**UNWTO Network of Observatories (INSTO)**

**Destination Profile**

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

<table>
<thead>
<tr>
<th>DESTINATION PROFILE</th>
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</table>
| **1** | Is/Are there Tourism Satellite Account/s (TSA) in the destination country/ies, measuring the economic dimensions of tourism at national level? | ☐ X  
YES  
Last time a TSA was conducted: Second Quarter 2016 | ☐ NO |
| **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? | ☐ X  
YES | ☐ NO |

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5 Wherever needed, destinations are asked to provide regular update.
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<tr>
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<th>Name of those of relevance: See below.</th>
<th>Sustainable Sonoma initiative, sustainability goals of the wine industry, County-wide planning initiatives, etc.</th>
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</thead>
<tbody>
<tr>
<td>9</td>
<td>Please specify if there are any other initiatives/ projects of relevance for the Observatory in the destination (and which)?</td>
<td></td>
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</tbody>
</table>
| 11 | DMO(s) in monitoring area: Yes/No and year of establishment | ☐ X YES  
Year of establishment: 2005 | ☐ NO |