



Quick Facts:

The profile below shows a summary of key findings:

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