2023 LEVI'S GRAN FONDO
ECONOMIC IMPACT

Bike Monkey and the Town of Windsor hosted the 2023 Levi's Gran Fondo bike race on April 13th, 2023. Participants traveled from all over the country and world to participate. There were a total of 1,300 participants this year.

ECONOMIC IMPACT

$1,021,067 overall Sonoma County economic impact

$650,621 direct impact[1]

$351,999 indirect and induced impact[2,3]

$18,447 generated in county and sub-county taxes

SPEND BY INDUSTRY

$677 average tourist group spending on lodging in Sonoma County

$226 average tourist group spending at Restaurants in Sonoma County

74% of estimated tourist spending went towards Lodging or Food and Beverage Services

26% of estimated tourist spending went towards Transportation, Retail,

ATTENDANCE

1,300 participants

80% of participants were from outside fo Sonoma County (tourists)

79% of tourists stayed overnight

47% of tourists who stayed overnight stayed in Windsor

1.5 nights average stay of a tourist travel party

WINDSOR SPENDING

$198,816 estimated direct tourist spending on lodging in Windsor

$136,142 estimated direct tourist spending on Food and Beverage Services in Windsor

$35,031 estimated direct tourist spending on Retail in Windsor

Methodology and Definitions:

Economic impact data for this report was collected by surveying participants after the event weekend. 327 participants took the survey, and 263 of those participants were tourists (out of county). Data on tourist spending was used to calculate an estimated total revenue number that can be input into an economic impact assessment software system (IMPLAN). This software system allows its user to develop local-level input-output models that can estimate the economic impact of events.

[1]Direct Impact: Estimated expenditures of Levi's Gran Fondo travel parties.

[2]Indirect Impact: Business to business purchases in the supply chain taking place in Sonoma County that stem from the initial spending of Levi's Gran Fondo travel parties.

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

In 2023, the Sonoma County Economic Development Board (EDB) partnered with the Town of Windsor and Bike Monkey to measure the economic impact of the 2023 Levi's Gran Fondo bike race. The EDB is especially thankful for the support of Tim Ricard, Carlos Perez, and other staff who promoted and helped collect survey responses.

For more information, please visit www.SonomaEDB.org or call 707-565-7170.