

VISIT NAPA VALLEY'S STATS AT-A-GLANCE FOR WILD MUSTARD SEASON



Driving Visibility for Napa Valley!

Mustard season is one of the best hidden gems in Napa Valley...and we tell audiences both far and wide!



2,659
MUSTARD MAP
DOWNLOADS

24,000
COPIES DISTRIBUTED
MONTHLY TO

300+
LOCATIONS
IN NAPA,
SONOMA
& BAY AREA



Numbers At-A-Glance

Referrals to VisitNapaValley.com/mustard



4,000

MUSTARD LANDING
PAGE VISITS DRIVEN BY
VISITNAPAVALLEY.COM
SITE CONTENT



3,800

ORGANIC GOOGLE
SEARCH



1,200

CLICKS ON MUSTARD
CONTENT IN VISIT
NAPA VALLEY
NEWSLETTERS



800

SOCIAL MEDIA
ENGAGEMENTS



60

WELCOME
CENTER
INTERACTIONS



12,600

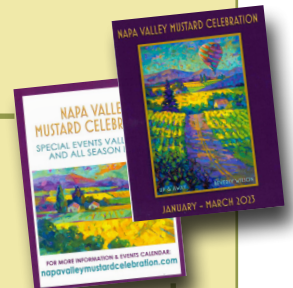
VISIT NAPA VALLEY
MUSTARD WEBSITE
PAGE VIEWS

TOTAL



738

REFERRALS FROM VISIT NAPA
VALLEY WEBSITE TO MUSTARD
CELEBRATION WEBSITE



Visit Napa Valley Reaches Worldwide Audiences



2.7 Million

Annual Website
Visits



925,000+

Partner Website
Referrals



346,000+

Social Media
Followers



135,000

Monthly Radio
Listeners



50,000

Email
Subscribers

Benefits of Partnership Arts & Culture Businesses

COMPLIMENTARY BENEFITS

Website

- Listing and link on **VisitNapaValley.com**
- Event listings on **VisitNapaValley.com** calendar

Social Media

- Opportunity for mention on social channels and blogs

Newsletters

- Receive the Visit Napa Valley Partner Newsletter with access to travel industry data, upcoming opportunities, and marketing initiatives
- Opportunity for inclusion in visitor-facing and partner-facing newsletter

Referrals & Partner Pop-Ups

- Participate in partner Pop-Ups to engage with visitors directly
- Direct referrals from the Napa Valley Welcome Center to your business

ANCILLARY PAID OPPORTUNITIES

The following benefits are included with an annual investment of \$200

Portal Access

Access and customize your company listing on **VisitNapaValley.com**

Networking Opportunities

Invitations to attend partner informational meetings and networking events

Submit Content

Receive quarterly calls for entry for opportunities to feature your activities on Visit Napa Valley channels

