



ECONOMIC IMPACT

In spite of its small size, the Napa Valley wine industry has a big impact. Although only 4 percent of California's wine grape harvest comes from Napa Valley, the total retail value of Napa Valley appellation wine accounts for 27 percent of the value of all wine produced in the state.

The Napa Valley wine industry creates 46,000 local jobs and an annual economic impact of more than \$13 billion in Napa County. Its annual economic impact on the U.S. economy is \$50 billion and the Napa Valley wine industry creates more than 300,000 American jobs resulting in \$9.2 billion in wages.

Tax rolls benefit, too, including \$2.5 billion in state and local taxes paid in the U.S. and \$2.7 billion in federal taxes paid. Charitable contributions by individual vintners are estimated to be more than \$84 million annually, not including proceeds from Auction Napa Valley. The success of the local visitor industry is attributed in large part to Napa Valley's wineries, which help to bring 3.5 million visitors a year to taste the region's wines and enjoy its scenic beauty and world-famous hospitality.

\$13 Billion

Annual local economic impact created by the Napa Valley wine industry

44,000

Local jobs created by the Napa Valley wine industry

\$50 Billion

Annual economic impact on the U.S. economy created by the Napa Valley wine industry

300,000

U.S. jobs created by the Napa Valley wine industry