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Sonoma County Business Journal

SONOMA COUNTY BOARD OF SUPERVISORS
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EXECUTIVE SUMMARY

June 2018

The Sonoma County Economic Development Board (EDB), in partnership with Visitor Centers throughout the County, is pleased to present the 2018 Sonoma County Visitor Center Report. This report gives an overview of what the Visitor Centers achieved during calendar year 2017 and introduces various Centers throughout the County.

HIGHLIGHTS

Sonoma County Visitor Centers handled over 80,000 inquiries by phone, email and mail.

Sonoma County Visitor Center assisted over 306,000 walk-in visitors.

Sonoma County Visitor Centers had a combined average monthly post reach of 373,920 on Facebook.

The Centers inform visitors to Sonoma County about attractions, events, hotels, restaurants, wineries, and many other things, and thus help strengthen local businesses. By providing personalized information on-site, the Visitor Centers’ services ideally complement Sonoma County Tourism’s work and help ensure that visitors get the best experience possible.

The EDB highly appreciates the active role that the Visitor Centers take in developing the local economy and we are looking forward to hearing more success stories in the years to come.

Thank you for your interest in the Economic Development Board’s research. For additional information, questions, comments, or suggestions please contact us at (707) 565-7170 or visit www.sonomaedb.org.
### OVERVIEW

<table>
<thead>
<tr>
<th>Visitor Center</th>
<th>Address</th>
<th>Website</th>
<th>Walk in Visitors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloverdale Chamber of Commerce and Visitor Center</td>
<td>126 North Cloverdale Blvd, Cloverdale, CA 95425</td>
<td><a href="http://www.CloverdaleChamber.com">www.CloverdaleChamber.com</a></td>
<td>2,882</td>
<td>8</td>
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<tr>
<td>Cotati Chamber of Commerce and Visitor Center</td>
<td>216 East School Street, Cotati, CA 94931</td>
<td><a href="http://www.Cotati.org">www.Cotati.org</a></td>
<td>n/a</td>
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</tr>
<tr>
<td>Geyserville Visitor Center and Museum</td>
<td>21060 A Geyserville Ave, Geyserville, CA 95441</td>
<td><a href="http://www.GeyservilleCC.com">www.GeyservilleCC.com</a></td>
<td>778</td>
<td>10</td>
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<tr>
<td>Healdsburg Chamber of Commerce and Visitors Bureau</td>
<td>217 Healdsburg Ave, Healdsburg, CA 95448</td>
<td><a href="http://www.Healdsburg.com">www.Healdsburg.com</a></td>
<td>5620</td>
<td>11</td>
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<tr>
<td>Petaluma Visitors Center</td>
<td>210 Lakeville Street, Petaluma, CA 94952</td>
<td><a href="http://www.VisitPetaluma.com">www.VisitPetaluma.com</a></td>
<td>12,679</td>
<td>12</td>
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<tr>
<td>Redwood Coast Chamber of Commerce and Visitor Center</td>
<td>39150 Highway One, Gualala, CA 95445</td>
<td><a href="http://www.RedwoodCoastChamber.com">www.RedwoodCoastChamber.com</a></td>
<td>1,612</td>
<td>13</td>
</tr>
<tr>
<td>Rohnert Park Chamber of Commerce and Visitor Center</td>
<td>101 Gold Course Drive, Suite C7, Rohnert Park, Ca 94928</td>
<td><a href="http://www.RohnertParkChamber.org">www.RohnertParkChamber.org</a></td>
<td>n/a</td>
<td>14</td>
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<tr>
<td>Russian River Chamber of Commerce and Visitor Center</td>
<td>16209 First Street, Guerneville, CA 95446 (For mail: P.O. Box 331)</td>
<td><a href="http://www.RussianRiver.com">www.RussianRiver.com</a></td>
<td>7,719</td>
<td>15</td>
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<td>Russian River Satellite Location at Korbel Winery</td>
<td>13250 River Road, Guerneville, CA 95446</td>
<td><a href="http://www.RussianRiver.com">www.RussianRiver.com</a></td>
<td>27,911</td>
<td>16</td>
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<tr>
<td>Visit Santa Rosa / California Welcome Center</td>
<td>9 Fourth Street, Santa Rosa, CA 95401</td>
<td><a href="http://www.VisitSantaRosa.com">www.VisitSantaRosa.com</a></td>
<td>58,610</td>
<td>17</td>
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<td>Sebastopol Chamber of Commerce and Visitor Center</td>
<td>265 South Main Street, Sebastopol, CA 95472</td>
<td><a href="http://www.Sebastopol.org">www.Sebastopol.org</a></td>
<td>777</td>
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<tr>
<td>Sonoma Coast Visitor Center</td>
<td>850 Highway One, Bodega Bay, CA 94923</td>
<td><a href="http://www.VisitBodegaBay.com">www.VisitBodegaBay.com</a></td>
<td>26,692</td>
<td>19</td>
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<tr>
<td>Sonoma Valley Visitors Bureau - Historic Plaza</td>
<td>453 First Street East, Sonoma, CA 95476</td>
<td><a href="http://www.SonomaValley.com">www.SonomaValley.com</a></td>
<td>25,582</td>
<td>20</td>
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<tr>
<td>Sonoma Valley Visitors Bureau - Cornerstone, satellite location</td>
<td>23570 Arnold Drive, Sonoma, CA 95476</td>
<td><a href="http://www.SonomaValley.com">www.SonomaValley.com</a></td>
<td>17,627</td>
<td>21</td>
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<tr>
<td>Windsor Chamber of Commerce and Visitors Center</td>
<td>9001 Windsor Road, Windsor, CA 95492 (For mail: P.O. Box 367)</td>
<td><a href="http://www.WindsorChamber.com">www.WindsorChamber.com</a></td>
<td>2,726</td>
<td>22</td>
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<tr>
<td>Fort Ross State Historic Park and Conservancy Visitor Center</td>
<td>19005 Coast Highway One, Jenner, CA 95450</td>
<td><a href="http://www.FortRoss.org">www.FortRoss.org</a></td>
<td>31,654</td>
<td>23</td>
</tr>
<tr>
<td>Stewards of the Coast and Redwoods - Armstrong Redwoods Visitor Center</td>
<td>17000 Armstrong Woods Road, Guerneville, CA 95446</td>
<td><a href="http://www.StewardsCR.org">www.StewardsCR.org</a></td>
<td>67,139</td>
<td>24</td>
</tr>
<tr>
<td>Stewards of the Coast - Jenner Visitor Center</td>
<td>10451 Highway One, Jenner, CA 95450</td>
<td><a href="http://www.StewardsCR.org">www.StewardsCR.org</a></td>
<td>16,379</td>
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</table>
VISITOR CENTERS COMBINED IMPACT

Visitor Centers play a vital role in the local tourism industry by welcoming travelers, providing information about local attractions, and organizing events for the community and tourists. There are currently 20 active, walk-in, “meet and greet” Visitor Centers in Sonoma County. Many of them are run by local Chambers of Commerce. Some, however, are affiliated with the State Parks located in Sonoma County or are organized independently as a stand-alone Visitor Center. Despite the differences in how they are organized and funded, they all have a common goal and purpose: to inform visitors about local attractions, help them find their way around, and make their stay as pleasant and enjoyable as possible. Considering the importance of tourism for Sonoma County’s economy, the services that the Visitor Centers provide contribute considerably to the economic progress and well-being of our community.

WALK IN VISITORS & INQUIRIES

During the Calendar year 2017, the 16 Visitor Center locations that made their numbers available together assisted over 306,000 walk-in visitors. The numbers peaked in July, when Sonoma County Visitor Centers welcomed almost 48,000 visitors.

13 locations reported a combined number of over 80,000 inquiries handled, either by phone, email or mail. This is an average of almost 7,000 per month.

NEW MEDIA REACH

13 of the 18 Visitor Centers reported their Facebook presence. Their combined average monthly post reach for 2017 was 373,920.

The Visitor Centers had a combined average of 177,950 visitors to their website per month. The total of visitors to all Visitor Center websites in 2017 was 2,135,434.
ABOUT

The Information Center has been operated by the Cloverdale Chamber of Commerce for over 35 years. It is identified by the “i” information sign on the Business Route 101/128. Several of its staff have completed the Certified Tourism Ambassador program, which allows them to provide top quality service to visitors.

The Cloverdale Information Center is the first stop in Sonoma County for all visitors arriving from the north on Highway 101 or 128. It provides significant services to the unincorporated area of Sonoma County by providing tourism information about Sonoma County as a whole, as well as information specific to the North County. The focus of these information requests lies primarily on wineries, redwoods, beaches and outdoor activities.

THE NUMBERS

2,882 Walk-in Visitors
57,691 Website Visitors
481 Inquiries Handled
138,709 Facebook Reach

International visitors from: Australia, Canada, France, Germany, India, Italy, Netherlands, New Zealand, Norway, Philippines, Sweden, Switzerland, UK, Uruguay
COTATI

ABOUT

The Cotati Chamber of Commerce is a member organization of business people and individuals who promote the economic well-being of the City of Cotati and adjacent lands. The Chamber fosters and promotes actions that enhance the local economy; provides employment, cultural, and recreational opportunities; and protects and preserves the environment.

The Visitor Center opened its doors at the current location in 2002. Various publications about Cotati and Sonoma County are available all week long in the racks outside of the center. Some of the main events and attractions in the region that attract many tourists include the Cotati Historical Museum, Sonoma State University and Green Music Center, Graton Casino, La Plaza Park, the annual Accordion Festival, Jazz Festival, Kids Day Festival & Parade, Oktoberfest, and the Farmers Market. Hosted by the Chamber are the Music Festival and the Oktoberfest.

Tourists are attracted by Cotati’s diversity of restaurants, such as Grav South Brewery and Flagship Taproom.
GEYSERVILLE

ABOUT
Geyserville, California, is about an hour and a half north of the Golden Gate Bridge, in beautiful Sonoma County. It boasts some of the most magnificent vineyards and talented winemakers in the world. Visitors come to Geyserville from around the world to experience the finest in food and wine, as well as our gorgeous, romantic countryside that rivals even the most exotic of European destinations.

THE NUMBERS
778 Walk-In Visitors
193,203 Website Visitors
486 Inquiries Handled
108,335 Facebook Reach
International Visitors from: Belgium, Canada, England, Finland, France, Netherlands, New Zealand, Poland, Scotland, South Africa

Address
21060 A Geyserville Ave
Geyserville, CA 95441

Hours of Operation
May - Nov, Fri, Sat & Sun: 12:30pm - 4:30pm

Number of Walk-In Visitors, Geyserville
January - December 2017

Number of Inquiries Handled, Geyserville
January - December 2017

Number of Website Visitors, Geyserville
January - December 2017

Source: Geyserville Chamber of Commerce
HEALDSBURG

ABOUT

The Healdsburg Visitors Bureau has been operating in this location since 1937, sharing space with the Healdsburg Chamber of Commerce until 2010 when the Chamber moved into new offices adjacent to the Visitors Bureau.

The building was built as part of the Works Project Administration (WPA) projects and is a dedicated historical building.

Recently, Healdsburg launched the app “Healdsburg Hub”. With a large listing of local restaurant, wineries and shops, the app is designed to help tourists plan their visit to the town.

THE NUMBERS

5,620 Walk-In Visitors
234,193 Website Visitors
1,505 Inquiries Handled
443,000 Facebook Reach (July-December)

Address
217 Healdsburg Avenue
Healdsburg, CA 95448

Hours of Operation
May-Oct, Mon- Fri: 10:00am - 4:00pm
Sat & Sun: 10:00am - 3:00pm
Nov-Apr, Sat & Sun: 11:00am - 2:00pm
ABOUT

Nestled along the Petaluma River, Petaluma is one of California’s oldest cities and has proudly preserved its cherished 19th century charm. Downtown boasts some of the best examples of iron-front buildings in the entire US and is listed on the National Register of Historic Places. Other historic attractions include Petaluma Adobe Historic State Park and the Petaluma Historical Library and Museum, a former Carnegie Library built in 1904.

Located adjacent to the SMART train platform, the Visitors Center is open seven days a week. The Mission-Revival style building was built in 1914 as a depot for the Northwestern Pacific Railroad. Visitors frequently ask about its history and we enjoy sharing that the tile floor, fireplace and wood beam ceiling are original.

The Petaluma events calendar is packed with festivals and celebrations that show our personality and passion for community. Petaluma’s Butter & Egg Days pays tribute to our rich agricultural heritage and Petaluma’s place in history as the “World’s Egg Basket.” Originally created in the 1900’s to promote Petaluma as part of National Egg Day, the parade has grown to more than 130 parade units attracting 25,000 people into downtown. Spring and Fall Antique Faires, Rivertown Revival, the Art & Garden Festival and Salute to American Graffiti are just a few more of our most popular events.

The Petaluma Visitors Program operates under the umbrella of the Petaluma Downtown Association, creating beneficial synergy for both organizations.

THE NUMBERS
12,679 Walk-In Visitors
702,451 Website Visitors
7,377 Inquiries Handled
467,067 Facebook Reach
International Visitors from: Australia, Canada, Europe, Japan
ABOUT
Redwood Coast Visitors Center is the “Gateway” to Sonoma County via PCH Highway 1 from the north. We are also home to the local Chamber of Commerce. We serve 60 miles of incredible, breathtakingly-beautiful coastline. Centrally located, we carry a sizeable collection of information and brochures on all points of interest from both Sonoma and Mendocino Counties between Fort Ross and Fort Bragg. The Visitor’s Center office is Located in the Forte Gualala building, 39150 Highway 1, on the ocean (west) side of Highway 1. Look for the i sign!

THE NUMBERS
1,612 Walk-In Visitors
10,006 Website Visitors
7,213 Inquiries Handled
4,273 Facebook Reach
International Visitors from: Australia, Canada, France, Germany, Hungary, Israel, Italy, Netherlands, New Zealand, Poland, UK, Ukraine
ABOUT

The Rohnert Park Visitor Center is integrated in and run by the Rohnert Park Chamber of Commerce. Rohnert Park, the Friendly City, home to Sonoma State University, the Green Music Center; where you can see year-round performances of classical, contemporary, jazz, chamber and world music artists in concert, the first Amy’s Kitchen all-vegetarian drive-thru, Graton Resort & Casino that includes 200 hotel rooms and suites, a luxurious spa, 20,000 square feet of event and convention space, complete entertainment experience, upscale and casual dining, and Sonoma County Distilling Company; producer of high quality whiskeys.

The Rohnert Park Chamber of Commerce offers community events throughout the year: Hot Crab Feed, Business Showcase, Nine & Networking Golf Tournament, and Holiday Lights Celebration. They also offer Networking Events; Noon Times Luncheons, Women in Business Luncheons/Mixers, After Hours Mixers and Ribbon Cuttings. The mission is to create an environment in Rohnert Park in which businesses can thrive economically, socially and culturally and to improve the quality of life in the community.

THE NUMBERS

51,500 Website Visitors
86,558 Facebook Reach

Address
101 Golf Course Drive, Suite C7
Rohnert Park, CA 94928

Hours of Operation
Mon - Fri: 9:00am - 5:00pm

Monthly Facebook Post Reach, Rohnert Park
January - December 2017

Number of Website Visitors, Rohnert Park
January - December 2017
RUSSIAN RIVER

ABOUT
The Chamber is a nonprofit organization with approximately 270 member businesses. Ranging in size from the smaller micro-business to mid-size firms to large international companies, they represent every industry sector and all areas of Western Sonoma County.

In addition to the aspects mentioned above, the Chamber is running two Visitor Centers in the Russian River area: The main location is at the historical bridge in Guerneville, the satellite location is at Korbel in the old train depot.

THE NUMBERS
7,719 Walk-In Visitors
45,086 Website Visitors
42,680 InquiriesHandled

Address
Physical: 16209 First Street  Mailing: P.O. Box 331 Guerneville, CA 95446

Hours of Operation
May - Oct, Mon- Sat: 10:00am - 5:00pm
Sun: 10:00am - 3:00pm
Nov - Apr, Mon - Sat: 10:00am - 5:00pm

Number of Walk-In Visitors, Russian River
January - December 2017

Number of Inquiries Handled, Russian River
January - December 2017

Number of Website Visitors, Russian River
January - December 2017
RUSSIAN RIVER - SATELLITE AT KORBEL

Address
13250 River Road
Guerneville, CA 95446

Hours of Operation
May - Oct, Mon - Sun: 10:00am - 4:00pm
Nov - Apr, Mon - Sun: 10:00am - 3:15pm

THE NUMBERS
27,911 Walk-In Visitors
63 inquiries handled
ABOUT

The California Welcome Center in Santa Rosa is operated by Visit Santa Rosa and the Santa Rosa Metro Chamber in partnership with Visit California Tourism. Originally opened in 1997 as the Santa Rosa Visitors Center, in 2003 it became a recognized California Welcome Center.

In the most recent survey by Visit California, the Santa Rosa Welcome Center was consistently rated as one of the top centers for providing information, brochures and a great retail experience. The Center is one of the few in Sonoma County to be open 361 days.

THE NUMBERS

58,610 Walk-In Visitors
152,169 Website Visitors
7,182 Inquiries Handled
587,950 Facebook Reach

Address
9 Fourth Street
Santa Rosa, CA 95401

Hours of Operation
Mon - Sun: 9:00am - 5:00pm
SEBASTOPOL

ABOUT

Sebastopol is located 55 miles north of San Francisco in beautiful Sonoma County, California. Serving as the hub of Western Sonoma County, Sebastopol is surrounded by majestic rolling hills in the diverse landscape of a rich agricultural heritage. Gateway to the breathtaking Sonoma Coastline and Russian River Redwood Corridor, Sebastopol is bordered on the East by the Laguna de Santa Rosa Wetlands Preserve. Sebastopol offers the charm of a small town community with the cultural and recreational activities of big city sophistication. The Sebastopol Visitors Center is located in the front of the Chamber office. Rack cards and brochures are kept full with information about local restaurants, nearby destinations and business information.

THE NUMBERS

777 Walk-In Visitors
124,133 Website Visitors
335 Inquiries Handled
35,614 Facebook Reach

International Visitors from: Australia, Canada, China, Denmark, France, Germany, Italy, Namibia, Netherlands, New Zealand, South Africa, Spain, UK

Address
265 South Main Street
Sebastopol. CA 95472

Hours of Operation
Mon - Fri: 10:00am - 5:00pm
Sat: 10:00am - 3:00pm
24-hour walk-up visitor information

Number of Walk-In Visitors, Sebastopol
January - December 2017

Number of Inquiries Handled, Sebastopol
January - December 2017

Number of Website Visitors, Sebastopol
January - December 2017

Source: Sebastopol Chamber of Commerce & Visitor Center
SONOMA COAST

ABOUT
Now managed by the Bodega Bay Area Chamber of Commerce, the Sonoma Coast Visitor Center has moved to larger quarters. Decorated in a contemporary beach theme to reflect the local scenery, the new location also features works by local artists.

The Sonoma Coast Visitor Center provides friendly, quick answers to questions about the more than 50 miles of beautiful Sonoma County coastline. Get details about where to eat, places to stay, beaches to visit, and even maps for tour locations where Alfred Hitchcock’s classic thriller “The Birds” was filmed.

THE NUMBERS
26,692 Walk-In Visitors (January-October)
1,361 Inquiries Handled
1,463 Facebook Reach (January-September)

Address
913 Highway 1
Bodega Bay, CA 94923

Hours of Operation
Spring - Fall, Mon - Sat: 9:00am - 5:00pm
Sun: 10:00am - 5:00pm
Winter: Like rest of the year, but closed Wed.
SONOMA VALLEY - HISTORIC PLAZA

ABOUT
The Sonoma Valley Visitors Bureau, under the consumer brand name Experience Sonoma Valley, California, manages two visitor centers: 1) Historic Sonoma Plaza; 2) Cornerstone Sonoma. The visitor center on the Historic Sonoma Plaza serves as the main office for all visitor services, destination brand development, sales & marketing efforts, and operations. Sonoma Valley’s destination promise to guests visiting our destination is “It’s easy to enjoy our relaxed wine country lifestyle in a charming vintage escape. The true taste of California, welcoming and naturally friendly. The art of enjoying life,” which resonates in the efforts of 13 team members and 50+ volunteers.

THE NUMBERS
25,582 Walk-In Visitors (6,716 International)
288,976 Website Visitors
2,174,752 Facebook Reach
7,362 Inquiries Handled (Historic Plaza + Cornerstone)
SONOMA VALLEY - CORNERSTONE

THE NUMBERS
17,627 Walk-In Visitors (2,134 International)
International Visitors from: Argentina, Australia, Austria, Bahamas, Belgium, Brazil, Canada, China, Colombia, Czech Republic, Denmark, England, Estonia, Finland, France, Germany, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Jordan, Liberia, Lithuania, Mexico, Netherlands, New Zealand, Norway, Pakistan, Poland, Portugal, Russia, Saudi Arabia, Scotland, Singapore, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, UK, Uruguay

Address
23570 Arnold Drive
Sonoma, CA 95476

Hours of Operation
Mon - Sun: 10:00am - 4:00pm

Source: Sonoma Valley Visitors Bureau

Number of Walk-In Visitors, Sonoma Valley - Cornerstone
January - December 2017

Source: Sonoma Valley Visitors Bureau
ABOUT

The Windsor Chamber of Commerce and Visitors Center is located at the corner of Windsor River Road and Windsor Road in the Depot building in the heart of downtown Windsor.

Windsor’s location at the center of Sonoma County’s famous Wine Country, combined with its characterization as a relaxing, welcoming, friendly, family-oriented destination makes it an ideal place to visit or make your home. Windsor offers a wide variety of services, parks and recreational amenities, wineries and breweries, restaurants and a popular Farmers Market, ease of access to the Charles M. Schulz Sonoma County Airport and Highway 101, and a well-planned, picturesque Old Downtown.

THE NUMBERS (JULY - DECEMBER)

2,726 Walk-In Visitors
26 Website Visitors
152 Inquiries Handled
19,051 Facebook Reach

Address
9001 Windsor Road
Windsor, CA 95492

Hours of Operation
Mon - Fri: 8:30am - 4:30pm
Sat & Sun: 10:00am - 3:00pm

Number of Walk-In Visitors, Windsor
January - December 2017

Number of Inquiries Handled, Windsor
January - December 2017

Monthly Facebook Post Reach, Windsor
January - December 2017

Source: Windsor Chamber of Commerce & Visitors Center
FORT ROSS

ABOUT
The Visitor Center was built in 1985 by California State Parks and is operated by the cooperating association, Fort Ross Conservancy (FRC). The Conservancy maintains a fully stocked book and gift shop with the largest selection of Russian American History north of San Francisco, and also maintains the library, and the auditorium.

Fort Ross Conservancy bookshop sells books, memorabilia, jewelry, and childrens items related to Fort Ross’ natural and cultural history. It also carries a nice selection of Russian chocolate and Russian snack foods as well as a wonderful selection of natural history guides, historical books related to the breadth of Fort Ross history, and hard-to-find books on Russian America. For FRC members and visiting scholars, FRC provides access to an extensive research library of Fort Ross-related documents.

THE NUMBERS
31,654 Walk-In Visitors
2,400 Website Visitors
7,567 Inquiries Handled
1,200 Facebook Reach

Address
19005 Coast Highway One
Jenner, CA 95450

Hours of Operation
Thur - Sun: 10:00am - 4:30pm

Number of Walk-In Visitors, Fort Ross
January - December 2017

Number of Inquiries Handled, Fort Ross
January - December 2017

Number of Website Visitors, Fort Ross
January - December 2017
ABOUT

Stewards of the Coast and Redwoods (Stewards) is a non-profit organization that partners with the Russian River Sector of California State Parks. State Parks depend on Stewards to provide funding for the Volunteer in Parks Program (VIPP), environmental education programs that serve 6,000 youth a year, resources management and stewardship projects, and to assist in the development of interpretive facilities and displays. The Nature Stores located inside their Visitor Centers help to provide much needed funding for their popular education programs.

Stewards stepped up to operate Austin Creek State Recreation Area and visitor services in Armstrong Redwoods in 2012, when State Parks were threatening to close. On the Sonoma Coast Stewards also manages stewardship projects twice a month and supports numerous marine education programs for visitor and school/youth groups. A new Mobile Marine Education Van (Steward Ship) goes to schools, appears at special events and is on the coast some weekends to provide an educational hands-on experience for visitors of all ages.

THE NUMBERS

67,139 Walk-In Visitors
22,800 Website Visitors per month
35,000 Facebook Reach per month

Address
17000 Armstrong Woods Road
Guerneville, CA 95446

Hours of Operation
Mon - Sun: 10:00am - 4:00pm

Number of Walk-In Visitors, Armstrong Redwoods
January - December 2017

Source: Stewards of the Coast - Armstrong Redwoods Visitor Center
THE NUMBERS
16,379 Walk-In Visitors

Address
10451 Highway One
Jenner, CA 95450

Hours of Operation
Mon- Fri: 11:00am - 3:00pm
Sat - Sun: 10:00am - 4:00pm

Number of Walk-In Visitors, Jenner
January - December 2017

Source: Stewards of the Coast - Jenner Visitor Center
SONOMA COUNTY TOURISM

ABOUT

Sonoma County Tourism (SCT) is the official destination marketing organization for California’s Sonoma County. SCT is a private, non-profit marketing and sales organization dedicated to increasing overnight stays.

With a staff of sales, marketing & public relations, communications, and administrative professionals, Sonoma County Tourism promotes Sonoma County as a desirable overnight destination to three main markets: leisure, meetings and groups (including weddings) and tour and travel.

Sonoma County Tourism acts as a virtual visitor center through its website by providing thousands of business listing, itineraries, interactive maps, travel tips, and in-depth articles on attractions and events. They produce the annual Sonoma County visitor guide and map, which have a combined print run of 500,000 and which is mailed to thousands of potential travelers every week, in addition to being distributed around California.

Sonoma County Tourism supports the Visitor Centers by providing promotional material, including maps and visitor guides as well as running the Certified Tourism Ambassador program. More information about SCT and its free programs can be found at www.sonomacounty.com/partners.

THE NUMBERS

276,416 Facebook Likes
122,227 Average Facebook Reach
28,693 Twitter Followers
9,325 Tweets (total)
21,504 Instagram Followers
168 Snapchat Followers

Address
400 Aviation Blvd #500
Santa Rosa, CA 95403

Hours of Operation
Mon - Fri: 9:00am - 5:00pm

Visitor Centers operate on a local level to greet and inform visitors of all that Sonoma County has to offer. Sonoma County Tourism acts as a virtual visitor center and promotes the entire county as a travel destination to domestic and international travelers.

Sonoma County Tourism provides Visitors Centers with maps and the official Visitors Guide to Sonoma County.
METHODOLOGY

The Sonoma County Economic Development Board collected data from the participating Visitor Centers through a standardized spreadsheet, which was structured in a way that allowed the data to be as detailed as possible. 15 Visitor Centers returned the spreadsheet with information on their 18 locations for calendar year 2017. The numbers were then aggregated to reach an estimate of how many people demanded the Centers’ services in the previous year.

Please note that exact counts were not always available. In these cases, we asked the Centers to provide realistic estimates of their numbers. Therefore, the numbers in this report might vary to a certain extent from the actual figures. However, the intent of this report is to provide the public with a general overview of how diverse our Visitor Centers are and how they serve visitors to Sonoma County.

ACKNOWLEDGMENTS

The Sonoma County Economic Development Board would like to thank all the Visitor Centers for their extraordinary work and important contribution to the local tourism industry. A special thank you goes to all the Centers that contributed their information and input to this report!

The Sonoma County Economic Development Board would also like to thank Brad Calkins and Sonoma County Tourism for their input on this report. The Sonoma County Visitor Center Report was prepared by the Economic Development Board’s project coordinator Alissa Siara.