

VISIT NAPA VALLEY MARKETING CAMPAIGN Summer Amplification



OPPORTUNITY

Address slower business, traffic, and revenue concerns at Napa Valley hotels, wineries/ tasting rooms, and restaurants.

TACTICS

Invest in a summer media campaign that runs from June–September 2023.

\$300,000
INVESTMENT

HIGH IMPACT UNIT & CUSTOM CONTENT PARTNER PUBLISHER CHANNELS

VINEPAIR FOOD & WINE
**TRAVEL +
LEISURE**

**3 MILLION EXPECTED
IMPRESSIONS**



FOOD & WINE & TRAVEL + LEISURE
TITAN UNIT AD

HIGH PERFORMANCE CHANNELS

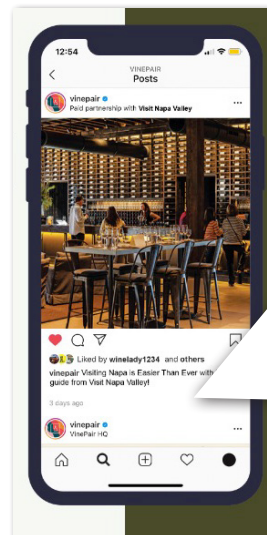


**6.5 MILLION
EXPECTED
IMPRESSIONS**



META & GOOGLE DISPLAY
NETWORK ADS

**5.3 MILLION EXPECTED
IMPRESSIONS**



PARTNER
**Visiting Napa is
Easier Than Ever
with this Guide**
WORDS: VINEPAIR STAFF

VINEPAIR CUSTOM
CONTENT SOCIAL
PROMOTION

**87K EXPECTED SITE SESSIONS TO VISITNAPAVALLEY.COM LANDING PAGES.
DRIVING INCREASED VISIBILITY TO PARTNERS.**