

SAVE THE DATE

FY27 Partner Programs

2026

JULY

- 15-16 Partner Pop-Ups – Napa Valley Welcome Center
- 22 Sales & Marketing Partner Update – All
- 23 Data & Insights Webinar

AUGUST

- 19-20 Partner Pop-Ups – Napa Valley Welcome Center

SEPTEMBER

- 16-17 Partner Pop-Ups – Napa Valley Welcome Center
- 24 Destination Symposium – CIA Copia

OCTOBER

- 5 Maximize Your Partnership Webinar
- 21 Sales & Marketing Partner Update – Lodging
- 21-22 Partner Pop-Ups – Napa Valley Welcome Center
- 22 Data & Insights Webinar

NOVEMBER

- 11 Partner Open House – Napa Valley Welcome Center
- 16 Restaurant Month – Kickoff
- 19-20 Partner Pop-Ups – Napa Valley Welcome Center

DECEMBER

- 14 Napa Valley Official Visitor Magazine Launch

2027

JANUARY

- 20 Sales & Marketing Partner Update – All
- 21-22 Partner Pop-Ups – Napa Valley Welcome Center
- 28 Data & Insights Webinar

FEBRUARY

- 3 Maximize Your Partnership Webinar
- 18-19 Partner Pop-Ups – Napa Valley Welcome Center

MARCH

- 18-19 Partner Pop-Ups – Napa Valley Welcome Center

APRIL

- 15-16 Partner Pop-Ups – Napa Valley Welcome Center
- 21 Sales & Marketing Partner Update – Lodging
- 29 Data & Insights Webinar

MAY

- 11 Partner Open House – Napa Valley Welcome Center
- 19-20 Partner Pop-Ups – Napa Valley Welcome Center

JUNE

- 16-17 Partner Pop-Ups – Napa Valley Welcome Center
- 23 Summer Social

*all dates subject to change