



# 2018 Pliny the Younger Release

## ECONOMIC IMPACT

# \$3.36 MILLION

in economic impact generated by visitors traveling from outside of Sonoma County specifically for the 2018 Pliny the Younger release.

## SONOMA COUNTY VISITORS\*



### VISITOR TOTALS

**67%** tourists traveled specifically for Pliny the Younger

**2.83** average party size

**\$74.94** spent per person at Russian River Brewing Company



### ATTENDANCE

**47%** attended in the past

**93%** said they would attend in the future



### LODGING

**1.06** average number of nights

**39%** paid to stay in Sonoma County lodging

**\$200.80** per night

## LOCATIONS\*\*

### UNITED STATES



**40**  
STATES

**459**  
CITIES

AL CT HI IN MD MO NJ OH SC UT  
AZ DC IA KY ME MT NM OK SD VA  
CA FL ID LA MI NC NV OR TN WA  
CO GA IL MA MN NH NY PA TX WI  
WV

### INTERNATIONAL



**17**  
COUNTRIES

**28**  
CITIES

Australia Finland Ireland Norway  
Canada Germany Jamaica APO Pacific  
China Guam Japan Philippines  
England India Mexico Sweden  
Switzerland

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.

In 2018, the Sonoma County Economic Development Board (EDB) partnered with the Russian River Brewing Company (RRBC) to measure the economic impact of this release. The EDB is especially thankful for the support of RRBC owners Vinnie and Natalie Cilurzo and the RRBC staff who helped distribute and collect survey responses.

For more information about this report please visit [www.SonomaEDB.org/Data-Center/Industry](http://www.SonomaEDB.org/Data-Center/Industry) or call 707-565-7170.

\*Based on 1457 survey responses representing 4118 participants traveling specifically for Pliny the Younger.

\*\*Based on 2258 survey responses representing 6122 participants.

