

Sonoma County Restaurant Week

2026 Economic Impact Report

Measuring the impacts of Restaurant Week, which ran from Feb 23 - March 1, 2026

HIGHLIGHTS

\$1.6 Million

Total economic output generated by patrons who dined at restaurants **specifically for Restaurant Week, which includes \$921 thousand in value added to Sonoma County's economy.**

\$817K

Revenue generated from patrons encouraged to dine out due to the Restaurant Week campaign.

\$696K

Revenue generated from menus specifically designed for Restaurant Week.

133

Participating restaurants, up **4.7%** from Restaurant Week 2025

17.9K

Restaurant Week Prix Fixe Menu Items sold throughout Restaurant Week.

25.6K

Total Estimated patrons who were encouraged or influenced to dine out at a participating restaurant because of Restaurant Week.

52%

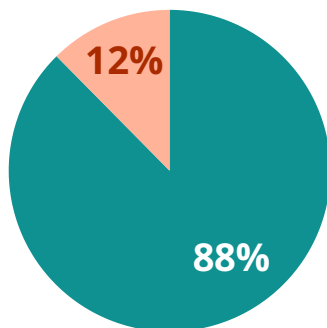
Percentage of first-time Restaurant Week diners.

DINER DATA

Geographic Makeup of Diners

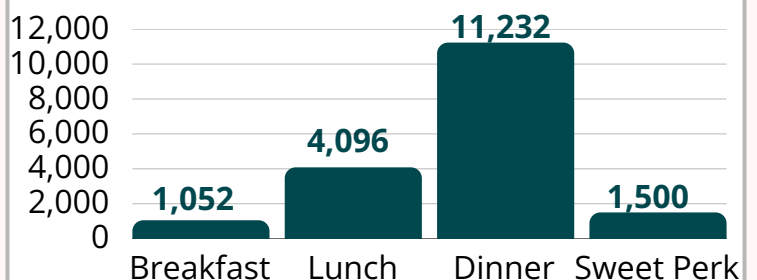
Restaurant Week, 2026

■ Sonoma County Diners ■ Out-of-County Diners



Estimated Meals Purchased from the Restaurant Week Menu

February 23 - March 1, 2026



\$39

Average per-person bill, all diners

95%

Of diners trying a restaurant for the first time would return

65K

Total estimated Restaurant Week diners

METHODOLOGY

Each year, the Economic Development Collaborative (EDC) conducts an analysis of the local economic impact of Sonoma County Restaurant Week, which took place February 23 - March 1 2026.

This year’s analysis utilizes REMI PI+ (Policy Insight Plus), one of the most trusted economic modeling tools, to measure total economic output and job creation. This economic modeling software is widely used by government agencies and research institutions.

- **REMI PI+** was used to estimate the total economic output and job impacts. REMI’s dynamic software combines input-output analysis, computable general equilibrium modeling, econometric forecasting, and spatial economics to simulate how economic changes in one sector influence others over time. To learn more about REMI’s PI+ model, visit <https://www.remi.com/model/pi/>.

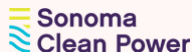
To produce reliable inputs for these models, the EDC built, distributed, and analyzed comprehensive surveys for customers and participating restaurants. These surveys gathered data on total revenue, number of diners, and the share of patrons from within and outside Sonoma County. The findings are based on a statistically significant sample, achieving a 95% confidence level when compared to the total number of participating establishments and event patrons.

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sonomaedc.org
(707) 565-7170
edc@sonomacounty.gov

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