



FOCUS FOR APRIL 2026

Snapshot OF OUR MARKETING CONTENT CALENDAR

Spring • Innovation • Sustainable Travel

RECENT CONTENT UPDATES

VisitNapaValley.com

Pisces Season in Napa Valley

Let the stars guide you to Napa Valley with our Zodiac Itinerary series.

Women in Napa Valley Wine & Culinary

Highlighting some of the trendsetting women in Napa Valley wine & culinary.

Enjoy a Historic Stay in Napa Valley

Explore historic lodging properties throughout Napa Valley's five towns.

Heritage Tourism

Explore Napa Valley's rich history of hospitality and what it means for visitors today.

Napa Valley Rainy Day Plans

When it rains, we pour. Explore rainy day activities in Napa Valley.



WHAT WE'RE TALKING ABOUT IN OUR UPCOMING NEWSLETTERS

Zodiac Itineraries • Spring • Sustainable Travel

TAP INTO VISIT NAPA VALLEY NEWSLETTERS AND BLOGS TO DISCOVER KEY INITIATIVES



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FIVE UNIQUE TOWNS...ONE AWESOME VALLEY

ENCOURAGE VISITORS & LOCAL RESIDENTS TO JOIN MAILING LISTS TO LEARN ABOUT ALL THE ACTIVITIES IN NAPA VALLEY

Promote subscriptions to the email newsletters from your town & Visit Napa Valley. [VisitNapaValley.com/maps-travel-info/e-newsletter-sign-up/](https://www.visitnapavalley.com/maps-travel-info/e-newsletter-sign-up/)
FUN FACTS • INSPIRATION • INSIDER TIPS

INSPIRE GUESTS TO GET SOCIAL

@VisitNapaValley • @VisitCalistoga • @StHelenaCa
@YountvilleCa • @DowntownNapa • @ExploreAmCan



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Explore our event calendar at [visitnapavalley.com/events](https://www.visitnapavalley.com/events)

HANDY QR CODES



MICHELIN-RATED
RESTAURANTS



TASTINGS
UNDER \$50



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THINGS TO DO