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Napa Valley tourism generated $2.8 billion in 2025, up 2.9%.

A new study found that 3.8 million visitors spent $2.2 billion, sustaining an economy that depends on longer stays.

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Tourism in Napa Valley generated $2.8 billion in economic impact in 2025, a 2.9% increase from the previous year, according to a Visit Napa Valley study published on July 28. The gain implies an increase of about $79 million from roughly $2.721 billion a year earlier, underscoring the strength of the county’s visitor economy even as the region works to rely less exclusively on wine-centered travel.

The study, which covers Napa County, California, said 3.8 million visitors spent $2.2 billion during 2025 across lodging, restaurants, transportation, retail and other tourism-related activities. Visit Napa Valley said the broader $2.8 billion economic impact

includes both direct visitor spending and the wider effects that tourism activity has on the local economy.

The figures show that wine remains central to Napa’s identity, but not all of the spending tied to tourism can be assigned directly to wine sales. The report said wineries and retail together accounted for $647 million in visitor spending, while food and beverage brought in $505 million. Because the winery category is combined with retail, the $647 million total does not represent wine purchases alone.

Tourism’s role in Napa’s labor market also remained significant in 2025. The study said visitor activity supported 15,300 jobs in the county, or about one out of every seven positions. It also generated $294 million in state and local tax revenue, providing a sizable contribution to public finances in a county where tourism is one of the main economic drivers.

The data come as Napa’s tourism industry adjusts to changes in consumer behavior in the wider U.S. wine market. Wine tourism still draws visitors, but the region is increasingly promoting itself through food, wellness and outdoor experiences in addition to tasting rooms and vineyard visits. The strategy reflects both the enduring value of Napa’s wine brand and a recognition that growth may depend on attracting travelers whose interests extend beyond wine.

The study points to a clear difference between the number of visitors and the amount they spend. Day-trippers made up 62% of all visitors to Napa Valley in 2025, but travelers who stayed overnight accounted for 88% of total visitor spending. That gap helps explain why local tourism leaders have been placing greater emphasis on longer stays, lodging packages and activities that can fill multiple days rather than a single winery-focused excursion.

Visit Napa Valley also found that interest in the destination rises sharply with wine engagement. Among people who do not drink wine, 24% said they intended to visit Napa Valley. Among wine enthusiasts, that figure rose to 71%. The data suggest that wine continues to be a strong reason for travel to the region, even as Napa seeks to broaden the message it sends to prospective visitors.

That broader positioning has become more important as parts of the U.S. alcohol market soften and younger consumers show different spending habits than earlier generations. Napa, one of the country’s best-known wine regions, has responded by emphasizing restaurants, spa offerings, hiking, cycling and scenic tourism alongside its core winery experience. The goal is not to replace wine, but to make the destination more resilient if wine consumption slows or if travelers seek a wider range of activities.

The 2025 numbers suggest that the approach has not weakened the destination’s ability to generate spending. Visitor expenditures of $2.2 billion indicate that Napa continues to attract a large volume of travelers willing to spend across several categories, from hotel rooms and dining to shopping and transportation. For local businesses, that mix matters because it spreads tourism income beyond tasting rooms to restaurants, retailers, lodging operators and service providers.

The employment effect is especially important in a county with a relatively small population and a heavy reliance on hospitality-related activity. Supporting 15,300 jobs means tourism remains one of Napa County’s largest sources of employment. The one-in-seven figure shows how closely the local workforce is tied to visitor demand, and it highlights why shifts in travel patterns, trip length and spending behavior are closely watched by businesses and public officials.

Tax revenue is another part of the picture. The $294 million generated for state and local governments can help fund public services and infrastructure that residents and visitors both use. In tourism-dependent areas, those revenues often become a major fiscal benefit, especially when they come from spending by nonresidents.

The report does not suggest that Napa is moving away from wine as its central brand. Instead, it indicates that local tourism officials see more room for growth by pairing the region’s established wine reputation with a wider range of experiences. Wine remains a powerful draw, and the large difference in visit intent between non-drinkers and wine enthusiasts shows how much the category still matters. But the spending gap between day visitors and overnight guests also shows why the county is trying to build a fuller destination model that encourages people to stay longer and spend more broadly.

The study’s release in late July offered a detailed look at how Napa’s tourism economy performed during 2025 at a time when the wine industry is facing a more complex market than in previous years. The results suggest that wine tourism continues to support growth, jobs and tax collections in Napa County, even as the region tries to reduce its dependence on the purely wine-focused visitor.