

Visit
Napa Valley

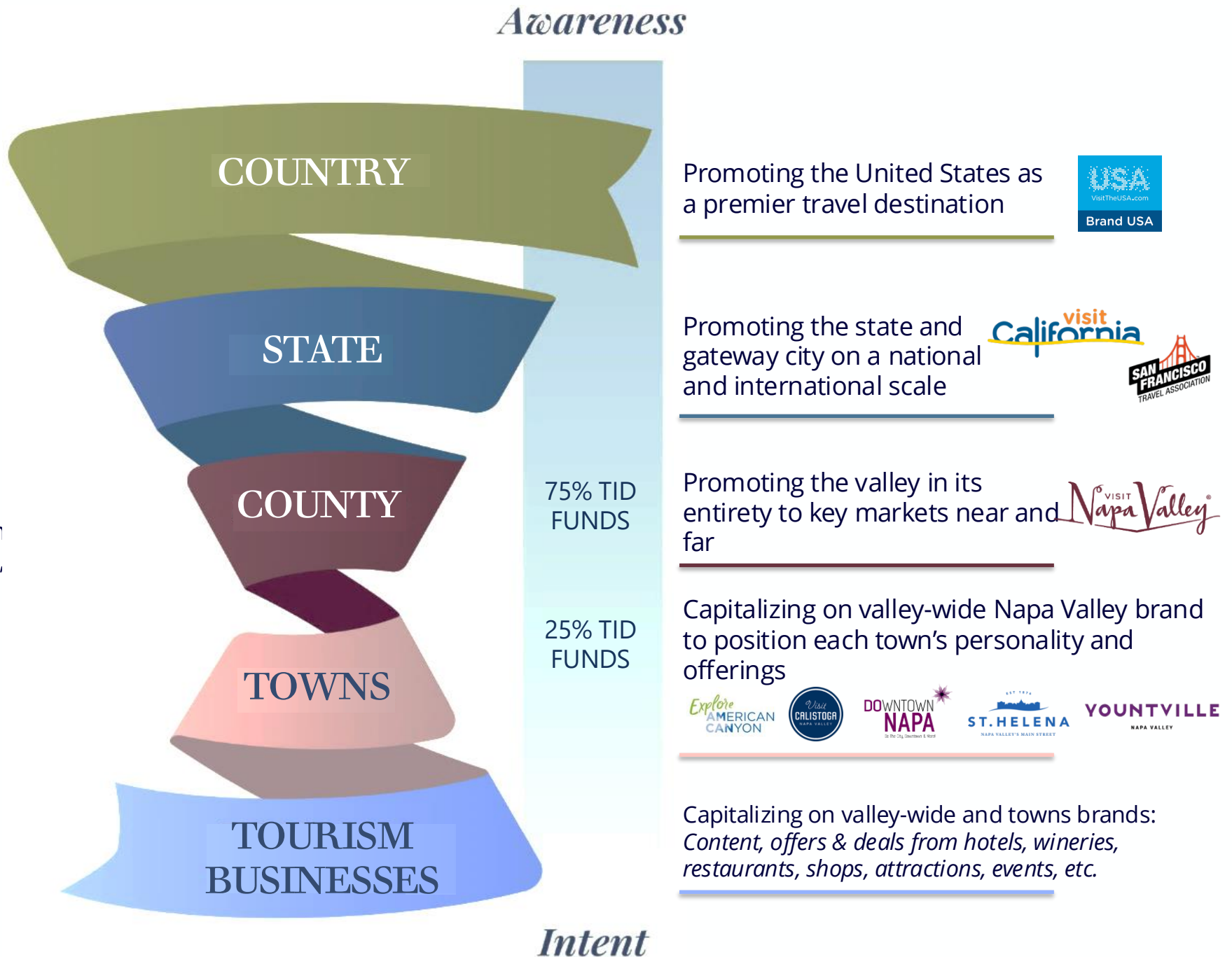
NAPA VALLEY
MUSTARD
SEASON

VISIT NAPA VALLEY
2026 RECAP



DESTINATION PARTNER *Ecosystem*

Representing the voice of the larger community, Visit Napa Valley partners with organizations on an international, national, state, and regional level to foster the greatest impact for local destination partners and tourism businesses.





Visit Napa Valley *Objectives*

Cultivate the Napa Valley Brand

- Create awareness and desire to experience Napa Valley
- Deploy multi-channel storytelling efforts
- Meet the audiences where they are with their travel objectives and deliver relevant information

Inspire and Motivate Travel

- Drive travel during need periods (November - March and midweek)
- Engage international travelers with Napa Valley value proposition vs other destinations
- Grow the Corporate Group business segment

Support the Local Industry

- Engage stakeholders to amplify a unified message about Napa Valley and experiences found within
- Communicate and advocate for the value of tourism in Napa County
- Support county-wide best-in-class destination stewardship model



The official destination marketing and management organization for Napa County. We promote the region as an attractive travel destination and enhance its public image as a dynamic place to visit, live, and work.

Vision

Elevate Napa Valley as the world's premier wine country experience.

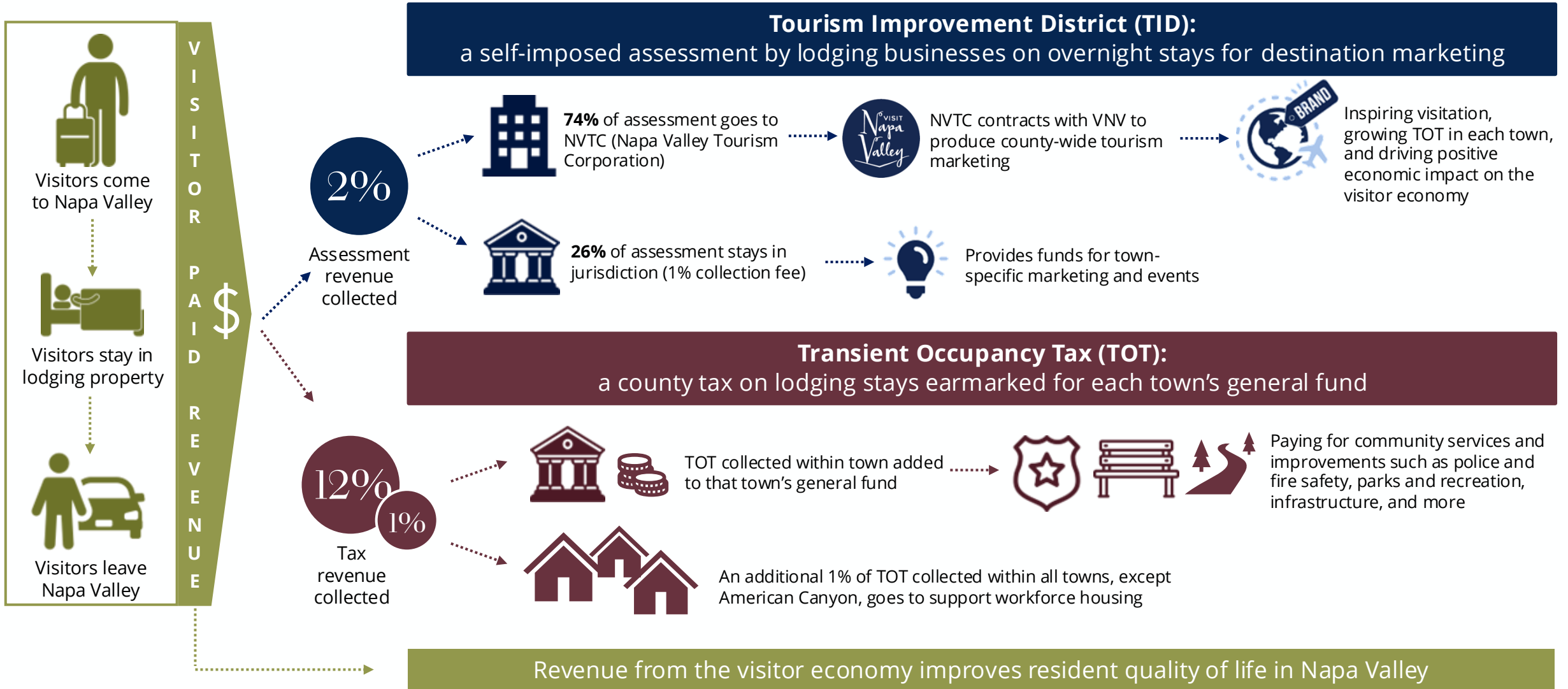
Mission

Promote, protect, and enhance the Napa Valley destination.



TOURISM BENEFITS NAPA VALLEY

DEMYSTIFIED: TOURISM IMPROVEMENT DISTRICT ASSESSMENT (TID) & TRANSIENT OCCUPANCY TAX (TOT)



Marketing Elements

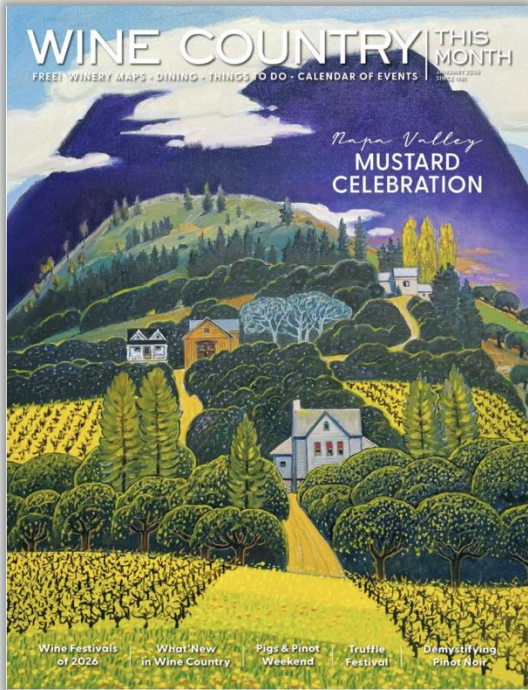
DEDICATED LANDING PAGE



- Dedicated landing page
- 10,000 views
- 1:30 view time
 - industry average 1:00

<https://www.visitnapavalley.com/events/wild-mustard-season/>

MAGAZINE COVERAGE & COLLATERAL



Mustard Season Celebrations & Events

The celebration begins on January 17th with the **Napa Valley Mustard Celebration Kick-Off Event** at Silverado Resort in Napa, where, for \$40, guests are invited to enjoy a variety of local wines alongside meticulously prepared pairings, all with the spirit of mustard season in mind. You're also able to browse a wide variety of local vendors, each of which offer unique, exclusive goods, perfect for commemorating your mustard season visit. Each ticket holder will also receive a custom wine glass to mark the occasion.

Then, head up valley on January 22nd for the **Youreville Art & Mustard Celebration**, hosted at the Steve Rogers Gallery and Community Hall. Tickets are \$25, and the evening will be about the incredible art that this colorful season inspires. Browse works by local artists as you enjoy appetizers of unique wines and bites as artfully prepared as the art itself. This curated exhibit that captures the breathtaking beauty of Napa Valley's Wild Winter Mustard Season through the lens of talented photographers will continue through March 26 with **The Photo Finale Closing Reception & People's Choice Award** presentation.

February 7th-8th, Jessal Miller welcomes you to Jessal Gallery's **WVW Celebration**, which will feature art by a wide variety of talented Napa Valley artists. This year's featured artist, Paul Youngman, will be there as well, so you'll have the opportunity to chat with him about his work and even take a signed print home. Miller will also be hosting a similar artist demonstration event on the weekend of March 7th-8th, so you'll have multiple chances to experience the artistry.

Of course, in February, the smell of mustard blossoms isn't

the only thing in the air – love is, too. **Celebrate Valentine's Day** and **Mustard Season** at the Colling & Leggett Art Gallery, where mustard-inspired beauty makes everything feel right. Enjoy complimentary hot chocolate with your sweetheart and discover the exquisite paintings of local impressionist artist Maria Colling and Therese Leggett.

St. Helena is getting in on the mustard season excitement, too, with a special **Mustard Celebration Day** at the St. Helena Welcome Center on Friday, February 27th. Savor seasonally inspired food and wine as you browse local photographer Rob Watermeyer's works and soak in the lively atmosphere of this charming town coming to life.

March brings mustard season to a close, and will be ending on a high note. **BO Winery** is hosting its own **American Canyon Mustard Celebration Event** on March 23rd, featuring a variety of vendors as well as special musical performances by local youth programs.

Then, as the final mustard season hurrah, the Culinary Institute of America at Copia in Downtown Napa is throwing a two-day **Mustard Celebration Finale: A Festival of Wine, Food & Art** on March 27th and 28th, where you will have the chance to try food, sip wines, and browse goodies from over 75 different vendors. Get your tickets now – this event is a must-attend, and space fills up fast!

As one of Napa Valley's most anticipated seasons, this is the perfect time to book a wine country getaway, so what are you waiting for? Watch the valley burst to life as we welcome these brilliant blooms with open arms.

Here's to golden days ahead.

napavalleymustardcelebration.com



YOUR FIELD GUIDE TO THE BEST MUSTARD BLOOM SPOTS IN THE VALLEY

Don't be too busy to Napa Valley springs to life with an explosion of wildflowers in bloom. Immerse the views of wine country in the golden glow of a new growing season. Mustard blooms in the valley are a beautiful sight to see in person. The weather is just what you need to see the best of the valley. The weather is just what you need to see the best of the valley. The weather is just what you need to see the best of the valley.

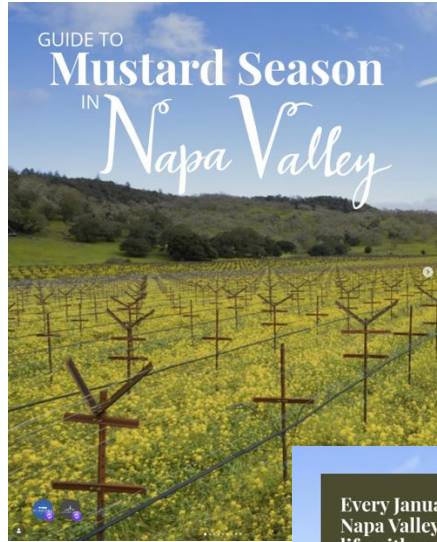
Go to VisitNapaValley.com/mustard for more information.

2-page article in January 2026 edition of *Wine Country This Month*, with inclusion of Mustard Trail Map and cover artwork

<https://www.winecountrythisweek.com/magazines/>

Mustard Season Trail Map distributed to all Napa Valley Welcome Centers

INSTAGRAM: GUIDE TO MUSTARD SEASON



Insider Tip

Why do mustard flowers grow in Napa Valley?

Biodiversity! Mustard is planted between vineyard rows as a cover crop to protect the soil and replenish it with nutrients, while also attracting beneficial insects, preventing erosion, and warding off grapevine pests.

What are the yellow flowers that bloom in Napa Valley?

Mustard blooms! These tiny yellow flowers are the first sign of spring in wine country.

Blanketing rows of vineyards with a carpet of vibrant yellow, the mustard bloom is an unexpected, and truly spectacular, sight to see.

When do wild mustard flowers bloom?

Generally, the mustard bloom in Napa Valley lasts from **January through March** - depending on the weather - and **peak viewing usually occurs in mid-February**.

The mustard bloom is quickly followed by bud break in the vineyards, signifying the start of a new growing season.

Share your mustard season adventures.

#visitanapavalley

Every January to March Napa Valley springs to life with an explosion of wild mustard blooms, carpeting rows of vineyards with bright yellow flowers and ushering in a new growing season.

Where to see mustard flowers in Napa Valley:

You can see yellow fields of mustard throughout the vineyards and fields in Napa Valley. Start by driving on **Hwy 29** or **Silverado Trail**.

You can stop for photo ops along public roads, but be sure to pull safely off the road, avoid private property, and please be mindful of the grapevines (they're still sleeping!).

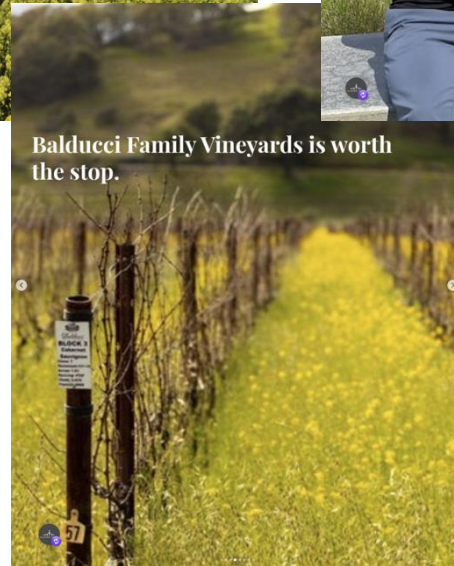
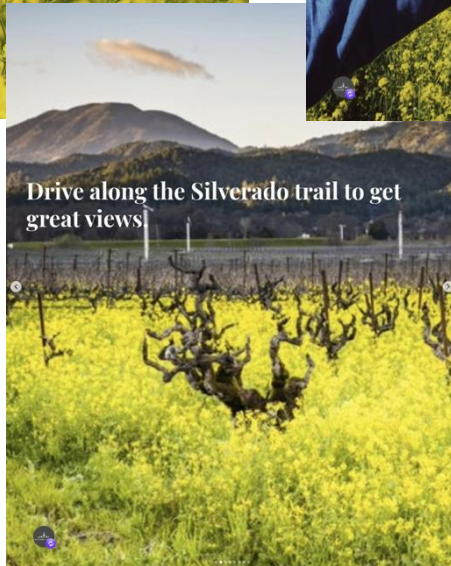
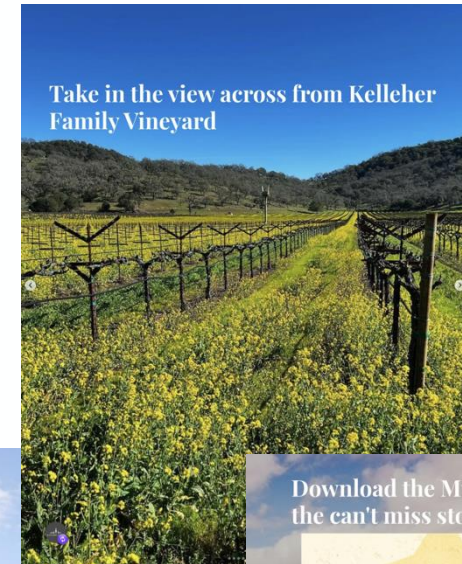
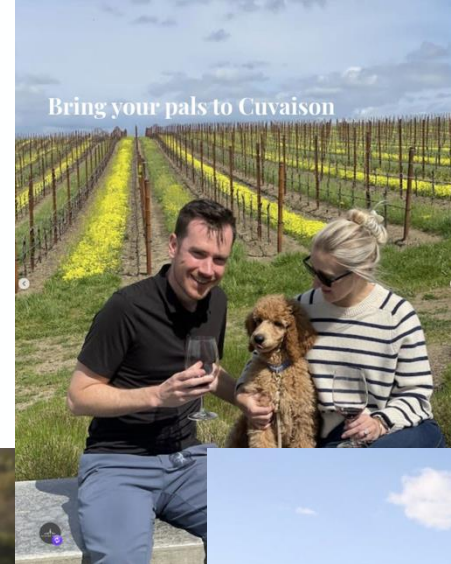
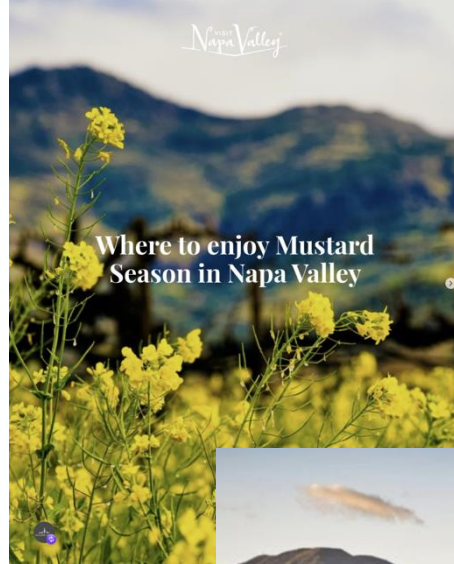
What else is there to do during mustard season?

It's pretty amazing that spring in Napa Valley begins in February — it's the best time to get outside and enjoy mild weather, beautiful hiking and biking trails, kayaking on the Napa river, birding in the wetlands, Napa's Lighted Art Festival, the Yountville Short Film Festival, and more.



Mustard Season Guide saw 1.4k views

INSTAGRAM: DEDICATED POST



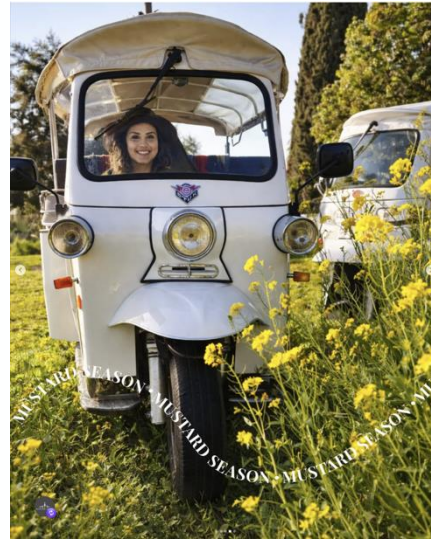
Dedicated Mustard Season post, delivering 1.2k views

INSTAGRAM: MUSTARD SEASON

Including...



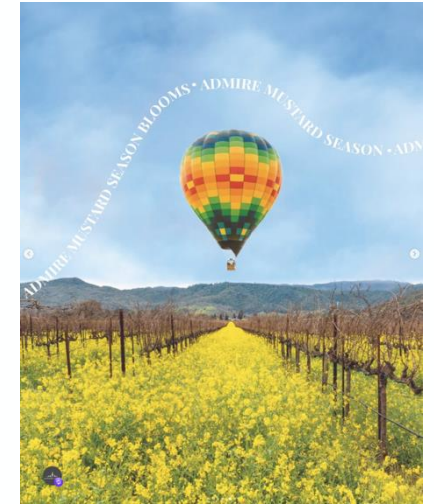
Featured in Top Events in March



Featured in Things to Do in March



Mustard Season Guide for Valentine's Day ideas



Things to Do in February

VISIT NAPA VALLEY *Departments*

MARKETING & COMMUNICATIONS	<p>Promoting the Napa Valley brand through cohesive awareness and affinity strategies via integrated programs and initiatives including paid, owned & earned media</p> <p>marketing@visitnapavalley.com</p>
BUSINESS DEVELOPMENT & SALES	<p>Engaging with tourism trade professionals (B2B), to inform, educate, and inspire members to consider Napa Valley as the premier destination for leisure and business clients</p> <p>sales@visitnapavalley.com</p>
PARTNER RELATIONS & EVENTS	<p>Servicing tourism and hospitality partner businesses, providing a network of touchpoints for optimizing marketing channels, resources, and events</p> <p>partnership@visitnapavalley.com</p>
COMMUNITY & INDUSTRY RELATIONS	<p>Collaborating with community stakeholders to maintain sustainable, actionable, and measurable destination stewardship initiatives</p> <p>community@visitnapavalley.com</p>
DATA & INSIGHTS	<p>Providing market intelligence and data to assist the tourism and hospitality industry in making informed business decisions</p> <p>research@visitnapavalley.com</p>

Thank You

^oVISIT
Napa Valley