

Pliny the Younger 20th Anniversary



HIGHLIGHTS

\$8.6 million
in total economic impact

25,252 attendees

\$329 average group spending at Russian River Brewing Co.

ECONOMIC IMPACT

\$5,404,082
direct impact¹

\$2,898,679
indirect and induced impact^{2,3}

\$284,331
local taxes generated

ATTENDANCE

12,655 Santa Rosa visitors

99% would attend future Pliny releases

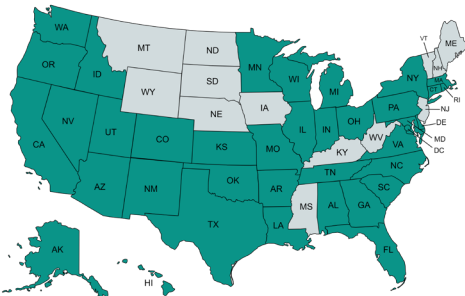
3.6 average group size

12,597 Windsor visitors

65% of attendees are returning customers

6 average years attended for returning customers

VISITOR MAP



40 states & territories

7 countries

VISITOR SPENDING

69%

of visitor spending went towards Food Service and Accommodations during their trip to Sonoma County.

31%

of visitor spending went towards other expenses, including Entertainment, Wineries, Retail, and Transportation.

\$272 average STS ticket cost

261 direct hotel bookings from Pliny attendees

HISTORICAL IMPACTS

\$6.3
million in 2023

\$6.1
million in 2022

\$5.1
million in 2020

\$4.2
million in 2019

\$3.4
million in 2018



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Economic impact data for this report was collected by surveying participants after the event weekend and by event organizers. 2,019 respondents took the survey, 1,438 of those respondents were visitors (reside outside Sonoma County). Data on tourist spending was used to calculate an estimated total estimated direct spending 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. Data on attendance was provided by the event organizer.

¹Direct Impact: Estimated expenditures of Pliny the Younger travel parties.

²Indirect Impact: Business to business purchases in the supply chain taking place in Sonoma County that stem from the initial spending of Pliny the Younger travel parties.

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