2025/2026 CONTENT THEMES AT-A-GLANCE

JUL 25

Summer Vacation
Family Travel

AUG 25

Summer Activities
Family Owned

SEP 25

Harvest
Outdoors

OCT 25

Harvest
Heritage & History

NOV 25

Wine & Wellness
Thankful

DEC 25

Cabernet Season
Holiday Charm

JAN 26

Cabernet Season
Restaurant Month

FEB 26

Mustard Season
Exclusive Experiences

MAR 26

Springtime
Destination Stewardship

APR 26

Innovation
Sustainable Practices

MAY 26

Live Music
Culinary

JUN 26

Summer Fun
Embracing Diversity

Have questions or need to schedule a portal training? Email Partnership@VisitNapaValley.com

CONNECT WITH VISIT NAPA VALLEY

DEPARTMENT	COMMON QUESTIONS	CONTACT
PARTNERSHIP	Do you need to: • Understand your partner benefits? • Access the partner portal? • Schedule a partner visit or partner hour with our team?	Partnership@VisitNapaValley.com
MARKETING	Do you: • Have news or new programs to share? • Want to learn more about getting integrated into organic content our website, blog, newsletter or social channels? • Want to learn more about our media campaigns?	Marketing@VisitNapaValley.com
GUEST EXPERIENCE	Do you: • Have a last-minute, day-of reservation available? • Want to participate in a “Partner Pop Up” event in the Napa Valley Welcome Center?	Concierge@VisitNapaValley.com
SALES	Do you: • Have a great space to host groups? • Have experiences that appeal to the leisure traveler? • Want to hear about trade show opportunities?	Sales@VisitNapaValley.com
PUBLIC RELATIONS	Do you: • Want to connect with Visit Napa Valley on media leads? • Have news releases to share? • Want to better understand the evolving media landscape and travel-related media trends?	Media@VisitNapaValley.com
COMMUNITY & INDUSTRY RELATIONS	How best to: • Collaborate with Visit Napa Valley • Align with Visit Napa Valley's community priorities • Learn about Visit Napa Valley's Destination Stewardship leadership	CommunityRelations@VisitNapaValley.com
INDUSTRY TOOLS	Do you: • Want to find the most current occupancy data? • Have questions about the 2023 Economic Impact Report? • Want to provide your team with useful visitor data specific to your business?	www.VisitNapaValley.com/industry
DATA & RESEARCH	Do you need to: • Access to our latest reports? • Learn more about industry data and trends? • Download helpful resources and tools?	Research@VisitNapaValley.com

DON'T FORGET TO TAG US IN YOUR STORIES!

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VisitNapaValley.com/Partners