

Napa Valley Restaurant Week®



The best time for visitors and residents to enjoy the range of culinary delights in Napa Valley.

January 20–29, 2023

48 Participating Restaurants

Social Media

- 12** Facebook & Instagram Posts, Reels, and Stories
- 105k** Total Impressions
- 3.3k** Total Engagements

VisitNapaValley.com

- 42k** Landing Page Visits
- 99k** Clicks to View Offers
- 15k** Partner Website Referrals

Consumer Email

Featured in December 15, December 28, January 4, and January 19 emailed newsletter

- 194k** Total Impressions
- 2.1k** Total Clicks to Restaurant Week Webpage

Radio Promotion

10 Second Interstitials
January 2023 | 7 am – 7 pm | Monday – Friday
KVYN 99.3 The Vine & KVON 96.9 Mega Mix

- 88k** KVYN
- 48k** KVON
- Monthly Reach (Broadcast & Streaming)

Direct Mail Campaign

Mailer postcard in partnership with Napa Valley Vintners
Featuring QR codes linking to Restaurant Week landing webpage with direct links to participating restaurants

January 2023 Napa County Mailer

- 50k** Total Impressions
- 1.5k** Total QR Links to Restaurant Week Webpage
- 1.0k** Total QR Links to Napa Neighbor Webpage



Napa Valley Restaurant Week®



Magazine Print Campaign

Dual-page spread in partnership with Napa Valley Vintners

Napa Valley Life December 2022 issue

25k Total Impressions

91 Total QR Links to *Restaurant Week* Webpage

74 Total QR Links to *Napa Neighbor* Webpage

Napa Valley Marketplace January 2023 issue

36k Total Impressions

349 Total QR Links to *Restaurant Week* Webpage

236 Total QR Links to *Napa Neighbor* Webpage



VisitNapaValley.com

Most Popular Offer Types

(measured by # of clicks to offer type)

- 4-Course Dinner \$48
- 2-Course Lunch \$30 and 3-Course Dinner \$48
- 3-Course Lunch \$18 and 3-Course Dinner \$28
- 2-Course Lunch \$29 and 3-Course Dinner \$39
- 3-Course Dinner \$48

Traffic Sources to Landing Webpage

