



NEW RESEARCH REVEALS AN INCREASE IN VISITOR DIVERSITY, VISITOR SPEND AND DOMESTIC TRAVELERS IN CALIFORNIA'S NAPA VALLEY

From 2018 to 2023, Black Visitors to Napa Valley Tripled, Latino and LGBT Visitors Doubled; Average Visitor Age Decreased by 6 Years; Domestic Travelers Increased by 180,000 People; Direct Spending Increased by \$300 Million, with Visitors Bringing \$2.5 Billion into the Local Economy in 2023

NAPA, Calif. (Aug. 21, 2024)—Visit Napa Valley, the official destination management and marketing organization for Napa County, announces the release of its **2023 Visitor Profile and Economic Impact Study**. Produced by Future Partners (formerly Destination Analysts), the comprehensive research report finds that visitor spending and related tax revenue have surpassed pre-pandemic levels, highlighting the Napa Valley's positive trajectory in tourism recovery following the devastating global COVID-19 pandemic and California wildfires.

Among the key findings in the 2023 Visitor Profile and Economic Impact Report are:

- 3.7 million people visited in 2023
- The number of domestic travelers increased by 180,000 since 2018
- Average visitor age decreased from 46 in 2018 to 40 in 2023
- The share of Black visitors has tripled, increasing from 4% in 2018 to 11% in 2023
- The share of Latino/Hispanic visitors has almost doubled, increasing from 10% in 2018 to 17% in 2023
- The share of LGBTQ visitors has doubled, increasing from 4% in 2018 to 8% in 2023
- Visitors brought more than \$2.5 billion dollars into the local economy in 2023, a 13% increase from 2018
- Tourism generated more than \$107.5 million in tax revenue—a 26% increase over 2018
- The tourism industry employs 20% of Napa Valley with an estimated 16,000 jobs
- 95% of all visitors indicated they are likely to return

“One of the many positive benefits of these strong economic results is how they directly impact Napa Valley residents’ quality of life,” explains Emma Swain, chair of the board of directors for Visit Napa Valley and CEO of Supéry Estate Vineyards and Winery. “For example, visitors to the Napa Valley pay a Transient Occupancy Tax (TOT) on every overnight hotel stay. These dollars go directly to our local governments’ general funds to help pay for public safety, libraries, parks and recreation, road repair and more to support a high quality of life for locals.”

The TOT collected from overnight hotel guests in Napa County in 2023 totaled \$69 million, which was \$14 million more than what was collected in 2019, prior to the pandemic. The visitor-paid TOT accounts for

75% of Calistoga’s general fund budget, 65% of Yountville’s, 25% of the City of Napa’s, 20% of St. Helena’s, 6% of American Canyon’s and 6% of Unincorporated Napa County’s general fund budget. Additionally, since 2019, an incremental 1% of TOT collected in Calistoga, St. Helena, Yountville, the City of Napa, and Unincorporated Napa County has raised \$23 million in taxes paid by hotel guests to help address affordable housing scarcity throughout Napa Valley.

“I am endlessly grateful for the diligence of the Visit Napa Valley team and our valued partners in highlighting the region as a dynamic place to visit, live and work,” comments Linsey Gallagher, president and CEO of Visit Napa Valley. “Looking ahead, we are honored to continue our proactive efforts to promote, protect and enhance the Napa Valley, and to drive destination stewardship initiatives that preserve it for generations to come.”

Visit Napa Valley is currently developing a Sustainable Tourism Strategic Plan that sets a roadmap for sustainability and destination stewardship to support the long-term viability of its visitor economy. The plan will address topics such as the preservation of resident quality of life, the impacts of increased visitor volume and the protection of natural resources. Additionally, Visit Napa Valley will soon launch a Green Lodging certification program in partnership with Napa County, local city governments and utility partners. The program will drive collaboration and efficiencies in climate action by providing meaningful, localized sustainability programming that is tailored to the hospitality industry and will later expand into additional hospitality verticals, including restaurants, transportation and attractions.

For more data about the impact of tourism in the Napa Valley, visit www.visitnapavalley.com/about-us/research.

About Visit Napa Valley

Visit Napa Valley is the official destination management and marketing organization for Napa County. The organization’s mission is to promote, protect and enhance the region’s position as an attractive travel destination and to enhance its public image as a dynamic place to visit, live and work. The Napa Valley, conveniently located just an hour from the San Francisco Bay Area, consists of distinctive towns from north to south: Calistoga, St. Helena, Yountville, the City of Napa, and American Canyon. In addition to these five towns, the areas of Rutherford, Oakville, and Angwin, along with the outdoor recreation area of Lake Berryessa, are also part of Napa County and add to its diverse and rich history. For more information on Visit Napa Valley, please visit www.visitnapavalley.com.

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