



NAPA VALLEY QUICK FACTS:

The table below summarizes key findings, 2012-2023

	2012	2014	2016	2018	2023
Total visitors to Napa Valley (millions) :	2.9	3.3	3.5	3.9	3.7
Visitors staying in Napa Valley hotels or motels (thousands) :	857	951	1020	1200	1000
Visitors staying in private homes in Napa Valley (thousands) :	125	166	158	199	199
Day trip visitors to Napa Valley (millions) :	2.0	2.2	2.3	2.4	2.3
Total visitor spending in Napa Valley (billion \$) :	\$1.4	\$1.6	\$1.9	\$2.2	\$2.5
Spending by visitors staying in Napa Valley hotels, motels or inns: (billion \$) :	\$1.03	\$1.17	\$1.32	\$1.55	\$1.66
Direct spending on group meetings, weddings & social events (million \$) :	\$188	\$194	\$196	\$267	\$292
Spending in Napa by visitors for food and restaurants (million \$) :	\$301	\$367	\$438	\$480	\$541
Jobs supported by Napa visitor industry:	10,498	11,776	13,437	15,872	15,582
Napa Valley visitor industry payroll (million \$):	\$300	\$332	\$387	\$494	\$508
Taxes generated for government entities in Napa Valley (million \$) :	\$51.7	\$64.2	\$80.4	\$85.1	\$107.5
Tax revenues generated per Napa household:	\$1,041	\$1,304	\$1,604	\$1,726	\$2,146
Visitors in Napa Valley on an average day:	13,409	15,019	16,922	18,857	18,306
Visitor spending in Napa Valley on an average day (million \$):	\$3.8	\$4.5	\$5.3	\$6.1	\$6.9
Annual visitor spending per Napa resident:	\$10,027	\$11,741	\$13,376	\$15,760	\$18,771