

VISIT
Napa Valley



RESTAURANT
MONTH

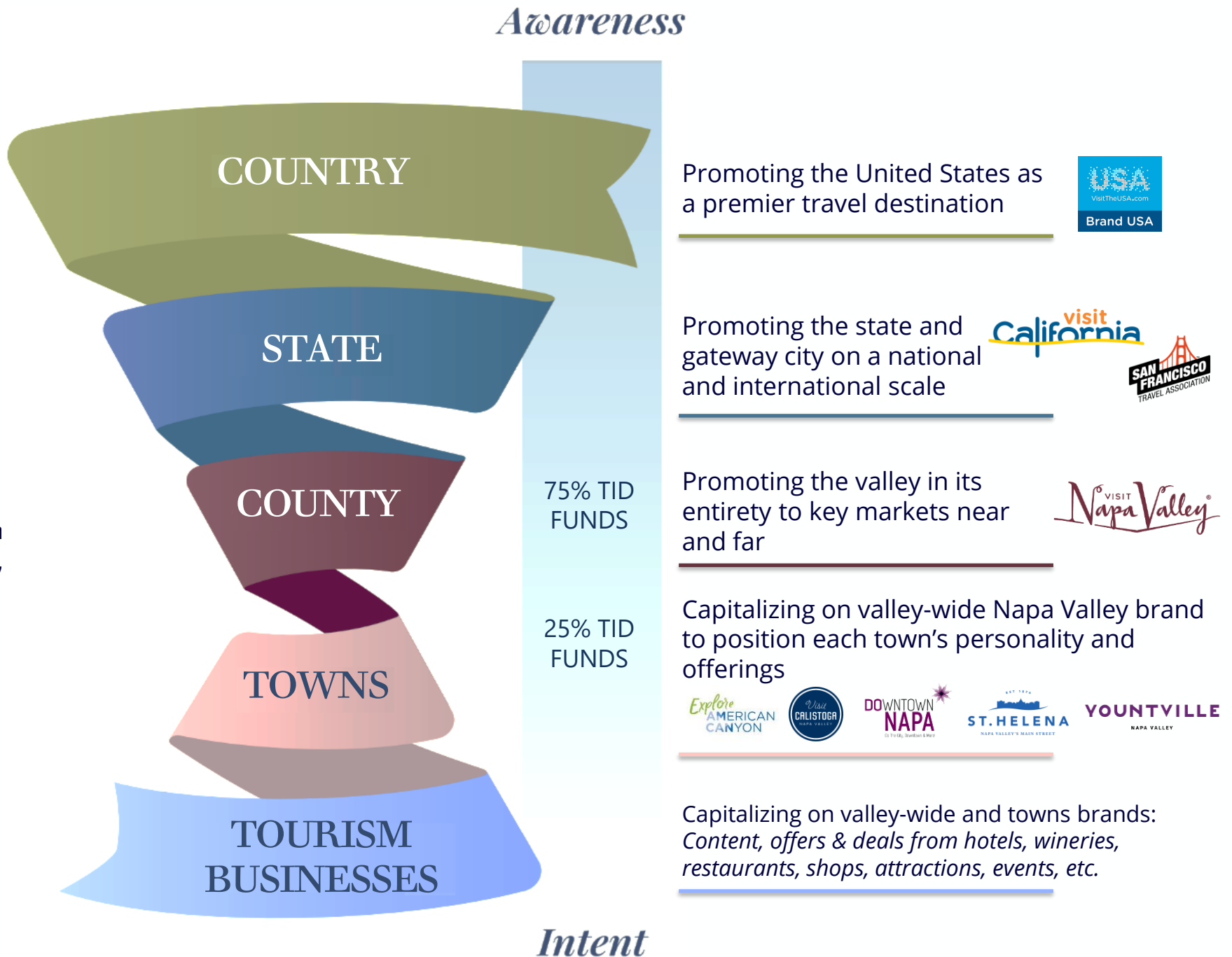
VISIT NAPA VALLEY 2026 RECAP

MARCH 23, 2026



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.

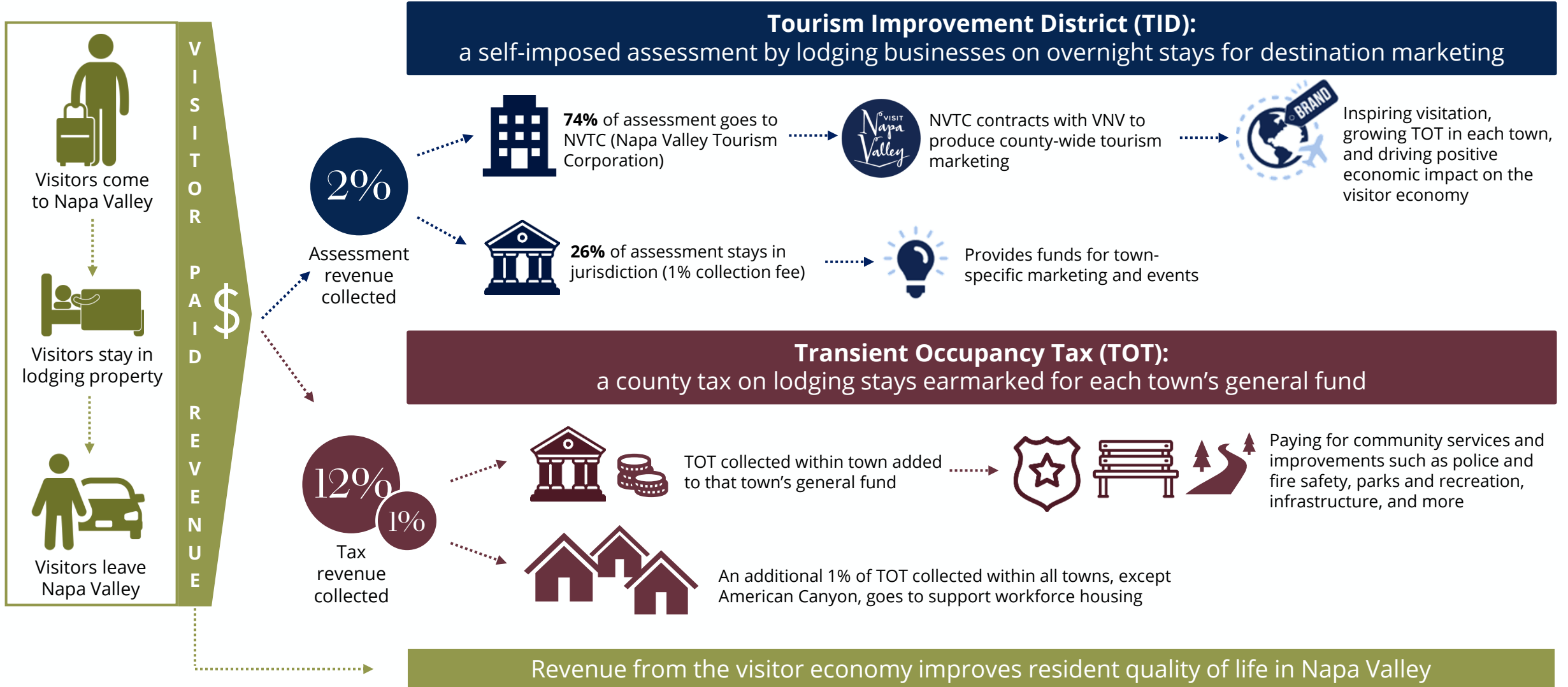
Mission

Promote, protect, and enhance the Napa Valley destination.



TOURISM BENEFITS NAPA VALLEY

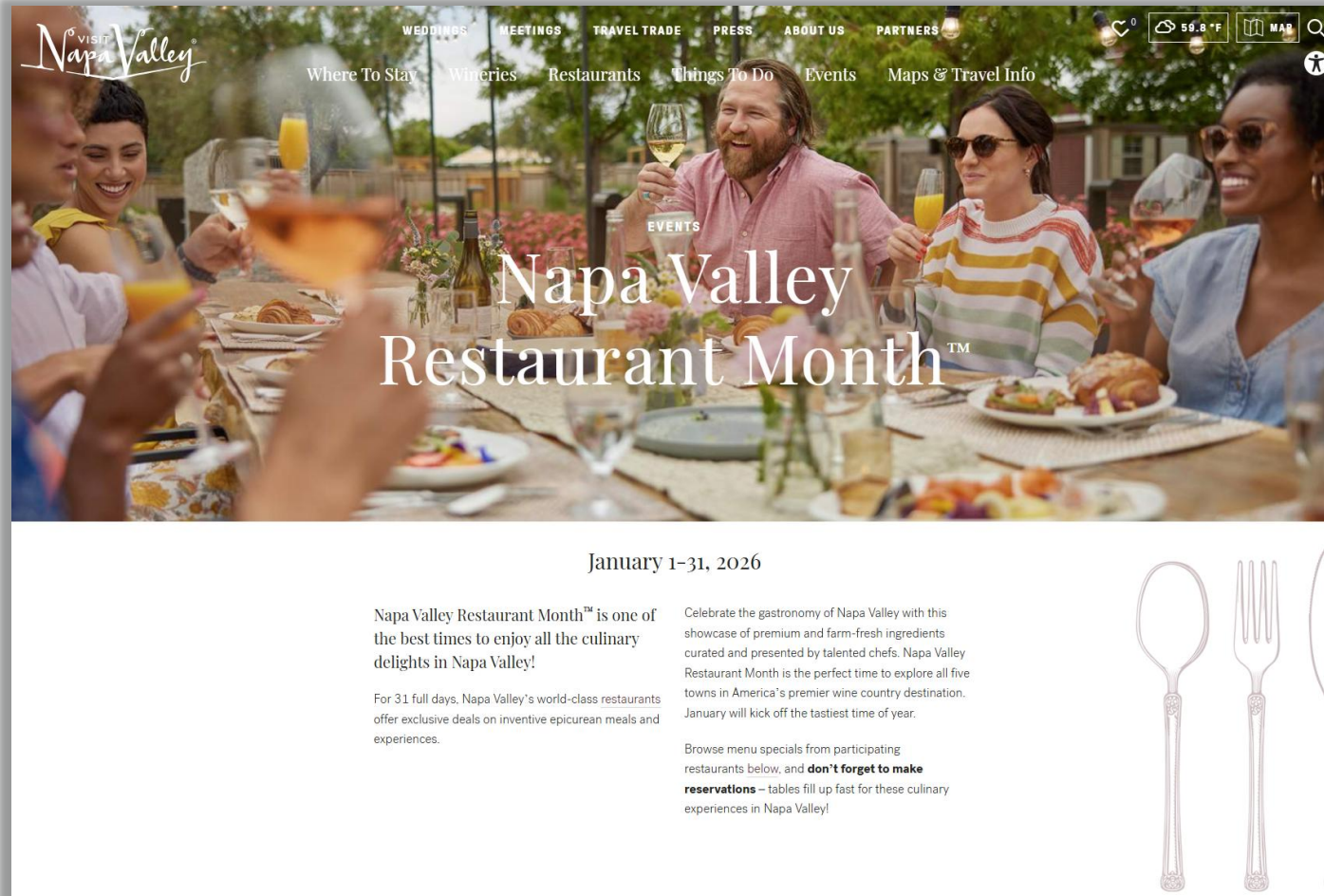
DEMYSTIFIED: TOURISM IMPROVEMENT DISTRICT ASSESSMENT (TID) & TRANSIENT OCCUPANCY TAX (TOT)



Marketing Elements

WEBSITE LANDING PAGE

VisitNapaValley.com



168K+
RESTAURANT MONTH
LANDING PAGE VIEWS

5:39
AVERAGE ENGAGEMENT TIME
PER ACTIVE USER

136K
VIEWS TO OFFERS

1.2k
ADDED TO FAVORITES



Celebrate New Year's in Napa Valley

Say goodbye to 2025 in style — wine country style, that is! From elegant sit-down dinners to parties that'll have you dancing till dawn, you'll find the perfect way to ring in the New Year right here in Napa Valley.

[FIND THE FESTIVITIES](#)

Insider Tip:

Raise a Glass to Great Deals!

Unlock exclusive Cabernet Season wine tasting discounts with the [Calistoga Winter in the Wineries Passport](#) and [St. Helena's Little Book of Big Experiences](#).

DECEMBER 20, 2025



The Tastiest Time of Year Returns!

January marks Napa Valley Restaurant Month™, when the region's celebrated culinary scene takes center stage. For 31 days, acclaimed restaurants across the valley offer exclusive prix-fixe menus and special dining experiences—inviting food lovers to taste Napa Valley at its very best.

[DIG IN](#)



Bring the Kids Along!

124

CLICKS TO RESTAURANT
MONTH LANDING PAGE

40%

OPEN RATE

SOCIAL MEDIA



- 6 unique pieces of content
- 154 links sent to inboxes
- 675K total impressions
- 2,611 engagements
- 1,200 link clicks
- 20,700 story views
- 40+ partners mentioned

2.4M impressions

- Aired January 1 – 31, 2026 on KVYN 99.3 FM, Napa
- Three different ad creatives running in equal rotation
- Dedicated Restaurant Month messaging



AD 1



AD 2



AD 3



LOCAL MAILER

Partnership with Napa Valley Vintners



58,250

DIRECT MAILERS SENT
TO
HOMES IN NAPA VALLEY

LOCAL PRINT ADS

Partnership with Napa Valley Vintners



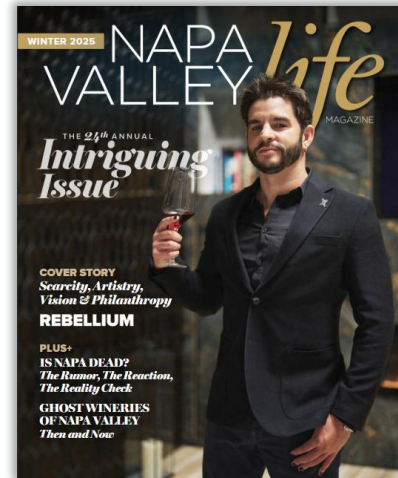
Full-Page Ads:

23K CIRCULATION,
Napa Valley Life
Winter 2025, pg. 13


https://issuu.com/napavalleylifemagazine/docs/napa_valley_life_magazine_winter_2025

36K+ CIRCULATION,
Napa Marketplace
January 2026, pg. 2

<https://issuu.com/nvmarketplace/docs/napavalleymagazinejanuary2026>




A MONTH MADE TO SAVOR



For 31 delicious days this January, Napa Valley Restaurant Month™ invites you to savor exclusive deals, creative menus, and unforgettable dining experiences crafted by the region's top chefs. Revisit the places you love, discover something new just down the road, and enjoy the flavors of all five towns — right here in your own backyard.

As if that's not enough, California residents can also enjoy insider perks at over 150 wineries through the Napa Neighbor program. Simply make a reservation and bring a valid state ID to indulge.

View participating restaurants and wineries at NapaValleyRestaurantMonth.com & NapaNeighbor.com



RESTAURANT MONTH VISIT Napa Valley napa neighbor

CHEERS THE GOOD LIFE

NAPA VALLEY VINTNERS “NAPA NEIGHBORS”



vintner press
NAPA VALLEY VINTNERS MEMBERS ONLY

napa neighbor MONTH

January 2026

This January, Napa Wineries Are Giving Perks to Anyone from California!

In an effort to promote visitation to Napa Valley during the month of January, we are once again teaming up with Visit Napa Valley (VNV) to match their "Restaurant Month" efforts with our own **Napa Neighbor Month**—open to all California residents during January.

We invite you to **create a month-long special that will be offered to anyone who shows a California state ID**. NVV and VNV will support this with print and online marketing locally, in the Bay Area and in Southern California.

To get involved, simply create an offer at the link below that will apply to anyone who shows a California ID during a January visit.

We hope you'll consider expanding your normal Napa Neighbor special to a broader audience during this promotional period.

[Learn More and Sign Up](#)

Napa Valley Vintners welcomes all Californians aged 21+ to the neighborhood this January 2026

To take advantage of “Napa Neighbor Month”, Californians simply make an advance reservation at a winery and show their California state ID upon arrival.

The California edition of the Napa Neighbor program encourages residents across the state to explore Napa Valley from January 1 to January 31, 2026.

NVV members can learn more and sign up here:



<https://napavintners.org/PWindex.asp?referrer=https://napavintners.org/marketing/napa-neighbor/2026/napa-neighbor-month/index.asp>

The Press Democrat

LOCAL NEWS

\$75 for a Michelin-starred three-course meal? Napa Valley Restaurant Month returns in January

Holiday season may be coming to an end, but for Napa Valley, that means the “tastiest time of the year” is just around the corner.

The annual [Napa Valley Restaurant Month](#) is back this January. Through the month, the region’s diverse culinary offerings – from Michelin-starred dining rooms to beloved local favorites – will be available at more accessible prices. From Jan. 1-31, participating restaurants in the county will showcase exclusive menus at special prices.

“Napa Valley Restaurant Month is a celebration of the creativity, quality, and sense of place that define our culinary community,” said Linsey Gallagher, president and CEO of the county’s tourism bureau, [Visit Napa Valley](#). “It’s an ideal opportunity for both visitors and locals to experience the depth of our dining scene, often in new and unexpected ways.”

Dining offers will be available at about 50 restaurants across Napa Valley. Calistoga’s [Lovina](#), a woman-owned spot led by a woman chef, will serve up a full weekend brunch – complete with a mimosa, espresso martini or Bloody Mary – for \$49 and dinner for \$75. In St. Helena, Harvest Table invites guests for a \$65 three-course dinner of seasonal dishes paired with Napa Valley wines.

<https://www.pressdemocrat.com/2025/12/29/napa-valley-restaurant-month/>

WINE INDUSTRY ADVISOR

January Is the Tastiest Time of Year: Napa Valley Restaurant Month Returns with Exceptional Dining, Stay & Sip Experiences

NAPA, Calif. — Napa Valley Restaurant Month™, presented by Visit Napa Valley, returns this January, inviting food lovers to indulge in one of the most delicious times of year in California’s premier wine country destination. For 31 full days, Napa Valley’s world-class restaurants will showcase exclusive menus, special pricing, and inventive epicurean experiences, making January the perfect time to savor the region’s celebrated culinary scene.



From Michelin-starred dining rooms to beloved local favorites, Napa Valley Restaurant Month highlights the extraordinary talent of the valley’s chefs and restaurateurs, who craft dishes inspired by premium, farm-fresh ingredients and the season’s bounty. Guests are encouraged to explore all five towns of Napa Valley while enjoying thoughtfully curated dining experiences that reflect the region’s passion for food, wine, and hospitality.

“Napa Valley Restaurant Month is a celebration of the creativity, quality, and sense of place that define our culinary community,” said Visit Napa Valley President & CEO Linsey Gallagher. “It’s an ideal opportunity for both visitors and locals to experience the depth of our dining scene, often in new and unexpected ways.”

<https://wineindustryadvisor.com/2025/12/23/january-napa-valley-restaurant-month-returns/>

Napa Valley Register

As the holiday season ends, Napa Valley Restaurant Month kicks off

Napa Valley is world-renowned for its wine; that is well established.

But as Linsey Gallagher sees it, the region is just as spectacular in many different aspects. Chief among these is a culinary scene that spans the gamut of Mediterranean-inspired Michelin-starred cuisine to the classic American pairing of burger and brews.

As the holiday season winds to a close, Napa Valley Restaurant Month across the 31 days of January aims to highlight the region’s diverse culinary offerings. With special promotions and packages from upwards of 70 restaurants, the monthlong campaign has quickly become a mainstay as the calendar flips to a new year.

https://napavalleyregister.com/arts-and-entertainment/food-drink/january-napa-valley-restaurant-month/article_eb7d490f-790f-421d-834d-81f332ed72f0.html

NAPA VALLEY LIFE FEATURE STORY




Napa Valley Restaurant Month

Savor the Season

WRITTEN BY JANETTE MAACK, VISIT NAPA VALLEY | Published On: December 21, 2025

f i x e p d



PHOTOS COURTESY OF VISIT NAPA VALLEY // BEAR AT STANLY RANCH PICTURED ABOVE

For some, January is the gloomiest month of the year. Post-holiday blues, winter dragging on, New Year's resolutions looming—but here in Napa Valley, we're having none of that.

January is the perfect time to experience Napa Valley at its most flavorful. From January 1 through January 31, acclaimed restaurants across the region open their doors with exclusive offers and creative tasting menus celebrating the best of wine country cuisine as part of Visit Napa Valley's Restaurant Month. Whether this is your first visit or your fiftieth, you'll enjoy Napa Valley in a whole new light.

Whether you're looking for Michelin-starred dining rooms, tucked-away neighborhood bistros, grab-and-go sandwich spots, or anything in between, we've got you covered. Restaurant Month is the best time to try them all—after all, when else will you get the chance to take advantage of such exclusive deals? Show your appreciation for the valley's local businesses all

NAPA VALLEY life MAGAZINE

THINGS TO DO

2025 Winter



Napa Valley Restaurant Month

Savor the Season

WRITTEN BY JANETTE MAACK
PHOTO COURTESY OF VISIT NAPA VALLEY - BEAR AT STANLY RANCH

For some, January is the gloomiest month of the year. Post-holiday blues, winter dragging on, New Year's resolutions looming—but here in Napa Valley, we're having none of that.

[Reserve & Savor](#)

23,000
CIRCULATION

14,000
SUBSCRIBERS
JAN 6. EBLAST

PROMOTIONAL MATERIALS PROVIDED



Window Cling



Checkstand Flyer

Stats

64 Participating Restaurants

72 Total Offers

Of note: the most-viewed and most-favorited offers included the price in the title.

Feedback

“ Locals enjoyed the month-long promotion, which allowed them to take advantage of several offers. ”

“ Website was easy to navigate with filters for meal type and location. ”

“ Winery partners enjoyed promoting Napa Valley Restaurant Month to their guests. ”

SURVEY RESULTS



78% Saw increased traffic

63% Experienced an increase in revenue

75% Plan to participate next year

“ Napa Valley Restaurant Month is so much better than week. ”

“ This was our first time participating, and it was an excellent experience. ”

“ Napa Valley Restaurant Month had a positive impact on reaching locals. ”

And the Winner is...

YEAR-ROUND MARKETING SUPPORT



Trail Maps

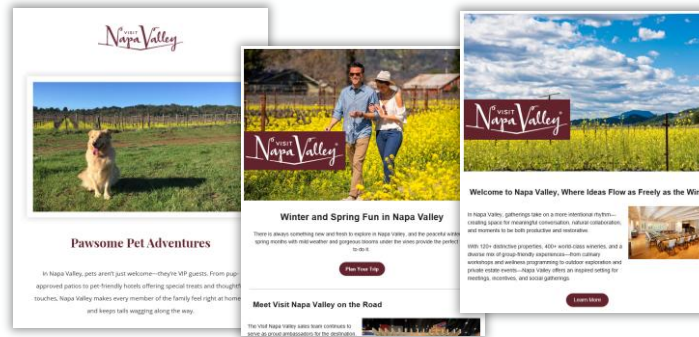


TACO TRAIL & CHEESEBURGER TRAIL

Distributed throughout welcome centers & local hotels with expanded listings available online

<https://www.visitnapavalley.com/blog/post/the-napa-valley-taco-trail/>
<https://www.visitnapavalley.com/blog/post/napa-valley-cheeseburger-trail/>

Newsletters

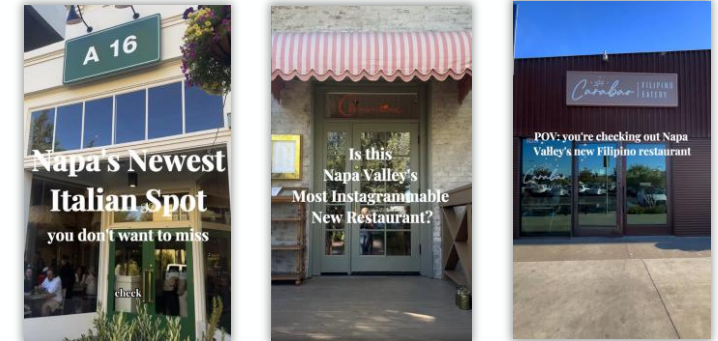


CONSUMER, TRAVEL TRADE, GROUP

Dining options featured in monthly/bi-monthly consumer and industry newsletters

<https://www.visitnapavalley.com/maps-travel-info/e-newsletter-sign-up/>

Social Media



462K+ FOLLOWERS

On-going posts regularly featuring restaurants and culinary events across Napa Valley

Radio: What's Good Napa Valley



EVERY HOUR, ON THE HOUR

Submit your events through the Visit Napa Valley event calendar for radio consideration

<https://www.visitnapavalley.com/events/submit-an-event/>

VisitNapaValley.com Blogs



NEW CONTENT UPLOADED REGULARLY

Featuring culinary content in ongoing multi-topic blog posts, as well as culinary-specific blogs including for FY26:

Napa Valley's Best BBQ Joints | Best Places for Ice Cream & Frose | Al Fresco Dining

<https://www.visitnapavalley.com/blog/>



Call for Content

Live a Little Or a Lot

Visit Napa Valley is launching a new advertising campaign, Live a Little, Or a Lot, this February—and we're inviting partners to help bring it to life. The campaign celebrates Napa Valley's range and flexibility, empowering travelers to choose their own version of the good life, from simple, feel-good moments to truly indulgent experiences.

When everything is world-class, even the simplest experiences feel effortlessly elevated. Welcome to Napa Valley, where the world's greatest wines, the world's greatest food and unmatched experiences provide the backdrop for unprecedented luxury. Which means that visitors have a whole range of options on just how extravagant their Napa Valley experiences can be.

They can choose to live a little or a lot...

We're seeking content that showcases how visitors can "Live a Little"—easy, accessible, elevated experiences—or "Live a Lot"—over-the-top, surprise-and-delight moments unique to your business, from exclusive tastings and standout amenities to innovative wellness offerings or unforgettable views.

Selected content will be featured across Visit Napa Valley's owned channels (website, blogs, newsletters, and social), supported by earned media pitching, and highlighted through digital advertising driving to campaign landing pages.

Respond to Calls for Content

Keep an eye out and submit for seasonal programs & marketing initiatives.

Collected content is featured throughout:

- Blogs
- Newsletters
- Social Media
- PR Pitches & Releases

SAVE THE DATE



Visit Napa Valley's Annual Destination Symposium is where tourism, hospitality, and wine professionals come together to learn about current trends and the impact of our work

September 24, 2026 @ 2pm ❖ Hosted at CIA Copia

Look for your official invite coming soon!

Destination
SYMPOSIUM
2026



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>

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T H A N K Y O U F O R P A R T I C I P A T I N G

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