

2024-2025 CONTENT CAMPAIGNS FY2025



At-A-Glance



**JULY
2024**

- Summer Vacation •
- Family Travel •
- Outdoors in Napa Valley •



**AUG
2024**

- Summer Vacation •
- Family Travel •



**SEPT
2024**

- Harvest •



**OCT
2024**

- Harvest • Wine 101 •
- Autumn Activity •



**NOV
2024**

- Wine 101 • Thankful •
- Holiday • Cabernet Season •



**DEC
2024**

- Holiday • Cabernet Season • New Year's Eve •
- Restaurant Week •



**JAN
2025**

- Restaurant Week •
- Cabernet Season • Wellness •
- New Year, New Everything •



**FEB
2025**

- Mustard Season •
- Valentine's Day •



**MAR
2025**

- Spring Has Sprung •
- Destination Stewardship •



**APR
2025**

- Destination Stewardship •
- Earth-Friendly Practices •
- Wellness •



**MAY
2025**

- Live Music •



**JUNE
2025**

- Summer Sipping •
- Summer Fun •

WEBSITE, BLOGS & SOCIAL MEDIA FY2023



At-A-Glance



2.7 MILLION
WEBSITE VISITS



6.2 MILLION
WEBSITE PAGE VIEWS



2 MILLION
WEBSITE USERS



816,000
PARTNER WEBSITE
REFERRALS



50,000
DEDICATED EMAIL
SUBSCRIBERS



1.1 MILLION
EMAIL CAMPAIGN
IMPRESSIONS



45 MILLION+
SOCIAL IMPRESSIONS



1.1 MILLION+
SOCIAL ENGAGEMENTS



116,000
LINK CLICKS
FROM SOCIAL



417,000+
FOLLOWERS
AND COUNTING

DON'T FORGET TO TAG US IN YOUR STORIES!
WE'RE ALWAYS SHARE FUN THINGS.



*CALENDAR YEAR TO DATE MAY 2023 TO APRIL 2024

LETS GET SOCIAL @VisitNapaValley #VisitNapaValley