

2023 ECONOMIC IMPACT REPORT

Napa Valley Welcomed a Total of
3.7 MILLION
Visitors

90%
DOMESTIC

10%
INTERNATIONAL

Visitor Spending
per Napa Valley Resident

\$18,771

62%
DAY TRIP VISITORS

Visitor
Stay

38%
OVERNIGHT GUESTS



Visitors to Napa Valley Spent **\$2.5 BILLION**

Supporting Local Businesses
Such as



66% of Spending is
Generated by Overnight Hotel Guests



Direct Visitor Spending Increased from 2018

+13%

Napa Valley Visitor Economy Generated
\$107.5 MILLION
in Tax Revenue for
Community Services



And More!

THE TOURISM INDUSTRY
SUPPORTS AN ESTIMATED

16,000
JOBS

IN THE COMMUNITY

VISITOR SPENDING IN
NAPA VALLEY ON A TYPICAL DAY

\$7
MILLION

Tax Revenue Increased

26%
Over 2018