

PLINY THE YOUNGER RELEASE

Russian River Brewing Company launched their 19th annual Pliny the Younger Triple IPA in March of 2023, including the fourth bottling of the beer. 41,000 bottles of Pliny the Younger were produced, all of which sold out within the two-week release period.

ECONOMIC IMPACT

\$6.3 MILLION



VISITOR TOTALS

2.9 average group size
\$290 spent per person



SPEND BY INDUSTRY

\$366 average spend on airfare into Sonoma County Airport (STS)

\$656 average spend on lodging in Sonoma County

80% of money spent by survey participants went towards Lodging or Food Services

20% of money spent by survey participants was spent on Transportation, Retail, and other activities such as the Casino, Dancing, Golf, Movies, Olive Oil, Outdoor Recreation, and Family Friendly activities



ATTENDANCE

11,439 visitors in Santa Rosa

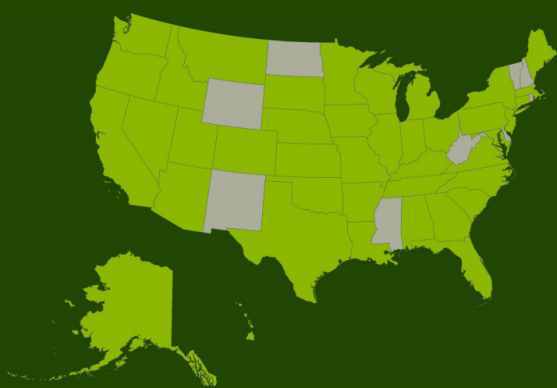
13,164 visitors in Windsor

98% said they would attend in the future

64% are returning customers

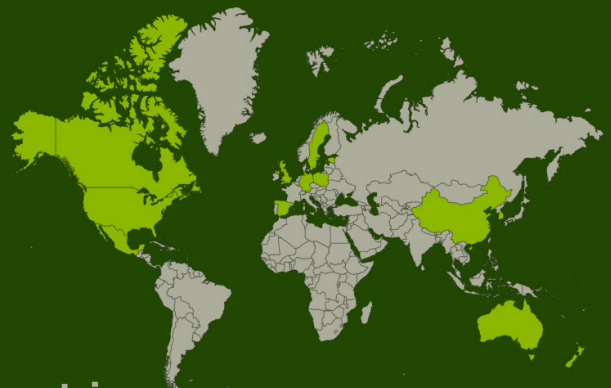
4.3 average years attended for returning customers

UNITED STATES



41 states & Guam visited Russian River Brewing Co. during the annual release from March 24th through April 6th

INTERNATIONAL



12 countries

Australia	Estonia	New Zealand	Spain
Canada	Germany	Poland	Sweden
China	Mexico	South Korea	United Kingdom

In 2023, the Sonoma County Economic Development Board (EDB) partnered with Russian River Brewing Company (RRBC) to measure the economic impact of the annual release of Pliny the Younger, their most famous beer. The EDB is especially thankful for the support of RRBC owners and staff who promoted and helped collect survey responses.

