NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING AGENDA

March 23, 2021
11:00 AM

**See CORONAVIRUS (COVID-19) - Notice of Meeting Procedures, On Pages 3-5**
This meeting will be conducted as a Teleconference.

COMMITTEE MEMBERS:
Reynaldo Zertuche, Sara Brooks, Jamie Cherry, Patrick Miller, Craig Smith, Michael Collins, Julie Lucido

1. CALL TO ORDER/ROLL CALL

2. AGENDA REVIEW

3. PUBLIC COMMENT
Public comment for all items on or not otherwise on the agenda.

4. CONSENT CALENDAR

A. FEBRUARY 23, 2021 MINUTES
Approval the October 27, 2020 Regular Meeting minutes.

5. ADMINISTRATIVE REPORT

A. NAPA TID FY 21/22 BUDGET AND WORKPLAN
Receive update from City Staff on proposed Napa TID FY 21/22 Budget and Workplan.

Recommended Action: Approve Napa TID FY 21/211 Budget and Workplan.

B. VISIT NAPA VALLEY MONTHLY REPORT
Receive monthly report from Visit Napa Valley on performance metrics for the City’s of Napa’s lodging industry.

B. AUGUSTINE AGENCY MONTHLY REPORT
Receive monthly report from the Augustine Agency representatives on performance metrics for marketing campaigns related to marketing services contract.

6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for March 23, 2021.

____________________________

STEPHANIE CAJINA, SECRETARY
** CORONAVIRUS (COVID-19) - Notice of Meeting Procedures **

** TELECONFERENCE MEETING **

In order to slow the spread of the Coronavirus (COVID-19) pandemic, the City will conduct this meeting as a teleconference in compliance with the Governor’s Executive Orders N-29-20 and 63-20, and members of the Napa Tourism Improvement District’s Local Governing Committee (“Committee”) or City staff may participate in this meeting telephonically or electronically. Members of the public may participate in the meeting by viewing or listening to the meeting live, and providing comments, as described below.

If you have any questions regarding how to participate in the meeting, please contact the Community Development Department at (707) 258-7859; or scajina@cityofnapa.org.

** VIEWING OR LISTENING TO THE MEETING LIVE **

All members of the public are invited to view or listen to the meeting live-streamed on Zoom at https://us02web.zoom.us/j/86785342329 (to log into Zoom, you may be prompted for your name and email address, which will be visible online) or, for audio only, call 1-669-900-6833; and when prompted, enter meeting # 867 8534 2329.

** PROVIDING COMMENTS ELECTRONICALLY VIA ZOOM **

If you are viewing the meeting live via Zoom https://us02web.zoom.us/j/86785342329, you may provide comments to the Committee as follows:

1. When the Chair calls for the item on which you wish to speak, raise your hand by clicking on the ‘raise hand’ feature in Zoom.

2. City staff will notify each speaker (using the name or email address in Zoom) when it is their turn to provide comments to the Committee.

Additional instruction for how to participate in a Zoom webinar meeting are available here: https://tinyurl.com/vrhqj6x. Please note that the chat and Q&A functions will be disabled for this meeting, and the only way to provide comments in Zoom will be to use the ‘raise hand’ feature as described above.

** PROVIDING COMMENTS VIA TELEPHONE **

Any member of the public may provide a comment to the Committee via telephone by: (a) dial 1-669-900-6833; (b) when prompted, enter meeting # 867 8534 2329; and (c) click “9” to raise your hand for the item you wish to comment on. Speakers will be notified shortly before they are called to speak.

** PROVIDING WRITTEN COMMENTS TO BE READ AT THE MEETING **

Any member of the public may provide a written comment to the Committee before or during the meeting by sending it to the Secretary via email at: scajina@cityofnapa.org. If you are commenting on a particular item on the agenda, please identify the agenda item number and letter. Any comment of 500 words or less (per person, per item) will be read into the record if: (1) the subject line includes “COMMENT TO NAPA TID FOR March 23, 2021 MEETING – PLEASE READ”; and (2) it is received by the Secretary by 8:00 AM the day of the meeting. Please be aware that any public comments received that do not specify a particular agenda item number will be read aloud during the general public comment portion of the agenda. Due to potential
technological delays in transmission, the public is encouraged to submit any comments to the Secretary early, in order to ensure they are received in time to be read into the record.

PROVIDING SUPPLEMENTAL WRITTEN COMMENTS

Any member of the public may provide supplemental written comments to the Committee before or during the meeting, beyond the 500 word limit for comments read into the record, and those supplemental written comments will be made a part of the written record in accordance with the Committee’s Rules of Order and Procedures (R2016-5).

The City of Napa thanks you in advance for taking all precautions to prevent spreading the COVID-19 virus.
GENERAL PROCEDURES FOR COMMITTEE MEETINGS

**Information Available:** Information and documents related to this meeting are available at [www.cityofnapa.org](http://www.cityofnapa.org); or by contacting the Community Development Department by email at scajina@cityofnapa.org; by calling (707) 258-7859; or in person at 1600 First St, Napa, CA 94559. Any documents related to an agenda item that are provided to a majority of the Committee after distribution of the agenda packet are reported by Committee Secretary during the meeting and are available for public inspection.

**City Policy to Facilitate Access to Public Meetings:** The City of Napa offers its public programs, services and meetings in a manner that is reasonably accessible to everyone, including individuals with disabilities. The City complies with all applicable requirements of the Americans with Disabilities Act and California law, and does not discriminate against any person with a disability. Wheelchair access to the Council Chambers, and speaker's microphone, is available to all persons. If any person has a disability and requires information or materials in an appropriate alternative format (or any other reasonable accommodation), or if you need any special assistance to participate in this meeting, please contact the City Clerk Department at 257-9503 or email at clerk@cityofnapa.org. For TTY/ Speech-to-Speech users, dial 7-1-1 for the California Relay Service, for text-to-speech, speech-to-speech, and Spanish-language services 24 hours a day, 7 days a week. In making any request for assistance, advance notice to the City forty-eight hours prior to the meeting will enable the City to make reasonable arrangements.

**Traducciones en Espanol / Spanish-Language Translations:** Se les pide por favor que avise con 48 horas de anticipación cuando haga un pedido para asistencia. Esto les da suficiente tiempo antes de la junta para permitir que la ciudad tome medidas razonables.

**Conduct of Committee Meetings:** The Committee conducts all meetings in accordance with state law (the “Ralph M. Brown Act,” California Government Code Sections 54950, et seq.) and pursuant to the City’s Rules of Order (Policy Resolution 10; R2016-5).

**Public Comment:** Members of the public may directly address the Committee on any subject within the Committee’s subject matter jurisdiction. Each speaker’s comments will be limited to three minutes and will comply with the rules of order for Committee meetings.

**Consent Calendar:** These items are considered routine and may be approved by a single vote; however, any Committee Member may remove an item for discussion or public input prior to action by the Committee.

**Administrative Reports:** Only the Committee may authorize public input for these items.
Members Present: Sara Brooks, Jamie Cherry, Patrick Miller, Craig Smith, Michael Collins, and Julie Lucido

Members Absent: Reynaldo Zertuche

Others in Attendance:
City of Napa: Stephanie Cajina, Brandon Alves
Visit Napa Valley: Linsey Gallagher, Lisa Poppen
Augustine Agency: Brittany Lima, Debbie Augustine, Claire Marcus, Jaime Hayden
Members of the Public: Birttnay Ambrosini, Vin Smith, Pete Hangen

Start: 11:08 am

1. CALL TO ORDER/ROLL CALL

City Staff (Stephanie Cajina) conducted roll call. All members present with Chair Reynaldo Zertuche noted absent.

2. AGENDA REVIEW

City Staff noted addition of supplemental communication for agenda item 4A Approval of October 27, 2020 Meeting Minutes.

Julie Lucido made a motion to approve change to agenda. Jamie Cherry Seconded the motion. Roll Call Vote: Committee Members: Collins: Yea, Lucido: Yea, Miller: Yea, Smith: Yea, Chair Elect Cherry: Yea, Co-Chair Brooks: Yea. Nays: None. Motion Passes Unanimously

3. PUBLIC COMMENT
Public comment for all items on or not otherwise on the agenda.
No public comment.

4. CONSENT CALENDAR

A. OCTOBER 27, 2020 MINUTES
Approval the October 27, 2020 Regular Meeting minutes.


5. ADMINISTRATIVE REPORT

A. NAPA TID BUDGET UPDATE FOR FY 20/21 AND FY 21/22
Receive update from City Staff on budget for FY 20/21. City Staff will also discuss proposed budget for FY 21/22 for input from Committee in order to present final budget at the next Regular Napa TID meeting.
Brandon Alves, City Staff, presented a budget update for FY 20/21 and a draft budget for FY 21/22. In the FY 20/21 budget, as of 2/18/21, there was $180,834 in TID Assessment revenue with an interest earnings -$9,624. The projected revenue for FY 20/21 was adjusted from $438,600 to $308,160 ($310,104 in TID Revenue and -$1,944 in interest earnings). Napa TID revenue was impacted by restricted occupancy limits due to the COVID-19 pandemic. Current budget expenses and revenue are expected to produce a net operating loss of $335,062. $155,000 from reserves is expected to be used to subsidize projected budget deficit.

Then Augustine Agency noted that they expect to spend down the full $400,000 of baseline marketing services in their contract by the end of the term and that the $50,000 of optional costs will not be spent.

For the FY 21/22 Budget, Committee members recommended allocating $200,000 in “Grant Making to Other Organizations” and $635,000 in Advertising and Marketing.

B. VISIT NAPA VALLEY MONTHLY REPORT
Receive monthly report from Visit Napa Valley representatives on performance metrics for the City of Napa’s lodging industry.

Representatives from Visit Napa Valley (Linsey Gallagher and Lisa Poppin) presented metrics and data on the current state of the lodging industry and projected revenue and occupancy by 2022. VNV projects that visitor volume and spend levels will be back to 2019 levels until 2022. VNV projected $2.3 million in TID Revenue for FY 21 – a 70% decline in revenue. VNV projected $4 million in TID revenue for FY 2022.

VNV launched a new website refresh in January and increased drive market information. In Q1, they featured content that promoted diversity and inclusion in the wine industry to correspond with Black History Month. They will also showcase content to highlight International Women’s Day March.

C. AUGUSTINE AGENCY MONTHLY REPORT
Receive monthly report from Augustine Agency representatives on performance metrics for marketing campaigns related to marketing services contract.

Representatives from the Augustine Agency (Brittany Lima, Debbie Augustine, Claire Marcus, Jaime Hayden) presented the monthly report final and revealed features of the new website refresh. Committee members overall liked the new design. The projected launch date is March 23. Committee member Brooks asked Augustine to connect with business groups to get a pulse check on the website. There were no action items associated with this report.

6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for March 23, 2021. The Co-Chair adjourned the meeting at 12:47 p.m.
<table>
<thead>
<tr>
<th>FY2020/2021 Budget</th>
<th>FY2020/2021 Actuals (as of 2021-02-18)</th>
<th>Projected Actuals FY 20-21</th>
<th>FY2021/2022 Draft Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning Unreserved Fund Balance (estimated for FY 19/20)</td>
<td>$332,443</td>
<td>$332,443</td>
<td>$ -</td>
</tr>
<tr>
<td>Beginning Reserved Fund Balance (per Contingency Reserve Fund Policy)</td>
<td>561,025</td>
<td>561,025</td>
<td>559,338</td>
</tr>
</tbody>
</table>

### Revenues

<table>
<thead>
<tr>
<th></th>
<th>FY2020/2021 Budget</th>
<th>FY2020/2021 Actuals</th>
<th>Projected Actuals FY 20-21</th>
<th>FY2021/2022 Draft Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>TID Assessment</td>
<td>438,600</td>
<td>180,894</td>
<td>310,300</td>
<td>636,000</td>
</tr>
<tr>
<td>Interest Earnings</td>
<td>5,000</td>
<td>(9,624)</td>
<td>(1,950)</td>
<td>5,500</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>443,600</td>
<td>171,269</td>
<td>308,150</td>
<td>641,500</td>
</tr>
</tbody>
</table>

### Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2020/2021 Budget</th>
<th>FY2020/2021 Actuals</th>
<th>Projected Actuals FY 20-21</th>
<th>FY2021/2022 Draft Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Administrative Support</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries and Benefits</td>
<td>27,300</td>
<td>9,842</td>
<td>15,440</td>
<td>31,400</td>
</tr>
<tr>
<td>Banking Fees</td>
<td>1,000</td>
<td>345</td>
<td>590</td>
<td>1,000</td>
</tr>
<tr>
<td>General Overhead</td>
<td>8,100</td>
<td>4,050</td>
<td>8,100</td>
<td>500</td>
</tr>
<tr>
<td><strong>Subtotal Administrative Support</strong></td>
<td>36,400</td>
<td>14,237</td>
<td>24,130</td>
<td>32,900</td>
</tr>
<tr>
<td><strong>Collateral Materials</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Supplies</td>
<td>6,000</td>
<td>-</td>
<td>-</td>
<td>2,000</td>
</tr>
<tr>
<td>Other Purchased Services</td>
<td>6,000</td>
<td>1,820</td>
<td>3,640</td>
<td>4,000</td>
</tr>
<tr>
<td><strong>Subtotal Collateral Materials</strong></td>
<td>12,000</td>
<td>1,820</td>
<td>3,640</td>
<td>6,000</td>
</tr>
<tr>
<td><strong>Advertising and Marketing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Contract Marketing</td>
<td>635,000</td>
<td>189,507</td>
<td>589,510</td>
<td>635,000</td>
</tr>
<tr>
<td>- Other Paid Advertising and Optional Services</td>
<td>50,000</td>
<td>-</td>
<td>-</td>
<td>50,000</td>
</tr>
<tr>
<td>- Visit Napa Valley COVID-19 Responsive Media Campaign (included in Contract Marketing)</td>
<td>25,000</td>
<td>-</td>
<td>25,000</td>
<td>-</td>
</tr>
<tr>
<td><strong>Subtotal Advertising and Marketing</strong></td>
<td>710,000</td>
<td>189,507</td>
<td>614,510</td>
<td>685,000</td>
</tr>
<tr>
<td>Funding Grants to Other Organizations</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Contributions/Donations</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Subtotal Funding Grants to Other Organizations</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL OPERATING EXPENSES</strong></td>
<td>758,400</td>
<td>205,564</td>
<td>642,280</td>
<td>923,900</td>
</tr>
</tbody>
</table>

### Net Operating Position

<table>
<thead>
<tr>
<th>FY2020/2021 Budget</th>
<th>FY2020/2021 Actuals</th>
<th>Projected Actuals FY 20-21</th>
<th>FY2021/2022 Draft Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Operating Position</td>
<td>(314,800)</td>
<td>(334,130)</td>
<td>(282,400)</td>
</tr>
<tr>
<td>Transfer to/from Reserves</td>
<td>-</td>
<td>(1,687)</td>
<td>(282,400)</td>
</tr>
<tr>
<td>Estimated Ending Unreserved Fund Balance</td>
<td>17,643</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Estimated Ending Reserved Fund Balance (per Contingency Reserve Fund Policy)</td>
<td>561,025</td>
<td>559,338</td>
<td>276,938</td>
</tr>
</tbody>
</table>

Contingency Reserve Fund Policy states that the transfer to reserves will be adjusted based on the final net position of the fiscal year.

*The City and TID board shall have the authority to adjust budget allocations between the categories by no more than 20% of the category budget per year.

Contingency Reserve Fund must maintain minimum levels of 35% of budgeted revenue ($224,525.00)

If Napa TID determines that funds in the CRF must be used, they will also provide a plan for replenishment of the CRF.
Red to Orange Tier

C A L I F O R N I A

Visit Napa Valley

Visit Napa Valley

Have you heard the good news? Napa County is moving into the state’s Red Tier on Wednesday, March 3rd! What does that mean?

- Restaurants are open for outdoor service AND indoor service
- Wineries are open for outdoor service
- Hotels remain open and welcoming leisure travelers
- Retail shops are open indoors with limited capacity
- Museums are open indoors with limited capacity
- A safe and enjoyable visit directly supports small businesses and residents— we’ll save you a seat!

@napavalleypaul

Liked by sarahjoea and others

1 DAY AGO

Make Reservations

Due to new protocols and limited capacity allowed, advanced reservations are required for wineries, and strongly suggested for dining.

Visit Responsibly

- Wear a mask, both indoors and out
- Maintain physical distance in public
- Only visit with members of your household

UPDATE
Voice of the Tourism Industry

- Napa County Board of Supervisors
  - Support of Hot Air Balloon Launch
  - Deferred action - Cannabis Commercial Cultivation
- Proactive local media outreach in support of tourism
- Napa Green - lodging initiative - survey
Collaboration & Consumer Clarity

- Focus on in-state and drive market travel.
- California road trips.

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

- Pull through overarching Napa Valley brand.
- Unique personalities & offerings.

- Pull through overarching Napa Valley brand & towns.
- Content, offers & details.
- Convert traffic to bookings.
# Smith Travel Research - January 2020

<table>
<thead>
<tr>
<th>Smith Travel Research</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Calendar YTD January 2021</td>
<td>Occupancy</td>
<td>YOY %</td>
<td>ADR</td>
<td>YOY %</td>
</tr>
<tr>
<td>Napa County</td>
<td>21.4%</td>
<td>-60.9%</td>
<td>165.53</td>
<td>-31.1%</td>
</tr>
<tr>
<td>Sonoma County</td>
<td>38.9%</td>
<td>-35.7%</td>
<td>116.59</td>
<td>-20.1%</td>
</tr>
<tr>
<td>Monterey County</td>
<td>32.6%</td>
<td>-41.5%</td>
<td>113.17</td>
<td>-30.3%</td>
</tr>
<tr>
<td>San Francisco County</td>
<td>25.6%</td>
<td>-63.8%</td>
<td>103.82</td>
<td>-69.6%</td>
</tr>
<tr>
<td>American Canyon</td>
<td>56.5%</td>
<td>-19.6%</td>
<td>87.11</td>
<td>-16.4%</td>
</tr>
<tr>
<td>Calistoga</td>
<td>28.0%</td>
<td>-52.5%</td>
<td>247.26</td>
<td>-7.3%</td>
</tr>
<tr>
<td>Napa</td>
<td>18.0%</td>
<td>-67.6%</td>
<td>128.93</td>
<td>-33.9%</td>
</tr>
<tr>
<td>Yountville</td>
<td>8.6%</td>
<td>-82.4%</td>
<td>524.00</td>
<td>30.9%</td>
</tr>
<tr>
<td>Unincorporated Co.</td>
<td>16.7%</td>
<td>-63.7%</td>
<td>233.64</td>
<td>-35.0%</td>
</tr>
<tr>
<td>Group</td>
<td>8.9%</td>
<td>-83.3%</td>
<td>179.89</td>
<td>-19.0%</td>
</tr>
<tr>
<td>Limited Service</td>
<td>46.2%</td>
<td>-22.6%</td>
<td>102.86</td>
<td>-18.9%</td>
</tr>
</tbody>
</table>
Smith Travel Research - March Trends

STR trend line - Napa County
Travel Trade & Group

Webinars
TravelAge West - Feb. 23, with five partners
- More than 1,100 agents participated

Costco Travel is now offering Napa Valley Vacation packages - 900+ Costco Travel Agents & 120 million members
- Westin
- Meritage

68+ leads received 2021
3 group site visits!

Verdant valley
One of the great wine regions of the world, Napa Valley also offers a wealth of outdoor, culinary and pampering opportunities
Email & Social

Spring Delights
Spring has enacted in Napa Valley, and there’s still time to catch the magic of instant season. With buds blooming on the vines, colorful wildflowers flourishing along the roadsides, and wineries gardens blooming in full force, Napa Valley is bustling with new beginnings. Come and experience the sheer joy of surfing in wine country.

TOP SPOTS FOR SPRING

Plan Your Spring Trip
Come for the wildflowers, stay for the wine! Enjoy intimate wine tastings, expansive outdoor spaces, and behind-the-scenes private tours of vineyard gardens and caves. Plus, 95% of our vineyards are family owned and operated, which means nearly every sip will feel like home.

Your Workation Destination
When you can work from nowhere, why not trade in your home office for a workation with wine country views? While all of the country is brimming down in a winter chill, Napa Valley is enjoying bright sunny days along with the glorious annual spring must marred bloom. Whether you’re seeking a remote escape with vineyard views or a spot close to all the action of downtown, find your perfect place to work in wine country this winter.

WORK FROM WINE COUNTRY

Plan the Perfect Wine Tour
Spring means bloom and bud breaks. Mark your calendar, throw blooming, and warmer weather, and there’s no better way to kick back and enjoy the season than with a custom curated wine tour. Napa Valley tour experts know the valley and the 400+ wineries within it better than anyone, and whether you opt to tour by bike, electric, SUV, classic convertible, luxury van, open-air KL, or your own two feet, Napa’s a Napa Valley wine tour with your name on it.

REACH OUT AND REPEAT
## Q2 2021 Content Calendar

<table>
<thead>
<tr>
<th>Publish</th>
<th>Promo</th>
<th>Topic</th>
<th>Writer</th>
<th>Publish</th>
<th>Promo</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/1/21</td>
<td></td>
<td>Tour de Chef Cycling Routes</td>
<td>Update</td>
<td>5/6/21</td>
<td></td>
<td>Celebrate Mother’s Day in the Napa Valley</td>
</tr>
<tr>
<td>4/8/21</td>
<td></td>
<td>Ditch the Car: Best Way to Tour Napa Valley (update per SEO report)</td>
<td>JM</td>
<td>5/13/21</td>
<td>JM</td>
<td>Micro-weddings/elopements/ - short term planning help - fancy picnics-rebooking within the year</td>
</tr>
<tr>
<td>4/22/21</td>
<td></td>
<td>Where to go when you know nothing about wine but want to learn (working title)</td>
<td>JM</td>
<td>5/27/21</td>
<td>JM</td>
<td>Stargazing in Napa Valley - low light pollution, perfect spring weather</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Insider’s Guide - Napa Walkabout by Kim McGuinness</td>
<td></td>
<td></td>
<td></td>
<td>Things to Do at Lake Berryessa</td>
</tr>
<tr>
<td></td>
<td></td>
<td>When is the Best Time to Visit Napa Valley (lay out in first paragraph- harvest season, cab season, etc- if you like this, come then, etc- answer fire season questions-benefits of “low season” /harvest more $$)</td>
<td></td>
<td></td>
<td></td>
<td>The Best Napa Valley Wineries You’ve Never Heard Of (tiny boutique wineries, include BIPOC wherever possible)</td>
</tr>
</tbody>
</table>

*Note: The topics and dates are placeholders and should be replaced with actual content and publication dates as per the marketing strategy.*
Where to Go in 2021

The 24 destinations that will be especially profound this year—and the data you need to plan your trip safely.

By Bloomberg Pursuits

**Toast a Greener Future in California Wine Country**

Four years of devastating fires haven't dimmed Napa and Sonoma's luster as one of the pinkest, lushest—and greenest—wine regions around. Sonoma became the most sustainable viticultural area in the world in late 2020 after 99% of its vineyards were certified as such by third-party auditors, and Montegrò brought the town of Healdsburg a new level of luxury stay when it opened in December. Its 180 bungalows are partially solar-powered, most with ample terraces and outdoor showers.

Get in on the spirit with a zero-emissions vacation; restrictions in Burgundy and Tuscany mean that bike trip operators including YET, DuVine, and Backroads are doubling down on high-end Golden State adventures. When the Four Seasons Resort Napa Valley makes its debut early this year in Calistoga, guests not only can roll up their sleeves and help harvest the property’s organically farmed vineyards, they’ll have front-door access to hike the 42-mile Vine Trail, which will eventually link the valley from the Vallejo ferry terminal to Calistoga.

**Pandemic wanderlust: 100 places we're yearning to travel in 2021 and beyond**

**USA TODAY Travel team**

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88. **Napa Valley, California:** What do I want for a 2021 escape? A lovely Napa vineyard vacation where I sip wine, nibble charcuterie, laugh with my best friends and don't wash a single dish for four days. — Jennifer McClellan, USA TODAY music & lifestyle editor (Twitter: @JenMcClel)
Partner Content Asks

- Family Travel
- Pet Friendly
- Evolved Mini Bars
- Innovative Wellness experiences
- Top Tours - 10 days of behind the scenes favorite tours

WOMEN AND WINE

About 60 percent of Napa Valley wineries now have a woman owner or winemaker, according to Napa Valley Vintners, a nonprofit trade association. Toast to this triumph in the traditionally male-dominated industry and to Women's History Month on a West Wine Tours (westwinetours.com) tour of Wine Country tasting tours ($650 for private transportation for six plus $240 per person for tasting). The private tour stops at Fantasca Estate & Winery, headed by winemaker Heidi Barrett; Crocker & Starr wines, where winemaker Pam Starr uses sustainable farming practices; and St. Clair Brown Winery & Brewery, whose winemaker and brewmaster Elaine St. Clair has been winning awards in Napa Valley for more than 30 years.

"The tour highlights wineries that you may not have heard of," says Nicole Benjamin, owner of West Wine Tours. Led in a shiny 1960s or ’70s vintage Volkswagen bus that might be named Sweet Pea or Green Bean, the tour includes a farm-to-table lunch and a dressed-down driver who grew up nearby and may feel like a buddy by tour's end.
Advertising Planning Parameters

**Target Audience**
- **Aspirational/Value Traveler**
  - HHI $75K-$200K
  - Age: 25-44
- **Luxury Traveler**
  - HHI $200K+
  - Net Worth $1M
  - Age: 45+

**Geography**
- **Primary (Drive Markets)**
  - San Francisco DMA
  - Sacramento DMA
- **Secondary**
  - Los Angeles DMA

**Timing & Budget**
- **Flight Dates**
  - January-June 2021
- **Budget**
  - $275,000
  - + ~$17,000 savings from BWT/RAG 1.0

**Campaign Measurement**
- **Engagement**
  - CTR, Sessions, TOS
  - Partner Referrals
- **Visitation**
  - Lift in Visitation (STR)
## Paid Advertising - Raise A Glass

<table>
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<th>July</th>
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**Totals:** $527,900
Paid Advertising - Expedia Co-Op

13.5 million total impressions

- ROAS: 28:1 program average (not guaranteed by property)
  - Goal of $2.5M in total room revenue

- Total budget: $87.5K net spend valued at $175K

24 properties participated, including 12 small inns. Every jurisdiction is represented.
February 1-28, 2020
- 4.4M impressions
- 3.5K room nights
- $1.1M gross bookings
- 38:1 ROI

Participating Napa hotels
- 675+ room nights
- $200K gross bookings
VISIT Napa Valley

THANK YOU!
February Summary
February Summary – Social Media

- As the Regional Stay at Home Order was lifted, Augustine continued to promote Downtown Napa as a unique travel destination for engaged audiences.
- Augustine emphasized "romantic getaway" messaging featuring lodging properties.
- Augustine continued to promote blogs on all social platforms.
- Augustine utilized boosted budget for in-feed content to expand our reach and encourage midweek visits to Downtown Napa.
- Augustine continued to engage with audiences and answered daily questions about Downtown Napa safety precautions for COVID-19.
- Social content generated 1.7MM Impressions across platforms for the month of February.
The Do Napa Like a Local, Safely campaign resumed in February (after being paused from December 2020 through January 2021), bringing in more targeted and qualified users to DoNapa.com. The campaign brought in **1,341,703 impressions, 10,512 clicks to the website and resulted in 246,404 video plays.**

In February, there were **12,759 visitors to the site. Average session duration was up 27% from January at 2:28.**

**Lodging** continued to be the **top event type at 70%**, with the "Book Now" button as the **top action at 61%**. Top properties searched for in February included the Archer Hotel, Napa River Inn, and the R Inn.

**California continues to source the most traffic at 83% of users.** Other states with high engagement were again Texas and Florida. Users from **San Francisco, Napa and San Jose** were the **top three visiting cities** followed closely by other nearby Bay Area cities. The Sacramento audience was the most engaged with **2:45 average time on page.**
February Summary - Website

- Mobile remains the top preferred device with 53% of audiences converting on the website.

- The Home Page, Restaurant and What to Do pages received the most traffic. All pages had a top audience of 25-34 years old from San Francisco. Engagement was high on all pages, especially the COVID-19 Updates page (4:23), Home Page (2:43) and Shopping page (2:37).

- Facebook Ads were the best performing channel this month with 6,171 visitors from the Do Napa Like a Local, Safely Campaign. This was followed by Organic Search at 3,647 visitors. Overall, referral users were the most engaged with 5:28 average time on page!

- Visit CA was the top referral to the website this month with 110 visitors. Other referral sources included local/Napa-related sites like Visit Napa Valley, Vintner Project and Whimsy Soul, a San Francisco-based travel blog. Visit Napa Valley users were the most engaged with 3:49 average time on page.
Augustine continued to monitor COVID-19 developments, updating the travel advisory and adjusting proactive media communications as needed.

Augustine developed and distributed a press release announcing the new "Do Napa Like a Local, Safely" Campaign.

Augustine continued to follow up with staff journalists and freelance blog/travel writers the team met with during the Virtual TravMedia IMM USA 2021 Event.

Pitching efforts focused on promoting public art and outdoor activities, new businesses and wellness offerings.

Augustine continued to partner with Downtown Napa businesses, Visit Napa Valley and Visit California for relevant pitching opportunities.

Secured/flagged earned media coverage this month included highlights of Downtown Napa new businesses, Valentine's Day offers and wellness activities. Coverage had estimated monthly visits of 1.18B and estimated coverage views of 1M.
Social Media Overview
Facebook Overview

<table>
<thead>
<tr>
<th>Data</th>
<th>January</th>
<th>February</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>77,153</td>
<td>77,092</td>
<td>-0.08%</td>
</tr>
<tr>
<td>Impressions</td>
<td>41,444</td>
<td>1,346,149</td>
<td>+3,628%</td>
</tr>
<tr>
<td>Engagements</td>
<td>1,369</td>
<td>27,533</td>
<td>+2,345%</td>
</tr>
</tbody>
</table>

❖ Facebook generated **1.3K impressions** and **27.5K engagements**. There was a sharp increase due to paid efforts.

❖ Downtown Napa Facebook page generated **77,092 page likes** and **10K link clicks**.

❖ The most reached demographic on Facebook is **women aged 35-44**, followed by **women aged 45-54**. This age range is a jump from last month's insights where the largest audience demo was **women aged 25-34**.

❖ We continue to see the **highest reach** from locations across California with San Jose in the lead followed by San Francisco.

Source: Sprout Social Facebook Insights
Facebook Top Posts

- February Facebook top posts featured content highlighting Downtown Napa updates and socially-distant offers.

- Our top post by lifetime engagements featured an inspirational Valentine’s Season post generating 3,674 engagements including 155 shares.

- Other top posts were a rainbow post with 174 engagements including 12 shares and a Gran Electrica post with 133 engagements including two shares.

- All top posts remained above the industry benchmark of 0.13% engagement rate for Hotels and Resorts.

- Augustine will continue to create content to promote Downtown Napa as a desirable travel destination.

Source: Sprout Social Facebook Insights
Instagram saw a generous increase in overall impressions (+5.6% MoM). Instagram continued to see an increase in audience growth (+1.42% MoM). Instagram audience increased by 309 net followers in February, most likely due to paid efforts.

The most engaged audience on Instagram is women aged 35-44, followed by women aged 25-34.

We continue to see the most engagement from locations across California with Napa in the lead, followed by San Francisco.

<table>
<thead>
<tr>
<th>Data</th>
<th>January</th>
<th>February</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>34,417</td>
<td>34,959</td>
<td>+1.42%</td>
</tr>
<tr>
<td>Impressions</td>
<td>181,889</td>
<td>288,401</td>
<td>+58.6%</td>
</tr>
<tr>
<td>Engagements</td>
<td>6,996</td>
<td>7,141</td>
<td>+2.1%</td>
</tr>
</tbody>
</table>
Instagram Top Posts

- Instagram content highlighted key experiences in Downtown Napa to encourage future visits.

- Instagram **top posts** featured a mixture of content from a **restaurant post** to a feel-good community **post** and a **River Terrace Inn post**.

- All **top posts remained above the industry benchmark** for engagement rates of 1.03% for Hotels and Resorts.

- We saw a sharp increase in engagement this month as travel continues to pick up and county mandates change.

Source: Sprout Social Instagram Insights
Twitter Overview

<table>
<thead>
<tr>
<th>Data</th>
<th>January</th>
<th>February</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>28,519</td>
<td>28,507</td>
<td>0%</td>
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<tr>
<td>Impressions</td>
<td>15,872</td>
<td>22,154</td>
<td>+35.4%</td>
</tr>
<tr>
<td>Engagements</td>
<td>605</td>
<td>466</td>
<td>-29.7%</td>
</tr>
</tbody>
</table>

- Twitter content continued to highlight updates in Downtown Napa and promote business openings and Valentine's offers.
- Twitter saw an **increase in overall impressions** in February (+35.4% MoM).
- Our **most engaged audience** on Twitter is **Men and Women ages 35-44**, followed by Men and Women ages 45-54. Men remain the majority of DoNapa's Twitter audience, accounting for 51%.

Source: Sprout Social Twitter Insights
Twitter top posts featured a mixture of content showcasing Downtown Napa views.

Twitter is not a platform for high engagement, therefore top posts remained below the industry benchmark for engagement rates of 0.40%.

Augustine will continue to position Twitter content to highlight Downtown Napa news and updates.

Source: Sprout Social Twitter Insights
Do Napa Like A Local, Safely Campaign
Campaign Metrics - Video

Impressions: 1,341,703
Reach: 402,820
Clicks to the Website: 10,512
Video Plays: 246,404

Top Video Views:
1. Wine Tasting: 97,295
2. Outdoors: 65,792
3. Dining: 17,685

Top Video Clicks:
1. Dining: 3,787
2. Outdoor: 3,752
3. ARTWalk: 861

Data from 2/1-2/28
### Campaign Metrics - Social Media

<table>
<thead>
<tr>
<th>Data</th>
<th>February</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>432,709</td>
</tr>
<tr>
<td>Impressions</td>
<td>1,319,086</td>
</tr>
<tr>
<td>CPC</td>
<td>$0.42</td>
</tr>
</tbody>
</table>

- Paid Social efforts promoted our Do Napa Like a Local - Safely Campaign with reach and traffic ad campaigns.
- Our overall cost per click was **low this month at $0.42 per click**.
- Our ad campaigns generated **5,052 landing page views and 10,559 link clicks across campaigns**.
- Video thru-plays for the Like a Local – Safely campaign generated **192,450 video views**.
- Augustine will continue to utilize paid media to promote DoNapa by encouraging safe visits.

*Source: Facebook Insights*
Subject Line: Do Napa Like A Local - Safely
Sent: 2/17
Open Rate: 11.6%
CTR: 0.8%
Top Links:
- Do Napa Like A Local - Safely: 260 clicks
- What To Do: 21 clicks
- Do Napa Logo: 17 clicks

Now that the new year is in full swing and the stay at home order has been lifted, Downtown Napa has worked hard to welcome visitors back safely with measures in place to ensure your stay and entire Napa experience is extraordinary.
Website
With only the Do Napa Like a Local, Safely campaign running in February, there were slight decreases in traffic from 2021, but due to targeting efforts, there were increases in Pages Per Session and Average Session Duration indicating qualified users ending up on the website.

There was a **bump in activity February 8th with 860 total users to the website due to the February organic eNewsletter send.**
Website Analytics: Website Events

- **Total Events**: 711 (-30% from last year)
- **Unique Events**: 505 (-30% from last year)
- **Sessions Per Event**: 1.93 (+5% from last year)

❖ Lodging continued to be the **top event type at 70%**, with the "Book Now" button as the **top action (61%)**.

❖ Specific lodging properties that were searched for this month were **Archer Hotel, Napa River Inn and the R Inn**.

<table>
<thead>
<tr>
<th>Lodging Property</th>
<th>Clicks</th>
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<tbody>
<tr>
<td>Archer Hotel</td>
<td>13 (2%)</td>
</tr>
<tr>
<td>Napa River Inn</td>
<td>12 (2%)</td>
</tr>
<tr>
<td>R Inn</td>
<td>12 (2%)</td>
</tr>
<tr>
<td>Meritage Resort</td>
<td>12 (2%)</td>
</tr>
<tr>
<td>Andaz Napa</td>
<td>10 (1%)</td>
</tr>
</tbody>
</table>
California continues to bring in the most traffic (83%).

In February, visitors from surrounding Bay Area and Sacramento markets continue to be top visitors to the site.

The Sacramento market spent the most time out of all California cities at 6:27. The Texas market spent the most time on page out of the states at 5:28 average time on page.
Mobile remained the top device for conversions at 53.54% of users and continues to bring in the most users with 9,227 in February. Desktop was close behind at 44.34%.

<table>
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<tr>
<th>Device Category</th>
<th>Users</th>
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<tr>
<td>mobile</td>
<td>9,227</td>
<td>53.54%</td>
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<tr>
<td>desktop</td>
<td>3,161</td>
<td>44.34%</td>
</tr>
<tr>
<td>tablet</td>
<td>310</td>
<td>2.12%</td>
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</table>
In February, the **Home page**, **Restaurant page** and **What to Do page** were the most visited.

In February, San Francisco users were the top city of the top pages.

Engagement remains high across all pages. Users spent the most time on the **COVID-19 Updates** page due to the large and relevant amount of information on this page.

### Website Analytics: Pages Most Visited

<table>
<thead>
<tr>
<th>Page</th>
<th>Visitors</th>
<th>Time on Page</th>
<th>Top Demos</th>
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<tbody>
<tr>
<td>Home</td>
<td>3,257</td>
<td>2:43</td>
<td>Age 25-34/Female/San Francisco</td>
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<tr>
<td>Restaurants</td>
<td>1,263</td>
<td>2:11</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>What to Do</td>
<td>1,004</td>
<td>0:53</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Wine Tasting Roms</td>
<td>900</td>
<td>2:41</td>
<td>Age 25-34/Female/San Francisco</td>
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<tr>
<td>Event</td>
<td>6700</td>
<td>1:54</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Covid 19 Updates</td>
<td>549</td>
<td>4:23</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Where to Stay</td>
<td>420</td>
<td>1:58</td>
<td>Age 25-34/Female/San Francisco</td>
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<tr>
<td>Shopping</td>
<td>418</td>
<td>2:37</td>
<td>Age 25-34/Female/San Francisco</td>
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<tr>
<td>Bars &amp; Nightlife</td>
<td>408</td>
<td>2:34</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Wine Tasting Card</td>
<td>398</td>
<td>1:18</td>
<td>Age 25-34/Female/San Francisco</td>
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</table>
Paid media efforts through the Like a Local, Safely campaign led to the most traffic in February with 6,171 visitors.

Referrals brought in the most engaged users in February with 5:28 average time on page.
Website Analytics: Referrals

<table>
<thead>
<tr>
<th>Source</th>
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<tr>
<td>Visit CA</td>
<td>110</td>
<td>2:15</td>
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<tr>
<td>Visit Napa Valley</td>
<td>96</td>
<td>3:49</td>
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<tr>
<td>Vintner Project</td>
<td>49</td>
<td>0:44</td>
</tr>
<tr>
<td>Whimsy Soul</td>
<td>16</td>
<td>1:22</td>
</tr>
</tbody>
</table>

- This month, **Visit California was the top referrer to the website**.
- Other referral sources included local/Napa-related sites like Visit Napa Valley, Vintner Project and Whimsy Soul, a San Francisco-based travel blog.
- All audiences that came in from the local Napa and California sites spent a good amount of time on DoNapa.com. This month, **Visit Napa Valley brought in the most engaged users at 3:49 average time on page**.
Website Analytics: Blogs

- **Do Fall In Love in Downtown Napa**
  - Posted: 2/4
  - Page Views: 262
  - Unique Page Views: 222
  - Avg. Time on Page: 3:38
  - Bounce Rate: 66.23%

- **Sip With Us In Downtown Napa**
  - Posted: 2/23
  - Page Views: 132
  - Unique Page Views: 114
  - Avg. Time on Page: 3:06
  - Bounce Rate: 27.27%
We are so happy that businesses are starting to reopen once again. Downtown Napa continues to work hard to safely welcome visitors back with measures in place to ensure your stay and Napa experience is extraordinary. Our Travel Advisory page has information on current openings - we encourage you to check it out before making your plans to visit.

 Augustine
Public Relations
Augustine continues to monitor COVID-19 developments, updating the travel advisory and adjusting proactive media communications as needed.

Augustine continued to follow up with staff journalists and freelance blog/travel writers the team met with during the Virtual TravMedia IMM USA 2021. Several writers are excited to visit Downtown Napa when travel is safe and/or produce content featuring the destination.

Pitching efforts focused on promoting public art and outdoor activities, new businesses and wellness offerings.

Augustine continues to partner with businesses in Downtown Napa, Visit Napa Valley and Visit California for relevant pitching opportunities.

The team also continues to update the DoNapa press room with new coverage and announcements.
Augustine developed a press release announcing the "DoNapa Like a Local, Safely" campaign - "New Downtown Napa Campaign Shows Enhanced Safety Measures Visitors Can Expect."

Distributed on 2/9 to local and regional outlets, as well as freelance travel writers to inspire and encourage coverage.

Press resulted in an article on Napa Valley Register.
Proactive pitches were submitted to the following outlets:

- **Freelance (Foodie Flashpacker, The Savvy Retiree, etc.)** - Destinations with Public Art
- **Marin Magazine** - Must-Try Things in Napa
- **Visit California** - Immersive Travel: How to Really Visit Downtown Napa
- **Visit California** - First of the Season
- **Freelance (Travel Awaits, Six Legs Will Travel, etc.)** – What to Do in Napa, Besides Wine
- **Freelance (Thrillist, Trivago, etc.)** - Brandy Tastings in Downtown Napa
- **Freelance (Marin Living, The New York Times, etc.)** - Art in Downtown Napa
- **Freelance (Food Wine Travel, Upscale Living, etc.)** - Art in Downtown Napa
- **Freelance (Fodor's Travel, Travel + Leisure, etc.)** - Art in Downtown Napa
- **Freelance (The Written Palette, Wander with Wonder, etc.)** - Art and Outdoors in Downtown Napa
- **Freelance (TripSavvy, The Culture Trip, etc.)** - What's New in Downtown Napa
Pitching

Proactive pitches were submitted to the following outlets:

- **Freelance (Lonely Planet, Outside, etc.)** - Dog-Friendly Napa
- **Freelance (Fodor’s Travel, Lonely Planet, etc.)** - Wellness and Spa in Downtown Napa
- **DRIFT** – Art in Downtown Napa
- **Carpe Travel** – Outdoor Experiences in Downtown Napa
- **Freelance (Los Angeles Time, Westways, etc.)** - How to Do Napa without a Car
- **Travel Awaits** – Dog-Friendly Napa
- **Freelance (NerdWallet, The Points Guy, etc.)** - New Hotels Opening This Spring
Secured Coverage

- **Visit California (Media Portal)** – Relax and Recharge in California's Expansive Outdoor Spaces
- **Live Date:** 2/1
- **Link**
- **Est. Monthly Visits:** 21.5K
- **Est. Coverage Views:** 64
- **Date Pitched:** 12/4

This entry was shared with U.S. travel media contacts by Visit California, which can potentially lead to new earned media opportunities and coverage.
Secured Coverage

- Visit California (Media Portal) – Exclusive and Private Places to Spend Valentine's Day
- Live Date: 2/1
- Link
- Est. Monthly Visits: 21.5K
- Est. Coverage Views: 64
- Date Pitched: 1/11

This entry was shared with U.S. travel media contacts by Visit California, which can potentially lead to new earned media opportunities and coverage.
Secured Coverage

- **Visit California (Media Portal) – What's New in California**
- **Live Date:** 2/5
- **Print Publication - Spring**
- **Date Pitched:** 11/3
- This entry was shared with U.S. travel media contacts by Visit California, which can potentially lead to new earned media opportunities and coverage.

**NAPA VALLEY**

**New Culinary Delights in Downtown Napa**

Downtown Napa welcomed two new culinary hotspots in fall 2020. First & Franklin Marketplace blends a full-service deli with a specialty marketplace offering up local wine, craft beers, and Napa Valley gift items. Visitors looking for a quick bite can enjoy grab-and-go or made-to-order sandwiches, salads and charcuterie plates, as well as pre-cooked family meal kits and sides. On a mission to make high-quality the everyday norm, **Continuo Provisions** in Napa opened a new, larger location replacing the CIA at Copia outpost. Featuring their famous breakfast biscuits, sandwiches, and salads, nearly every item on the menu is hand-crafted in house.

**New Spirits in Downtown Napa**

**Napa Valley Distillery,** the first distillery to open its doors in the city of Napa since prohibition, opened a new speakeasy tasting salon dubbed the “Hollywood Room” with cocktails crafted from spirits made just a few feet away. The art deco-designed space is punctuated with tiki bar-like decor. The first standalone tasting room dedicated solely to luxury California brandies, **California Brandy House,** opens on First Street in November 2020 for outdoor tastings. The new concept will debut with two leading brandy portfolios, Germain-Robin and Argonaut. Visitors will be guided through tasting flights, including single-barrel samples that are only available at the tasting space.
Secured Coverage

- **Visit California (Media Portal)** – What’s New in California
- **Live Date:** 2/5
- **Print Publication** - Spring
- **Date Pitched:** 11/3
- This entry was shared with U.S. travel media contacts by Visit California, which can potentially lead to new earned media opportunities and coverage.

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Two New Lodging Properties to Open in Downtown Napa in 2021

Downtown Napa anticipates welcoming two new properties in 2021. **Cambria Hotel Napa Valley**, conveniently located within walking distance of downtown Napa shopping and restaurants, will accept bookings starting in March 2021. The property will feature an outdoor pool with a sun deck and poolside bar, fitness center, bicycle rentals, and a full-service restaurant and bar serving locally inspired dishes and regional craft beers. Slated to open in early 2021, **The George** is a new generation luxury boutique inn featuring nine guest rooms, situated in downtown Napa’s picturesque old town neighborhood. The meticulously restored Queen Anne style Victorian home was originally built in 1891 and is tucked away from the downtown bustling but within easy walking distance of everything downtown Napa has to offer.
Secured Coverage

- **Newstral** – New Destination in Napa for Sparkling Wine Lovers
- **Live Date:** 2/5
- **Link**
- **Est. Monthly Visits:** 1.51M
- **Est. Coverage Views:** 34.9K
- **Date Pitched:** 1/28
- **Syndicated via Forbes**
- **Generated from Virtual TravMedia IMM 2021 event**
Secured Coverage

- **The Bharat Express News** – New Destination in Napa for Sparkling Wine Lovers
- **Live Date:** 2/5
- [Link](#)
- **Est. Monthly Visits:** 47.6K
- **Est. Coverage Views:** 10.3K
- **Date Pitched:** 1/28
- Syndicated via *Forbes*
- Generated from Virtual TravMedia IMM 2021 event
Secured Coverage

- **Latest Nigerian News** – New Destination in Napa for Sparkling Wine Lovers
- **Live Date:** 2/5
- **Link**
- **Est. Monthly Visits:** 912K
- **Est. Coverage Views:** 35.7K
- **Date Pitched:** 1/28
- **Syndicated via Forbes**
- **Generated from Virtual TravMedia IMM 2021 event**
Secured Coverage

- **Write Caliber** – New Destination in Napa for Sparkling Wine Lovers
- **Live Date:** 2/5
- **Link**
- **Est. Monthly Visits:** 8.09K
- **Est. Coverage Views:** 2.46K
- **Date Pitched:** 1/28
- **Syndicated via Forbes**
- **Generated from Virtual TravMedia IMM 2021 event**
Secured Coverage

- **Visit California (Media Portal)** – New Spirits in Downtown Napa
- **Live Date:** 2/8
- **Link**
- **Est. Monthly Visits:** 21.5K
- **Est. Coverage Views:** 64
- **Date Pitched:** 11/3
- This entry was shared with U.S. travel media contacts by Visit California, which can potentially lead to new earned media opportunities and coverage.
Secured Coverage

- **Visit California (Media Portal)** – New Culinary Delights in Downtown Napa
- **Live Date:** 2/8
- **Link**
- **Est. Monthly Visits:** 21.5K
- **Est. Coverage Views:** 64
- **Date Pitched:** 11/3

This entry was shared with U.S. travel media contacts by Visit California, which can potentially lead to new earned media opportunities and coverage.
Secured Coverage

- **Visit California (Media Portal)** – Two New Lodging Properties to Open in Downtown Napa in 2021
- **Live Date:** 2/8
- **Link**
- **Est. Monthly Visits:** 21.5K
- **Est. Coverage Views:** 64
- **Date Pitched:** 11/3

This entry was shared with U.S. travel media contacts by Visit California, which can potentially lead to new earned media opportunities and coverage.
Secured Coverage

- **Visit California (Consumer Blog)** – 8 Amazing Valentine's Day Experiences
- **Live Date:** 2/9
- **Link**
- **Est. Monthly Visits:** 894K
- **Est. Coverage Views:** 2.75K
- **Date Pitched:** 1/11

From coastal yurts to whimsical water towers, we've collected eight unique stays and unforgettable experiences to put on your romantic getaway bucket list. While a few of these packages are a limited-time offering, the destinations can be enjoyed at any time. If immediate travel isn't in your plans, opt for a gift card and go when the time is right. Many destinations offer ongoing romance packages: At [Auberge Carmel in Carmel-by-the-Sea, the Romantic Getaway Package includes a couple's massage, dinner with wine pairings at Auberge Restaurant, and more; the Napa River Inn Romance Package comes with chocolate-dipped strawberries, champagne, and fresh pastries delivered to your room daily from a local Napa bakery.](#)
Secured Coverage

- **Napa Valley Register** – Big Buzz: Downtown Napa Launches "Do Napa, Safely" Campaign

- **Live Date:** 2/9

- **Link**

- **Est. Monthly Visits:** 519K

- **Est. Coverage Views:** 1.47K

- **Date Pitched:** 2/9
DRIFT – 10 Reason Why You Should Stay in Downtown Napa

Live Date: 2/9

[Link]

Est. Monthly Visits: 6.36K

Est. Coverage Views: 810

Date Pitched: 1/28

Generated from Virtual TravMedia IMM 2021 event
Flagged Coverage

- Visit Napa Valley (Consumer Blog) – The Ultimate Guide to Valentine’s Day, Napa Valley-Style
- Live Date: 2/1
- Link
- Est. Monthly Visits: 98.3K
- Est. Coverage Views: 956
- Generated from continuous collaboration with Visit Napa Valley
Flagged Coverage

- **Travel + Leisure** – 8 Amazing California Road Trips That Take You From Big Sur to the Sierras
- **Live Date**: 1/26
- **Link**
- **Est. Monthly Visits**: 7.44M
- **Est. Coverage Views**: 13K
- Augustine did not receive confirmation this story was generated by a direct pitch, but there's potential it was generated by previous pitches, earned or owned media.
Flagged Coverage

- **Yahoo! News** – 8 Amazing California Road Trips That Take You From Big Sur to the Sierras
- **Live Date:** 2/4
- **Link**
- **Est. Monthly Visits:** 252M
- **Est. Coverage Views:** 221K
- Augustine did not receive confirmation this story was generated by a direct pitch, but there's potential it was generated by previous pitches, earned or owned media.
- **Syndicated via Travel + Leisure**
Flipboard – 8 Amazing California Road Trips That Take You From Big Sur to the Sierras

Live Date: 2/4

Link

Est. Monthly Visits: N/A

Est. Coverage Views: N/A

Augustine did not receive confirmation this story was generated by a direct pitch, but there's potential it was generated by previous pitches, earned or owned media.

Syndicated via Travel + Leisure
Flagged Coverage

- **Lovebylife** – 8 Amazing California Road Trips That Take You From Big Sur to the Sierras
- **Live Date:** 2/4
- **Link**
- **Est. Monthly Visits:** 41.2K
- **Est. Coverage Views:** 14.5K
- Augustine did not receive confirmation this story was generated by a direct pitch, but there's potential it was generated by previous pitches, earned or owned media.
- **Syndicated via Travel + Leisure**
Flagged Coverage

- **Data Source Hub** – 8 Amazing California Road Trips That Take You From Big Sur to the Sierras

- **Live Date:** 2/5

- **Link**

- **Est. Monthly Visits:** 623

- **Est. Coverage Views:** 190

- Augustine did not receive confirmation this story was generated by a direct pitch, but there's potential it was generated by previous pitches, earned or owned media.

- **Syndicated via** Travel + Leisure
Flagged Coverage

- **MSN – 8 Amazing California Road Trips That Take You From Big Sur to the Sierras**
- **Live Date:** 2/5
- **Link**
- **Est. Monthly Visits:** 909M
- **Est. Coverage Views:** 671K
- Augustine did not receive confirmation this story was generated by a direct pitch, but there's potential it was generated by previous pitches, earned or owned media.
- **Syndicated via** *Travel + Leisure*
Condé Nast Traveler – The Best Honeymoon Ideas for Every Type of Couple

Live Date: 2/9

Est. Monthly Visits: 3.23M

Est. Coverage Views: 7.36K

Augustine did not receive confirmation this story was generated by a direct pitch, but there's potential it was generated by previous pitches, earned or owned media.
Flagged Coverage

- **Napa Valley Register** – Napa's Purveyors of Chocolates Gear Up for Valentine's

- **Live Date:** 2/10

- **Link**

- **Est. Monthly Visits:** 519K

- **Est. Coverage Views:** 1.47K

- Augustine did not receive confirmation this story was generated by a direct pitch, but there's potential it was generated by previous pitches, earned or owned media.

On Tuesday this week, the Crawfords drove to See's Candies in Napa and bought heart-shaped boxes of chocolates for every one of their children, in-laws and grandkids. If you're counting, that's about 10 boxes.

"It's a tradition" to pass out the candies to their loved ones, said David Crawford. "And a good excuse to buy it."

The Crawfords queued up in a short line waiting to get into the Napa candy store along with a handful of other chocoholics. That's not because the store itself was packed. No, thanks to COVID-19, See's is only admitting five customers at a time.
Visit Napa Valley (Consumer Blog) – Napa Valley Rainy Day Plan

Live Date: 2/11

Link

Est. Monthly Visits: 100K

Est. Coverage Views: 753

Generated from continuous collaboration with Visit Napa Valley
Flagged Coverage

- Visit California (Media Portal) – California Women Making their Mark
- Live Date: 2/11
- Link
- Est. Monthly Visits: 21.5K
- Est. Coverage Views: 64

This entry was shared with U.S. travel media contacts by Visit California, which can potentially lead to new earned media opportunities and coverage.

Augustine did not receive confirmation this story was generated by a direct pitch, but there's potential it was generated by previous pitches, earned or owned media.
Flagged Coverage

- **Travel + Leisure** – The Best Places to Travel in March
- **Live Date:** 2/12
- **Link**
- **Est. Monthly Visits:** 7.55M
- **Est. Coverage Views:** 14.9K

Augustine did not receive confirmation this story was generated by a direct pitch, but there's potential it was generated by previous pitches, earned or owned media.
Flagged Coverage

- **Ann Marie John Blog** – The Italian Spirit in the USA: Top Places You Need to Visit
- **Live Date:** 2/15
- **Link**
- **Est. Monthly Visits:** 6.14K
- **Est. Coverage Views:** 734
- Augustine did not receive confirmation this story was generated by a direct pitch, but there's potential it was generated by previous pitches, earned or owned media.
Flagged Coverage

- **Visit Napa Valley (Consumer Blog)** – Working Remotely from Wine Country
- **Live Date:** 2/18
- **Link**
- **Est. Monthly Visits:** 100K
- **Est. Coverage Views:** 934
  - Generated from continuous collaboration with Visit Napa Valley
Flagged Coverage

- **Visit Napa Valley (Consumer Blog)** – Best Places to Hike in Napa Valley

- **Live Date:** 2/19

- **Link**

- **Est. Monthly Visits:** 100K

- **Est. Coverage Views:** 934

- Generated from continuous collaboration with Visit Napa Valley
Industry Research & Insights
Before the pandemic, there was a relatively even distribution of booking windows for all leisure travelers. But since May 2020, the 0-15 day booking window grew to over 40% of total bookings, with consumers showing less confidence in booking for the longer term. Recently, however, advanced bookings have started to regain strength, as bookings made over 91 days prior to the date of travel have risen. (ADARA - "Rebounding in 2021")

ADARA recommends three actions for destination marketers in 2021: be top of mind when the floodgates of travel open again (allow for booking flexibility and flexibility with types of travel – like "workcations"), have a plan to reach these travelers when it matters most effectively (having data to backup quick changes) and apply your analytics in real-time. (ADARA - "Rebounding in 2021")

Half of Americans remain optimistic about the coming month. Americans also continue to feel safer—the average rating of the more than two dozen travel and leisure activities we track as “unsafe” has fallen another 3% this week to 40.0%. The COVID-19 vaccines continue to serve as a travel stimulator, with 37.8% who have begun planning or booking future travel in anticipation of the COVID-19 vaccine being widely available—up nearly 10% since the beginning of the year. (Destination Analyst, "Update on American Travel in the Period of Coronavirus – Week of March 8th")
Industry Research & Insights

- Americans’ optimism about the course of the pandemic is up a staggering 40 percentage points since the start of the year, with 60.3% feeling things will get better in the next month. A factor in this growing openness and excitement towards travel is certainly an increasing sense of safety. A majority of American travelers no longer feel unsafe traveling in taxis or rideshares, visiting indoor attractions, dining in restaurants, shopping, flying on airplanes and staying in hotels. In looking at what attributes are important to travelers as they consider cities as places to visit, safety still remains largely on top, with 74.3% saying this is important. A relaxing environment, good weather, welcoming atmosphere, ease in getting around and scenic beauty are also most critical. (Destination Analyst, "Update on American Travel in the Period of Coronavirus – Week of March 15th")

- The demand for social distancing and the need for safe accessible public transportation and sustainable travel measures has lent itself to a growing adoption of bikes among travelers and local residents in major cities. (Visit California, PR Pulse March 2021)

- Sustainability continues to trend in 2021, as travel organizations seek to carry forward the environmental benefits created by the absence of travel and tourism in 2020. Travelers will now have a choice to actively contribute to the environmental and community well-being of the places they visit. There are new sustainability initiatives in place across the country to help promote an environmentally friendly future where travel can also thrive. (Visit California, PR Pulse March 2021)
Upcoming Projects
Upcoming Projects


❖ Launch new website design featuring updated creative and navigation.

❖ Develop and distribute a press release highlighting new developments in Downtown Napa.

❖ Continue proactive media outreach highlighting a variety of experiences and safety precautions in Downtown Napa to stay top of mind for 2021 travel planning.

❖ Continue to partner with Visit Napa Valley and Visit California for relevant opportunities.

❖ Begin planning media visits in alignment with Visit Napa Valley and Visit California.
Thank you!
Presented by Augustine

Napa TID Presentation

March 2021
Paid Media Campaigns
Like A Local, Safely Metrics - Video

Impressions: 1,341,703
Reach: 402,820
Clicks to the Website: 10,512
Video Plays: 246,404

Top Video Views:
1. Wine Tasting: 97,295
2. Outdoors: 65,792
3. Dining: 17,685

Top Video Clicks:
1. Dining: 3,787
2. Outdoor: 3,752
3. ARTWalk: 861

Data from 2/1-2/28
Paid Social efforts promoted our Like a Local - Safely Campaign with reach and traffic ad campaigns.

Our overall cost per click was **low this month at $0.42 per click.**

Our ad campaigns generated 5,052 landing page views and 10,559 link clicks across campaigns.

Video thru-plays for the Like a Local – Safely campaign generated **192,450 video views.**

Augustine will continue to utilize paid media to promote DoNapa by encouraging safe visits.

---

**Source:** Facebook Insights
Like A Local, Safely - eNewsletter

❖ **Subject Line:** Do Napa Like A Local - Safely
❖ **Sent:** 2/17
❖ **Open Rate:** 11.6%
❖ **CTR:** 0.8%
❖ **Top Links:**
  - Do Napa Like A Local - Safely: 260 clicks
  - What To Do: 21 clicks
  - Do Napa Logo: 17 clicks

Now that the new year is in full swing and the stay at home order has been lifted, Downtown Napa has worked hard to welcome visitors back safely with measures in place to ensure your stay and entire Napa experience is extraordinary.
In March, Augustine is focusing on the following tactics:

❖ Launch Wine, Woof & Wags Campaign including downloadable PDF guide, blog, enewsletter, display ads and organic social content

❖ Update creative imagery and messaging for evergreen campaign assets

❖ Craft a Press Release and distribute to targeted audiences for Wine & Woof

❖ Upcoming Campaigns:
  - Wow, What A Day
  - Evergreen Campaign
Social Media Overview
Facebook generated **1.3K impressions** and **27.5K engagements**. There was a sharp increase due to paid efforts.

Downtown Napa Facebook page generated **77,092 page likes and 10K link clicks**.

The most **reached demographic** on Facebook is **women aged 35-44**, followed by **women aged 45-54**. This age range is a jump from last month's insights where the largest audience demo was **women aged 25-34**.

We continue to see the **highest reach** from locations across California with San Jose in the lead followed by San Francisco.

Source: Sprout Social Facebook Insights
Instagram Overview

<table>
<thead>
<tr>
<th>Data</th>
<th>January</th>
<th>February</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>34,417</td>
<td>34,959</td>
<td>+1.42%</td>
</tr>
<tr>
<td>Impressions</td>
<td>181,889</td>
<td>288,401</td>
<td>+58.6%</td>
</tr>
<tr>
<td>Engagements</td>
<td>6,996</td>
<td>7,141</td>
<td>+2.1%</td>
</tr>
</tbody>
</table>

- Instagram saw a generous increase in overall **impressions (+5.6% MoM)**. Instagram continued to see an increase in **audience growth (+1.42% MoM)**. Instagram **audience increased by 309 net followers** in January, most likely due to paid efforts.

- The most **engaged audience** on Instagram is **women aged 35-44**, followed by women aged 25-34.

- We continue to see most engagement from locations across California with Napa in the lead, followed by San Francisco.

Source: Sprout Social Instagram Insights
Twitter Overview

<table>
<thead>
<tr>
<th>Data</th>
<th>January</th>
<th>February</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>28,519</td>
<td>28,507</td>
<td>0%</td>
</tr>
<tr>
<td>Impressions</td>
<td>15,872</td>
<td>22,154</td>
<td>+35.4%</td>
</tr>
<tr>
<td>Engagements</td>
<td>605</td>
<td>466</td>
<td>-29.7%</td>
</tr>
</tbody>
</table>

- Twitter content continued to highlight updates in Downtown Napa and promote business openings and Valentine's offers.
- Twitter saw an **increase in overall impressions** in February (+35.4% MoM).
- Our **most engaged audience** on Twitter is **Men and Women ages 35-44**, followed by Men and Women ages 45-54. Men remain the majority of DoNapa's Twitter audience, accounting for 51%.

Source: Sprout Social Twitter Insights
In March, Augustine is featuring content with the following themes:

- Wine, Woof & Wags Welcome content
- Lodging Specials
- St. Patrick's Day Content – Featuring Beer
- Springtime Content – Activities To Do In Sunshine (Outdoor)
- Restaurants & Shopping
- International Women's Day (3/8)
- Virtual Vacation Day (3/30)
Website
There were slight decreases in traffic from 2021, but due to targeting efforts, there were increases in Pages Per Session and Average Session Duration indicating qualified users ending up on the website.

There was a bump in activity February 8th with 860 total users to the website due to the February organic eNewsletter send.
Website Analytics: Website Events & Location

- Lodging continued to be the top event type at 70%, with the "Book Now" button as the top action (61%).

- Specific lodging properties that were searched for this month were Archer Hotel, Napa River Inn and the R Inn.

<table>
<thead>
<tr>
<th>California City</th>
<th>Visitors (MoM)</th>
<th>Session Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>2,356 (+515%)</td>
<td>1:51</td>
</tr>
<tr>
<td>Napa</td>
<td>1,586 (+66%)</td>
<td>1:14</td>
</tr>
<tr>
<td>San Jose</td>
<td>626 (+440%)</td>
<td>1:47</td>
</tr>
<tr>
<td>Sacramento</td>
<td>351 (+231%)</td>
<td>2:45</td>
</tr>
<tr>
<td>Vallejo</td>
<td>288 (+265%)</td>
<td>0:44</td>
</tr>
</tbody>
</table>

- California continues to bring in the most traffic (83%).

- In February, visitors from surrounding Bay Area and Sacramento markets continue to be top visitors to the site.

- The Sacramento market spent the most time out of all California cities at 6:27. The Texas market spent the most time on page out of the states at 5:28 average time on page.
Website Analytics: Pages Most Visited

- In February, the Home page, Restaurant page and What to Do page were the most visited.
- In February, San Francisco users were the top city of the top pages.
- Engagement remains high across all pages. Users spent the most time on the COVID-19 Updates page due to the large and relevant amount of information on this page.

<table>
<thead>
<tr>
<th>Page</th>
<th>Visitors</th>
<th>Time on Page</th>
<th>Top Demos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>3,257</td>
<td>2:43</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Restaurants</td>
<td>1,263</td>
<td>2:11</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>What to Do</td>
<td>1,004</td>
<td>0:53</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Wine Tasting Roms</td>
<td>900</td>
<td>2:41</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Event</td>
<td>6700</td>
<td>1:54</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Covid 19 Updates</td>
<td>549</td>
<td>4:23</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Where to Stay</td>
<td>420</td>
<td>1:58</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Shopping</td>
<td>418</td>
<td>2:37</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Bars &amp; Nightlife</td>
<td>408</td>
<td>2:34</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Wine Tasting Card</td>
<td>398</td>
<td>1:18</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
</tbody>
</table>
Website Analytics: Blogs

❖ Do Fall In Love in Downtown Napa
  ❖ Posted: 2/4
  ❖ Page Views: 262
  ❖ Unique Page Views: 222
  ❖ Avg. Time on Page: 3:38
  ❖ Bounce Rate: 66.23%

❖ Sip With Us In Downtown Napa
  ❖ Posted: 2/23
  ❖ Page Views: 132
  ❖ Unique Page Views: 114
  ❖ Avg. Time on Page: 3:06
  ❖ Bounce Rate: 27.27%
Website Analytics: February eNewsletter

❖ **Subject Line:** Ready to Experience Downtown Napa Again?

❖ **Sent:** 2/8

❖ **Open Rate:** 13.1%

❖ **CTR:** 1.3%

❖ **Top Links:**
- Welcome Back to Downtown Napa: 168 clicks
- Where to Stay: 84 clicks
- Romance February Blog: 58 clicks

We are so happy that businesses are starting to reopen once again. Downtown Napa continues to work hard to safely welcome visitors back with measures in place to ensure your stay and Napa experience is extraordinary. Our [Travel Advisory page](#) has information on current openings - we encourage you to check it out before making your plans to visit.
In March, Augustine has the following initiatives for DoNapa.com:

❖ Feature two blogs: Wine, Woof & Wags and Springtime Activities

❖ Feature March eNewsletter speaking to Wine, Woof & Wags PDF and content, along with hotel offers

❖ Update business listings and Travel Advisory page with current business offerings, specials, events and hours

❖ Optimize website metrics for best campaign performance
Public Relations
PR Updates

- Augustine continues to monitor COVID-19 developments, updating the travel advisory and adjusting proactive media communications as needed.

- Augustine continued to follow up with staff journalists and freelance blog/travel writers the team met with during the Virtual TravMedia IMM USA 2021. Several writers are excited to visit Downtown Napa when travel is safe and/or produce content featuring the destination.

- Augustine continues to partner with businesses in Downtown Napa, Visit Napa Valley and Visit California for relevant pitching opportunities.

- The team also continues to update the DoNapa press room with new coverage and announcements.
Augustine developed a press release announcing the "DoNapa Like a Local, Safely" campaign - "New Downtown Napa Campaign Shows Enhanced Safety Measures Visitors Can Expect."

Distributed on 2/9 to local and regional outlets, as well as freelance travel writers to inspire and encourage coverage.

Press resulted in an article on Napa Valley Register.
Key Coverage

Condé Nast Traveler

TRAVEL+ LEISURE

Visit Napa Valley

Napa Valley Register

Visit California

Augustine
Pitching efforts focused on promoting public art and outdoor activities, new businesses and wellness offerings.

Secured/flagged earned media coverage this month included highlights of Downtown Napa new businesses, Valentine's Day offers and wellness activities. Coverage had estimated monthly visits of 1.18B and estimated coverage views of 1M.
In Progress

❖ Develop and distribute a press release highlighting new developments in Downtown Napa.

❖ Continue proactive media outreach highlighting a variety of experiences and safety precautions in Downtown Napa to stay top of mind for 2021 travel planning.

❖ Continue to partner with Visit Napa Valley and Visit California for relevant opportunities.

❖ Begin planning media visits in alignment with Visit Napa Valley and Visit California.
Website Review
Thank you!