

Annual Plan

2026



VISIT
Napa Valley

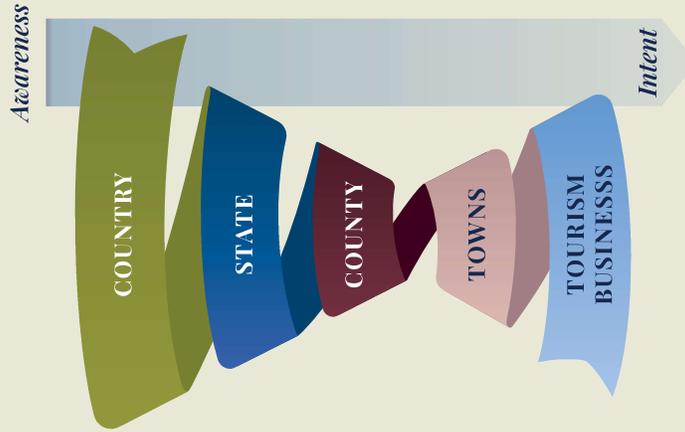
TABLE OF CONTENTS

About Visit Napa Valley 4
 Destination Partner Ecosystem 5
 Visit Napa Valley Staff 6
 Visit Napa Valley Departments 7
 Business Goals 9
 Objectives 10
 Snapshot of Long-Range Plan 12
 Visitor Profile & Economic Impact Study 14
 FY25 Program Highlights 18
 Brand Strategy and Creative Campaign 20
 Brand Campaign: Cheers The Good Life 22
 Creative Timeline 26
 Campaign Spotlight 28
 FY26 Business & Marketing Landscape 30
 FY26 Marketing Communications Plan 34
 Integrated Programming 36
 Market Overview / Target Audience 37
 Strategy & Tactics
 Paid Media 38
 Owned Media 42
 Earned Media 44
 Partner Relations & Events 48
 Welcome Center & Guest Experience 50
 Group Sales 52
 Travel Trade 54
 Community & Industry Relations 56
 Industry Collaboration & Engagement 57
 Bay Area Host Committee 58
 Live Well, Napa Valley 60
 Metrics & Measurement 62
 Visit Napa Valley FY26 Budget 63
 Appendix 64
 FY26 Board of Directors 66
 Founders' Circle & Premium Partners 69
 Advertising Campaigns
 Cheers 70
 Group 74
 Forever Green 75
 Town's 76
 FAQs 78
 Connect with Visit Napa Valley 82



DESTINATION PARTNER Ecosystem

Representing the voice of the larger community, Visit Napa Valley partners with organizations on a national, state, and regional level to foster the greatest impact for local destination partners and tourism businesses. Visit Napa Valley strategically plans and prioritizes high-return initiatives, leveraging its influence in broader advocacy, marketing, and sales efforts to maximize the performance of our resources. Visit Napa Valley serves as the unifying force behind the region's tourism industry—advocating a shared vision, amplifying collective reach, and driving visitation across all five towns. Visit Napa Valley elevates the entire destination, creating desire and intent to visit and return again.



Visit Napa Valley is 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.

Our Vision Our Mission

Elevate Napa Valley as the world's premier wine country experience. Promote, protect, and enhance the Napa Valley destination.

Strategic Pillars



Linsey Gallagher PRESIDENT & CEO

Marketing & Communications

JANETTE MAACK
Associate Director, Marketing

LESLIE MILLER
Manager, Data & Insights

Sales & Business Development

BECKY MERRY-BARRANGO
Director, Sales

HANNAH REDDING
Manager, Sales

VICTORIA RIYAZI
Manager, Sales

Partner Relations & Events

NICHOLE PETERSON
Director,
Partner Relations & Events

MELISA MACZKO
Associate, Partner Relations & Events

Community & Industry Relations

RACHEL MIERS
Director, Community & Industry Relations

Executive Administration & Operations

TERESA COLEMAN
Controller

PILAR GONZALEZ
Human Resources Business Partner

YESENIA GONZALEZ
Senior Associate, Finance

KALI KIRSCHMAN
Executive Assistant

Welcome Center & Guest Experience

LESLIE JESSOP
Manager, Guest Experience

CHELSEA CARDENAS
Associate, Guest Experience

MELISSA MCGREEVY
Associate, Guest Experience

LEILA MILLAN
Associate, Guest Experience

MAGGIE MONTGOMERY
Associate, Guest Experience

LORETTA RADEY
Associate, Guest Experience

ADRIANA VARGAS
Manager, Welcome Center Mercantile

MARKETING & COMMUNICATIONS

Promoting the Napa Valley brand through cohesive awareness and affinity strategies via integrated programs and initiatives including paid, owned & earned media

SALES & BUSINESS DEVELOPMENT

Engaging with tourism trade professionals (B2B), to inform, educate, and inspire members of the trade to consider Napa Valley as the premier destination for leisure and business clients

PARTNER RELATIONS & EVENTS

Servicing tourism and hospitality partner businesses, providing a network of touchpoints for optimizing marketing channels, resources, and events

COMMUNITY & INDUSTRY RELATIONS

Collaborating with community stakeholders to maintain sustainable, actionable, and measurable destination stewardship initiatives

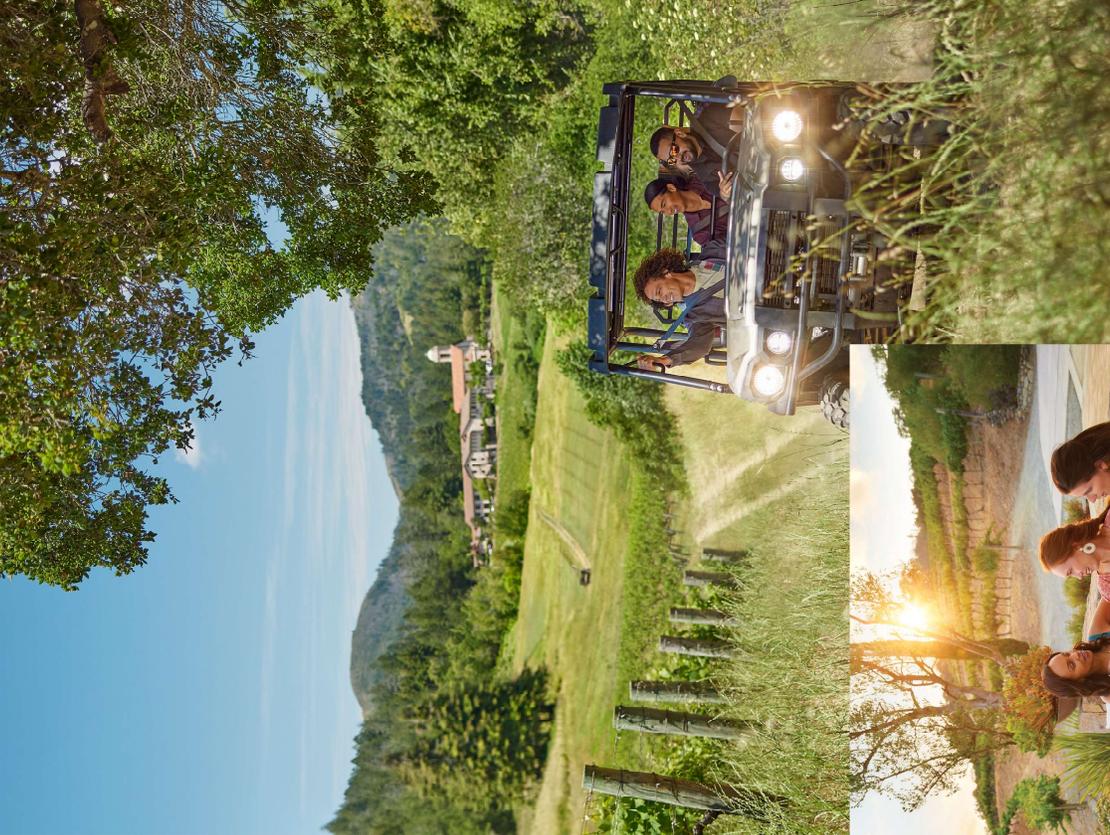
DATA & INSIGHTS

Providing market intelligence and data to assist the tourism and hospitality industry in making informed business decisions



Business Goals

- 1.** Achieve or exceed the Tourism Improvement District (TID) revenue budget through strategic 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



Objectives

1: Cultivate the Napa Valley Brand

- Create awareness and desire to experience Napa Valley
- Deploy multi-channel storytelling efforts honoring Napa Valley as a culinary and wine destination, while also highlighting its additional defining characteristics, including wellness, sustainability, outdoor activities, and family-friendly experiences
- Showcase the signature businesses, unforgettable experiences, and vibrant community that collectively define Napa Valley as a premier, must-visit destination

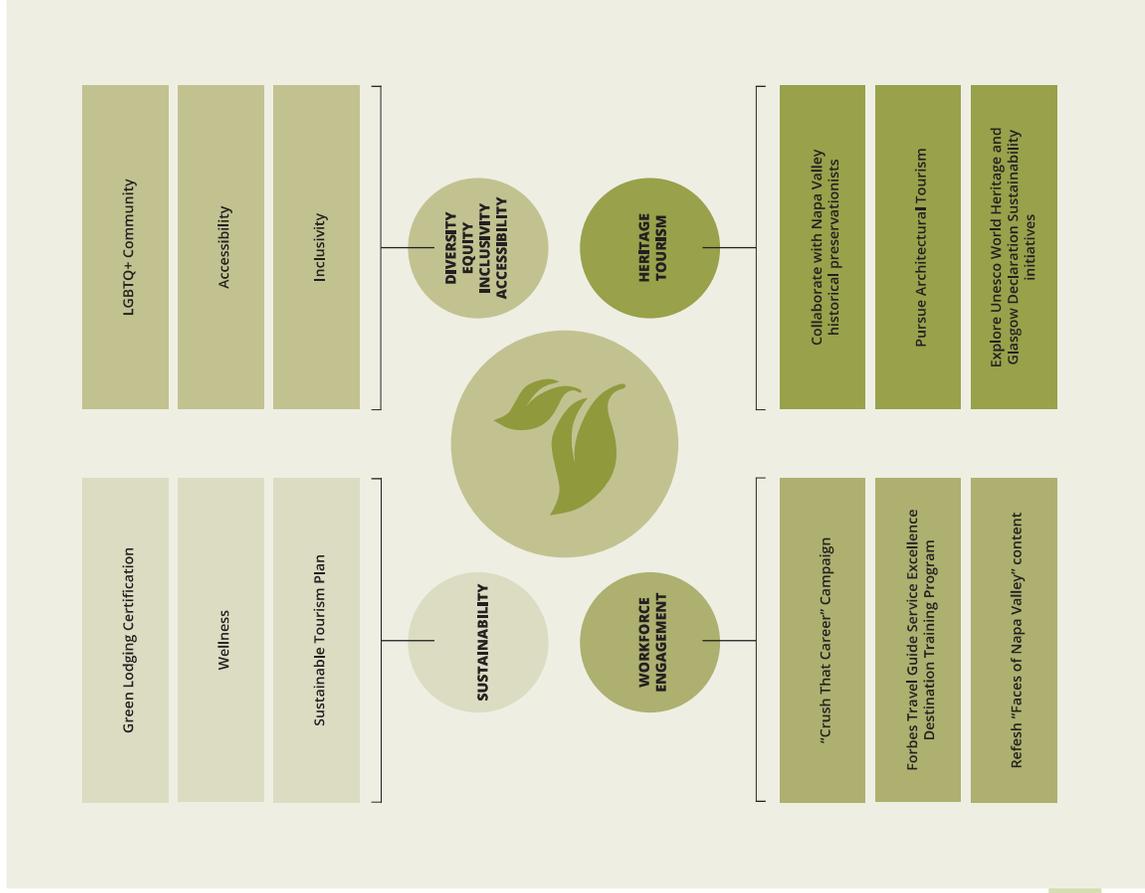
2: Inspire and Motivate Travel

- Stimulate need period and year-round visitation by positioning Napa Valley as an accessible destination that delivers exceptional value and world-class luxury experiences
- Engage international travelers with Napa Valley value proposition versus other destinations
- Engage drive-market and greater California audiences with valuable, enticing visitation options
- Grow the corporate group business segment by engaging with professional meeting planners to promote Napa Valley as a unique meeting destination

3: Support the Local Tourism and Hospitality Industry

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

DESTINATION STEWARDSHIP



Visit Napa Valley, along with a steering committee comprised of members of the Napa Valley Tourism Corporation & Visit Napa Valley Boards of Directors, and other industry leaders and stakeholders developed a long-range plan mapping the goals and objectives for fiscal years 2024, 2025, and 2026. This framework will inform annual business plans which will include specific strategies and tactics designed to meet the goals and objectives of the organization for the next three years.

Snapshot LONG-RANGE PLAN

FISCAL YEARS 2024 - 2026

KEY INITIATIVES		KEY INITIATIVES	
STRATEGIC MARKETING & SALES PROGRAMS	COLLABORATIVE DESTINATION MANAGEMENT	PROACTIVE PARTNERSHIP & COMMUNITY ENGAGEMENT	ORGANIZATIONAL EXCELLENCE
<ul style="list-style-type: none"> Own the Napa Valley brand as the authentic wine and lifestyle destination. Drive destination demand with identified market segments – leisure traveler (domestic and international), group and travel trade (meetings/incentive planners and luxury travel advisors), local/resident constituents, and workforce. Inspire need-period travel. Communicate destination stewardship and protection of the natural resources in Napa Valley. 	<ul style="list-style-type: none"> Explore the feasibility of developing a Destination Master Plan. Ensure hospitality has a seat at the table during discussions about common community and hospitality industry challenges. Advocate for destination stewardship and protection of the natural resources in Napa Valley. 	<ul style="list-style-type: none"> Usher and ensure the Napa Valley Tourism Improvement District (TID) renewal for the next 10-year term spanning 2025-2035. Expand government advocacy efforts (local, state, and national) to promote the health of the tourism industry. Communicate to residents the value and economic impact of tourism on the local community and economy. Sustain and continue to build strong and positive relationships with industry partners. 	<ul style="list-style-type: none"> Foster an environment that attracts and retains high-level talent. Deliver tourism and hospitality industry thought leadership. Maintain transparency of business activity and governance.
TARGETS		TARGETS	
<ul style="list-style-type: none"> Increase annual website visits by 5% through paid, owned, and earned initiatives. Increase annual partner referrals from Visit Napa Valley website to partner websites by 5%. Stabilize to demand trends based on 2019 benchmarks. Increase mid-week and off-period occupancy by 5% from 2019 benchmarks. Launch Napa Green Lodging program pilot with six lodging partners and add at least five new participants by 2025. 	<ul style="list-style-type: none"> Prepare and implement the RFP process for a Destination Master Plan by 2026. Facilitate at least two annual multi-party discussions, including both public and private sectors, to lend perspective on the economic impact of tourism. Partner with sustainability advocates to implement and track sustainable tourism initiatives. 	<ul style="list-style-type: none"> Draft the finalized Management District Plan (MDP) governing the Napa Valley Tourism Improvement District (TID) for 2025-2035. Launch Napa Valley 101 - Tourism and Hospitality Education Program in FY24. Maintain overall partner retention rate of 95% and grow the partnership restaurant category by 10%. Inform, inspire, and engage the hospitality community with thought leadership through industry-wide touchpoints such as annual Destination Symposium and Visit Napa Valley partner events. 	<ul style="list-style-type: none"> Align staff responsibilities with organizational priorities. Deliver results of a 2023 Visitor Profile & Economic Impact Study by February of 2024 and pursue the 2025 study. Deliver best in class audits that meet or exceed industry standards with no reportable conditions. Uphold Compliance and Board Governance in accordance with the Management District Plan and Board bylaws.
75%	10%	10%	5%

Visitor Profile & Economic Impact



NAPA VALLEY WELCOMED A TOTAL OF

3.7 MILLION VISITORS



VISITOR STAY

62% DAY TRIP VISITORS

38% OVERNIGHT GUESTS

95% OF VISITORS ARE LIKELY TO RETURN

3 AVERAGE VISITOR MADE TRIPS TO NAPA VALLEY IN THE PAST 12 MONTHS

VISITORS TO NAPA VALLEY SPENT

\$2.5 BILLION SUPPORTING LOCAL BUSINESSES SUCH AS

- \$830M** RETAIL & WINERIES
- \$686M** LODGING
- \$541M** RESTAURANTS

DIRECT VISITOR SPENDING INCREASED BY **↑13%** VS. 2018

\$1.7 BILLION SPENT BY OVERNIGHT HOTEL GUESTS

\$864 MILLION SPENT BY NON-HOTEL GUESTS

66% OF SPENDING WAS GENERATED BY OVERNIGHT GUESTS

NAPA VALLEY VISITOR ECONOMY GENERATED

\$107.5 MILLION IN TAX REVENUE FOR LOCAL SERVICES

- PARKS & RECREATION
- PUBLIC SAFETY
- ROAD IMPROVEMENTS
- OTHER SERVICES

THE TOURISM INDUSTRY SUPPORTS AN ESTIMATED **16,000 JOBS**

VISITOR SPENDING ON A TYPICAL DAY **\$7 MILLION**

TAX REVENUE INCREASED OVER 2018 **↑26%**

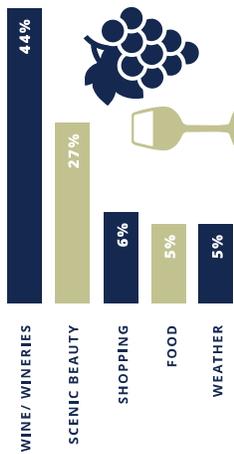
Visitor Profile & Economic Impact CONTINUED

PEOPLE ARE TALKING ABOUT NAPA VALLEY



WERE INSPIRED TO VISIT BASED ON THE OPINIONS OF FAMILY AND FRIENDS

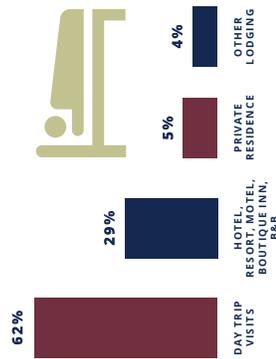
ENJOYING WINE & AMBIANCE



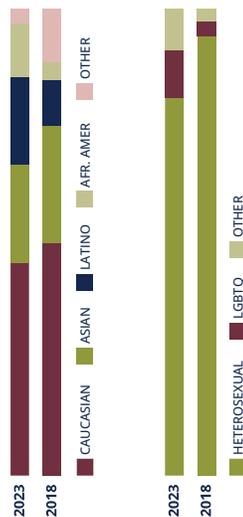
YOUNGER, AFFLUENT, EDUCATED



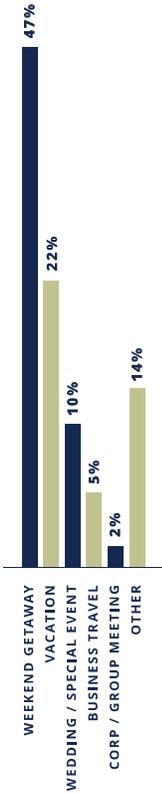
NAPA VALLEY VISITORS & OVERNIGHT LODGING



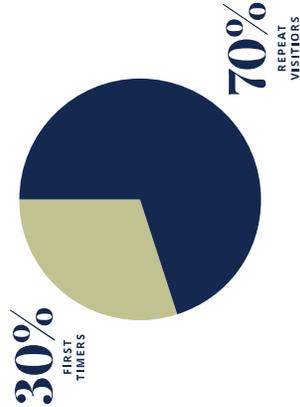
MORE DIVERSE THAN 2018



PRIMARY REASON FOR VISITING NAPA VALLEY



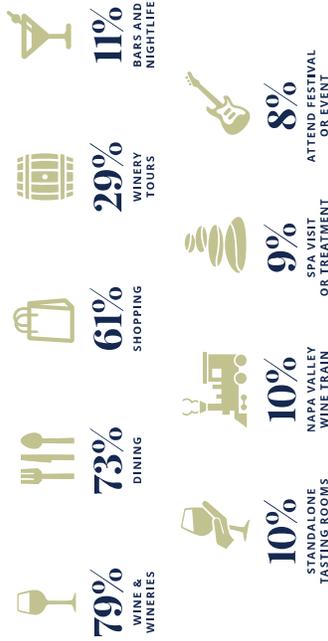
TRIPS TO NAPA VALLEY



TRIP DETAILS



TOP ACTIVITIES



Fy25 PROGRAM HIGHLIGHTS

Key Moments

Paid Media: Visit Napa Valley's FY25 media strategy drove results across key audiences and markets, proving that a full funnel approach from brand storytelling to value-driven offers inspires action.

Affordable Luxury Campaign: Expansion of the program to include lower funnel conversion tactics highlighting "Wine tastings under \$50" and "Stay two nights, get your third night free" offers to nearby drive-markets and greater California audiences.

Town Discovery Campaign: Dedicated town creative successfully sparked visitor curiosity and exploration, delivering over 10M impressions and 48K sessions, proving that the valley's diversity of experiences across towns is a key driver of both first-time visits and repeat travel.

Luxury Campaign: Continuation of custom content proved exceptionally effective. Native articles achieved up to 24.1% engagement rate and custom editorial delivered 154k+ page views confirming the power of tailored storytelling to captivate luxury travelers and elevate Napa Valley's brand.

Social Media: Reached 197k followers on Instagram, bringing our total audience across all Visit Napa Valley social media channels to nearly half a million.

Website: Generated 1.2M site referrals for our partner businesses.

Email Marketing: Surpassed 71,000 subscribers to our consumer email list and achieved performance metrics above industry standard.



PERFORMANCE DELIVERY



BRAND STRATEGY & CREATIVE CAMPAIGN



Evolved BRAND STRATEGY

THE PURPOSE OF OUR OWNABLE BRAND

THE CORE PROMISE:
Visit Napa Valley makes to our consumers and other audiences; setting us apart.

A GUIDING COMPASS
that will inform all of our decisions and actions, including those unseen or intangible.

A MEANS TO TELL OUR STORIES:
connecting with and inspiring consumers both rationally and emotionally.

OWNED, UPHELD, AND ADVANCED BY EVERYONE,
including our stakeholders, partners, and community.

More than just a logo or tagline; **THE ESSENCE OF WHO WE ARE** and what we offer.

AN EXPRESSION of what our consumers and potentials think, feel, and believe to be true about the Napa Valley.

VISIT NAPA VALLEY OWNS

Taste of the Good Life

BRAND PURPOSE
Best in craft
We obsess over craft, across wine food and hospitality, so every guest touchpoint lives up to Napa Valley's standard of excellence

BRAND PERSONA
A great host
Warm, confident, passionate and knowledgeable. Our tone and voice welcome travelers as treasured guests, guiding them to savor the Good Life their way.

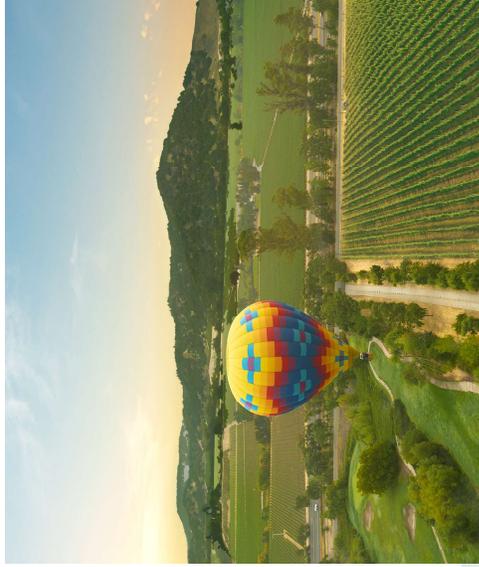
EMOTIONAL BENEFIT
Time for pure indulgence & connection
Guests leave feeling both rejuvenated and genuinely connected to place, to people, and to life's finer moments.

FUNCTIONAL BENEFIT
Abundance of bespoke, world-class offerings
Napa Valley's unique advantage is its concentration of top-tier wineries, chefs and hotels in a bucolic setting, empowering visitors to curate their ideal journey.

BRAND CAMPAIGN

Cheers, The Good Life

The "Cheers" campaign serves as the hero brand storytelling layer, showcasing Napa Valley and its brand promise to deliver the best that life has to offer, spending quality time surrounded by quality.

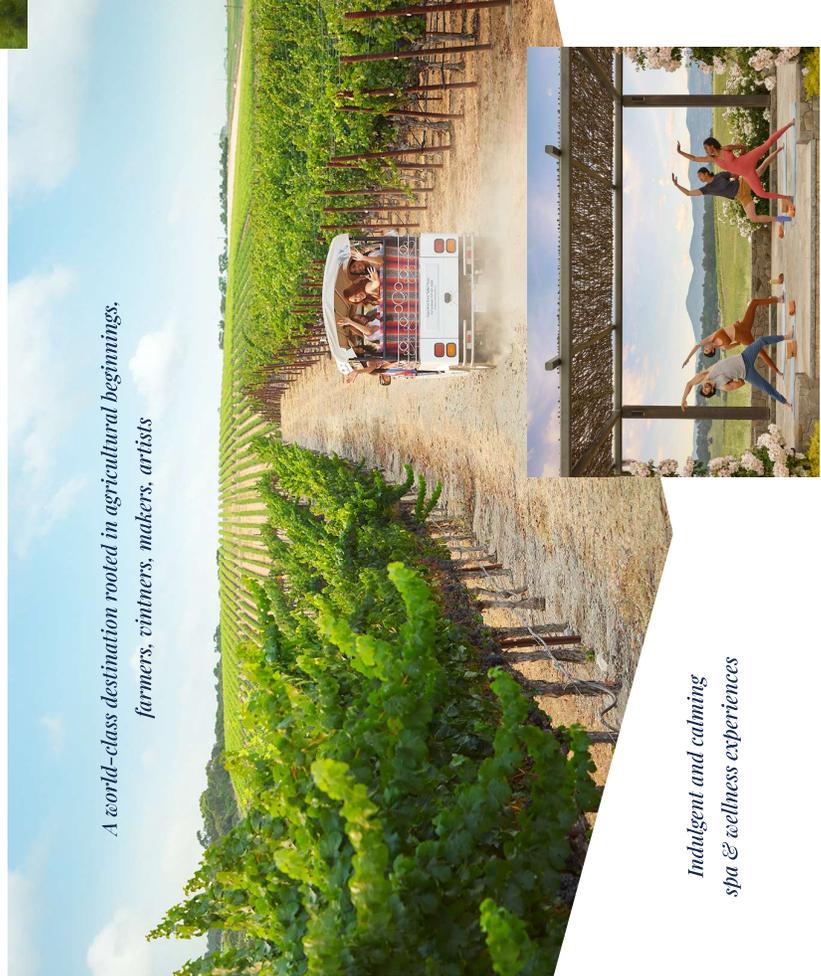


Exceptional culinary offerings from food trucks to Michelin stars



Unconventional experiences that go beyond wine, including outdoor adventure, arts & culture, and live music & events

A world-class destination rooted in agricultural beginnings, farmers, vintners, makers, artists



Indulgent and calming spa & wellness experiences



World-class wines



Incredible hotel and lodging accommodations from boutique inns to full-service luxury resorts



Our JOURNEY TO CHEERS 2.0

In late 2024, Visit Napa Valley embarked on a journey to future-proof our brand strategy and creative campaign. The following takeaways were leveraged to refine our approach and shape the next evolution of Cheers, The Good Life.

State of the Business & Destination

Napa Valley remains the undisputed leader among U.S. wine-country destinations. 52% of today's travelers rate Napa Valley 'Excellent' ahead of the competition. Visitors continue to choose Napa Valley first (45% likelihood to visit), underscoring both our brand equity and the enduring power of our core offering: world-class wine, culinary artistry, and bespoke hospitality. Yet Napa Valley premium positioning comes at a cost. While the destination has not rebounded to 2019 levels of visitation, prices have not come down from post-COVID highs.

Implication: Napa Valley remains beloved and distinct but rising costs and shifting consumer preferences demand a strategic pivot that both reinforces our premium product while broadening our appeal and approachability.

Key Audience Learnings

Our research, including intercept interviews across all five Napa Valley towns and online forums with prospective audiences, revealed a single, unifying motivation across all visitor segments: an immersive Napa Valley lifestyle experience. Direct consumer feedback confirms:

- **Holistic Draw:** Consumers do not differentiate their trips by town; it is the draw of the entire valley that holistically keeps people coming back, with Napa Valley's sheer abundance of wine and culinary fueling ongoing exploration.
- **Cross-Valley Exploration:** Nearly 65% of repeat visitors actively mix towns and experiences each trip, seeking discovery as much as indulgence. This spirit of exploration keeps Napa Valley fresh for repeat visitors and leads to natural dispersion across the towns.
- **Aspirational Splurge:** Our Aspirational audience doesn't require separate creative; they simply pick and choose where to splurge while balancing value elsewhere.

"It offers an immense amount of both quantity and quality and is truly any wine-lover's dream destination."

"We stay in a different area each time."

"I love driving the valley and finding farm stands and wineries we have not experienced yet. It's exciting."

Brand Research Highlights

In Fall 2024, we conducted deep qualitative research with both recent visitors and lapsed prospects across California and beyond. Key findings include:

- **Consistency of Core Equities:** Napa Valley still sits at the forefront of people's imagination and aspirations as a premier wine and culinary destination.
- **Laid-Back Sophistication:** Visitors universally praise Napa Valley's unique California-born vibe: relaxed yet refined, approachable yet exceptional.
- **Culinary Ascendancy:** As global interest in food tourism has soared, Napa Valley's culinary reputation has outstripped even its wine fame. Many guests are starting to credit Napa Valley first for memorable dining experiences.

"In America, it is the destination for food and quality wine."

"It's own caliber of wine, in its own tier."

"It's relaxed fancy. It's definitely high-end in terms of restaurants and hotel experiences and wine, but it doesn't feel super stuffy. It is very approachable."

Implication: Our brand platform must continue to anchor on Napa Valley's dual superpowers: world-class offerings delivered with warm, California-rooted hospitality.

Learnings on the Taste of the Good Life Positioning

Since 2019, "Taste of the Good Life" has captured both the superlative quality and the lifestyle invitation inherent to Napa Valley. Our 2024 research affirms:

- **Double Entendre Resonance:** "Taste" conveys both culinary/wine and the chance to savor Napa Valley their way.
- **Emotional Connection:** Visitors and prospects alike feel that the "Good Life" perfectly captures the essence of the Napa Valley experience, evoking strong emotional connections.
- **Minimal Negatives:** Only a very small minority cited concern, indicating that our positioning remains broadly inclusive.

Implication: Double down on Taste of the Good Life as the portal to experience Napa Valley's craft and hospitality, inviting all audiences to taste, explore, and belong.

"It's a double entendre — you can literally taste the finer things that life has to offer, and you can also live the Napa life for a weekend or week."

"It tells me I will enjoy things I can't enjoy everyday during my regular life. I can let go of my worries."

"Enjoying the moment with the people you love. It is simple and easy, but rich with life."

Each year, Visit Napa Valley adds more depth and dimension to its brand arsenal through creative messaging & programs that advance the goals and objectives of the organization, its stakeholders, and the community.

FY 2021

2022

2023

2024

2025



NEW BRAND CAMPAIGN LAUNCH:

Cheers, The Good Life

Visit Napa Valley sunsetted the long-running 'Legendary' consumer brand campaign and introduced 'Cheers, The Good Life' in 2021. This campaign was created and tested to appeal to a broader audience without alienating the luxury core. 'Cheers' welcomes each consumer to savor the best that life has to offer in Napa Valley and find their own version of 'the good life' to match their exact travel desires.

Crush That Career

Tourism is a cornerstone of Napa Valley, requiring a steady workforce to ensure our economy thrives. To support the ongoing demand for staffing, Visit Napa Valley developed a bilingual paid program that promotes Napa Valley as an attractive place to develop a rewarding career in wine and hospitality.

Cheers Aspirational

To further combat the perception of Napa Valley being too expensive, Visit Napa Valley developed a content extension to support the brand campaign that showcases the approachability of the valley and promotes the wide range of accommodations, wineries, and restaurants available across all price points to create your ideal 'good life' experience.

Town Discovery

Working in collaboration with town partners, Visit Napa Valley developed the Town Discovery program to deepen consumer understanding of Napa Valley's five unique town offerings and to unify and connect each to the Cheers campaign.

Cheers Luxury

To further highlight Napa Valley's luxury offerings, Visit Napa Valley developed an extension of the brand campaign exclusively focused on Napa Valley's world-class product and experiences. Dedicated paid efforts directly connect the most qualified luxury audiences to content that showcases the finest of the valley's accommodations, wineries, restaurants, and more.

Forever Green

Visit Napa Valley developed the 'Forever Green' campaign to educate consumers on Napa Valley's sustainability efforts and leadership in the space. As the first federally recognized Agricultural Preserve in the United States, Napa Valley's unique ecosystem will forever keep its storybook scenery and product quality. This campaign inspires consumers to experience the truest of green travel when they visit Napa Valley.

Cheers 2.0

In late 2024, Visit Napa Valley began future-proofing our destination brand and creative campaign to resonate with key and emerging audiences and continue to own our distinctive position in a crowded market. Research, strategy, and concept development have wrapped ahead of a destination video and photo shoot planned for late 2025. Stakeholder rollouts will follow, with a consumer launch slated for early 2026.

Campaign SPOTLIGHT

Discover the Towns of Napa Valley

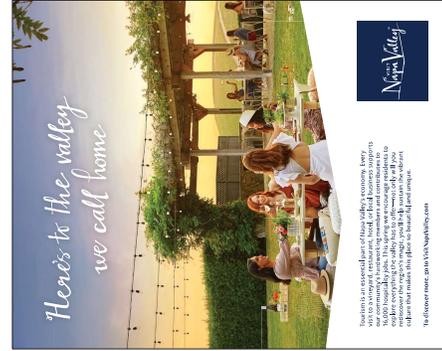
The Town Discovery initiative spotlights Napa Valley's five unique towns by building on the momentum of the Cheers, The Good Life campaign. This dedicated campaign effort retargets those who've already engaged with the brand, providing further education and inspiration leading to cross-town exploration, longer stays, repeat visitation, and greater economic impact.



FIVE UNIQUE TOWNS, ONE AWESOME VALLEY, AND SO MUCH TO DO!



Creative assets and landing page content customized for each of the five towns



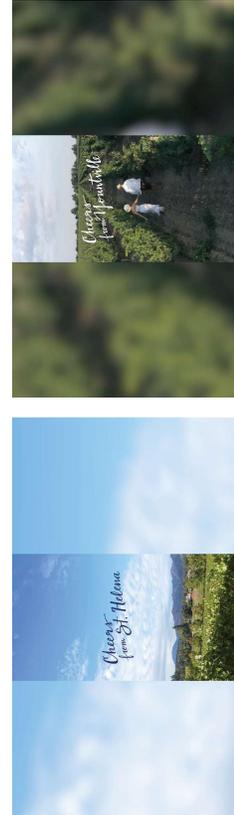
Driving traffic directly to town businesses and chamber websites to book stays and experiences



Custom editorial placements in high-profile publications reaching in qualified audiences interested in travel, wine, and culinary experiences



Unique videos featuring the people, businesses, and experiences that define each town



Business & Economic Landscape

Economic headwinds and shifting traveler expectations are transforming global travel demand, making agile destination strategies more critical than ever.

- **Economic Polarization & Value-Luxury Dichotomy:** While high-net-worth segments continue to pursue ultra-premium experiences, mid-market travelers are trimming itineraries and seeking better value, creating the need for destinations to balance aspirational branding with a range of flexible offerings.
- **International Border Policies & Travel Restrictions:** Evolving visa requirements are set to impact travel demand from international audiences, forcing travelers to rebook or cancel and creating uncertainty around long-haul itineraries.
- **Climate-Driven Seasonality Shifts:** Unpredictable weather patterns and extended wildfire seasons are altering peak windows and trip length. Destinations must adapt by diversifying season-based programming and communicating real-time safety protocols.
- **Wine Premiumization & Value Segmentation:** Consumers are trading up, opting for higher-priced, artisanal, and single-vineyard bottlings, while still hunting for value-driven everyday labels. This divergence creates a growth opportunity at both luxury and entry-level tiers.

Consumer Travel Trends

Today's travelers aren't just booking trips, they're seeking balanced wellness, immersive experiences, genuine sustainability, and a seamless work-to-leisure blend from every destination.

- **Mindful Wine Tasting Getaways:** Wellness-minded travelers, especially Millennials and Gen Z, seek experiences that balance indulgence with moderation, favoring tastings focused on quality over quantity, and vineyard stays that pair mindful sipping with holistic wellness programming.
- **Experience Economy Acceleration:** Beyond sightseeing, guests now prioritize immersive, story-driven offerings, think hands-on vineyard workshops, farm-to-table chef tables, and small-group 'insider' tours that forge personal connections to place.
- **Sustainability & Regenerative Travel:** Eco-conscious travelers expect destinations to demonstrate real environmental leadership. Regenerative agriculture showcases, carbon-offset partnerships, and other sustainability initiatives are table stakes for market credibility.
- **Remote-Work & Bleisure Surge:** With hybrid work here to stay, travelers are extending weekday stays, blending business and leisure, and seeking destinations that support productivity alongside cultural and culinary discovery.



Marketing Communications Trends

Paid Media

Today's approach to paid media continues to shift away from simple, broad-reach tactics to highly creative, data-informed storytelling that both captivates new audiences and primes them for later booking-focused activations.

- **Full-Funnel Artificial Intelligence:** AI-driven paid media leverages machine learning to optimize bids and budgets in real time, predict high-intent traveler segments, and automatically assemble dynamic creative, ensuring destination ads reach the right audiences with personalized messaging at scale.
- **Video-First Paid Social:** Short-form, mobile-optimized video (Reels, TikTok, Stories) dominates ad spend. Brands are using dynamic cuts, captions, and interactive stickers to grab attention in the first 2-3 seconds.
- **Connected TV & Streaming Video:** High-impact pre-roll and mid-roll videos on OTT platforms (e.g., Hulu, Netflix ads) let destinations tell richer stories to cord-cutters in targeted geographies, building emotional resonance before any booking consideration.
- **Streaming Audio & Podcasts:** Branded segments and dynamic ads within lifestyle, travel, and wellness podcasts create intimate touchpoints, allowing destinations to narrate their unique experiences directly into commuters' and at-home listeners' ears.
- **Cross-Channel Retargeting:** Visitors who engage with a high-reach video ad are retargeted across display, social, and native channels with complementary messages, amplifying recall and gently guiding audiences deeper into the funnel without overt selling.

Owned Channels

In an era where travelers expect seamless, personalized digital experiences, brands must continue to leverage their own websites, apps, and channels to engage audiences directly, boost loyalty, and drive more bookings.

- **AI-Powered Chat & Voice Assistants:** 24/7 conversational interfaces embedded in websites or apps to answer questions, recommend wineries or activities, and even complete bookings, reducing friction and boosting conversion.
- **Hyper-Personalization:** Dynamic content modules (itineraries, offers, visuals) that adapt based on visitor data (past behavior, demographics, or stated interests) so each user sees a tailored experience.
- **Rise of Micro-Influencers:** Instead of big-name endorsements, brands continue to partner with clusters of niche creators whose authentic content can be repurposed as paid ads, delivering high engagement and social proof across channels and at a lower cost.
- **Short-Form Video & Micro-Moments:** Vertical, under-30-second clips (tours of hidden gems, chef demos, wellness snippets) optimized for mobile playback and shareable across channels to inspire and inform.
- **Dynamic Email Micro-Segmentation:** Triggered email journeys using behavioral and lifecycle data (e.g., first-time vs. return visitors, solo vs. group travelers) with personalized content blocks, including UGC highlights, tailored packages, and timely reminders.

Earned Media

With consumers valuing authentic experiences and word-of-mouth, marketers must continue to harness the value of earned media to build credibility, ignite grassroots enthusiasm, and broaden audience reach.

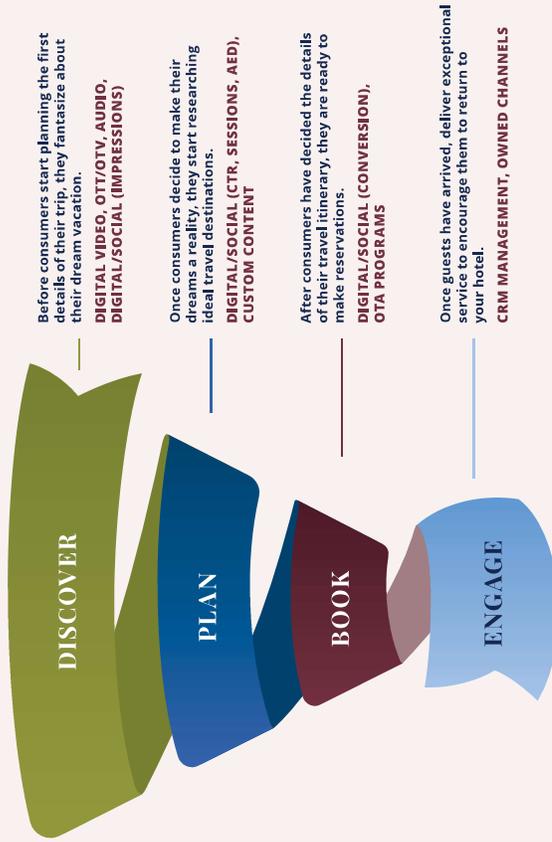
- **User-Generated Content Syndication:** Systematically curating and amplifying travelers' photos, videos, and reviews across official channels, turning guest experiences into ongoing, credible endorsements.
- **Strategic Partnerships & Sponsorships:** Forging alliances with festivals, sports teams, and lifestyle brands to co-create, co-brand, or sponsor high-profile activations to tap into new audiences and earned press coverage.
- **Podcast Features & Native Audio:** Securing guest spots on travel, wellness, and lifestyle podcasts offers long-form, intimate storytelling opportunities that build deeper connections than traditional articles.
- **Virtual Press Tours & FAM Trips:** VR previews, live-streamed winery walks, and remote farm itineraries enable media to "visit" key attractions virtually, broadening coverage among outlets unable to send on-location writers.
- **Employee & Ambassador Advocacy:** Enlisting local guides, winery staff, and brand ambassadors to share behind-the-scenes insights via personal blogs, social channels, and industry forums extends earned reach through trusted insider voices.





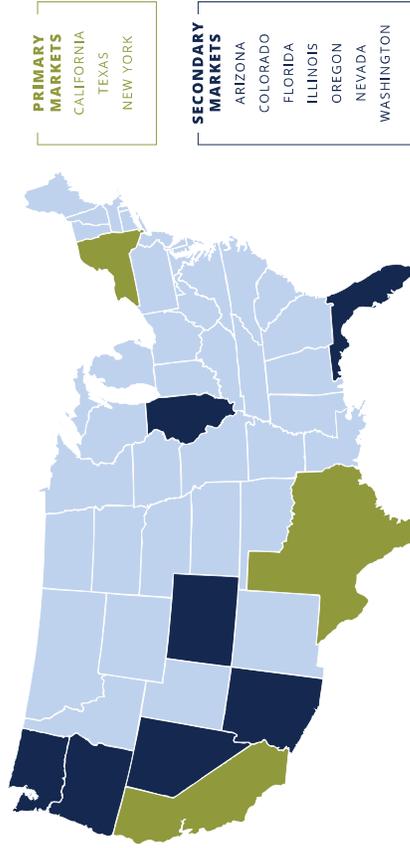
Guided by Visit Napa Valley's Long-Range Plan, Visit Napa Valley's FY26 Annual Plan outlines key strategies, tactics, and performance metrics aligned with the organization's overarching goals. Through an integrated marketing and sales approach—leveraging a dynamic mix of paid, earned, and owned media, alongside direct sales outreach—Visit Napa Valley drives awareness, cultivates demand, and converts interest and inspiration into overnight visitation.

ECOSYSTEM IN ACTION



Market Overview / Target Audience

TARGET MARKETS



TARGET AUDIENCES

Luxury Aspirational
Local/Resident
Group/Travel Trade
Workforce

INTEGRATED PROGRAMMING

Driving Awareness & Affinity at all Touchpoints on all Channels



TASTE OF THE GOOD LIFE

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

Paid MEDIA

Objectives

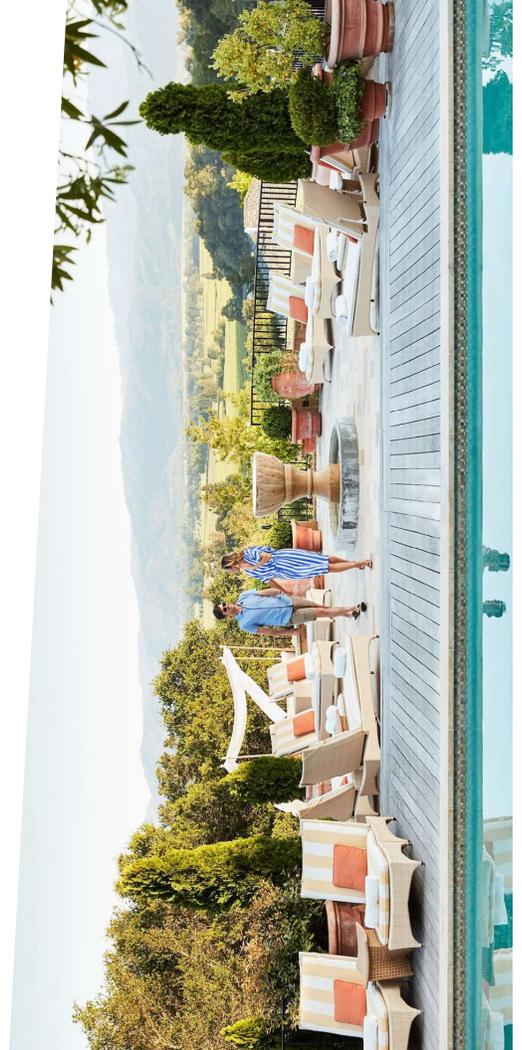
- Support the launch of the Cheers 2.0 campaign through standout, attention-grabbing ad environments.
- Drive qualified traffic, with emphasis on on-site engagement.
- Build awareness of Napa Valley as a destination for both luxury and aspirational audiences across key target markets.
- Drive consideration to visit Napa Valley and its five key towns through deeper content engagement, signaling interest in traveling.
- Create paths that drive conversion to travel to Napa Valley, inclusive of partner passthroughs.

Strategies

- Utilize a digital-forward, full-funnel approach to reach qualified consumers throughout the planning cycle.
- Lean into top media partner performers to build on success of previous campaign cycles.
- Identify new content opportunities that drive deeper engagement with the brand and showcase all that Napa Valley has to offer.
- Retarget qualified consumers and push towards booking.

Tactics

- 1 Engage and inspire the Luxury Demographic** through custom ad creative and messaging highlighting the vast array and breadth of Napa Valley luxury experiences.
- 2 Engage and inspire the Aspirational Demographic** through custom ad creative and messaging showcasing the approachability of Napa Valley unique experiences that await within any budget or trip type.
- 3 Promote exploration of Napa Valley's five unique Towns** through a dedicated campaign layer that highlights the unique vibe and experiences of each town.
- 4 Encourage Trip and Experience Bookings** through lower funnel conversion tactics that highlight wine tasting and accommodation offers.
- 5 Reach Corporate Meetings and Incentive Trip Planners** through targeted opportunities on trade channels that communicate the benefits of group travel to Napa Valley, while showcasing one-of-a-kind spaces, innovative & out-of-the-box experiences, and sustainable and "green" options.
- 6 Promote Napa Valley's Sustainability efforts** through custom ad creative and "forever green" messaging highlighting wineries, restaurants, hotels, and other businesses embracing eco-friendly practices.
- 7 Support Napa Valley's Workforce Development efforts** by promoting the benefits of a career in hospitality through strategically placed OOH and digital media in both English and Spanish.
- 8 Inspire and engage Local Audiences** through placements in local publications that educate on the value of tourism to the economy and how it benefits residents' quality of life, as well as generate excitement within the community to rediscover Napa Valley and "explore your own backyard".



Measurement

Each component of the paid media plan has a specific purpose and will be measured and optimized according to clearly defined Key Performance Indicators (KPIs).

DELIVERY METRICS	<ul style="list-style-type: none"> • Impressions • Reach • Frequency • Spend • Cost Per Mile (CPM), Cost Per View (CPV), or Cost Per Click (CPC) <p>Critical to ensure pacing and spending efficiency. Shows high-level awareness.</p>
IN-PLATFORM PERFORMANCE	<ul style="list-style-type: none"> • Clicks • Click Through Rate (CTR) • Video Views • Video Completion Rate (VCR) • Ad Engagements • Time with Content <p>Generally, the key performance indicators (KPIs) for awareness campaigns fall into this category, focusing on broad-level metrics.</p>
ON-SITE PERFORMANCE	<ul style="list-style-type: none"> • Time on Site • Pages Viewed • Time on Page • Form Fills • Third-Party Referrals <p>Encompasses all on-site conversions. Used most in consideration and conversion campaigns.</p>
ADDITIONAL TRACKING FOR LEARNING	<ul style="list-style-type: none"> • Content Views • Social Engagements • Social Listening • Information Seeking • Partner Feedback <p>Critical to ensure pacing and spending efficiency. Shows high-level awareness.</p>
RESEARCH LEARNINGS	<ul style="list-style-type: none"> • Campaign Awareness • Shifts in Sentiment • Ad Favorability • Behavior Shifts <p>Determine if the campaign is delivering on messaging objectives and resonating with audiences, in turn changing sentiment/behavior.</p>

<p>CHEERS 2025</p> <p>LUXURY (60%): HHI \$200K+, NET WORTH \$1M+, AGES 44+</p> <p>ASPIRATIONAL/VALUE (40%): HHI \$100-\$200K, AGES 25-44</p>	<p>CAMPAIGN FOCUS / MESSAGING</p> <ul style="list-style-type: none"> • Experiences/Interests Travel • Things to do in Napa Valley, in addition to wine – music, wellness, off-the-beaten-path excursions <p>GEOGRAPHY</p> <ul style="list-style-type: none"> • California with Drive Market emphasis • Domestic • Texas <p>CAMPAIGN ELEMENTS Digital · Print August 2025 – December 2026</p>
<p>CHEERS 2.0 2026</p> <p>LUXURY (60%): HHI \$200K+, NET WORTH \$1M+, AGES 44+</p> <p>ASPIRATIONAL/VALUE (40%): HHI \$100-\$200K, AGES 25-44</p>	<p>CAMPAIGN FOCUS / MESSAGING</p> <ul style="list-style-type: none"> • Array of luxury experiences across Napa Valley for any interest <p>GEOGRAPHY</p> <ul style="list-style-type: none"> • California with Drive Market emphasis • Domestic • Texas <p>CAMPAIGN ELEMENTS Digital · Print January 2026 – July 2026</p>
GROUP	<p>CAMPAIGN FOCUS / MESSAGING</p> <p>Group/Meetings Professionals</p> <p>GEOGRAPHY</p> <ul style="list-style-type: none"> • Primary: California • Secondary: St. Louis, Chicago, Minnesota <p>CAMPAIGN ELEMENTS Digital October 2025 – May 2026</p>
LOCAL	<p>CAMPAIGN FOCUS / MESSAGING</p> <ul style="list-style-type: none"> • Showcase the value of the visitor experience to the Napa Valley community • Promote why Tourism Matters <p>GEOGRAPHY Napa Valley</p> <p>CAMPAIGN ELEMENTS Digital · Print October 2025-May 2026</p>

Owned MEDIA

GROUP SALES

Strategy

Maintain a cohesive and impactful digital presence that drives brand awareness and consumer engagement. Ensure seamless integration across the website, blog, email newsletters, and social media channels, while continuously adapting to the evolving digital landscape and shifting dynamics of the travel industry. This approach will strengthen Napa Valley's competitive position in the destination marketing space and support long-term brand growth.

Tactics

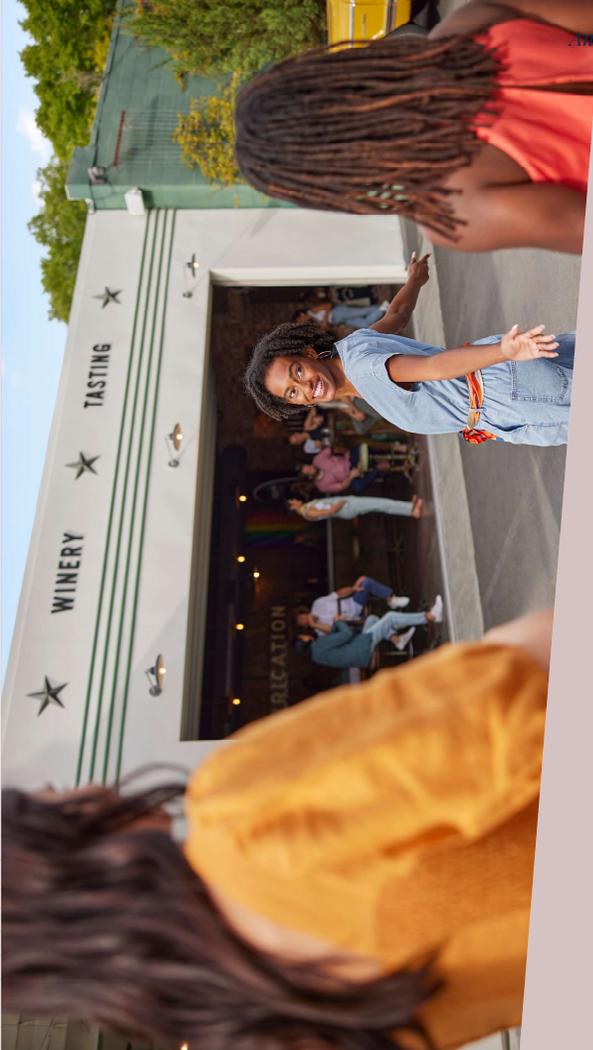
Website

- In FY25, Visit Napa Valley website visitors spent an average of 4:24 per session, compared to the Travel & Hospitality industry average of 1:10. However, overall site sessions declined, largely due to shifts in technology and the growing influence of artificial intelligence tools such as Google AI and ChatGPT. This trend was consistent among other destination marketing organizations (DMOs) and reflected across various industries. To address this, Visit Napa Valley will continue to generate content optimized for key search terms and enhance our SEO strategy by focusing on niche, yet trending, travel topics—positioning Visit Napa Valley as an authority in these areas and strengthening our competitive advantage in capturing qualified search traffic. Additionally, we will place greater priority in driving website traffic through complementary efforts across our owned media channels, with the ultimate goal of increasing website referrals to our partners. Our target is a 5% year-over-year increase in website referrals.

Social Media Channels

- Visit Napa Valley's FY26 social media strategy will continue to elevate brand awareness and engagement across key platforms, while also expanding reach and increasing discoverability on currently underutilized channels. The plan includes

- growing Visit Napa Valley's presence in six targeted secondary markets. Key initiatives for the year will focus on producing fresh, entertaining, and educational content, maintaining structured partner features, and allowing flexibility to respond to real-time events and evolving brand priorities.
- In FY26, Visit Napa Valley will deploy targeted social media strategies to drive measurable audience growth and engagement, while also expanding reach and awareness in secondary markets through strategic influencer partnerships. The goal is to increase website traffic from these secondary markets by 25%.
- Underutilized platforms such as YouTube and Pinterest will receive increased attention and investment, featuring B2B content aimed at event planners and corporate retreat organizers, thought leadership on sustainable tourism, wellness, and wine industry trends, and a core objective of driving increased website traffic from these channels.
- Establish a comprehensive annual content calendar, outlining content themes and expanding to include a focus on wellness, sustainability, and culture in addition to wine, culinary and partner initiatives. A focus on audience growth and click through rates will be prioritized with the goal of increasing both by 15-20% YOY.



Blog

- Continue deploying quarterly content requests to hospitality businesses, encouraging content submission based on monthly editorial themes for inclusion in content shared with the target audience.
- Conduct audits of blogs to optimize blog posts and existing content by including relevant trending keywords, headings, and meta descriptions to enhance search engine visibility.
- Continue publishing and updating blog posts with a strong focus on partner features, while leveraging other owned channels to drive traffic to the content—with the overarching goal of offsetting lost site impressions and increasing website referrals.

Email Newsletter

- Ideate and execute quarterly and evergreen lead-generation programs to grow our email lists with qualified, engaged leads, with the goal to grow our list of 71,000 subscribers by 10% in FY26.
- Continue sending frequent, engaging newsletters to potential visitors—educating them about Napa Valley, driving traffic to the Visit Napa Valley website, and guiding them to partner webpages.

- Maintain performance metrics, such as open rates and click-through rates, that exceed industry averages. Currently, across Destination Marketing Organizations, the average open rate is 15.7%, and the average click-through rate is 1.6%.

Visitor Magazine

- Produce a best-in-class publication that tells the expert and authentic story of the destination, highlighting the businesses and experiences that help shape it, publishing and launching in December 2025 for the 2026 calendar year.

Local Radio/Streaming Radio

- Deliver uniquely cultivated partner messaging for broadcast via hourly "What's Good Napa Valley," content series airing on 99.3 "The Vine" (and streaming online nationwide), promoting events, activities, and experiences for visitors and residents.

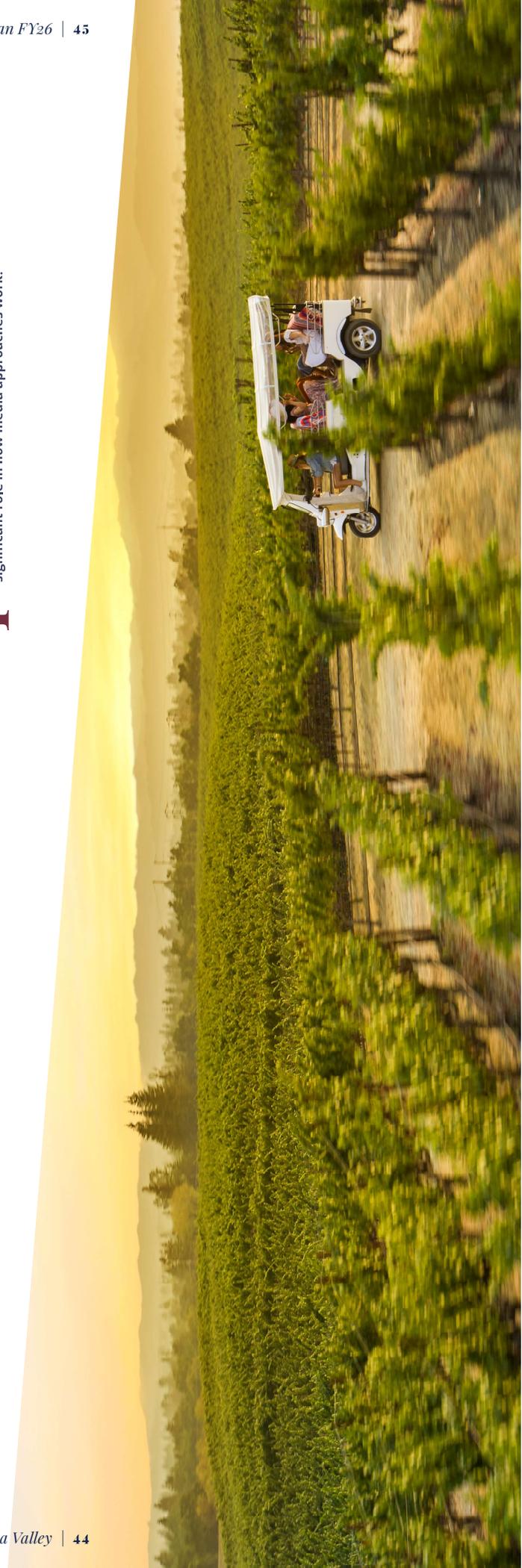
Earned MEDIA

Strategy

Through media relations efforts, leverage the unique attributes of Napa Valley, including the expert voices of Visit Napa Valley partner businesses, to tell a multi-faceted story of “only in Napa Valley” experiences—from the ultra-exclusive to the popular and easily accessible. Connect Napa Valley with larger regional, national, and global trends, including destination stewardship, wellness, and sustainability initiatives. Compel significant, larger features in print, online, and broadcast media, and adapt to changing audience behaviors around media consumption, engaging with influencers and thought leaders across established and emerging platforms.

Tactics

- 1** Execute ongoing, steady story pitching to target press to expand knowledge of destination product, including diversity of offerings and experiences across Napa Valley’s five unique towns.
- 2** Host 1-on-1 media press trips and small group familiarization trips for qualified press and influencers in new media spaces.
- 3** Enhance and optimize individual partner media visits with “wine, and…” experiences, building awareness for our wellness culture and outdoor activities.
- 4** Serve as a research leader on Napa Valley, sharing consumer data regularly with journalists as it continues to play a significant role in how media approaches work.



Earned MEDIA CONTINUED

Target Press Categories

Creating desirability through storytelling and cultural relevance are key for Napa Valley. It is critical in reaching people everywhere they are, in the following categories:

Tried and True Legacy Institutions

- Continue to generate coverage in these titles to reach their readers, participate in their brand's social media content, and stay top of mind for reader—and editor-chosen awards.
- Examples: Travel + Leisure; New York Times Travel

Brands as Content Houses

- As mass media condenses, prioritize collaborations with target market brands that produce new or elevated content to reach customers.
- Examples: Sotheby's offers in-market events for top clients who spend \$200k annually and/or boast personal collections worth \$15 million; Parisian retailer Assouline produces a new lifestyle podcast, The Culture Lounge; Silversea-funded digital magazine Further covers various topics, from food and wellness to art.

Small but Mighty

- Arguably the hottest conversation and the most fluid space, Visit Napa Valley continues to expand target media lists of credible experts hosting owned content on subscriber-based services like Substack, newsletters, or self-produced podcasts, as it is a living and breathing resource. While these attract low circulation in many cases, there is high loyalty and high engagement.
- Examples: Design (The Grand Tourist); Travel (YOLO); Art (Nota Bene); Food (Family Style); Luxury (The Luxury Item).

National Consumer Lifestyle, Business Press, and Broadcast Media

Travel + Leisure, Conde Nast Traveler, Food & Wine, Wine Spectator, Robb Report, Modern Luxury, Architectural Digest, Town & Country, Bloomberg Pursuits, Forbes, Wall Street Journal, New York Times, Good Morning America, Today, etc.

Regional Consumer Lifestyle, Business Press, and Broadcast Media

San Francisco Chronicle, 7x7, San Francisco Magazine, Eater SF, Edible Marin & Wine Country, Sacramento Bee, Sacramento Magazine, San José Mercury News, East Bay Times, Good Day Sacramento, Good Day LA, KTVU, etc.

Hyper-Local Consumer Lifestyle, Business Press, and Broadcast Media

Napa Valley Register, St. Helena Star, Yountville Sun, Press Democrat, Napa Valley Life Magazine, NapaLife, North Bay Business Journal, Wine Business Monthly, Wine Country This Month, and others.

International Lifestyle

Nuvo, Square Mile

Travel Trade

Visit California, US Travel, Elite Traveler, Oltre.

Group Meetings

Meetings Today, Smart Meetings, Meetings & Conventions.

Priority Messaging/ Themes for Lifestyle Media

Wine

World-class, world-renowned wine. Unparalleled wine hospitality, tasting experiences, and 100-point wines. Our contemporary tasting experiences go beyond "regular": educational workshops, blind tastings, vineyard tours, food pairings, and accessible options inspire and expand generational interest in wine.

Culinary

Napa Valley is a Michelin-star-maker and an incubator for culinary innovation, offering incomparable dining venues, pop-ups, residencies, and celebrated and rising-star chefs.

Wellness

In addition to its world-renowned wines and culinary scene, Napa Valley is a self-care and wellness-building escape, offering respite from daily stress. Highlight spas, wellness, retreats, outdoors, activities, adventures—hiking, biking, hot air ballooning.

Towns of Napa Valley

Comprised of five distinct towns, Napa Valley is a small region with a big reputation. With uniquely different towns and ideal weather year-round, no two visits to Napa Valley are the same, so explore the multitude of combinations.

Arts & Culture

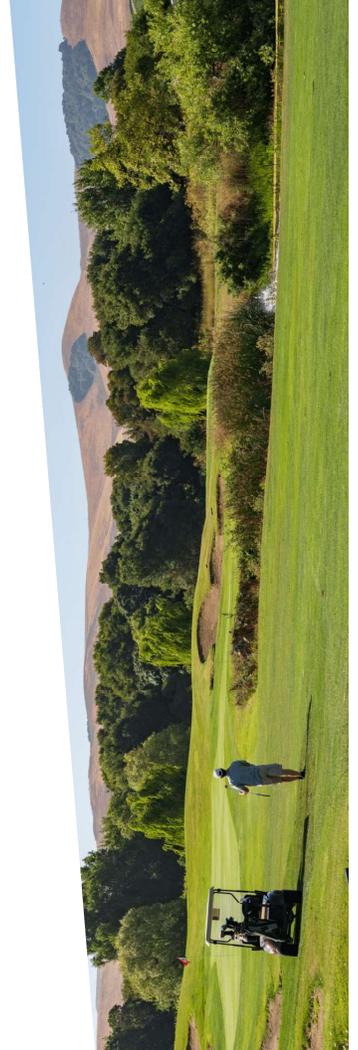
With an ever-growing live music scene, the arts and culture are rising stars in Napa Valley – everything from art galleries, lighted art exhibits and installations, dance, theatrical performing arts and more – the arts and culture scene has never been more alive in Napa Valley.

Off-Peak Travel

Napa Valley is truly a four-season destination. Summer and Harvest travel are always a good idea, but so are the quieter seasons December – March, including "Cabernet Season" and "Mustard Season." Culinary innovation is highlighted in the winter months, with "Restaurant Month" encouraging all 150+ Napa Valley kitchens, from food trucks to Michelin-starred restaurants, to open their doors with curated menus throughout January.

Stewardship

As America's premier wine country destination, Napa Valley is proud to be a pioneer in destination stewardship. Napa Valley's long-standing culture of sustainability, innovation, and inclusion ensures it remains a dynamic, healthy, and welcoming place to live, work, and visit. Napa Valley is an inclusive community—welcoming people of all backgrounds and identities while leading the way in environmentally responsible tourism. From certified green lodging to sustainable wineries and vineyards, the valley's hospitality businesses reflect a deep commitment to stewardship. Napa also proudly honors its cultural and historic roots, celebrating the diverse heritage that shapes the region.



Partner RELATIONS & EVENTS

Strategy

Strengthen and expand partner engagement, deepen community collaboration, and maximize the use of Visit Napa Valley marketing platforms to elevate the destination's impact and drive sustained growth and visibility for all partner businesses.

Tactics

1. Continue to educate, inform, and recruit partner businesses by promoting engagement opportunities and Visit Napa Valley tools and resources. Incorporate Destination Stewardship best practices to support sustainability and achieve a 90%+ partnership retention rate. Continue sharing marketing and media opportunities with the full partnership base to broaden awareness of Visit Napa Valley initiatives.
2. Deepen community and partner relations through sponsorship and educational initiatives that emphasize the positive economic, cultural, and environmental impacts of the hospitality industry in Napa Valley.
3. Showcase the value of Visit Napa Valley partnership by ensuring every partner is well-represented across digital and print platforms and reinforcing that alignment with the Visit Napa Valley brand amplifies exposure to key visitor audiences. Support partner success through training sessions, tourism-focused webinars, and consistent, targeted communications that highlight opportunities and strengthen engagement year-round.

PARTNERSHIP INVESTMENT LEVELS*



STANDARD*

Fully inclusive level of partnership including Visit Napa Valley website listings, industry events, marketing and communications support, sales leads, access to research & data.



STANDARD PLUS

Upgraded level of partnership including an elevated listing placement on Visit Napa Valley website.



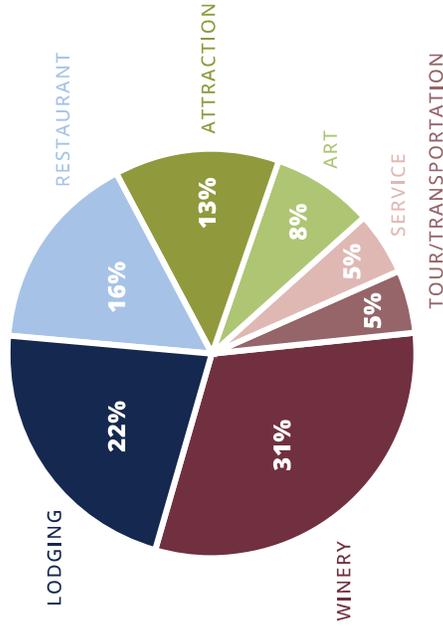
PREMIUM

The paramount level of partnership including featured listing placement on Visit Napa Valley website, priority consideration for marketing editorial content and sales leads, high-impact visual presence on the Napa Valley Welcome Center big screen, invitations to exclusive trade shows and sales events.

* ALL NAPA VALLEY LODGING PARTNERS RECEIVE STANDARD-LEVEL BENEFITS.



PARTNERSHIP CATEGORIES



NUMBER OF PARTNERS: 568

LODGING: 123

ART: 46

WINERY: 174

SERVICE: 29

RESTAURANT: 93

TRANSPORTATION: 27

ATTRACTION: 76

All lodging properties in Napa Valley are partners of Visit Napa Valley. Lodging properties help all of our initiatives grow the TOT.

Napa Valley WELCOME CENTER & GUEST EXPERIENCE

Strategy

The Napa Valley Welcome Center will continue to serve as a key touch point for visitors and residents alike, driving qualified guest referrals to tourism and hospitality partner businesses valley-wide; offering personalized service and recommendations to guests; and assisting guests in discovering the many authentic and unique experiences in Napa Valley, working in concert with each Chamber of Commerce-operated Welcome Center within the Guest Information Network (GIN)—Calistoga, St. Helena, Yountville, City of Napa, and American Canyon.

Tactics

1. Highlight and support partner businesses with qualified referrals, reservations, and, often, same-day bookings to address occupancy and visitation.
2. Continue to offer highly trafficked, partner pop up events, allowing increased visibility for our partner businesses, engaging visitors and residents in an unexpected and exciting way, and optimizing partner referrals.
3. Collaborate with industry and local town partners to execute Ambassador Days designed to inspire and inform Welcome Center staff with news and information about valley-wide offerings and activities at partner businesses.
4. Infuse Napa Valley's wellness and destination stewardship leadership into Welcome Center programming, educating and inspiring residents and visitors to support and engage in wellness experiences and destination stewardship.

TARGET AUDIENCES	KEY FEATURES AND BENEFITS OF WELCOME CENTER
Visitors Residents Hospitality Partners Community Leaders	<ul style="list-style-type: none"> • High-touch, high-tech facility featuring personalized service and a digital user experience with an impressive 16x8' digital billboard with rotating promotional visuals about Napa Valley experiences and tourism businesses • High-profile brand visibility • Full-time, knowledgeable, professional staff • Timely and relevant materials and resources for guests, featuring current events, experiences, and options including wellness and destination stewardship travel guidance and resources • Best-in-class mercantile featuring unique, curated gift items including locally-crafted, locally-sourced goods • Collaboration and cohesive messaging shared throughout the entire Guest Information Network



Sales & Business Development

GROUP SALES

Strategy

Grow lead generation with meeting professionals, with key focus on the incentive, corporate C-Suite, and association markets, to increase group business to Napa Valley especially during weekdays, off-peak season, and identified need periods.

Tactics

1. Attend meeting industry trade shows and client events to increase market knowledge to stimulate desire and educate industry professionals, ultimately boosting viability for Napa Valley as a premier meeting destination.
2. Interact with meeting industry organizations by signing preferred partner agreements with CVent and HelmsBriscoe and consider annual sponsorship opportunities and memberships with the following: SITE Northern California & key domestic chapters, MPI Northern California & domestic U.S. chapters, and PCMA.
3. Join Visit California and additional California DMO's on sales missions, targeting meeting and incentive professionals, along with participating in the Visit California Professional Meetings & Events task force committee.
4. Create and distribute targeted marketing tools, including a dedicated "Incentive and Group guide", as well as, monthly newsletters, highlighting Napa Valley tourism partners, focusing on group business.
5. Educate Napa Valley tourism partners on key sustainability practices and standards expected in the execution of proposals for meetings and events.



Travel TRADE (LEISURE SALES)

Strategy

Identify and inspire travel advisors and tour operators to increase both domestic and international visitation to Napa Valley during weekdays, off-peak season, and identified need periods, emphasizing Napa Valley as a luxury leisure destination.

Tactics

1. Work with Visit California and additional California DMOs by participating in co-op marketing campaigns, familiarization trips, and sales missions in key domestic and international markets to increase inbound leisure visitation.
2. Work as an active committee member of Visit California's Luxury Task Force to enhance Napa Valley's position as a luxury leisure destination.
3. Create and distribute targeted marketing tools, including a dedicated "Napa Valley 101 Guide", to be translated in key languages, as well as, a "Luxury Guide" and monthly newsletters, highlighting Napa Valley tourism partners, focusing on leisure visitors.
4. Attend travel trade industry trade shows and client events to increase market knowledge, stimulate desire, and educate industry professionals, ultimately boosting viability for Napa Valley as a premier leisure destination.
5. Educate luxury travel trade consortia and renew preferred destination partner agreements with Navigat Group, Gifted Travel Network, Fora, Internova, and Traveller-Made.

VISIT NAPA VALLEY IN-MARKET ACTIVITIES

● DOMESTIC TRAVEL TRADE ● GROUP SALES ● INTERNATIONAL TRAVEL TRADE

2025	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	ILTM ASIA PACIFIC Singapore	SITE NORCAL Santa Cruz	NORTHSTAR DESTINATION CALIFORNIA San Diego	SITE NITE Las Vegas	SITE NORCAL San Francisco VISIT CALIFORNIA CLUB CALIFORNIA-JAPAN (VIRTUAL) Tokyo	ILTM FLAGSHIP Cannes, France
	LIMITLESS: THE ART OF LUXURY VIRTUAL TRADESHOW AUGUST 2025 Napa Valley	MEETING & INCENTIVE WORLDWIDE Schaumburg	SITE SOCAL Pasadena	IMEX 2025 Las Vegas	CONNECTIONS LUXURY West Hollywood PCMA-CHICAGO Chicago	ASSOCIATION FORUM HOLIDAY SHOWCASE Chicago
	ALL THINGS MEETINGS WINE COUNTRY Westin Verasa, Napa Valley	ASAE Los Angeles		IGLTA GLOBAL CONVENTION Palm Springs	VISIT CALIFORNIA CHINA/TAIWAN SALES MISSION Chengdu, Guangzhou	SITE SOCAL Palm Springs
	GLOBAL TRAVEL MARKETPLACE LUXURY 2025 Phoenix			SMALL & BOUTIQUE MEETINGS Park City	VISIT CALIFORNIA PROFESSIONAL MEETINGS & EVENTS SALES MISSION Kansas City, Chicago	
2026	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	PCMA CL26 Philadelphia		LUXURY & WELLNESS MEETINGS Healdsburg SITE NORCAL Napa Valley MPI NCC ACE SF Bay Area	PCMA BUSINESS EVENTS INDUSTRY WEEK Washington D.C. ISIT CALIFORNIA PROFESSIONAL MEETINGS & EVENTS SALES MISSION Washington D.C., Philadelphia HELMSBRISCOE ABC Los Angeles	IPW 2026 Fort Lauderdale SMALL & BOUTIQUE MEETINGS Anchorage, AK	INCENTIVE LIVE Boca Raton, FL
			VISIT CALIFORNIA OUTLOOK CONFERENCE Chula Vista VISIT CALIFORNIA LUXURY FORUM SoCal			



Community & Industry Relations

Industry Collaboration & Engagement

Strategy

Through proactive community outreach and engagement, Visit Napa Valley will strengthen resident and stakeholder support for the region's lodging and tourism industries while inspiring, educating, and empowering Napa Valley's hospitality community to be leaders in destination stewardship.

Tactics

1. Advance destination stewardship strategic planning by finalizing Visit Napa Valley FY26 Destination Stewardship Action Plan while preparing a Destination Master Plan REP for release FY26.
2. Expand workforce development initiatives to strengthen Napa Valley's position as a leading destination for careers in tourism and hospitality, including growing The Forbes Travel Guide Service Excellence Destination Training and the Napa Valley 101 certificate program while completing strategic planning for expanding the Crush that Career initiative.
3. Deepen community partnership to implement sustainability and stewardship programs, including expanding the Napa Green Lodging Certification program countywide in collaboration with the County of Napa and the California Green Business Network.
4. Strengthen the tourism and hospitality sector's presence in community and policy discussions to ensure its voice is represented in decision making processes.
5. Expand Visit Napa Valley's role in advocacy & thought leadership, via increased advocacy efforts at the local, state, and national levels.
6. Maintain active collaboration with community, state, and global agencies and partner organizations to ensure the Napa Valley continues to benefit from and contribute to key tourism programs, policy development, and resources.

VISIT NAPA VALLEY'S TRIANGLE OF ENGAGEMENT



Tourism Associations

California Travel Association
Destinations International
Global Business Travel Association
Great Wine Capitals Global Network
International LGBTQ+ Travel Association (IGLTA)
San Francisco Travel Association
United States Travel Association
Visit California

Local Wine-Affiliated Organizations

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

Environmental Sustainability

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

Local Government

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

Chambers and Business Improvement Districts

Downtown Napa Association
Leadership Napa Valley
Local Chambers of Commerce
within Napa County (American Canyon, City of Napa, Yountville, St. Helena, Callistoga, Lake Berryessa, Napa Valley/Hispanic Chamber of Commerce)

Napa Valley Transportation Authority (NVTA)

Napa Valley Vine Trail
Workforce Alliance of the North Bay

Community Relations Organizations

Community Organizations Active Disaster (COAD)
Generation Housing
Immigration Institute of the Bay Area
Montalcano Sister City Program
Napa Hospitality Industry Partnership (Napa HIP)



Bay AREA HOST COMMITTEE

SPORTS TOURISM

Strategy

In collaboration with Napa Valley Vintners, Visit Napa Valley has established a sponsorship agreement with the Bay Area Host Committee—the organization bringing the Super Bowl and FIFA World Cup to the Bay Area in 2026. Visit Napa Valley will leverage this strategic partnership to drive visitation from the Bay Area to Napa Valley during these high-profile events, with the goal of increasing overnight stays and overall tourism impact.

Tactics

1. Identify existing events planned by the Bay Area Host Committee during these high-traffic periods and capitalize on the opportunity to host them in Napa Valley, thereby increasing visitation, overnight stays, and Napa Valley's share of the overall economic impact.
2. Collaborate with Napa Valley lodging partners and other Napa Valley businesses to create new events during these high-traffic periods, supported and promoted by the Bay Area Host Committee.
3. Collaborate with the Bay Area Host Committee to secure placement of both physical and digital marketing collateral throughout the Bay Area during these major events to promote Napa Valley as a premier travel destination, with the goal of driving visitor traffic and increasing overnight stays.



BAY AREA HOST COMMITTEE



= **~\$1.4B**
TOTAL ESTIMATED ECONOMIC IMPACT
across nine Bay Area counties

~500K
VISITORS

~13K
FULL-TIME EQUIVALENT JOBS

~400K
ROOM NIGHTS



Bay Area Host Committee (BAHC) is focused on bringing world-class events to the Bay Area.

Visit Napa Valley and the Napa Valley Vintners are working with the Bay Area Host Committee to drive visitation to Napa Valley before, during, and after these global sporting events.

Live WELL, NAPA VALLEY

Visit Napa Valley – “Live Well, Napa Valley” Wellness Initiative

Visit Napa Valley is launching a new, destination-wide marketing initiative aimed at expanding our destination’s visibility and penetrating the wellness market.

With brand messaging that aligns with and supports our existing Cheers campaign, “Live Well, Napa Valley” will enhance our value proposition by creating relevance within the wellness space and positioning Napa Valley as a premier wellness destination.

This initiative is also expected to drive revenue growth for VNV and strengthen community relations by extending its offerings beyond traditional tourism. It will integrate local businesses and contribute to the overall economy and lifestyle appeal of the region.

Key Strategies Supporting This Initiative Include:

- **Development of a Standalone Brand:** “Live Well, Napa Valley” will be developed and launched as a unique brand within a brand, supported by its own brand story, messaging, marketing strategy, and dedicated microsite.
- **“Live Well” Partner Circle:** A curated group of wellness-focused partners—including hotels, restaurants, spas, wineries, and other businesses—will receive access to premium marketing exposure, wellness community events and programming, dedicated sales support, and trade show participation.
- **Wellness Collaborations:** Strategic brand partnerships will be formed to enhance wellness visibility both online and within the destination.
- **“Live Well, Napa Valley” Events:** These events will create year-round relevance and focus on wellness, targeting key need periods and seasonal opportunities.



Metrics & MEASUREMENT

Consistency in amplifying the brand message with various audience targets to strengthen consumer awareness, consideration, and intent to travel to Napa Valley.

Measuring Success on All Initiatives

Benchmarking

Regular and routine evaluation to determine day-to-day effectiveness and optimizations.

Evaluating & Analyzing

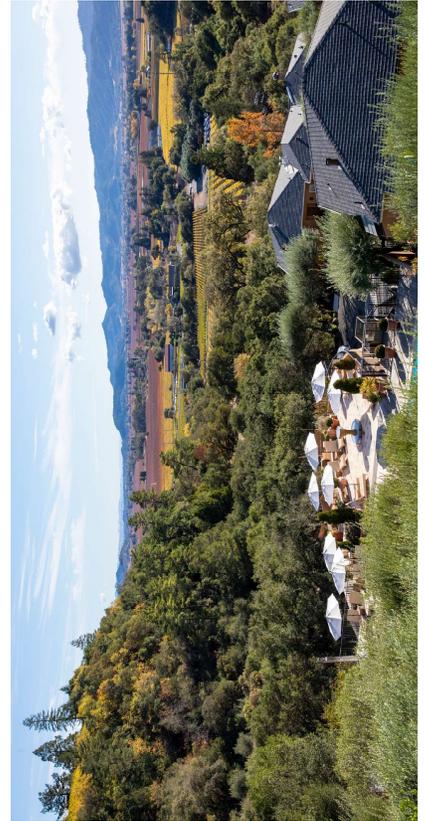
Synthesizing data and research to share thought-leadership and perspective with stakeholders:

- Smith Travel Research (STR) for hotel occupancy/revenue
- CVENT for group/incentive lead sourcing
- Tourism Economics / Symphony for real-time visitor data based on geolocation, spend, and event activity
- Visitor Profile and Economic Impact Study
- Establish industry standards and optimizations

Reporting

Tracking against SMART Key Performance Indicators:

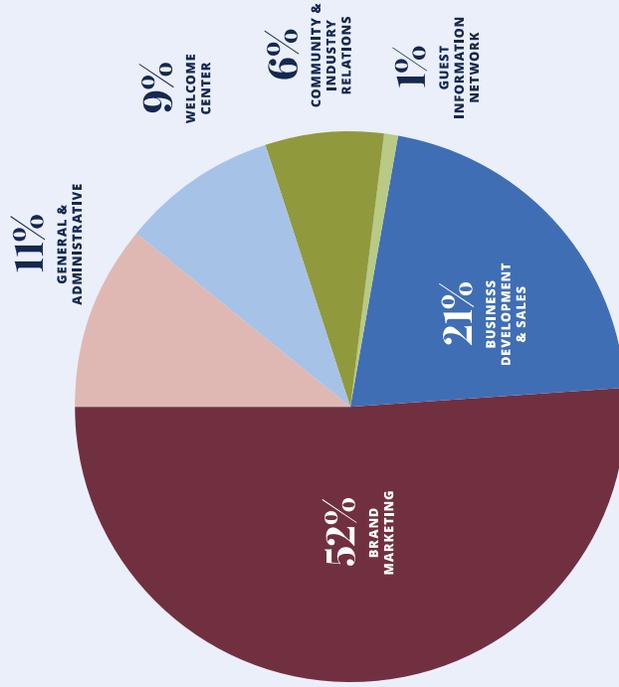
Specific · Measurable · Achievable · Relevant · Time-Sensitive



VISIT NAPA VALLEY FY26 BUDGET

ALLOCATION OF REVENUE FY26

\$9.3 MILLION



* \$9.3 million in TD Revenue; \$500,000 in Partnership and Merchandise Revenue



Appendix

Fy26 NAPA VALLEY TOURISM CORPORATION
BOARD OF DIRECTORS

Fy26 VISIT NAPA VALLEY BOARD
OF DIRECTORS & EXECUTIVE
COMMITTEE

Visit Napa Valley Board of Directors

EDWARD COSTA
Carneros Resort & Spa

NATHAN DAVIS
Napa Valley Wine Train

ROBBY DELANEY
Four Seasons Resorts Napa Valley

PATRICK EGAN
Boisset Collection

DAVE ELCON
Solage, Auberge Resorts Collection

LINSEY GALLAGHER
Visit Napa Valley

JERI HANSEN
Napa Chamber of Commerce

TODD HUMPHREY
Kitchen Door Napa

RICK KAUFMAN
Harvest Inn

JOE LEINACKER
Meritage Resort

Executive Committee

Chair
EDWARD COSTA
Carneros Resort & Spa

Chair Elect
PATRICK NAYROLLES
Meadowood Napa Valley

Vice Chair
RICK KAUFMAN
Harvest Inn

HEIDI MIERSEMANN
Alila Napa Valley

PATRICK NAYROLLES
Meadowood Napa Valley

JASON SCOGGINS
Latitude 38 Entertainment

TODD SHALLAN
Silverado Resort

DAVID SHIPMAN
White House Napa

EMMA SWAIN
St. Supéry Estate Vineyards & Winery

JENNY TOOMER
River Terrace Inn

RACHEL WILSON
Napa Valley Marriott Hotel & Spa

Secretary-Treasurer
TODD SHALLAN
Silverado Resort

Past Chair
EMMA SWAIN
St. Supéry Estate Vineyards & Winery

American Canyon

DAVID ORO
City Council Member
Jurisdiction Representative

ERIK BURROW
DoubleTree by Hilton Napa Valley
Lodging Representative

City of Napa

STEVE POTTER
City Manager
Jurisdiction Representative

SARA BROOKS
Napa River Inn
Lodging Representative

JENNY TOOMER
River Terrace Inn
Lodging Representative

Yountville

BRAD RAULTSON
Town Manager
Jurisdiction Representative

MAX COMPAGNON
Napa Valley Lodge
Lodging Representative

St. Helena

ANIL COMELO
City Manager
Jurisdiction Representative

RICK KAUFMAN
Harvest Inn
Lodging Representative

Calistoga

DONALD WILLIAMS
Mayor
Jurisdiction Representative

DAVE ELCON
Solage, Auberge Resorts Collection
Lodging Representative

County of Napa

ANNE COTTRELL
County of Napa Supervisor
Jurisdiction Representative

GEORGE GOEGGEL
Auberge du Soleil
Lodging Representative

LINSEY GALLAGHER
Visit Napa Valley Representative

Thank You & PREMIUM PARTNERS

ATTRACTIONS, SHOPPING, ACTIVITIES, AND SERVICES

Alta Transportation
 b-Spa at Bardessono
 Balloons Above The Valley
 Beau Wine Tours and Limousine Services
 California Wine Tours and Transportation
 Callstoga Depot
 Callstoga Depot Provisions
 Chuck Williams Culinary Arts Museum
 Dynamic Napa Wine Tours
 Finesse, The Store
 Food and Wine Center at The Meritage Resort
 Halehouse Spa at Stanly Ranch
 Historic Napa Mill
 J&M Cellars Ballroom
 Master Wine Tours
 Napa Valley Airt Balloon Rides
 Napa Valley Balloons
 Napa Valley Car Club
 Napa Valley Wine Country Tours
 Napa Valley Wine Train
 Napa Valley Wine Trolley
 Pure Luxury Transportation
 Rendez Veeve Spa at Estate Yountville
 Rooftop Spa at Archer Hotel
 Spa & Baths at Dr. Wilkinson's
 Spa at Cameros
 Spa Solage at Four Seasons Resort
 Spa Talisa at Solage Callstoga
 Spa Terra at The Meritage Resort
 SpaWell Napa at Napa Valley Marriott
 The CIA at Copia
 The Culinary Institute of America at Greystone
 The Marketplace at Copia
 The Spa at Meadowood Napa Valley
 The Spa at Napa River Inn
 The Spa at Silverado Resort
 The Spice Islands Marketplace at CIA Greystone
 Uptown Theatre
 V Marketplace

LODGING
 Andaz Napa
 Archer Hotel
 Auberge du Soleil
 Bardessono Hotel & Spa
 Cameros Resort and Spa
 Dr. Wilkinson's Backyard Resort & Mineral Springs
 Embassy Suites Napa Valley
 Estate Yountville
 Four Seasons Resort and Residences Napa Valley
 Harvest Inn
 Hotel Yountville
 Meadowood Napa Valley

The Bar at Auberge du Soleil
 The Grill at Silverado Resort
 The Grove at Copia
 The Restaurant at Auberge du Soleil
 TRUSS Restaurant + Bar at Four Seasons Resort

WINERIES

Arch & Tower
 Beaulieu Vineyards
 Beringer Vineyards
 Bread & Butter Wines
 Burgess Cellars
 Cakebread Cellars
 Calmerie Estate Winery
 Castello di Amorsosa
 CHANDON
 Chateau Buena Vista
 Chimney Rock Winery
 Cliff Family Winery
 Corner Bar at Sky & Vine
 Elizabeth Spencer Winery
 Ebusa Winery
 Etude
 Frank Family Vineyards
 HALL Rutherford
 HALL Wines
 Helix Cellar
 Hess Persson Estates
 Inglenook
 Ink Grade
 J&M Cellars
 JCB St. Helena
 JCB Yountville
 John Anthony Wine & Spirits
 Joseph Phelps Vineyards
 Louis M. Martini Winery
 Oakville Wine Merchant
 Orin Swift Cellars
 Pahlmeyer Winery
 Peju Winery
 Raymond Vineyards
 Robert Mondavi Winery
 Rombauer Vineyards
 Rutherford Hill Winery
 Sora Napa at The Meritage
 St. Supéry Estate Vineyards & Winery
 Stag Leap Winery
 Sterling Vineyards
 Sory Hill Vineyard
 The Haven Cocktail Lounge
 The Prisoner Wine Company
 The Village at The Meritage Resort
 Trinitas Cellars
 V. Sattou Winery
 WALL Wines

RESTAURANTS

Mount View Hotel & Spa
 Napa River Inn
 Napa Valley Marriott Hotel and Spa
 River Terrace Inn
 Silverado Resort
 Solage, Auberge Resorts Collection
 Southridge Napa Valley
 Stanly Ranch, Auberge Resorts Collection
 The Bik House
 The Knoll Hotel Napa Valley, Tapestry by Hilton
 The Meritage Resort and Spa
 The Westin Verasa Napa
 Vino Bello Resort

RESTAURANTS
 Ad Hoc
 Addendum
 ALBA Restaurant at River Terrace Inn
 Andaz Barbers Table
 Auro
 BANK Cafe & Bar at The Westin Verasa
 Bear at Stanly Ranch
 Boom Fly Cafe
 Bouchon Bakery
 Bouchon Bistro
 CAMPO Poolside at Four Seasons Resort
 Casa Obidiana
 Charlie Palmer Steak at Archer Hotel
 Cliff Family Bruschetteria
 Crush Lounge at The Meritage Resort
 earth & sky chocolates (Callstoga)
 earth & sky chocolates (Napa)
 Ember Steak at The Meritage Resort
 FARM Restaurant + Bar
 Fivetown Grocery at The Meritage Resort
 Forum at Meadowood
 Gatehouse Restaurant at The Culinary Institute of America
 Gavel at Stanly Ranch
 Grille 29 at Embassy Suites
 Harvest Table
 House Of Bletter
 La Toque
 Little Summer at Napa Valley Marriott
 Lucy Restaurant & Bar at Bardessono
 Market at Cameros Resort and Spa
 Mercantile Social at Andaz Napa
 Oakville Grocery
 Olive & Hay at The Meritage Resort
 Probar at Solage Callstoga
 RD Restaurant & Lounge
 Silverado Market and Bakery
 Sky & Vine Rooftop Bar at Archer Hotel
 Solbar at Solage Callstoga
 South Yard at Napa Valley Marriott
 The Bakery Café at CIA Greystone



Appendix CHEERS

PRINT & DISPLAY UNITS

Robb Report **TRAVEL+ LEISURE** **FOOD&WINE** **MODERN LUXURY**



Discover the landmarks of the good life.

Visit NapaValley.com

Perfected vitages, impeccable flavors, and unparalleled experiences are just a few things honed to their finest in Napa Valley. Cheers, the good life.



There's only one thing to do with the best things in life... Perfect them.

Visit NapaValley.com

Perfected vitages, impeccable flavors, and unparalleled experiences are just a few things honed to their finest in Napa Valley. Cheers, the good life.



Discover the landmarks of the good life.

Perfected vitages, impeccable flavors, and unparalleled experiences are just a few things honed to their finest in Napa Valley. Cheers, the good life.

Learn More >>

Carneros Resort and Spa



Here, luxury has deep roots.

Cheers, the good life.

Learn More >>

Visit NapaValley.com

Cheers, The Good Life

The best things in life are the experiences we share, savor, and discover. Nowhere is that more apparent than in Napa Valley, where anyone – and everyone – can experience a taste of the good life.

Appendix CHEERS

DIGITAL DISPLAY

MODERN LUXURY





 Discover the landmarks of the good life.

[Learn More >>](#)



Silverado Resort



 Discover the landmarks of the good life.

[Learn More >>](#)



Silverado Resort



 Discover the landmarks of the good life.

[Learn More >>](#)

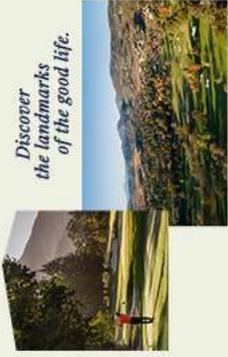


Carneros Resort and Spa



 Discover the landmarks of the good life.

[Learn More >>](#)



Silverado Resort



 Discover the landmarks of the good life.

[Learn More >>](#)

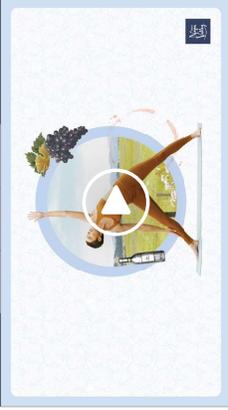


Carneros Resort and Spa

Appendix CHEERS

VIDEO

YouTube Meta



Balance

The optimal combination of varietals, soil, and Sun



Balance

The optimal combination of varietals, soil, and Sun



Cru

In French, the vines & the ever-growing environment of the vineyard



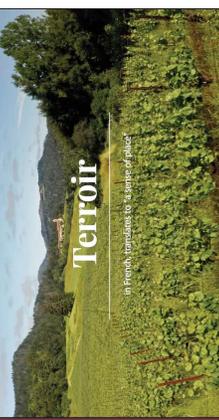
Cru

In French, the vines & the ever-growing environment of the vineyard



Terroir

In French, translates to a sense of place



Terroir

In French, translates to a sense of place



Sparkling

It's with a little extra pop and fizz



Sparkling

It's with a little extra pop and fizz

Visit Napa Valley
80529 farmers

Great ideas are like Napa Valley fine wine: in order to reach their full potential, they need to have room to breathe. #crushthatmeeting

SO IDYLIC LANDSCAPE TO STRATEGIZE YOUR BUSINESS OUTLOOK

Crush that meeting.
visitnapavalley.com/meetings

2 comments · 1 repost

Like Comment Repost Send

Visit Napa Valley
80529 farmers

Nothing inspires a team like a full sensory experience from Napa Valley. #crushthatmeeting #crushthatmeeting

If it pleases, ALL FIVE SENSES, IT MAKES PERFECT BUSINESS SENSE.

Crush that meeting.
visitnapavalley.com/meetings

2 comments · 1 repost

Like Comment Repost Send

CRUSH that MEETING

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LEARN MORE

If it pleases, ALL FIVE SENSES, IT MAKES PERFECT BUSINESS SENSE.

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LEARN MORE

SO IDYLIC LANDSCAPE TO STRATEGIZE YOUR BUSINESS OUTLOOK.

Visit Napa Valley
80529 farmers

LEARN MORE

250+ DAYS of sunshine. SCHEDULE A FEW TO HELP YOUR BUSINESS SHINE.

Visit Napa Valley
80529 farmers

LEARN MORE

HERE'S TO PRESERVING PERFECTION FOR GENERATIONS.

In Napa Valley, we have subjected generations of wineries, restaurants, hotels—all flowers of the good life and its beautiful places all home. Directly ensuring that Napa Valley remains one of the most naturally beautiful and rural places in the world is just as it always been. To discover more, go to VisitNapaValley.com/sustainability.

Visit Napa Valley
80529 farmers

Visit Napa Valley
80529 farmers

Napa Valley is always be one of the most naturally beautiful places to visit.

HERE'S TO GREEN AS FAR AS THE EYE CAN SEE.

Visit Napa Valley
80529 farmers

Green for generations to come

Learn More 1 share

Sustainable Napa Valley

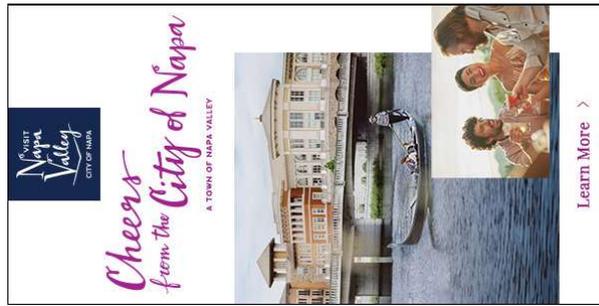
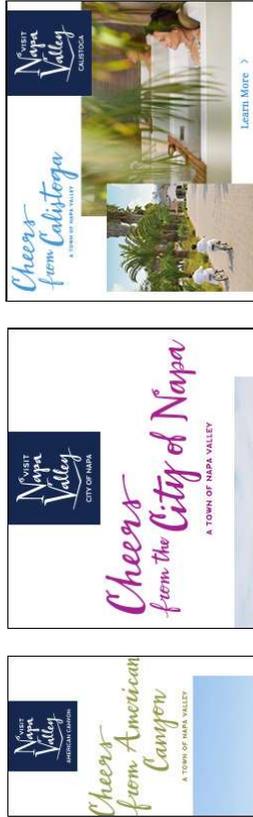
Explore more than 90 Napa Green Certified Wineries and eco-friendly hotels. An agricultural preserve since 1968, Napa Valley is renowned for sustainable tourism.

Visit Napa Valley
80529 farmers

Appendix TOWNS

DIGITAL DISPLAY

Meta Vox



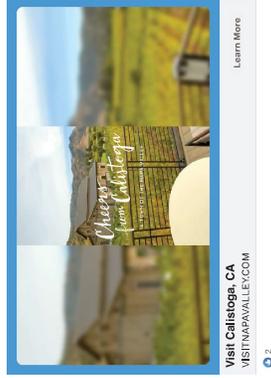
Appendix TOWNS

SOCIAL

Meta

Visit Napa Valley
4h · 3

Sip, savor, and soak up the good life.



Visit Napa Valley
4h · 3

Surround yourself with landmarks of excellent taste.



Visit Napa Valley
4h · 3

Here, the best of the good life is never more than a meander away.



Visit Napa Valley
4h · 3

Here, the good life is all about connecting you and family with the outdoors.



FAQs

FAQs CONTINUED

Napa Valley has a strong global reputation — how can continued investment in marketing help us maintain that position and stay competitive?

Ongoing investment in Napa Valley destination promotion is critical to ensure that Napa Valley and its residents continue to reap the benefits of a strong, vibrant, and strategically managed tourism economy and the enhanced quality of life for residents that results from the robust economy.

As our region continues to attract visitors and grow, how can we balance the needs of residents, businesses, and visitors when addressing traffic and crowding?

Visit Napa Valley's strategic promotion of the destination aims to attract visitors during the offpeak season and shift trips during peak season to low-occupancy periods. Visit Napa Valley works closely with agencies to support traffic reduction with shuttle buses, public transit solutions for employees, and alternative transportation modes to reduce traffic impacts. Visit Napa Valley and lodging partners continue to invest in building the Napa Valley Vine Trail, a pedestrian and bike path spanning the entire length of Napa Valley. Visitors to Napa Valley generate tax revenues that allow local governments to mitigate traffic pressures with investments in our community's infrastructure and public safety. A low unemployment rate, coupled with a tight housing market adds to traffic during worker commute times. Some workers from surrounding regions make their way to Napa Valley jobs in all employment sectors.

What is the range of job types that the tourism industry supports, and how do wages and career paths vary across those roles?

Napa Valley's tourism industry is a leading employer and offers flexible, diverse, and rewarding job opportunities for all skill levels and backgrounds. The tourism industry supports an estimated 16,000 jobs in the community (Source: 2023 Visitor Profile and Economic Impact Study by Future Partners). The majority of lodging jobs in Napa Valley offer benefit packages and retirement plans to be competitive and retain top talent. The tourism industry offers career ladders for entry level employees similar to other industries. The local tourism industry partners with the community college to provide hospitality training for employment advancement in the industry.

How are tourism strategies being designed to ensure that local communities see meaningful benefits?

Tourism provides economic, cultural, and civic benefits that improve the quality of life for all residents in Napa Valley. Visitors to Napa County spent \$2.5 billion in 2023, this equates to approximately \$18,700 per resident. Additionally, the tourism industry accounts for 16,000 local jobs and generated \$107.5 million in tax revenue for local government in Napa County. Tourism revenues allow local government to invest in services and programs that benefit all residents, including infrastructure improvements, civic amenities, and public safety. Napa Valley's reputation as a premier travel destination creates demand for a diverse range of goods, services, and cultural programs that are available for residents and visitors to enjoy. Lodging property owners make significant investments in their properties to ensure they are in line with Napa Valley's world-class reputation. These investments result in increased property tax and TOT revenues for local projects that directly benefit residents. Napa Valley's strong brand identity makes it an attractive place for an array of companies to locate including technology and manufacturing, resulting in quality employment opportunities for residents.

What role does the tourism industry play in helping address the affordable housing challenges in Napa Valley?

The tourism industry generated more than \$107.5 million in tax revenue in 2023 to fund essential services and programs throughout Napa County. Local elected leaders decide how much of those funds are used for affordable housing and other critical services. Working closely with local government, the lodging industry supported the passage of a 1% addition to the TOT, specifically designated for workforce and affordable housing. Since the inception of this tax in 2019, approximately \$5 million is collected annually to support workforce housing solutions in Napa County, totaling nearly \$25 million to date.

What is Visit Napa Valley? What is its mission?

Visit Napa Valley is the official destination marketing and management organization for Napa County. Our mission is to promote, protect, and enhance the Napa Valley destination. Visit Napa Valley's programs target consumers to build overnight stays with an emphasis on non-peak time periods including November – April (Cabernet Season) and mid-week, Sunday – Thursday nights. Our region encompasses the entire Napa County and we work closely with each of the six local jurisdictions (Calistoga, St. Helena, Yountville, City of Napa, American Canyon, and Unincorporated Napa County).

How is Visit Napa Valley funded?

Visit Napa Valley is funded through the Napa Valley Tourism Improvement District (TID), which is a two percent self-assessment by lodging properties paid by overnight visitors on lodging room nights. Additionally, some funding is derived through memberships paid by visitor-serving businesses and other partner organizations, as well as revenue generated in the Napa Valley Welcome Center Mercantile. Visit Napa Valley is a 501(c)(6) not-for-profit organization.

What is the difference between the Transient Occupancy Tax (TOT) and the Napa Valley Tourism Improvement District (TID)?

Each jurisdiction in Napa County levies a 12% Transient Occupancy Tax (TOT) on visitor stays at lodging properties. This tax revenue goes into the jurisdiction's respective General Fund budget. These funds, used at the discretion of local elected governments, pay for important municipal services such as police, fire, parks and recreation programs, roads, sidewalks, and other infrastructure. Each jurisdiction collects an additional 2% Tourism Improvement District (TID) assessment on visitor stays at lodging properties within their jurisdiction. With oversight by the Napa Valley Tourism Corporation and the Visit Napa Valley Board of

Directors, 75% of this assessment funds Visit Napa Valley's efforts in elevating and promoting the entire Napa Valley as the world's premier wine country experience. The local jurisdictions retain the remaining 25% of this TID revenue for local marketing efforts (events, local social media, etc.) with oversight by local TID advisory committees. Since 2019, an additional 1% TOT has been collected from visitors on overnight hotel stays to support local affordable housing solutions. This additional tax base is collected in all the jurisdictions with the exception of American Canyon.

In 2024, \$69 million in TOT revenue was generated for local jurisdictions and \$8 million in TID funds were collected for Visit Napa Valley's destination marketing programs.

Could the money from the NVTID be used to fund other local government priorities?

The NVTID funds are self-assessed private funds, restricted to be used specifically for tourism marketing and enhancement. The NVTID funds cannot be leveraged by local government for initiatives or projects. There is a symbiotic relationship between the two funding sources, creating an economic ecosystem. Visit Napa Valley invests the TID funds in strategically managed programs. Investment in destination marketing and promotion by Visit Napa Valley ensures that jurisdiction TOT funds continue growing to fund local community improvements and services.

What is the Visit Napa Valley budget?

For FY26, the Visit Napa Valley operating budget is \$9.3 million, including TID revenue, as well as partnership, mercantile, and other revenue sources. This is lower than many other world-class destination marketing budgets. These funds are used to maintain Napa Valley's globally competitive position, which in turn generates significant economic benefits for each jurisdiction, supporting businesses and our workforce, in addition to local municipal services.

FAQs CONTINUED

Beyond economic impact, how does tourism contribute to the well-being and vitality of our community?

The tourism industry pledged \$2.5 million to support the Napa Valley Vine Trail, a 47-mile-long walking and biking trail system that will benefit both residents and visitors. To date, more than \$2 million has been contributed. An industry-wide volunteer opportunity has been incorporated into National Travel & Tourism Week with our Tourism Gives Back initiative. Tourism workers throughout the county support a local service project in an organized work party for maximum impact. Lodging businesses regularly support more than 80 local non-profits through direct contributions, room-night donations, and volunteer service time.

If tourism in Napa Valley is already strong, why is there still a focus on increasing visitor spending and overnight stays?

Visit Napa Valley's objective is to increase tourism-related revenue through increased visitor spending and overnight stays in low-occupancy periods. From 2018 to 2023, the number of visitors to Napa Valley decreased 4.9%, from 3.9 million to 3.7 million, while visitor spending increased by 15%, from \$2.2 billion to \$2.53 billion. Visitor spending in Napa Valley on a typical day is \$7 million dollars. The average age of the visitor to Napa Valley decreased from 46 years old in 2018 to 40 years old in 2023. (Source: 2023 Visitor Profile and Economic Impact Study by Future Partners).

How are tourism development projects in Napa Valley being managed to protect the region's natural beauty and character while still supporting the local economy?

Responsible and sustainable growth and expansion are vital to the ongoing success of our community in Napa Valley. Lodging can only be developed where zoning allows it and will not encroach into open spaces and protected areas. Lodging properties generated more than \$69 million in TOT revenue in 2023. TOT Special Projects Funds are allocated by Napa County to preserve and protect natural landscapes through parks and open spaces, as well as cultural arts programs, and affordable housing.

How do I keep up-to-date on what Visit Napa Valley is doing?

Visit Napa Valley is governed by two boards of directors – the Napa Valley Tourism Corporation Board and the Visit Napa Valley Board. With oversight from both boards, as well as best-in-class business audits year after year, Visit Napa Valley continues to offer transparency and visibility into activities and operations. Visit Napa Valley proactively reports on its activities on the Visit Napa Valley Industry site. Bookmark www.VisitNapaValley.com/Industry. You can find information on Visit Napa Valley's vision, mission, and objectives; the hospitality industry's economic impact and Visit Napa Valley's reach; reports (Monthly Activity Report, Annual Recaps, STR Monthly Reports, and Campaign Recaps); toolkits to aid the local industry during crisis (COVID-19 Toolkit and Wildfire Toolkit); and other resources such as our brand guidelines. Additionally, follow Visit Napa Valley on Instagram, Facebook, X, TikTok, Pinterest, and LinkedIn @VisitNapaValley.



Connect WITH VISIT NAPA VALLEY

DEPARTMENT	COMMON QUESTIONS	CONTACT
Partnership	<p>Do you need to</p> <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	<p>Do you</p> <ul style="list-style-type: none"> Have news or new programs to share? Want to learn more about getting integrated into organic content on website, blog, newsletter, social channels? Want to learn more about our media campaigns? 	Marketing@VisitNapaValley.com
Guest Experience	<p>Do you</p> <ul style="list-style-type: none"> Have a last-minute, day-of reservation available? Want to participate in a "Partner Pop Up" event in the Napa Valley Welcome Center? 	Concierge@VisitNapaValley.com
Sales & Business Development	<p>Do you</p> <ul style="list-style-type: none"> Have a great space to host groups? Have experiences that appeal to the leisure traveler? Want to hear about trade show opportunities? 	Sales@VisitNapaValley.com
Community + Industry Relations	<p>Do you</p> <ul style="list-style-type: none"> Have news releases to share? Need to better understand visitor trends? 	communityrelations@VisitNapaValley.com
Data & Research	<p>Do you</p> <ul style="list-style-type: none"> Want to find the most current occupancy data? Have questions about the 2023 Economic Impact Report? Want to provide your team with useful visitor data specific to your business? 	Research@VisitNapaValley.com
Industry Tools	<p>Do you need to</p> <ul style="list-style-type: none"> Access to our latest reports? Learn more about industry data and trends? Download helpful resources and tools? 	www.VisitNapaValley.com/industry
Media	<p>Do you</p> <ul style="list-style-type: none"> Want to connect with Visit Napa Valley on media leads? 	Media@VisitNapaValley.com





FY2026 VISIT NAPA VALLEY ANNUAL PLAN

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Napa, CA 94559
(707) 226-5813

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