



FOCUS FOR DECEMBER 2024

Snapshot OF OUR MARKETING CONTENT CALENDAR

Holiday • Cabernet Season • New Year's Eve • Restaurant Month

Keep these topics in mind for any fun upcoming events or news that you can share out. The team at Visit Napa Valley is always looking for fun things to share!

Hot BLOGS TO READ & SHARE

TOWNS SPOTLIGHT: CALISTOGA

1 Get into the spirit of the holidays in all five Napa Valley towns.

- Fun holiday events: City of Napa Holiday Parade, Merry Meritage, the St. Helena Wine Barrel Tree, Calistoga Tractor Parade, Santa's Sweets in Yountville & more.

Read about it at: [VisitNapaValley.com/events/holidays/](https://www.visitnapavalley.com/events/holidays/)

2 Looking for *the perfect gift*? Take a look at our guide for all the must have items:

- With wine experiences & more, there's a great gift for anyone on your list.

Read about it *at* [VisitNapaValley.com](https://www.visitnapavalley.com)

3 Ready to ring in the New Year? *Find all the fun Napa Valley parties*:

- Activities include: Family-friendly, adult fun, and more!

Read about it at [VisitNapaValley.com](https://www.visitnapavalley.com)



WHAT WE'RE TALKING ABOUT IN OUR UPCOMING NEWSLETTERS

- *Get ready for Restaurant Month • Holiday gift guide •*
- *Why join a wine club •*

Use details provided in these articles to create your own shareable facts with guests.

TAP INTO VISIT NAPA VALLEY NEWSLETTERS AND BLOGS TO DISCOVER KEY INITIATIVES.



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FIVE UNIQUE TOWNS...ONE AWESOME VALLEY!

ENCOURAGE VISITORS & LOCAL RESIDENTS TO JOIN MAILING LISTS TO LEARN ABOUT ALL THE ACTIVITIES IN NAPA VALLEY

Promote subscriptions to the email newsletters from your town and Visit Napa Valley.

FUN FACTS • INSPIRATION • INSIDER TIPS



INSPIRE GUESTS TO GET SOCIAL

*@VisitNapaValley • @VisitCalistoga • @StHelenaCa
@YountvilleCa • @DownTownNapa • @ExploreAmCan*



FOLLOW, LIKE, AND TAG!

TOWNS SPOTLIGHT: CALISTOGA

DON'T FORGET TO SPREAD THE WORD ABOUT CALISTOGA

Promote the most northern town in Napa Valley and all the great wellness activities that can be found there!

HANDY QR CODES



MICHELIN-RATED RESTAURANTS



TASTINGS UNDER \$50



FIND MORE THINGS TO DO