

NAPA VALLEY TOURISM



Napa Valley Welcomed a Total of
3.7 MILLION
Visitors



95%
OF VISITORS ARE LIKELY TO RETURN

3
TRIPS TO NAPA VALLEY IN PAST 12 MONTHS

Visitors to Napa Valley Spent
\$2.5 BILLION
Supporting Local Businesses

\$541M
RESTAURANTS

\$830M
RETAIL & WINERIES

\$686M
LODGING

66% OF SPENDING WAS GENERATED BY OVERNIGHT HOTEL GUESTS

\$1.7 BILLION
SPENT BY OVERNIGHT HOTEL GUESTS

\$864 MILLION
SPENT BY NON-HOTEL GUESTS

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

PARKS & RECREATION

PUBLIC SAFETY

ROAD IMPROVEMENTS

AND MORE!

The Tourism Industry Supports an Estimated
16,000
Jobs in the Community

Visitor Spending on a Typical Day was
\$7 million

DIRECT VISITOR SPENDING INCREASED BY
+13%

TAX REVENUES INCREASED BY
26%



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.



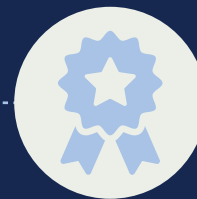
VISION

ELEVATE NAPA VALLEY AS THE WORLD'S PREMIER WINE COUNTRY EXPERIENCE.



MISSION

PROMOTE, PROTECT, AND ENHANCE THE NAPA VALLEY DESTINATION.



OBJECTIVES

- STRATEGIC SALES AND MARKETING
- COLLABORATIVE DESTINATION MANAGEMENT
- PROACTIVE COMMUNITY AND PARTNER RELATIONS
- ORGANIZATIONAL EXCELLENCE