

Digital & Print Advertising

107 Million <sup>+32%
YOY</sup>
CAMPAIGN IMPRESSIONS

17M

VIDEO
VIEWS

0.58%

CLICK THROUGH
RATE

0.45% goal

:32s

AVG. ENGAGEMENT
DURATION

:10s benchmark

Website & Email

3.4M

ANNUAL WEBSITE
SESSIONS

+9.7%YOY

1.5M

PARTNER WEBSITE
REFERRALS

+25%YOY

65K

EMAIL
SUBSCRIBERS

-8%YOY

Social Media

55M <sup>MILLION
IMPRESSIONS</sup>
+71%YOY

467K ^{FOLLOWERS}
+4%YOY

Media Relations

1.3 Billion <sup>EARNED MEDIA
IMPRESSIONS</sup>
+28%YOY



Group Sales

\$89 Million <sup>+14%
YOY</sup>
ECONOMIC IMPACT

217K
ROOM NIGHTS
^{+14%YOY}

923
MEETING LEADS
DISTRIBUTED
^{+20%YOY}

97K
DELEGATES
^{+8%YOY}

Travel Trade

42 EVENTS **1,000** PARTNER <sup>+6%
REFERRALS</sup> ^{YOY}

Partnership & Guest Experience

NAPA VALLEY
WELCOME
CENTER **96K** ^{-7.7%YOY} ANNUAL
VISITORS **128K** ^{+40%YOY} PARTNER
REFERRALS

580 ^{+6%YOY} TOTAL
PARTNERS **81** ^{+240%YOY} PARTNER
VISITS **65K** <sup>VISITOR
MAGAZINE</sup>

7.7K ^{+15%YOY} PORTAL
LOGIN SESSIONS **129** ^{-3%YOY} PARTNER INFORMATION
MEETINGS