Read “Economic Impact of Napa Valley Wine Industry” and respond to the following questions:

1. Outline the economic impact of the Napa Valley on the state of California and the U.S.

2. Outline the impact Napa Valley has on employment.

Read “Napa County Visitor Profile Study and Napa County Economic Impact Study” and respond to the following questions:

1. Explain five key findings from the “Visitor Profile” section you found most interesting, making sure to explain why you found them interesting.

2. Explain five key findings from the “Economic Impact” section you found most interesting, making sure to explain why you found them interesting.

3. Summarize the trip characteristics and travel behaviors from the report. Conclude this question by explaining three things that surprised you!

In-Trip Assignments based on these readings and our experiences on the trip: After our Napa Valley tour, write out your “perceptions” of the region, based on the following questions that were actually used in this Visitor Profile report.

Here are the questions from the report for you to respond to after our tour:

- I would recommend Napa Valley to friends and family
- Napa wines and wineries are a hallmark of the area’s attractions
- People I encountered in the Napa Valley were friendly
- Customer service at Napa Valley attractions is excellent
- Napa Valley is my type of destination
- It is convenient to get into the Napa Valley region by roads and highways
- It is convenient to drive around and within the Napa Valley region
- Napa Valley is an ideal place to bring kids

Your responses to these will be collected the morning after our Napa Valley tour!