



STRATEGIC PILLARS



LONG-RANGE PLAN FY24-FY26

KEY INITIATIVES

STRATEGIC MARKETING & SALES PROGRAMS

- Own the Napa Valley brand as the authentic wine and lifestyle destination.
- Drive destination demand with identified market segments – leisure traveler (domestic and international); group and travel trade (meetings/incentive planners and luxury travel advisors); local/resident constituents; and workforce.
- Inspire need-period travel.
- Communicate destination stewardship and protection of the natural resources in Napa Valley.

COLLABORATIVE DESTINATION MANAGEMENT

- Explore the feasibility of developing a Destination Master Plan.
- Ensure a seat at the table during discussions about common community and hospitality industry challenges.
- Advocate for destination stewardship and protection of the natural resources in Napa Valley.

PROACTIVE PARTNERSHIP & COMMUNITY ENGAGEMENT

- Usher and ensure the Napa Valley Tourism Improvement District (TID) renewal for the next 10-year term spanning 2025-2035.
- Expand government advocacy efforts (local, state, and national) to promote the health of the tourism industry.
- Communicate to residents the value and economic impact of tourism on the local community and economy.
- Sustain and continue to build strong and positive relationships with industry partners.

ORGANIZATIONAL EXCELLENCE

- Foster an environment that attracts and retains high-level talent.
- Deliver tourism and hospitality industry thought leadership.
- Maintain transparency of business activity and governance.

WHO WE ARE

Visit Napa Valley is the official destination marketing organization for Napa County. We promote the region as an attractive travel destination and enhance its public image as a dynamic place to visit, live, and work.

VISION

Elevate Napa Valley as the world's premier wine country experience.

MISSION

Promote, protect, and enhance the Napa Valley Destination.

TARGETS

- Increase annual website visits by 5% through paid, owned, and earned initiatives.
- Increase annual partner referrals from Visit Napa Valley website to partner websites by 5%.
- Stabilize to demand trends based on 2019 benchmarks.
- Increase mid-week and off-period occupancy by 5% from 2019 benchmarks.
- Launch Napa Green Lodging program pilot with seven lodging partners and add at least five new participants by 2025.

- Prepare and implement the RFP process for a destination master plan by 2026.
- Facilitate at least two annual multi-party discussions, including both public and private sectors, to lend perspective on the economic impact of tourism.
- Partner with sustainability advocates to implement and track sustainable tourism initiatives.

- Draft the finalized Management District Plan (MDP) governing the Napa Valley Tourism Improvement District (TID) for 2025-2035.
- Launch Napa Valley 101 - Tourism and Hospitality Education Program by Q4 of calendar year 2024.
- Maintain overall partner retention rate of 95% and grow the partnership restaurant category by 10%.
- Inform, inspire, and engage the hospitality community with thought leadership through industry-wide touchpoints such as annual Destination Symposium and Visit Napa Valley Partner events.

- Align staff responsibilities with organizational priorities.
- Deliver results of a 2023 Visitor Profile & Economic Impact Study by February of 2024 and pursue the 2025 study.
- Deliver best in class audits that meet or exceed industry standards with no reportable conditions.
- Uphold Compliance and Board Governance in accordance with the Management District Plan and Board bylaws.

ALLOCATION OF TIME & RESOURCES

75%

10%

10%

5%