

3.7 MILLION

VISITORS TO THE NAPA VALLEY SPENT

2.5 BILLION

SUPPORTING LOCAL BUSINESSES SUCH AS



825M
WINERIES/RETAIL
33%



525M
RESTAURANTS
21%



675M
LODGING
27%



475M
OTHER
19%

VISITOR TOP ACTIVITIES

WINE/
WINERIES

79%

DINING

73%

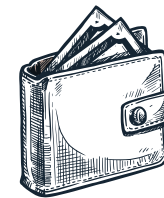
SHOPPING

61%

BARS/
NIGHTLIFE

11%

NAPA VALLEY INCOME & EDUCATION



\$170K
MEAN HOUSEHOLD
INCOME



74%
COLLEGE GRAD +

TRIP PROFILE



FIRST STREET NAPA AT A GLANCE

First Street Napa continues to perform as a strong, stable destination within a growing Napa Valley market, delivering consistent traffic, long visit durations, and a high-value customer base that directly supports tenant success.

22

LEASES SIGNED
IN 2020 / 2021

20

LEASES SIGNED
IN 2022/2023

6

LEASES SIGNED
IN 2024

5

LEASES SIGNED
IN 2025

87%

LEASED
START OF 2026

NAPA FIRST STREET DISTRICT VISIT METRICS 2025

790.4K

VISITS IN 2025

414.4K

VISITORS IN 2025

+7.7%

VISITS YO3Y

73 MIN

AVG. DWELL TIME

VIA PLACER AI PROPERTY INSIGHTS REPORT

\$

RETAIL TYPE:

FOOD & BEVERAGE
BEVERAGE
RETAIL
HEALTH & WELLNESS

2025 SALES PSF

\$732
\$912
\$732
\$403



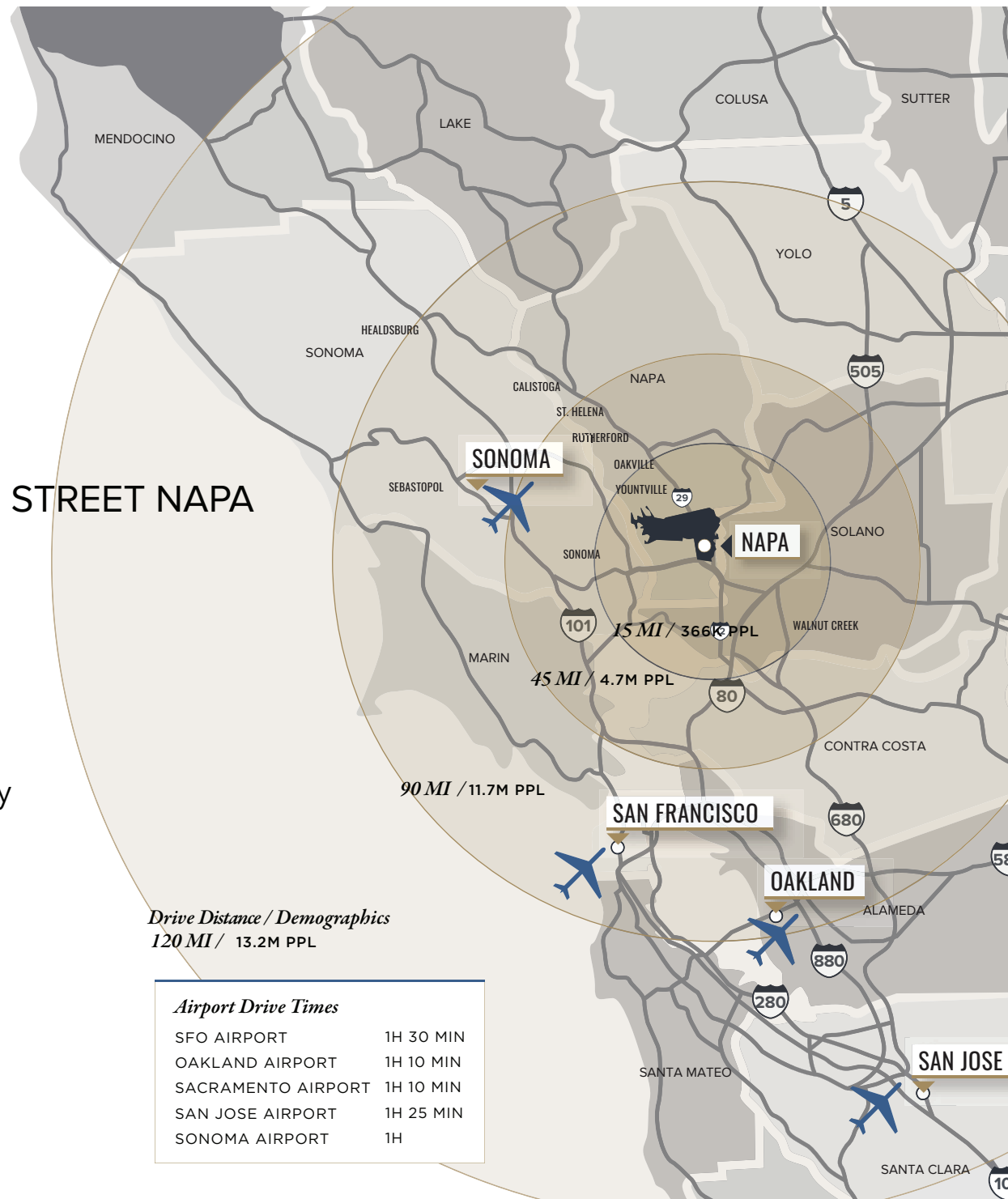
13.2 MILLION

LIVING WITHIN 120 MILES OF FIRST STREET NAPA

With 4.7 Million people living within a 45 minute drive of downtown Napa, this world-class region is a natural extension of the booming San Francisco bay area, and one of the most strategically located visitor destinations in the U.S.

35%

OF VISITORS ARE LOCAL TO NAPA VALLEY
(LIVE WITHIN 10 MILES)



VISITOR TYPE

BOOMING WITH CONFIDENCE

Prosperous, established couples in their peak earning years living in suburban homes.

FLOURISHING FAMILIES

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles.

SIGNIFICANT SINGLES

Diversely aged singles earning mid-scale incomes supporting active city styles of living.

YOUNG CITY SOLOS

Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas.

PLACER.AI VISITOR SEGMENTS INDICATE FIRST STREET NAPA ATTRACTS AFFLUENT, ACTIVE, AND EXPERIENCE-DRIVEN CONSUMERS

