



ECONOMIC IMPACT

2024 Restaurant Week



HIGHLIGHTS

\$5.5 million

in total economic impact
⬆️ 12% increase from 2023

80,297

 estimated customers

14,148

 meals served

ECONOMIC IMPACT

\$3,272,928

direct impact¹

\$2,009,629

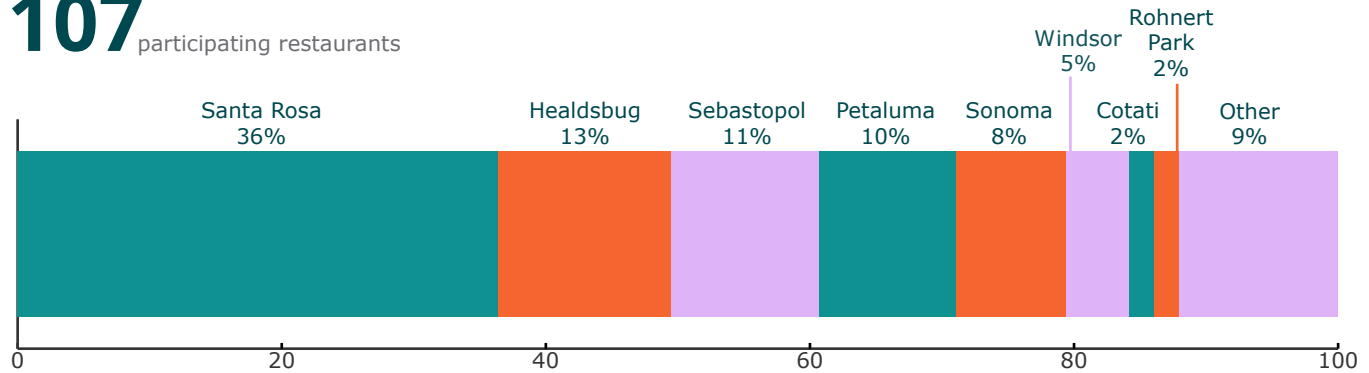
indirect and induced impact^{2,3}

\$185,293

local taxes generated

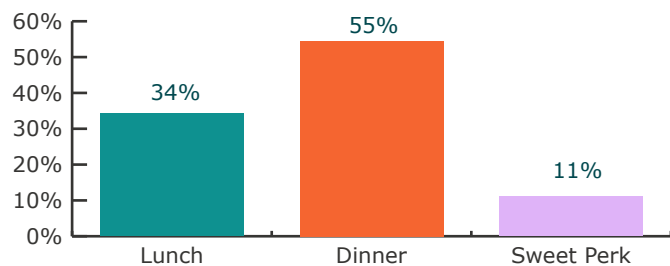
RESTAURANT LOCATION

107

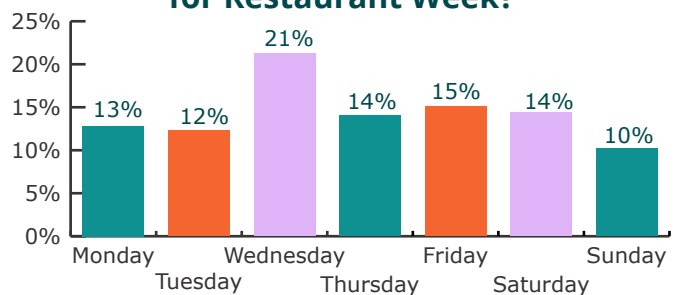
 participating restaurants

CUSTOMER SURVEY

What meal did you eat?

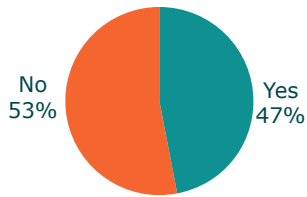


What day did you dine out for Restaurant Week?

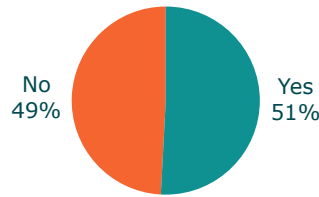


CUSTOMER SURVEY

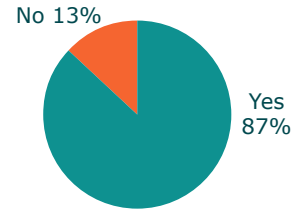
Is this your first Restaurant Week?



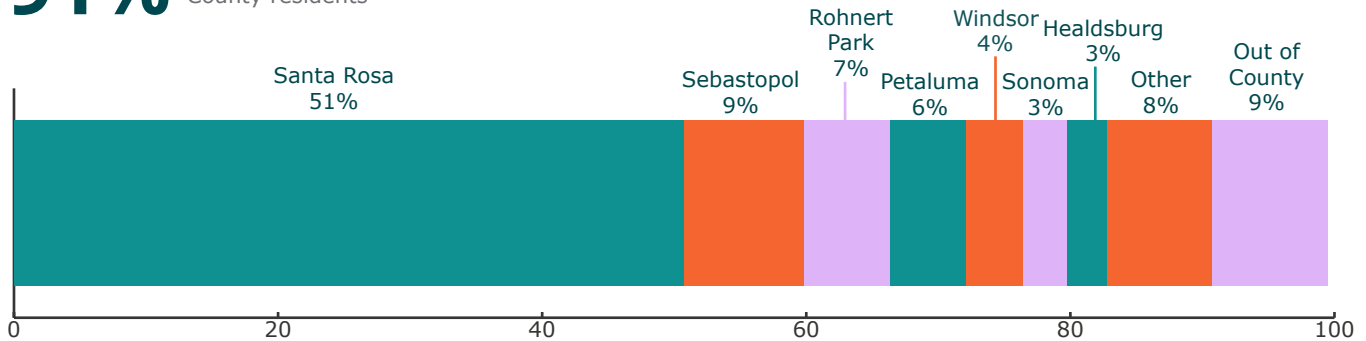
Have you eaten at this restaurant before?



Did Restaurant Week encourage you to dine out?



91% of respondents were Sonoma County residents



DEFINITIONS AND METHODOLOGY

¹*Direct Impact:* Estimated expenditures of Restaurant Week customers.

²*Indirect 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.

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

The economic impact data for this report was collected by surveying participating restaurants and customers during and after the event. 618 customer respondents and 55% of participating restaurants filled out the survey. Data on customer spending was used to calculate an estimated total direct spending number that can be input into an economic impact assessment software system (IMPLAN) This software allows its user to develop local-level input-output models that can estimate the economic impact of events.

EDB FOUNDATION SPONSORS

Foundation Level



Presenting Level



Premiere Level



Executive Level

Morgan Stanley

Pisenti & Brinker LLP

North Bay Association of REALTORS

Summit State Bank of



sonomaedb.org
(707) 565-7170
edb@sonomacounty.org

BOARD OF DIRECTORS

Ethan Brown, Executive Director
Kathryn Hecht, Chair
Jorge Alcazar
Skip Brand

Betzy Chávez
Linda Kachiu
Jordan Kivelstadt
Wayne Leach

Regina Mahiri
Richard Marzo
Nick Schwanz