



Great Wine Capitals  
GLOBAL NETWORK | A WORLD OF EXCELLENCE

# Napa County Update

APRIL 2026



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## Three Key Components - Year-Round Effort & Involvement

1. Best of Wine Tourism Awards
2. Working Groups
3. Annual General Meeting & Conference



**GOAL:** The Great Wine Capitals Global Network exists to link cities connected to great wine regions to support the health, prosperity and sustainable development of their wine-related industries, communities and tourism.



## What is Great Wine Capitals?

- The Great Wine Capitals is a network of major global cities in both the northern and southern hemispheres that are **internationally known for their wine regions**.
- The Great Wine Capitals network **facilitates tourism, education, and business exchanges** among the prestigious wine regions of the world.
- **Napa Valley is one just 11 regions, worldwide, and the only Great Wine Capital in North America.**
- Through this prestigious network, Napa County officials, wine and hospitality businesses benefit from the exchange of information and real-life experience on shared issues such as **drought, pest management, sustainability best practices, wildfire, smoke taint, tourism volumes, name protection, and pandemic response**.



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# NAPA VALLEY 2025 DELEGATION: Partnership & Collaboration across Industry & Government



**Anne Cottrell**  
Supervisor



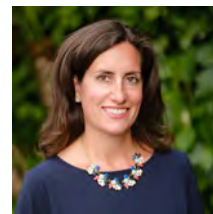
**Amber Manfree**  
Supervisor



**Ryan Alsop**  
CEO



**Tracy Cleveland**  
Agriculture Commissioner



**Linsey Gallagher**  
President & CEO



**Nichole Peterson**  
Director, Partnerships



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**Linda Reiff**  
President & CEO



**Stacey Dolan Capitani**  
Vice President, Marketing



**Rex Stults**  
Vice President, Industry Relations



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# Annual Best of Wine Tourism Awards Celebrating Innovation & Excellence

*Accommodations • Architecture & Landscapes • Arts & Culture • Culinary Experiences  
Innovative Wine Tourism Experiences • Sustainable Wine Tourism Practices • Wine Tourism Services*

- Self-submittals are reviewed by a panel of judges
- Regional winners announced at annual Visit Napa Valley Destination Symposium
- Global Award winners are announced at Great Wine Capitals Annual General Meeting and Conference



# 2026 BEST OF WINE TOURISM NAPA VALLEY REGIONAL AWARD WINNERS

## Category

Accommodation

Architecture & Landscape

Art & Culture

Culinary Experience

Innovative Wine Tourism

Sustainable Wine Tourism

Wine Tourism Service

## Winner

**The George**

**Cuvaison**

**Boisset Collection**

**Clif Family Winery**

**Sterling Vineyards**

**CHANDON**

**Festival Napa Valley**

Congratulations to Sterling Vineyards,  
2026 Global Award Winner - Wine Tourism





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# “Best of” Club Reception at Cuvaison February 2026





## WORKING GROUPS:

Collaborating throughout the year, meeting 4-6x per group

*Staffed by Visit Napa Valley & Napa Valley Vintners teams*

- **Membership:** Visit Napa Valley President & CEO Linsey Gallagher
- **Activities & Partnerships:** Napa Valley Vintners Vice President, Marketing Stacey Dolan Capitani
- **Brand & Communications:** Visit Napa Valley Director, Partnerships Nichole Peterson
- **Local Coordinator:** Visit Napa Valley Director, Partnerships Nichole Peterson



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## ANNUAL GENERAL MEETING

The Annual Conference is the flagship annual gathering of the Great Wine Capitals Global Network, bringing together all Member Capitals for a 5-day international event hosted each year by a different member city. Its purpose is to strengthen collaboration, governance, business development, knowledge sharing and international visibility across the network.

## NAPA VALLEY 2025 ATTENDEES

### *Bordeaux, France*

- Napa County Supervisor Anne Cottrell
- Napa County Supervisor Amber Manfree
- Napa County CEO Ryan Alsop
- Napa County Agricultural Commissioner Tracy Cleveland
- Visit Napa Valley President & CEO Linsey Gallagher
- Napa Valley Vintners VP Industry Relations Rex Stults





# ANNUAL GENERAL MEETING & CONFERENCE

## *Bordeaux, France 2025*

- Technical tours of Bordeaux vineyards and wineries.
- International Wine Tasting featuring all 11 Great Wine Capitals.
- Exploring emerging tourism trends, evolving consumer behavior, health considerations, and the potential of innovation to broaden market reach.
- “Global Best Of Wine Tourism Awards Ceremony” honoring excellence across the Network and recognizing regional winners who are redefining the visitor experience.





# ANNUAL GENERAL MEETING KEY TAKEAWAYS

## *Bordeaux, France 2025*

- Remarkably Common Experiences & Challenges, Including Wildfire, Smoke Taint, Drought, Pests, Name Protection, Visitor Trends, Pandemic Recovery, etc.
- Importance of Government & Business Working Together; 1+1=3
- Success, Challenges (And Maturity) of Wine Tourism Worldwide
- Interconnected Nature of Wine Tourism Destinations & Consumer Demographics
- Building & Strengthening of Relationships (Abroad & At Home)



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# Next Great Wine Capitals Annual General Meeting

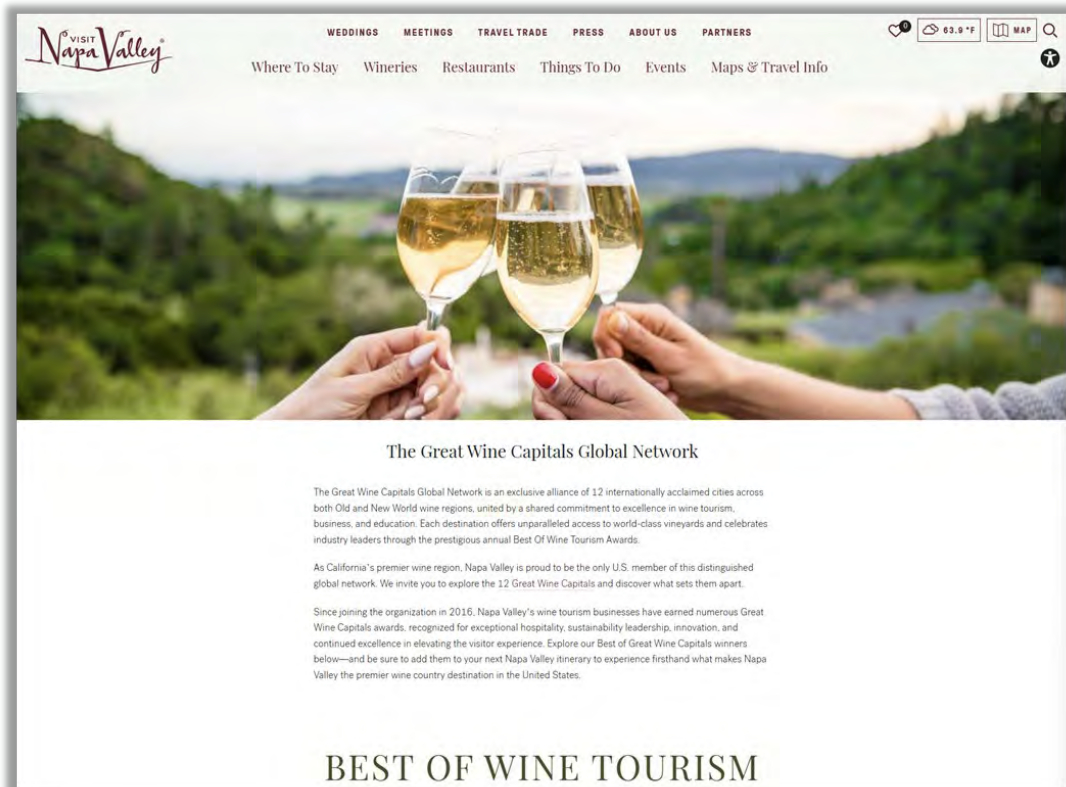
*October 2026 Hawkes Bay  
New Zealand*





# VISIT NAPA VALLEY LANDING PAGE

## *Strengthening Network Locally*



**NEW** dedicated landing page on VNV website features:

- Direct link to the Great Wine Capitals website
- Archive of Best of Wine Tourism Regional Napa Valley Award Winners
- Links to Winners' websites
- <https://www.visitnapavalley.com/gwc>



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# Napa Valley Will Host – November 2027

*Help us put out the welcome mat for the other 10  
Great Wine Capital regions as we host this  
important global forum*





# Great Wine Capitals

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# Appendix



## Vision

To be the leading global network of great wine regions and connected cities:

- a network highly valued by all its members
- a brand synonymous with greatness
- recognized and renowned by wine industries and consumers around the world

## Mission

Established in 1999 as a community of global cities sharing a common economic and cultural asset, their connection to internationally renowned wine regions, the Great Wine Capitals Global Network brings diverse global capitals of wine together under a shared brand. At its core is a singular, clear, unifying mission central to the Network's existence.

The Great Wine Capitals Global Network exists to link cities connected to great wine regions to support the health, prosperity and sustainable development of their wine-related industries, communities and tourism.

The Network facilitates the sharing of knowledge, ideas and experiences; stimulates business, innovation and friendships, and is a means to collaborate on challenges and opportunities.



## WHY GREAT WINE CAPITALS?

Global Brand  
Awareness

Platform to  
maintain Napa  
Valley's position as  
the leading North  
American wine  
tourism  
experience

Press  
Recognition

Learnings  
and research  
from other  
wine regions

