2024-2025 CONTENT CAMPAIGNS FY2025 At-A-Glance



Summer Vacation •
Family Travel •
Outdoors in Napa Valley •



• Harvest • Wine 101 • • Autumn Activity •



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



- Destination Stewardship •
- Earth-Friendly Practices •





• Summer Vacation • • Family Travel •



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



- Mustard Season •
- Valentine's Day •



• Live Music •



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



Spring Has Sprung
Destination Stewardship



WEBSITE, BLOGS & SOCIAL MEDIA FY2024 At-A-Glance



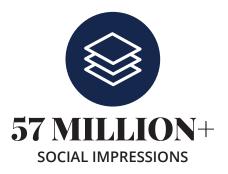




ISIT



PARTNER WEBSITE REFERRALS





51,000 DEDICATED EMAIL SUBSCRIBERS



SOCIAL ENGAGEMENTS



1.2 MILLION EMAIL CAMPAIGN IMPRESSIONS





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



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