



Napa Valley Quick Facts:

The table below shows a historical summary of key findings:

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

* 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.