

2025 Economic Impact Report

HIGHLIGHTS

\$1.115 Million

Total economic output generated by patrons who dined at restaurants *specifically for Restaurant Week*, which ran from Feb 24 - Mar 2. This value includes direct, indirect, and induced impacts.

\$485K

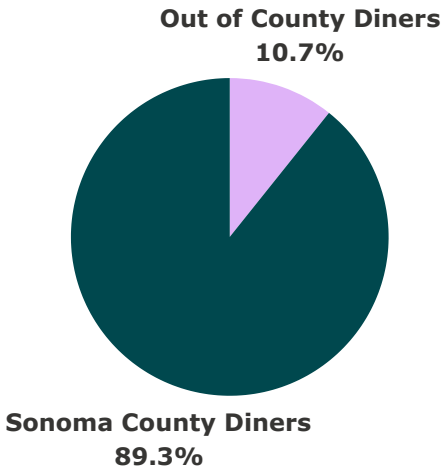
Revenue generated from menus specifically designed for Restaurant Week.

51.8K

Estimated number of diners that said Restaurant Week influenced their decision to dine at the restaurant, **accounting for 77% of all diners.**

Geographic Makeup of Diners

Restaurant Week, 2025



Employment Gains

Resulting from Restaurant Week, 2025



The estimated number of jobs created by the event to either directly support Restaurant Week or created indirectly due to increased economic activity generated by Restaurant Week.

Breaking Down Total Economic Impact: Top 5 Sectors by Output

from Restaurant Week, 2025

Industry	Total Ouput
Full-Service Restaurants	\$712,389
Commercial Real Estate	\$38,730
Owner Occupied Housing	\$29,245
Management of Companies & Enterprises	\$28,133
Wholesale of Food & Beverages	\$14,306

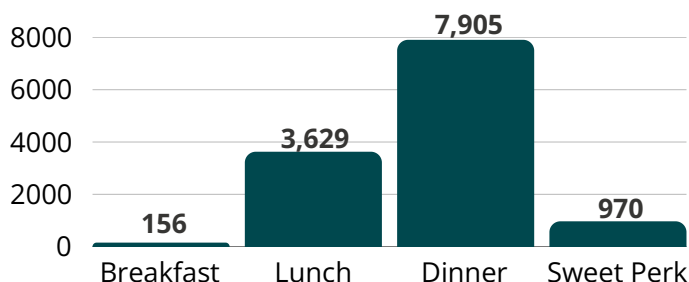
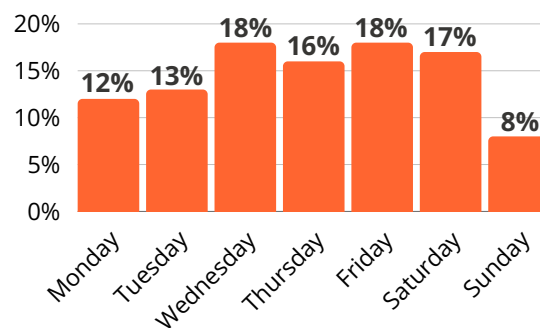
50%

Percentage of first-time
Restaurant Week diners.

\$39.26

Average per-person bill,
all diners.

67K

Total estimated Restaurant
Week diners.Estimated Meals Purchased from the Restaurant Week Menu
February 24 - March 2, 2025Day Diners Opted to Eat Out during Restaurant Week
February 24 - March 2, 2025

*Numbers are rounded, so total may not add to 100%.

NEW METHODOLOGY & SOURCES

Each year, the Economic Development Collaborative (EDC) conducts an analysis of the local economic impact of Sonoma County Restaurant Week, which took place February 24 - March 2, 2025. This year, the EDC is pleased to present an enhanced version of this report, offering a more specific set of metrics designed to help restaurants, local government, and residents better understand the event's economic contributions to Sonoma County.

For the first time, this year's analysis utilizes REMI PI+ (Policy Insight Plus) and IMPLAN, two of the most trusted economic modeling tools, to measure total economic output and job creation. These software are widely used by government agencies and research institutions to evaluate how changes in spending, employment, and policy affect local economies.

- **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/>.
- **IMPLAN**, which offers a more static but detailed snapshot of economic impact, was used to provide a sector-by-sector breakdown of total output and to estimate the tax revenues generated by the event. For more information, visit IMPLAN's knowledge base: <https://support.implan.com/hc/en-us>.

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.

For more information about the methodology or data used in this report, please contact the EDC at edc@sonoma-county.org or (707) 565-7170.

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