

# Approachable Luxury



Investing in a paid digital campaign designed to promote the wide range of accommodations, winery, and dining options, in all price points, in Napa Valley.

INITIAL INVESTMENT

\$75,000

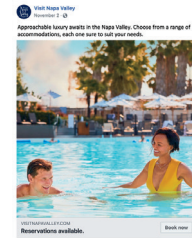
PAID DIGITAL CAMPAIGN

A perfect tool to address the media narrative of recent months that suggests Napa Valley is only accessible to the ultra-wealthy.

## AD UNITS

Ad units on Google Display Network and Facebook target consumers with Napa Valley already in the awareness and consideration set.

Using descriptive and inviting categories to pique reader's interest and exploration, the ad campaign links to pages on VisitNapaValley.com that communicate price **without** ever saying "price."



### Approachable and Elevated Napa Valley

Approachable luxury awaits you.  
Delight in the beautiful scenery, fill your glass, and renew your spirit with a trip to Napa Valley.

Select an option to find a Napa Valley experience to suits your style:

**LODGING**

**WINERIES**

**RESTAURANTS**

Check out these diverse lodging options

## WEBSITE LANDING PAGES

Users reach interactive landing pages full of resources and information featuring the vast array of diverse options that promote Napa Valley's approachable luxury.

### WHAT'S YOUR LODGING STYLE?

Efficient & Practical

Approachable & Established

Entourage Friendly

Historic & Cozy

Urban Chic

Wine Country Charm

Secluded Escape

Refined Luxury

WHICH ACCOMMODATION IS RIGHT FOR YOU?

### WHAT'S YOUR FAVORITE CUISINE?

Food Trucks

Sandwiches & Takeaway

Casual Eats

Local Favorites

Small & Shareable Plates

Surf & Turf

Inspired Cuisine

Fine Dining Splurges

WHICH EATERY IS RIGHT FOR YOU?

### WHAT'S YOUR WINERY STYLE?

Novice

Social

Epicurean

Iconic

Adventurous

Eco-Conscious

Connoisseur

VIP

WHICH WINERY IS RIGHT FOR YOU?

Whether guests are searching for their ideal **PLACE TO STAY**; the perfect spot to **DINE**; or their ideal **WINERY EXPERIENCE**, a range of options are viewable and clickable – from boutique and cozy to full-service and luxe accommodations; from savory dishes at food trucks or Michelin-starred restaurants; and tastings at a diverse range of wineries and tasting rooms sure to fit any style, **the breadth of product offerings from Napa Valley is on full display.**

# Approachable Luxury



 **Visit Napa Valley**  
November 2, 2022 · 🌐

Napa Valley invites you to delight in the simple luxuries of delicious food, a great vintage, and beautiful scenery.



VISITNAPAVALLEY.COM  
**Approachable luxury awaits.** [Book now](#)

👍 19 2 shares


 **Visit Napa Valley**  
November 2, 2022 · 🌐

Fill your glass and expand your view with the wide range of wine tastings unique to Napa Valley.




VISITNAPAVALLEY.COM  
**50+ Tastings Under \$50** [Book now](#)

👍❤️ 16 1 share

 **Visit Napa Valley**  
August 10, 2022 · 🌐

Occasionally, it actually is all about the destination.



VISITNAPAVALLEY.COM  
**Cheers, The Good Life.** [Learn more](#)  
Your trip to Napa Valley awaits

👍 1 2 shares

[Share](#)

