



VISITOR CENTER REPORT

INDUSTRY REPORT

2018



ECONOMIC DEVELOPMENT BOARD

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SONOMA COUNTY BOARD OF SUPERVISORS



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EXECUTIVE SUMMARY

June 2018

The Sonoma County Economic Development Board (EDB), in partnership with Visitor Centers throughout the County, is pleased to present the 2018 Sonoma County Visitor Center Report. This report gives an overview of what the Visitor Centers achieved during calendar year 2017 and introduces various Centers throughout the County.

HIGHLIGHTS



Sonoma County Visitor Centers handled over 80,000 inquiries by phone, email and mail.



Sonoma County Visitor Center assisted over 306,000 walk-in visitors.



Sonoma County Visitor Centers had a combined average monthly post reach of 373,920 on Facebook.

The Centers inform visitors to Sonoma County about attractions, events, hotels, restaurants, wineries, and many other things, and thus help strengthen local businesses. By providing personalized information on-site, the Visitor Centers' services ideally complement Sonoma County Tourism's work and help ensure that visitors get the best experience possible.

The EDB highly appreciates the active role that the Visitor Centers take in developing the local economy and we are looking forward to hearing more success stories in the years to come.

Thank you for your interest in the Economic Development Board's research. For additional information, questions, comments, or suggestions please contact us at (707) 565-7170 or visit www.sonomaedb.org.



OVERVIEW

Visitor Center	Address	Website	Walk in Visitors	Page
Cloverdale Chamber of Commerce and Visitor Center	126 North Cloverdale Blvd Cloverdale, CA 95425	www.CloverdaleChamber.com	2,882	8
Cotati Chamber of Commerce and Visitor Center	216 East School Street Cotati, CA 94931	www.Cotati.org	n/a	9
Geyserville Visitor Center and Museum	21060 A Geyserville Ave Geyserville, CA 95441	www.GeyservilleCC.com	778	10
Healdsburg Chamber of Commerce and Visitors Bureau	217 Healdsburg Ave Healdsburg, CA 95448	www.Healdsburg.com	5620	11
Petaluma Visitors Center	210 Lakeville Street Petaluma, CA 94952	www.VisitPetaluma.com	12,679	12
Redwood Coast Chamber of Commerce and Visitor Center	39150 Highway One Gualala, CA 95445	www.RedwoodCoastChamber.com	1,612	13
Rohnert Park Chamber of Commerce and Visitors Information	101 Gold Course Drive, Suite C7 Rohnert Park, Ca 94928	www.RohnertParkChamber.org	n/a	14
Russian River Chamber of Commerce and Visitor Center	16209 First Street Guerneville, CA 95446 (For mail: P.O. Box 331)	www.RussianRiver.com	7,719	15
Russian River satellite location at Korbel Winery	13250 River Road Guerneville, CA 95446	www.RussianRiver.com	27,911	16
Visit Santa Rosa / California Welcome Center	9 Fourth Street, Santa Rosa, CA 95401	www.VisitSantaRosa.com	58,610	17
Sebastopol Chamber of Commerce and Visitor Center	265 South Main Street Sebastopol, CA 95472	www.Sebastopol.org	777	18
Sonoma Coast Visitor Center	850 Highway One Bodega Bay, CA 94923	www.VisitBodegaBay.com	26,692	19
Sonoma Valley Visitors Bureau - Historic Plaza	453 First Street East Sonoma, CA 95476	www.SonomaValley.com	25,582	20
Sonoma Valley Visitors Bureau - Cornerstone, satellite location	23570 Arnold Drive Sonoma, CA 95476	www.SonomaValley.com	17,627	21
Windsor Chamber of Commerce and Visitors Center	9001 Windsor Road Windsor, CA 95492 (For mail: P.O. Box 367)	www.WindsorChamber.com	2,726	22
Fort Ross State Historic Park and Conservancy Visitor Center	19005 Coast Highway One Jenner, CA 95450	www.FortRoss.org	31,654	23
Stewards of the Coast and Redwoods - Armstrong Redwoods Visitor Center	17000 Armstrong Woods Road Guerneville, CA 95446	www.StewardsCR.org	67,139	24
Stewards of the Coast - Jenner Visitor Center	10451 Highway One Jenner, CA 95450	www.StewardsCR.org	16,379	25

VISITOR CENTERS COMBINED IMPACT

Visitor Centers play a vital role in the local tourism industry by welcoming travelers, providing information about local attractions, and organizing events for the community and tourists. There are currently 20 active, walk-in, “meet and greet” Visitor Centers in Sonoma County. Many of them are run by local Chambers of Commerce. Some, however, are affiliated with the State Parks located in Sonoma County or are organized independently as a stand-alone Visitor Center. Despite the differences in how they are organized and funded, they all have a common goal and purpose: to inform visitors about local attractions, help them find their way around, and make their stay as pleasant and enjoyable as possible. Considering the importance of tourism for Sonoma County’s economy, the services that the Visitor Centers provide contribute considerably to the economic progress and well-being of our community.

WALK IN VISITORS & INQUIRIES

During the Calendar year 2017, the 16 Visitor Center locations that made their numbers available together assisted over 306,000 walk-in visitors. The numbers peaked in July, when Sonoma County Visitor Centers welcomed almost 48,000 visitors.

13 locations reported a combined number of over 80,000 inquiries handled, either by phone, email or mail. This is an average of almost 7,000 per month.

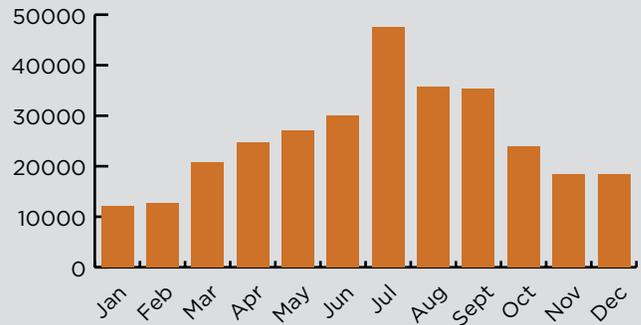
NEW MEDIA REACH

13 of the 18 Visitor Centers reported their Facebook presence. Their combined average monthly post reach for 2017 was 373,920.

The Visitor Centers had a combined average of 177,950 visitors to their website per month. The total of visitors to all Visitor Center websites in 2017 was 2,135,434.

Number of Walk-In Visitors, All Centers

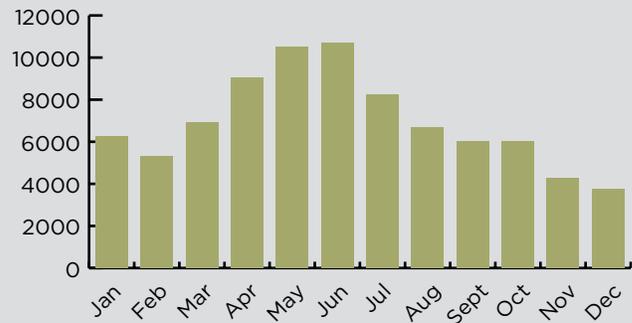
January - December 2017



Source: Sonoma County Economic Development Board

Number of Inquiries Handled, All Centers

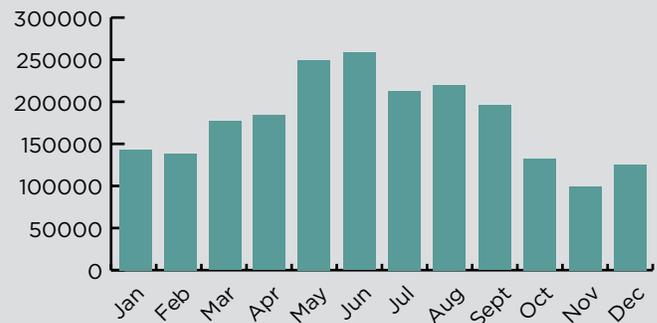
January - December 2017



Source: Sonoma County Economic Development Board

Number of Website Visitors, All Centers

January - December 2017



Source: Sonoma County Economic Development Board



CLOVERDALE

ABOUT

The Information Center has been operated by the Cloverdale Chamber of Commerce for over 35 years. It is identified by the “i” information sign on the Business Route 101/128. Several of its staff have completed the Certified Tourism Ambassador program, which allows them to provide top quality service to visitors.

The Cloverdale Information Center is the first stop in Sonoma County for all visitors arriving from the north on Highway 101 or 128. It provides significant services to the unincorporated area of Sonoma County by providing tourism information about Sonoma County as a whole, as well as information specific to the North County. The focus of these information requests lies primarily on wineries, redwoods, beaches and outdoor activities.

THE NUMBERS

2,882 Walk-in Visitors

57,691 Website Visitors

481 Inquiries Handled

138,709 Facebook Reach

International visitors from: Australia, Canada, France, Germany, India, Italy, Netherlands, New Zealand, Norway, Philippines, Sweden, Switzerland, UK, Uruguay



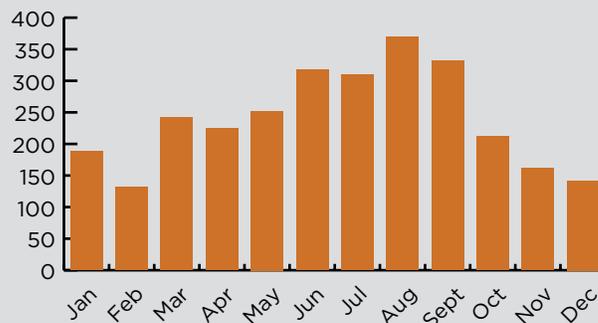
Address

126 North Cloverdale Boulevard
Cloverdale, CA 95425

Hours of Operation:

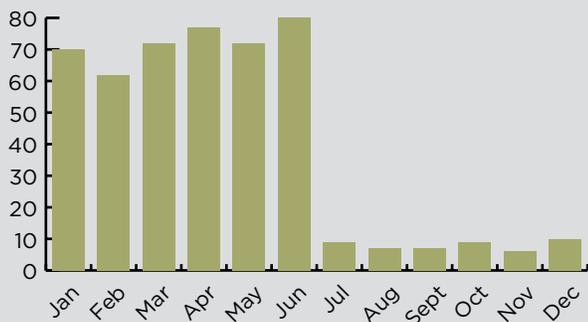
Apr-Oct, Mon - Fri: 12:00pm-4:00pm
Sat & Sun: 11:00am-3:00pm
Nov-Mar, Mon - Fr: 12:00pm-4:00pm

Number of Walk-In Visitors, Cloverdale
January - December 2017



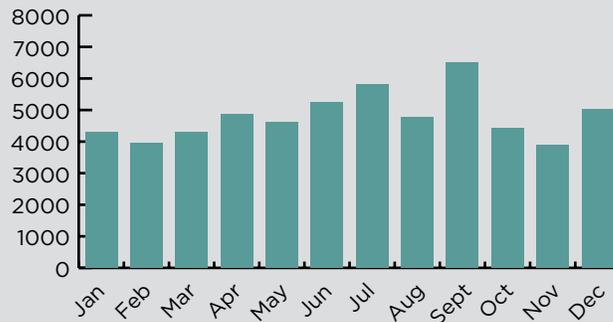
Source: Cloverdale Chamber of Commerce & Visitors Center

Number of Inquiries Handled, Cloverdale
January - December 2017



Source: Cloverdale Chamber of Commerce & Visitors Center

Number of Website Visitors, Cloverdale
January - December 2017



Source: Cloverdale Chamber of Commerce & Visitors Center

COTATI

ABOUT

The Cotati Chamber of Commerce is a member organization of business people and individuals who promote the economic well-being of the City of Cotati and adjacent lands. The Chamber fosters and promotes actions that enhance the local economy; provides employment, cultural, and recreational opportunities; and protects and preserves the environment.

The Visitor Center opened its doors at the current location in 2002. Various publications about Cotati and Sonoma County are available all week long in the racks outside of the center. Some of the main events and attractions in the region that attract many tourists include the Cotati Historical Museum, Sonoma State University and Green Music Center, Graton Casino, La Plaza Park, the annual Accordion Festival, Jazz Festival, Kids Day Festival & Parade, Oktoberfest, and the Farmers Market. Hosted by the Chamber are the Music Festival and the Oktoberfest.

Tourists are attracted by Cotati's diversity of restaurants, such as Grav South Brewery and Flagship Taproom.



Address

216 East School Street
Cotati, CA 94931

Hours of Operation

Tues & Thur: 10:00am - 2:00pm
24/7 brochure & map rack



GEYSERVILLE

ABOUT

Geyserville, California, is about an hour and a half north of the Golden Gate Bridge, in beautiful Sonoma County. It boasts some of the most magnificent vineyards and talented winemakers in the world. Visitors come to Geyserville from around the world to experience the finest in food and wine, as well as our gorgeous, romantic countryside that rivals even the most exotic of European destinations.



Address

21060 A Geyserville Ave
Geyserville, CA 95441

Hours of Operation

May -Nov, Fri, Sat & Sun: 12:30pm - 4:30pm

THE NUMBERS

778 Walk-In Visitors

193,203 Website Visitors

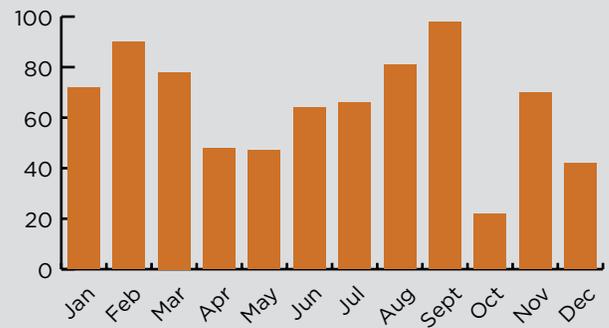
486 Inquiries Handled

108,335 Facebook Reach

International Visitors from: Belgium, Canada, England, Finland, France, Netherlands, New Zealand, Poland, Scotland, South Africa

Number of Walk-In Visitors, Geyserville

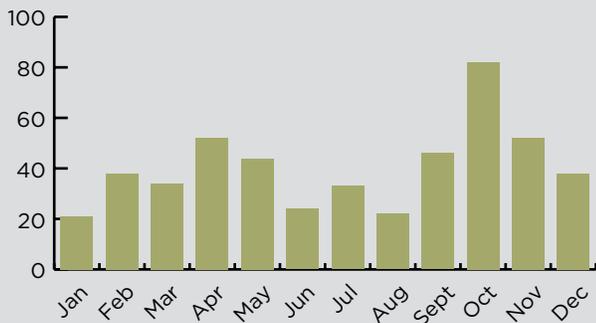
January - December 2017



Source: Geyserville Chamber of Commerce

Number of Inquiries Handled, Geyserville

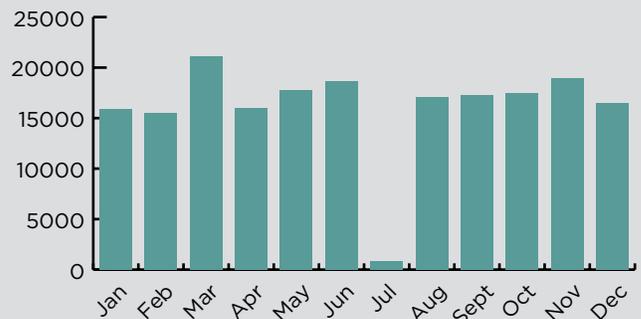
January - December 2017



Source: Geyserville Chamber of Commerce

Number of Website Visitors, Geyserville

January - December 2017



Source: Geyserville Chamber of Commerce

HEALDSBURG

ABOUT

The Healdsburg Visitors Bureau has been operating in this location since 1937, sharing space with the Healdsburg Chamber of Commerce until 2010 when the Chamber moved into new offices adjacent to the Visitors Bureau.

The building was built as part of the Works Project Administration (WPA) projects and is a dedicated historical building.

Recently, Healdsburg launched the app “Healdsburg Hub”. With a large listing of local restaurant, wineries and shops, the app is designed to help tourists plan their visit to the town.



Address

217 Healdsburg Avenue
Healdsburg, CA 95448

Hours of Operation

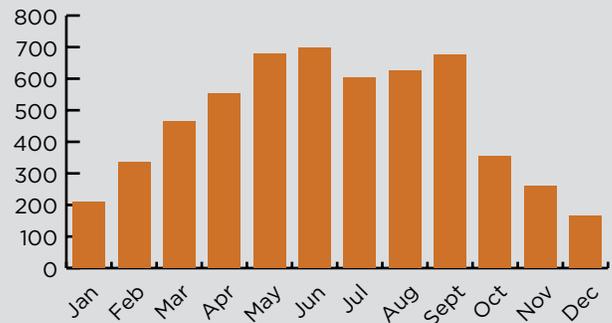
May-Oct, Mon- Fri: 10:00am - 4:00pm
Sat & Sun: 10:00am - 3:00pm
Nov-Apr, Sat & Sun: 11:00am - 2:00pm

THE NUMBERS

- 5,620 Walk-In Visitors
- 234,193 Website Visitors
- 1,505 Inquiries Handled
- 443,000 Facebook Reach (July-December)

Number of Walk-In Visitors, Healdsburg

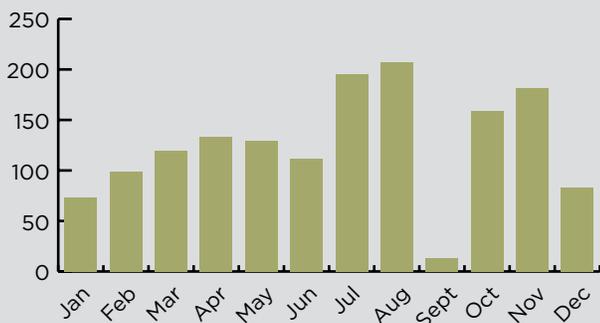
January - December 2017



Source: Healdsburg Chamber of Commerce & Visitors Bureau

Number of Inquiries Handled, Healdsburg

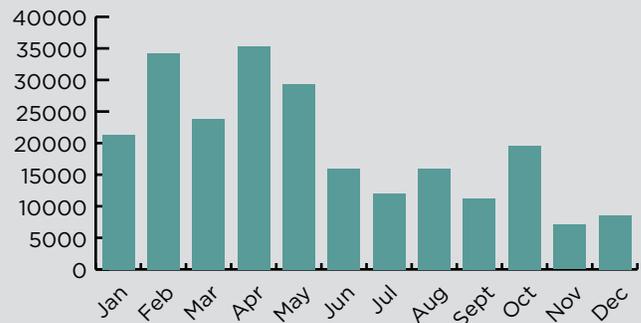
January - December 2017



Source: Healdsburg Chamber of Commerce & Visitors Bureau

Number of Website Visitors, Healdsburg

January - December 2017



Source: Healdsburg Chamber of Commerce & Visitors Bureau



PETALUMA

ABOUT

Nestled along the Petaluma River, Petaluma is one of California’s oldest cities and has proudly preserved its cherished 19th century charm. Downtown boasts some of the best examples of iron-front buildings in the entire US and is listed on the National Register of Historic Places. Other historic attractions include Petaluma Adobe Historic State Park and the Petaluma Historical Library and Museum, a former Carnegie Library built in 1904.

Located adjacent to the SMART train platform, the Visitors Center is open seven days a week. The Mission-Revival style building was built in 1914 as a depot for the Northwestern Pacific Railroad. Visitors frequently ask about its history and we enjoy sharing that the tile floor, fireplace and wood beam ceiling are original.

The Petaluma events calendar is packed with festivals and celebrations that show our personality and passion for community. Petaluma’s Butter & Egg Days pays tribute to our rich agricultural heritage and Petaluma’s place in history as the “World’s Egg Basket.” Originally created in the 1900’s to promote Petaluma as part of National Egg Day, the parade has grown to more than 130 parade units attracting 25,000 people into downtown. Spring and Fall Antique Faires, Rivertown Revival, the Art & Garden Festival and Salute to American Graffiti are just a few more of our most popular events.

The Petaluma Visitors Program operates under the umbrella of the Petaluma Downtown Association, creating beneficial synergy for both organizations

THE NUMBERS

12,679 Walk-In Visitors

702,451 Website Visitors

7,377 Inquiries Handled

467,067 Facebook Reach

International Visitors from: Australia, Canada, Europe, Japan



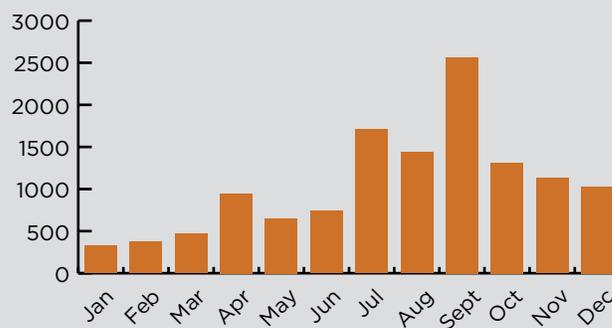
Address

210 Lakeville Street
Petaluma, CA 94952

Hours of Operation

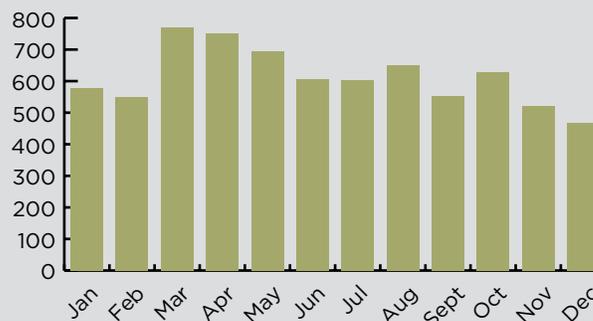
Mon - Fri: 9:00am - 5:00pm
Sat & Sun: 10:00am - 4:00pm

Number of Walk-In Visitors, Petaluma
January - December 2017



Source: Petaluma Chamber Visitors Center

Number of Inquiries Handled, Petaluma
January - December 2017



Source: Petaluma Chamber Visitors Center

REDWOOD COAST

ABOUT

Redwood Coast Visitors Center is the “Gateway” to Sonoma County via PCH Highway 1 from the north. We are also home to the local Chamber of Commerce. We serve 60 miles of incredible, breathtakingly-beautiful coastline. Centrally located, we carry a sizeable collection of information and brochures on all points of interest from both Sonoma and Mendocino Counties between Fort Ross and Fort Bragg. The Visitor’s Center office is Located in the Forte Gualala building, 39150 Highway 1, on the ocean (west) side of Highway 1. Look for the i sign!



Address

39150 State Highway One
Gualala, CA 95445

Hours of Operation

Thur-Sat: 11:00am - 5:00pm
Sun: 11:00am - 2:00pm

THE NUMBERS

1,612 Walk-In Visitors

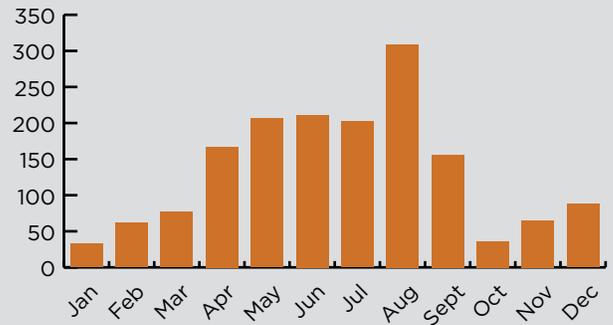
10,006 Website Visitors

7,213 Inquiries Handled

4,273 Facebook Reach

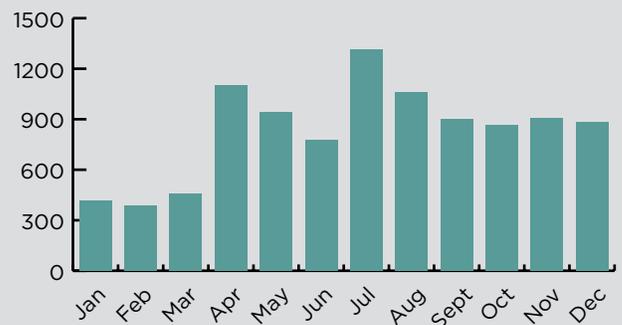
International Visitors from: Australia, Canada, France, Germany, Hungary, Israel, Italy, Netherlands, New Zealand, Poland, UK, Ukraine

Number of Walk-In Visitors, Redwood Coast
January - December 2017



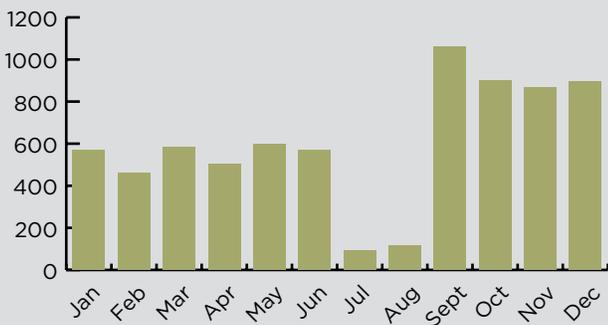
Source: Redwood Coast Chamber of Commerce & Visitor Center

Number of Website Visitors, Redwood Coast
January - December 2017



Source: Redwood Coast Chamber of Commerce & Visitor Center

Number of Inquiries Handled, Redwood Coast
January - December 2017



Source: Redwood Coast Chamber of Commerce & Visitor Center

ROHNERT PARK

ABOUT

The Rohnert Park Visitor Center is integrated in and run by the Rohnert Park Chamber of Commerce. Rohnert Park, the Friendly City, home to Sonoma State University, the Green Music Center; where you can see year-round performances of classical, contemporary, jazz, chamber and world music artists in concert, the first Amy’s Kitchen all-vegetarian drive-thru, Graton Resort & Casino that includes 200 hotel rooms and suites, a luxurious spa, 20,000 square feet of event and convention space, complete entertainment experience, upscale and casual dining, and Sonoma County Distilling Company; producer of high quality whiskeys.

The Rohnert Park Chamber of Commerce offers community events throughout the year: Hot Crab Feed, Business Showcase, Nine & Networking Golf Tournament, and Holiday Lights Celebration. They also offer Networking Events; Noon Times Luncheons, Women in Business Luncheons/Mixers, After Hours Mixers and Ribbon Cuttings. The mission is to create an environment in Rohnert Park in which businesses can thrive economically, socially and culturally and to improve the quality of life in the community.

THE NUMBERS

51,500 Website Visitors

86,558 Facebook Reach



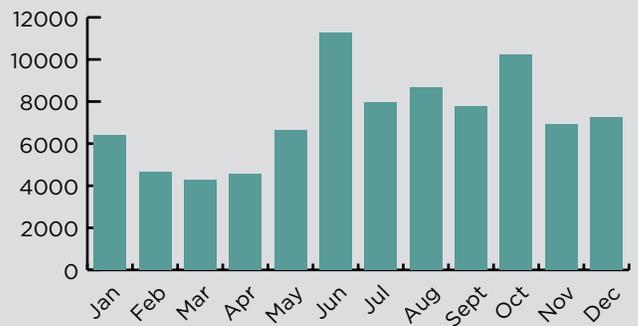
Address

101 Golf Course Drive, Suite C7
Rohnert Park, CA 94928

Hours of Operation

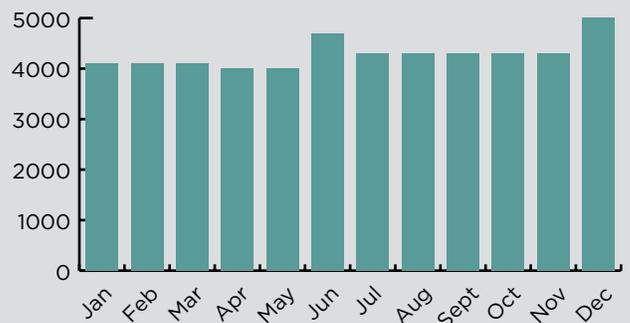
Mon - Fri: 9:00am - 5:00pm

Monthly Facebook Post Reach, Rohnert Park
January - December 2017



Source: Rohnert Park Chamber of Commerce

Number of Website Visitors, Rohnert Park
January - December 2017



Source: Rohnert Park Chamber of Commerce

RUSSIAN RIVER

ABOUT

The Chamber is a nonprofit organization with approximately 270 member businesses. Ranging in size from the smaller micro-business to mid-size firms to large international companies, they represent every industry sector and all areas of Western Sonoma County.

In addition to the aspects mentioned above, the Chamber is running two Visitor Centers in the Russian River area: The main location is at the historical bridge in Guerneville, the satellite location is at Korbel in the old train depot.

THE NUMBERS

- 7,719 Walk-In Visitors
- 45,086 Website Visitors
- 42,680 Inquiries Handled



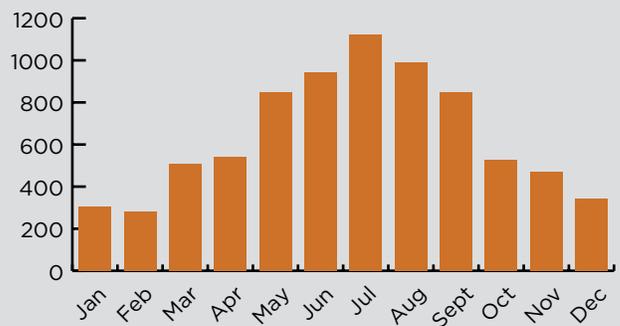
Address

Physical: 16209 First Street *Mailing:* P.O. Box 331
Guerneville, CA 95446

Hours of Operation

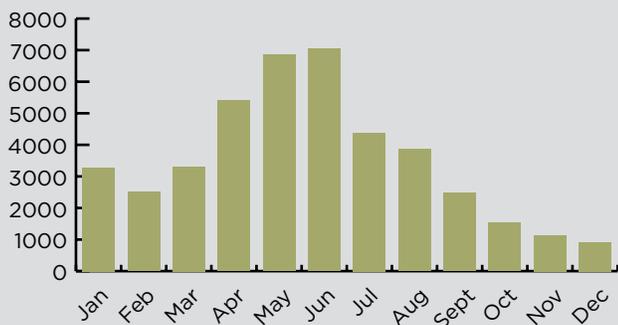
May - Oct, Mon- Sat: 10:00am - 5:00pm
Sun: 10:00am - 3:00pm
Nov - Apr, Mon - Sat: 10:00am - 5:00pm

Number of Walk-In Visitors, Russian River
January - December 2017



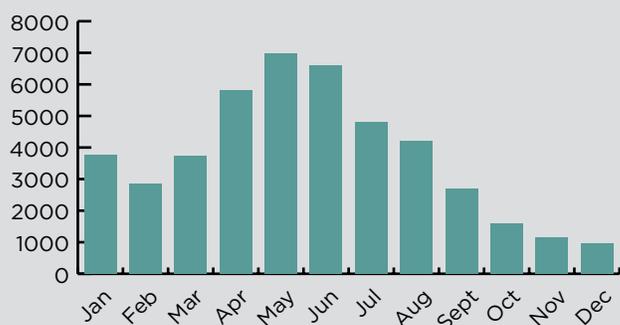
Source: Russian River Chamber of Commerce & Visitor Center

Number of Inquiries Handled, Russian River
January - December 2017



Source: Russian River Chamber of Commerce & Visitor Center

Number of Website Visitors, Russian River
January - December 2017



Source: Russian River Chamber of Commerce & Visitor Center



RUSSIAN RIVER - SATELLITE AT KORBEL



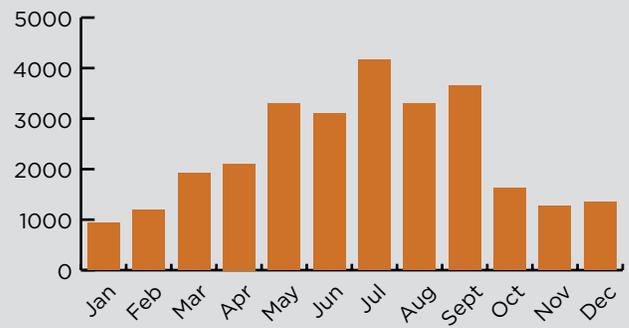
Address

13250 River Road
Guerneville, CA 95446

Hours of Operation

May - Oct, Mon - Sun: 10:00am - 4:00pm
Nov - Apr, Mon - Sun: 10:00am - 3:15pm

Number of Walk-In Visitors, Korbel
January - December 2017



Source: Russian River Chamber of Commerce & Visitor Center

THE NUMBERS

27,911 Walk-In Visitors

63 inquiries handled



SANTA ROSA

ABOUT

The California Welcome Center in Santa Rosa is operated by Visit Santa Rosa and the Santa Rosa Metro Chamber in partnership with Visit California Tourism. Originally opened in 1997 as the Santa Rosa Visitors Center, in 2003 it became a recognized California Welcome Center.

In the most recent survey by Visit California, the Santa Rosa Welcome Center was consistently rated as one of the top centers for providing information, brochures and a great retail experience. The Center is one of the few in Sonoma County to be open 361 days.

THE NUMBERS

- 58,610 Walk-In Visitors
- 152,169 Website Visitors
- 7,182 Inquiries Handled
- 587,950 Facebook Reach



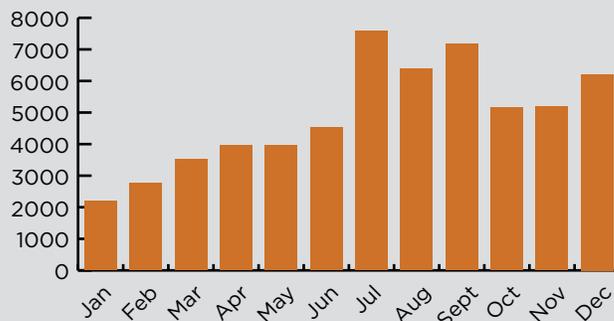
Address

9 Fourth Street
Santa Rosa, CA 95401

Hours of Operation

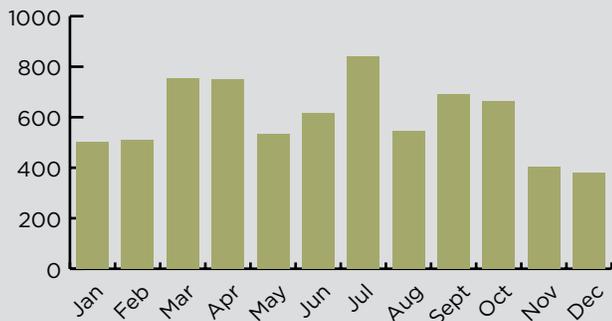
Mon - Sun: 9:00am - 5:00pm

Number of Walk-In Visitors, Santa Rosa
January - December 2017



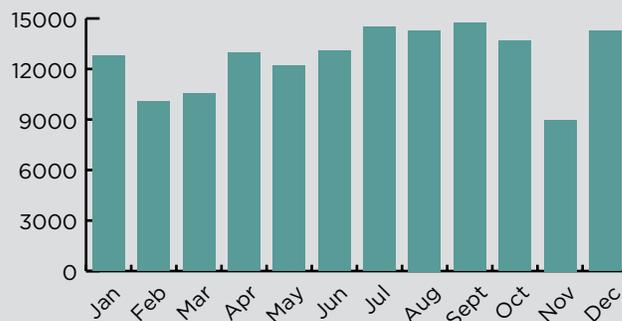
Source: Visit Santa Rosa

Number of Inquiries Handled, Santa Rosa
January - December 2017



Source: Visit Santa Rosa

Number of Website Visitors, Santa Rosa
January - December 2017



Source: Visit Santa Rosa



SEBASTOPOL

ABOUT

Sebastopol is located 55 miles north of San Francisco in beautiful Sonoma County, California. Serving as the hub of Western Sonoma County, Sebastopol is surrounded by majestic rolling hills in the diverse landscape of a rich agricultural heritage. Gateway to the breathtaking Sonoma Coastline and Russian River Redwood Corridor, Sebastopol is bordered on the East by the Laguna de Santa Rosa Wetlands Preserve. Sebastopol offers the charm of a small town community with the cultural and recreational activities of big city sophistication. The Sebastopol Visitors Center is located in the front of the Chamber office. Rack cards and brochures are kept full with information about local restaurants, nearby destinations and business information.



SEBASTOPOL
Chamber of Commerce
& Visitor Center

Address

265 South Main Street
Sebastopol, CA 95472

Hours of Operation

Mon - Fri: 10:00am - 5:00pm
Sat: 10:00am - 3:00pm
24-hour walk-up visitor information

THE NUMBERS

777 Walk-In Visitors

124,133 Website Visitors

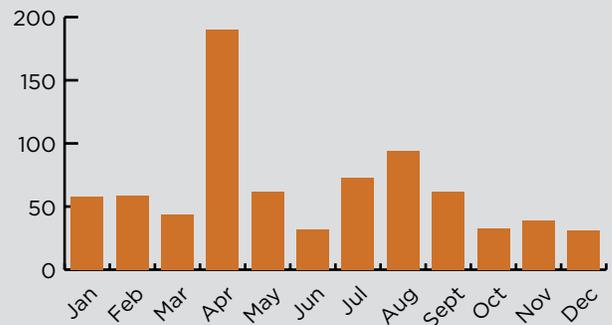
335 Inquiries Handled

35,614 Facebook Reach

International Visitors from: Australia, Canada, China, Denmark, France, Germany, Italy, Namibia, Netherlands, New Zealand, South Africa, Spain, UK

Number of Walk-In Visitors, Sebastopol

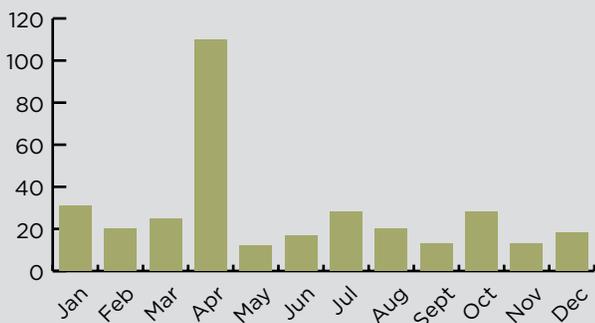
January - December 2017



Source: Sebastopol Chamber of Commerce & Visitor Center

Number of Inquiries Handled, Sebastopol

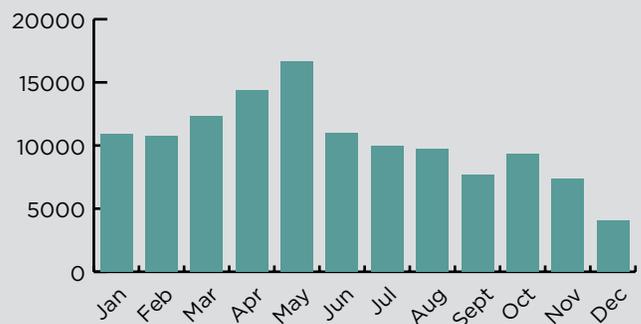
January - December 2017



Source: Sebastopol Chamber of Commerce & Visitor Center

Number of Website Visitors, Sebastopol

January - December 2017



Source: Sebastopol Chamber of Commerce & Visitor Center



SONOMA COAST

ABOUT

Now managed by the Bodega Bay Area Chamber of Commerce, the Sonoma Coast Visitor Center has moved to larger quarters. Decorated in a contemporary beach theme to reflect the local scenery, the new location also features works by local artists.

The Sonoma Coast Visitor Center provides friendly, quick answers to questions about the more than 50 miles of beautiful Sonoma County coastline. Get details about where to eat, places to stay, beaches to visit, and even maps for tour locations where Alfred Hitchcock's classic thriller "The Birds" was filmed.

THE NUMBERS

26,692 Walk-In Visitors (January-October)

1,361 Inquiries Handled

1,463 Facebook Reach (January-September)



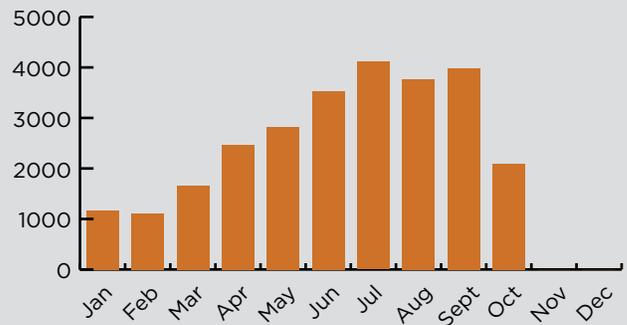
Address

913 Highway 1
Bodega Bay, CA 94923

Hours of Operation

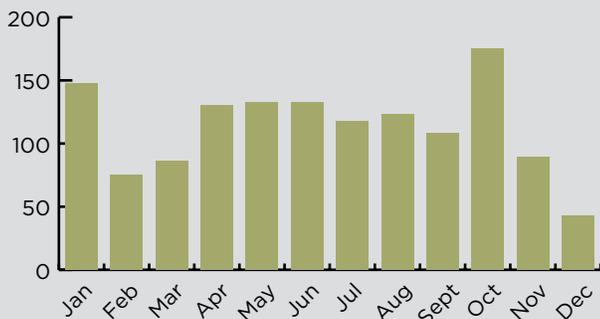
Spring -Fall, Mon - Sat: 9:00am - 5:00pm
Sun: 10:00am - 5:00pm
Winter: Like rest of the year, but closed Wed.

Number of Walk-In Visitors, Sonoma Coast
January - December 2017



Source: Sonoma Coast Visitor Center

Number of Inquiries Handled, Sonoma Coast
January - December 2017



Source: Sonoma Coast Visitor Center



SONOMA VALLEY - HISTORIC PLAZA

ABOUT

The Sonoma Valley Visitors Bureau, under the consumer brand name Experience Sonoma Valley, California, manages two visitor centers: 1) Historic Sonoma Plaza; 2) Cornerstone Sonoma. The visitor center on the Historic Sonoma Plaza serves as the main office for all visitor services, destination brand development, sales & marketing efforts, and operations. Sonoma Valley’s destination promise to guests visiting our destination is “It’s easy to enjoy our relaxed wine country lifestyle in a charming vintage escape. The true taste of California, welcoming and naturally friendly. The art of enjoying life,” which resonates in the efforts of 13 team members and 50+ volunteers.

THE NUMBERS

- 25,582 Walk-In Visitors (6,716 International)
- 288,976 Website Visitors
- 2,174,752 Facebook Reach
- 7,362 Inquiries Handled (Historic Plaza + Cornerstone)



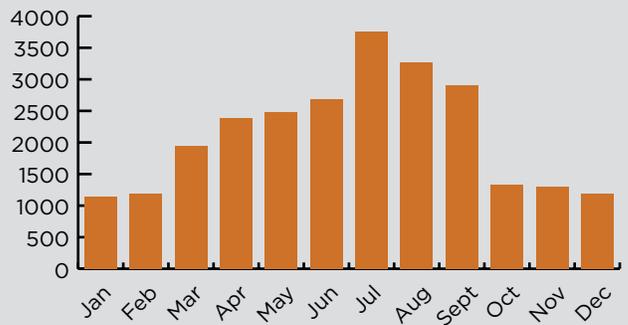
Address

453 First Street East,
Sonoma, CA 95476

Hours of Operation

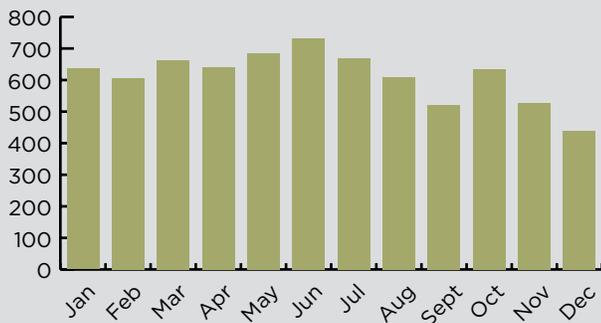
Mon -Sat: 9:00am - 5:00pm
Sun: 10:00am - 5:00pm

Number of Walk-In Visitors, Sonoma Valley - Historic Plaza
January - December 2017



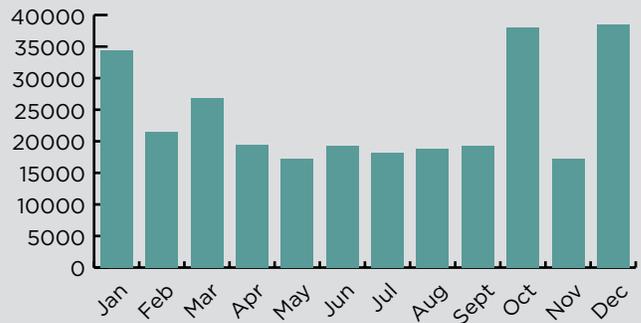
Source: Sonoma Valley Visitors Bureau

Number of Inquiries Handled, Sonoma Valley
January - December 2017



Source: Sonoma Valley Visitors Bureau

Number of Website Visitors, Sonoma Valley
January - December 2017



Source: Sonoma Valley Visitors Bureau



SONOMA VALLEY - CORNERSTONE

THE NUMBERS

17,627 Walk-In Visitors (2,134 International)

International Visitors from: Argentina, Australia, Austria, Bahamas, Belgium, Brazil, Canda, China, Colombia, Czech Republic, Denmark, England, Estonia, Finland, France, Germany, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Jordan, Liberia, Lithuania, Mexico, Netherlands, New Zealand, Norway, Pakistan, Poland, Portugal, Russia, Saudi Arabia, Scotland, Singapore, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, UK, Uruguay



Address

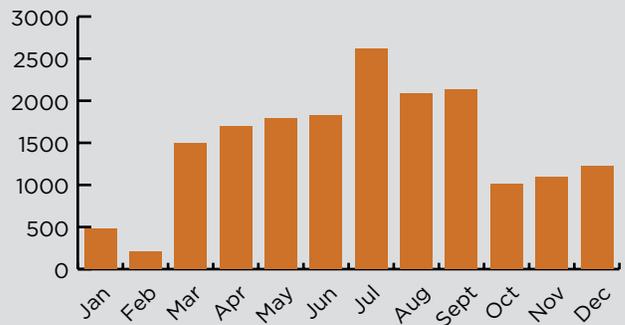
23570 Arnold Drive
Sonoma, CA 95476

Hours of Operation

Mon - Sun: 10:00am - 4:00pm



Number of Walk-In Visitors, Sonoma Valley - Cornerstone
January - December 2017



Source: Sonoma Valley Visitors Bureau

WINDSOR

ABOUT

The Windsor Chamber of Commerce and Visitors Center is located at the corner of Windsor River Road and Windsor Road in the Depot building in the heart of downtown Windsor.

Windsor’s location at the center of Sonoma County’s famous Wine Country, combined with its characterization as a relaxing, welcoming, friendly, family-oriented destination makes it an ideal place to visit or make your home. Windsor offers a wide variety of services, parks and recreational amenities, wineries and breweries, restaurants and a popular Farmers Market, ease of access to the Charles M. Schulz Sonoma County Airport and Highway 101, and a well-planned, picturesque Old Downtown.

THE NUMBERS (JULY - DECEMBER)

- 2,726 Walk-In Visitors
- 26 Website Visitors
- 152 Inquiries Handled
- 19,051 Facebook Reach



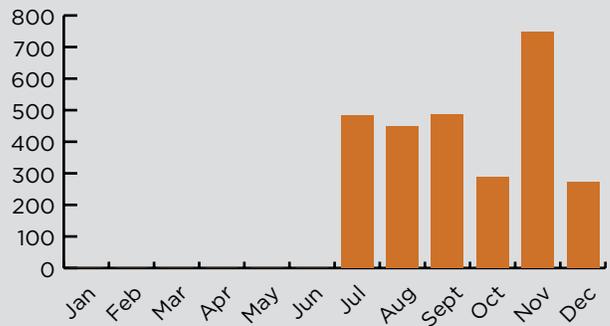
Address

9001 Windsor Road
Windsor, CA 95492

Hours of Operation

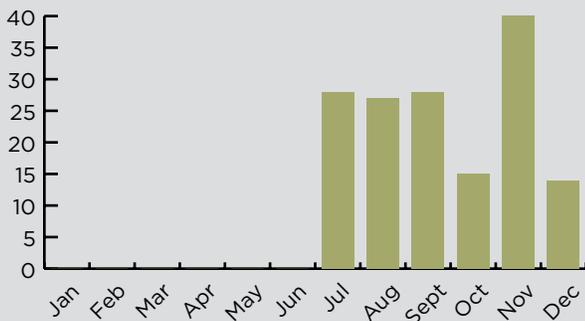
Mon - Fri: 8:30am - 4:30pm
Sat & Sun: 10:00am - 3:00pm

Number of Walk-In Visitors, Windsor
January - December 2017



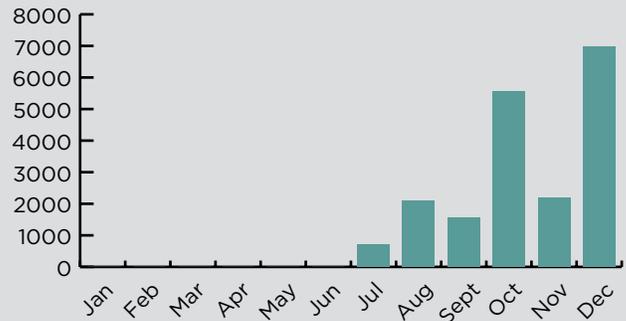
Source: Windsor Chamber of Commerce & Visitors Center

Number of Inquiries Handled, Windsor
January - December 2017



Source: Windsor Chamber of Commerce & Visitors Center

Monthly Facebook Post Reach, Windsor
January - December 2017



Source: Windsor Chamber of Commerce & Visitors Center



FORT ROSS

ABOUT

The Visitor Center was built in 1985 by California State Parks and is operated by the cooperating association, Fort Ross Conservancy (FRC). The Conservancy maintains a fully stocked book and gift shop with the largest selection of Russian American History north of San Francisco, and also maintains the library, and the auditorium.

Fort Ross Conservancy bookshop sells books, memorabilia, jewelry, and childrens items related to Fort Ross' natural and cultural history. It also carries a nice selection of Russian chocolate and Russian snack foods as well as a wonderful selection of natural history guides, historical books related to the breadth of Fort Ross history, and hard-to-find books on Russian America. For FRC members and visiting scholars, FRC provides access to an extensive research library of Fort Ross-related documents.

THE NUMBERS

- 31,654 Walk-In Visitors
- 2,400 Website Visitors
- 7,567 Inquiries Handled
- 1,200 Facebook Reach



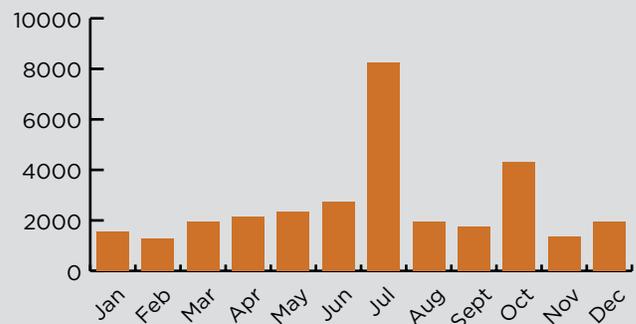
Address

19005 Coast Highway One
Jenner, CA 95450

Hours of Operation

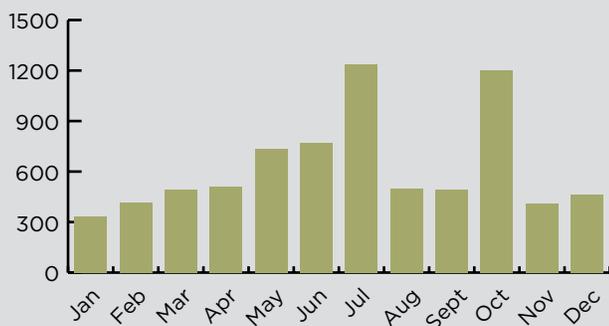
Thur - Sun: 10:00am - 4:30pm

Number of Walk-In Visitors, Fort Ross
January - December 2017



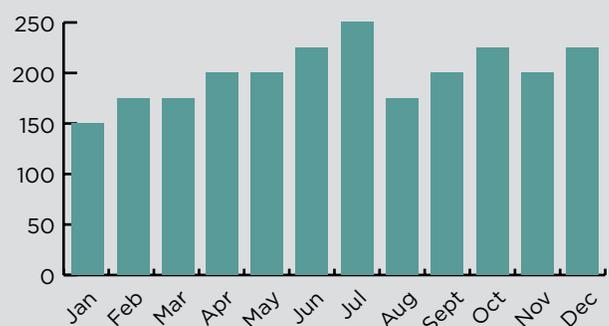
Source: Fort Ross State Historic Park & Conservancy Visitor Center

Number of Inquiries Handled, Fort Ross
January - December 2017



Source: Fort Ross State Historic Park & Conservancy Visitor Center

Number of Website Visitors, Fort Ross
January - December 2017



Source: Fort Ross State Historic Park & Conservancy Visitor Center

STEWARDS OF THE COAST AND REDWOODS - ARMSTRONG

ABOUT

Stewards of the Coast and Redwoods (Stewards) is a non-profit organization that partners with the Russian River Sector of California State Parks. State Parks depends on Stewards to provide funding for the Volunteer in Parks Program (VIP), environmental education programs that serve 6,000 youth a year, resources management and stewardship projects, and to assist in the development of interpretive facilities and displays. The Nature Stores located inside their Visitor Centers help to provide much needed funding for their popular education programs.

Stewards stepped up to operate Austin Creek State Recreation Area and visitor services in Armstrong Redwoods in 2012, when State Parks were threatening to close. On the Sonoma Coast Stewards also manages stewardship projects twice a month and supports numerous marine education programs for visitor and school/youth groups. A new Mobile Marine Education Van (Steward Ship) goes to schools, appears at special events and is on the coast some weekends to provide an educational hands-on experience for visitors of all ages.

THE NUMBERS

67,139 Walk-In Visitors

22,800 Website Visitors per month

35,000 Facebook Reach per month



Address

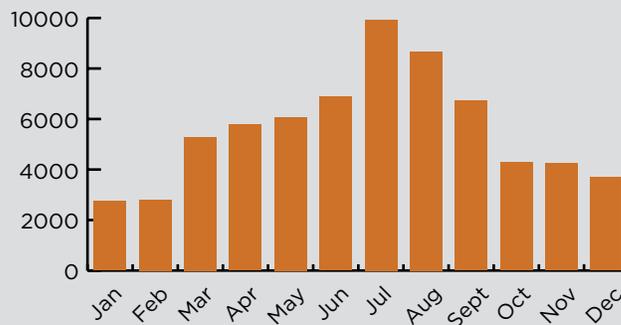
17000 Armstrong Woods Road
Guerneville, CA 95446

Hours of Operation

Mon - Sun: 10:00am - 4:00pm

Number of Walk-In Visitors, Armstrong Redwoods

January - December 2017



Source: Stewards of the Coast - Armstrong Redwoods Visitor Center



STEWARDS OF THE COAST AND REDWOODS -JENNER

THE NUMBERS

16,379 Walk-In Visitors



Address

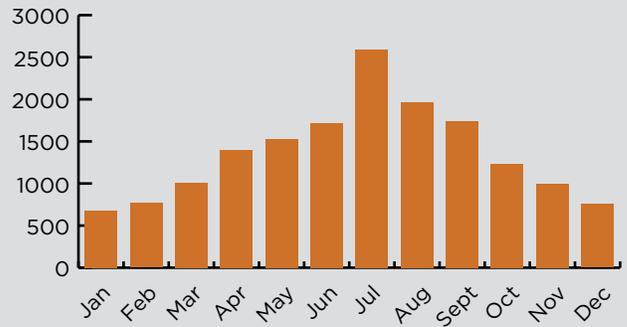
10451 Highway One
Jenner, CA 95450

Hours of Operation

Mon- Fri: 11:00am - 3:00pm
Sat - Sun: 10:00am - 4:00pm



Number of Walk-In Visitors, Jenner
January - December 2017



Source: Stewards of the Coast - Jenner Visitor Center



SONOMA COUNTY TOURISM

ABOUT

Sonoma County Tourism (SCT) is the official destination marketing organization for California's Sonoma County. SCT is a private, non-profit marketing and sales organization dedicated to increasing overnight stays.

With a staff of sales, marketing & public relations, communications, and administrative professionals, Sonoma County Tourism promotes Sonoma County as a desirable overnight destination to three main markets: leisure, meetings and groups (including weddings) and tour and travel.

Sonoma County Tourism acts as a virtual visitor center through its website by providing thousands of business listing, itineraries, interactive maps, travel tips, and in-depth articles on attractions and events. They produce the annual Sonoma County visitor guide and map, which have a combined print run of 500,000 and which is mailed to thousands of potential travelers every week, in addition to being distributed around California.

Sonoma County Tourism supports the Visitor Centers by providing promotional material, including maps and visitor guides as well as running the Certified Tourism Ambassador program. More information about SCT and its free programs can be found at www.sonomacounty.com/partners.

THE NUMBERS

276,416 Facebook Likes

122,227 Average Facebook Reach

28,693 Twitter Followers

9,325 Tweets (total)

21,504 Instagram Followers

168 Snapchat Followers



Address

400 Aviation Blvd #500
Santa Rosa, CA 95403

Hours of Operation

Mon - Fri: 9:00am - 5:00pm



Visitor Centers operate on a local level to greet and inform visitors of all that Sonoma County has to offer. Sonoma County Tourism acts as a virtual visitor center and promotes the entire county as a travel destination to domestic and international travelers.



Sonoma County Tourism provides Visitors Centers with maps and the official Visitors Guide to Sonoma County.

METHODOLOGY

The Sonoma County Economic Development Board collected data from the participating Visitor Centers through a standardized spreadsheet, which was structured in a way that allowed the data to be as detailed as possible. 15 Visitor Centers returned the spreadsheet with information on their 18 locations for calendar year 2017. The numbers were then aggregated to reach an estimate of how many people demanded the Centers' services in the previous year.

Please note that exact counts were not always available. In these cases, we asked the Centers to provide realistic estimates of their numbers. Therefore, the numbers in this report might vary to a certain extent from the actual figures. However, the intent of this report is to provide the public with a general overview of how diverse our Visitor Centers are and how they serve visitors to Sonoma County.

ACKNOWLEDGMENTS

The Sonoma County Economic Development Board would like to thank all the Visitor Centers for their extraordinary work and important contribution to the local tourism industry. A special thank you goes to all the Centers that contributed their information and input to this report!

The Sonoma County Economic Development Board would also like to thank Brad Calkins and Sonoma County Tourism for their input on this report. The Sonoma County Visitor Center Report was prepared by the Economic Development Board's project coordinator Alissa Siara.



SONOMA**EDB**.ORG

707 - 565 - 7170

141 STONY CIRCLE, STE. 110, SANTA ROSA, CA 95401