VISIT NAPA VALLEY STATS AT-A-GLANCE FOR MINISTARD SEASON



Driving Visibility for Napa Valley During the Late Winter Months!

Mustard season is a veritable hidden gem of Napa Valley. Visit Napa Valley tells audiences far and wide!

OWNED MEDIA



9,100
VISIT NAPA VALLEY
MUSTARD WEBSITE
PAGE VIEWS



6,000
TOTAL SITE USERS
SPECIFIC TO
MUSTARD LANDING
PAGE



1,300

REDIRECTS FROM
OTHER VISIT NAPA
VALLEY SITE CONTENT
TO MUSTARD LANDING
PAGE



2,200
CLICKS FROM
ORGANIC GOOGLE
SEARCHES



REFERRALS FROM
VISIT NAPA VALLEY
WEBSITE TO "MUSTARD
CELEBRATION WEBSITE"



850
CLICKS ON MUSTARD
CONTENT IN VISIT
NAPA VALLEY
NEWSLETTERS



17,000

SOCIAL MEDIA
ENGAGEMENTS
(LIKES, SHARES & SAVES)



280,000 SOCIAL MEDIA IMPRESSIONS (VIDEO VIEWS)

Visit Napa Valley Reaches Audiences Worldwide



2.7 MillionAnnual Website



816,000+ Partner Website

Referrals



418,000+
Social Media
Followers



135,000 Monthly Radio Listeners



50,000Email
Subscribers

VISIT NAPA VALLEY STATS AT-A-GLANCE FOR MUSTARD SEASON



Fun Deliverables for Mustard Season!

Visit Napa Valley promotional materials and messaging...sharing inspiration about this "Hidden Gem" season.



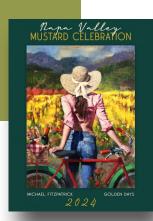


MUSTARD T-SHIRTS WORN BY STAFF AT VISITOR **CENTERS THROUGHOUT NAPA VALLEY**

24,000 **COPIES DISTRIBUTED MONTHLY TO**

LOCATIONS IN NAPA, **SONOMA** & BAY AREA

COVER PAGE AND FEATURED ARTICLE IN JAN 2024 WINE **COUNTRY THIS MONTH**





1,500 **MUSTARD MAP DOWNLOADS FROM** VISITNAPAVALLEY.COM & **2,000** COPIES **DISTRIBUTED AT NAPA VALLEY WELCOME CENTER**



300,000+ IMPRESSIONS FROM COVERAGE ON CBS 5 BAY AREA EVENING NEWS



MUSTARD SEASON BUTTONS WORN BY STAFF AT VISITOR CENTERS THROUGHOUT NAPA VALLEY

