

VISIT NAPA VALLEY

# CITY OF NAPA



## Driving Visibility for the City of Napa! & All of Napa Valley

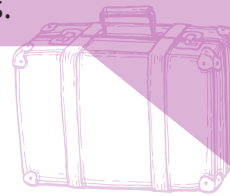
Visit Napa Valley deploys paid advertising tactics in addition to messaging noteworthy content through its owned channels (website, social channels, blog, newsletter, and welcome center), layered with earned media and active public relations outreach.



# 96

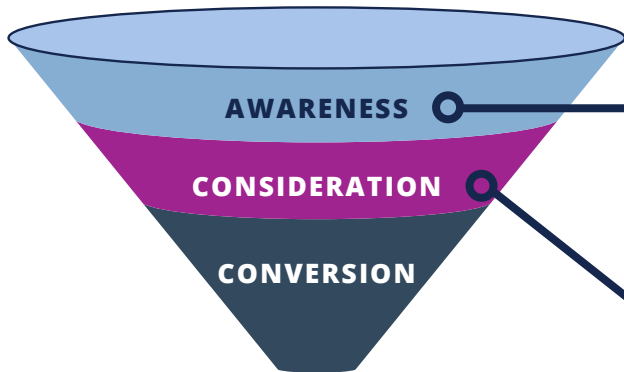
CITY OF NAPA BUSINESSES ACTIVELY PARTNERING WITH VISIT NAPA VALLEY

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

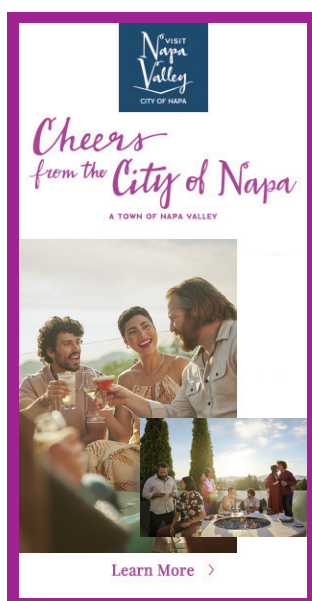
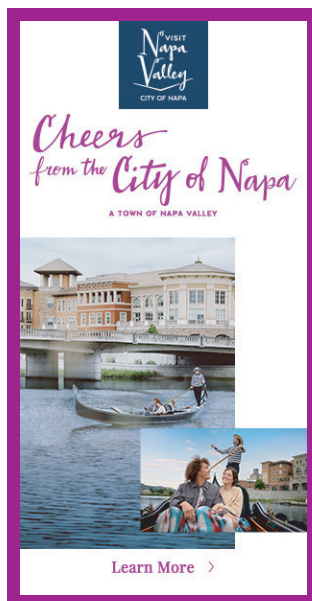
Running February 2024 through June 2024, featuring digital ad units designed to **inspire** and **inform** audiences about **Napa's** unique sense of place within Napa Valley and the experiences specific to **the City of Napa**.



# 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



**104,000**

CLICKS TO *NAPA* PARTNER WEBSITES



**187,000**

CLICKS TO *NAPA* BUSINESSES



**12,000**

CLICKS TO *NAPA* PARTNER RESERVATION & BOOKING WEBSITES

CONSUMER NEWSLETTER PUBLISHED TO



**50,000**

DEDICATED VISIT NAPA VALLEY EMAIL SUBSCRIBERS

TWICE PER MONTH

**90%** OF THESE NEWSLETTERS MENTION *CITY OF NAPA* 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.

CITY OF NAPA UNIQUE ATTRIBUTES = TRENDY, STYLISH & VIBRANT



**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 CITY OF NAPA

**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.