

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



**500**

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 Million**  
Annual Website  
Visits



**816,000+**  
Partner Website  
Referrals



**418,000+**  
Social Media  
Followers



**135,000**  
Monthly Radio  
Listeners



**50,000**  
Email  
Subscribers

