

UNWTO Network of Observatories (INSTO)

Destination Profile⁵

In addition to the Membership Application Form, please provide UNWTO with the following information:

| DESTINATION PROFILE | | | |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| 1 | Is/Are there Tourism Satellite Account/s (TSA) in the destination country/ies, measuring the economic dimensions of tourism at national level? | <input checked="" type="checkbox"/> YES Last time a TSA was conducted: Second Quarter 2016 | <input type="checkbox"/> NO |
| 2 | Local GDP (US\$) – for current and last three years | 2013 – US\$22.6 billion, 2014-US\$23.7B, 2015 – US\$25.1B, 2016 (est.) US\$26.1B | |
| 2.1 | Sector relevance: Contribution of (a) tourism and (b) other economic sectors to the local GDP (%) – latest figures | a) 15% estimated b) Financial sector 20.7% c) Manufacturing sector 14% | |
| 3 | Arrivals of inbound (non-resident) visitors for last three years – Thousands | Overnight: Same-day visitors: Total: see below | |
| 3.1 | Percentage of total annual arrivals of inbound (non-resident) visitors occurring in peak month and in peak quarter (please indicate which month and quarter) | Note: For questions 3 & 4, statistics are not reported in that manner in the destination area. See the Preliminary Report for more information | |
| 4 | Trips of domestic visitors for the last three years – Thousands | Overnight: Same-day visitors: Total: see above | |
| 4.1 | Percentage of total annual trips of domestic visitors occurring in peak month and in peak quarter (please indicate which month and quarter) | See above | |
| 5 | Tourism industries: accommodation for visitors in hotel and similar establishments – Units | Number of establishments: 82 hotels/motels Total rooms: 8,360 Total bed-places: 22,000 (est.) | |
| 6 | Current top 5 primary source markets for the destination | San Francisco Bay area, Sacramento and Central Valley, Los Angeles/Riverside, New York/East Coast, Europe and international | |
| 7 | Please describe the destination's experience with other monitoring initiatives/systems | A wide variety of monitoring systems are available in the area and through the observatory's partner organizations. See the application for more information. | |
| 8 | Are there strategies in place for sustainable development of the destination? | <input checked="" type="checkbox"/> YES | <input type="checkbox"/> NO |

⁵ Wherever needed, destinations are asked to provide regular update.

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| | | Name of those of relevance: See below. | |
| 9 | Please specify if there are any other initiatives/ projects of relevance for the Observatory in the destination (and which)? | Sustainable Sonoma initiative, sustainability goals of the wine industry, County-wide planning initiatives, etc. | |
| 11 | DMO(s) in monitoring area: Yes/No and year of establishment | <input checked="" type="checkbox"/> X YES Year of establishment: 2005 | <input type="checkbox"/> NO |