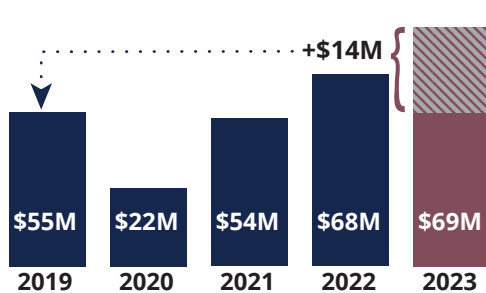
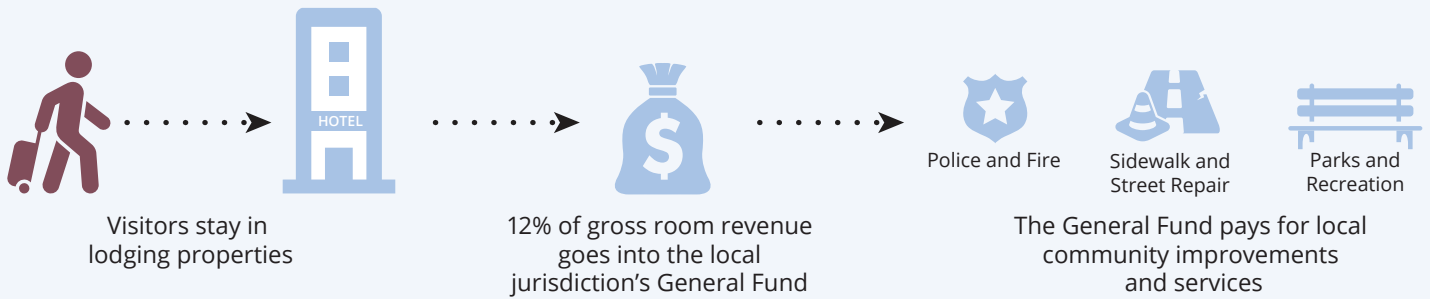
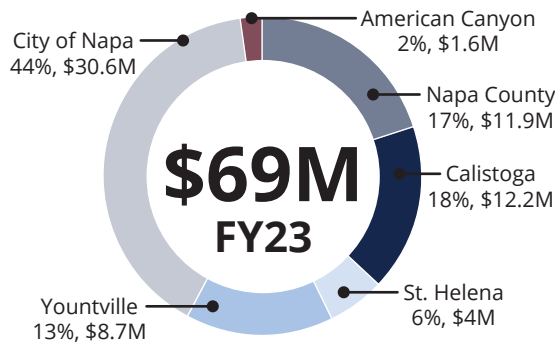


Tourism Improves Resident Quality of Life in Napa Valley

The Transient Occupancy Tax (TOT) is a tax on overnight hotel stays in Napa County.



In 2023, TOT revenue reached a record \$69M, \$14M more than pre-pandemic levels in 2019.



Since 2019, an additional 1% TOT has been added to overnight hotel stays in Calistoga, St. Helena, Yountville, City of Napa, and Napa County to **support affordable housing solutions**.

TOURISM DRIVES OUR LOCAL ECONOMY

- The number one industry in Napa Valley is wine, followed by the second largest industry, tourism.



- 1 out of 5 working adults in Napa County (age 16-65) is employed in the hospitality industry.



- Approximately 3.7M people visit Napa Valley annually.

3.7M

- Overnight lodging guests and day trip visitors spend over \$2.5 billion in our community in a typical year.



- Compared to day visitors, overnight guests visit **more** local businesses and spend **more** money per day.



VISIT NAPA VALLEY: VISION AND MISSION

Visit Napa Valley is the official destination marketing organization for Napa County. We promote the region as an attractive travel destination and enhance its public image as a dynamic place to visit, live, and work. Our priorities include:

- Promoting Napa Valley travel recovery** by encouraging travel during off-peak periods (namely November - March & midweek), inspiring international travel recovery, and growing group travel.
- Serving as a steward of Napa Valley** by fostering a vibrant economy, a healthy environment, and a high-quality of life for our residents through the development of a best-in-class sustainable tourism plan and initiatives such as a Green Lodging Certification Program.
- Helping to engage the Napa Valley hospitality workforce** by launching "*Crush that Career*", a campaign designed to address workforce shortages by attracting the next generation of hospitality professionals to consider a career in Napa Valley.



VISIT
Napa Valley

Tourism Improvement District vs. Transient Occupancy Tax

Tourism Improvement District (TID)

A lodging industry self-imposed assessment specified for maintaining a sustainable tourism economy.

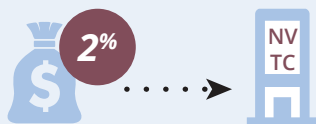
- The TID assessment, initiated by hotel and lodging properties, funds marketing for tourism promotion.
- The Napa County TID was formed in 2010; renewed in 2015 for a ten-year period going through 2025; and will renew again for another ten-year period, taking Napa County through 2035.
- Collected TID assessments fund destination marketing budgets of approximately \$11 million annually.

HOW THE TID WORKS

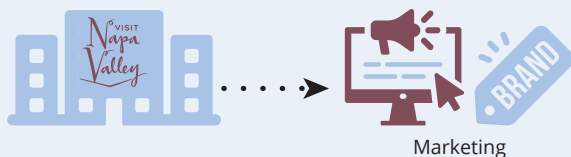
- Visitors come to Napa Valley, stay in a lodging property, and then leave.



- 2% is collected on the overnight hotel fee. The collected TID revenue then goes to Napa Valley Tourism Corporation (NVTC).



- NVTC contracts with Visit Napa Valley (VNV) to do tourism marketing.



- This generates visitation, spending, and economic benefit to Napa Valley.



Transient Occupancy Tax (TOT)

A county-wide tax collected on overnight hotel stays and earmarked for resident services.

- Each jurisdiction in Napa County levies a 12% TOT on overnight hotel stays.
- Beginning in 2019, an incremental 1% of TOT collected in Calistoga, St. Helena, Yountville, the City of Napa, and Unincorporated Napa County has raised \$23 million in taxes paid by hotel guests to help address *affordable housing solutions throughout Napa Valley*.

HOW THE TOT WORKS

- Visitors come to Napa Valley, stay in a lodging property, and then leave.



- 12% is collected on the overnight hotel fee for that town.



- The collected TOT revenue goes to the general fund for that specific jurisdiction.



- The general fund pays for community improvements and services such as police and fire safety, infrastructure, and parks and recreation.

