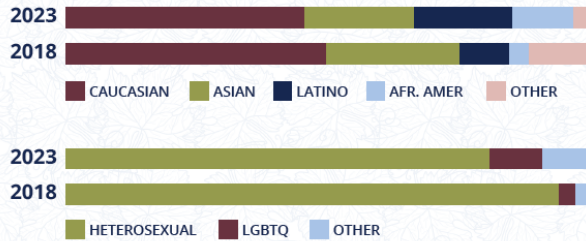


# VISITOR PROFILE

## Comparison of Visitor Mix



Younger | Affluent | Educated

**40**  
**Mean Age**  
 DOWN FROM 46 IN 2018

**\$170K**  
**Mean Household  
 Income (HHI)**

**74%**  
**College Grad+**

In Addition to Wine,  
 Visitors Enjoy:

**SCENIC BEAUTY**

**Climate**

**CULINARY  
 EXPERIENCES**

**Shopping**

**AND MORE**

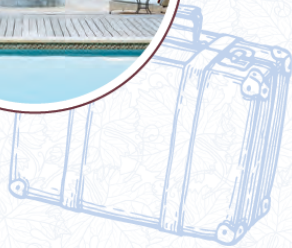


People are Talking  
 About Napa Valley

**75%**

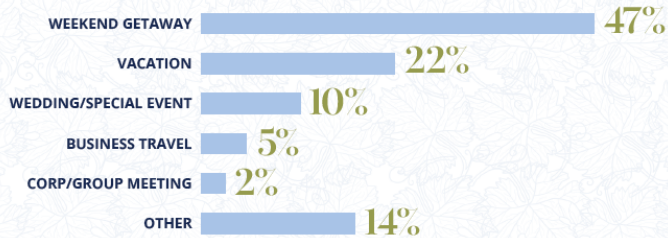
Were Inspired to Visit  
 by the Opinions of  
 Family and Friends





# TRIP PROFILE

## Primary Reason for Visiting Napa Valley



## Top Activities



## Trip Details

THE AVERAGE VISITOR SPENT **2** DAYS IN NAPA VALLEY



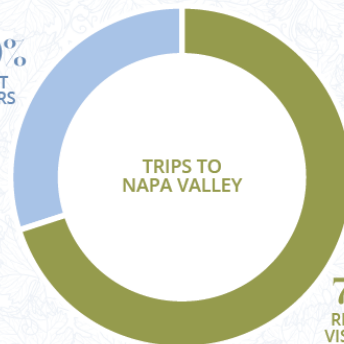
THE AVERAGE VISITOR SPENT **\$281** IN-MARKET PER DAY

THE AVERAGE VISITING TRAVEL PARTY CONSISTS OF **3-4** PEOPLE



THE AVERAGE VISITOR MADE **3** TRIPS TO NAPA VALLEY IN THE PAST 12 MONTHS

30%  
FIRST  
TIMERS



70%  
REPEAT  
VISITORS

**95%** OF VISITORS PLAN TO RETURN

Visit Napa Valley is the official destination marketing and management organization for Napa County. The organization promotes the region as an attractive travel destination and works to continually enhance its public image as a dynamic place to **visit, live, and work.**