

FAQs

What is Visit Napa Valley? What is its mission?

Visit Napa Valley is the official destination marketing organization for Napa County.

Our mission is to promote, protect, and enhance the Napa Valley destination.

Visit Napa Valley develops programs that target consumers, encouraging overnight stays with emphasis during off-peak time periods including November – March (Cabernet Season) and mid-week (Sunday – Thursday nights).

Our region encompasses the entire Napa County and we work closely with each of the six local jurisdictions (Calistoga, St. Helena, Yountville, City of Napa, American Canyon, and Unincorporated Napa County).

How is Visit Napa Valley funded?

Visit Napa Valley is funded through the Napa Valley Tourism Improvement District (TID) assessment, a 2% self-assessment by lodging properties, paid by overnight visitors on lodging room nights.

Additionally, a portion of funding is derived through memberships paid by visitor-serving businesses and other partner organizations, as well as revenue generated in the Napa Valley Welcome Center Mercantile.

Visit Napa Valley is a 501(c) (6) not-for-profit organization.

What is the difference between the Transient Occupancy Tax (TOT) and the Napa Valley Tourism Improvement District (TID)?

Each jurisdiction in Napa County levies a 12% Transient Occupancy Tax (TOT) on visitor stays at lodging properties. This visitor-paid tax revenue goes into the jurisdiction's respective General Fund budget. These funds, used at the discretion of local elected governments, pay for important municipal services such as police, fire, parks and recreation programs, roads, sidewalks, and other infrastructure.

Since 2019, an additional 1% TOT has been collected from visitors on overnight hotel stays to support local affordable housing solutions. This additional tax is collected in all the jurisdictions with the exception of American Canyon.

Each jurisdiction collects an additional 2% Tourism Improvement District (TID) assessment on visitor stays at lodging properties within the jurisdiction. With oversight by the Napa Valley Tourism Corporation and the Visit Napa Valley Board of Directors, 75% of this assessment funds the efforts of Visit Napa Valley in promoting the entire Napa Valley as the world's premier wine country experience. The local jurisdictions retain the remaining 25% of this TID revenue for local marketing efforts (events, social media, etc.) with oversight by local TID advisory committees.

In 2023, \$69 million in TOT revenue was generated for the general funds of local jurisdictions and nearly \$8 million in TID funds were collected through the Napa Valley Tourism Improvement District and earmarked for Visit Napa Valley destination marketing programs.

Wouldn't the money from the NVTID be better used to fund other local government priorities?

The NVTID funds are self-assessed, private funds restricted to be used specifically for tourism marketing and enhancement. The NVTID funds cannot be leveraged by local government for initiatives or projects.

There is a symbiotic relationship between the two funding sources (TOT and TID), creating an economic ecosystem. Visit Napa Valley invests the TID funds in strategically managed programs. Investment in destination marketing and promotion by Visit Napa Valley ensures that jurisdiction TOT funds continue growing to fund local community improvements and services.

FAQs CONTINUED

What is the Visit Napa Valley budget?

For FY24, the total operating budget for Visit Napa Valley is \$9 million, including TID revenue, as well as partnership, mercantile, and other revenue sources. This is less funding than many other world-class destinations. These funds are used to maintain Napa Valley's globally competitive position, which in turn generates significant economic benefits for each jurisdiction, supporting businesses and our workforce in addition to local municipal services.

Napa Valley is known around the world; why do we need to invest more money into marketing our region?

Ongoing investment in Napa Valley destination promotion is critical to ensure that Napa Valley and its residents continue to reap the benefits of a strong, vibrant, and strategically managed tourism economy and the enhanced quality of life for residents that results from the robust economy.

Isn't the tourism industry responsible for all of the traffic and crowding in the area?

Visit Napa Valley deploys strategic promotion of the destination, aiming to attract visitors during the off-peak season and shift trips from peak season to low-occupancy periods.

Visit Napa Valley works closely with agencies to support traffic reduction through shuttle buses, public transit solutions for employees, and alternative transportation modes to reduce traffic impacts. Visit Napa Valley and lodging partners continue to invest in building the Napa Valley Vine Trail, a pedestrian and bike path spanning the entire length of Napa Valley.

Visitors to Napa Valley generate tax revenues that allow local governments to mitigate traffic pressures with investments in community infrastructure and public safety. A low unemployment rate, coupled with a tight housing market, adds to traffic during worker commute times. Some workers from surrounding regions make their way to Napa Valley jobs in various employment sectors.

You say tourism creates and supports a lot of jobs, but aren't all tourism industry jobs low paying, entry-level positions?

Napa Valley's tourism industry is a leading employer and offers flexible, diverse, and rewarding job opportunities for all skill levels and backgrounds. In fact, 1 in 5 adults in Napa Valley is employed in the hospitality sector. In a normal year, tourism jobs in the region support nearly 16,000 people with an estimated payroll of \$492 million (data from 2018 economic impact study).

The majority of lodging jobs in Napa Valley offer benefit packages and retirement plans, remaining competitive to retain top talent. The tourism industry offers career ladders for entry level employees similar to other industries.

The local tourism industry partners with the community college to provide hospitality training for employment advancement in the industry.

Why should I support tourism? How does tourism directly benefit me?

Tourism provides economic, cultural, and civic benefits that improve the quality of life for all residents in Napa Valley.

Visitors to Napa County spent \$2.2 billion in 2018, which supported 16,000 local jobs and generated \$85 million in tax revenue for local governments in Napa County.

Tourism revenues allow local government to invest in services and programs that benefit all residents, including infrastructure improvements, civic amenities, and public safety.

Napa Valley's reputation as a premier tourist destination creates demand for a diverse range of goods, services, and cultural programs that are available for residents and visitors to enjoy.

Lodging property owners make significant investments in their properties to ensure they are in line with Napa Valley's world-class reputation. These investments result in increased property tax and TOT revenues for local projects that directly benefit residents.

Napa Valley's strong brand identity makes it an attractive place for an array of companies to locate including technology and manufacturing, resulting in quality employment opportunities for residents.

FAQs CONTINUED

Why isn't the tourism industry contributing to solving the affordable housing crisis in Napa Valley?

The tourism industry generates more than \$85 million in tax revenue to fund essential services and programs throughout Napa County. Local elected leaders decide how much of those funds are used for affordable housing and other critical services.

Working closely with local government, the lodging industry supported the passage of an additional 1% to the TOT, specifically designated for workforce and affordable housing. Since 2019, approximately \$5 million has been collected for this fund annually to support housing solutions in Napa County.

What is the tourism industry doing to give back to our community, aside from the revenue it generates?

The tourism industry pledged \$2.5 million to support the Napa Valley Vine Trail, a 47-mile-long walking and biking trail system that will benefit both residents and visitors. To date, more than \$2 million has been contributed.

Industry-wide volunteer opportunities have been encouraged through National Travel & Tourism Week with the Tourism Gives Back initiative. Tourism workers throughout the county support a local service project in an organized work party for maximum impact.

Lodging businesses regularly support more than 80 local non-profit organizations through direct contributions, room night donations, and volunteer service time.

Why are we trying to attract more tourists when Napa Valley is already so crowded?

The objective for Visit Napa Valley is to increase tourism-related revenue through increased visitor spending and overnight stays in low-occupancy periods.

From 2016 to 2018, the number of visitors to Napa Valley increased 8.9%, from 3.5 million to 3.85 million, while visitor spending increased almost twice that

amount, up 15.9%, from \$1.9 billion to \$2.2 billion during that same period. (Source: Destination Analysts Economic Impact Study) In calendar year 2023, Visit Napa Valley commissioned a new Visitor Profile and Economic Impact Study. These results will be released in early 2024 and will continue to inform tourism-related decisions.

Why should we support tourism development projects? Don't those projects destroy our region's beauty and charm?

Responsible and sustainable growth and expansion are vital to the ongoing success of our community in Napa Valley. Lodging can only be developed where zoning allows it and will not encroach into open spaces and protected areas.

Lodging properties generated more than \$69 million in TOT revenue in 2023. TOT Special Projects Funds are allocated by Napa County to preserve and protect natural landscapes through parks and open spaces, as well as cultural arts programs and affordable housing.

How do I keep up-to-date on what Visit Napa Valley is doing?

Visit Napa Valley is governed by two boards of directors – the Napa Valley Tourism Corporation Board and the Visit Napa Valley Board. With oversight from both boards, as well as best-in-class business audits year after year, Visit Napa Valley continues to offer transparency and visibility into activities and operations. Bookmark **www.visitnapavalley.com/industry** to find information on the Visit Napa Valley vision, mission, and objectives; the hospitality industry's economic impact; Visit Napa Valley metrics; reports, including Monthly Activity Reports, STR Monthly Reports, Annual Recaps, and Marketing Campaign Recaps; toolkits to aid the local industry during crisis; and other resources such as our brand guidelines.

Additionally, follow Visit Napa Valley on Facebook, Instagram, Twitter(X), Pinterest, LinkedIn, and Tiktok via @VisitNapaValley.