

# What it will cost you to taste wine in the Napa Valley in 2017

In short, prepare for tasting fee stickers shock. This is our fourth year of tracking tasting room fees in the Napa Valley. We base it on the same wineries each year and an entry level tasting. Most wineries have multiple options for tasting wines. For this index we stick to the basic fee one pays to pop into a tasting room without a reservation. All of these tasting rooms are along Highway 29 and are visible from the road. This is an entirely unscientific collection of data, but it does give visitors an idea of the cost of tasting wine in the Napa Valley.

## Napa Valley Tasting Room Index 2017

These wine tasting fees represent the entry level wine tasting.

- Alpha Omega – \$50 for two reds and two whites
- Beaulieu Vineyards – \$25 for four wines
- Beringer Wines – \$25
- Grgich Hills – \$25 for five wines
- Louis Martini – \$25 for four red wines
- Peju Province – \$35
- Provenance – \$25 for four red wines
- Pestoni Family Estate - \$20
- Sequoia Grove – \$20
- Whitehall Lane – \$25 for four wines

The Napa Valley Tasting Room Index for 2017 is an average of \$27.50, as compared to \$23 for 2016. The latest inflation rate for the United States is 1.3% for 2016. Our Napa Valley Tasting Room Index rose 19.5% this past year, well above our national inflation rate. If you are planning a Napa Valley wine country getaway you can figure what you need to budget for tasting rooms based on the average amount of \$27.50 for a basic tasting.

<http://winecountrygetaways.com/much-tasting-fees-napa-valley-2017/>

## Best Time to Visit Napa for Winetasting

Because I've received a number of phone calls about when is the best time to travel, here are a few hints when talking with your clients about Wine Country.



High Season for Wine Country can begin as early as mid-August and last through mid-October. It's referred to as Harvest and Crush and a very popular time. Lots of people want to make long weekends of this. I recommend not. Pricing is the highest. Traffic is bad enough during the week but unreal on Saturdays and Sundays. Lines in the most popular tasting rooms are ridiculous and there are long waits in restaurants. If your clients insist on traveling during that time period, suggest arriving Sunday and departing Friday.

Here is the last straw. September and October is the heart of convention season in San Francisco. You know what this does to room rates and car rental prices.

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This info is also true for visiting wine regions overseas. The one option there however, the popular riverboat travel. Many of them have themed rivercruises. They have private visits and experiences at many many wineries in the various regions and the lodging, transportation and food etc. Is all included, elimination the frustration of 'doing it on your own'. This allows for seeing and doing more in less time FOR SURE.