

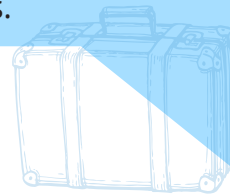


Driving Visibility for Calistoga! & All of Napa Valley

Visit Napa Valley deploys paid advertising tactics in addition to messaging noteworthy content through its owned channels (website, social channels, blog, newsletter, and welcome center), layered with earned media and active public relations outreach.

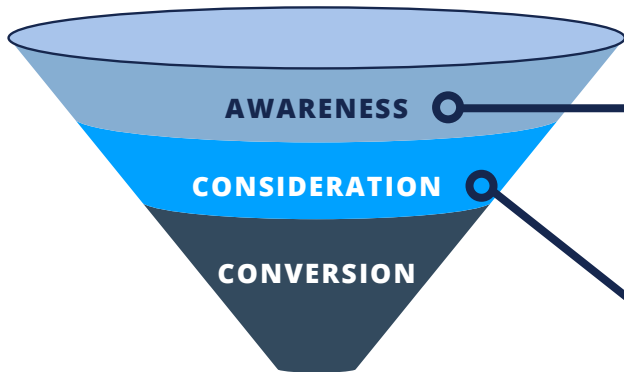
 **75**
CALISTOGA BUSINESSES ACTIVELY
PARTNERING WITH VISIT NAPA VALLEY

With a strong integrated marketing and sales approach, including a robust mix of **paid**, **earned**, and **owned media**, Visit Napa Valley creates awareness, desire, and intent; resulting in conversions, bookings, and overnight stays to Napa Valley towns.



Paid MEDIA

MARKETING MEDIA CAMPAIGN FUNNEL



OVERARCHING NAPA VALLEY CONTENT

Digital ad units that help build and enhance the Napa Valley brand to drive awareness about Napa Valley.

 **80 MILLION**
IMPRESSIONS

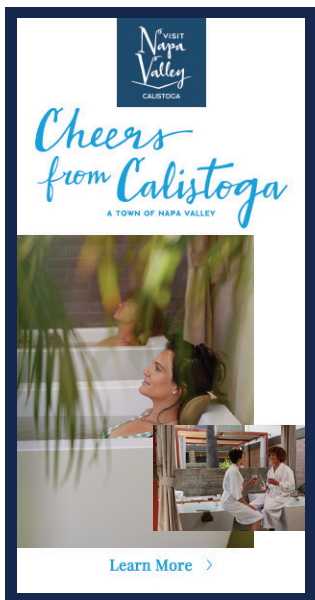
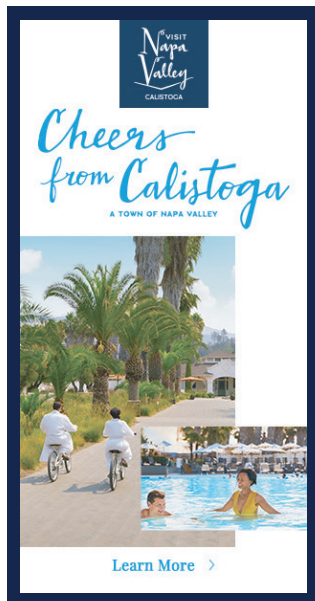
TOWN-SPECIFIC CONTENT CAMPAIGN

Running February 2024 through June 2024, featuring digital ad units designed to **inspire** and **inform** audiences about **Calistoga's** unique sense of place within Napa Valley and the experiences specific to **Calistoga**.

 **20 MILLION+**
IMPRESSIONS

AD UNITS FEATURED ON SITES LIKE

   **hulu SFGATE TRAVEL+ LEISURE** 
Robb Report MODERN LUXURY



To learn more about other paid media campaign efforts go to [VisitNapaValley.com/Industry](https://www.VisitNapaValley.com/Industry)

VISIT NAPA VALLEY DRIVES MARKETING RESULTS



Owned MEDIA REACH



2.7 MILLION

VISIT NAPA VALLEY WEBSITE VISITS



816,000

CLICKS TO VISIT NAPA VALLEY PARTNER WEBSITES



223,000

CLICKS TO CALISTOGA BUSINESSES



101,000

CLICKS TO CALISTOGA PARTNER WEBSITES



23,000

CLICKS TO CALISTOGA PARTNER RESERVATION & BOOKING WEBSITES

CONSUMER NEWSLETTER PUBLISHED TO



50,000

DEDICATED VISIT NAPA VALLEY EMAIL SUBSCRIBERS

TWICE PER MONTH

70% OF THESE NEWSLETTERS MENTION CALISTOGA CONTENT OR BUSINESSES



367,000

SOCIAL MEDIA FOLLOWERS

PLATFORMS



Earned MEDIA

Active media and public relations outreach, leveraging the unique attributes of each town in Napa Valley, to generate positive stories and impressions. All Familiarization Trips (FAMs) organized by Visit Napa Valley include visibility for all 5 towns.

CALISTOGA UNIQUE ATTRIBUTES = WELLNESS & SPA THERAPIES

500 MILLION+
EARNED MEDIA IMPRESSIONS

RECENT PRESS FEATURED IN
VERANDA InStyle Forbes TRAVEL+LEISURE

Travel Trade BUSINESS DEVELOPMENT

Visit Napa Valley engages with travel advisors and tour operators to increase both domestic and international visitation to the valley.



ALL FAM TRIPS INCLUDE CALISTOGA

11,000
ACCESS TO TRAVEL TRADE CONTACTS

Group Sales BUSINESS DEVELOPMENT



400+
LEADS DISTRIBUTED



LEADS RESULTING IN
104,000
POTENTIAL ROOM NIGHTS

Check out [VisitNapaValley.com/Industry](https://www.visitnapavalley.com/industry) for more information.