



RESTAURANT MONTH

NAPA VALLEY



2025 RECAP

Napa Valley Restaurant Month, produced by Visit Napa Valley during January 2025, incorporated high visibility promotional tactics including:

PRINT ADS • DIRECT MAIL PIECES • SOCIAL MEDIA CONTENT • INSTAGRAM REELS & STORIES
EMAIL MARKETING CAMPAIGNS • RADIO • NEWS COVERAGE • WEBSITE

To engage audiences at all touch points.

Numbers At-A-Glance

WEBSITE



114,000+

VIEWS OF RESTAURANT MONTH
LANDING PAGE



5:32

MINUTES - AVERAGE
TIME ON SITE



62

PARTICIPATING
BUSINESSES

SOCIAL

116,000

TOTAL VIEWS & IMPRESSIONS
ON INSTAGRAM

74

HOURS OF CONSECUTIVE
WATCH TIME ON INSTAGRAM

3,000

LIKES, SHARES, AND
ENGAGEMENT

PLATFORMS

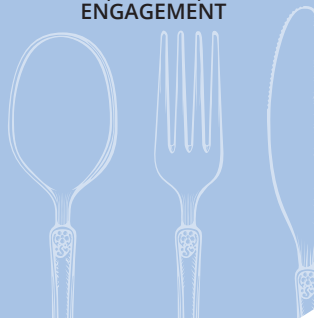


57,000+

STORY VIEWS

51

RESTAURANT MONTH
INSTAGRAM STORIES SHARED



Find inspiration and more information at VisitNapaValley.com/industry

Napa Valley Restaurant Month - January 2025

Numbers At-A-Glance Cont.

DIRECT MAIL & PRINT ADS

Visit Napa Valley deployed convenient, creative, and actionable marketing materials.

Direct mailer to **62,000+** homes



1,300

QR SCANS FROM DIRECT MAILER*

Print ad with **36,000** total impressions



260

QR SCANS FROM PRINT AD*



*QR code scans leading to Napa Valley Restaurant Month landing page

EMAIL MARKETING CAMPAIGNS



206,000

TOTAL CONSUMER NEWSLETTER SUBSCRIBERS OVER 4 SENDS



106+%

IMPRESSIONS YEAR OVER YEAR



3,200

CLICKS TO RESTAURANT MONTH LANDING PAGE

SURVEY RESULTS & TESTIMONIALS

100%

OF RESPONDENTS INDICATED THAT THEY WILL PARTICIPATE IN NEXT YEAR'S NAPA VALLEY RESTAURANT MONTH PROGRAM

75%

OF RESPONDENTS INDICATED THAT CUSTOMERS MENTIONED NAPA VALLEY RESTAURANT MONTH AS THEIR REASON FOR VISITING THE ESTABLISHMENT

75%

OF RESPONDENTS SHARED THAT THEY SAW INCREASED TRAFFIC AS COMPARED TO A TYPICAL JANUARY

“

We really appreciated the opportunity to run the offering the entire month.

”

“

Locals LOVE Napa Valley Restaurant Month!

”

“

Great event, thank you.

”

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