



## Napa Valley Quick Facts:

The table below shows a historical summary of key findings:

	2012	2014	2016	2018	% Change (2016-18)
<b>Total visitors:</b>	2.94 million	3.3 million	3.5 million	3.85 million	<b>8.9%</b>
<b>Visitors staying in hotels, motels or inns:</b>	857 thousand	951 thousand	1.02 million	1.2 million	<b>13.7%</b>
<b>Day trip visitors:</b>	1.96 million	2.2 million	2.3 million	2.4 million	<b>5.3%</b>
<b>Total visitor spending:</b>	\$1.39 billion	\$1.63 billion	\$1.9 billion	\$2.2 billion	<b>15.9%</b>
<b>Spending by visitors staying in hotels, motels or inns:</b>	\$1.03 billion	\$1.17 billion	\$1.32 billion	\$1.55 billion	<b>15.4%</b>
<b>Direct spending on group meetings, weddings &amp; social events:</b>	\$187.7 million	\$194.0 million	\$196.1 million	\$266.9 million	<b>48.4%*</b>
<b>Spending by visitors for food and restaurants:</b>	\$301 million	\$367 million	\$438 million	\$480 million	<b>9.4%</b>
<b>Jobs supported by the visitor industry:</b>	10,498	11,776	13,437	15,872	<b>18.1%</b>
<b>Visitor industry payroll:</b>	\$300 million	\$332 million	\$387 million	\$492 million	<b>27.2%</b>
<b>Taxes generated for government entities:</b>	\$51.7 million	\$64.2 million	\$80.3 million	\$85.1 million	<b>5.8%</b>
<b>Tax revenues generated per household:</b>	\$1,041	\$1,304	\$1,604	\$1,726	<b>7.6%</b>
<b>Visitors in Napa Valley on an average day:</b>	13,409	15,019	16,922	18,857	<b>11.4%</b>
<b>Visitor spending on an average day:</b>	\$3.82 million	\$4.48 million	\$5.26 million	\$6.10 million	<b>15.9%</b>
<b>Annual visitor spending per resident:</b>	\$10,027	\$11,741	\$13,376	\$15,760	<b>17.8%</b>

\* In 2018 the project was redesigned to include spending on social events hosted by persons from outside Napa Valley, hence, 2016 and 2018 are not fully comparable.