



Driving Visibility for St. Helena! & All of Napa Valley

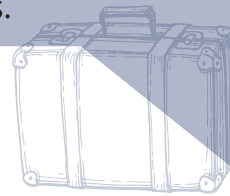
Visit Napa Valley deploys paid advertising tactics in addition to messaging noteworthy content through its owned channels (website, social channels, blog, newsletter, and welcome center), layered with earned media and active public relations outreach.



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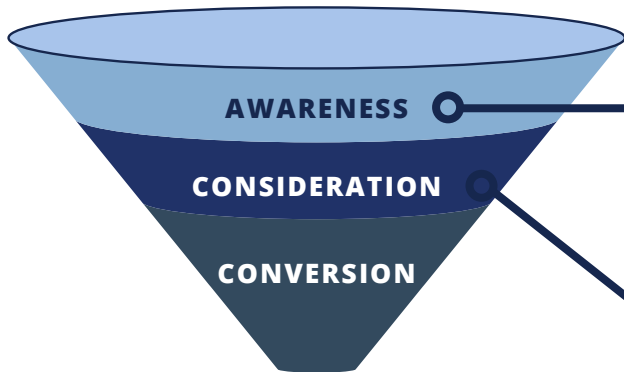
ST. HELENA BUSINESSES ACTIVELY PARTNERING WITH VISIT NAPA VALLEY

With a strong integrated marketing and sales approach, including a robust mix of **paid**, **earned**, and **owned media**, Visit Napa Valley creates awareness, desire, and intent; resulting in conversions, bookings, and overnight stays to Napa Valley towns.



Paid MEDIA

MARKETING MEDIA CAMPAIGN FUNNEL



OVERARCHING NAPA VALLEY CONTENT

Digital ad units that help build and enhance the Napa Valley brand to drive awareness about Napa Valley.



80 MILLION IMPRESSIONS

TOWN-SPECIFIC CONTENT CAMPAIGN

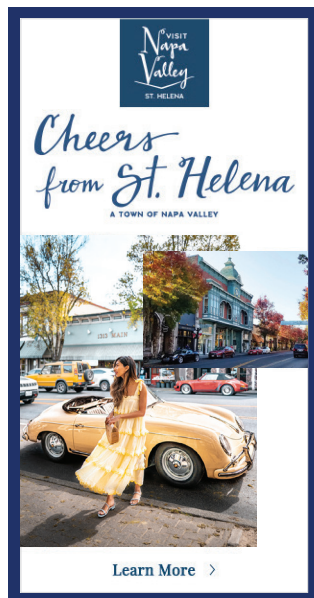
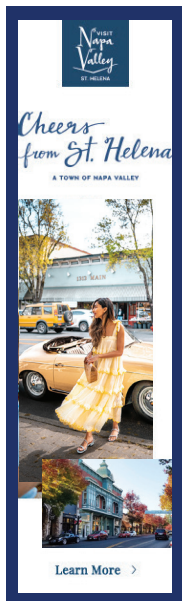
Running February 2024 through June 2024, featuring digital ad units designed to **inspire** and **inform** audiences about **St. Helena's** unique sense of place within Napa Valley and the experiences specific to **St. Helena**.



20 MILLION+ IMPRESSIONS

AD UNITS FEATURED ON SITES LIKE

hulu SFGATE TRAVEL+ LEISURE
Robb Report MODERN LUXURY



To learn more about other paid media campaign efforts go to [VisitNapaValley.com/Industry](https://www.VisitNapaValley.com/Industry)

VISIT NAPA VALLEY DRIVES MARKETING RESULTS



Owned MEDIA REACH



2.7 MILLION

VISIT NAPA VALLEY WEBSITE VISITS



816,000

CLICKS TO VISIT NAPA VALLEY PARTNER WEBSITES



115,000

CLICKS TO *ST. HELENA* PARTNER WEBSITES



243,000

CLICKS TO *ST. HELENA* BUSINESSES



25,000+

CLICKS TO *ST. HELENA* PARTNER RESERVATION & BOOKING WEBSITES

CONSUMER NEWSLETTER PUBLISHED TO



50,000

DEDICATED VISIT NAPA VALLEY EMAIL SUBSCRIBERS

TWICE PER MONTH

90% OF THESE NEWSLETTERS MENTION *ST. HELENA* CONTENT OR BUSINESSES



367,000

SOCIAL MEDIA FOLLOWERS

PLATFORMS



Earned MEDIA

Active media and public relations outreach, leveraging the unique attributes of each town in Napa Valley, to generate positive stories and impressions. All Familiarization Trips (FAMs) organized by Visit Napa Valley include visibility for all 5 towns.

ST. HELENA UNIQUE ATTRIBUTES = WORLD-CLASS ADVENTURES



500 MILLION+
EARNED MEDIA IMPRESSIONS

RECENT PRESS FEATURED IN

VERANDA **InStyle** **Forbes** TRAVEL+ LEISURE

Travel Trade BUSINESS DEVELOPMENT

Visit Napa Valley engages with travel advisors and tour operators to increase both domestic and international visitation to the valley.



ALL FAM TRIPS INCLUDE *ST. HELENA*

11,000

ACCESS TO TRAVEL TRADE CONTACTS

Group Sales BUSINESS DEVELOPMENT



400+

LEADS DISTRIBUTED



LEADS RESULTING IN

104,000

POTENTIAL ROOM NIGHTS

Check out VisitNapaValley.com/Industry for more information.