



SONOMA COUNTY RESTAURANT WEEK

ECONOMIC IMPACT REPORT

2023



February 20-26, 2023, local residents and visitors enjoyed culinary delights during the **14th Annual Sonoma County Restaurant Week**.

Throughout the week, diners chose from \$5 sweet perks and prix fixe lunch and dinner menus priced at \$15, \$25, \$35, and \$55.

Restaurants were asked to submit number of restaurant week meals sold and total foot traffic for the week. The results of the economic impact analysis are below.



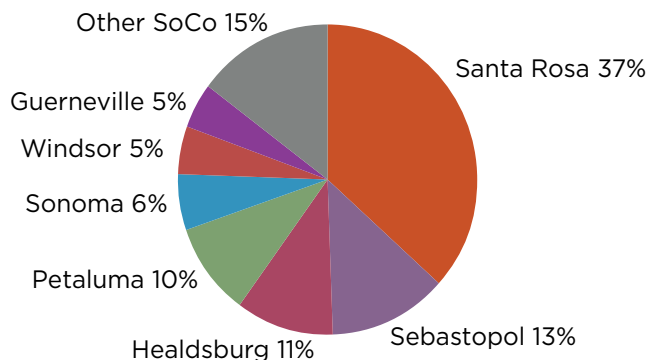
PARTICIPATION

103 participating restaurants

11,163 estimated Restaurant Week Meals sold

64,631 estimated diners during Restaurant Week

RESTAURANT LOCATIONS:



ECONOMIC IMPACT

\$4.9 Million estimated total local economic impact of spending during Sonoma County Restaurant Week

Including:

- **\$3.1 Million** estimated *direct impact*¹ due to spending during Restaurant Week
- **\$1.8 Million** estimated *indirect and induced impact*^{2,3} due to spending during Restaurant Week
- **\$50,534** estimated local, taxes generated due to spending during Restaurant Week

Of the \$4.9 Million economic impact, we estimated that **\$1 Million was generated by Restaurant Week meals and encouragement from Restaurant Week advertising.**

DEFINITIONS AND METHODOLOGY

Definitions:

¹*Direct Impact:* Estimated expenditures of diners during restaurant week.

²*Indirect Impact:* Business to business purchases in the supply chain taking place in Sonoma County that stem from the initial spending during Restaurant Week.

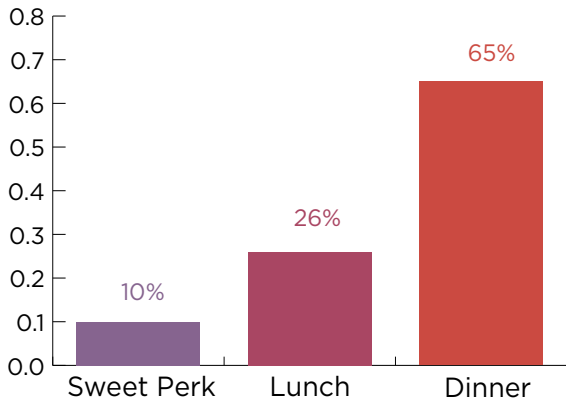
³*Induced Impact:* Values stemming from spending of employees within the Sonoma County business' supply chain.

Methodology: Economic impact data for this report was collected by surveying participating restaurants and event attendees during and after the event. 713 event attendees and 62% of participating restaurants filled out a survey. This data was used to calculate an estimated total revenue number that can be input into an economic impact assessment software system (IMPLAN). This software system allows its user to develop local-level input-output models that can estimate the economic impact of events. For more questions regarding calculations made in this report, please email restaurantweek@sonoma.county.org

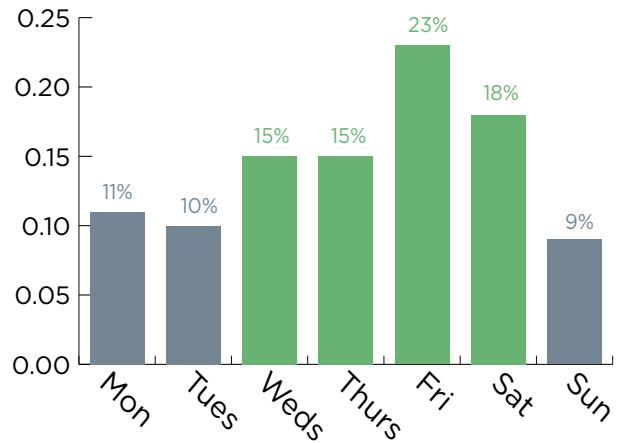


CUSTOMER SURVEY

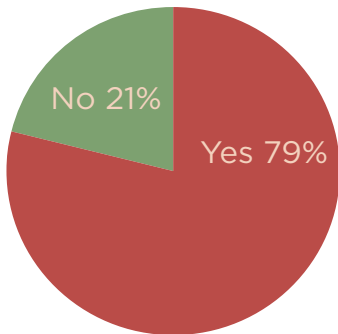
Which meal did you eat?



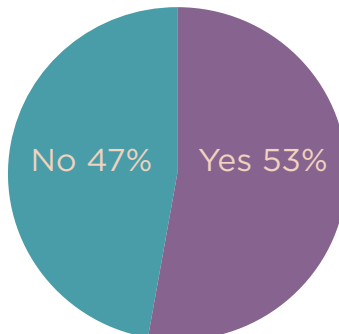
What day did you go to Restaurant Week?



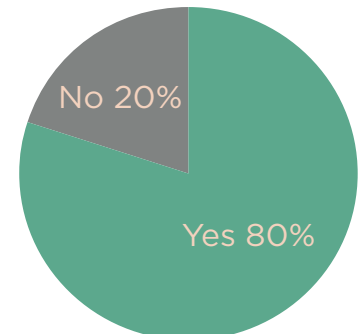
Did Restaurant Week encourage you to dine out?



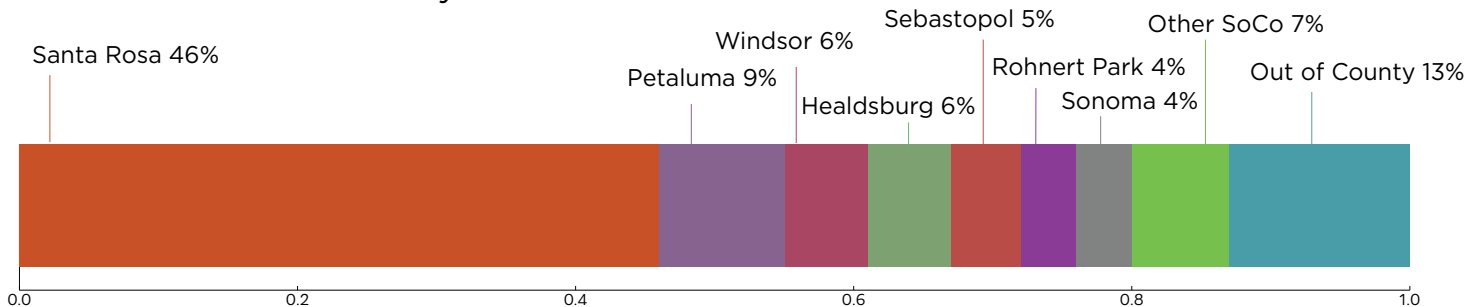
Have you eaten at this restaurant before?



Did you order off the Restaurant Week menu?



87% of survey respondents reported as being local Sonoma County residents. See which cities and towns they came from:



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