



MARKETING & COMMUNICATIONS FY25 HIGHLIGHTS

NAPA VALLEY WELCOME CENTER

 **104,000**

ANNUAL VISITORS



91K+

PARTNER REFERRALS

VISITOR GUIDE



65,000

COPIES DISTRIBUTED

WEBSITE & EMAIL



3.1
MILLION

ANNUAL WEBSITE SESSIONS



1.2 MILLION

PARTNER WEBSITE REFERRALS



71,000

EMAIL SUBSCRIBERS

SOCIAL MEDIA

32 MILLION

IMPRESSIONS

450,000+

FOLLOWERS

DIGITAL & PRINT ADVERTISING



81 MILLION

CAMPAIGN IMPRESSIONS

MEDIA RELATIONS



560 MILLION

NATIONAL RADIO
BROADCAST IMPRESSIONS



1.3
BILLION

EARNED MEDIA IMPRESSIONS

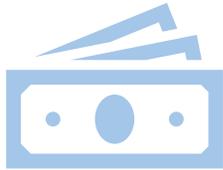
Eligible tourism businesses in Napa County may learn more about investment programs with Visit Napa Valley.

For more information, please email us at: Partnership@VisitNapaValley.com.



ORGANIZATIONAL FY25 HIGHLIGHTS

GROUP SALES



\$78 MILLION
ECONOMIC IMPACT



191,000

ROOM NIGHTS



768

MEETING LEADS DISTRIBUTED



90,000

DELEGATES

TRAVEL TRADE



940+

PARTNER REFERRALS

PARTNERSHIP



550+ TOTAL PARTNERS



132

PARTNER INFORMATION MEETINGS



6,660

PORTAL LOGIN SESSIONS



24

PARTNER VISITS



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VisitNapaValley.com/Industry