



## Quick Facts:

The profile below shows a summary of key findings:

	2012	2014	2016	% Change (2014-16)
<b>Total visitors to Napa Valley:</b>	2.94 million	3.3 million	3.5 million	6.3%
<b>Visitors staying in Napa Valley hotels or motels:</b>	857 thousand	951 thousand	1.02 million	7.0%
<b>Visitors staying in private homes (inside Napa Valley):</b>	125 thousand	166 thousand	158 thousand	-4.8%
<b>Day trip visitors to Napa Valley:</b>	1.96 million	2.2 million	2.3 million	3.1%
<b>Total visitor spending in Napa Valley:</b>	\$1.39 billion	\$1.63 billion	\$1.9 billion	17.5%
<b>Spending by visitors staying in Napa Valley hotels, motels or inns:</b>	\$1.03 billion	\$1.17 billion	\$1.32 billion	14.4%
<b>Direct spending on group meetings &amp; events:</b>	\$187.7 million	\$194.0 million	\$196.1 million	2.9%
<b>Spending in Napa Valley by visitors for food and restaurants:</b>	\$301 million	\$367 million	\$438 million	19.3%
<b>Jobs supported by Napa Valley visitor industry:</b>	10,498	11,776	13,437	14.1%
<b>Napa Valley visitor industry payroll:</b>	\$300 million	\$332 million	\$387 million	16.4%
<b>Taxes generated for govt. entities in Napa Valley:</b>	\$51.7 million	\$64.2 million	\$80.4 million	25.2%
<b>Tax revenues generated per Napa Valley household:</b>	1,041	1,304	1,604	23.0%
<b>Visitors in Napa Valley on an average day:</b>	13,409	15,019	16,922	12.8%
<b>Visitor spending in Napa Valley on an average day:</b>	\$3.82 million	\$4.48 million	\$5.26 million	17.5%
<b>Annual visitor spending per Napa Valley resident:</b>	\$10,027	\$11,741	\$13,376	13.9%