

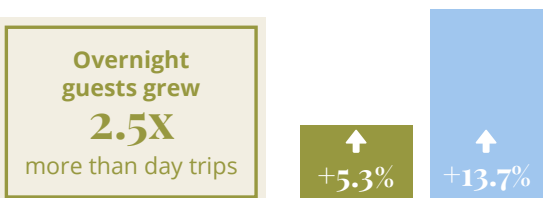
# NAPA VALLEY TOURISM



THE NAPA VALLEY WELCOMED A TOTAL OF

## 3.85 million

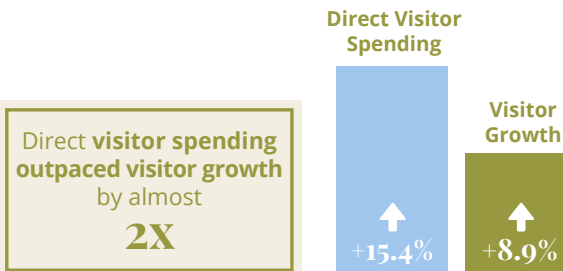
VISITORS



VISITORS TO NAPA VALLEY SPENT

## \$2.23 billion

SUPPORTING LOCAL BUSINESSES



NAPA VALLEY'S VISITOR INDUSTRY GENERATED

## \$85.1 million

IN TAX REVENUE FOR LOCAL SERVICES



The tourism industry supports an estimated **16,000 jobs** in the community

With a combined payroll of nearly **\$500 million**

The **2<sup>nd</sup>** largest employer in Napa County



**Visit Napa Valley** is the official destination management organization for Napa County. We promote the region as **an attractive travel destination** and 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**