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Napa Valley wine tourism generated $2.8 billion in 2025

Overnight guests accounted for 38% of visitors but 88% of spending, highlighting the county’s push for longer stays.

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Napa Valley’s wine tourism economy generated a total economic impact of $2.8 billion in 2025, up 2.9% from 2024, according to new figures released by Visit Napa Valley, the official destination marketing and management organization for Napa County.

The report says 3.8 million visitors traveled to Napa County in 2025 and spent $2.2 billion locally. Of that total, $647 million was tied to retail and wineries, while $505 million went to food and beverage. The findings underline the continued weight of tourism in one of the most recognized wine regions in the United States at a time when the wine sector is facing broader uncertainty and changing consumer habits.

Visit Napa Valley said tourism supported 15,300 jobs across the county, or about one out of every seven jobs. It also said visitor activity generated $294 million in state and local tax revenue. The organization said that without the tax base created by visitors, each Napa County household would have to pay about $5,900 more each year to maintain the same level of public services, including public safety and road and park maintenance.

The data show a clear divide between the number of day visitors and the spending power of overnight guests. Day visitors accounted for 62% of total visitors, but travelers who stayed overnight were responsible for 88% of all tourism spending. On average, an overnight visitor spent $771 a day in Napa Valley and stayed for 4.4 nights.

Domestic travelers remained the foundation of the market. According to the study, U.S. visitors represented 92% of the total. International arrivals declined 1.7% from 2024, a sign that foreign demand has not fully recovered even as the region continues to attract strong domestic interest.

The report also points to the next challenge for Napa Valley’s tourism industry: turning more day trips into overnight stays and reaching high-value domestic markets where first-time visitation rates exceed 60%. Visit Napa Valley also identified repeat visitors as an important target for future growth.

The organization said interest in visiting Napa Valley remains closely linked to a person’s relationship with wine. The likelihood of visiting the region ranges from 71% among wine enthusiasts to 24% among non-drinkers, according to the study. That link is important for a destination built on winery visits, tastings, and vineyard experiences, but it also creates pressure to widen its appeal as drinking patterns shift across age groups.

In response, Visit Napa Valley said it is investing in marketing that presents the area as “wine and” rather than wine alone. The approach is meant to promote Napa Valley not only for its wineries, but also for restaurants, outdoor recreation, wellness offerings, music, and multigenerational travel experiences. The goal is to keep the region competitive by offering a broader travel product to visitors whose interests may extend beyond traditional wine tourism.

The latest figures reinforce Napa Valley’s role as a leading wine tourism destination more than three decades after the region helped shape the model for winery-based travel in the United States. Even as the wine business faces pressure from international tensions, economic uncertainty, and changing consumption trends, the latest numbers suggest that Napa Valley’s visitor economy remains a major source of spending, jobs, and tax revenue for the county.