In 2020, the Sonoma County Economic Development Board (EDB) partnered with Russian River Brewing Company (RRBC) to measure the economic impact of the annual release of Pliny the Younger, their most famous beer. 40,000 bottles of Pliny the Younger were produced, all of which sold out within the two-week release period.

**ECONOMIC IMPACT**

**$5.1 MILLION**

**VISITOR TOTALS**

- **2.7** average group size
- **$194** spent per group

**ATTENDANCE**

- **10,843** visitors in Santa Rosa
- **12,682** visitors in Windsor

- **97%** said they would attend in the future

**AIRFARE & LODGING**

- **$580** average spend on airfare into Sonoma County Airport (STS)

- **$445** average spend on lodging in Sonoma County

**UNITED STATES**

47 states and the District of Columbia

**INTERNATIONAL**

14 countries

- Australia
- Canada
- Chile
- England
- France
- Germany
- India
- Japan
- Mexico
- Norway
- Poland
- Scotland
- Switzerland
- Ukraine

In 2020, the Sonoma County Economic Development Board (EDB) partnered with Russian River Brewing Company (RRBC) to measure the economic impact of the annual release of Pliny the Younger, their most famous beer. The EDB is especially thankful for the support of RRBC owners and RRBC staff who helped distribute and collect survey responses.

For more information, please visit www.SonomaEDB.org or call 707-565-7170.