality payrolls after 9/11. It stalled through 2003 and only recently picked up again. The opposite is true for California. Payrolls have advanced at a slow but steady pace since 2002. This reflects a hesitancy in tourism demand in the beginning of the recovery, as consumers awaited definite signs of sustained economic growth. Now, with the U.S. recovery well ensconced, demand for leisure and hospitality services will be firm, which will support Sonoma County payrolls.

## Confident Consumers Support Payrolls in Sonoma County



The turnaround in national consumer confidence has helped support payroll growth in Sonoma County. More confident consumers tend to have greater access to discretionary income. Thus, as demand for tourism rises, so does demand for goods and services leveraged to tourism. Encouragingly, consumer confidence continues to gain traction. Looking ahead, our core view is that the U.S. economic recovery remains on solid footing, which suggests that consumers will remain confident and keep spending on travel and related activities. This will support total employment in Sonoma County.

## Section II

# Sonoma County Economic Development Board's Indicators Report

# Sonoma County Tourism Indicators Report

Spring 2005

## Destination Spending

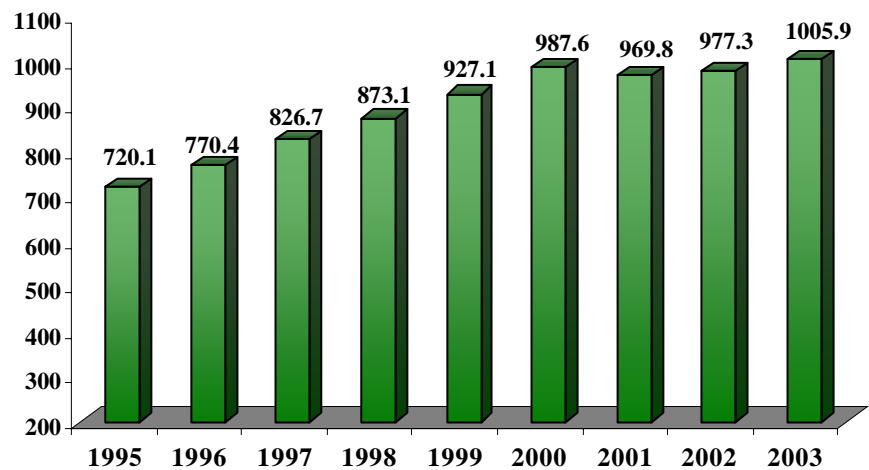
Destination spending is calculated by adding the total amount spent by travelers excluding travel arrangements and air travel. From accommodations to wine tasting, the amount of money spent by visitors to Sonoma County has steadily increased since 1995.

In fact, in nominal terms the annual amount of money spent by visitors in 2003\* totaled more than \$1 billion, a 2.9% increase in expenditures from 2002.

Total direct travel spending in California increased 7.4% to \$82.4 billion in 2004. This is the strongest rate of increase since 1999-2000 (8%). In constant (inflation-adjusted) dollars, travel spending also surpasses the previous peak in 2000.

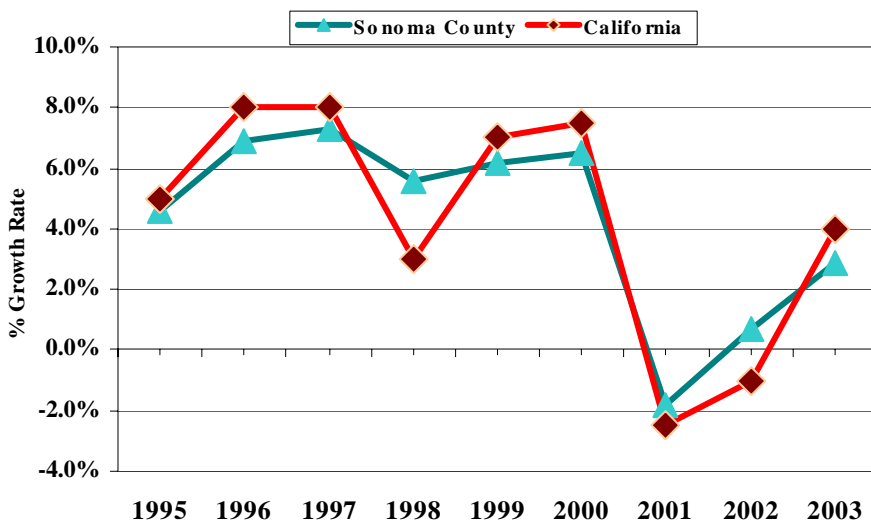
\*Latest data available is year 2003. 2004 are preliminary State estimates.

Destination Spending in Sonoma County (\$Million)



Source: Preliminary California Travel Impacts by County, 1992-2003

## Destination Spending Growth Rates

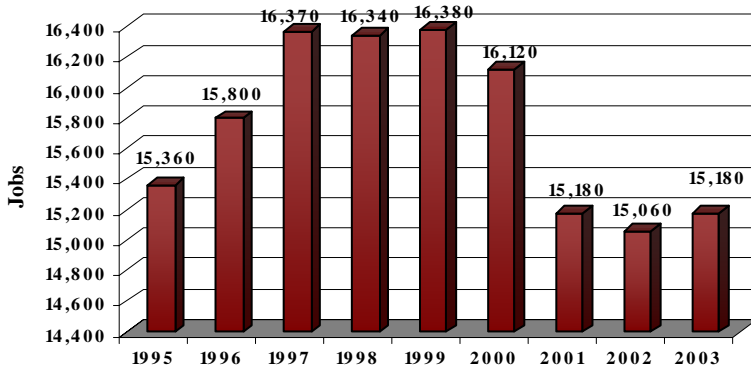


Source: Preliminary California Travel Impacts by County, 1992-2003, The California Travel and Tourism Commission

As the adjacent chart illustrates, the growth rates for Sonoma County tourism have steadily increased during recent years, increasing 2.9% in 2003 from 2002. The average annual percentage change between 1995-2003 is 4.3%, despite falling to negative levels in 2001.

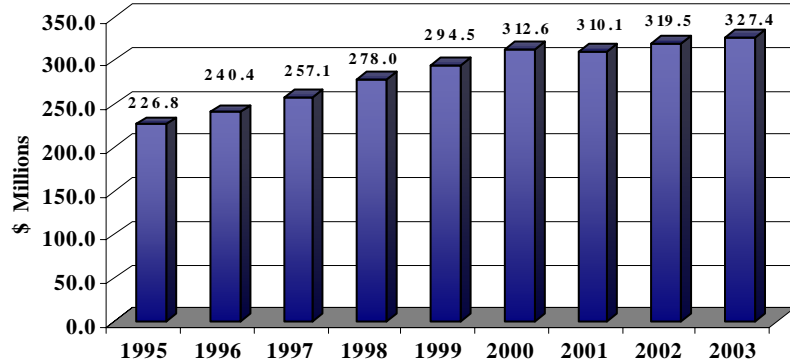
Preliminary 2003 data for the local tourism industry supports Economy.com's Spring 2005 forecasts that Sonoma County has experienced a moderate recovery in an environment of improving national and local economies.

### Employment Generated by Travel Spending in Sonoma County



Source: Preliminary California Travel Impacts by County, 1992-2003

### Earnings Generated by Travel Spending in Sonoma County (\$Million)



Source: Preliminary California Travel Impacts by County, 1992-2003

### Local Economic Impact

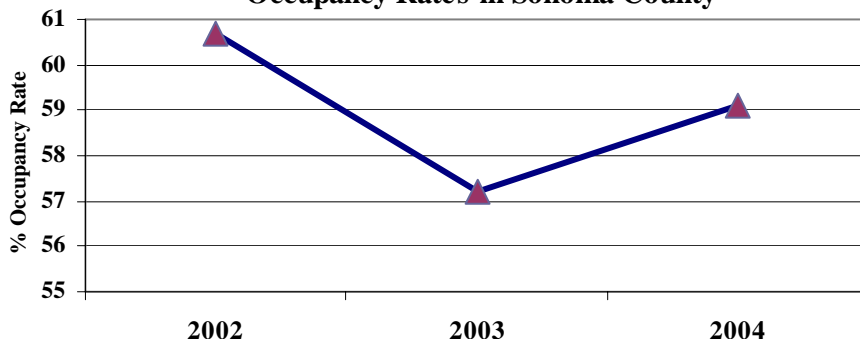
Travel spending in Sonoma County registers a significant impact on the local economy, generating both jobs and a substantial annual payroll.

As the graphs above indicate, traveling spending in Sonoma County generated more than 15,000 jobs and \$327 million in annual earnings in 2003. Tourism-related employment increased by 0.8% from 2002, while local earning generated from travel spending increased 2.4% from 2002. This strong annual performance has kept the local tourism industry among Sonoma County's leading economic sectors during recent years.

As the graph to the right illustrates, hotels, motels and B&Bs have maintained their share of revenue earned from travel spending at more than \$418 million, followed by day travel at \$329 million.

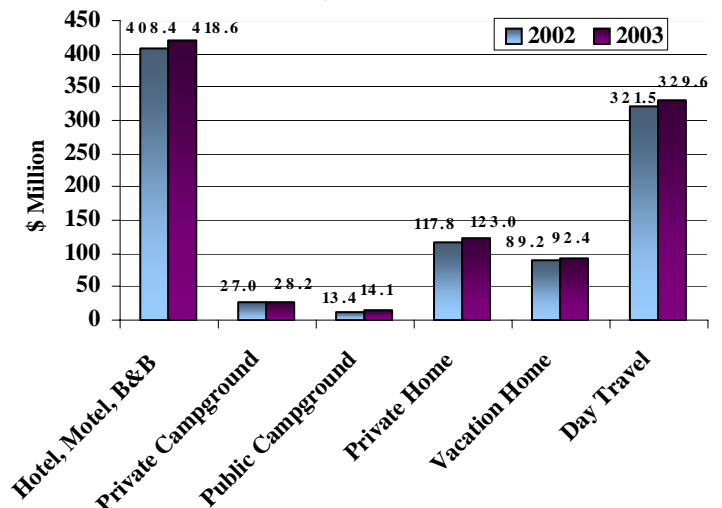
By comparison, travel spending in California in 2004 generated \$26.5 billion in earnings, a 5.6% increase from 2003, and directly supported 892,100 jobs, a 2.5% gain from the proceeding year. Travel spending generated the greatest number of jobs in food service (261,100), arts, entertainment and recreation (220,400 jobs), and accommodations (192,200).

### Occupancy Rates in Sonoma County



Source: Dean Runyan Associates, Sonoma County Final Travel Impacts, 1992-2003 \* Retail includes gasoline. \*\* Other Travel includes resident air travel and travel agency services

### Visitor Spending by Type of Accommodation in Sonoma County in 2002-2003 (\$ Million)



Source: Preliminary California Travel Impacts by County, 1992-2003

### Occupancy Rates

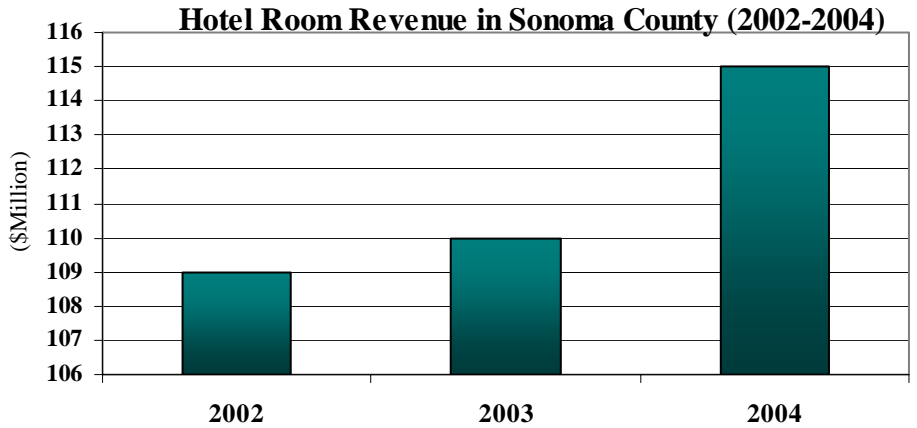
Sonoma County occupancy rates improved 3.3% to 59.1% in 2004 from 57.2% in 2003.

Occupancy rates in all of Northern California, for comparison, also improved from 47.8% in 2003 to 49.7% in 2004. This represents a 4% improvement.

Monthly statistics illustrate that occupancy rates pick up during the summer months, reaching their highest levels in August and then decrease again by the end of the year.

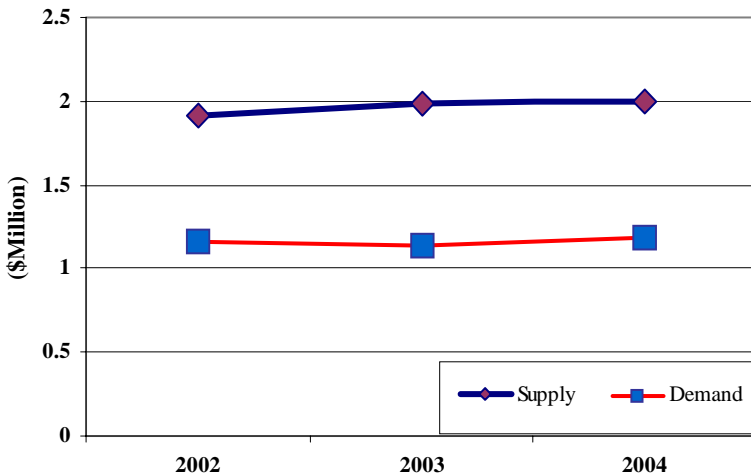
## Hotel Room Revenue

2004 hotel room revenue data suggests that room revenue in Sonoma County is back on the upward swing after peaking in 2000 and declining in 2001 and 2002. As the adjacent graphs illustrates, total room revenues have been slowly rising since 2002. In 2004 the total room revenue in Sonoma County increased 4.5% to \$1.2 billion from \$1.1 billion in 2003.



Source: Smith Travel Research Standard Historical Trend (January 2002-December 2004)

## Supply and Demand for Hotel Rooms in Sonoma County (2002-2004)



Source: Smith Travel Research Standard Historical Trend (January 2002-December 2004)

## Supply and Demand for Hotel Rooms

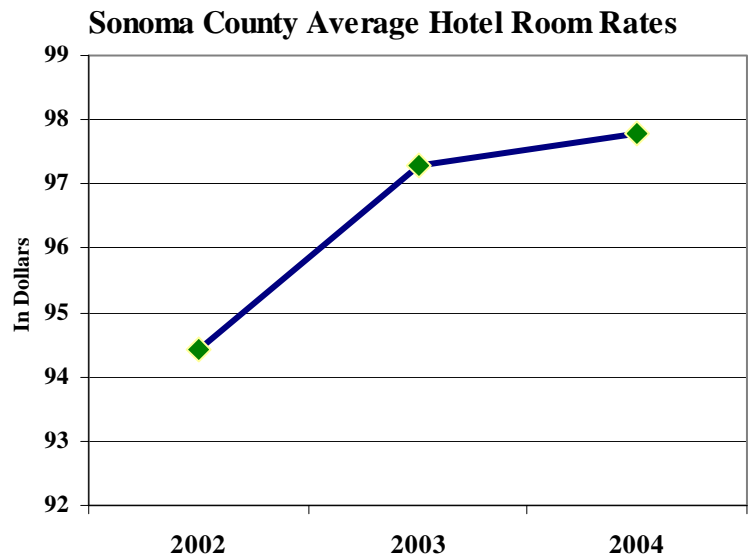
Since 2000, the gap between supply and demand has been widening. There has been improvement, however, in 2004 Sonoma County leisure travel, and this gap is now narrowing. In 2004, hotel room supply grew only 0.8% where as demand increased 4% from 1.13 to 1.17 million rooms in 2004.

Similarly, in California the supply of hotel rooms increased only 0.9% whereas the demand grew 2.9% from December 2003 to December 2004.

## Room Rates

As the chart to the right displays, the average hotel room rate in Sonoma County has increased from \$94.44 in 2002 to \$97.78 as of December 2004. This figure is up 0.5% from December 2003. Room rates in Sonoma County vary by season, due to changing demand.

The average room rate in Northern California also increased in 2004 to \$70.72 compared to \$68.21 for the same time last year. This represents a 3.7% increase.



Source: Smith Travel Research Standard Historical Trend (January 2002-December 2004)

## Transient Occupancy Taxes

Transient Occupancy Tax (TOT) is a local tax revenue generated through the sales of rooms in lodging establishments located in Sonoma County.

As the adjacent chart shows, TOT revenues in Sonoma County managed a slim increase, edging up 2.8% from 2002.

On a quarter-to-quarter basis, revenues through the third quarter 2004 showed improvement over 2003.

Overall tax revenues which include expenditures and business taxes levied on travel industry firms and employees also increased 2% to \$64.5 million in 2003 from \$63.2 million in the previous year.

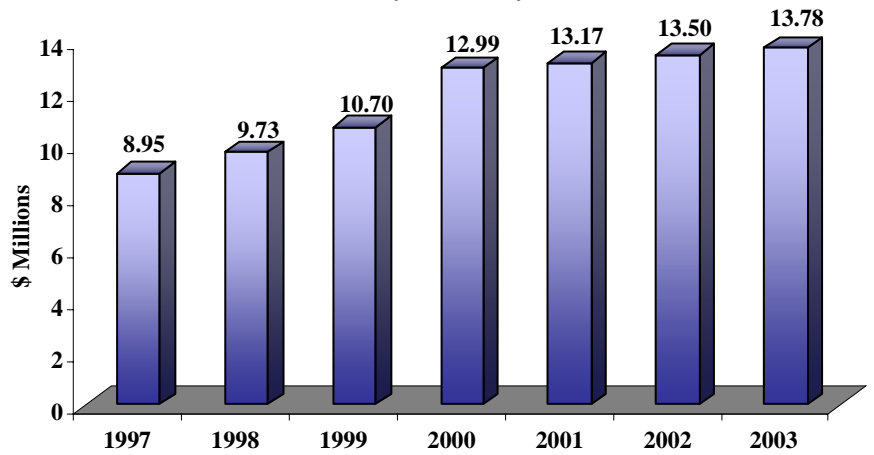
\* TOT quarter figures do not add up to the corresponding annual figure due to rounding.

### TOT Distribution

Total TOT collected from both the unincorporated area and cities edged up 2.1% from 2002. While TOT growth rates for Sonoma County fell 3.9% in 2003 after rebounding to positive levels in 2002, TOT for cities increased 6.3% from 2002.

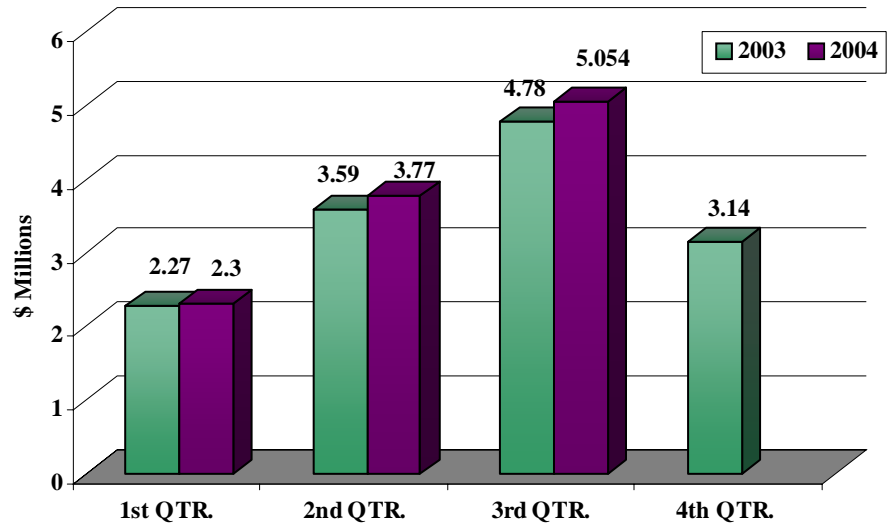
Total direct travel spending in California generated an estimated \$82.4 billion in 2004, a 7.4% increase over the preceding year. This is the second straight year of positive growth and the greatest increase since 2000. Travel spending generated \$1.9 billion in local taxes and \$3.3 billion in state taxes, of which approximately \$500 million was tax revenue from motor fuel. For each \$100 spent by visitor in California, \$11.70 is generated in local, state and federal taxes.

**Sonoma County Transient Occupancy Taxes  
1997-2003 (County and City TOT combined)**



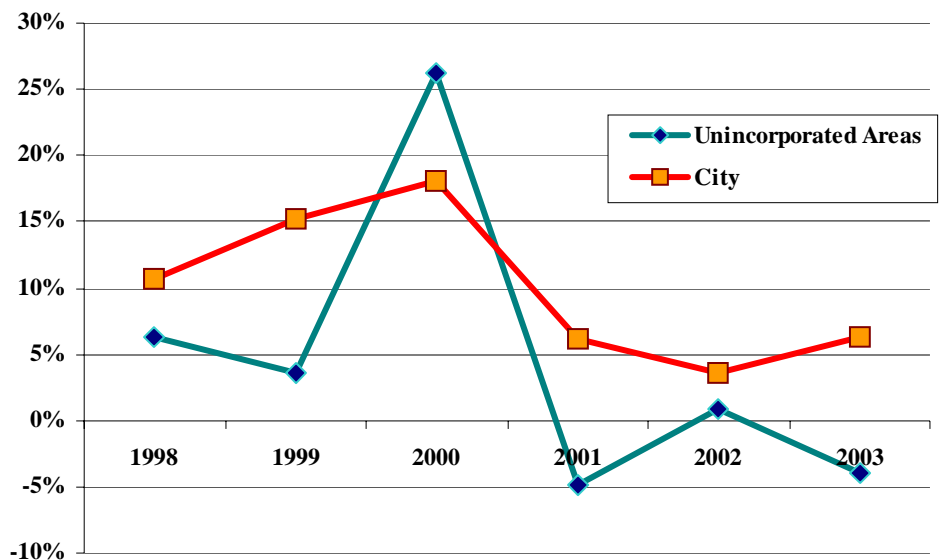
Source: Sonoma County Tourism Program

**Sonoma County TOT by Quarter, 2003- 3rd QTR. 2004**



Source: Sonoma County Tourism Program

**Sonoma County TOT Growth Rates**



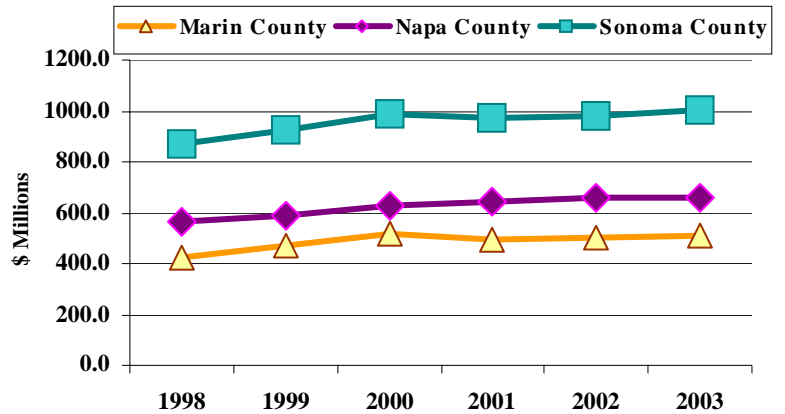
Source: Sonoma County Tourism Program

## Destination Spending in the North Bay

Destination spending in Marin, Napa and Sonoma Counties totaled \$2.175 billion in 2003, an increase of 1.5% from the previous year.

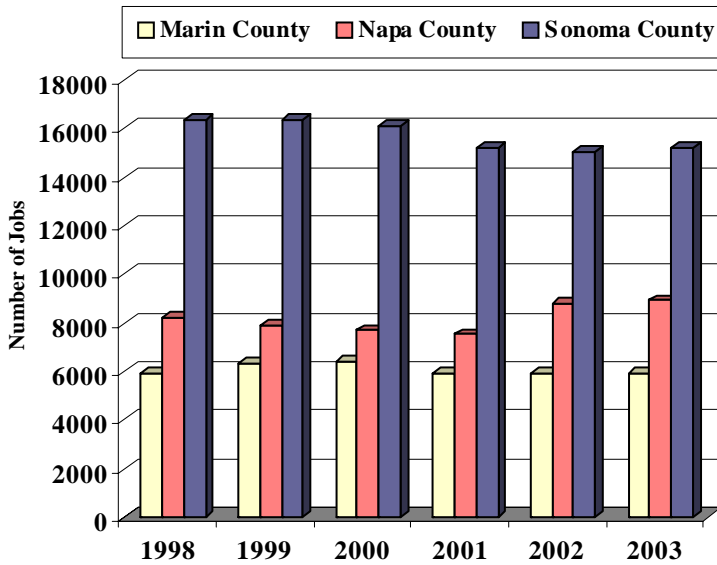
As the adjacent chart displays, Sonoma County has continued to generate the highest amount of destination spending (more than \$1 billion). Marin County experienced a slight increase of 0.2% from 2002, and Napa County posted an increase of 0.5%.

## Destination Spending Comparisons



Source: California Travel Impacts by County, 1998-2003

## Comparative Employment Generated by Travel Spending



Source: California Travel Impacts by County, 1998-2003

## Employment Comparisons in the North Bay

In conjunction with higher destination spending, employment generated by travel spending is also greater in Sonoma County.

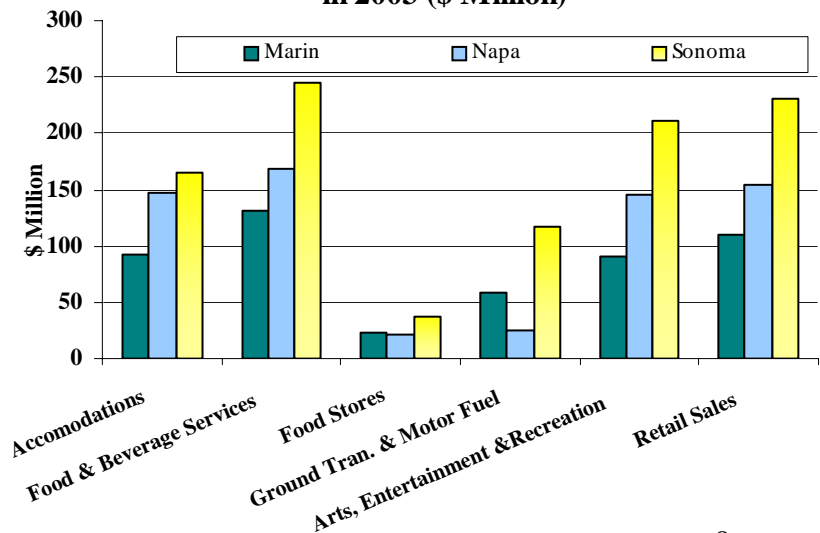
Employment figures are holding steady across North Bay counties. Napa increased its tourism employment by 130 jobs, Sonoma supplied 120 new jobs, and Marin lost 30 jobs between 2002 and 2003. In comparison, in 2002, Napa County greatly increased its tourism employment by 1270 jobs, Marin gained 10 jobs, and Sonoma lost 120 jobs.

The growth rate for Sonoma County employment was 0.8% for the year 2003 compared to 2002. Current projections (2004) for Sonoma County show that employment trends are increasing for the tourism industry (see Economy.com's analysis in Section I).

## North Bay Comparison by Visitor Spending by Commodity Purchased

All three North Bay counties increased travel spending on commodities purchased. Visitor spending in Sonoma led all categories with Napa following closely in accommodations. In 2003, visitors spent \$147.2 million in Napa accommodations, a 0.7% increase from 2003, while Sonoma visitors spent \$165.4 million on accommodations, a 1.8% gain from last year.

## Visitor Spending by Commodity Purchased in 2003 (\$ Million)

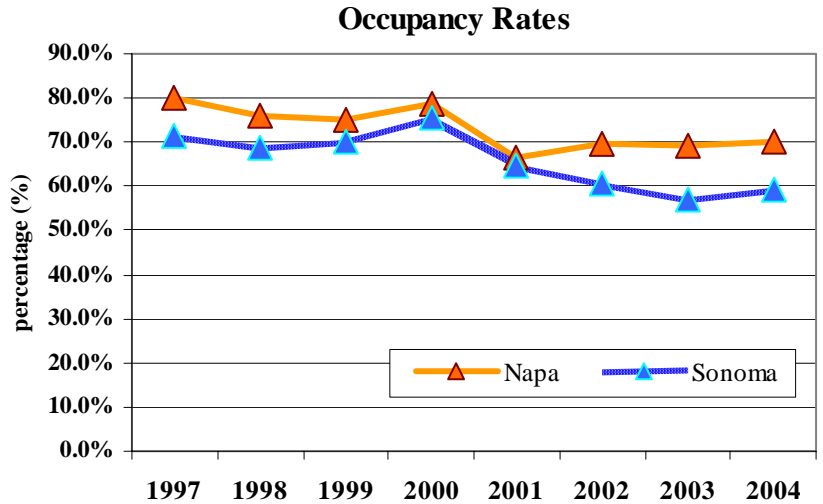


Source: Dean Runyan Associates

## Sonoma and Napa: A Comparison

Sonoma County considers Napa County a primary competitor, and this is why Napa is used for a comparison. The following charts illustrate occupancy, room, and revenue rates for both Sonoma and Napa counties.

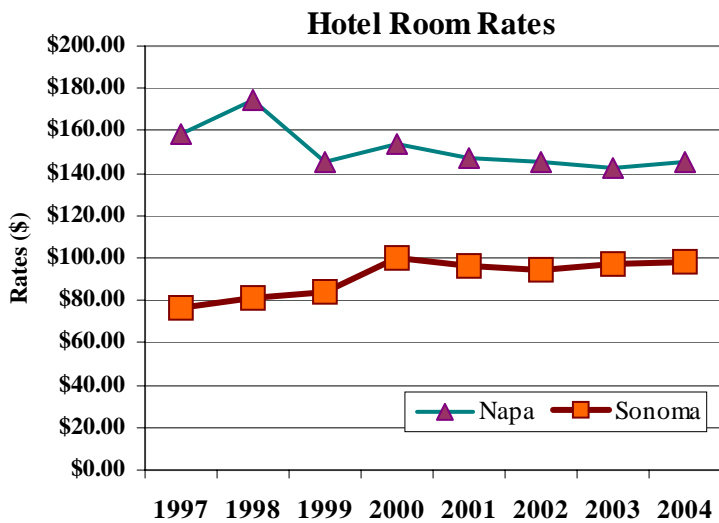
Occupancy rates in Sonoma County improved by 3.3% to 59.1% occupancy in 2004 from 57.2% in 2003. In comparison, Napa County's occupancy rates increased 0.7% to 69.9% in 2004 from 69.4% in 2003. Occupancy rates in Napa County have been higher compared to Sonoma County since 1997. Even though Sonoma County sells approximately twice as many rooms as Napa County each year, a greater percentage of the total available rooms in Napa County are filled. This has caused Napa County to consistently outpace Sonoma County in occupancy rates.



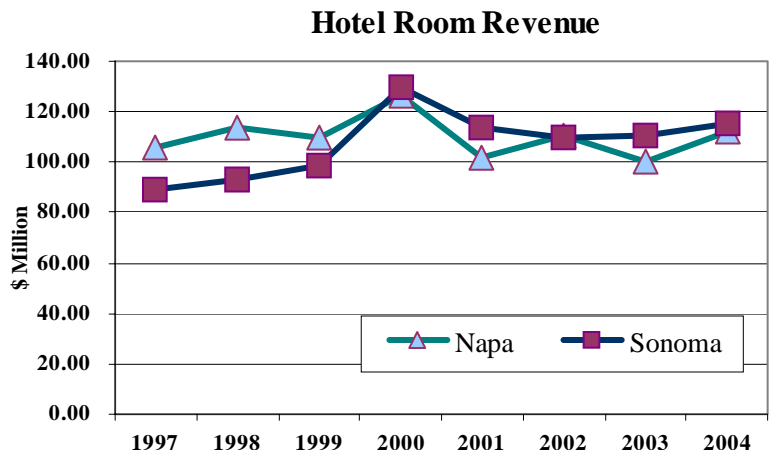
Source: Smith Travel Research

Room rates in Sonoma County cover a wide range of prices, and one can find a variety of limited to full service establishments including a healthy mix of moderate, business class, and luxury hotels.

The chart to the left shows that the average room rate is much higher in Napa County compared to Sonoma County. In 2004 the average rate in Sonoma County was \$97.78 while in Napa County the average rate was \$145.43. However, over the last three years, room rates in Sonoma County have increased 3.6%.



Over the last five years, total room revenues in Sonoma County have surpassed Napa County. Between 1999 and 2004, the supply of hotel rooms in Sonoma County increased by 12%. During the same period, there was a decrease in demand by 11%. Despite this growing supply and shrinking demand, room rates in Sonoma County have remained consistent.



Source: Smith Travel Research

## **Methodology and Sources**

The 2005 Tourism Report can be found at [www.sonoma-county.org/edb/Reports.htm](http://www.sonoma-county.org/edb/Reports.htm). The 2005 report uses the latest available data, which spans 1997 to 2004. The 2003 report used figures from 1997 to 2002. The estimates for 2005 are preliminary and based on the most current data available. Due to adjustments in methodology, the data is subject to revision and supersede all previous estimates of travel impacts cited in earlier Sonoma County Tourism Reports. This report was prepared by Nicole Knecht of the Sonoma County Economic Development Board.

Our sources included Smith Travel Research, Dean Runyan Associates, the Sonoma County Tourism Program and the California Travel and Tourism Commission. Dean Runyan Associates changed their methodology which impact estimates. This is a consequence of the recent availability of the 1997 North American Industry Classification System (NAICS) into the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The new reporting scheme provides more appropriate and detailed classification of employment and earnings for travel businesses. As a result all estimates of employment and earnings including prior years have been revised to reflect these more current estimates.



## Section III

# Sonoma County Tourism Program Statistics

Section III provides data directly from  
the Sonoma County Tourism Program.



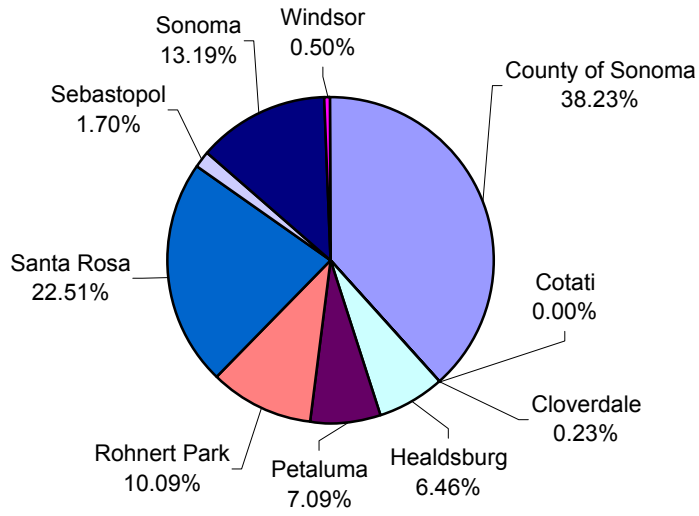
Investors' Support  
Appendix A

# Sonoma County Tourism Program Investors' Participation

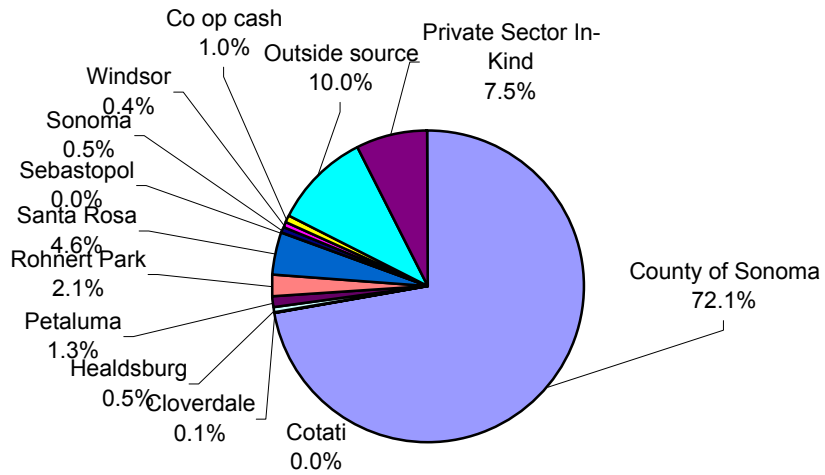
	2003		2003/2004		2003/2004 Budget Expenses	Revenue Investments		
	TOT Collected	% of TOT Collected	\$ to SCTP	% of TOT		Dollars	Percentage	
County of Sonoma	5,270,064	38.23%	1,446,760	27.45%	2,006,616			
Cotati	0	0.00%	0			1,446,760	72.10%	
Cloverdale	31,733	0.23%	2,500	7.88%		0	0.00%	
Healdsburg	890,109	6.46%	10,364	1.16%		2,500	0.12%	
Petaluma	976,835	7.09%	25,272	2.59%		10,364	0.52%	
Rohnert Park	1,390,667	10.09%	41,184	2.96%		25,272	1.26%	
Santa Rosa	3,103,024	22.51%	91,720	2.96%		41,184	2.05%	
Sebastopol	234,755	1.70%	0			91,720	4.57%	
Sonoma	1,818,117	13.19%	10,816	0.59%		0	0.00%	
Windsor	69,523	0.50%	8,000	11.51%		10,816	0.54%	
						8,000	0.40%	
<b>TOTALS</b>	<b>\$13,784,827</b>	<b>100.00%</b>	<b>\$1,636,616</b>	<b>11.87%</b>			<b>\$1,636,616</b>	<b>81.56%</b>
Private Sector Marketing								
Co op cash						\$20,000	1.00%	
Outside source						\$200,000	9.97%	
Private Sector In-Kind						\$150,000	7.48%	
Total Budget						\$2,006,616	100.00%	

Analysis drafted by the Sonoma Coutry Tourism Program based on reports from each jurisdiction.

**2003 Sonoma County Total TOT Collections**



**Sonoma County Tourism Program  
03/04 Revenue Budget**





OVERVIEW  
Appendix B1

**Sonoma County Tourism Program  
2003-2004 Statistical Overview**

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
<b>Advertising</b>													
Audience Reach	2,642,063	2,615,268	113,335	300,135	603,335	3,413,838	5,335,675	4,049,991	4,180,018	4,917,774	49,177,748	1,250,616	34,339,822
<b>Public Relations</b>													
Audience Reach	32,243,051	1,412,611	968,047	112,733,969	1,960,682	109,572,393	1,081,046	35,000	6,673,276	473,715	170,000	102,335	267,426,125
Advertising Value	\$281,369	\$111,242	\$50,629	\$187,576	\$75,377	\$152,068	\$39,229	\$1,748	\$46,828	\$5,157	\$5,157	11,100	\$967,479
Group Press Tours-Participants										9		4	13
Individual Press Tours-Participants	9		1	2	2	3	1	1		3	3	7	32
Travel Media Contacts	147	20	8	11	10	151	29	131	10	12	5	11	545
Travel Media Assisted (added Apr 03)	95	30	10	19	30	46	43	36	22	4		1	336
Local Media Contacts	5	1	69	2	2	3	28	4	3	7	1		125
Travel Media Releases			1			2							3
Local Media Releases		1	1		1		2			1			6
Community Presentations				1	1	1	2	6	3	2			16
Press Kits Distributed	31	3	15	5	8	21	21	69	5	4	1	3	186
B-Roll Distributed	6	5	3	1	2	4	2	4	3			1	31
Images/CD Disk (added Sept 02)	34	9	2	3	8	15	12	6	5	3		2	99
<b>Travel/Trade Sales/SWCM</b>													
Tour Operator Contacts	41			32	1066	631	157	71	486	309	85	32	2,910
Total Leads Distributed (added Jul 03)	19	24	19	19	3	40	22	16	18	22	41	34	277
Total Leads Booked (added Jul 03)	7	12	13	4	1	13	9	5	17	10	10	22	123
Meeting Planner Contacts (added Jul 02)	150	200	88	21	135	98	176	111	297	104	1686	1573	4,639
<b>Collateral/Fulfillment</b>													
Total Visitor's Guide Distributed	7,692	5,451	10,094	7,021	64,819	3,299	12,998	6,536	6,125	7,314	4,556	5,677	141,582
Rack/Map Brochure Distributed	6,396	6,503	6,391	6,488	6,686	6,428	4,308	6,966	4,637	5,080	5,100	5,000	69,983
Web Site # of User Sessions (added Jul 02)	14,837	13,644	11,663	11,167	9,906	8,961	11,944	18,859	30,986	35,310	15,353	14,541	197,171
Page Views (SonomaCounty.com & Sonoma.com)	550,371	504,478	454,796	384,277	306,860	282,686	440,476	501,714	607,694	606,596	572,942	561,197	5,774,087
Visitor Special Request (added Jul 01)	23	38	27	21	31	20	17	22	14	24	31	22	290
Concierge Contacts			43				65		1				109
Direct Inquiries V G Distributed (added 7/03)	1,970	1,410	1,298	1,165	774	402	2,366	2,225	3,358	3,542	1,740	2,866	23,116
<b>Co-Op Outreach</b>													
Contacts with Industry/Community	413	211	2,747	1,320	400	1,088	1,552	4,856	3,218	1,563	2,105	2,184	21,657
Public Mtgs Council/Committee	1		1	1	1	1	1	1	1	1	3		12
SCTP/SCTC Info Pkts Distributed	11	6	4	25	20	15	25	120	80	50		8	364
Research Information Provided	16	28	17	20	7	2	2	5	4	8			109
SCTP Site Inspections /Fams	17	1		5	5	3	6	18	10	8	27	4	104
Estimated In-Kind Donation Value	\$2,377	\$870	\$363	\$4,179	\$13,963	\$6,939	\$1,598	\$3,745	\$2,065	\$8,719	\$13,497	\$1,088	\$59,402
Est Industry Co-op support value (added 7/03)	\$1,584				\$13,405		\$21,000		\$625		\$12,350	\$14,400	\$63,364



Advertising  
Appendix B2

**Sonoma County Tourism Program**

**2003/2004 Advertising Estimated Audience Reach**

	2003	2003	2003	2003	2003	2003	2004	2004	2004	2004	2004	2004	Total Annual Guides
<b>Annual Guides</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	
California State Guide	45,837	45,833	45,833	45,833	45,833	45,833	45,833	45,833	45,833	45,833	45,833	45,833	550,000
California Escapes: Official Guide to CA State Parks											54,167	54,167	108,334
Best of California Drives												83,333	83,333
REA Northern California Adventures Guide	10,000	10,000	10,000										30,000
REA Co-Op in Cal State Guide	45,837	45,833	45,833	45,833	45,833	45,833	45,833	45,833	45,833	45,833	45,833	45,833	550,000
<b>Media Total</b>	<b>101,674</b>	<b>101,666</b>	<b>101,666</b>	<b>91,666</b>	<b>91,666</b>	<b>91,666</b>	<b>91,666</b>	<b>91,666</b>	<b>91,666</b>	<b>91,666</b>	<b>145,833</b>	<b>229,166</b>	<b>1,321,667</b>

<b>Electronic</b>	<b>Total Electronic</b>												
CSAA www.csaa.org	3,728	1,933											5,661
<b>Electronic Total</b>	<b>3,728</b>	<b>1,933</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,661</b>

<b>Consumer Magazines</b>	<b>Total Magazines</b>												
7X7 Magazine (Oct & Feb)				48,000				48,000					96,000
VIA (Jan/Feb & Mar/Apr)							750,000	750,000	750,000	750,000			3,000,000
VIA Coop Family Fun (May/June)											750,000	750,000	1,500,000
VIA Coop Discover Winter Getaways (Nov/Dec)					750,000	750,000							1,500,000
VIA Coop Great Getaways (Jul/Aug)	750,000	750,000											1,500,000
Sunset						210,000	210,000		210,000	210,000			840,000
Sunset Summer Travel SIP											60,000	60,000	120,000
Where Magazine												70,000	70,000
MNI Luxury Network BA Metro						153,540	153,540	153,540		153,540			614,160
MNI Home Network BA Metro						213,150	213,150	213,150		213,150			852,600
MNI News Network - SJ Metro												78,560	78,560
Adlink Fine Living Network - BA							121,184	121,184	121,184	121,184			484,736
<b>Magazines Total</b>	<b>750,000</b>	<b>750,000</b>	<b>0</b>	<b>48,000</b>	<b>750,000</b>	<b>1,326,690</b>	<b>1,447,874</b>	<b>1,285,874</b>	<b>1,081,184</b>	<b>1,447,874</b>	<b>810,000</b>	<b>958,560</b>	<b>10,656,056</b>

<b>Gay/Lesbian Segment</b>	<b>Total G/L</b>												
Gay Travel News (July)	25,000												25,000
Advocate							105,484						105,484
California Vacation Planner '03	4,165	4,165	4,165	4,165	4,165	4,165	4,165	4,165	4,165				37,485
California Vacation Planner '04										4,165	4,165	4,185	12,515
<b>Gay/Lesbian Segment Total</b>	<b>29,165</b>	<b>4,165</b>	<b>4,165</b>	<b>4,165</b>	<b>4,165</b>	<b>4,165</b>	<b>109,649</b>	<b>4,165</b>	<b>4,165</b>	<b>4,165</b>	<b>4,165</b>	<b>4,185</b>	<b>180,484</b>

<b>Newspaper</b>	<b>Total Newspaper</b>													
San Francisco Examiner: The Independent Grapevine												46,000	46,000	92,000
<b>Newspaper Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>46,000</b>	<b>46,000</b>	<b>92,000</b>

<b>Direct Mail Insert Programs</b>	<b>Total Direct Mail</b>												
San Francisco Visitor Map										10,417	10,417	10,417	31,250
<b>DMI Programs Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>10,417</b>	<b>10,417</b>	<b>10,417</b>	<b>31,250</b>

<b>Monthly Reporting</b>	<b>GRAND TOTAL</b>												
<b>GRAND TOTAL</b>	<b>884,567</b>	<b>857,764</b>	<b>105,831</b>	<b>143,831</b>	<b>845,831</b>	<b>1,422,521</b>	<b>1,649,189</b>	<b>1,381,705</b>	<b>1,177,015</b>	<b>1,554,122</b>	<b>1,016,415</b>	<b>1,248,328</b>	<b>12,287,118</b>



Public Relations  
Appendix B3

Public Relations Tracking 2003-2004

<b>Month</b>	<b>Circulation</b>	<b>Ad Value</b>	<b>Valued as of</b>
July	32,243,051	\$281,368.80	2/14/2005
August	1,412,611	111,242	2/14/2005
September	968,047	50,629	2/14/2005
October	112,733,969	187,576	2/14/2005
November	1,960,682	75,377	2/14/2005
December	109,572,393	152,068	2/14/2005
January	1,081,046	39,229	2/14/2005
February	35,000	1,748	2/14/2005
March	6,760,370	52,192	2/14/2005
April	473,715	5,157	2/14/2005
May	170,000	1,094	2/14/2005
June	102,335	11,100	2/14/2005
Year To Date Total	267,513,219	\$968,779.57	
Quarter 1 Total	34,623,709	\$443,239.46	2/14/2005
Quarter 2 Total	224,267,044	\$415,020.50	2/14/2005
Quarter 3 Total	7,876,416	\$93,168.86	2/14/2005
Quarter 4 Total	746,050	\$17,350.75	2/14/2005
Total	267,513,219	\$968,779.57	

Beginning July 2003 articles are reported in the month in which they are received.  
 Previously articles were reported in the month in which they occurred.

<b>Media</b>	<b>Date Run</b>	<b>Circulation</b>	<b>Ad Value</b>	<b>Lead Generation</b>
Sunset				
Des Moines Register	July 2003	254,820	\$27,376.80	MTWA
The Oakland Tribune	April 13, 2003	64,415	\$7,938.00	SCTP/TFG
Southwest Airlines Spirit	June 2003	346,000	\$6,808.00	TFG
USA Today	June 27, 2003	2,250,474	\$4,260.00	SCTP
Association News	June 2003	40,000	\$3,031.00	Jan 2002 Fam Trip
Miami Herald	June 29, 2003	453,375	\$2,547.00	TFG
The Union Leader	June 29, 2003	84,495	\$4,654.00	Fam Feb 2002
Asbury Park Press	July 27, 2003	220,550	\$4,650.00	Dudette Fam Trip Nov 2002
Country Discoveries	June 16, 2003	400,000	Does not accept advertising	SCTP
The Herald Magazine	June 7, 2003	92,615	\$14,400.00	State of California
Continental Newstime	April 2003	82,603	\$5,116.00	MTWA
South Bay Accent	July 15, 2003	182,000	\$1,920.00	SCTP
South Florida Sun-Sentinel	June 22, 2003	389,568	\$375.00	SATW
Home & Away Minnesota	August 15, 2003	240,000	\$5,016.00	MTWA
Home & Away Nebraska	August 15, 2003	125,000	\$1,122.00	MTWA
Home & Away Illinois & Northern Indiana	August 15, 2003	450,000	\$9,176.00	MTWA
Los Angeles Times	July 15, 2003	1,395,544	\$54,210.00	SCTP
Detroit News-Summer Pleasures 2003	Summer 2003	749,113	\$25,912.00	SCTP/SATW
Various		22,945,549	\$31,488.00	Naps Report TV
July Total		32,243,051	\$281,368.80	
Valued as of	02/14/05			

<b>Media</b>	<b>Date Run</b>	<b>Circulation</b>	<b>Ad Value</b>	<b>Lead Generation</b>
Post Bulletin	6/14/03	46,266	\$2,220.00	MTWA
The Good Sam Club	8/5/03	Unknown	Unknown	MTWA
Arlington Heights Daily Herald	7/27/03	14,254	\$422.00	Nov 02 Fam Trip
Asbury Park Press Destinations	7/27/03	225,057	\$18,051.66	Nov 02 Fam Trip
San Jose Mercury News	8/3/03	301,346	\$34,650.00	SCTP
Contra Costa Times.com	8/10/03	195,217	\$4,080.00	SCTP Press Release
Daily Southtown	7/20/03	53,551	\$4,959.00	MTWA
Group Tour Magazine	Spring 03	10,000	\$3,079.00	SCTP
Group Tour Magazine	Fall 02	10,000	\$14,840.00	Jan 02 Fam Trip
Various		556,920	\$28,940.00	Naps Report
		0	\$0.00	

August Total 1,412,611 \$111,241.66  
 Valued as of 02/14/05

Media	Date Run	Circulation	Ad Value	Lead Generation
Physicians Travel & Meeting Guide	Aug 03	142,540	\$14,440.00	SCTP
Travel America	Oct 03	241,210	\$1,763.00	Press Release
Country Club Hills/Hazel Crest Star	7/20/03	2,537	\$2,355.00	MTWA
Arlington Heights Daily Herald	9/7/03	14,254	\$2,580.00	MTWA
Various		567,506	\$29,491.00	Naps Report
September Total		968,047	\$50,629.00	
Valued as of	02/14/05			

Media	Date Run	Circulation	Ad Value	Lead Generation
Various		589,506	\$30,634.00	Naps Report
Various		112,109,463	\$153,850.00	Naps Report TV
Michelin Travel Publications	Oct 03	25,000	N/A	SCTP
Group Tour-Western U.S.A. & Canada	Spring 03	10,000	\$3,092.00	TFG
October Total		112,733,969	\$187,576.00	
Valued as of	02/14/05			

Media	Date Run	Circulation	Ad Value	Lead Generation
Detroit Free Press	8/17/03	719,885	\$10,112.00	TFG
Santa Clarita Valley Living	June 03	65,000	\$600.00	TFG
Franklin Banner Tribune	11/6/03	6,800	\$5.00	SCTP
The Washington Post	11/9/2003	732,872	\$667.00	SCTP
The Daily Telegram	11/16/2003	16,458	\$25.00	SCTP
Miami Herald	11/2/2003	419,667	\$63,968.00	TFG
November Total		1,960,682	\$75,377.00	
Valued as of	2/14/2005			

Media	Date Run	Circulation	Ad Value	Lead Generation
Various		109,537,393	\$150,320.00	Naps Report TV
Gentry	October 2003	35,000	\$1,747.50	SCTP
December Total		109,572,393	\$152,067.50	
Valued as of	2/14/2005			

<b>Media</b>	<b>Date Run</b>	<b>Circulation</b>	<b>Ad Value</b>	<b>Lead Generation</b>
The Grand Rapids Press	12/7/2003	188,977	\$5,878.88	Feb 02 Fam Trip
Philadelphia Inquirer	12/28/03	747,969	\$28,980.00	TFG
Radio Station KOOL	Jan 04	144,100	\$4,370.00	W & W
January Total		1,081,046	\$39,228.88	
Valued as of	02/14/05			

<b>Media</b>	<b>Date Run</b>	<b>Circulation</b>	<b>Ad Value</b>	<b>Lead Generation</b>
Gentry	Oct 2003	35,000	\$1,747.50	SCTP
February Total		35,000	\$1,747.50	
Valued as of	02/14/05			

<b>Media</b>	<b>Date Run</b>	<b>Circulation</b>	<b>Ad Value</b>	<b>Lead Generation</b>
Arkansas Democrat Gazette	12/7/2003	283,538	\$2,717.12	SCTP
Creators Syndicate	12/19/2003	unknown	unknown	SCTP
Creators Syndicate	2/13/2004	unknown	\$510.00	SCTP
Wall Street Journal	1/27/2004	2,091,062	\$2,719.08	SCTP
Sun Sentinel- Ft. Lauderdale	3/21/2004	339,120	\$375.00	SATW (6/4/2000)
Fort Worth Star- Telegram	1/25/2004	329,739	\$280.80	SCTP
Post- Tribube	1/5/2004	74,111	\$4,949.49	MTWA
Westways	March/April 2004	3,442,681	\$34,020.00	FAM- Wine Country with a Coast
Des Plaines Journal	2/25/04	12,496	\$1,105.00	MTWA
Reading Eagle	3/28/04	94,229	\$16.64	SATW
Rosamond News	2/9/04	6,300	\$135.35	SCTP
March Total		6,760,370	\$52,192.48	
Valued as of	02/14/05			

<b>Media</b>	<b>Date Run</b>	<b>Circulation</b>	<b>Ad Value</b>	<b>Lead Generation</b>
Newsday.com	4/4/04	unknown	unknown	SCTP
Seattle Times	April 18, 2004	473,715	\$5,157.25	SCTP Fam
April Total		473,715	\$5,157.25	
Valued as of	02/14/05			
<b>Media</b>	<b>Date Run</b>	<b>Circulation</b>	<b>Ad Value</b>	<b>Lead Generation</b>
The Independent Newspaper Group	May 1, 2004	170,000	\$1,093.50	SCTP
May Total		170,000	\$1,093.50	
Valued as of	02/14/05	0	0	
<b>Media</b>	<b>Date Run</b>	<b>Circulation</b>	<b>Ad Value</b>	<b>Lead Generation</b>
folsomstyle	June 2004	10,000	\$1,875.00	SCTP
Modesto Bee	June 13, 2004	92,335	\$9,225.00	SCTP
Valued as of		102,335	\$11,100.00	
June Total	02/14/05			



Visitor Guide Requests  
Appendix B4

Direct Visitor Inquiries  
Geographic Origin  
July 1, 2003-June 30, 2004

	Q1					Q2					6 month		Q3					9 month		YTD Q4					YEAR TO DATE	
	7/1/03 - 7/31/03	8/1/03 - 8/31/03	9/1/03 - 9/30/03	Q1 Total	Percent of Total	10/1/03 - 10/31/03	11/1/03 - 11/30/03	12/1/03 - 12/31/03	Q2 Total	Percent of Total	6 month Total	6 month percent of total	1/1/04 - 1/31/04	2/1/04 - 2/29/04	3/1/04 - 3/31/04	Q3 Total	Percent of Total	9 month Total	9 month percent of total	4/1/04 - 4/30/04	5/1/04 - 5/31/04	6/1/04 - 6/30/04	YTD Q4 Total	Q4 Percent of Total	YEAR TO DATE Total	Percent of Total
International	68	57	62	187	4.00%	64	41	17	122	5.21%	309	4.40%	90	90	142	322	4.05%	631	4.22%	155	80	129	364	4.47%	995	4.30%
Out of State*	1,236	993	877	3,106	66.40%	761	496	263	1,520	64.93%	4,626	65.91%	1,492	1,531	2,179	5,202	65.44%	9,828	65.66%	2,396	1,205	1,809	5,410	66.40%	15,238	65.92%
Southern California	227	134	133	494	10.56%	122	79	40	241	10.29%	735	10.47%	233	241	392	866	10.89%	1,601	10.70%	424	171	404	999	12.26%	2,600	11.25%
Sacramento	23	12	11	46	0.98%	12	11	4	27	1.15%	73	1.04%	28	16	30	74	0.93%	147	0.98%	33	15	34	82	1.01%	229	0.99%
Northern California	231	95	107	433	9.26%	89	66	44	199	8.50%	632	9.00%	276	184	350	810	10.19%	1,442	9.63%	279	138	245	662	8.12%	2,104	9.10%
Greater Bay Area	185	119	108	412	8.81%	117	81	34	232	9.91%	644	9.18%	247	163	265	675	8.49%	1,319	8.81%	255	131	245	631	7.74%	1,950	8.44%
Grand Total	1,970	1,410	1,298	4,678	100.00%	1,165	774	402	2,341	100.00%	7,019	100.00%	2,366	2,225	3,358	7,949	100.00%	14,968	100.00%	3,542	1,740	2,866	8,148	100.00%	23,116	100.00%

Greater Bay Area		Q1					Q2					6 month		Q3					9 month		YTD Q4					YEAR TO DATE	
		7/1/03 - 7/31/03	8/1/03 - 8/31/03	9/1/03 - 9/30/03	Q1 Total	Percent of Total	10/1/03 - 10/31/03	11/1/03 - 11/30/03	12/1/03 - 12/31/03	Q2 Total	Percent of Total	6 month Total	6 month percent of total	1/1/04 - 1/31/04	2/1/04 - 2/29/04	3/1/04 - 3/31/04	Q3 Total	Percent of Total	9 month Total	9 month percent of total	4/1/04 - 4/30/04	5/1/04 - 5/31/04	6/1/04 - 6/30/04	YTD Q4 Total	Q4 Percent of Total	YEAR TO DATE Total	Percent of Total
Alameda County		43	23	27	93	22.57%	17	16	8	41	17.67%	134	20.81%	58	35	49	142	21.04%	276	20.92%	44	36	53	133	21.08%	409	20.97%
Contra Costa County		31	14	17	62	15.05%	20	10	5	35	15.09%	97	15.06%	40	34	57	131	19.41%	228	17.29%	56	20	41	117	18.54%	345	17.69%
San Francisco County		33	33	22	88	21.36%	31	19	7	57	24.57%	145	22.52%	45	25	46	116	17.19%	261	19.79%	41	21	41	103	16.32%	364	18.67%
San Mateo County		26	12	12	50	12.14%	18	8	5	31	13.36%	81	12.58%	26	27	39	92	13.63%	173	13.12%	34	16	33	83	13.15%	256	13.13%
Santa Clara County		52	37	30	119	28.88%	31	28	9	68	29.31%	187	29.04%	78	42	74	194	28.74%	381	28.89%	80	38	77	195	30.90%	576	29.54%
Greater Bay Area Total		185	119	108	412	100.00%	117	81	34	232	100.00%	644	100.00%	247	163	265	675	100.00%	1,319	100.00%	255	131	245	631	100.00%	1,950	100.00%

\*Out of State (beyond California) includes top ranking states fluctuating between TX, IL, FL NY, PA, NJ, OH and WA.

Direct Visitor Inquiries  
Geographic Origin  
July 2003 - June 2004

International	995	4.3%			
Out of State*	15,238	65.9%			
Southern California	2,600	11.2%	All of California	6,883	29.8%
Sacramento	229	1.0%			
Northern California	2,104	9.1%			
Greater Bay Area	1,950	8.4%			
 Grand Total	 23,116	 100%			



\*Top States are Texas, Florida, Illinois, New York and Washington

Direct Visitor Inquiries  
How did visitors hear about us? (Source)

		Annual Totals									
		Advertising	Other DMOs	Did Not Say	Internet	Public Relations	Referral	Repeat Visitor	Sonoma County Guide	Annual Total	Percent of Total
<b>Geographic Origin</b>											
International		233	196	85	339	43	35	26	38	995	4.3%
Out of State		4,678	2,715	1,261	4,898	373	374	420	519	15,238	65.9%
Southern California		1,167	280	194	628	87	98	66	80	2,600	11.2%
Sacramento		95	11	22	68	5	8	10	10	229	1.0%
Northern California		1,064	143	137	461	43	143	65	48	2,104	9.1%
Greater Bay Area		863	178	148	504	58	64	57	78	1,950	8.4%
<b>Grand Total</b>		8,100	3,523	1,847	6,898	609	722	644	773	23,116	100%
Percent of Total		35.0%	15.2%	8.0%	29.8%	2.6%	3.1%	2.8%	3.3%	100%	

<b>Greater Bay Area</b>											
Alameda County		194	34	33	94	12	12	8	22	409	21.0%
Contra Costa County		171	26	26	70	14	12	9	17	345	17.7%
San Francisco County		153	34	28	101	8	11	15	14	364	18.7%
San Mateo County		110	20	20	72	7	11	8	8	256	13.1%
Santa Clara County		235	64	41	167	17	18	17	17	576	29.5%
<b>Greater Bay Area Total</b>		863	178	148	504	58	64	57	78	1,950	100%
		44.3%	9.1%	7.6%	25.8%	3.0%	3.3%	2.9%	4.0%	100%	

Direct Visitor Inquiries  
How did visitors reach us? (Contact Method)

Direct Visitor Inquiries

Annual Totals									
	DMO Referral BRC (Indirect)	General 800#	Other	PR 800#	Special 800 #	Website	Annual Total	Percentage	
<b>Geographic Origin</b>									
International	130	195	2	5		663	995	4.3%	
Out of State	3,151	2,704	396	48	36	2	8,901	15,238	65.9%
Southern California	914	280	101	47	4	1	1,253	2,600	11.2%
Sacramento	64	13	2	3			147	229	1.0%
Northern California	845	145	82	111	3	1	917	2,104	9.1%
Greater Bay Area	564	182	103	18	1		1,082	1,950	8.4%
<b>Grand Total</b>	5,668	3,519	686	232	44	4	12,963	23,116	100%
Percentage of Total	24.5%	15.2%	3.0%	1.0%	0.2%	0.0%	56.1%	100%	

**Greater Bay Area**

Alameda County	129	35	17	3			225	409	21.0%
Contra Costa County	112	27	30	4	1		171	345	17.7%
San Francisco County	85	34	22	5			218	364	18.7%
San Mateo County	65	21	18	4			148	256	13.1%
Santa Clara County	173	65	16	2			320	576	29.5%
<b>Greater Bay Area Total</b>	564	182	103	18	1		1,082	1,950	100%
Percentage of Total	28.9%	9.3%	5.3%	0.9%	0.1%		55.5%	100%	



Web Survey Results  
Appendix B5

Recap of Website data Questions Answered  
 July 1, 2003 - June 30, 2004  
 Sorted by Number

**Number Percent**

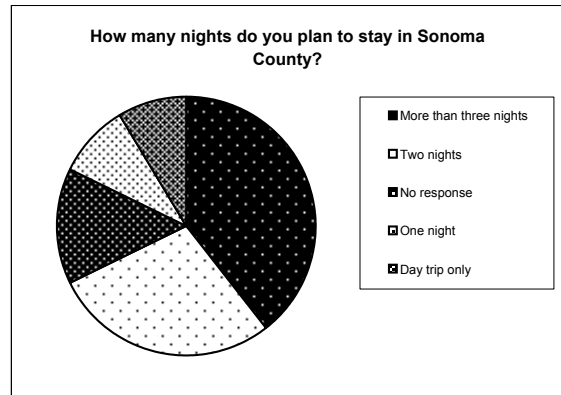
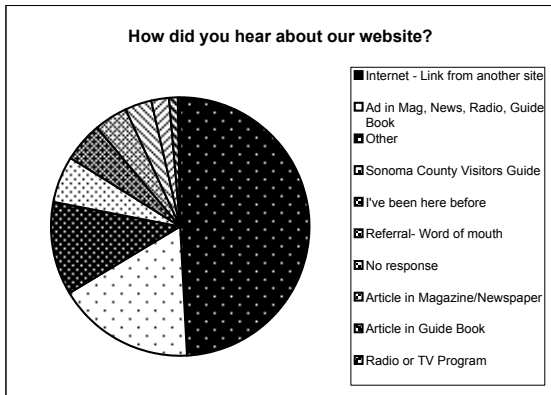
**Number Percent**

Q: How did you hear about our website?

Q: How many nights do you plan to stay in Sonoma County?

Internet - Link from another site	6,243	49.1%
Ad in Mag, News, Radio, Guide Book	2,200	17.3%
Other	1,471	11.6%
Sonoma County Visitors Guide	756	5.9%
I've been here before	630	5.0%
Referral- Word of mouth	530	4.2%
No response	422	3.3%
Article in Magazine/Newspaper	290	2.3%
Article in Guide Book	124	1.0%
Radio or TV Program	45	0.4%
<b>Total</b>	<b>12,711</b>	<b>100.1%</b>

More than three nights	5,010	39.4%
Two nights	3,599	28.3%
No response	1,837	14.5%
One night	1,177	9.3%
Day trip only	1,088	8.6%
<b>Total</b>	<b>12,711</b>	<b>100.1%</b>



**Number Percent**

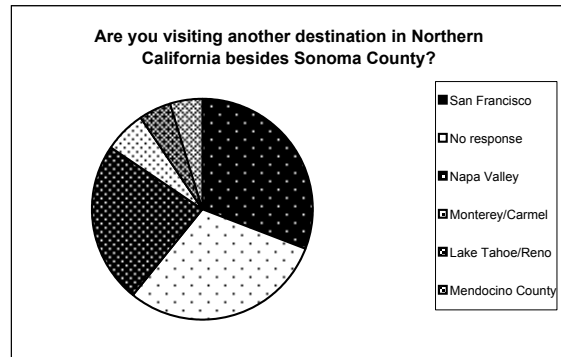
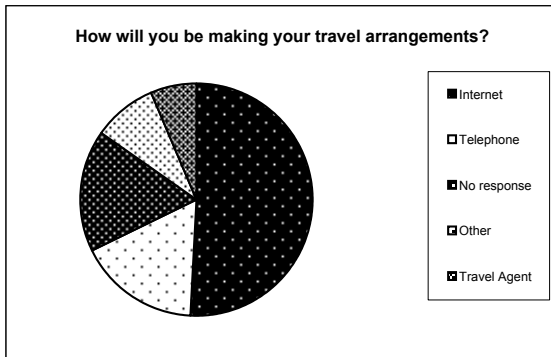
**Number Percent**

Q. How will you be making your travel arrangements?

Q. Are you visiting another destination in Northern California besides Sonoma County?

Internet	6,479	51.0%
Telephone	2,151	16.9%
No response	2,134	16.8%
Other	1,145	9.0%
Travel Agent	802	6.3%
<b>Total Count</b>	<b>12,711</b>	<b>100.0%</b>

San Francisco	3,930	30.9%
No response	3,788	29.8%
Napa Valley	3,019	23.8%
Monterey/Carmel	765	6.0%
Lake Tahoe/Reno	623	4.9%
Mendocino County	586	4.6%
<b>Total Count</b>	<b>12,711</b>	<b>100.0%</b>



## Acknowledgements

This report was produced in partnership with the Sonoma County Workforce Investment Board (WIB) and the Sonoma County Tourism Program (SCTP). They provided the resources and information necessary to better understand the tourism industry in Sonoma County.

Special thanks to Susanne Woodrum and Nancy Fuller of the Sonoma County Tourism Program for their patience and follow through with contracts and information. Also, thank you Scott Rosenblum of the Economic Development Board for his contribution to this report.

The Economic Development Board acknowledges Smith Travel Research for the use of its research and statistics.

The first section of this report is written by Economy.com on behalf of the Economic Development Board.

The SCTP data was created by Nancy Fuller, and the report was prepared by Nicole Knecht of the Sonoma County Economic Development Board.

---

Ben Stone