



Fiscal Year 2025

METRICS AND RECAP





FISCAL YEAR 2025

Table Of Contents

1	WHO WE ARE Vision & Mission, Tourism Improvement District	3-5
2	WHAT WE DO Objectives, Goals, Long-Range Plan, Annual Plan, Impact	6-13
3	FY25 RECAP How We Do It Paid Marketing Owned Marketing Earned Marketing Sales Community & Industry Relations Partner Relations & Events Data & Insights	14-71 15 20 34 48 50 55 64 69
4	FINANCIAL OVERVIEW Fiscal Year 2025 Budget	72-73
5	APPENDIX Resources, Background	74-83



FISCAL YEAR 2025

Table Of Contents

1	WHO WE ARE Vision & Mission, Tourism Improvement District	3-5
2	WHAT WE DO Objectives, Goals, Long-Range Plan, Annual Plan, Impact	6-13
3	FY25 RECAP How We Do It 15 Paid Marketing 20 Owned Marketing 34 Earned Marketing 48 Sales 50 Community & Industry Relations 55 Partner Relations & Events 64 Data & Insights 69	14-71
4	FINANCIAL OVERVIEW Fiscal Year 2025 Budget	72-73
5	APPENDIX Resources, Background	74-83



The official destination marketing and management organization for Napa County. We promote the region as an attractive travel destination and enhance its public image as a dynamic place to visit, live, and work.

Vision

Elevate Napa Valley as the world's premier wine country experience.

Mission

Promote, protect, and enhance the Napa Valley destination.



NAPA VALLEY TOURISM IMPROVEMENT DISTRICT (NVTID) *Visit Napa Valley*

History

Formed in 2010 for a 5-year term; renewed for a 10-year term in 2015 and again in 2025

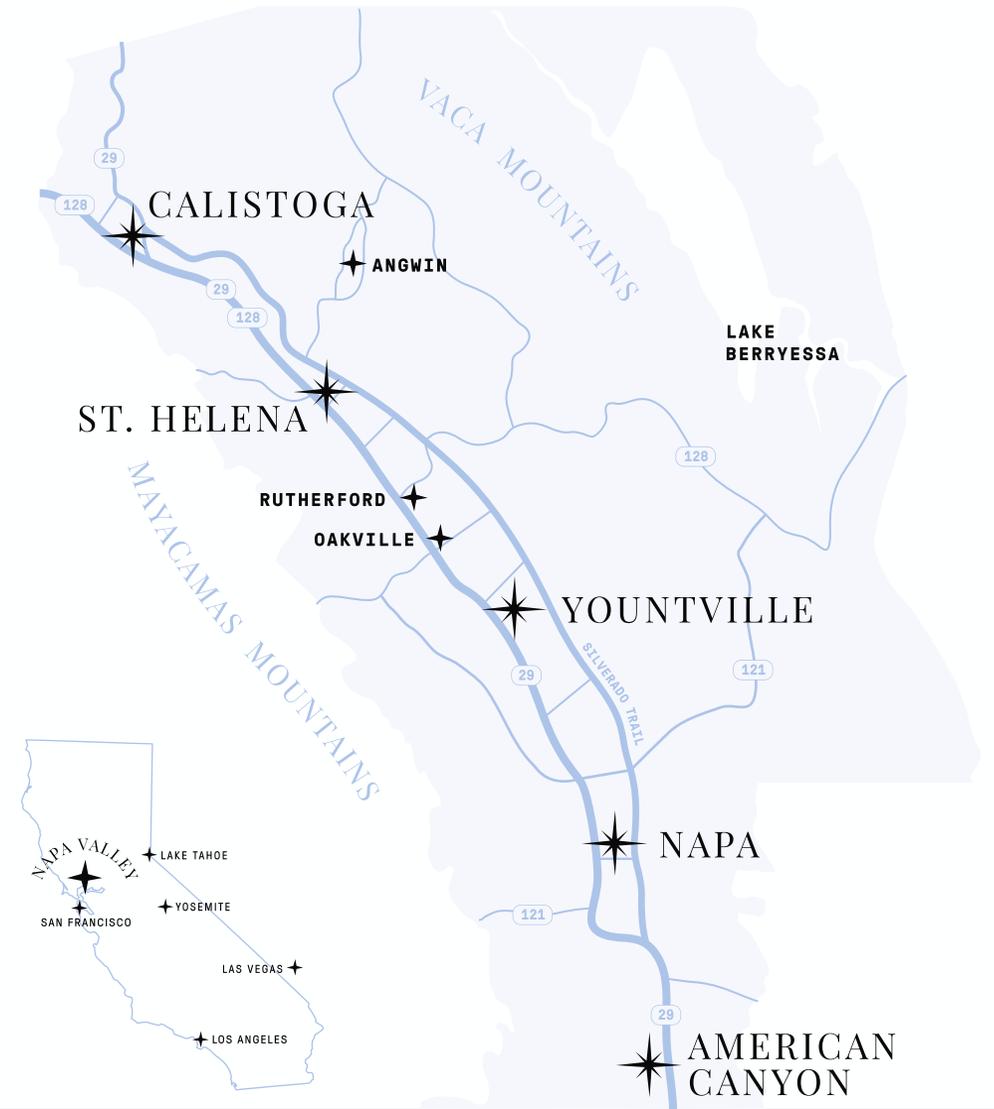
New Term

10 years: June 16, 2025- June 15, 2035

Boundaries

The NVTID includes all hotels within the boundaries of the cities of American Canyon, Calistoga, Napa, and St. Helena, the town of Yountville, and the unincorporated area of the County of Napa.

It allows for collection of an assessment on all overnight lodging guests to fund destination marketing programs.





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Table Of Contents

1	WHO WE ARE Vision & Mission, Tourism Improvement District	3-5
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Visit Napa Valley *Objectives*

Cultivate the Napa Valley Brand

- Create awareness and desire to experience Napa Valley
- Deploy multi-channel storytelling efforts
- Meet the audiences where they are with their travel objectives and deliver relevant information

Inspire and Motivate Travel

- Drive travel during need periods (Nov - Mar and midweek)
- Engage international travelers with Napa Valley value proposition
- Grow the corporate group business segment

Support the Local Industry

- Engage stakeholders to amplify a unified message about Napa Valley and experiences found within
- Communicate and advocate for the value of tourism in Napa County
- Support county-wide best-in-class destination stewardship model



VISIT Napa Valley

Business Goals

1. Achieve or exceed the Tourism Improvement District (TID) revenue budget through intentional and deliberate marketing and sales initiatives.
2. Grow Transient Occupancy Tax (TOT) collections leading to enhancement in countywide infrastructure and resources for enriching quality of life for residents.



LONG RANGE PLAN FY24 – FY26



75%

Strategic Marketing & Sales Programs



10%

Collaborative Destination Management



10%

Proactive Partner & Community Engagement



5%

Organizational Excellence

VISIT NAPA VALLEY ANNUAL PLAN

[CLICK HERE FOR OUR 2025 ANNUAL PLAN](#)



NAPA VALLEY TOURISM



Napa Valley Welcomed a Total of
3.7 MILLION

Visitors



62%
DAY TRIP VISITORS



38%
OVERNIGHT GUESTS

95%

OF VISITORS ARE LIKELY TO RETURN

AVERAGE VISITOR MADE

3

TRIPS TO NAPA VALLEY IN PAST 12 MONTHS

Visitors to Napa Valley Spent
\$2.5 BILLION
Supporting Local Businesses



\$541M
RESTAURANTS



\$830M
RETAIL & WINERIES



\$686M
LODGING

66% OF SPENDING WAS GENERATED BY OVERNIGHT HOTEL GUESTS

\$1.7
BILLION
SPENT BY
OVERNIGHT
HOTEL GUESTS

\$864
MILLION
SPENT BY
NON-HOTEL
GUESTS

Napa Valley Visitor Economy Generated
\$107.5 MILLION
in Tax Revenue for
Community Services



PARKS & RECREATION



PUBLIC SAFETY



ROAD IMPROVEMENTS

AND MORE!

The Tourism Industry Supports an Estimated

16,000

Jobs in the
Community

Visitor Spending on a Typical Day was

\$7
million

DIRECT VISITOR SPENDING INCREASED BY
+13% VS. 2018

TAX REVENUE INCREASED BY
26%

[VisitNapaValley.com/Tourism](https://www.visitnapavalley.com/Tourism)

Source: 2023 Visitor Profile & Economic Impact Report by Future Partners

MARKETING & COMMUNICATIONS *Fy 2025 Highlights*

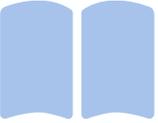


NAPA VALLEY WELCOME CENTER

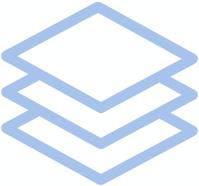
 **104,000**
ANNUAL VISITORS

 **91,000** PARTNER REFERRALS

VISITOR GUIDE

 **65,000**
COPIES DISTRIBUTED

DIGITAL & PRINT ADVERTISING

 **81 MILLION**
CAMPAIGN IMPRESSIONS

WEBSITE & EMAIL

 **3.1 MILLION**
ANNUAL WEBSITE SESSIONS

 **71,000**
EMAIL SUBSCRIBERS

 **1.2 MILLION**
PARTNER WEBSITE REFERRALS

SOCIAL MEDIA

32 MILLION
IMPRESSIONS

450,000 +
FOLLOWERS

MEDIA RELATIONS

 **560 MILLION**
NATIONAL RADIO BROADCAST IMPRESSIONS

 **1.3 BILLION**
EARNED MEDIA IMPRESSIONS

ORGANIZATIONAL *Fy 2025 Highlights*



GROUP SALES



\$78 MILLION

ECONOMIC IMPACT



191,000

ROOM NIGHTS



90,000

DELEGATES



768

MEETING LEADS
DISTRIBUTED

TRAVEL TRADE



940+

PARTNER REFERRALS

PARTNERSHIP



550+

TOTAL
PARTNERS



132

PARTNER
INFORMATION
MEETINGS



6,660

PORTAL LOGIN
SESSIONS



24

PARTNER VISITS



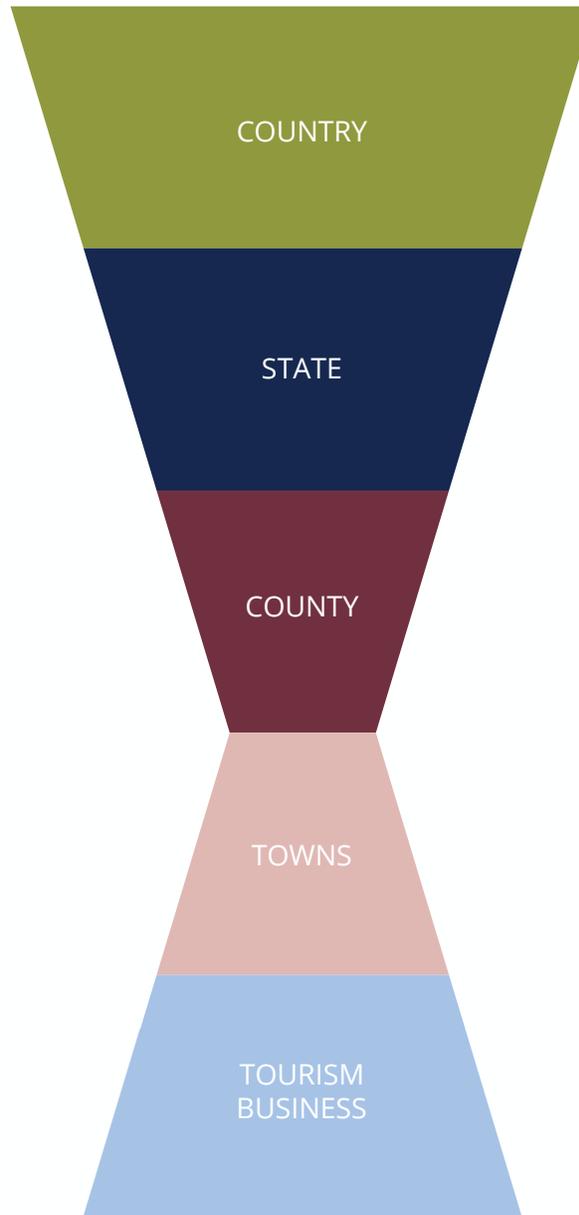
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DESTINATION PARTNER *Ecosystem*

Representing the voice of the larger community, Visit Napa Valley partners with organizations on an international, national, state, and regional level to foster the greatest impact for local destination partners and tourism businesses.



Awareness

Promoting the United States as a premier travel destination.

United stories.



Promoting the Golden State and Bay Area region on a national and international scale.



The ultimate playground.

Promoting the overarching valley to key near and far markets.

The good life; to be shared, savored & discovered.



Capitalizing on overarching Napa Valley brand.

Unique personalities & offerings.



Capitalizing on overarching Napa Valley brand & towns.

Content, offers & deals from hotels, wineries, restaurants, shops, attractions, events, etc.

Intent

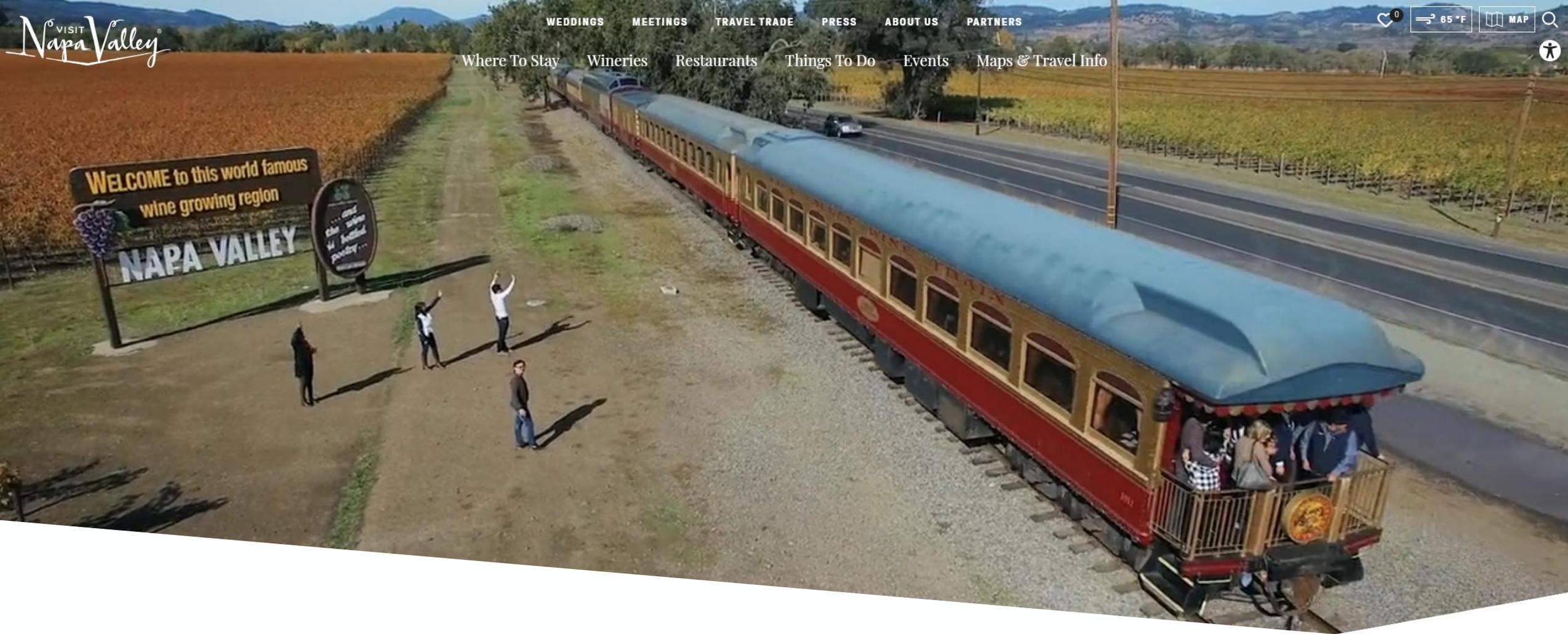
All Visit Napa Valley teams working together to drive awareness and affinity
...at all touchpoints
...on all channels.



Fy2025 DESTINATION MARKETING PLAN

CHANNELS

PAID MEDIA	OWNED MEDIA	EARNED MEDIA	SALES
<ul style="list-style-type: none"> • Online Television (OTV) • Print • Digital Video • Programmatic Digital & Native • Paid Social • Rich Media • Search Engine • Marketing (SEM) • Custom Content Integrations 	<ul style="list-style-type: none"> • Website • Social Media • Email/Newsletter • Blog • Visitor Magazine • Napa Valley Welcome Center • Radio • Events/Sponsorships • Informational Materials 	<ul style="list-style-type: none"> • Lifestyle General Interest • Niche Interest (e.g., wine; culinary; wellness/spa) • Influencer Engagement • Media Familiarization Trips (FAMs) • Tourism Industry/ Business • Local Lifestyle • Local Tourism Matters 	<ul style="list-style-type: none"> • Travel Trade • Group /Meetings • Trade Shows • Sales Missions • FAM Tours • Educational Webinars • Industry Associations • Site Inspections • Lead Generation • Lead Distribution • Partner Referrals



Marketing & Communications

Key Functions

STRATEGY

Utilize integrated marketing programs and initiatives featuring a robust media mix to create

Awareness ♦ **Desire** ♦
Intent to Travel

resulting in overnight visitation to Napa Valley.

EARNED MEDIA

PR Outreach ♦ Journalists ♦ News ♦ Press ♦ FAMs ♦ Influencers

OWNED MEDIA

Website ♦ Social Media ♦ Blogs ♦ Newsletters ♦ Magazine
Radio ♦ Events ♦ Welcome Center

PAID MEDIA

Digital Ads ♦ Print Ads ♦ Billboards/Out of Home Ads

PAID MARKETING

DIGITAL & PRINT ADVERTISING

VISIT
Napa Valley

MARKETING CAMPAIGN OBJECTIVES

Build awareness
of Napa Valley
as a world-class
hospitality &
wine destination

Inspire/Educate
on all that Napa
Valley has to
offer as an
authentic wine &
lifestyle
destination

**Promote
off-peak
visitation** during
Cabernet &
Mustard
Seasons

**Appeal to both
Luxury &
Aspirational
audiences**

**Promote
patronage of
lodging,
wineries, and
restaurants**

MARKETING PROGRAMS



**Cheers Always On
& Aspirational**

CA, TX

**ASPIRATIONAL
& LUXURY**



**Cheers
Luxury**

CA, TX, NY, FL

LUXURY



**Cheers Town
Discovery**

SD, LA, SF, Sac

ASPIRATIONAL



**Tourism Matters
(Cheers Local)**

Napa Valley

RESIDENTS



**Crush That
Meeting**

CA, MO, IL, MN, DC

GROUP

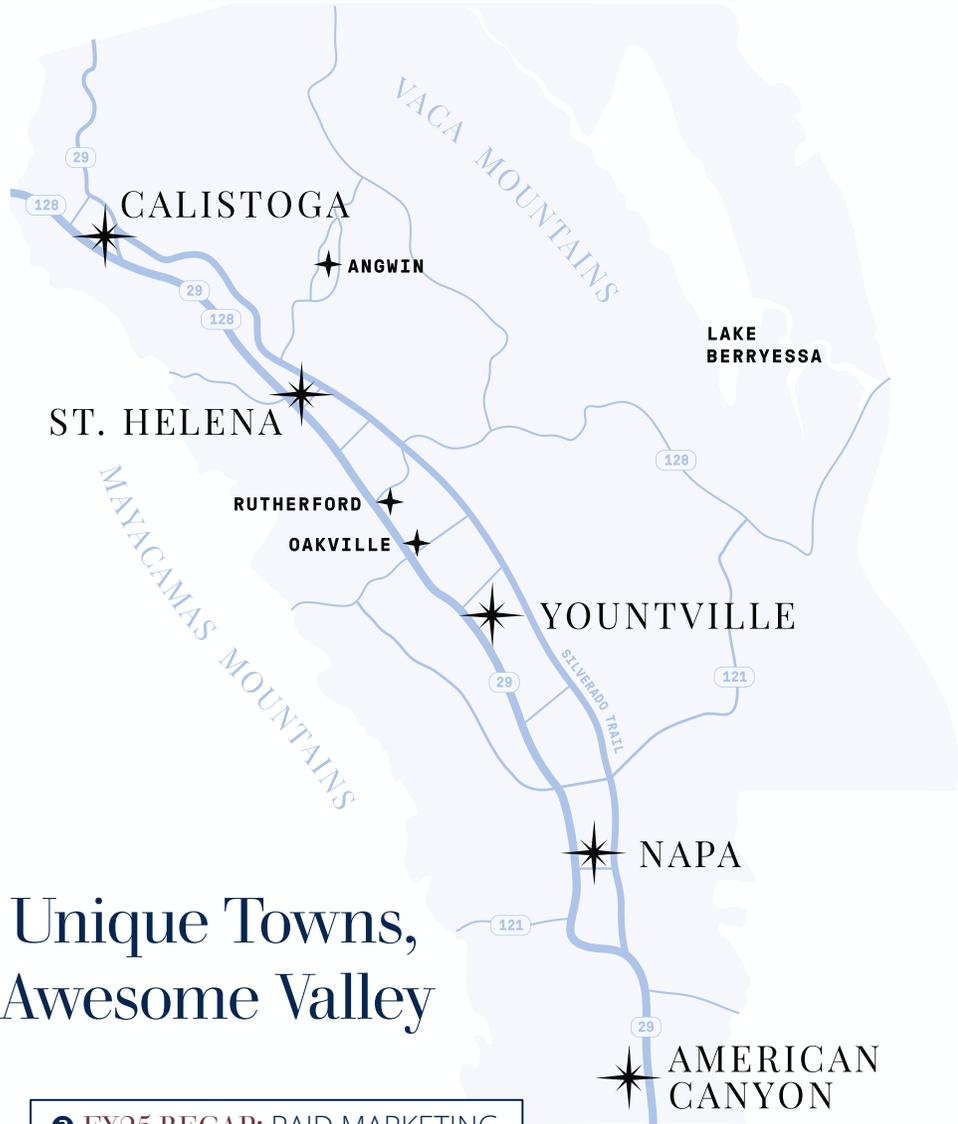


**Crush That
Career**

Napa, SF, Sac

WORKFORCE

“TOWNS” PAID ADVERTISING PROGRAM



5 Unique Towns,
1 Awesome Valley

GOAL

Educate on the unique characteristics of each Napa Valley town, generating longer stays, repeat visits, greater economic impact and cross-town visitation.

CAMPAIGN

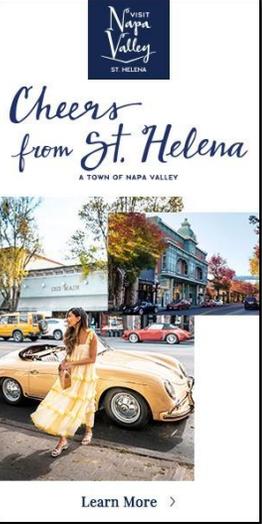
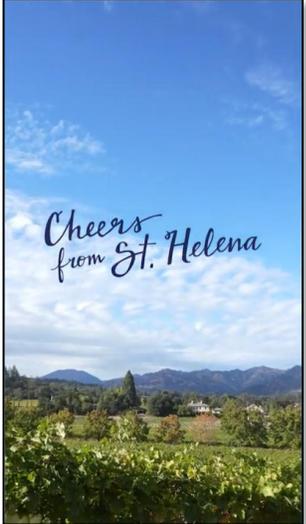
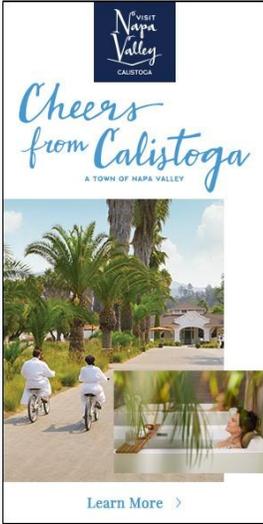
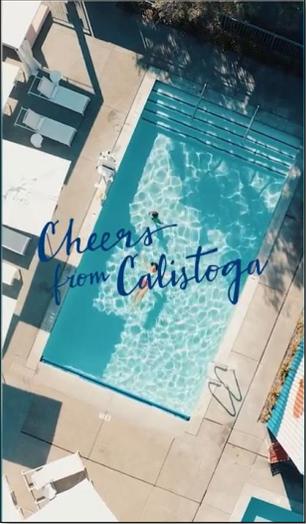
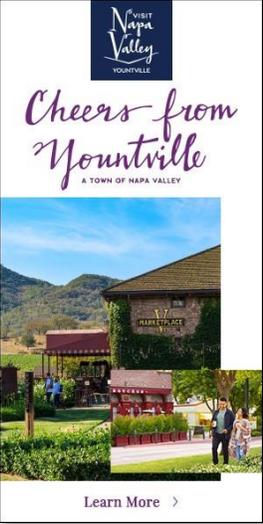
Create inspiration and awareness of the towns of Napa Valley and the experiences, sense of discovery.

\$500,000
Visit Napa Valley incremental paid advertising support for Towns program in FY24 & FY25

STRATEGIES TO ACHIEVE CAMPAIGN OBJECTIVES

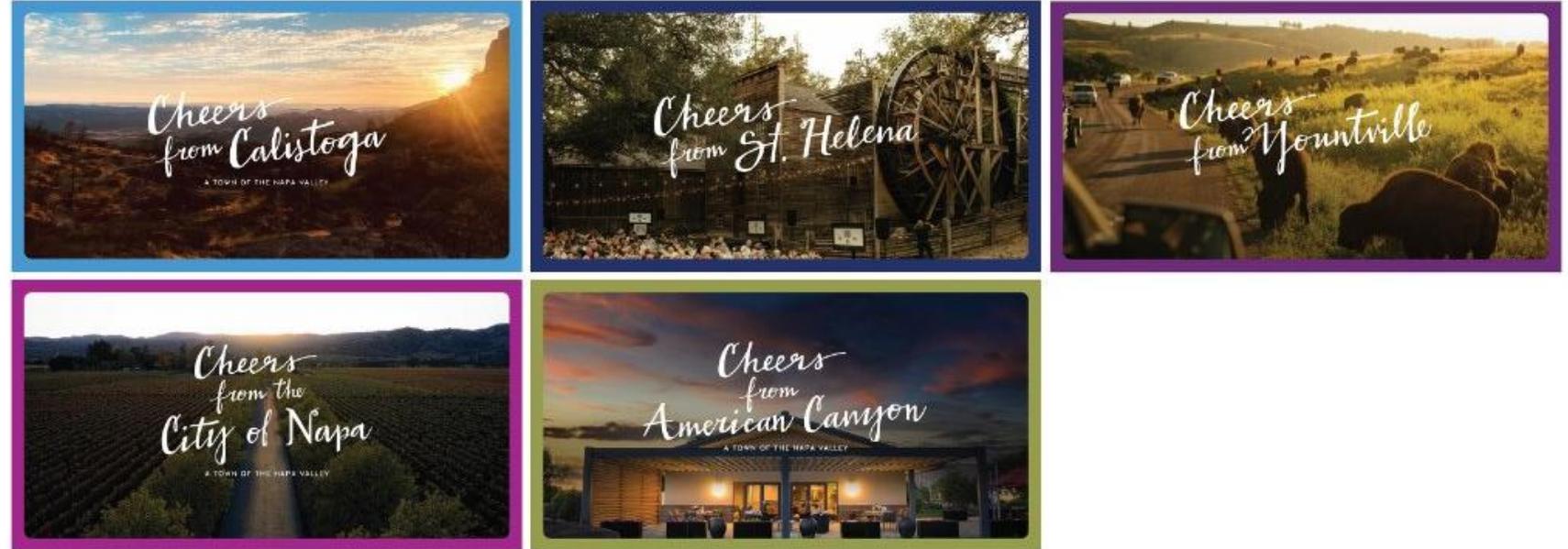
- Create awareness amongst interested, engaged consumers. Retarget segments that already saw and engaged with Visit Napa Valley ads, further educating them on the unique characteristics of each town.
- Drive quality traffic, connecting potential audiences with content that piques interest and engages.

FY25 RECAP: PAID MARKETING

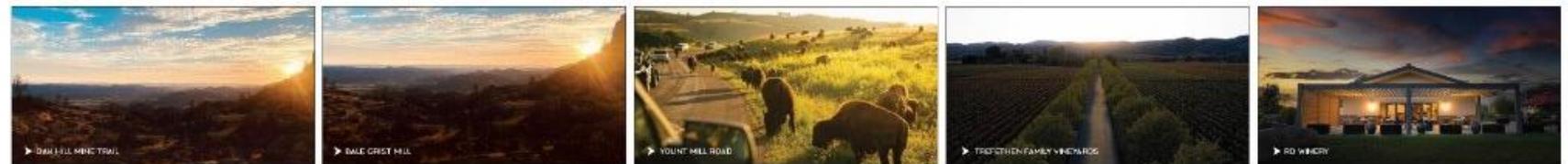


“CHEERS FROM” TOWNS VIDEO SERIES

TITLE GRAPHICS:



LOWER THIRD TREATMENT:



Treatment:

Each episode of the series begins with a Title Card featuring the “Cheers from” graphic built for each town. This is a consistent element throughout tactics.

Lower third graphics appear in the brand font to call out locations throughout the episodes.

Content Series Name:

Title: Cheers from <Town Name>

Descriptor: A Town of the Napa Valley

TOWNS PERFORMANCE UPDATE



 Meta 

9.5M impressions with video and single image placements driving
62,195 site sessions

3 FY25 RECAP: PAID MARKETING

VOX MEDIA



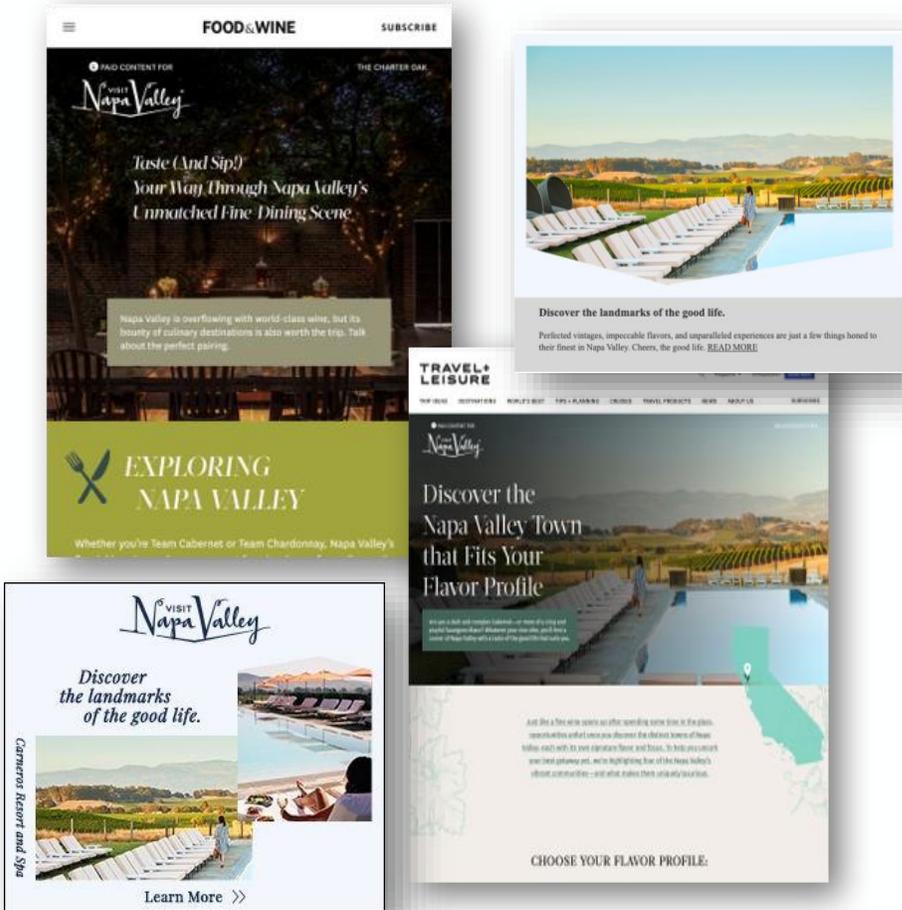
EATER CUSTOM HEATMAP
ACHIEVED

17,450 PAGEVIEWS

1:14 AVERAGE
ENGAGEMENT
TIME

The screenshot shows an Eater article page. At the top left is the Eater logo. The main image is a plate of Maine lobster with spring vegetables and ossetra caviar. To the right is a heatmap of the Napa Valley region with red markers indicating hotspots. The article title is "How to Taste Your Way Through the Napa Valley" and the byline is "By Lee Marder | Updated Mar 19, 2025, 10:56am EDT". Below the article is a social media sharing bar with Facebook and Twitter icons. At the bottom, a small line of text reads: "This advertising content was produced in collaboration between Vox Creative and our sponsor,".

Objective: build awareness of Napa Valley as a world-class wine destination and provide paths that signal intent to travel.



Performance Metrics

FOOD & WINE

MODERN LUXURY

TRAVEL+LEISURE

Robb Report

Dotdash Meredith:

- Food+Wine article: 23,442 pageviews, 32 seconds average time with content.
- Travel+Leisure article: 31,596 pageviews, 15 seconds average time with content
- High Impact Titan Unit: overall 0.20% CTR (above 0.10% benchmark)

Modern Luxury:

- *What You Thought You Knew About Napa Valley* article: 64,901 pageviews
- *The Ultimate Napa Valley Itinerary: Linger Longer* article: 64,118 pageviews
- High impact display in December: 458,977 impressions and a CTR of 0.49%

Robb Report:

- Four newsletters delivering a 29.85% open rate (0.22% benchmark) with VNV placements driving a 0.48% CTR (0.15% goal)
- Robb Report print provided 327,000 impressions for the campaign

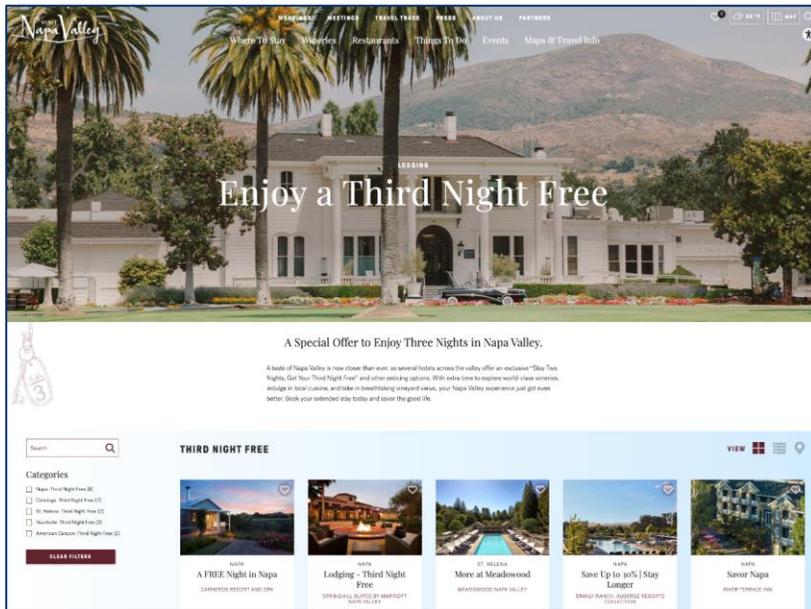
3 FY25 RECAP: PAID MARKETING

AFFORDABLE LUXURY CAMPAIGN



Visit Napa Valley launched a targeted “affordable luxury” campaign supported by incremental funding. The results? Skyrocketing interest — these offers dominated web traffic throughout the promotion.

VisitNapaValley.com/ third-night-free



Ranked as the #2 landing page on VisitNapaValley.com with 30k+ visits

VisitNapaValley.com/ tastings-under-50



Ranked as the #3 landing page on VisitNapaValley.com with 28k+ visits

AFFORDABLE LUXURY



Visit Napa Valley
Sponsored · 🌐

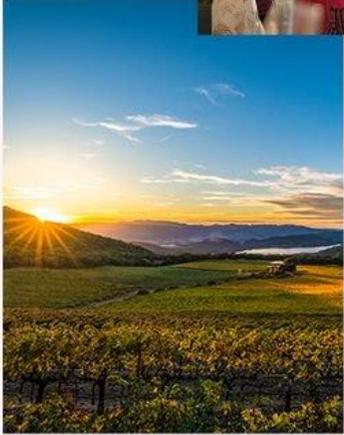
Indulge in exclusive wine tastings under \$50 at some of Napa Valley's finest wineries. Enjoy premium pours, stunning...



VisitNapaValley.com
Taste the good life for \$50 & under

Visit Napa Valley

Enjoy Wine Tastings Under \$50
Taste the good life



Learn More >>

Visit Napa Valley

Cheers to a Third Night Free



Learn More >>

Performance Metrics

 **theTradeDesk**



1,673,339 impressions

33,219 attributable Napa Valley visits

 **Meta**

3,103,906 impressions

15K+ sessions

 **Tripadvisor**

1,293,304 impressions

43.8K+ sessions

GROUP MEETINGS CAMPAIGN



The targeted Meetings & Groups campaign delivered **1.8M** impressions, a **0.78%** click through rate, and a **29%** video completion rate



<https://www.visitnapavalley.com/meetings/>

WORKFORCE DEVELOPMENT

Visit Napa Valley invests in a paid digital and out-of-home campaign designed to promote Napa Valley as an attractive place to develop a rewarding career in **Wine, Tourism and Hospitality**.

This campaign targeting job-searchers drives traffic to job listings, educational resources and more on a Crush That Career landing page at [VisitNapaValley.com](https://www.visitnapavalley.com)



<https://www.visitnapavalley.com/crush-that-career/>

HIDDEN GEMS: NAPA VALLEY



CBS News Travel Editor Peter Greenberg spotlighted five of Napa Valley's "Hidden Gems" for an episode of The Travel Detective.

Estimated audience: 103 million

 **PBS** currently airing on PBS and available for three years on:



Scheduled Markets

Los Angeles
Chicago
Washington DC
San Francisco
Minneapolis
Denver
Charlotte
Indianapolis

Salt Lake City
Baltimore
Columbus
Greenville
Albuquerque
Dayton
Spokane
Wichita

Savannah
Burlington
Myrtle Beach
Boise
Dallas
New York
San Diego
Philadelphia

Atlanta
Buffalo
Milwaukee
New Orleans
Tulsa Asheville
Miami
West Palm Beach
Phoenix

Pittsburgh
Columbia
Cleveland
Tucson
Seattle
Portland
Detroit



Bale Grist Mill



Vonsaal Design



Seguin Moreau



Model Bakery



Calistoga Spa Hot Springs



<https://www.youtube.com/watch?v=u5j03V7IAaU>

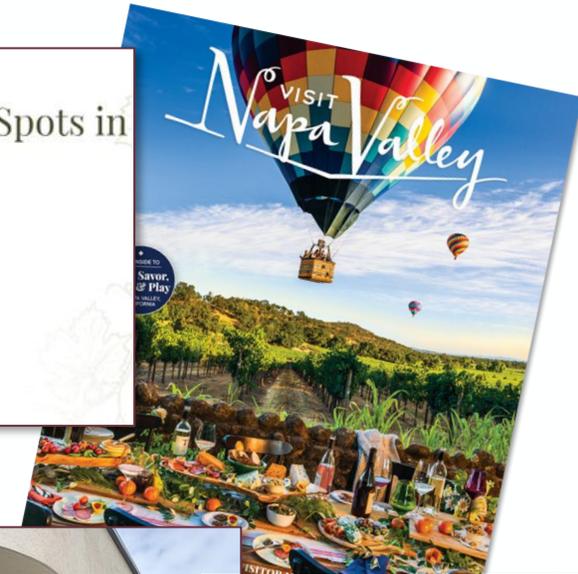
OWNED MARKETING

WEBSITE, SOCIAL MEDIA, NEWSLETTERS

OWNED MEDIA CHANNELS



- Website
- Blogs
- Newsletter Subscribers
 - Consumer: 71,000+
 - Travel Trade: 15,465
 - Group Travel: 17,021
 - Partnership: 2,318
 - Industry: 3,326
 - Public Affairs: 250
- Social Media
- Magazine - Visitor Guide
- Print Collateral
- Radio
- Napa Valley Welcome Center
- Programs + Initiatives



WEBSITE: VisitNapaValley.com



FY25 saw strong performance driven by ongoing content optimization and regularly refreshed pages.

- Engagement remained high, with average time on site increasing 8% YOY.
- Partner referrals from the website continued to be a key priority, generating more than 1.2 million outbound clicks to a local business.

FY25

3.1M

SESSIONS

2.1M

USERS

4m, 24s

AVG SESSION DURATION

1m, 5s

AVG ENGAGED TIME

59%

ORGANIC GOOGLE
SEARCH

1.2M

PARTNER REFERRALS

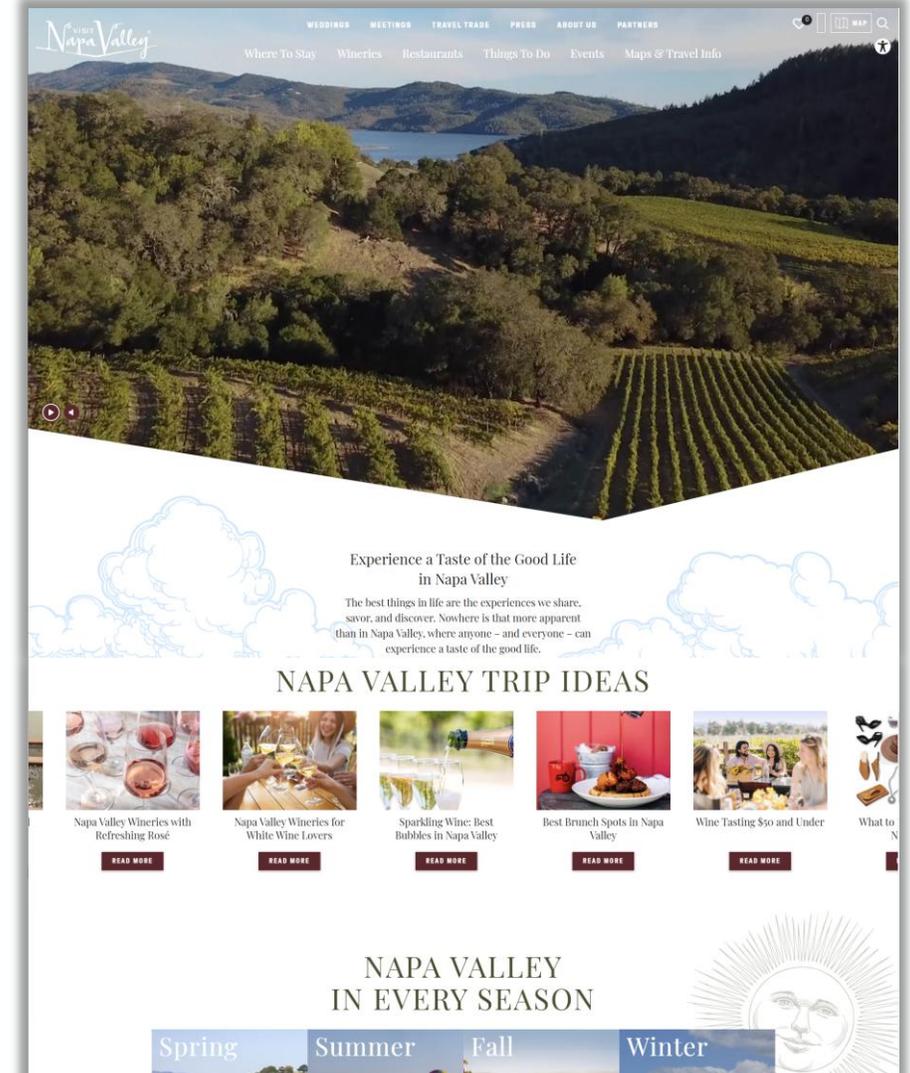
41%

SESSIONS RESULTED IN
PARTNER REFERRAL



<http://www.visitnapavalley.com>

3 FY25 RECAP: OWNED MARKETING



71,000

DEDICATED SUBSCRIBERS

40%+

OPEN RATE

3-5%

AVERAGE
CLICK THROUGH RATE

Visit Napa Valley's bi-weekly consumer emails reached an expanding audience, delivering curated content such as events, travel guides, lodging recommendations, and more.

The newsletters consistently outperformed industry benchmarks, demonstrating strong engagement and interest from potential travelers.

Click here to subscribe:
<https://www.visitnapavalley.com/maps-travel-info/e-newsletter-sign-up/>

3 FY25 RECAP: OWNED MARKETING

Best Bubbles in Napa Valley

Get ready to pop the cork and dive into the bubbly fun of Napa Valley's sparkling wine scene! Napa Valley is home to several incredible sparkling wine houses where you can taste some bubbles and enjoy breathtaking vineyard views. These wineries feature a wide range of styles from crisp Bruts to rich and complex Blanc de Blancs, and some sparkling fun Rosés, too.

[Sparkling Sips](#)



<https://www.visitnapavalley.com/blog/post/sparkling-napa-valley-best-bubbles-in-the-valley/>



<https://www.visitnapavalley.com/maps-travel-info/sustainable-travel/>

Keeping Napa Valley Forever Green

Sustainability efforts and environmental stewardship initiatives are the cornerstone of the Napa Valley ethos, with wineries, restaurants, hotels, and other businesses embracing eco-friendly practices like organic farming, solar energy, and water conservation.

Here, you'll find useful tips on how to be a sustainable traveler, and a list of some of our green wineries and most eco-friendly hotels.

[Eco-Friendly Travel](#)

VISIT NAPA VALLEY SOCIAL MEDIA



450,000+

TOTAL FOLLOWERS

32M

IMPRESSIONS

230K

ENGAGEMENTS

240K

CLICK THROUGHS

With a gain of over 30k, Visit Napa Valley's milestone 450,000 followers solidifies our position as the leading social media voice among California wine region DMOs — outpacing peers in Sonoma, Monterey, San Luis Obispo, Mendocino, and Lodi — and underscores the strength and reach of the brand.



198k



170k



35k



4k



6k



28k



8k



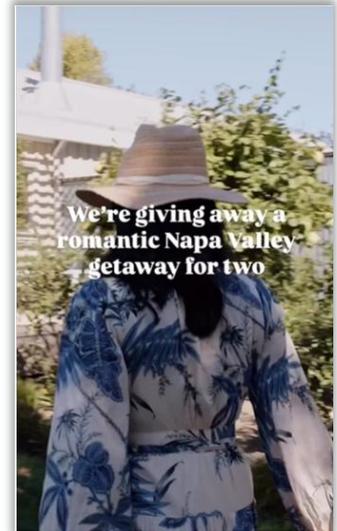
1k



Click on the logos above to access and follow our social media accounts

FY25 RECAP: OWNED MARKETING

Top Viral Posts



These posts have garnered over 483k views, 45k engagements, and driven 1.5k people to the Visit Napa Valley profile page on Instagram alone.

NAPA VALLEY RESTAURANT MONTH – JANUARY 2025



62 PARTICIPATING RESTAURANTS

Visit Napa Valley's signature culinary promotion returned for a full month in January, dedicating each week to a different town to create deeper engagement and broader reach across the entire valley.

A continued collaboration with Napa Valley Vintners and its Napa Neighbor Campaign further amplified local awareness, driving strong community participation and regional pride.

WEBSITE LANDING PAGE

114K SESSIONS **5m, 32s** AVG ENGAGED TIME

CONSUMER EMAIL NEWSLETTER

206K RECIPIENTS **3,200** CLICKS TO OFFERS

SOCIAL MEDIA

127K VIEWS **3,300** ENGAGEMENTS

LOCAL MEDIA

36K PRINT IMPRESSIONS **62K** DIRECT MAILERS

FY25 RECAP: OWNED MARKETING



NAPA VALLEY MUSTARD SEASON



Boosting visitation during January–March with bold, eye-catching visuals — especially across social media, the primary awareness driver.

Efforts supported by a dedicated website landing page and whimsical maps guiding residents and visitors through one of Napa Valley’s most enchanting seasonal experiences.

WEBSITE LANDING PAGE

5.3K **1m, 9s**

SESSIONS AVG ENGAGED TIME

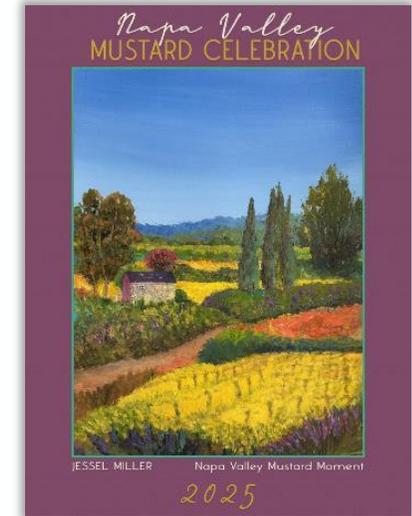
CONSUMER EMAIL NEWSLETTER

71K
RECIPIENTS

SOCIAL MEDIA

100K+ **3,300**

VIEWS ENGAGEMENTS



<https://www.visitnapavalley.com/events/wild-mustard-season/>

3 FY25 RECAP: OWNED MARKETING

VISIT NAPA VALLEY TOWN SPOTLIGHTS

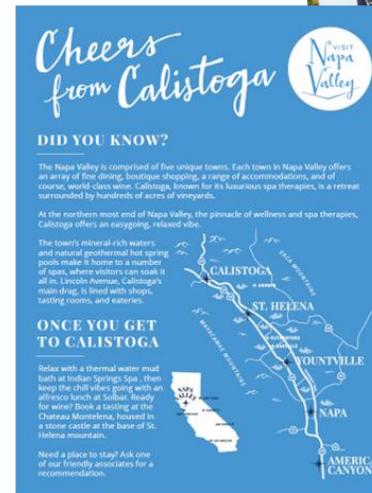


Created to boost shoulder-season visitation, Visit Napa Valley's Town Spotlight campaign showcased one jurisdiction each month through:

- Integrated blog and newsletter content
- Dynamic social media storytelling
- Napa Valley Welcome Center activations
- Custom town-centric radio content



Calistoga – December
 St. Helena – January
 Yountville – February
 City of Napa – March
 American Canyon – April



65,000 Magazines distributed

The Visit Napa Valley 2025 Official Visitor Magazine offers an inspiring and comprehensive look at the Napa Valley. Brimming with stunning photography, the magazine features engaging stories highlighting our world-renowned wineries, acclaimed culinary scene, outdoor adventures, vibrant arts and culture, seasonal events, and trip planning tips.

325,000+ Readers see the Magazine

Available by mail through the Visit Napa Valley website, the publication was requested by potential visitors from all 50 states.



<https://www.visitnapavalley.com/maps-travel-info/visitors-guide/>

COMPLIMENTARY!

**ORDER THE
NAPA VALLEY
VISITOR GUIDE
AND NAPA
VALLEY MAP**

2025 OFFICIAL VISITOR MAGAZINE

TRAILS AND MAPS PROGRAM



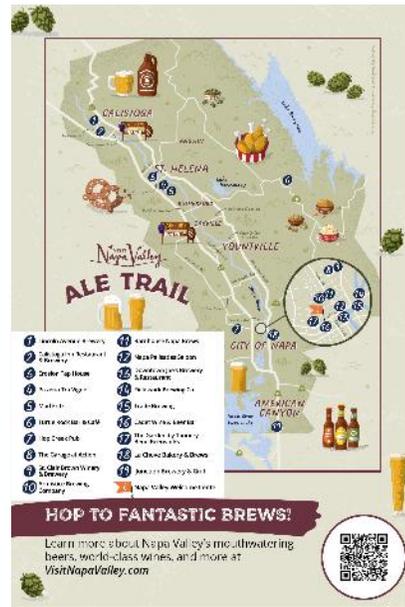
Visit Napa Valley Trail Maps were distributed throughout the welcome centers in Napa Valley and mailed to local hotels -- with expanded listings available online.



TACO TRAIL

Featuring **17** "must visit" taco trucks and restaurants in all five towns

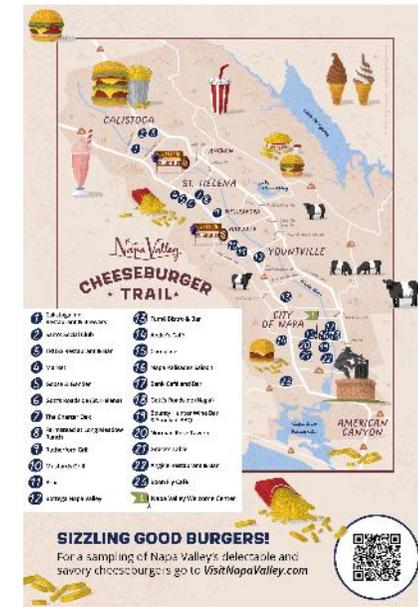
<https://www.visitnapavalley.com/blog/post/the-napa-valley-taco-trail/>



ALE TRAIL

Showcasing **19** mouth-watering beers found up and down the valley

<https://www.visitnapavalley.com/blog/post/napa-valley-ale-trail/>



CHEESEBURGER TRAIL

Highlighting **23** savory cheeseburgers across all five towns

<https://www.visitnapavalley.com/blog/post/napa-valley-cheeseburger-trail/>

SEASONAL QR CODE ITINERARIES



Visit Napa Valley produced fun QR Code resources that feature great nuggets of information about Napa Valley

12,000

Printed Flyers
each season

Distributed throughout the welcome centers in Napa Valley and mailed to local hotels.



<https://www.visitnapavalley.com/industry/#marketing-downloadables-and-programs>

NAPA VALLEY WELCOME CENTER



High-Tech, High Touch ♦ Open 7-days a Week ♦
Professional Concierge Staff ♦ Popular Mercantile

****Monthly Partner Pop-Ups!****

FY25

104,000

GUESTS

91,000

PARTNER REFERRALS

32

PARTNER POP-UPS
HOSTED

115

POP-UP
PARTICIPANTS



WITT SIGNIFIES A COMMITMENT TO AUTHENTIC AND TRANSFORMATIVE GUEST EXPERIENCES

WITT (Wellness in Travel & Tourism) is an independent certification program dedicated to evaluating and recognizing hotels and resorts that provide amenities and services to enhance holistic wellbeing. We assess properties based on a set of more than 100 comprehensive criteria points spanning five core pillars of wellness - considering every touchpoint of the guest experience.

From boutique hotels to global chains, properties who have achieved the WITT Certified seal are able to validate their commitment to authentic wellness experiences, enhance market differentiation, and elevate the overall quality and impact of their hospitality offerings.

[Learn more about certification](#)



Lead the wellness movement.

Visit Napa Valley is spearheading a destination-wide “Wellness in Travel & Tourism” initiative to merge business excellence with holistic leadership practices in luxury hospitality.

Partnering with Carmen Cruz of “Lead by Passion,” Visit Napa Valley will capitalize on wellness trends in travel and move Napa Valley destinations into a leadership role in the space.



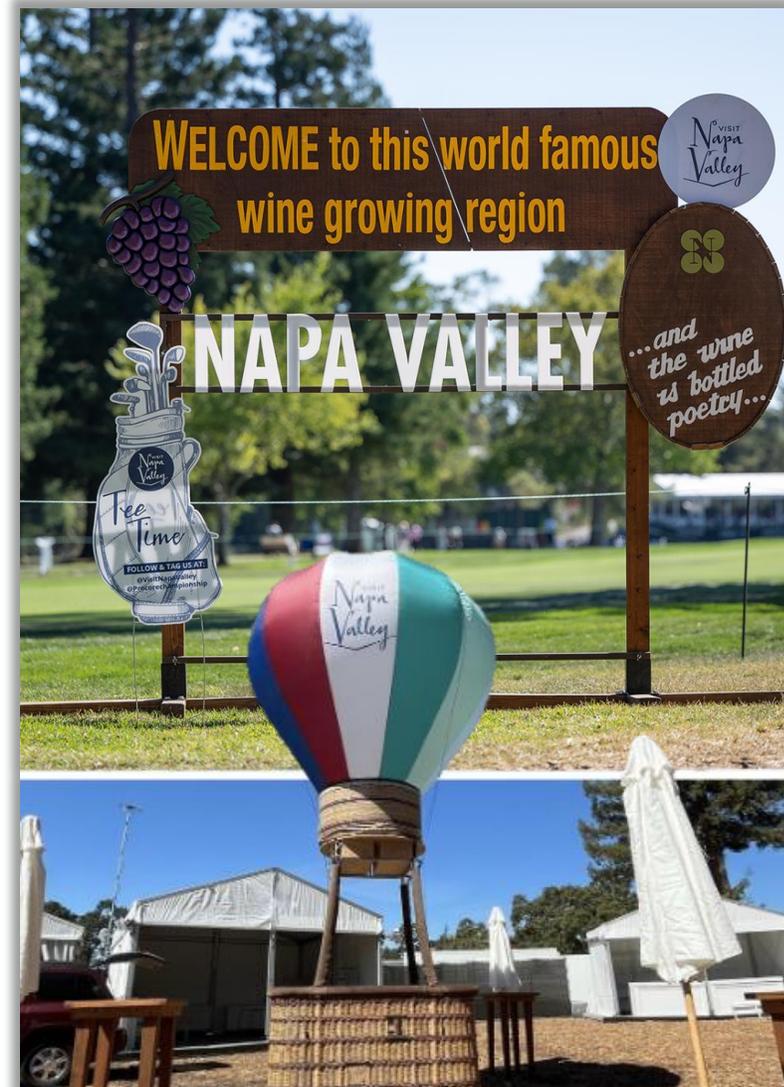
PROCORE GOLF SPONSORSHIP



The Procore Championship in Napa Valley annually kicks off the fall PGA season at the Silverado Resort each September.

Voted most fan-friendly PGA Tour event, the tournament showcases the region's finest wines and food.

Visit Napa Valley is a proud sponsor of the **PGA Fan Village at Procore**, featuring signage throughout the tournament, a fan-favorite tent with charging stations, and popular photo-friendly backdrops.



EARNED MARKETING

PUBLIC RELATIONS & MEDIA OUTREACH

VISIT
Napa Valley

EARNED MEDIA COVERAGE

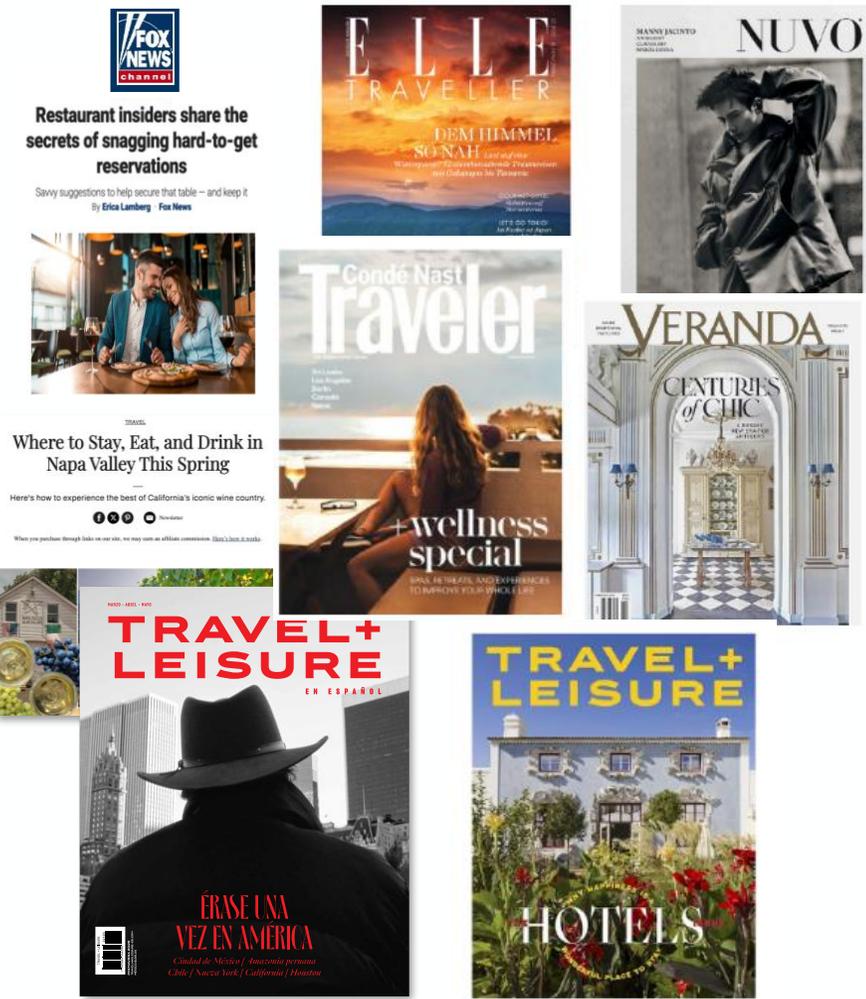


<p>1.3B EARNED MEDIA IMPRESSIONS</p>	<p>\$14.5M TOTAL AD VALUE</p>
<p>48 ARTICLES</p>	<p>\$43.4M TOTAL PR VALUE</p>

NOTABLE OUTLETS

- New York Post
- Veranda.com
- ElleDecor.com
- ThePointsGuy.com
- Auberge
- CNTraveler.com
- TravelandLeisure.com
- Phoenix Magazine
- Elle Traveler Germany
- TheTimes.com
- MarieClair.com
- NUVO
- FoxNews.com
- TravelCurator.com
- TheTelegraph.com
- Esquire.com
- Travel + Leisure Spain
- Vancouver Magazine
- TravelandLeisure.com
- NationalGeographic.com
- BA High Life

marie claire





Sales

VISIT
Napa Valley

Key Functions

STRATEGY

Inform ♦ Educate ♦ Inspire

Global meeting planners, and tourism trade professionals to consider Napa Valley as the premier destination for their corporate, incentive, and leisure clients.



Educate and increase market knowledge among meeting and travel trade professionals



Foster relationships with key industry associations



Lead/collaborate on sales missions promoting the Napa Valley

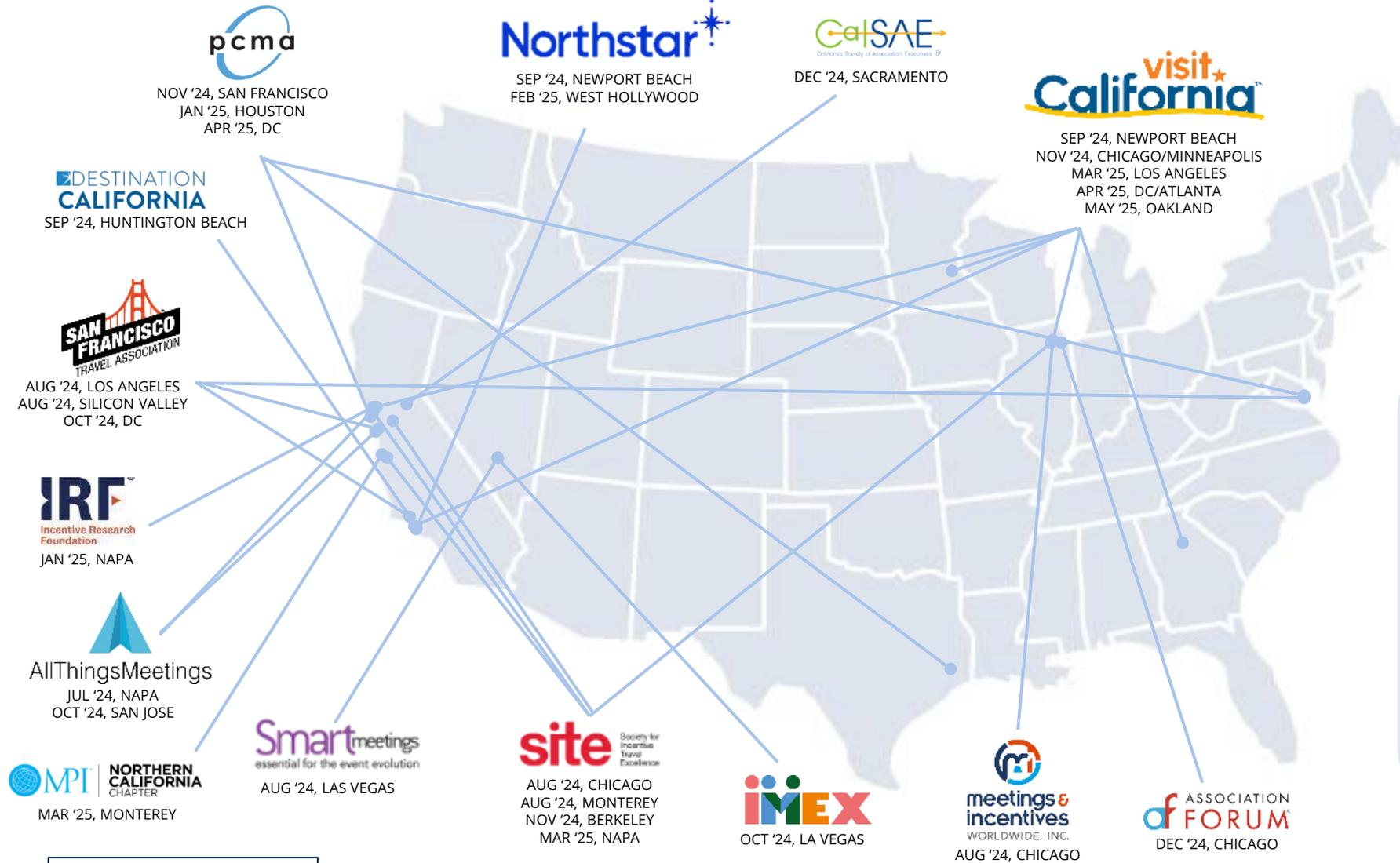


AUDIENCES

GROUP SALES: Meeting and incentive planners

TRAVEL TRADE: Luxury travel advisors and tour operators

VNV SALES TEAM ON THE ROAD: FY25 SHOWS & EVENTS



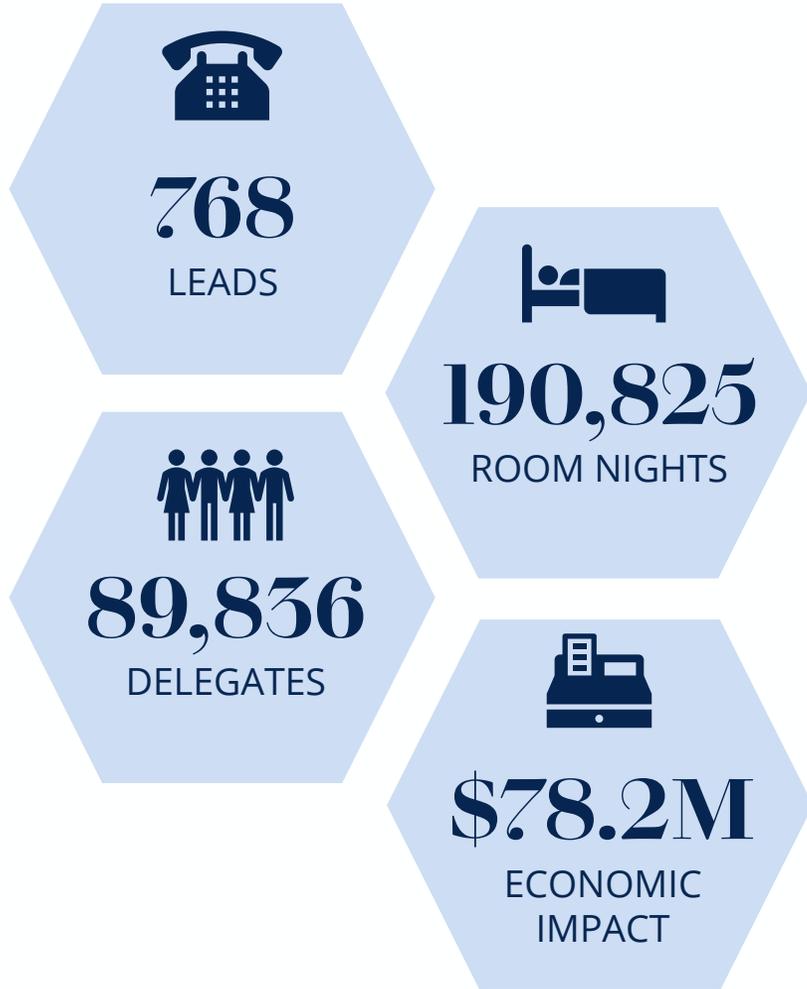
Targeted outreach to 20k+ attendees

INTERNATIONAL

- ILTM NORTH AMERICA**: JUL '24, SINGAPORE; SEP '24, NASSAU; DEC '24, CANNES
- AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL**: SEP '24, PUERTO RICO
- visit+ California**: NOV '24, BEIJING/SEOUL; JAN '25, OSAKA; APR '25, GERMANY/UK/France
- Northstar**: JUN '25, PUERTO RICO
- HB HELMSBRISCOE**: JUN '25, TORONTO

FY25 RECAP: SALES

SALES LEADS & BOOKINGS FY25



517
Group Service Requests

3,354
Group Referrals

944
Travel Trade Partner Referrals

7
FAM Trips

22
Site Inspections



Meetings/Group Database

8,192 Accounts | **NEW** 1,000+

19,130 Contacts



Travel Trade Database

4,737 Accounts | **NEW** 1,400+

16,440 Contacts



Community & Industry Relations

Visit Napa Valley

Key Functions

STRATEGY

Inform ♦ **Educate** ♦ **Inspire**

on the value of the Napa Valley tourism industry, reinforcing it as a strong supporter, ally, and contributor of positive economic impacts, leading to significant social and cultural benefits for Napa Valley and quality of life for its residents.



DESTINATION STEWARDSHIP

- Deploy Green Lodging program throughout Napa County
- Position Napa Valley as a destination stewardship thought leader



WORKFORCE DEVELOPMENT

- Position Napa Valley as a premier location for tourism and hospitality careers
- Develop training and certification programs for hospitality workers



OUTREACH

- Collaborate with community, state, and global agencies to ensure Napa Valley benefits from and offers key resources



ADVOCACY

- Expand local, state, national initiatives that: 1) promote tourism, 2) protect the destination, and 3) maintain a high-quality of life for residents

Industry COLLABORATION & ENGAGEMENT



VISIT NAPA VALLEY'S TRIANGLE OF ENGAGEMENT



Tourism Associations

United States Travel Association
Brand USA
Destinations International
Visit California
California Travel Association
San Francisco Travel Association
Global Business Travel Association
Great Wine Capitals Global Network

Local Wine-Affiliated Organizations

Napa Valley Vintners
Napa County Farm Bureau
Napa Valley Grapegrowers
Winegrowers of Napa County

Environmental Sustainability Organizations

California Green Business Network
Napa Green
Napa Climate Action Committee
Napa Recycling & Waste
Upper Valley Waste Disposal
Recology

Local Government

County of Napa
American Canyon
City of Napa
Yountville
St. Helena
Calistoga

Chambers and Business Improvement Districts

Local Chambers of Commerce
within Napa County (American Canyon, City of Napa, Yountville, St. Helena, Calistoga, and Hispanic Chamber)
Downtown Napa Association
Workforce Alliance of the North Bay

Community Relations Organizations

Community Organizations Active Disaster (COAD)
Napa Valley Vine Trail Coalition
Leadership Napa Valley
Napa Hospitality Industry Partnership (Napa HIP)
Napa Valley Transportation Authority (NVTA)
Montalcino Sister City Program
Napa Valley Community Foundation

Green Lodging Pilot Program

- Continued pilot in partnership with Napa County and California Green Business Network.
- Six properties in pilot: two achieved certification, with four actively progressing through sustainability measures.
- Pilot completion and full program launch anticipated in FY26.

Sustainable Tourism Plan

- Destination-wide sustainable tourism action plan underway, with FY26 completion.

Forever Green Campaign

- Consumer-facing messaging.
- Ran in Napa Valley Life's fall issue, 50,000 circulation, and the North Bay Business Journal.
- Aired on Social Media via Meta, delivering 2.2M+ impressions.

Pilot Property Progress

PILOT PROPERTIES	1ST SITE VISIT & ASSESSMENT	IMPROVEMENTS MADE	PREP & FINAL AUDIT	MARKETING & ADDITIONAL SUPPORT
RIVER TERRACE INN	[Progress bar]			✓ GREEN California Green Business Network
AUBERGE DU SOLEIL	[Progress bar]			✓ GREEN California Green Business Network
NAPA VALLEY LODGE	[Progress bar]			
ANDAZ	[Progress bar]			
HARVEST INN	[Progress bar]			
CARNEROS RESORT	[Progress bar]			



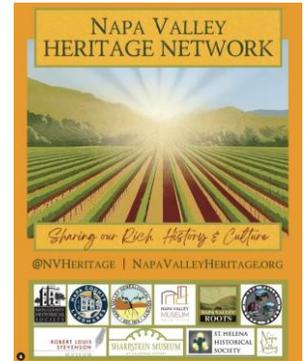
Launched Wellness as a Strategic Content Vertical

- Held internal kickoff to align on goals and scope of newly launched wellness content vertical.
- Partnering with Carmen Cruz of “Lead by Passion,” VNV will capitalize on wellness trends in travel and move the Napa Valley into a leadership role in the space.
- Continued to incorporate wellness into marketing and community programming.
- Positioning wellness as a core pillar alongside wine, food, and culture.



Elevated Heritage Storytelling & Collaborations

- Supported partners, such as the Napa Valley Heritage Network, in reaching new audiences through increased exposure on VNV platforms.
- Highlighted local heritage sites and stories in VNV marketing.
- Integrated heritage themes across blog, social, newsletter content.



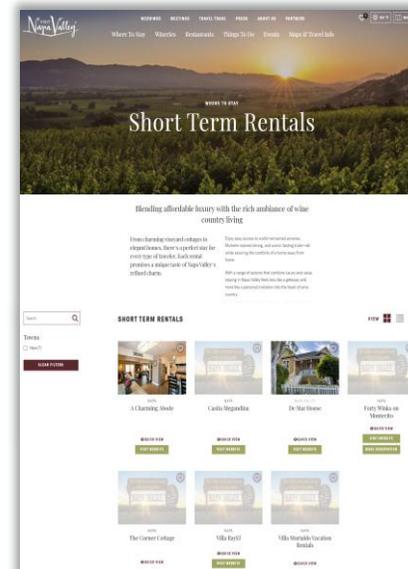
Advanced DEIA Messaging & Inclusion Efforts

- Refreshed inclusive messaging across VNV platforms, positioning Napa Valley as a welcoming and accessible destination.
- Joined IGLTA which enables authentic travel that enriches lives and connects the LGBTQ+ community and tourism industry.

COMMUNITY ENGAGEMENT & ADVOCACY



- Launched Public Affairs Newsletter to local government and industry stakeholders.
- Collaborated with Napa Valley Vine Trail, Napa Green, NVRTA, and others on destination stewardship.
- Participated in housing roundtables with Generation Housing Napa Valley Incubator.
- Represented Napa Valley hospitality at CalTravel Advocacy Day in Sacramento.



WORKFORCE DEVELOPMENT

Visit Napa Valley's "Crush That Career" campaign leveraged paid digital and out-of-home media to position Napa Valley as a premier destination to build a fulfilling career in wine, tourism, and hospitality.

The campaign drives qualified traffic to a **dedicated landing page**, connecting users with local job opportunities, training programs, and industry resources designed to grow the region's workforce and talent pipeline.

 <https://www.visitnapavalley.com/crush-that-career/>



Nearly 200 Napa Valley hospitality professionals were certified in the inaugural Visit Napa Valley & Forbes Travel hospitality training program held in December 2024.

Visit Napa Valley is the first DMO to partner with Forbes for this initiative.

Great Wine Capitals



Attended Annual General Meeting in Verona, Italy in October 2024 with delegation from County of Napa, Napa Valley Vintners, and Visit Napa Valley.



Great Wine Capitals created and promotes these prestigious annual global awards throughout top wine destinations.

PROCORE
CHAMPIONSHIP



Visit Napa Valley displays signage throughout the course, hosts the Fan Village, and provides popular photo-friendly backdrops.



The Procore Championship at the Silverado Resort kicks off the fall PGA season each September.

Voted most fan-friendly PGA Tour event, the tournament showcases the region's finest wines and food.

Napa County Farm Bureau Ag Day



Napa County Farm Bureau Foundation's mission is to educate the community about the importance of agriculture, supplying teachers with California Public School Standards aligned lessons plans, school garden assistance, and much more.

Visit Napa Valley is proud to participate in the annual event, with educational hand-outs for the **1,500 third-graders** attending.

La Onda & Bottlerock Shuttle Sponsor



Thanks to Visit Napa Valley's partnership with NVTA, anywhere concert goers wanted to ride on Vine Transit was free during Bottlerock and La Onda weekends.

NVTA saw a total of 8,702 riders over the course of the two weekends, with 21% of those being "special hours" – or non regular service riders. The number of special-hour riders increased 6% year over year.



Partner Relations & Events



Key Functions

STRATEGY

Inform ♦ **Educate** ♦ **Inspire**

our Tourism & Hospitality Businesses to collaborate with and help maximize use of Visit Napa Valley resources, leading to optimized visibility on Visit Napa Valley Marketing and Business Development channels.

VISIT NAPA VALLEY WEBSITE



- Provide direct access to business listings; elevate partner listing placement and links
- Ability to showcase special offers and promote hosted events

BUSINESS DEVELOPMENT



- Offer participation in select industry tradeshows
- Provide sales leads and service requests to partners

WELCOME CENTER



- High-impact visibility within the Napa Valley Welcome Center
- Preferred partner referrals directly to visitors

MARKETING OUTREACH



- Provide media leads
- Spotlight partners in select newsletters and blogs
- Invite partners to industry events, including seminars & networking

PARTNERSHIP MODEL



- All Partners were successfully migrated over to a fiscal year billing cycle from the previous calendar year invoicing.
- Recruitment began in earnest in August/September 2024, yielding 30 new Visit Napa Valley Partners for FY25.



Standard	Standard Plus	Premium
\$500	\$1,500	\$5,000
<ul style="list-style-type: none"> • Listing with links on Visit Napa Valley website • Preferred referrals from Visit Napa Valley owned channels: Welcome Center, Website, Sales team • Distribution of qualified Media, Marketing, and Sales leads • Exclusive access to industry meetings and seminars • Inclusion in relevant and organic editorial content • Partner Portal access • Showcasing opportunities at the Napa Valley Welcome Center 	<ul style="list-style-type: none"> • Standard benefits <p><i>plus</i></p> <ul style="list-style-type: none"> • Elevated listing placement on website • High-impact visibility via on-screen ads • Minimum inclusion in 1 story on Instagram 	<ul style="list-style-type: none"> • Standard benefits <p><i>plus</i></p> <ul style="list-style-type: none"> • Highest placement of featured listing on website • High-impact visibility via on-screen ads • Minimum inclusion in 1 story and 1 static post on Instagram • Spotlight feature in 1 consumer and industry email newsletter • Priority consideration for all referrals and Sales events

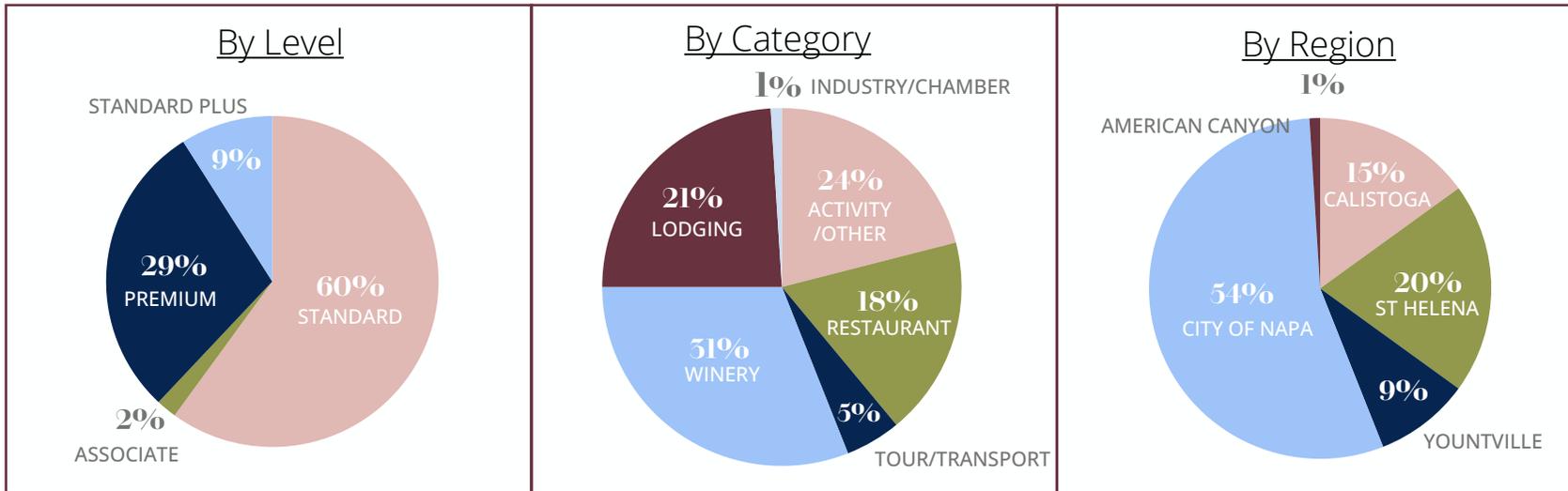
ASSOCIATE PARTNER \$500

PARTNERSHIP EVENTS

- Quarterly Empowered Series (educational seminars)
- Quarterly Sales Committee Meetings
- Annual Destination Symposium
- Working Group Sessions
- Industry Networking Socials
 - Summer Social
 - Magazine Launch/Holiday Mixer

568 PARTNERS SERVED – 30 NEW PARTNERS IN FY25

including 100% of all Lodging properties, 55% of all wineries, and 52% of all restaurants



FOUNDERS' CIRCLE PARTNERS

- Auberge du Soleil
- Beau Wine Tours & Charter Services
- Raymond Vineyards
- Carneros Resort and Spa
- Embassy Suites Napa Valley
- Louis M. Martini Winery
- Harvest Inn
- Napa River Inn
- Meadowood Napa Valley
- Southbridge Napa Valley
- Mount View Hotel & Spa
- Napa Valley Marriott Hotel and Spa
- Napa Valley Wine Train
- Robert Mondavi Winery
- Silverado Resort
- Rutherford Hill Winery
- The Culinary Institute of America at Greystone
- The Meritage Resort and Spa
- The Westin Veras Napa
- Beaulieu Vineyard
- Beringer Vineyards
- Etude
- Stags' Leap Winery
- V. Sattui Winery
- Cakebread Cellars
- Pure Luxury Transportation

6,660 Partner Portal Login Sessions ♦ 399 Partner Portal Assistance ♦ 24 Partner Visits
 132 Partner Information Meetings ♦ 7 Leadership Meeting ♦ 33 Hosted Partner Events

Partner Pop-Ups

32 Partner Pop-Ups Hosted,
115+ Partners Showcased



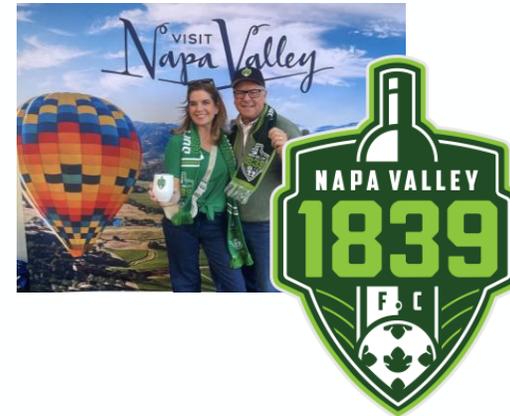
Summer Social

160+ Partner
Attendees



Event Sponsorship

Supporting
**1839 Men's
Football Club**



Community Events

Support & representation at
Meet Me In The Street
in American Canyon





Data & Insights

VISIT
Napa Valley

✓ Completed procurements and reporting monthly data from the following sources:



✓ Represented Napa Valley in statewide and national research initiatives.

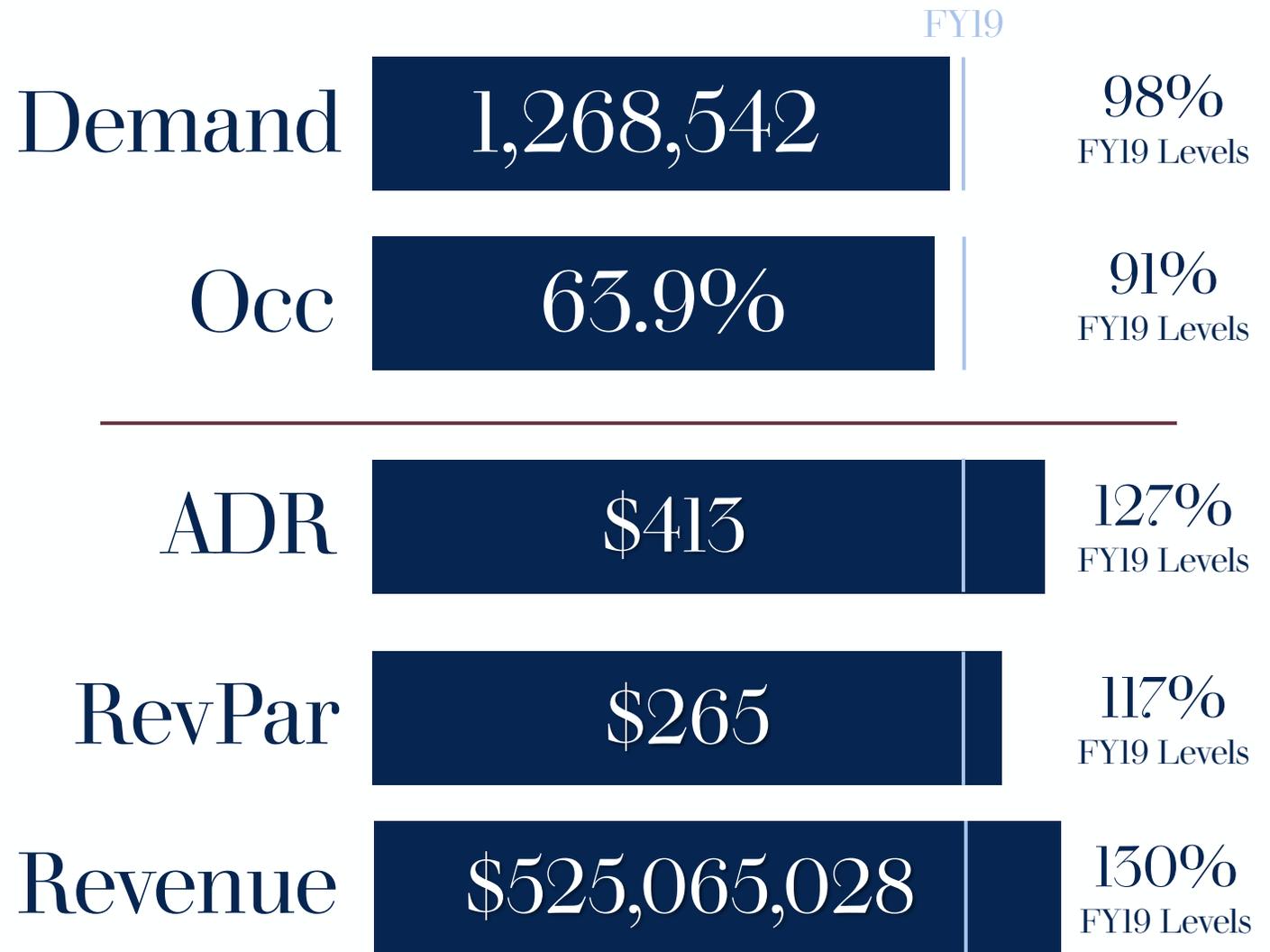


✓ Developed St. Helena STR breakout; all six jurisdictions now included.

✓ Launched monthly reports for stakeholders.

- Demand and Occupancy pacing in the 90%+ range to 2019 levels.
- ADR and RevPar pacing above 2019 levels.

Napa Top-Line Lodging Metrics Fiscal Year 2025





FISCAL YEAR 2025

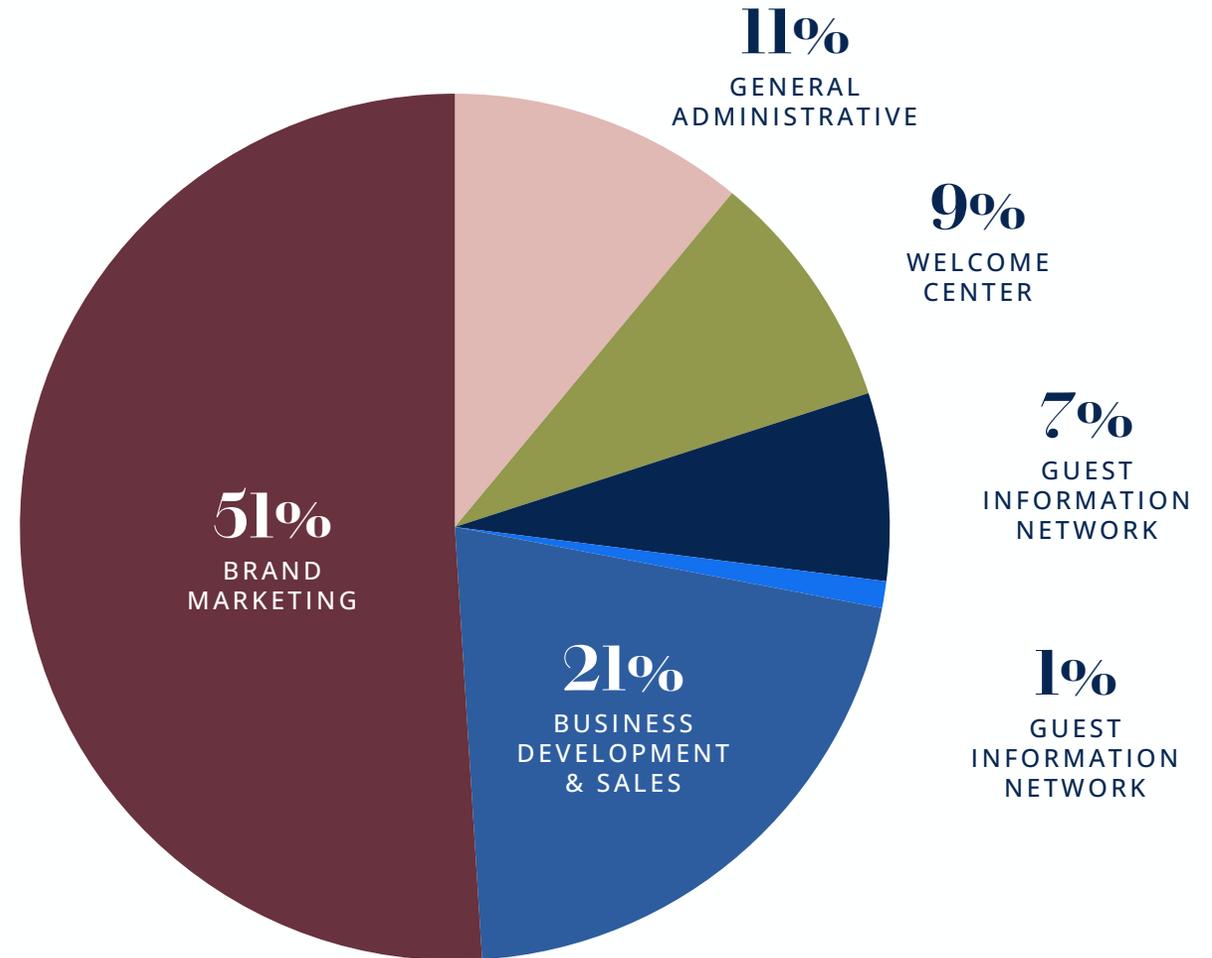
Table Of Contents

1	WHO WE ARE Vision & Mission, Tourism Improvement District	3-5
2	WHAT WE DO Objectives, Goals, Long-Range Plan, Annual Plan, Impact	6-13
3	FY25 RECAP How We Do It 15 Paid Marketing 20 Owned Marketing 34 Earned Marketing 48 Sales 50 Community & Industry Relations 55 Partner Relations & Events 64 Data & Insights 69	14-71
4	FINANCIAL OVERVIEW Fiscal Year 2025 Budget	72-73
5	APPENDIX Resources, Background	74-83

VISIT NAPA VALLEY **FY25** BUDGET

ALLOCATION OF REVENUE FY25

**\$9.2
MILLION**





FISCAL YEAR 2025

Table Of Contents

1	WHO WE ARE Vision & Mission, Tourism Improvement District	3-5
2	WHAT WE DO Objectives, Goals, Long-Range Plan, Annual Plan, Impact	6-13
3	FY25 RECAP How We Do It Paid Marketing Owned Marketing Earned Marketing Sales Community & Industry Relations Partner Relations & Events Data & Insights	14-71 15 20 34 48 50 55 64 69
4	FINANCIAL OVERVIEW Fiscal Year 2025 Budget	72-73
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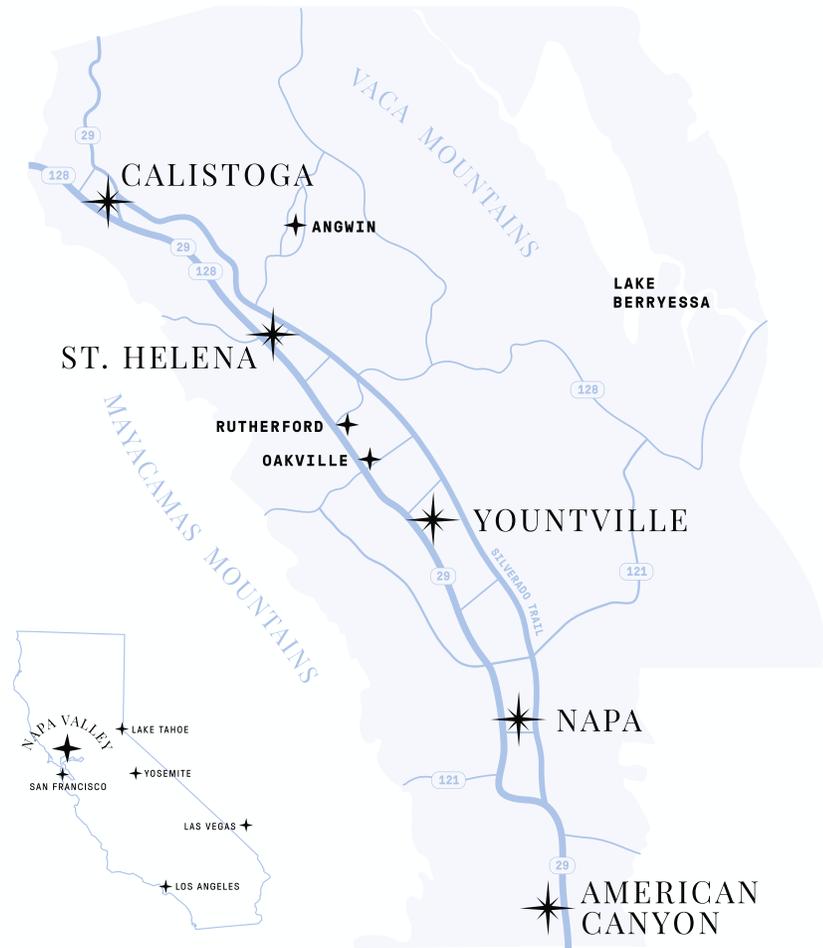
APPENDIX

CONNECT WITH VISIT NAPA VALLEY



Department	Reach Out To...	Contact
Partnership	<ul style="list-style-type: none">• Understand your partner benefits• Access the partner portal• Schedule a partner visit or partner hour with our team	Partnership@VisitNapaValley.com
Marketing	<ul style="list-style-type: none">• Share news or new programs, events• Learn about integrating into organic content on our website, blog, newsletter, or social channels• Learn more about our media campaigns	Marketing@VisitNapaValley.com
Media	<ul style="list-style-type: none">• Connect with Visit Napa Valley on media leads	Media@VisitNapaValley.com
Sales & Business Development	<ul style="list-style-type: none">• Let us know about your great space to host groups• Share experiences that appeal to the leisure traveler• Hear about trade show opportunities	Sales@VisitNapaValley.com
Community & Industry Relations	<ul style="list-style-type: none">• Collaborate with Visit Napa Valley• Align with Visit Napa Valley's community priorities• Learn about Visit Napa Valley's Destination Stewardship leadership	CommunityRelations@VisitNapaValley.com
Data & Research	<ul style="list-style-type: none">• Get updated on current lodging data• Receive the latest market insights• Get answers to specific questions about visitation to the Napa Valley	Research@VisitNapaValley.com
Guest Experience	<ul style="list-style-type: none">• Let us know about available last-minute, day-of reservations• Participate in a "Partner Pop Up" in the Napa Valley Welcome Center	Concierge@VisitNapaValley.com
Industry Tools	<ul style="list-style-type: none">• Access to our latest reports• Download helpful resources and tools	www.VisitNapaValley.com/Industry

NAPA VALLEY BY THE NUMBERS



120

Overnight Accommodations
Options

150

Restaurants

5,400

Lodging Rooms

By Contrast, San Francisco Has More Than
34,000 And Sonoma County More Than
8,300

400+

Wineries Open To The Public
Plus More Than **90 Tasting Rooms**

16,000

Employed By Tourism & Hospitality

<200

Fewer than 200 Hotel Rooms
Added in Last 6 Years

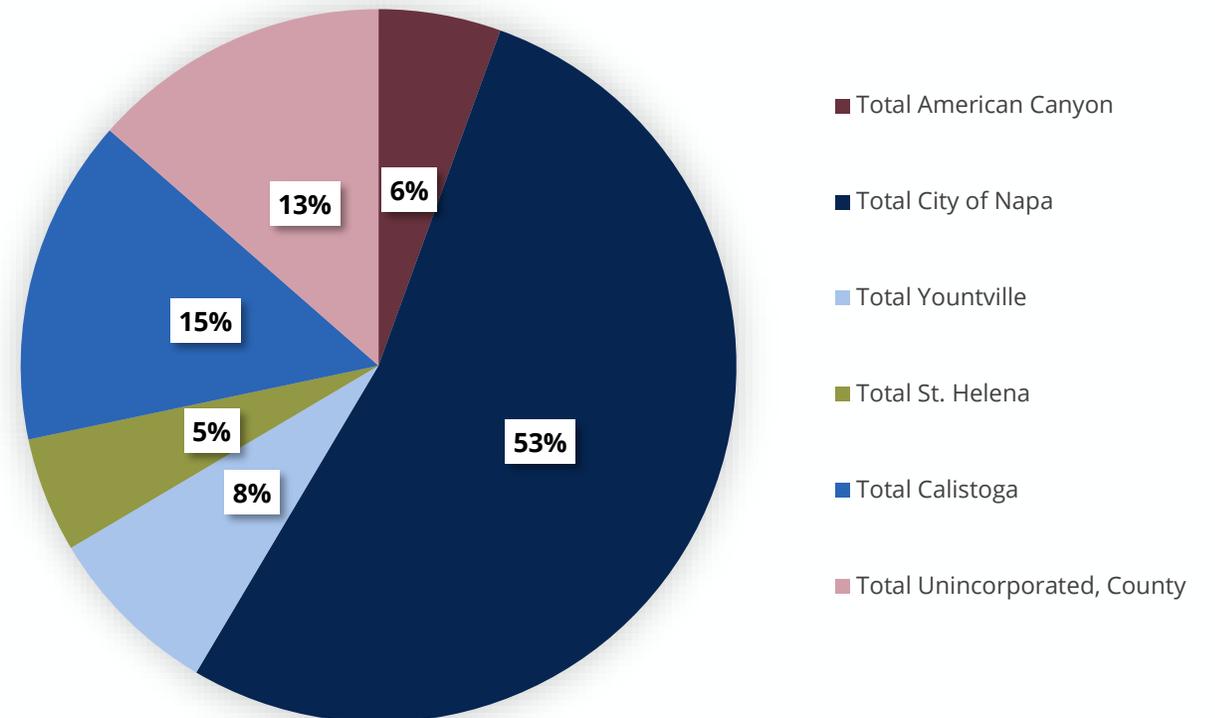
70

Properties with Fewer
Than 20 Rooms

46

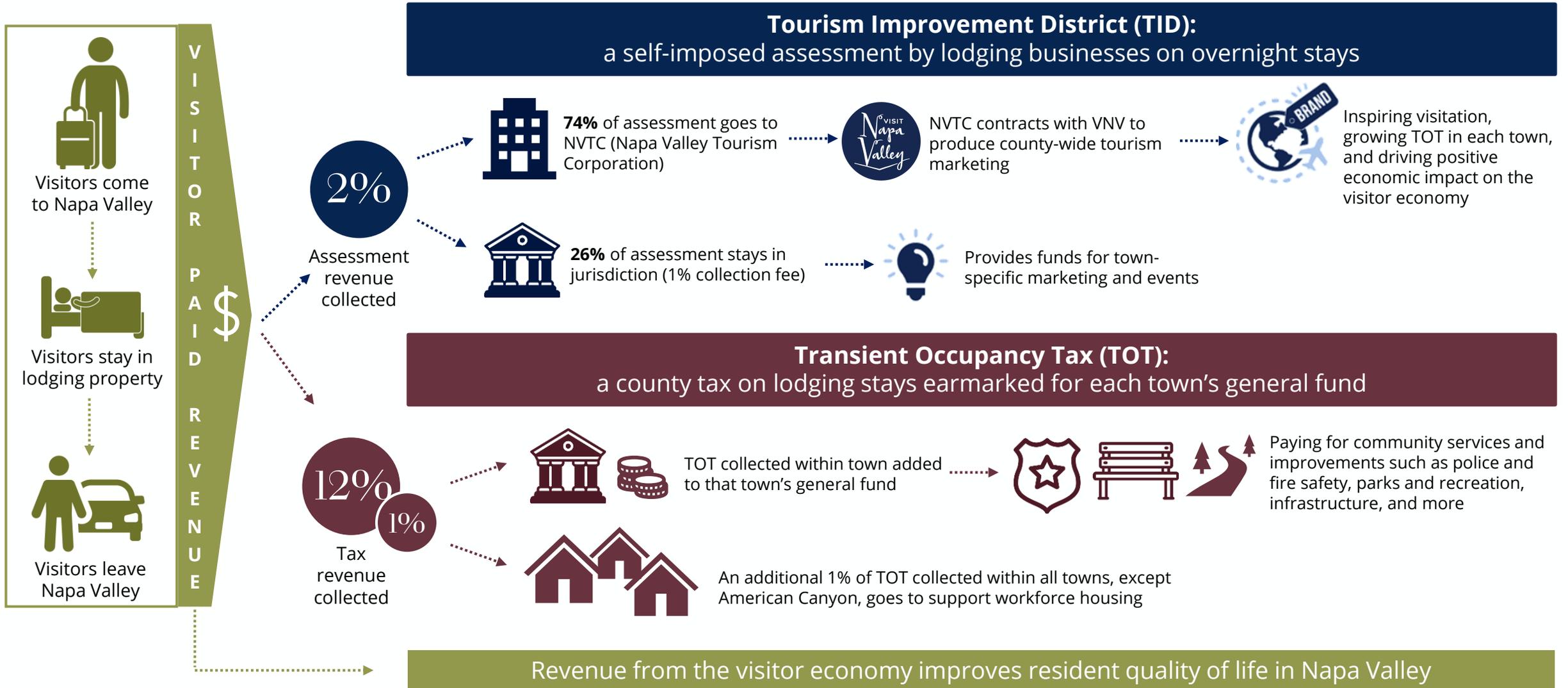
Average # of
Rooms Per Hotel

Total Napa Valley Lodging Rooms 5,400



TOURISM BENEFITS NAPA VALLEY

DEMYSTIFIED: TOURISM IMPROVEMENT DISTRICT ASSESSMENT (TID) & TRANSIENT OCCUPANCY TAX (TOT)



TRANSIENT OCCUPANCY TAX GROWTH

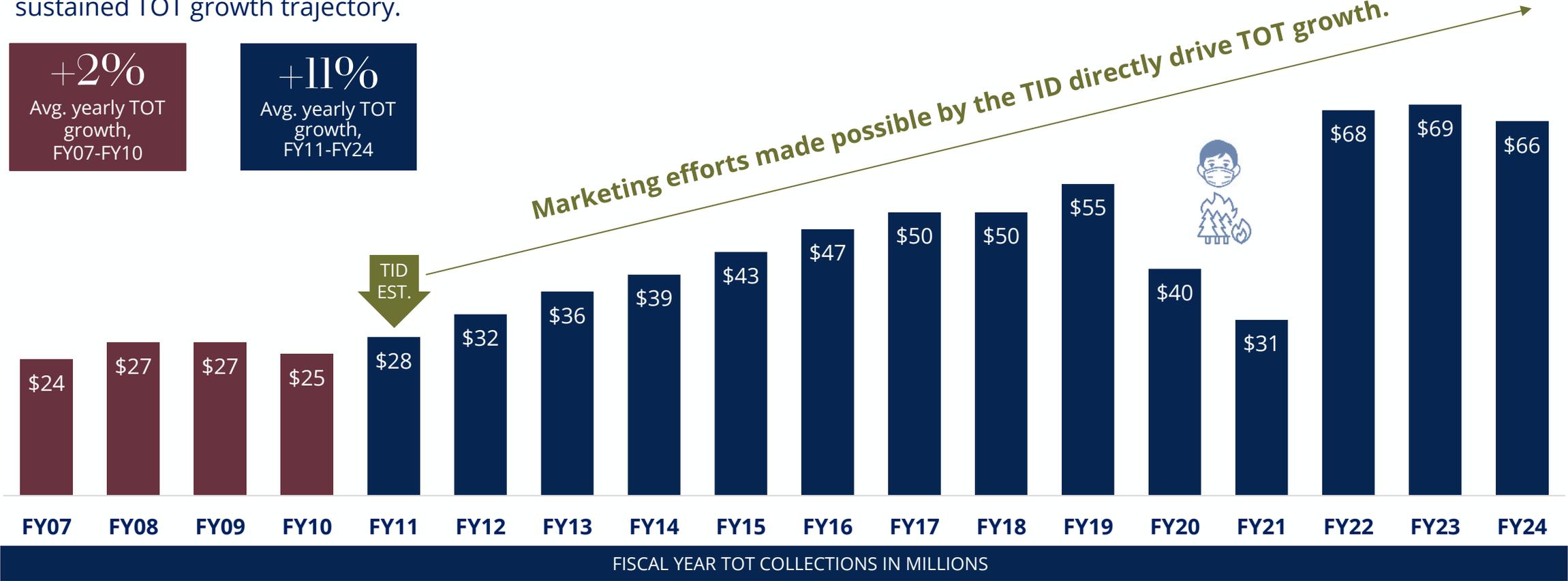


Implementation of the TID in FY11 begins a measurable, sustained TOT growth trajectory.

+2%
Avg. yearly TOT growth, FY07-FY10

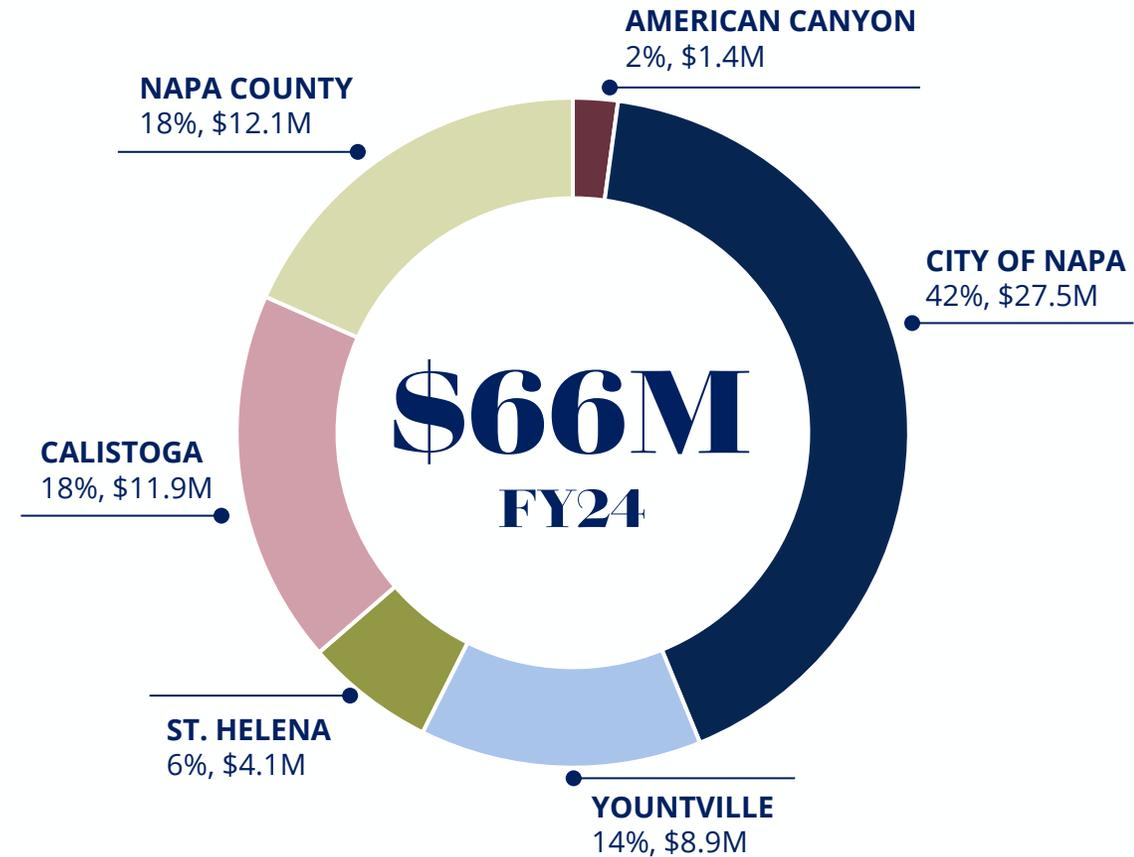
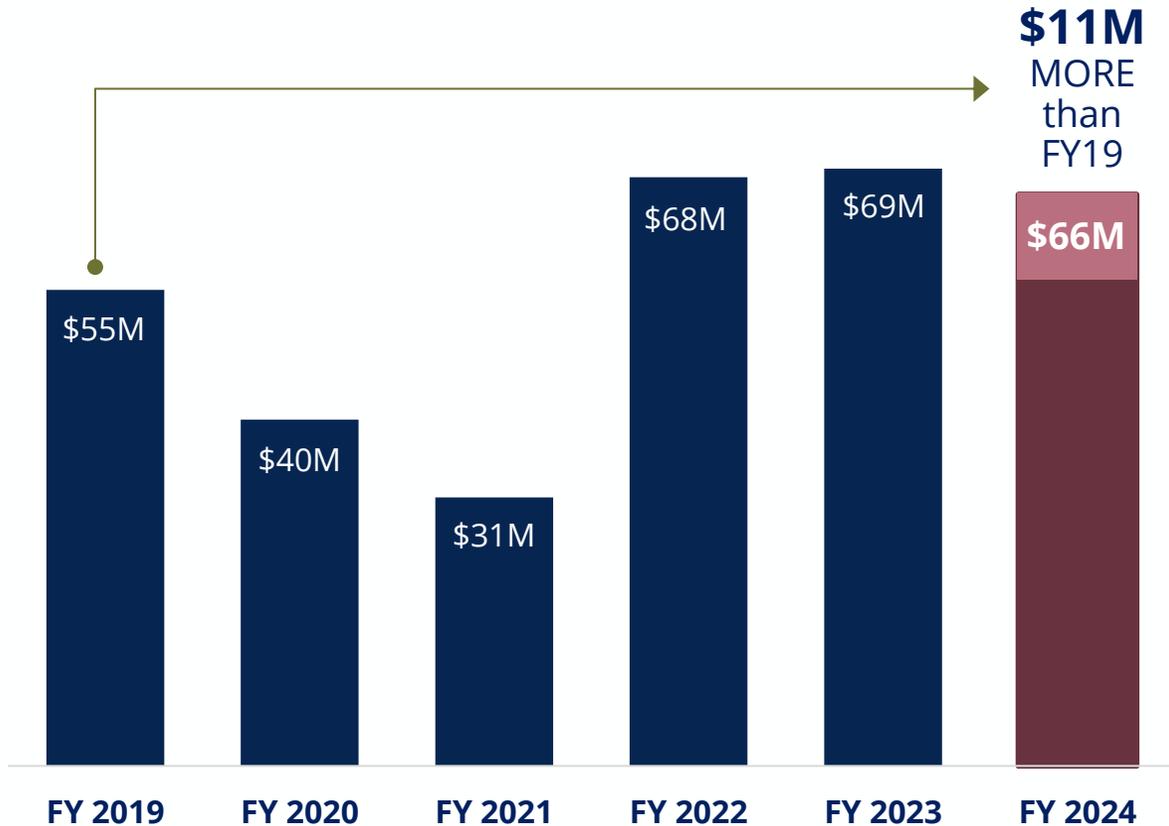
+11%
Avg. yearly TOT growth, FY11-FY24

Marketing efforts made possible by the TID directly drive TOT growth.



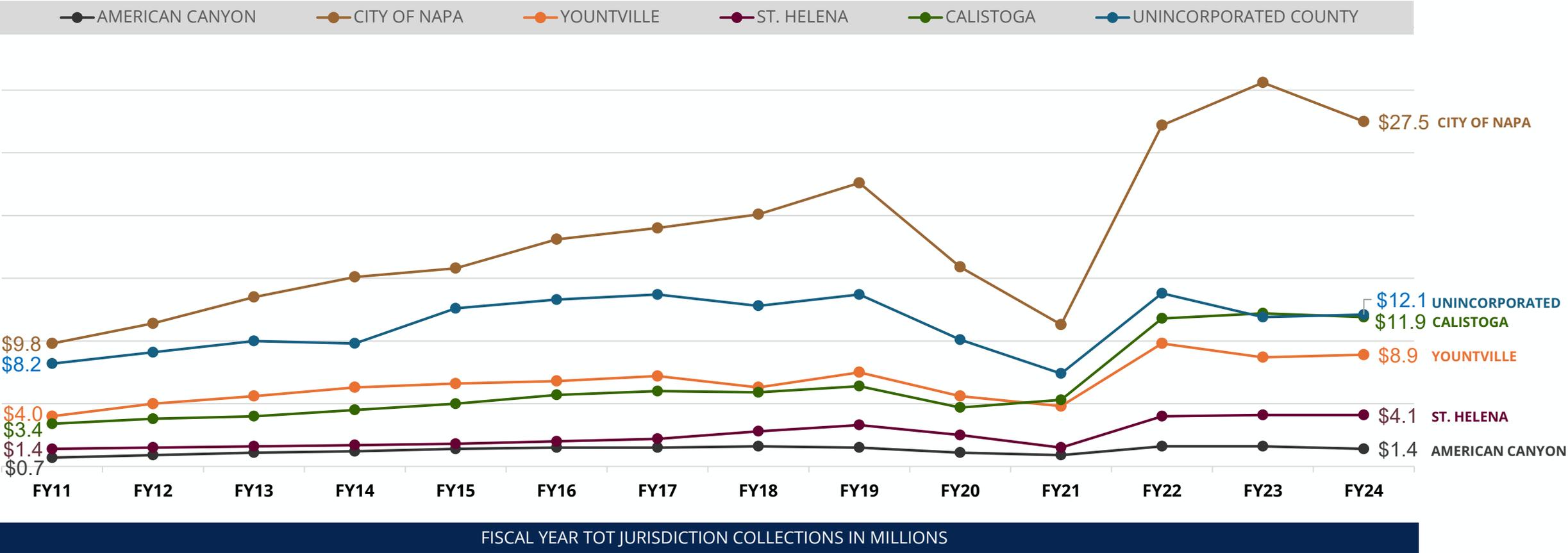
TOT Revenue from Lodging Guests goes directly to each town/jurisdiction general fund.

FY24 TOT COLLECTED BY JURISDICTION



TOT Revenue from Lodging Guests goes directly to each town/jurisdiction general fund.

TOT GROWTH BY JURISDICTION



TOT Revenue from Lodging Guests goes directly to each town/jurisdiction general fund.

FY24 TOT DETAILS BY JURISDICTION



	Population (rounded to hundreds, per US Census Bureau 2025)	# Rooms	Total TOT Collected by Jurisdiction	TOT as % of General Fund (based on FY24 Budget)	TOT Growth vs 2011
AMERICAN CANYON	21,300	313	\$1,418,744	5%	96%
CITY OF NAPA	77,500	2759	\$27,446,063	22%	179%
YOUNTVILLE	3,400	446	\$8,924,672	66%	123%
ST. HELENA	5,300	291	\$4,020,580	22%	179%
CALISTOGA	5,100	884	\$11,882,053	66%	246%
UNINCORPORATED	21,000	763	\$12,084,035	4%	48%
Total Napa County	133,200	5,456	\$65,776,147		138%

TOT Revenue from Lodging Guests goes directly to each town/jurisdiction general fund.

Thank You



www.VisitNapaValley.com