



ECONOMIC IMPACT STUDY

PLINY THE YOUNGER

2016 RELEASE

In February 2016, the Sonoma County Economic Development Board (EDB) measured the economic impact of visitors traveling to Santa Rosa, CA for the annual release of Pliny the Younger, an internationally acclaimed craft beer, offered by the Russian River Brewing Company (RRBC). To gather both the quantitative and qualitative data specific to the event, the EDB distributed a survey during the two-week event, ultimately collecting responses from 35% of the total attendees. Summarized below are the highlights collected through surveying and data analysis.

Total economic impact, for this study and others, is comprised of three factors - direct, indirect and induced effects. The direct effect is tourist's aggregate expenditure within Sonoma County, and the indirect and induced effects are multiplier effects specific to supply chain and employee spending stimulated by the tourist spending. The total of these three effects is presented below.

Special thanks to Natalie and Vinnie Cilurzo, co-owners of RRBC, for their support and assistance. Look for this information to be further summarized, including a full methodology, in the 2016 Annual Sonoma County Craft Beverage Report to be released by the EDB in summer 2016.

2016 IMPACT

 **\$4.88 MILLION** 

in economic impact generated
by attendees traveling from outside of Sonoma County
specifically for the 2016 Pliny the Younger release

 **16,000+** TOTAL ATTENDEES  **61%** of attendees were TOURISTS
traveling specifically for Pliny the Younger

Of the 61% that traveled from outside of Sonoma County,

 AVERAGE PARTY SIZE - **2.9**  **40%** STAYED IN LOCAL LODGING

 AVERAGE SPENT - **\$73** per person
at RRBC  AVERAGE SPENT - **\$165** per night

 **43%** ATTENDED in the past  **83%** were FROM CALIFORNIA

 **92%** said they would ATTEND IN THE FUTURE

SPENDING TOP 5

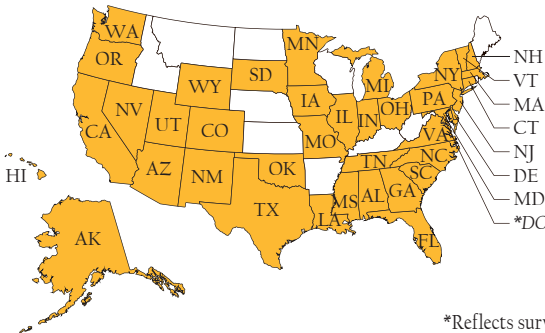


1. Breweries/Bars \$ 933,111
2. Restaurants \$ 872,386
3. Lodging \$ 501,075
4. Retail \$ 296,106
5. Transportation \$ 146,540

Survey results indicate that the largest expense for tourists, contributing to the Breweries/Bars category above, was from spending at RRBC. As is the case with economic impact reporting for specific events, the greatest spending impact was generated by the event itself. In total, survey participants were asked about 11 different spending categories, with the top five listed above, the six other categories were, in order of total spending impact: wineries (\$145,823), gasoline (\$93,494), airfare specific to the Sonoma County Airport (\$72,795), spa and personal care services (\$38,273), recreation and amusement activities (\$37,462), and travel and reservation services (\$12,073).

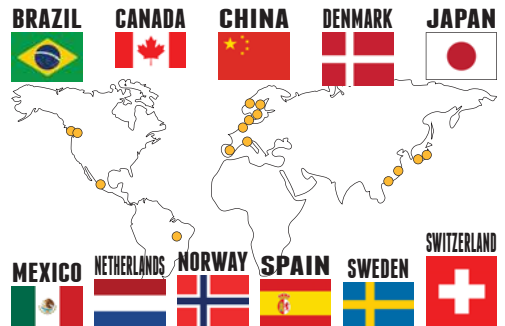
LOCATIONS REPRESENTED

 **UNITED STATES***
40 states | 418 cities



*Reflects survey sample

 **INTERNATIONAL***
11 countries | 15 foreign cities



THE BEER

Every year at the beginning of February, thousands of beer-lovers descend on Santa Rosa, CA to sample the world-famous Pliny the Younger, a triple IPA offered by Russian River Brewing Company. In 2009, the beer community website BeerAdvocate.com ranked Pliny the Younger as the “best beer” in the world, and since then the beer has gathered a cult-like following among enthusiasts. Released for just two weeks, and only available on draught, the beer attracts tourists from across the globe.



Photo: Chris Prevolos/SF Gate



Photo: Audrey Bendowski/EDB



Photo: Audrey Bendowski/EDB



Photo: John Burgess/The Press Democrat