

VISIT NAPA VALLEY

JANUARY 15, 2020

FY20 Mid-Campaign Review

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Paid Media Summary (Jul – Dec)

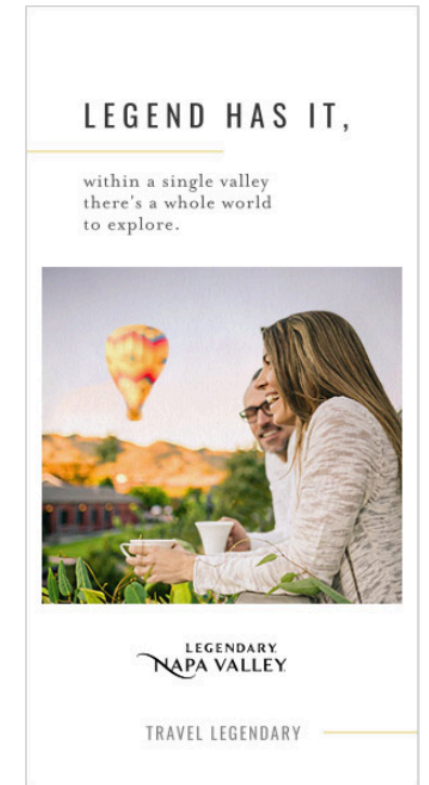
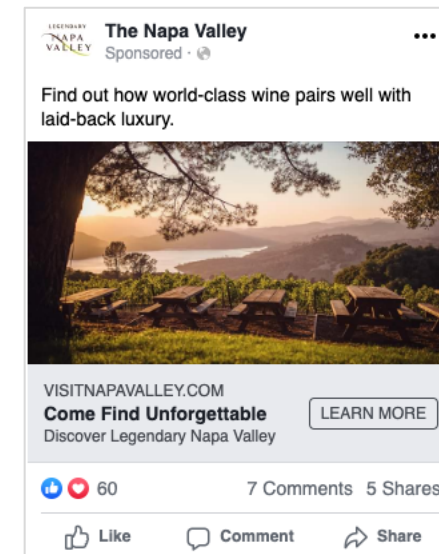
A layered media campaign was developed to generate awareness of the Napa Valley among luxury, aspirational and value travelers, inspiring qualified travelers through a combination of digital media and print.

The paid media campaign has delivered 47.6 million impressions and 150.6K site sessions, with sessions lasting an average of 37-seconds in duration.

Media Layer	Impressions	Clicks	CTR	Sessions	Avg. TOS
Luxury	9,320,467	28,625	0.31%	24,968	00:28
Aspirational & Value	8,522,035	14,594	0.17%	12,551	00:13
Group	5,161,223	10,821	0.21%	4,996	00:25
Local	1,653,197	1,252	0.08%	931	00:49
Always On	22,926,086	127,150	0.55%	107,174	00:42
Totals	47,583,008	182,442	0.38%	150,588	00:37

The Luxury layer was successful, meeting or exceeding all goals for the first half of the campaign

- Nearly 25K VNV site sessions were tracked, along with 337 partner referrals
- Facebook & GDN helped to pull Luxury audiences through to the website, driving 15.3K VNV site sessions



WSJ exceeded all benchmarks, delivering 17% more impressions than anticipated

- OFFDuty 50 Holiday Sponsorship delivered 8.5 times more impressions than anticipated, with a strong 0.16% CTR
- Run of network ad units, targeting high HHI and net worth individuals were top performers, delivering a strong CTR of 0.32%
- 7.2K VNV site sessions were tracked from WSJ placements

THE WALL STREET JOURNAL
English Edition | October 6, 2019 | Print Edition | Video
Home World U.S. Politics Economy Business Tech Markets Opinion Life & Arts Real Estate WSJ Magazine Search

LEGEND HAS IT.
Within a single valley there's a whole world to explore.

CARS | RUMBLE SEAT
SAVE SHARE AA TEXT 34

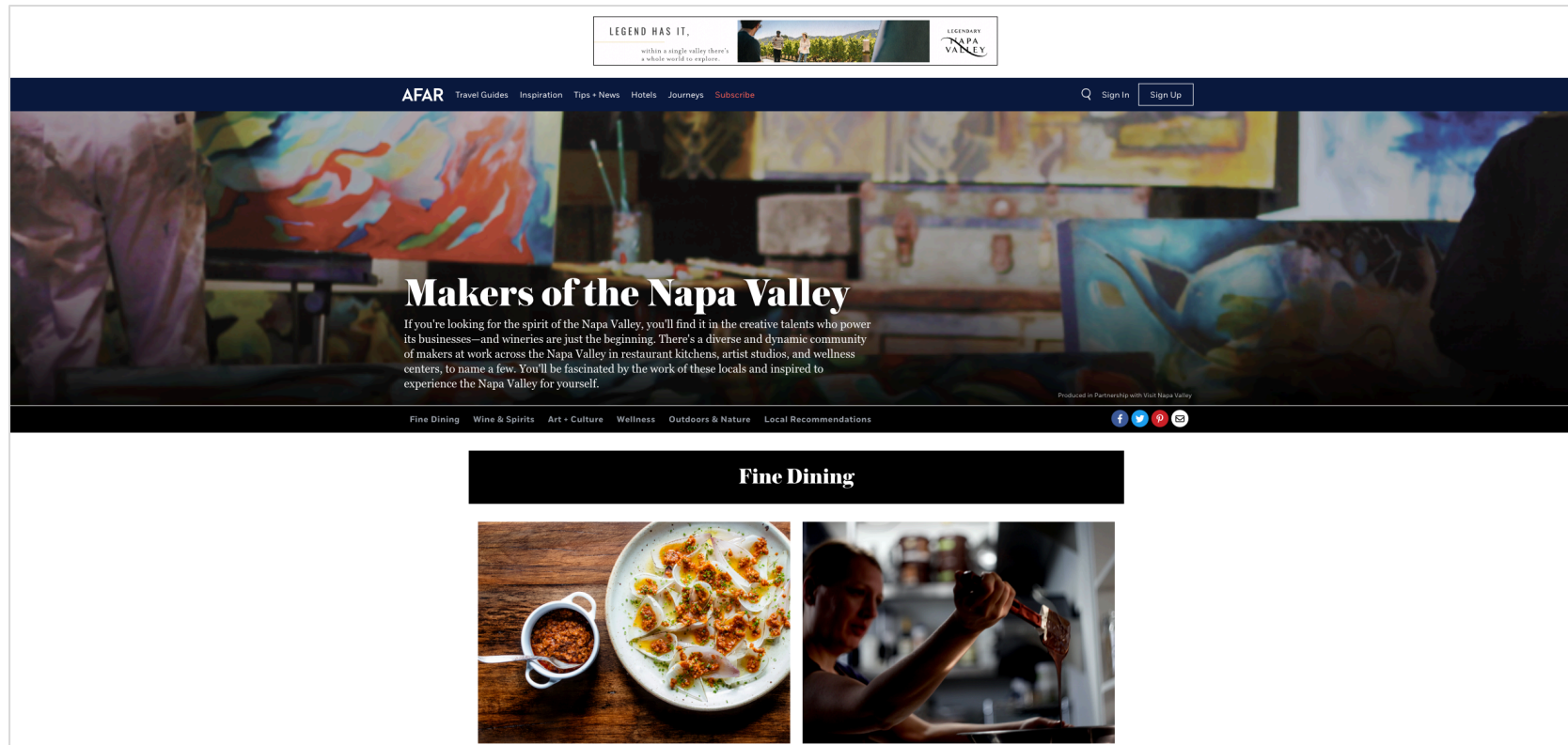
The Next Tesla? Rimac's All-Electric Hypercar Is Built to Race the Big Boys

Mate Rimac has crafted ingenious battery tech for the likes of Aston Martin and Koenigsegg. Now the 31-year-old Croatian engineer has built his own beast in the Rimac C_Two, an all-electric hypercar that puts out 1,914 hp. Dan Neil sits down with 'the next Elon Musk'.

Jeep THE ALL-NEW 2020 GLADIATOR
100% TRUCK 100% JEEP FREEDOM

LEGEND HAS IT.
the weekend can start at the start of the week.

THE OFF DUTY 50
A Guide to 50 Holiday Gifts:
Functional vs. Fun?



AFAR Makers content reached highly engaged AFAR readers through a new Makers content hub

- 2,010 Pageviews have been tracked with 871 VNV site sessions driven by article content
 - Those reaching VNV's site spent an average of 03:23, recording 252 partner referrals
- 1,852 Video views have been generated through the hub

In addition to digital exposure, a full-page spread ran in the November/December issue of AFAR Magazine, delivering 1.1 million impressions.

LEGEND has it,
the weekend
can start at the start
of the week.

LEGENDARY NAPA VALLEY

In the Napa Valley, there's no such thing as a Monday—there's only today. And today, you can do anything. Wander through beautiful vineyards or a Main Street gallery, enjoy a full body massage or a full-bodied red. Whatever you choose, the day is yours for the making.

START YOUR JOURNEY AT VISITNAPAVALLEY.COM | #VISITNAPAVALLEY

PAID ADVERTISEMENT

BEYOND THE EXQUISITELY MANICURED VINEYARDS AND GENTLY UNDULATING VALLEY FLOOR, THERE'S MUCH TO BE DISCOVERED IN THE NAPA VALLEY. THOUGH IT'S A MERE 30 MILES LONG AND A FEW MILES WIDE, THE VALLEY'S VINEYARD-COVERED, ROLLING HILLS ARE HOME TO MORE THAN 400 WINERIES, 150 RESTAURANTS AND 130 LODGING ACCOMMODATIONS NOT TO MENTION A VARIETY OF OUTDOOR ACTIVITIES, EVENTS AND CULTURAL INSTITUTIONS. SO, YOU MIGHT NOT BE ABLE TO EXPERIENCE EVERYTHING. BUT ODDS ARE YOU WILL WANT TO RETURN.

LEGENDARY NAPA VALLEY

Cabernet Season Is the Best Time to Visit The Napa Valley

The Napa Valley is blooming and beautiful throughout winter and spring. It's this time of year that we refer to as Cabernet Season. After the grapes are harvested, the valley takes on a slower pace than usual.

and coral. Winter is known for the beauty of the blooming yellow mustard in the vineyards and vibrant green mountains. No matter the season, it's the perfect backdrop for photos or to simply admire.

GO CAB TASTING (OF COURSE)

Enjoy intimate wine tasting experiences like sipping Cabernet straight from the barrel, blending your own bottle, or sampling wine using all five of your senses in a sensory room experience.

COZY UP

There are few places more romantic than sipping a glass of wine by a crackling fire. From the blazing indoor hearths to outdoor fire pits and the ultra-desirable restaurant tables seated fireside, the possibilities for romance are endless.

ADMIRE THE ARTS

Overflowing with culture and creative minds, the valley is perfect for pondering art's greater meanings. City art walks are made to meander, sculptures rise above many a vineyard, and in the evenings jazz clubs, bars, and performing art centers come alive with live music.

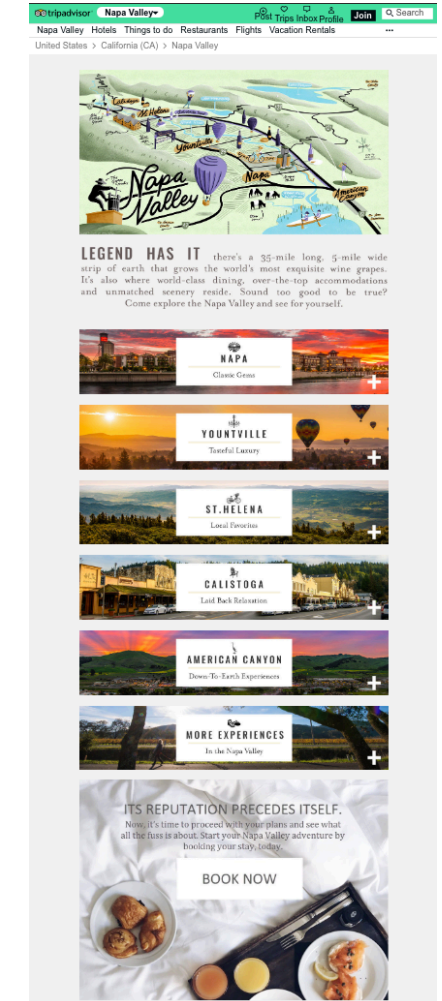
BIG, BOLD COLORS

Go for a joyride down Highway 29 and the Silverado Trail. During the fall, the valley is awash with bright golds, vibrant reds, russets

LEGENDARY NAPA VALLEY

Adara and TripAdvisor combined to reach prospective Aspirational and Value travelers, connecting users with VNV content to explore further

- Adara reached interested audiences with an average CTR of 0.20%, driving 11K site sessions
- Napa Valley's Advertorial Hub on TripAdvisor.com, generating 122K hub impressions
 - 1.7K VNV site sessions were tracked with an average duration of 00:46



The Group campaign has driven 5K sessions to the VNV site with an average duration of 25-seconds

- Ad engagement for banners and social ads is strong, with Viant posting a 0.16% CTR and LinkedIn 0.25%
- Search continued to reach the most qualified user tracking an average TOS of 35-seconds



Display banners and Facebook ads launched in December, to reach local markets and inspire Welcome Center Visitation

- 931 site sessions were tracked, with users spending an average of 49-seconds on site
- Display banners performed in-line with benchmarks, delivering a 0.07% CTR and drove 89% of site sessions
- Facebook ads reached nearly 14K users

LEGENDARY NAPA VALLEY **The Napa Valley** Sponsored · 🌐

At the Napa Valley Welcome Center, we put our local expertise to work to help you plan your perfect Napa getaway.

EXPERIENCE NAPA LIKE A LOCAL.

LEGENDARY NAPA VALLEY

VISITNAPAVALLEY.COM
Experience Napa Like A Local [LEARN MORE](#)

👍❤️ 46 7 Comments 2 Shares

👍 Like 💬 Comment ➦ Share

NOT SURE WHERE TO START?

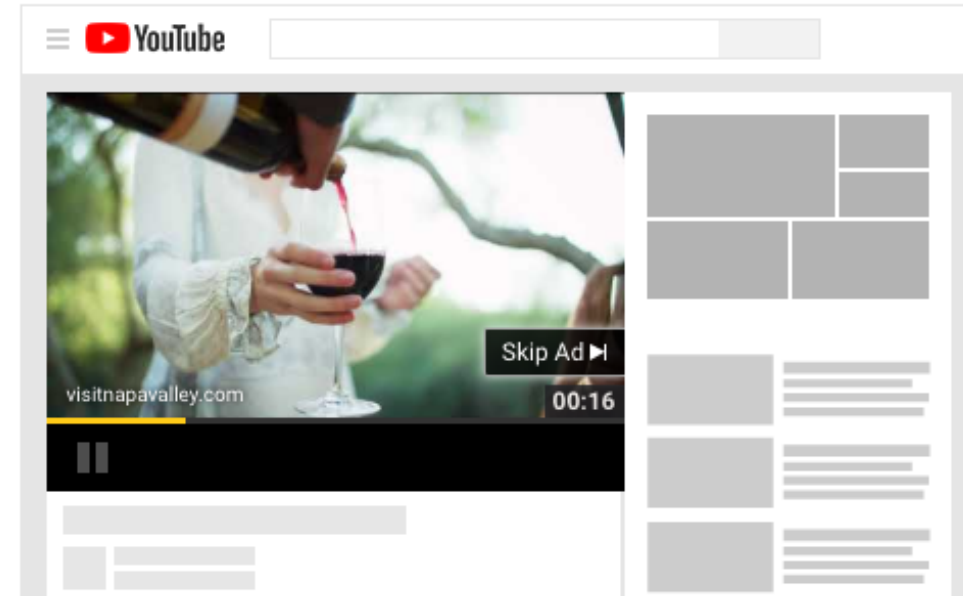
Start here. The Napa Valley Welcome Center.

LEGENDARY NAPA VALLEY

Learn More >

The Always On layer delivered the strongest overall ad engagement (0.55% CTR) and accounts for the vast majority of site traffic from the ad campaign

- Search reached the most qualified user with a 7.7% CTR while driving nearly 15K site sessions with an average TOS of nearly 2.5 minutes
- YouTube videos have generated 346K video views at a 48% completed view rate, well above goal of 35%
- Google Display Network tracked the second highest CTR (0.59%) and TOS (00:27), accounting for 44% of sessions (43K) for the layer

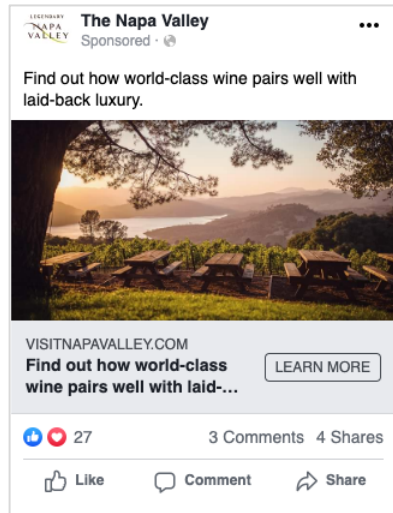
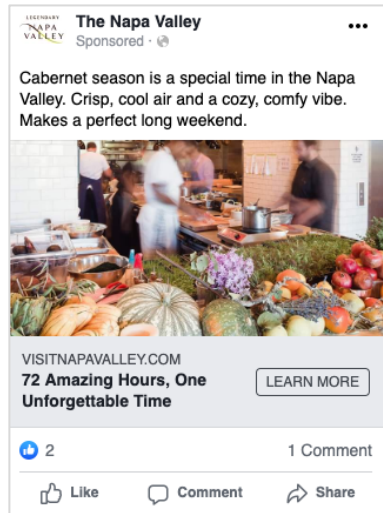


Head to the Napa Valley

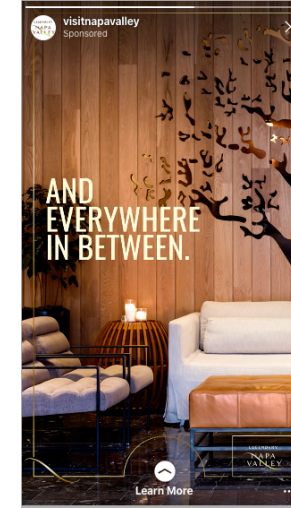
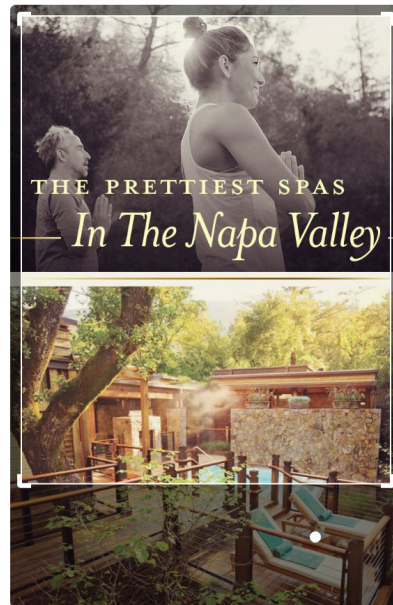
Restaurants are cooking, tasting rooms are pouring and hotels are ready with hospitality.
Visit Napa Valley



Facebook single image ads out performed carousels, with a 0.50% CTR and drove nearly 20K site sessions.



Pinterest drove awareness through a combination of video pins and standard pins, tracking nearly 20K video views, with traffic driving pins delivering 8K site sessions



Engagement with Instagram Stories was also very strong with a 0.44% CTR and 32K thru plays.

Thank you.

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