

# 2024-2025 CONTENT CAMPAIGNS FY2025



## At-A-Glance



JULY  
2024

- Summer Vacation •
- Family Travel •
- Outdoors in Napa Valley •



AUG  
2024

- Summer Vacation •
- Family Travel •



SEPT  
2024

- Harvest •



OCT  
2024

- Harvest • Wine 101 •
- Autumn Activity •



NOV  
2024

- Wine 101 • Thankful •
- Holiday • Cabernet Season •



DEC  
2024

- Holiday • Cabernet Season • New Year's Eve •
- Restaurant Week •



JAN  
2025

- Restaurant Week •
- Cabernet Season • Wellness •
- New Year, New Everything •



FEB  
2025

- Mustard Season •
- Valentine's Day •



MAR  
2025

- Spring Has Sprung •
- Destination Stewardship •



APR  
2025

- Destination Stewardship •
- Earth-Friendly Practices •
- Wellness •



MAY  
2025

- Live Music •



JUNE  
2025

- Summer Sipping •
- Summer Fun •

# WEBSITE, BLOGS & SOCIAL MEDIA FY2024



## At-A-Glance



**3.8 MILLION**  
WEBSITE VISITS



**8.8 MILLION**  
WEBSITE PAGE VIEWS



**2.7 MILLION**  
WEBSITE USERS



**900,000**  
PARTNER WEBSITE  
REFERRALS



**51,000**  
DEDICATED EMAIL  
SUBSCRIBERS



**1.2 MILLION**  
EMAIL CAMPAIGN  
IMPRESSIONS



**57 MILLION+**  
SOCIAL IMPRESSIONS



**1.5 MILLION+**  
SOCIAL ENGAGEMENTS



**120,000**  
LINK CLICKS  
FROM SOCIAL



**426,000+**  
FOLLOWERS  
AND COUNTING

DON'T FORGET TO TAG US IN YOUR STORIES!  
WE'RE ALWAYS SHARE FUN THINGS.



LETS GET SOCIAL @VisitNapaValley #VisitNapaValley