



# RESTAURANT WEEK

## NAPA VALLEY



## 2024 RECAP

Napa Valley Restaurant Week® produced by Visit Napa Valley, incorporated high visibility promotional tactics including:

PRINT ADS • DIRECT MAIL PIECES • SOCIAL MEDIA CONTENT • INSTAGRAM REELS  
EMAIL MARKETING CAMPAIGNS • RADIO • STORIES • WEBSITE

To engage audiences at all touchpoints.

## Numbers At-A-Glance

### WEBSITE



**42,000+**

VIEWS OF RESTAURANT WEEK  
LANDING PAGE



**180,000**

CLICKS ON RESTAURANT WEEK  
OFFERS



**76**

PARTICIPATING  
BUSINESSES



**10,000+**

CLICKS TO WEBSITES OF  
PARTICIPATING RESTAURANTS



**6:00**

MINUTES TIME ON  
WEBSITE

### SOCIAL

**80,000**

HOURS OF CONSECUTIVE  
WATCH TIME ON INSTAGRAM  
REELS

**77,000**

TOTAL VIEWS & IMPRESSIONS  
ON INSTAGRAM

**800**

DIRECT CLICKS & SHARES  
FROM REELS, LEADING  
GUESTS TO RESTAURANT  
WEEK LANDING PAGE

PLATFORMS



**31,000**

STORY VIEWS

**46**

RESTAURANT WEEK  
STORIES SHARED

VISIT  
*Napa Valley*

# Numbers At-A-Glance Cont.

## DIRECT MAIL & PRINT ADS

Visit Napa Valley deployed convenient, creative, and actionable marketing materials.

Direct mailer to **50,000** homes

Print ad with **36,000** total impressions



**1,800+**

QR SCANS FROM DIRECT MAILER\*



**270+**

QR SCANS FROM PRINT AD\*

\*QR code scans leading to Restaurant Week landing page

## EMAIL MARKETING CAMPAIGNS



**149,000**

TOTAL IMPRESSIONS



**50,000**

DEDICATED NEWSLETTER SUBSCRIBERS



**1,200+**

CLICKS TO RESTAURANT WEEK LANDING PAGE

## SURVEY RESULTS & TESTIMONIALS

**75%**

OF RESPONDENTS INDICATED THAT RESTAURANT WEEK TAKES PLACE DURING AN IDEAL TIME PERIOD FOR THEIR BUSINESS

**60%**

OF RESPONDENTS INDICATED THAT WHEN COMPARED TO A NORMAL WEEK IN JANUARY, THEIR BUSINESS SAW AN INCREASE IN TRAFFIC DURING RESTAURANT WEEK

“

*Thank you for creating an event that keeps our restaurants busy during the scary weeks of the month! I loved that I didn't have to send any of my team members home early... we all continued to work the same all the way through. Huge blessing and win for us! Thank you!*

”

“

*Restaurant week is a great way to highlight the variety of restaurants and cuisines that make up Napa Valley!*

”

“

*Very happy with the program!*

”

Find inspiration and more information at [VisitNapaValley.com/industry](https://www.visitnapavalley.com/industry)

VISIT  
*Napa Valley*