

#NapaValleyDreaming



The Napa Valley Dreaming campaign spotlighted one town per month through newsletter and blog content, an integrated #NapaValleyDreaming social media campaign and partner pop-ups in the Napa Valley Welcome Center, including a kick-off celebration for each town.

Sep
Calistoga

Oct
St. Helena

Nov
Yountville

Dec
Napa

Jan
American Canyon

Social Media

118 Posts & Stories on Facebook, Instagram, LinkedIn, Twitter, TikTok

5M Total Impressions

VisitNapaValley.com

9k Town Landing Page Visits

19 Blog Posts

Partner Amplification

2.4k Partner website referrals from VisitNapaValley.com and @VisitNapaValley social media

Consumer Email

Featured in 8 emails

365k Total Reach

37% Open Rate

5.4% Click-through Rate

Win a Getaway Photo Contest

3.2k Photo Entries

22 Partner Prize Donations

Napa Valley Welcome Center

- VIP Kick-off Event for each town
- Featured town images & videos on big screen the entire month
- **70** Partner pop-up activations

Public Relations

- Press Release sent to **50+** local & regional contacts
- 2-hour live radio broadcast at the Napa Valley Welcome Center
- Industry partner profiles in the *Napa Valley Register*
- Town partner interviews on *KVON's Wine Country Radio*
- *Napa Valley Register* column authored by President & CEO, Linsey Gallagher
- **210** *KVON* & *KVYN* local radio commercial spots