A scenic aerial view of the Napa Valley during autumn. The foreground shows rolling hills with vineyards in shades of yellow and orange. In the middle ground, a small town with colorful autumn foliage is visible. The background features hazy, blue-toned mountains under a sky with soft, white clouds. A single hot air balloon is floating in the upper center of the frame.

Napa Valley Tourism Update & Annual Report to Napa County Board of Supervisors



Dec. 14, 2021

Linsey Gallagher

President & CEO
Visit Napa Valley

Linsey@VisitNapaValley.com





- **Destination management organization for Napa County.**
- **Mission: Promote, protect, and enhance the Napa Valley destination.**
- **Enhance wine country's public image as a dynamic place to visit, live, and work.**



THE NAPA VALLEY WELCOMED A TOTAL OF

3.85 million

VISITORS



Overnight guests grew
2.5X
more than day trips

↑
+5.3%

↑
+13.7%

VISITORS TO NAPA VALLEY SPENT

\$2.23 billion

SUPPORTING LOCAL BUSINESSES



Almost **70%**
of spending
generated
by overnight
hotel guests

Direct visitor spending
outpaced visitor growth
by almost
2X

Direct Visitor
Spending

↑
+15.4%

Visitor
Growth

↑
+8.9%

NAPA VALLEY'S VISITOR INDUSTRY GENERATED

\$85.1 million

IN TAX REVENUE FOR LOCAL SERVICES



Services



Recreation
& Trails



Public
Safety



Road
Improvements

The tourism industry
supports
an estimated
16,000
jobs
in the community

With a combined
payroll of nearly
\$500
million

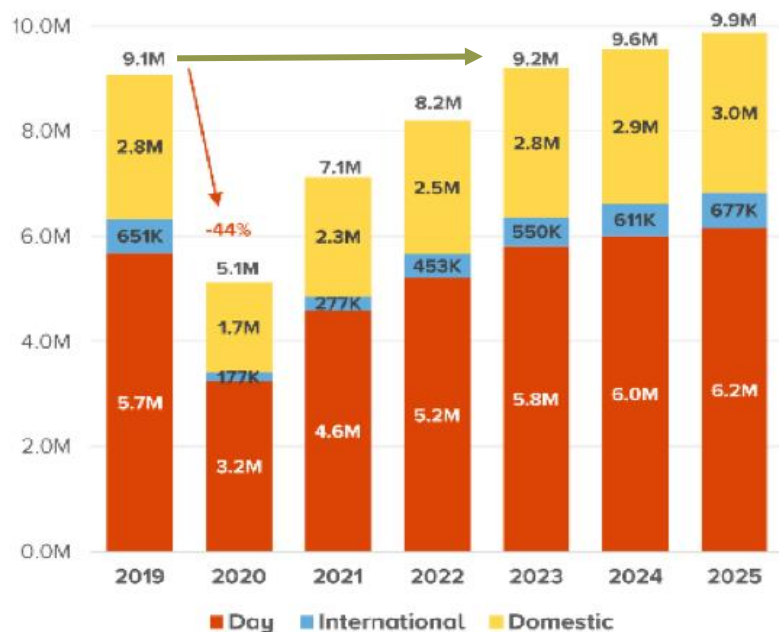
The **2nd** largest employer in Napa County

VISITOR VOLUME & SPENDING FORECAST

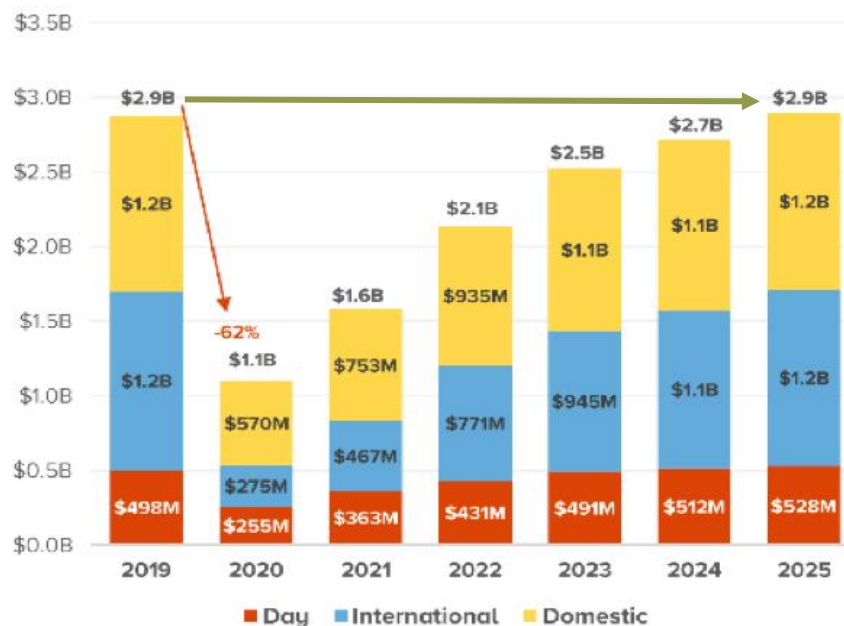
WINE COUNTRY VOLUME & SPEND



Visitor Volume

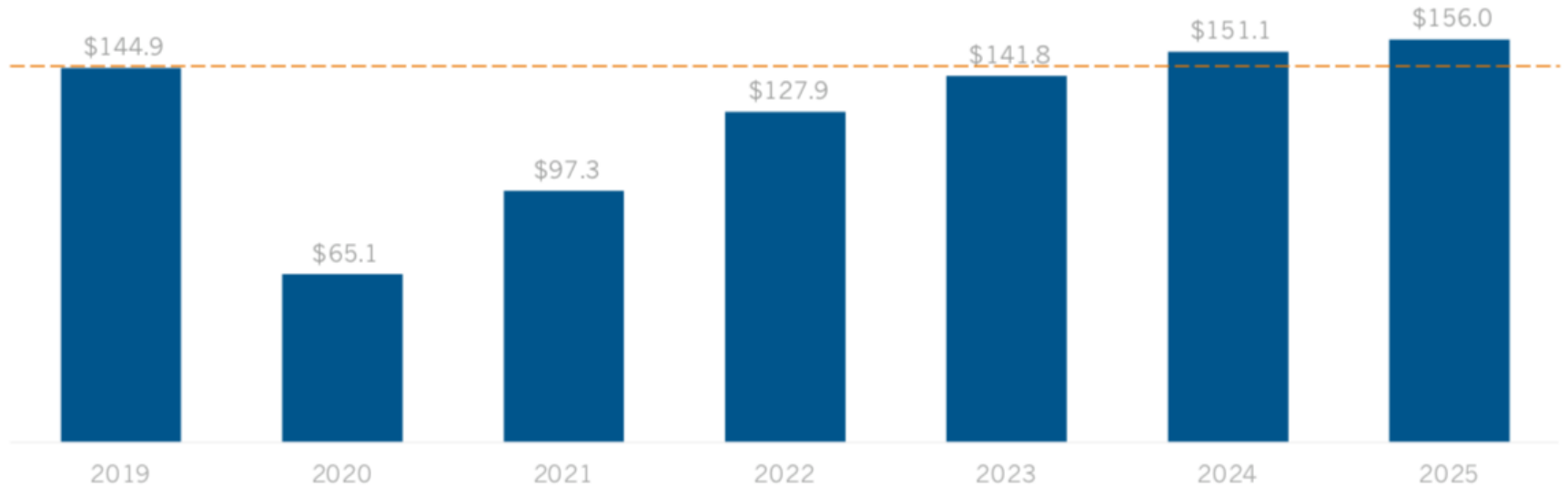


Visitor Spend



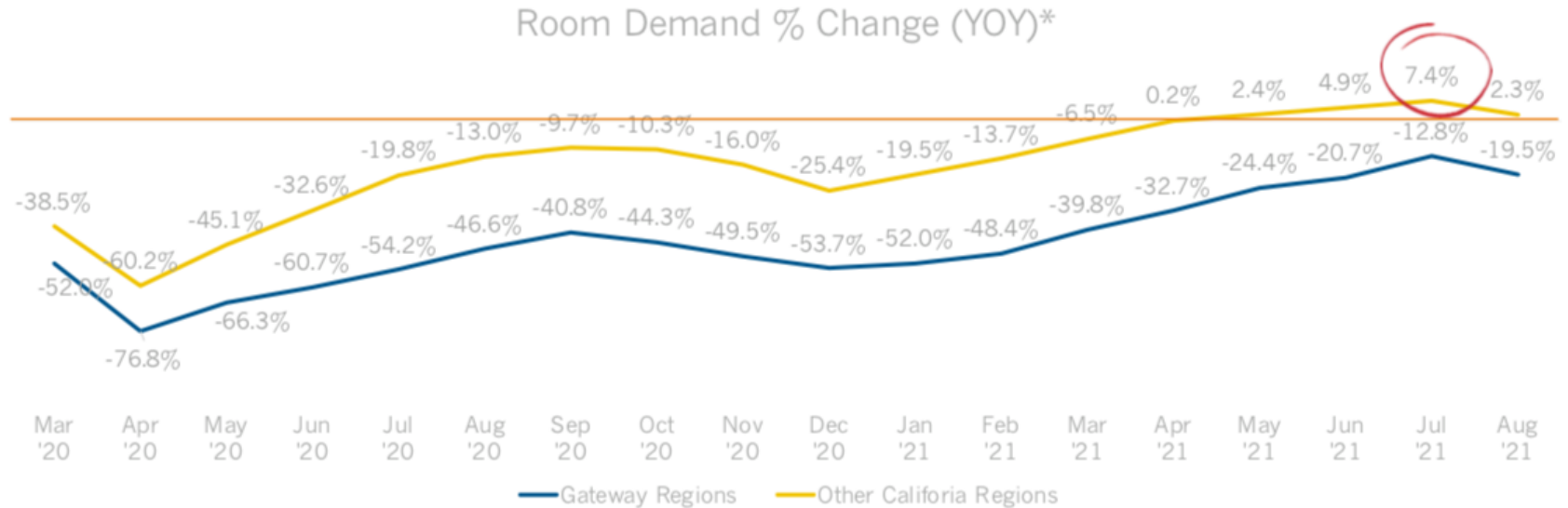
Source: San Francisco Travel Association in conjunction with Tourism Economics; Travel Forecast, San Francisco Market

Travel Spending Forecast



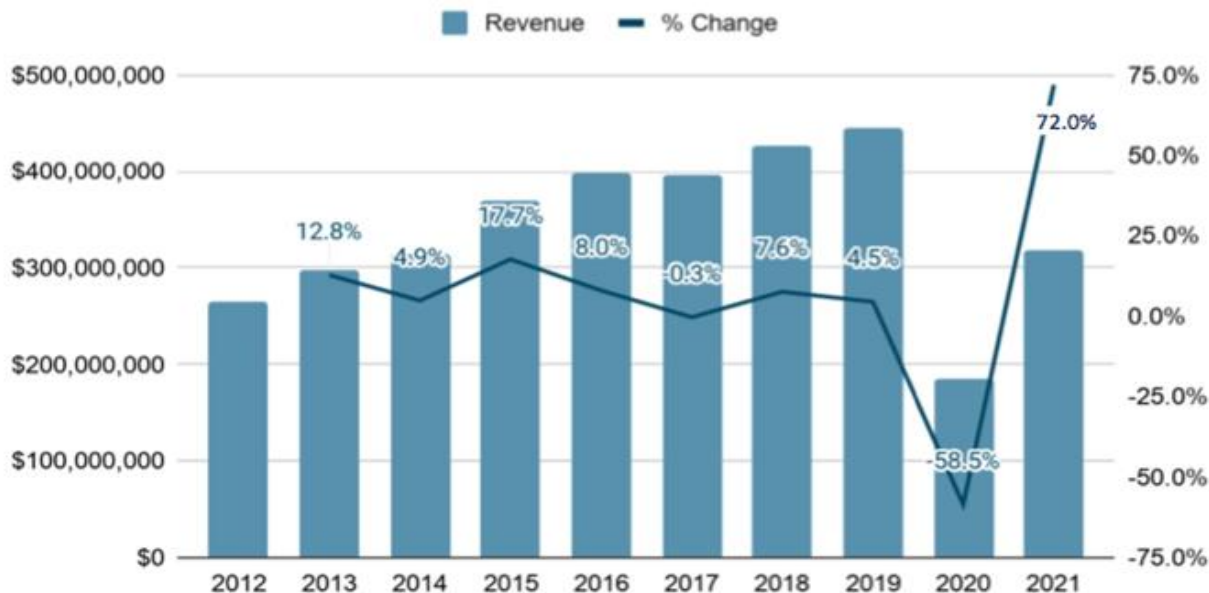
Source: Tourism Economics, September Forecast

Non-Gateway Demand Exceeds 2019



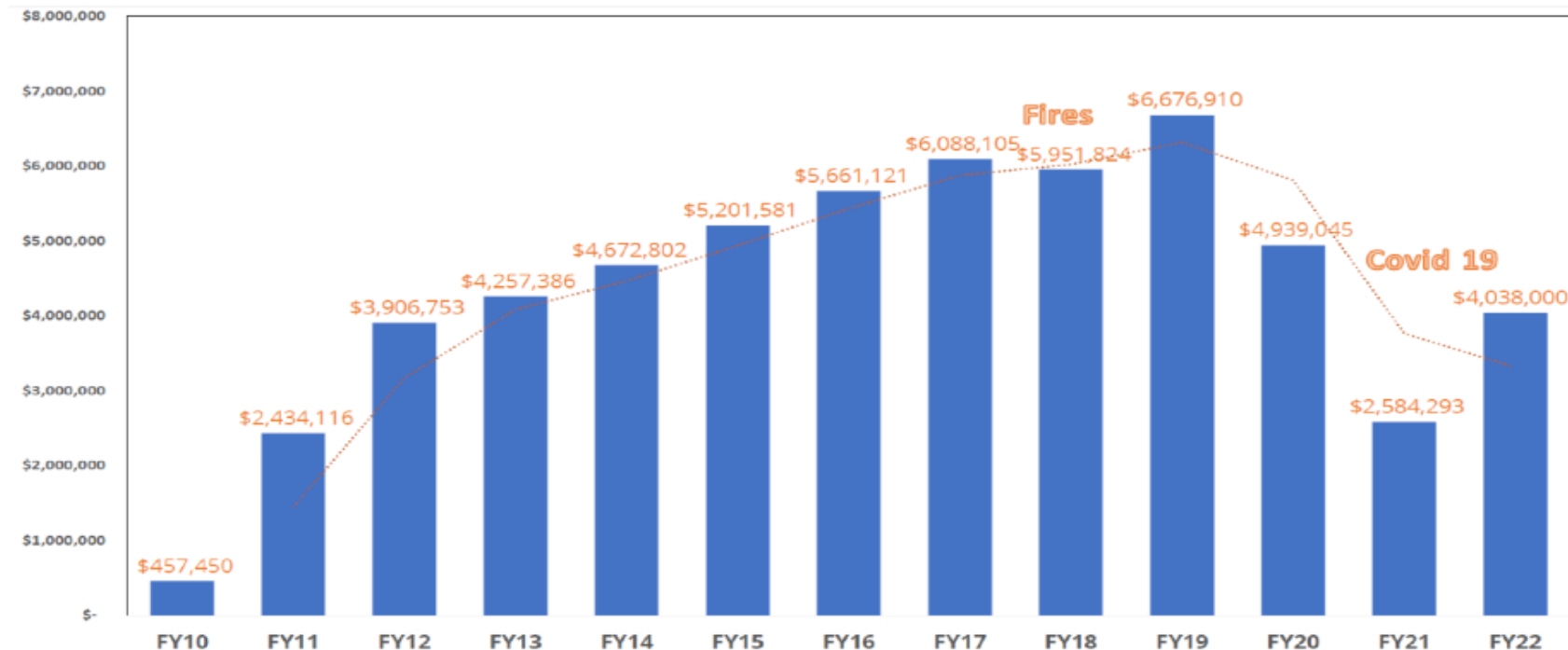
Annual Lodging Revenue - Napa County

Revenue and % Change



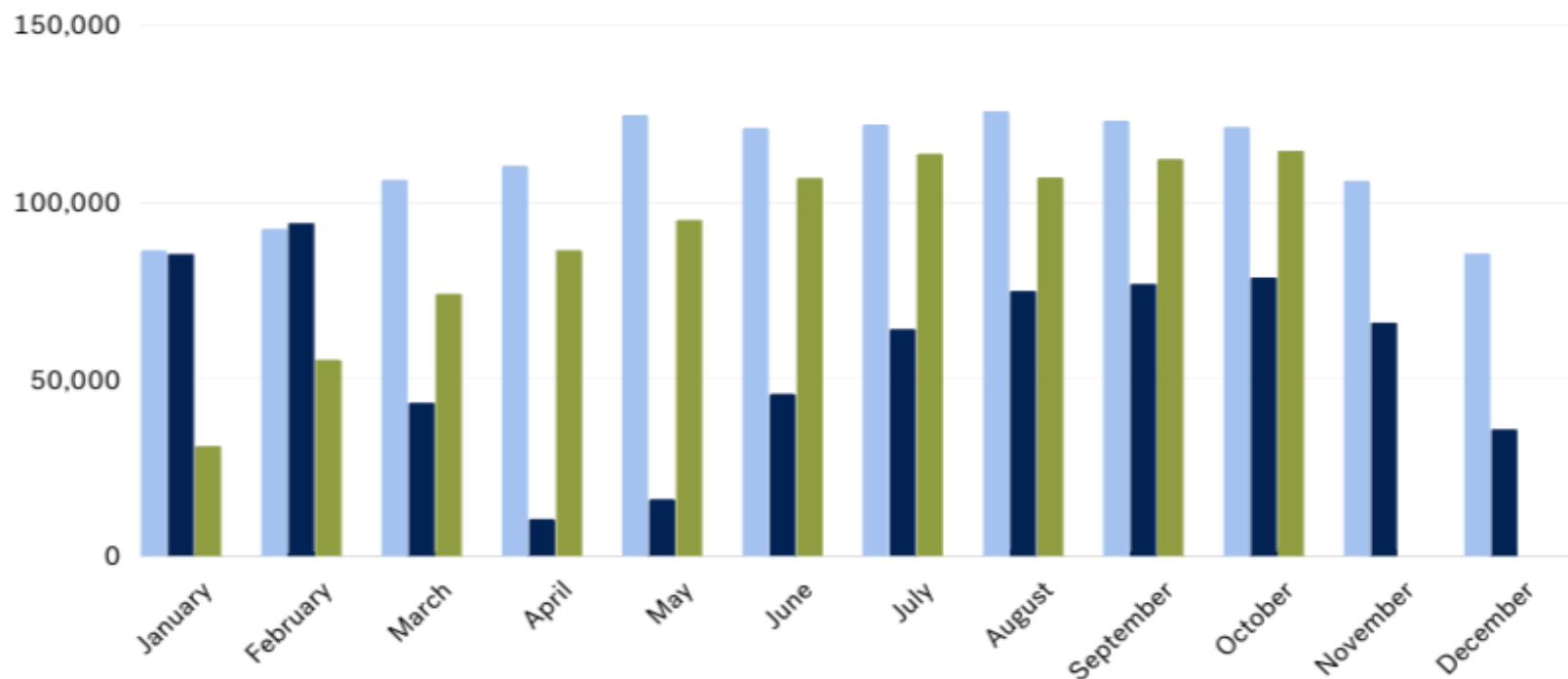


TID REVENUE BY FISCAL YEAR

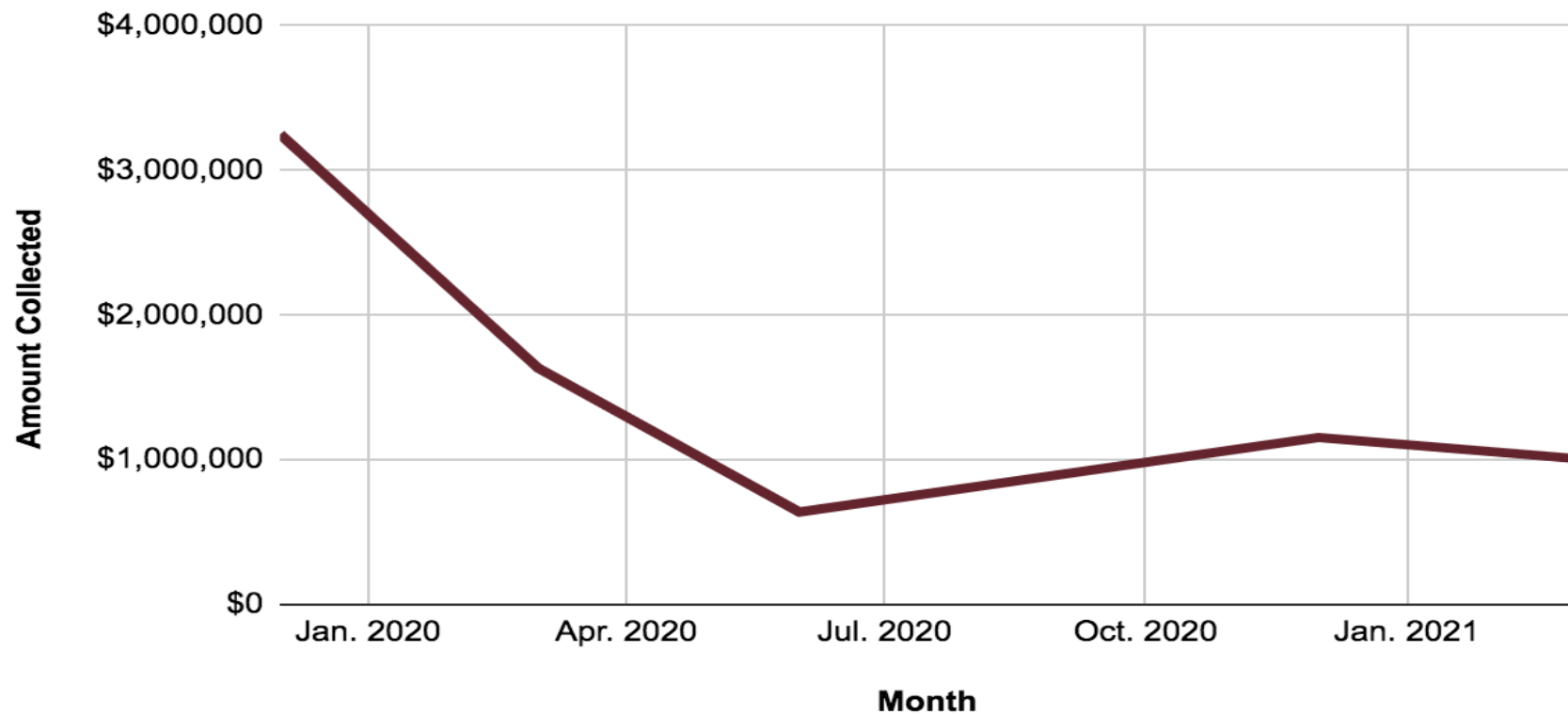


Napa County STR Lodging Demand

2019 2020 2021



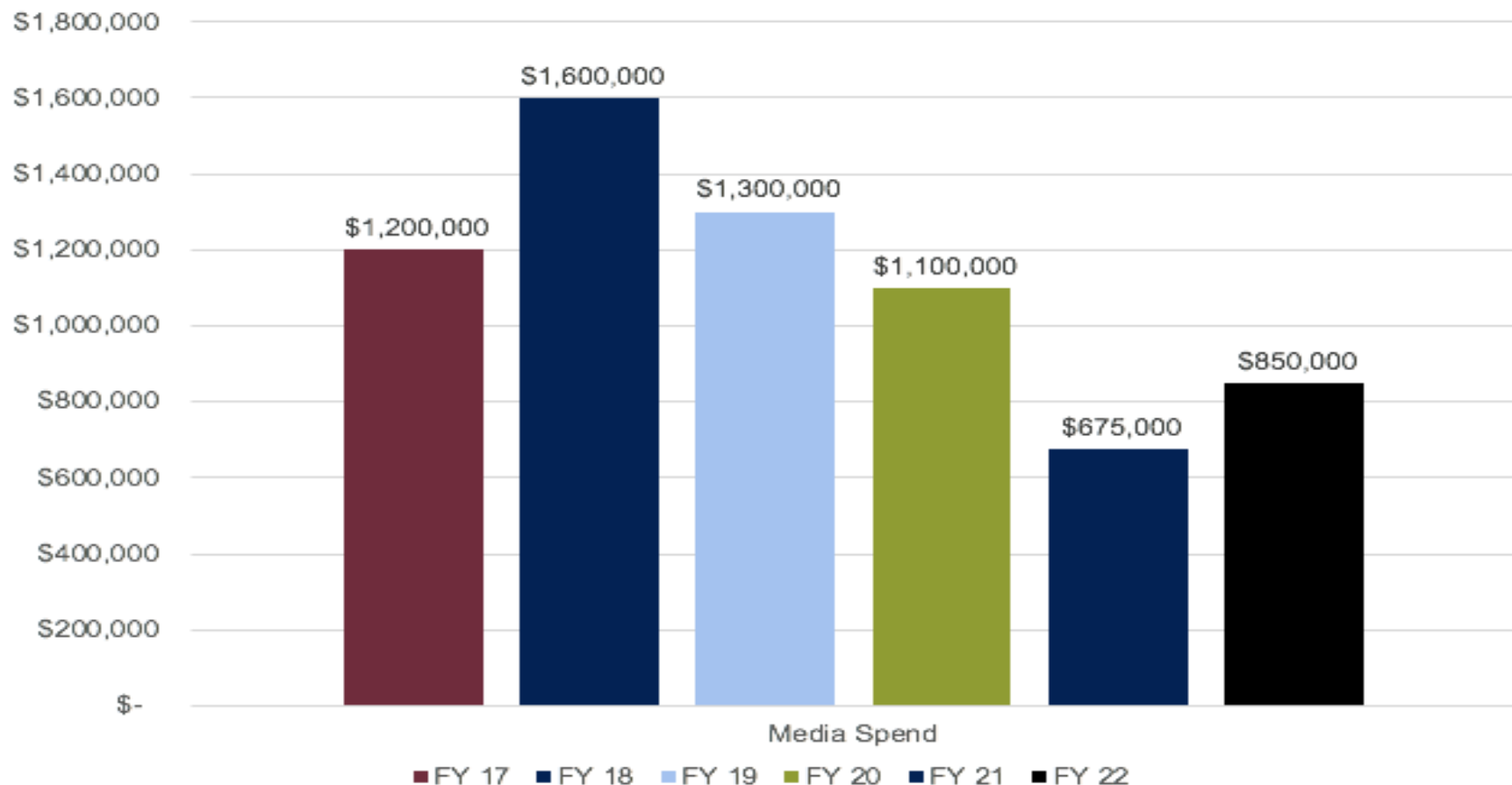
Napa County TOT Report



Smith Travel Research - Napa County						
Calendar YTD October	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2021	59.9%	\$405.57	\$243.09	\$363.9M	1,497,012	897,283
2020	42.7%	\$270.76	\$115.72	\$160.0M	1,383,155	591,156
2019	74.0%	\$344.51	\$254.98	\$391.4M	1,535,243	1,136,285
YOY % change 2020	40.3%	49.8%	110.1%	127.4%	8.2%	51.8%
YOY % change 2019	-19.1%	17.7%	-4.7%	-7.0%	-2.5%	-21.0%

Smith Travel Research						
Calendar YTD October 2021	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Napa County	59.9%	40.3%	\$405.57	49.8%	\$243.09	110.1%
Sonoma County	64.8%	18.2%	\$201.76	43.4%	\$130.69	69.5%
Monterey County	63.2%	28.7%	\$261.01	45.5%	\$164.92	87.3%
San Francisco County	42.6%	1.8%	\$158.10	-28.4%	\$67.31	-27.0%
American Canyon	76.3%	38.4%	\$151.61	35.6%	\$115.62	87.6%
Calistoga	63.8%	42.6%	\$463.12	48.7%	\$295.27	112.0%
Napa	58.2%	33.8%	\$306.79	53.4%	\$178.60	105.2%
Yountville	58.8%	59.3%	\$777.23	50.1%	\$457.33	139.2%
Luxury	65.1%	59.7%	\$1,226.67	34.8%	\$798.39	115.2%
Group	52.0%	42.5%	\$364.59	48.7%	\$189.50	111.9%
Unincorporated Co.	57.7%	60.6%	\$612.56	27.3%	\$353.33	104.4%
Limited Service	71.8%	30.9%	\$186.59	41.1%	\$136.20	84.8%

VNV Media Spend





ACCELERATING RECOVERY

STATE

- Focus on instate and drive market travel.
- Calling all Californians.



COUNTY

- Promoting the overarching destination to locals and core drive markets.
- A respite; to share, savor, discover.



TOWNS

- Pull through overarching Napa Valley brand.
- Towns unique personalities & offerings.



TOURISM
BUSINESSES
& EVENTS

- Pull through overarching Napa Valley brand & towns.
- Content, offers & details.
- Convert traffic to bookings.

Welcome Center



Media Relations



120,000
ANNUAL VISITORS



2.5 BILLION
POSITIVE MEDIA IMPRESSIONS



Website & Email



2.1 MILLION
ANNUAL WEBSITE VISITS

45,000
EMAIL SUBSCRIBERS

424,000
PARTNER WEBSITE REFERRALS

Social Media



26 MILLION
ANNUAL IMPRESSIONS

888,000
ANNUAL ENGAGEMENTS

320,000
FOLLOWERS

Cheers, The Good Life



Our brand evolution process

We dove deep into consumer & industry trends, assessed competitive & inspirational brands, conducted research to understand consumer perceptions, and spoke with key stakeholders.

Those findings were synthesized to define our distinctive brand position, attributes and truths, leading to our ownable brand platform that drives the look and feel of our consumer-facing efforts.



A word cloud featuring various adjectives and nouns associated with Napa Valley. The words are arranged in a circular pattern, with 'relaxing' being the largest and most central word. Other prominent words include 'beautiful', 'serene', 'luxury', 'laid-back', and 'elegant'. The words are in various colors (dark blue, green, red, brown) and fonts (serif, sans-serif, script).

Words included in the cloud:

- relaxing
- beautiful
- serene
- luxury
- laid-back
- elegant
- amazing
- microclimate
- getaway
- expensive
- natural
- hospitality
- scenic
- corporate
- classy
- timeless
- wine
- pleasant
- refined
- peaceful
- gorgeous
- tasty
- magical
- lifestyle
- experience
- majestic
- exciting
- authentic
- organic
- agricultural

MARKETING BRAND POSITIONING



BRAND POSITIONING

Napa Valley = *Taste of the Good Life*

OFFERING

**Renowned wine, food
& hospitality experience**

*"World class; no better place in
the world to enjoy wine, food and scenery."*



SETTING

Highly desirable lifestyle

*"A relaxed, authentic living where you can
slow down to admire and enjoy everyday."*

INSIGHT: Napa Valley delivers on the new meaning of luxury
—————> Downtime is what is decadent

BENEFIT: Savoring the good things in life
(food, wine, friends, quality time etc.)

Brand Character: welcoming, creative, warm, sophisticated, alive, beautiful, relaxed, carefree

Aspirational Segment



- 25-40, with a focus on 30s (millennials)
- Unlikely to be married and less likely to have kids
- Income between \$100-200K
- Travel and healthy lifestyle are important
- Higher % of college graduates than national avg.
- Look for unique and OTBT experiences
- Enjoy drinking wine, but intimidated by what they don't know
- More likely to be travel influencers

Luxury Segment



- Older segment: 45 – 65
- Income ranges in the \$200-250K+
- Multigenerational travel important to them
- Wealth & status is very important
- Most highly educated (85% with at least a college degree)
- Most are married and have children – either grown or older
- Look for unique and OTBT experiences
- Enjoy drinking wine; have above average wine knowledge
- More likely to be well traveled and to re-visit destinations

MARKETING

SIX NEW BRAND VIDEOS



Cheers, The Good Life

SHARED

The Napa Valley experience is better when shared.

SAVORED

Indulging in the moment in Napa Valley brings great pleasure.


DISCOVERED

The journey come alive through exploration of the Napa Valley.

MARKETING

PAID MARKETING


VISIT
Napa Valley



VISIT
Napa Valley

Here's to moments that will age beautifully.

Cheers,
The Good Life



VISIT
Napa Valley

What have you done for you lately?

Cheers,
The Good Life

VISIT
Napa Valley



Savor the moment as much as the sip.

Cheers, The Good Life



No frills is no way to live.

VISIT
Napa Valley



Cheers,
The Good Life



Cheers,
The Good Life



VISIT
Napa Valley

Cheers,
The Good Life



VISIT
Napa Valley

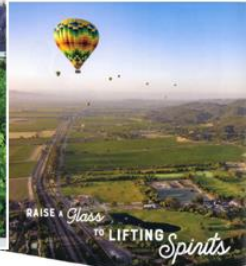
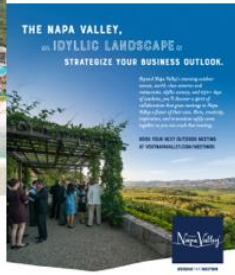
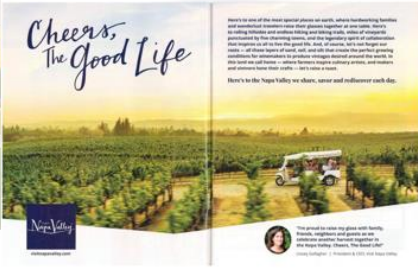
Cheers,
The Good Life



VISIT
Napa Valley

MARKETING PRINT ADS

VISIT
Napa Valley



Let's toast to your return to the Napa Valley. Whenever you open space, culinary delights, and scenic views. Come take a glass with us at RaisingSpirits.com

Napa Valley

NAPA VALLEY REGISTER



MARKETING BRAND COLLATERAL



NEW WINERY MAP



QR POSTCARDS





Dreaming On

IN CALIFORNIA

- 3,352 submissions
- 17,000 landing page visits
- 216 consumers hosted
- 19 partners
- 1.29M influencer impressions
- 25 broadcast interviews



Black holes ingest stars in collisions

Black holes ingest stars in collisions



At last! I do!
Couples overcome the hazards and delays

delish

How To Win A Free Trip To Disneyland With Hotel And Park Hopper Class Included

As the CDC continues to update regulations regarding masks for vaccinated individuals and social distancing in public spaces, many people might be gearing up to take a summer vacation. If a trip to [Disneyland](#) is on your agenda, you have until tonight to possibly win a free trip to the park with tons of added perks.

Visit California wants to entice people to take a trip to the Golden State by raffling off trips to people who may have had to miss out on big milestones like weddings, birthdays, and anniversaries during the pandemic. Three families of four will win a Disneyland Resort package that includes a two-night stay at the Grand Californian Hotel & Spa, a three-day Park Hopper pass that allows them to go to both Disneyland Park and California Adventure Park, a Disneyland VIP Resort Tour, and a \$100 Disney dining card.

Note that the giveaway doesn't include airfare so the winners will have to coordinate their own travel, but the prize package covers almost everything you could want once you make it to the resort. The vacations will be claimed between June 21 and June 25 and those interested have until tonight at 11:59 PST to apply.

You must be 18 or older to [enter the giveaway](#), and besides that, all the application requires is an explanation of what celebrations you had to put on hold during the pandemic and how it impacted your life. Photos and videos are accepted when you

TRAVEL+LEISURE

Home Travel News

California Is Giving Away Disneyland Trips, Celebrity Chef Dinners, and Napa Weddings to Celebrate Its Reopening

California dreamin' can soon become a reality.

By RACHEL CHANE MAY 19, 2021

Each product we feature has been independently selected and reviewed by our editorial team. If you make a purchase using the links included, we may earn a commission.

thrillist

California's Celebrating Reopening with Free Disneyland Trips, Napa Weddings & Celeb Dinners

California is hoping to entice people to visit by giving away big prizes.

By Thrillist Staff Published on 5/19/21 at 10:00 AM



COURTESY OF VISIT CALIFORNIA/DAVID L. ROBERT

California is about to be open for business, and like many destinations these days, the state really wants you to visit.

In an effort to once again attract tourists, Visit California is giving away Disneyland vacations, a behind-the-scenes tour of the San Diego Padres, local road trips, dinner made by celebrity chef Curtis Stone, and a chance to get married at Napa Valley's famous Carmichael Resort and Spa.

The giveaway is part of an initiative called [Dreaming In California](#), which aims to encourage Americans to celebrate all the milestones they missed out on because of the pandemic. We're talking weddings, birthdays, promotions, new babies—if you weren't able to celebrate it, now's your chance.

Visit California Treats Navy Man to Exclusive Gameday Experience Before Padres-Dodgers Thriller

The program is part of a series of "Dreaming In California" campaigns aimed at helping Californians make up for moments they missed out on during the pandemic.

During the height of the pandemic, California lost nearly half of the 1.2 million jobs in the hospitality and tourism industry.

In order to help spur tourism across the state, Visit California is helping people make up missed moments because of COVID-19 closures and restrictions.

Dressed in Padres gear from head to toe, die-hard Padres fan Alex Brown was one of two people who won an exclusive, behind-the-scenes tour of Petco Park Wednesday afternoon before the Padres took on their rivals from Los Angeles.

The tour included up-close, 'Instagramable' moments with the players for Brown, his daughter and brother-in-law who's trembling hands showed his excitement.

"It's pretty wild to see Yu Darvish," exclaimed Brown as he watched on, standing near his seat in the front row on the first base line.

Brown's experience is part of Visit California's "Dreaming In California" contest to help spur the

The San Diego Union-Tribune



DIANE BELL Columnist

A tale of the pandemic, the Padres, and a real prince

Alex Brown was slated to be on the field at a Padres game in May 2020 getting promoted by his captain to the rank of Navy lieutenant commander.

Instead, the special event took place on his military base with his immediate family, society distanced and wearing masks. His wife, Kelly, and their daughter, Victoria, 8, helped with the promotion pinning ceremony.

The pandemic was in full force and, with the lockdown in effect, Petco Park had turned into a virtual ghost town.

Fast forward to Nov. 18, 2020. That was another special occasion — Brown's 40th birthday. For months, he had been planning to celebrate his birthday on a trip to Cabo San Lucas with

his family. But the contest, he said, couldn't keep it a secret when the small celebration arrived. He started searching for the real it — then she told him about the contest.

Visit California also is

Date: Thursday, June 24, 2021
Location: SAN DIEGO, CA
Circulation (DMA): 108,190 (2)
Page (Frequency): Newspaper (5)
Rating: 1/5
Seller: Visit California

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in early 2020. The friends had planned a road trip last summer that had to be canceled due to the pandemic.

Another fan, Diego, just returned from a special celebration in Europe. This one required a royal invitation from Prince Albert II of Monaco to facilitate travel into neighboring France where it was still under tight COVID-19 restrictions earlier this year.

But Max Ramsey was up to the challenge. After all, the La Jolla resident was a friend of the prince's late parents, Prince Rainier and Princess Grace.

"I was present on March 14, 1956 when Albert was born in Monaco," Ramsey says. "And was very close to his parents at that time."

Curry worked for Pan Am airlines for nearly five decades and spent several years based in Nice in charge of its Southern France sales division. He was assigned to take care of travel arrangements for the royal family of Monaco, and they formed a strong bond.

Curry later secured several years as the consul for Monaco in San Diego and remained an enthusiastic supporter of the 49th-sec

priority.

So as Curry's 100th birthday approached, the prince invited him and his American guests to attend a luncheon celebration June 18 at Casanova restaurant on the main event.

MARKETING NAPA VALLEY DREAMING



Visit Napa Valley's **#NapaValleyDreaming** campaign has reached over **4 million** travelers — online and in-person — providing each of them with Napa Valley town-specific travel tips, planning tools, and inspiration.

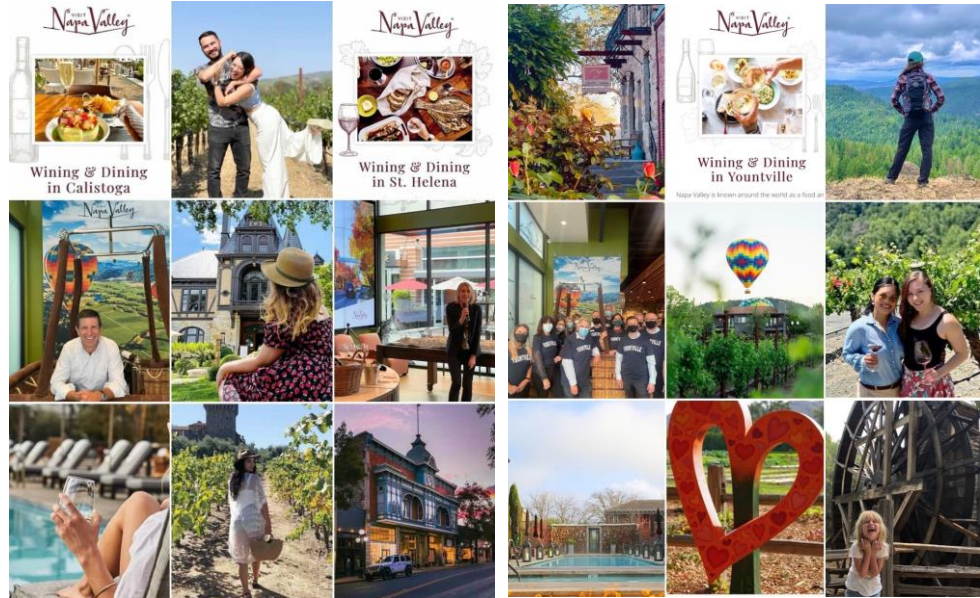
#NapaValleyDreaming

"As you all know, a different side of Napa Valley awaits those who venture off the beaten path.

The verdant Napa Valley, surrounded by mountains, rows of vineyards and Golden State sunshine is rich in history and adventure.

Visit Napa Valley's Napa Valley Dreaming campaign taps into this sense of discovery, showing visitors and locals what is possible in Napa Valley and how they can immerse themselves in alluring stories and experiences that make this region so unique."

Linsey Gallagher
President & CEO
Visit Napa Valley



MARKETING

RESTAURANT WEEK 2022



JANUARY 21-30, 2022

No preset prices – just 10 days of delicious discounts for visitors and locals to enjoy across the valley's five towns.

CRUSH THAT MEETING



CURRENT STRATEGY

Spirit of Collaboration

Entrepreneurs who support each other in their endeavors to be the best, i.e. Robert Mondavi; an environment that fosters innovation & creativity

EMPHASIZE

Trends

Perfect for small meetings
Beautiful, scenic outdoor locations
Interesting venues
Local-forward experiences
Farm-to-table

SOCIAL MEDIA REACH



Facebook + Twitter

154K Facebook Followers, 31K Twitter Followers

- Showcase inspirational content, blogs, articles, trip planning advice
- Drive traffic to the VNV website

Instagram

135K Followers

- Showcase inspirational content - beautiful vistas, food & wine, places to stay, experiences
- Inspire wanderlust & keep Napa Valley top of mind
- Engage with top-tier influencers
- Utilize Stories, Guides, Reels, and IGTV to inspire, engage, and inform

TikTok

640 Followers

- Showcase authentic, fun content
- Reach a younger audience
- Make Napa Valley approachable to the next generation of visitors - not pretentious

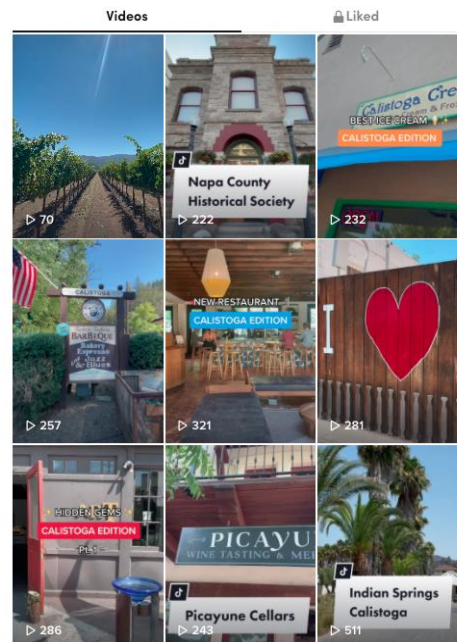
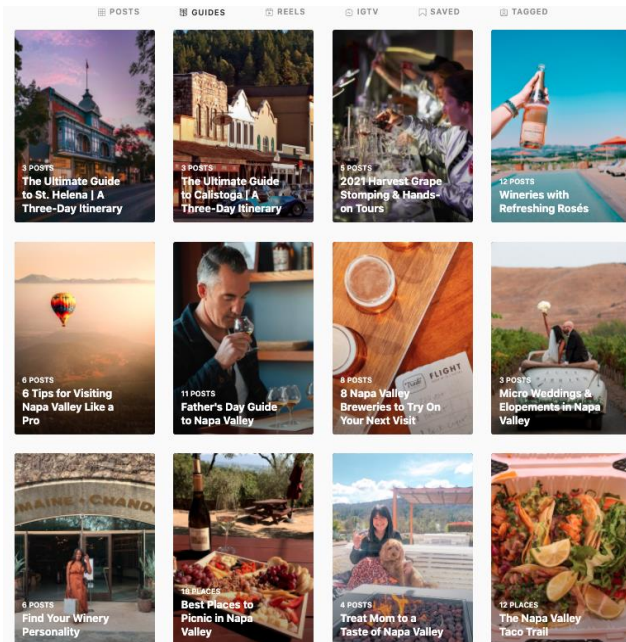
Pinterest

6K Followers

- Showcase inspirational content - beautiful vistas, food & wine, places to stay, experiences
- Drive traffic to the VNV website

Instagram Guides

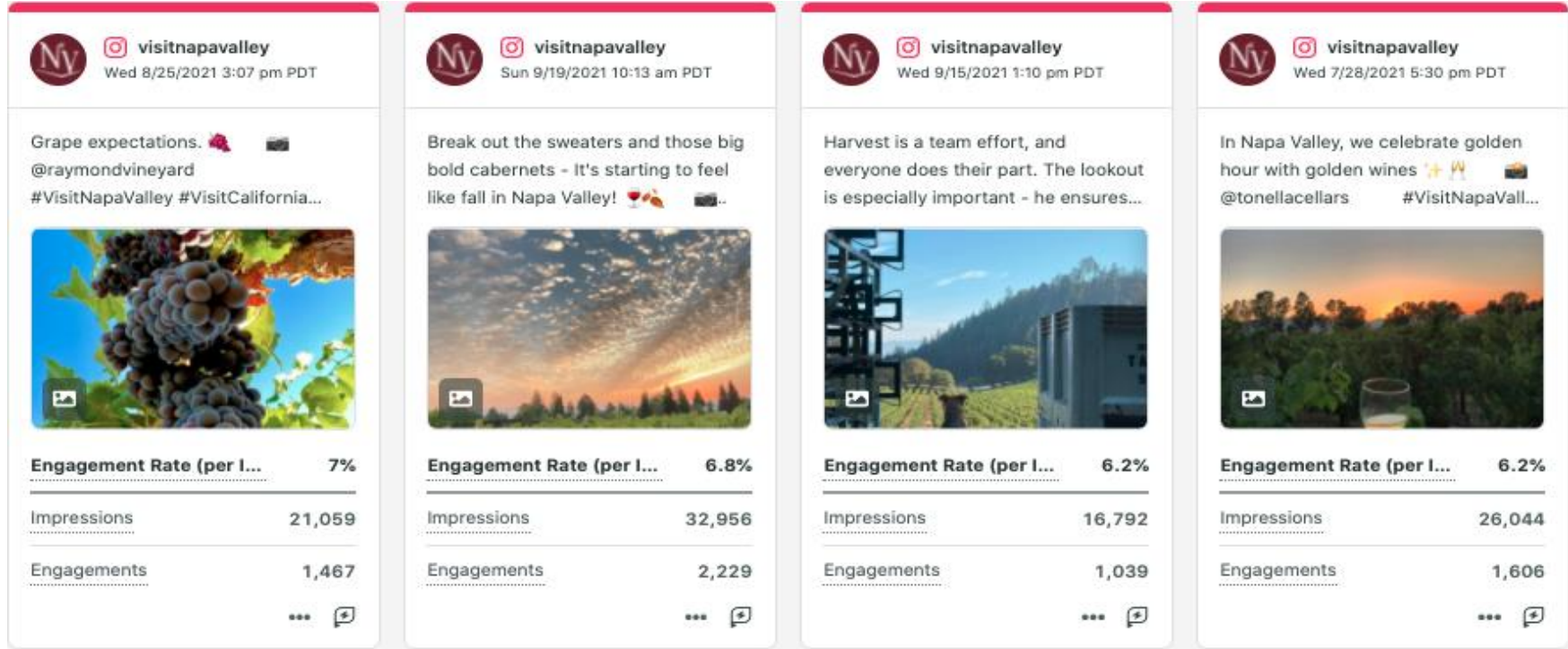
Like a blog post contained within the Instagram platform, Guides allow for longer form content that include clickable links and allow for the ability to tag an unlimited number of partner accounts. They are great for evergreen travel content.



Instagram Reels & TikTok

Short form videos paired with trending music - Reels are now the top-performing content on Instagram, and TikTok is a great platform to test new content ideas with a younger aspirational audience.

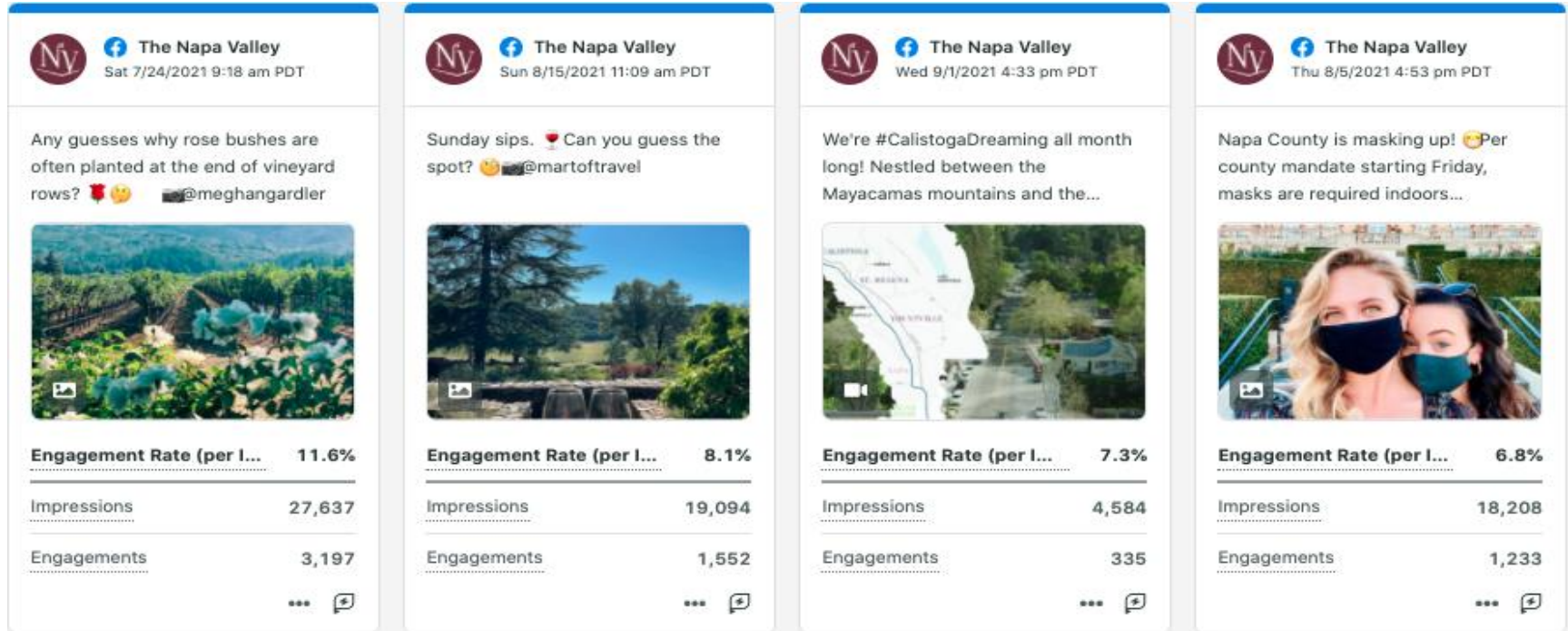
MARKETING INSTAGRAM TOP POSTS



Instagram Total Impressions - **3,044,065**

Instagram Total Engagements - **88,916**

MARKETING FACEBOOK TOP POSTS



Facebook Total Impressions - **2,240,018**

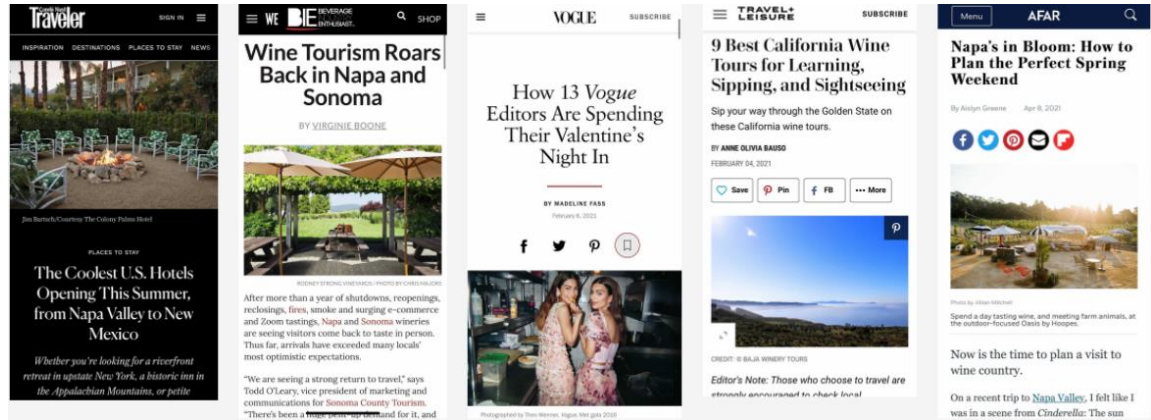
Facebook Total Engagements - **93,588**

MARKETING EARNED MEDIA



+2.4M

Total Earned
Media Impressions FY21





BRINGING BUSINESS BACK TO NAPA VALLEY

TRADE SHOWS, MISSIONS, EVENTS



Group Sales

Visit California Roadshow, Chicago & Minneapolis	December 6-7, 2021
PCMA Convening Leaders, Las Vegas	January 9-12, 2022
Visit Napa Valley Sales Mission, SF Bay Area	Early Spring 2022
Visit California Roadshow, Washington D.C., Philadelphia, New York	Early Spring 2022
Cvent Connect, Las Vegas	April 11-14, 2022
Visit Napa Valley Sales Mission, Chicago	Late Spring 2022
MPI WEC, San Francisco	June 21-23, 2022
Visit Napa Valley Sales Mission, Texas	September 2022
IMEX, Las Vegas	October 25-27, 2022

TRADE SHOWS, MISSIONS, EVENTS



Travel Trade (Leisure Sales)

California Connect, Webinar	November 4, 2021
California Connect, Webinar	November 30, 2021
Virtuoso, Webinar	December 3, 2021
Virtuoso, Webinar	February 2022
Visit California Connections Luxury Forum, Napa Valley,	March 7-9, 2022
Global Travel Marketplace (GTM), Tucson, Arizona	May 2-4, 2022
IPW, Orlando	June 4-9, 2022

Professional Meetings & Events Task Force



Linsey Gallagher
President
Visit Napa Valley



Misti Kerns
President & CEO
Santa Monica Travel
& Tourism



Colleen Pace
Chief Sales & Marketing
Officer
Visit Greater Palm Springs



Steve Goodling
President & CEO
Long Beach Convention
& Visitors Bureau



Matthew Martinucci
VP Sales & Destination
Services
Team San Jose



Margie Sitton
Sr. VP of Sales & Services
San Diego Tourism
Authority



Darren Green
Sr. Vice President of Sales
Los Angeles Tourism &
Convention Board



Rob O'Keefe
President & CEO
Monterey Convention
& Visitors Bureau



Junior Tauvaa
Chief Sales Officer
Visit Anaheim



Kathy Janega-Dykes
President & CEO
Visit Santa Barbara



Nicole Rogers
Executive VP & Chief
Sales Officer
San Francisco Travel
Association



NAPA VALLEY WELCOME CENTER & GUEST EXPERIENCE

NAPA VALLEY WELCOME CENTER



HOURS OF OPERATION

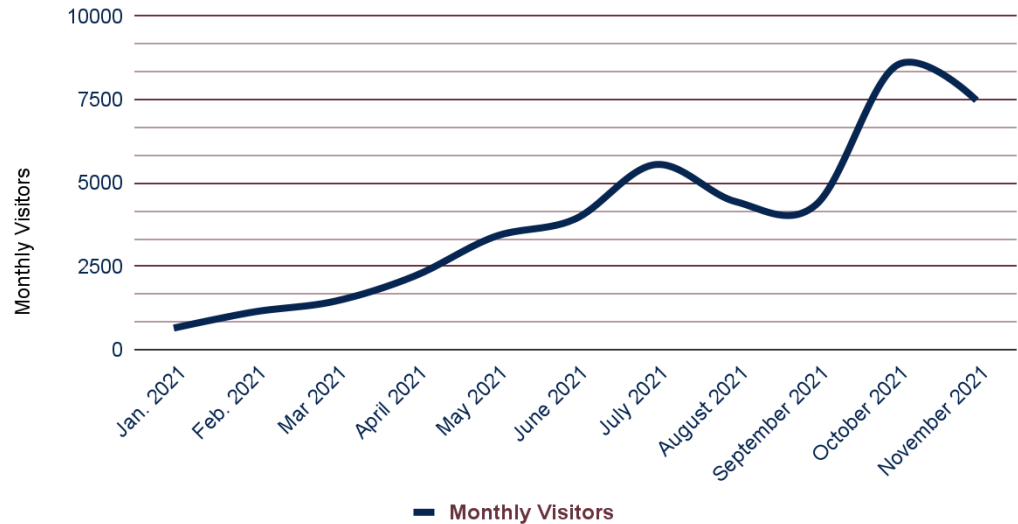
- Open every day - 9:30am-5:30pm

VISITORS

- 5,000 visitors/month



Napa Valley Welcome Center Visitors





COMMUNITY & INDUSTRY RELATIONS

THE CASE FOR RETURNING TO NORMALCY



- The covid virus is unlikely to go away and will likely keep circulating, but we have the tools—vaccines and treatments—to make it manageable, similar to the seasonal flu
- Hospitalization rates in highly vaccinated communities are low, and COVID already resembles a regular virus
- For young children, covid looks like a normal flu if not a mild one. In some areas, cases of seasonal flu are twice as high as covid
- COVID now presents the same kind of risk that we unthinkingly accept in other parts of life, like the risk of crashing when riding in a vehicle
- Dr. Robert Wachter, chair of medicine department at UCSF, is cautious, worries about “long COVID,” and believes many should receive booster shots, but also believes that it’s time for life to return to normal

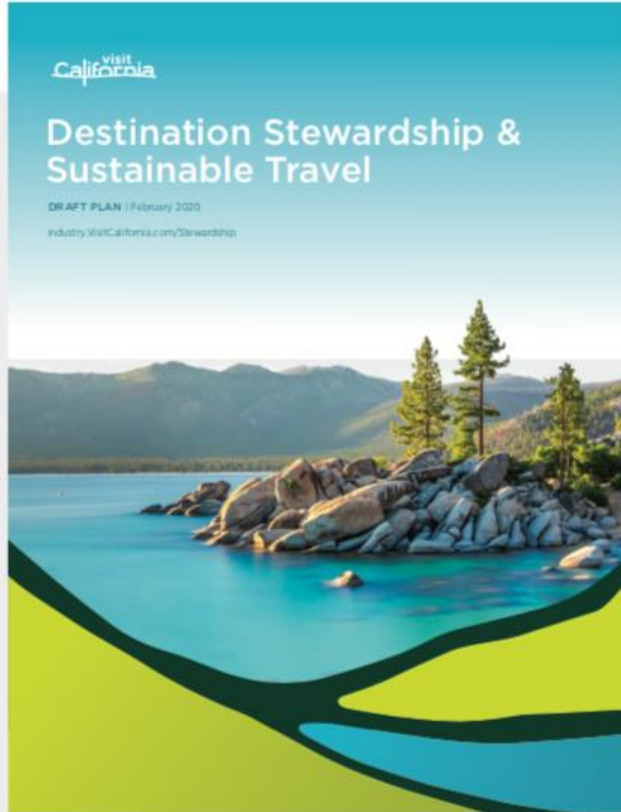
Sources: New York Times, November 12

CALIFORNIA'S JOBLESS RATE FALLS IN OCTOBER AS HIRING PICKS UP



- Last month, California employers added 96,800 new jobs and lowered the state's unemployment rate to 7.3%—still tied with Nevada for highest rate
- The state's workforce decreased by 8,400
- All but one sector gained jobs in October, led by white-collar jobs in management and administration and additional hiring in restaurants and hotels
- L.A. accounted for 42% of those job gains and San Diego accounted for 28%, mostly driven by hotels and restaurants as tourism picks up
- It's taken the state 18 months to add back 67.4% of the 2.7 million jobs lost in March and April of 2020
- Experts expect leisure and hospitality will continue adding jobs, but worry the industry will continue to face labor shortages

Source: Associated Press, November 19



Destination Stewardship & Sustainable Framework



INDUSTRY AND COMMUNITY RELATIONS UPDATE

NAPA GREEN



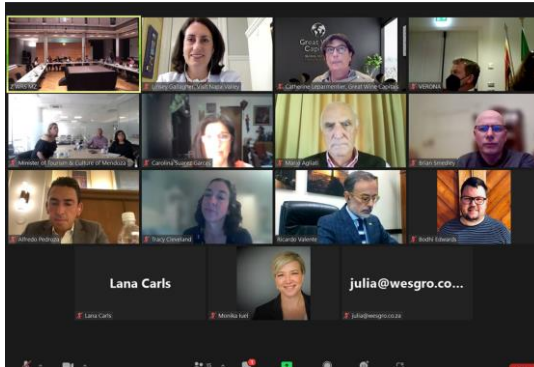
- **Napa Green** is partnering with **Visit Napa Valley** to **expand their certification umbrella beyond wineries and vineyards into hospitality**, beginning with Napa Green Lodging for hotel properties.
- Napa Green and Visit Napa Valley are seeking **5-6 lodging properties to serve as pilots** for this certification program (free of charge), which will help hotels increase efficiency, reduce their bottom line, and share an authentic sustainability story to expand their market reach.
- One of the biggest benefits of being a Napa Green Certified business is cutting production costs and saving money, while using resources more efficiently.

NAPA GREEN



INDUSTRY AND COMMUNITY RELATIONS UPDATE

Great Wine Capitals



- **Regional Delegation**
 - Supervisor Alfredo Pedroza
 - Supervisor Ryan Gregory
 - Agriculture Commissioner Tracy Cleveland
 - Napa Valley Vintners - Linda Reiff & Stacey Dolan
 - Visit Napa Valley - Linsey Gallagher & Janette Maack
- **Annual General Meeting - Mainz, Germany**
 - Napa Valley regional delegation attended via Zoom
- **"Best of" Awards**
 - Ceremony during upcoming VNV Partner Showcase event - January 19, 2022:
 - Carneros Resort and Spa
 - Charles Krug Winery
 - BRAND Napa Valley
 - Cakebread Cellars
 - Clif Family Winery
 - Napa Valley Wine Academy
 - The Restaurant at Auberge du Soleil

John Evans

**General Manager
Silverado Resort**



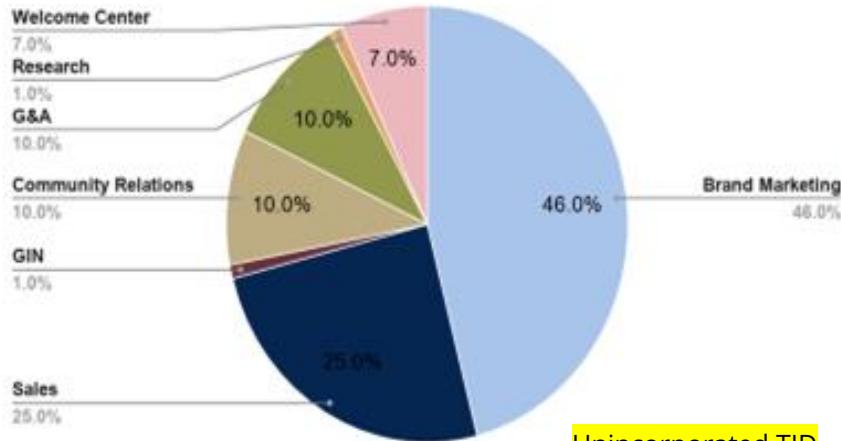
Visit Napa Valley Budget



FY2020 **\$7.2M**

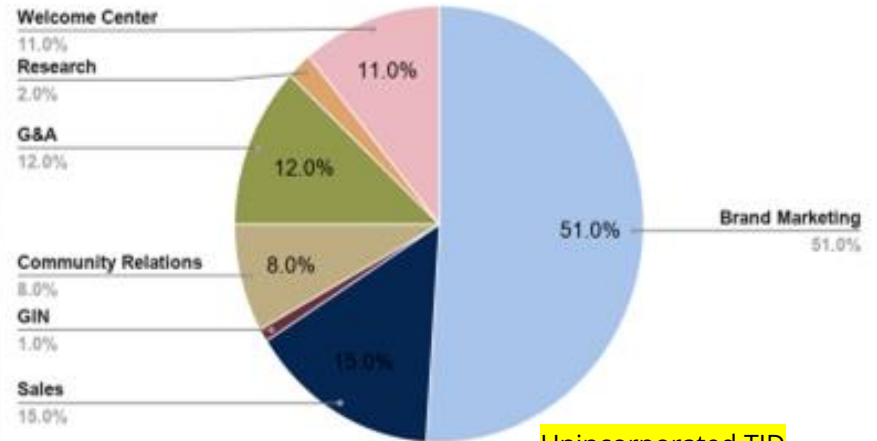
FY 2021 **\$2.3M**

VISIT NAPA VALLEY BUDGET FY20 - \$7.2M
% OF BUDGET BY DEPT



Unincorporated TID
Contribution to VNV
Paid Media:
\$437,000

VISIT NAPA VALLEY BUDGET FY21 - \$2.3M
% OF BUDGET BY DEPT

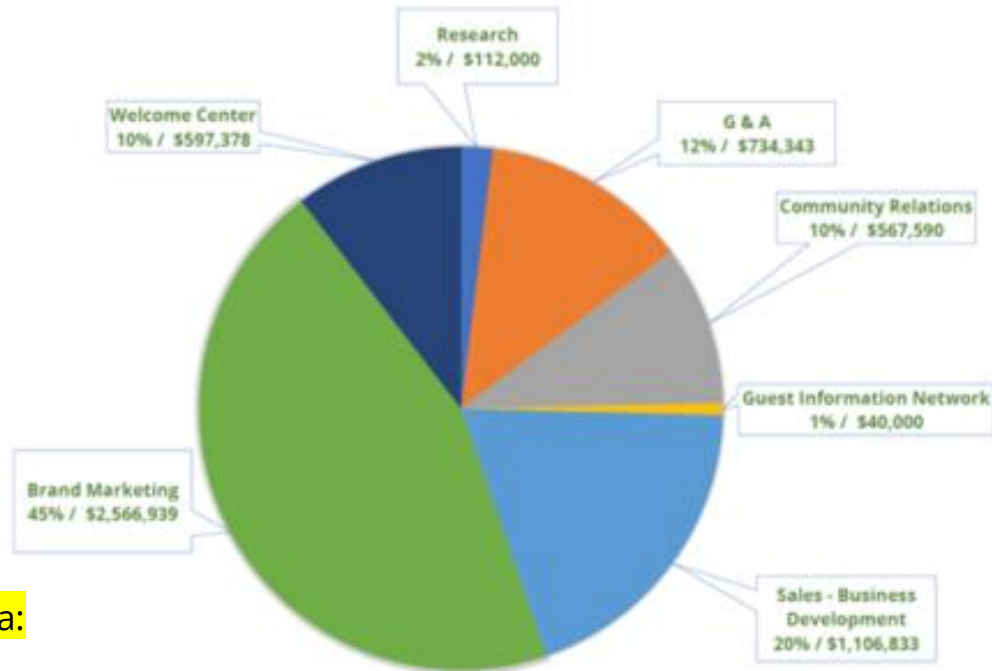


Unincorporated TID
Contribution to VNV
Paid Media:
\$100,000

Visit Napa Valley Budget FY22



% of FY22 Budget / Total Revenue \$4.2M



Unincorporated TID
Contribution to Paid Media:
\$100,000

Responsible and Safe Travel



- The tourism industry commits to providing a safe environment that aligns with expert protocols to prevent the spread of COVID-19
- Travel Advisory and 'What You Need to Know' page
- Weekly posts on social media
- Responsible travel



06/10/21

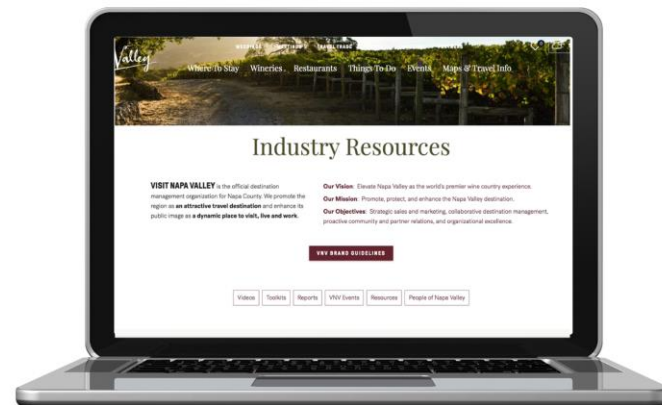
Visiting Napa Valley:
What You Need to Know

EXPLORE

Industry Communications



- VisitNapaValley.com/industry
- Weekly Industry Emails and Market Calls
- COVID, Wildfire Toolkits
- Destination Symposium



NAPA VALLEY VINE TRAIL

Goals

- Support visitor resources that also benefit the community

Objectives

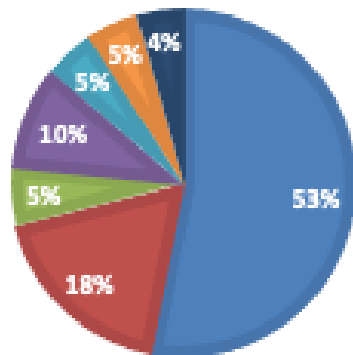
- Upgraded visitor experiences to encourage longer length of stay and diverse audiences
- Support a layered advertising campaign to generate awareness inspiring qualified travelers to visit Napa Valley through digital, print, and event activation
- Visit Napa Valley annual contribution \$75,000 - \$150,000
- Unincorporated TID annual contribution \$43,000 - \$100,000



MARKETING SUMMARY

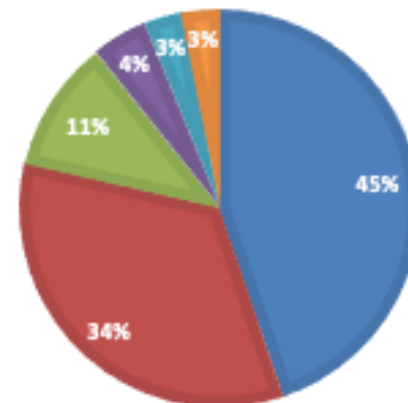


MARKETING BUDGET ALLOCATION



Total = \$1.6M

CAMPAIGN ALLOCATION



Unincorporated TID
Contribution to Paid Media:
\$100,000

Total = \$1.1M

PAID MEDIA OVERVIEW & HIGHLIGHTS

MEDIA CHANNELS & PARTNERS

- **Display/Native:** GDN & SmartMeetings
- **Social:** Facebook/Instagram; LinkedIn
- **Search:** Google
- **Video:** YouTube
- **Local** Print and Social

Raise A Glass (7/1-11/30): \$120k

- Video units resonated with target segments demonstrated by high volume of views and strong view rate
- Ads continued to spark interest, driving qualified users to the website spending 12% longer time with content
- Google Search remained the high performer in terms of ad engagement, contributing to overall strong campaign performance
- High volume of sessions were driven to the website aided by high CTR
- Google Display Network was the leading partner contributing to volume of website traffic, similar trend tracked throughout the campaign
- Shift to LA market to target luxury travelers is showing strong engagement esp. with video on Facebook, with an almost 40% increase in engagement over aspirational

Group (7/1-11/30): \$50K

- Crush That Meeting content was highly engaging, exceeding video view rate goals (goal 25%)
- Ad and onsite engagement delivery both outperformed campaign goals
- Google Search tracked strong CTR and TOS contributing to strong performance

Local (10/18-11/28): \$35k

- Ads reached an interested user with the CTR exceeding goal by 58%
- Overall, the campaign has reached over 83K people, just shy of reach benchmark (goal 90K)

Thank you!

