2024-2025 CONTENT CAMPAIGNS FY2025 At-A-Glance





- Summer Vacation
 - Family Travel
- Outdoors in Napa Valley



- Harvest Wine 101 •
- Autumn Activity



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



- Destination Stewardship
- Earth-Friendly Practices
 - Wellness •



- Summer Vacation
 - Family Travel •



Harvest



- Wine 101 Thankful •
- Holiday Cabernet Season •



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



- Mustard Season
- Valentine's Day



- Spring Has Sprung
- Destination Stewardship •



• Live Music •



- Summer Sipping
 - Summer Fun •

WEBSITE, BLOGS & SOCIAL MEDI At-A-Glance





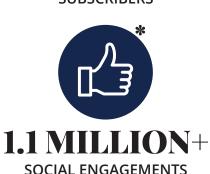






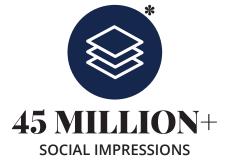
PARTNER WEBSITE













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















*CALENDAR YEAR TO DATE MAY 2023 TO APRIL 2024