

# 2019 RUSSIAN RIVER BREWING CO. PLINY THE YOUNGER RELEASE

## ECONOMIC IMPACT

# \$4.16 MILLION

generated by visitors traveling from outside of Sonoma County specifically for the 2019 Pliny The Younger Release



### SANTA ROSA

**47.7%** of visitors

### WINDSOR

**52.3%** of visitors

#### VISITORS TOTALS



**73%** of tourists traveled specifically for Pliny The Younger

**3.02** average party size

**\$59.38** spent per visitor at Russian River Brewing Company

#### ATTENDANCE



**50.7%** attended in the past

**96%** said they would attend in the future

#### LODGING

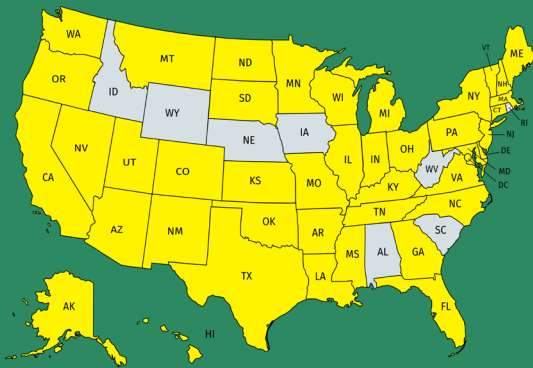


**1.8** nights spent by visitors in Sonoma County on average

**35.7%** of tourists paid to stay in Sonoma County lodging

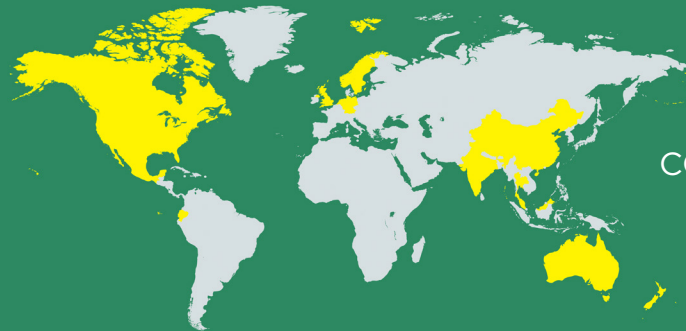
**\$289.78** spent per night on lodging on average

#### UNITED STATES



**42**  
STATES  
**400**  
CITIES

#### INTERNATIONAL



**14**  
COUNTRIES  
**19**  
CITIES

Australia	Germany	Mexico	Thailand
Canada	Netherlands	New Zealand	UK
China	India	Norway	
Ecuador	Malaysia	Sweden	

In 2019, the Sonoma County Economic Development Board (EDB) partnered with the Russian River Brewing Company (RRBC) to measure the economic impact of the release of Pliny The Younger, their most famous beer. The EDB is specially thankful for the support of RRBC owners Vinnie and Natalie Cilurzo and the RRBC staff who helped distribute and collect survey responses. All information contained within this report has been prepared for the exclusive use and benefit of the Russian River Brewing Company and was obtained from sources believed to be accurate and complete, and as such the EDB does not guarantee the accuracy of these results.



For more information, please visit [www.sonomaEDB.org](http://www.sonomaEDB.org) or call 707-565-7170.

*This information is based on 2396 surveys representing 6291 participants that visited the RRBC during the PTY Release.*