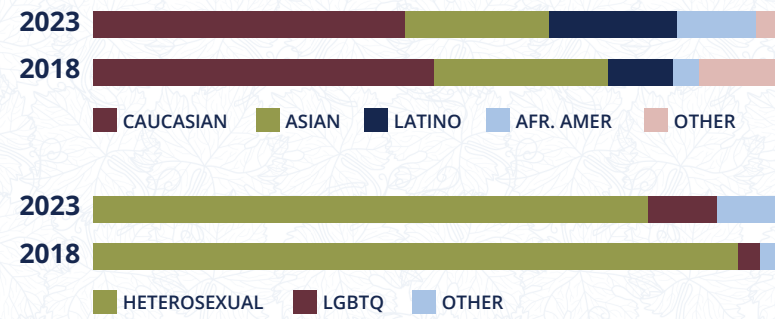
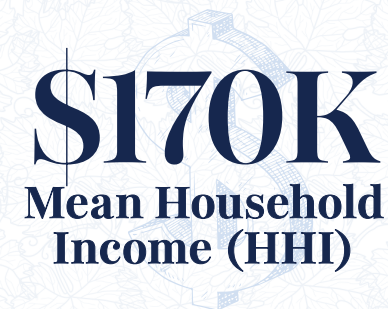
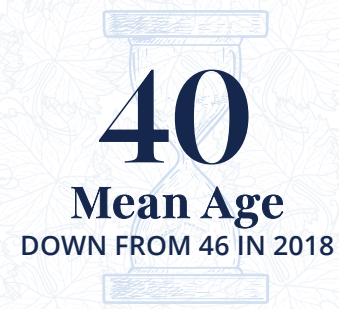


VISITOR PROFILE

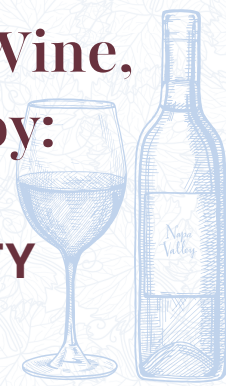
Comparison of Visitor Mix



Younger | Affluent | Educated



In Addition to Wine, Visitors Enjoy:



People are Talking About Napa Valley



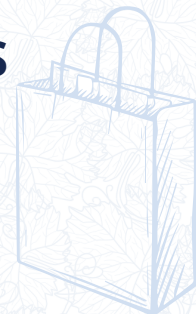
SCENIC BEAUTY

Climate

CULINARY EXPERIENCES

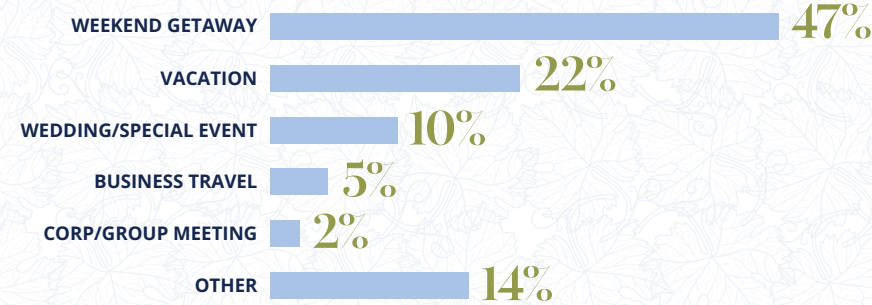
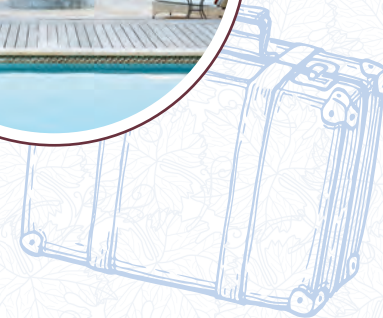
Shopping

AND MORE



TRIP PROFILE

Primary Reason for Visiting Napa Valley



Top Activities



Trip Details

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



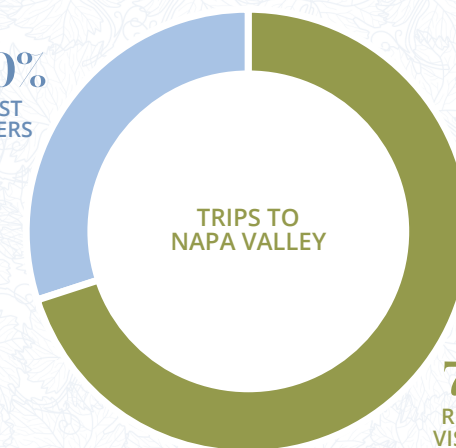
THE AVERAGE VISITOR MADE **3** TRIPS TO NAPA VALLEY IN THE PAST 12 MONTHS

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

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



30%
FIRST TIMERS



70%
REPEAT VISITORS

95% OF VISITORS PLAN TO RETURN



NAPA VALLEY TOURISM ECONOMY

Hospitality and Tourism:
Positive Economic Impact for Napa Valley

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.



For more information on Napa Valley tourism:
VisitNapaValley.com/tourism

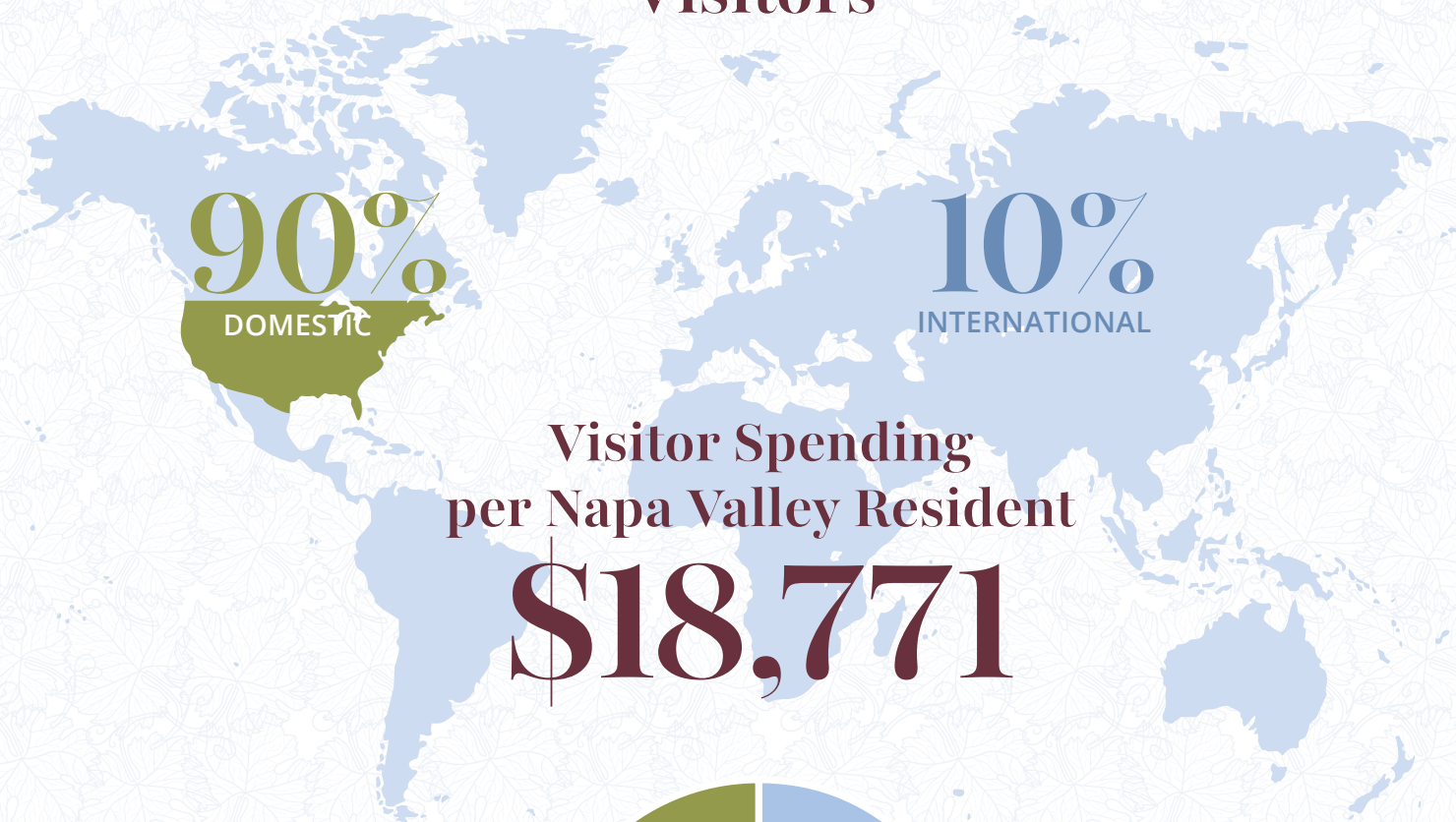


2023 ECONOMIC IMPACT REPORT

Napa Valley Welcomed a Total of

3.7 MILLION

Visitors



62% DAY TRIP VISITORS

Visitor Stay

38% OVERNIGHT GUESTS

Visitors to Napa Valley Spent

\$2.5 BILLION

Supporting Local Businesses

Such as

33% Wineries & Retail

27% Lodging

21% Restaurants

19% Other

66% of Spending is Generated by Overnight Hotel Guests

\$1.7 BILLION SPENT BY OVERNIGHT HOTEL GUESTS

\$864 MILLION SPENT BY NON-HOTEL GUESTS

Direct Visitor Spending Increased from 2018

+13%

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 IN NAPA VALLEY ON A TYPICAL DAY

\$7 MILLION

Tax Revenue Increased

26% Over 2018