

Napa Vacation Rental Guest Survey Feedback

The owner of several permitted vacation rentals in the City of Napa recently survey guests who stayed during 2009. Over 35 guests responded to the following questions:

1. Would you have come to Napa anyway if you had to stay at a hotel?
2. While visiting Napa, approximately how much did you spend on wineries, restaurants, stores, transportation and more?

Q. Would you have come to Napa if you had to stay in a hotel?

" We would have chosen a nearby winery town such as Sonoma or even a mid coast location if we had only had a hotel option"

"We were also considering Monterey but chose Napa based on housing alternatives"

" We would not have stayed in Napa if we had to stay in a hotel. Then we would have booked a hotel downtown SF or further down the coast and our total stay would only have lasted a couple of days, we would not have spent 6 days in a hotel"

" We would have chosen a different location, we would NOT stay in a hotel"

"We could not have stayed in a hotel in Napa as it would not have been conducive to 8 persons spending a holiday weekend together. Again, we would *not* have chosen Napa as our destination, but rather the Lake Tahoe region or elsewhere in the area"

" We almost certainly would not have stayed in a hotel for an extended period. In large part, the decision to make Napa our vacation destination this year was cemented due to the availability of home rentals in the Napa region."

"I can tell you now, and I speak for all 9 of us, we would not go back to Napa unless we were unable to rent the house."

"Since we must absolutely come up at least once per year to visit our friends, then I would have to say that instead of coming up 2 to 3 times per year and staying at a Vacation Rental, we would only come up 1 time Maximum per year and stay at a Hotel"

"of the most important goals of our stays when we visit as a Group of Couples is that we bond and get to know each other better, and enjoy each other's company . . . we just cannot accomplish this at a Hotel, and we have tried many times before"

" We very much wanted to include Dan's 89 year old mother so that she could meet her new great grandson and visit with her great granddaughter. This would not have been possible if we had to get rooms in a hotel/motel"

" Finally, the purpose of our trip was to celebrate my wife's 40th birthday. Staying in a home allowed us to congregate as a group in the beautiful patio setting or kitchen which would not be possible in a hotel"

***"We are likely to return more frequently than once a year if we can rent a vacation home. The time spent socializing in your home truly made this a memorable trip. We will likely visit an alternate area if vacation home rental in Napa is no longer an option"**

“ We would have come but for a shorter period of time and by spending less money. We love Napa and have been visiting every year since 1994 in rental homes.”

“ That seems outrageous and certainly unlike any other part of the country that enjoys visitors year round. Any place we have travelled has various lodging alternatives that are both financially relevant as well as experientially.”*

Q. While Visiting Napa, How much money did you spend?

“ Including lodging, we spent \$12,000 for the four of us. We like to stay in private residences and prefer to avoid hotels, if we can. Staying in a home gives us a quieter, more personalized experience. We chose to rent a home whenever we can when we travel, as it gives us more of an insider's view of a town”

“We spent (outside of home rental) approximately \$7000 while we were visiting. If we had to stay at a hotel, I doubt we could have "infused" so much into the local economy.”

“So, for all 3 couples who stayed at your Vacation Rental, we spent about \$6000.”

“ Multiply that by seven women, two meals a day for five days out-----and that was just for lunch and dinner. Hotels or Bed and Breakfasts just don't achieve that same bonding”

“ We would have come but for a shorter period of time and by spending less money. We love Napa and have been visiting every year since 1994 in rental homes.”

“ Here is a rough estimate of the expenditures for our group for the 4 days we spent in Napa :

Groceries - \$600

Gas - \$300

Wine Tastings - \$400

Wine Cases (sent home) - \$2,400

Restaurants - \$1,800

Harvest party at Pine Ridge - \$900

Limo - \$400

Souvenirs from wineries - \$250

= \$1,762.50 per day...not counting the house. That is a total of \$7052.”

“ If my next trip to Napa does not allow me to book a vacation rental home, there are surrounding areas that will and I am sure these other areas would be happy to have what revenue I generate while on vacation”

“There were a total of 9 of us who came from all parts of the United States . The amount of money we spent in two days for dining, shopping, transportation, and the wineries is estimated at about \$5000. Staying at a home made our entire trip. I can tell you now, and I speak for all 9 of us, we would not go back to Napa unless we could rent a home.

“I can tell you exactly!

Dean and Deluca \$3,000

Bike Rentals \$500

Etoile \$100

Coles chop house - \$500

Safeway - \$500

Soda Canyon cafe - \$100

\$4700 for the weekend for 12 people who would NOT have come if they had to stay in a hotel.”