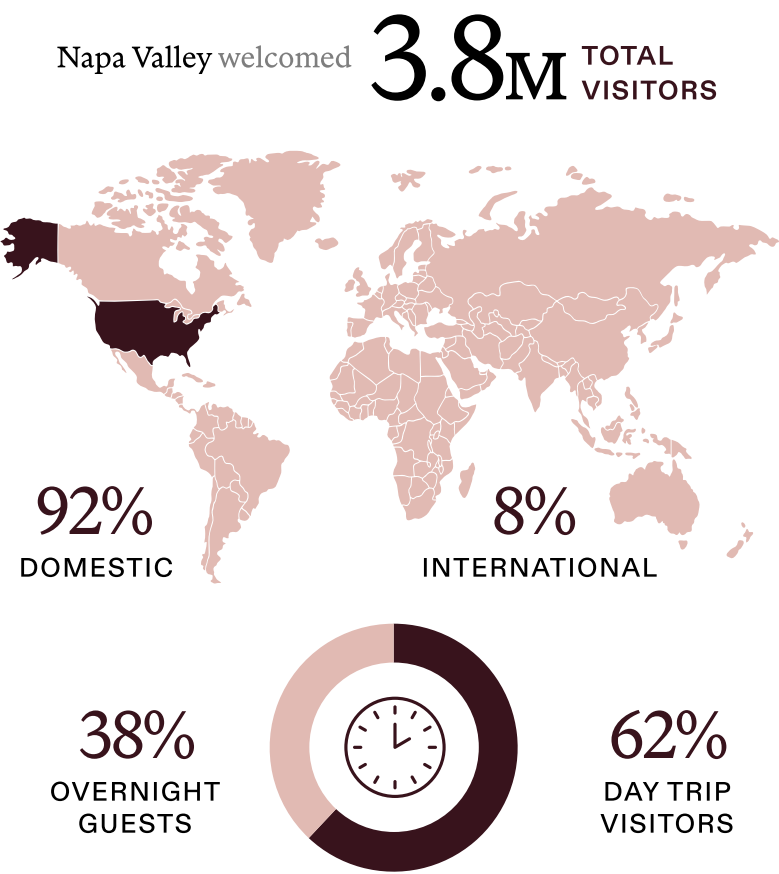


NAPA VALLEY TOURISM ECONOMY ECONOMIC IMPACT

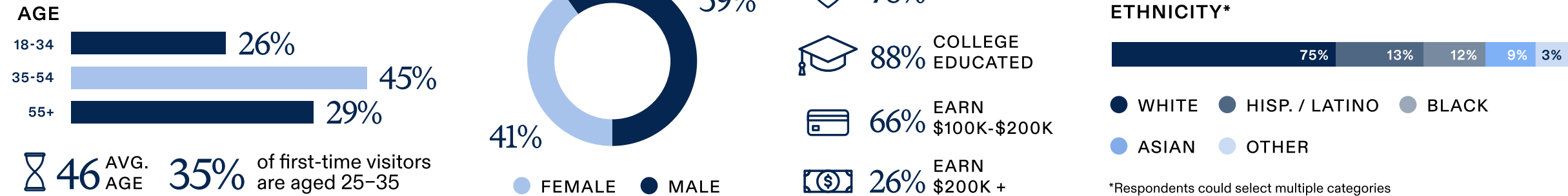


of spending comes from overnight visitors, who are 38% of volume

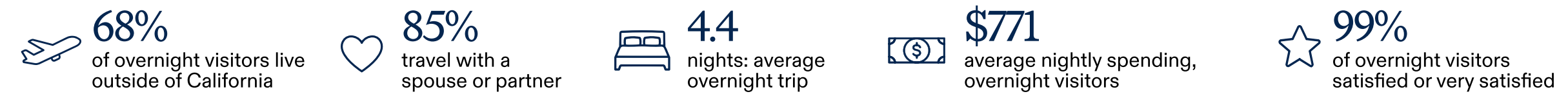
Visit Napa Valley is the official destination marketing and management organization for Napa County. The organization promotes the region as an attractive travel destination and works to continually enhance its public image as a dynamic place to visit, live, and work.

- VISION**
Elevate Napa Valley as the world's premier wine country experience.
- MISSION**
Promote, protect, and enhance the Napa Valley destination.

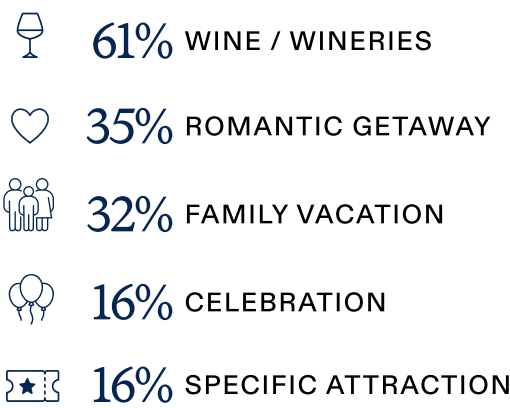
Demographics



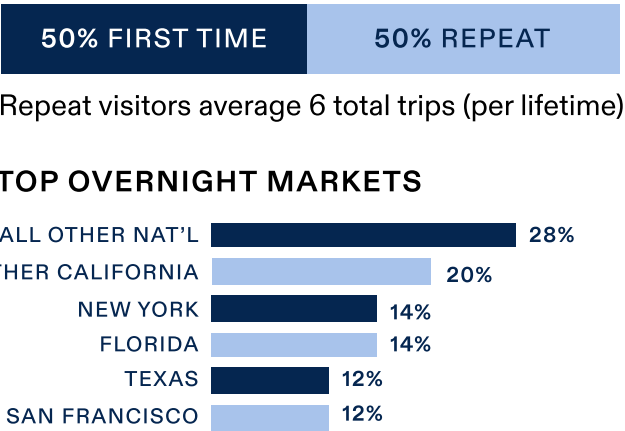
Trip profile



Trip motivators



Who visits, and from where



How visitors move throughout Napa Valley

	AM. CANYON	NAPA	YOUNTVILLE	ST. HELENA	CALISTOGA
AMERICAN CANYON	STAYED	75%	29%	34%	31%
NAPA	17%	STAYED	23%	26%	21%
YOUNTVILLE	21%	71%	STAYED	54%	43%
ST. HELENA	20%	68%	45%	STAYED	39%
CALISTOGA	22%	68%	44%	48%	STAYED

Read across by row