NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING AGENDA

May 25, 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. APRIL 27, 2021 MINUTES
   Approval the April 27, 2021 Regular Meeting minutes.

   B. COLLATERAL MATERIALS EXPENDITURE NOT TO EXCEED $2,000
   Approval of Collateral Materials budget expenditure of an amount not to exceed $2,000 for the 2021 Downtown Napa Pride Banner Installation.

   C. 2021-2022 MARKETING SERVICES CONTRACT
   Approve City Staff to move forward with contract renewal process for the Marketing Services Agreement with the Augustine Agency for a new term of July 1, 2021 to June 30, 2022. Final Scope of Work and Budget will be presented for approval at June 22, 2021 Regular TID Meeting.

5. ADMINISTRATIVE REPORT

   A. PRESENTATION FROM CITY STAFF ON UPDATES OF SHORT-TERM RENTAL POLICY
   Napa TID will hear a presentation from City of Napa Staff on updates to the City of Napa’s short-term rental policy.

   Recommended Action: No recommended action needed.

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

Recommended Action: No recommended action needed.

C. AUGUSTINE AGENCY MONTHLY REPORT
Receive monthly report from the Augustine Agency representatives on performance metrics for marketing campaigns related to marketing services contract. Augustine Agency will request input and feedback from Napa TID on marketing strategy.

Recommended Action: No recommended action needed.

6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for June 22, 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/84199279371 (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 # 841 9927 9371.

PROVIDING COMMENTS ELECTRONICALLY VIA ZOOM

If you are viewing the meeting live via Zoom https://us02web.zoom.us/j/84199279371, 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 # 841 9927 9371; 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 APRIL 27, 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; 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.
Napa TID Local Governing Committee Special Meeting Minutes  
April 27, 2021 – 11:00 a.m.  
Zoom Meeting | https://us02web.zoom.us/j/86785342329

Members Present: Reynaldo Zertuche, Jamie Cherry, Patrick Miller, Craig Smith, Michael Collins, and Julie Lucido

Members Absent: Sara Brooks

Others in Attendance:
City of Napa: Stephanie Cajina
Visit Napa Valley: Linsey Gallagher
Augustine Agency: Brittany Lima, Debbie Augustine, Claire Marcus, Lindsay Moore
Members of the Public: Pete Hangen

Start: 11:06 am

1. CALL TO ORDER/ROLL CALL

City Staff (Stephanie Cajina) conducted roll call. All members present with no one noted absent.

2. AGENDA REVIEW

City Staff noted no requested changes to agenda.

Sara Brooks made a motion to approve change to agenda. Patrick Miller Seconded the motion. Roll Call Vote: Committee Members: Collins: Yea, Lucido: Yea, Miller: Yea, Smith: Yea, Chair Elect Cherry: Yea, Chair Zertuche: 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. 
City Staff noted no public comment.

4. CONSENT CALENDAR

A. March 23, 2021 MINUTES

Approval the March 23, 2021 Regular Meeting minutes.


5. ADMINISTRATIVE REPORT

A. NAPA TID FY 21/22 CHAIRPERSON NOMINATION

Discuss the nomination of Michael Collins for Chairperson of the Napa TID and to serve as Officer of the Executive Committee for Fiscal Year 21/22. The Election of Napa TID Officers will be conducted at the first meeting of the new fiscal year, per the Napa TID’s Operating Policy on July 27, 2021.
Chair Zertuche announced that he will not be seeking reelection as Napa TID Chair for the July 2021 election and nominated Michael Collins as Napa TID Chair for the annual term of this seat.


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) presented metrics and data on the current state of the lodging industry and projected revenue and occupancy by 2022.

Gallagher provided updates on CDC, State, and County COVID-19 guidance for lodging businesses. As of April 15, businesses can open for private events and can have larger gatherings if attendees meet the vaccination and test result requirements. Masks are still recommended.

Gallagher discussed re-opening challenges encountered by businesses in the tourism industry, specifically noting challenges in rehiring staff to meet higher weekend demands for restaurants and lodging businesses.

Gallagher also announced that VNV has made a Call for Assets (b-roll footage of scenic and people enjoying activities around the valley) for the development of new videos showcasing Napa County’s cities and towns (American Canyon, City of Napa, Yountville, St. Helena, and Calistoga). The videos will run on a video board at the VNV Welcome Center in Downtown Napa, which is now open 7 days a week. For those interested in submitting content they can email amoul@mering.com.

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, Lindsay Moore, Claire Marcus) presented the monthly report.

Lima, Moore, and Marcus noted the performance metrics of the DoNapa.com website and social media posts. Of note, they mentioned that California is sourcing the most amount of DoNapa.com users.

6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for May 25, 2021. The Co-Chair adjourned the meeting at 11:41 a.m.
Visit Napa Valley Update for City of Napa TID

MAY 25, 2021
Today, Governor Newsom announced that most COVID-19 restrictions may be lifted June 15, assuming vaccine supply is sufficient and hospitalizations remain low.

He said the state will go back to “business as usual” while continuing to require masks and encourage all Californians to get vaccinated.

Decision was based on two milestones achieved—20 million total vaccines administered, and 4 million to those in disadvantaged communities.

By the end of the month, he said he expects that 30 million doses will have been delivered to the 32 million Californians eligible for vaccines.
### AMERICANS READY TO TRAVEL, CALIFORNIA #1 STATE FOR SUMMER VACATIONS IN 2021

- 69.3% of Americans say they are ready to travel
- 77.7% are actively dreaming about and planning travel; 17.8% have actually booked
- 62.5% say they will take a leisure trip this summer; July will be a peak month
- California is the #1 state that Americans are likely to travel to (or within) on leisure trips this summer

### Graph

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>22.0%</td>
</tr>
<tr>
<td>Florida</td>
<td>20.3%</td>
</tr>
<tr>
<td>New York</td>
<td>12.3%</td>
</tr>
<tr>
<td>Texas</td>
<td>10.5%</td>
</tr>
<tr>
<td>Georgia</td>
<td>9.8%</td>
</tr>
<tr>
<td>Nevada</td>
<td>9.1%</td>
</tr>
<tr>
<td>Arizona</td>
<td>8.5%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>8.0%</td>
</tr>
<tr>
<td>Colorado</td>
<td>7.5%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>7.4%</td>
</tr>
<tr>
<td>Utah</td>
<td>6.4%</td>
</tr>
<tr>
<td>Washington</td>
<td>5.4%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>5.4%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>5.2%</td>
</tr>
<tr>
<td>Ohio</td>
<td>5.2%</td>
</tr>
<tr>
<td>Alaska</td>
<td>5.1%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>5.1%</td>
</tr>
</tbody>
</table>

**Source:** Destination Analysts, Travel Sentiment Index March 29 & April 4
<table>
<thead>
<tr>
<th>SECTORS</th>
<th>Tier 1</th>
<th>Tier 2</th>
<th>Tier 3</th>
<th>Tier 4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Widespread</td>
<td>Substantial</td>
<td>Moderate</td>
<td>Minimal</td>
</tr>
<tr>
<td></td>
<td>(Case Rate &gt;7 and Test Positivity &gt;8%)</td>
<td>(Case Rate 4-7 and Test Positivity 5-8%)</td>
<td>(Case Rate 1-3.9 and Test Positivity 2-4.9%)</td>
<td>(Case Rate &lt;1 and Test Positivity &lt;2%)</td>
</tr>
<tr>
<td>Post 2 million doses administered in first Healthy Places Index quartile</td>
<td>CR &gt;10</td>
<td>CR 4-10</td>
<td>CR 1-3.9</td>
<td>CR &lt;1</td>
</tr>
<tr>
<td>Post 4 million doses administered in first Healthy Places Index quartile</td>
<td>CR &gt;10</td>
<td>CR 6-10</td>
<td>CR 2-5.9</td>
<td>CR &lt;2</td>
</tr>
</tbody>
</table>

**Private Events** *(meetings/receptions/conferences)*

- **Effective April 15, 2021**
  - Outdoor only
  - Maximum 25 people
  - If all guests are tested or show proof of full vaccination: Max 100
  - No mingling of multiple private events

**Required mitigation measures:**
- Purchased tickets or defined guest list
- Seating chart/Assigned seating
- Testing and vaccination can increase capacity

**Effective April 15, 2021**
- Outdoor
  - Maximum of 50 people
  - If all guests are tested or show proof of full vaccination: Max 200

**Effective April 15, 2021**
- Outdoor
  - Maximum of 100 people
  - If all guests are tested or show proof of full vaccination: Max 300

**Effective April 15, 2021**
- Outdoor
  - Maximum of 200 people
  - If all guests are tested or show proof of full vaccination: Max 400

**Effective April 15, 2021**
- Indoor
  - Maximum of 150 people
  - If all guests are tested or show proof of full vaccination: Max 200

**Effective April 15, 2021**
- Indoor
  - Maximum of 500 people
  - If all guests are tested or show proof of full vaccination: Max 500
VISITOR VOLUME & SPENDING FORECAST

WINE COUNTRY VOLUME & SPEND

Visitor Volume

<table>
<thead>
<tr>
<th>Year</th>
<th>Day</th>
<th>International</th>
<th>Domestic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>5.7M</td>
<td>1.7M</td>
<td>3.2M</td>
</tr>
<tr>
<td>2020</td>
<td>4.6M</td>
<td>2.3M</td>
<td>1.7M</td>
</tr>
<tr>
<td>2021</td>
<td>5.2M</td>
<td>2.5M</td>
<td>2.8M</td>
</tr>
<tr>
<td>2022</td>
<td>6.0M</td>
<td>5.5M</td>
<td>2.8M</td>
</tr>
<tr>
<td>2023</td>
<td>6.2M</td>
<td>6.1M</td>
<td>2.9M</td>
</tr>
<tr>
<td>2024</td>
<td>6.7M</td>
<td>6.1M</td>
<td>3.0M</td>
</tr>
<tr>
<td>2025</td>
<td>7.0M</td>
<td>6.1M</td>
<td>3.0M</td>
</tr>
</tbody>
</table>

Visitor Spend

<table>
<thead>
<tr>
<th>Year</th>
<th>Day</th>
<th>International</th>
<th>Domestic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$498M</td>
<td>$275M</td>
<td>$255M</td>
</tr>
<tr>
<td>2020</td>
<td>$935M</td>
<td>$771M</td>
<td>$467M</td>
</tr>
<tr>
<td>2021</td>
<td>$431M</td>
<td>$753M</td>
<td>$363M</td>
</tr>
<tr>
<td>2022</td>
<td>$491M</td>
<td>$570M</td>
<td>$363M</td>
</tr>
<tr>
<td>2023</td>
<td>$2.1B</td>
<td>$1.1B</td>
<td>$1.2B</td>
</tr>
<tr>
<td>2024</td>
<td>$2.7B</td>
<td>$1.1B</td>
<td>$1.2B</td>
</tr>
<tr>
<td>2025</td>
<td>$2.9B</td>
<td>$1.1B</td>
<td>$1.2B</td>
</tr>
</tbody>
</table>

Source: San Francisco Travel Association in conjunction with Tourism Economics; Travel Forecast, San Francisco Market
TID REVENUE BY FISCAL YEAR

- FY10: $457,450
- FY11: $2,434,116
- FY12: $3,906,753
- FY13: $4,257,386
- FY14: $4,672,802
- FY15: $5,201,581
- FY16: $5,661,121
- FY17: $6,088,105
- FY18: $5,951,824
- FY19: $6,676,910
- FY20: $4,939,045
- FY21: $2,584,293
- FY22: $4,038,000

Events:
- Fires
- Covid 19
VNV Media Spend $
Napa County STR Lodging Demand

Napa County STR Lodging Demand

2019  2020  2021

January  February  March  April  May  June  July  August  September  October  November  December

0  50,000  100,000  150,000
Visit Napa Valley – Market Call

“Visit Napa Valley News” Facebook Platform

Please follow our Facebook & Twitter industry pages for the latest news and developments:
Napa Valley tourism industry scrambles to hire staff for peak season

Sarah Kleiman  ·  Apr 5, 2021 Updated Apr 7, 2021

A sign advertises to-go orders outside of Napa Noodles in downtown Napa in January. The restaurant has had to furlough or lay off substantial numbers of employees amid repetitive shutdowns this year, according to Director of Operations Ali Riehman, and is now struggling to fill open positions with new hires.

Sarah Kleiman  ·  April 13, 2021

The Meritage Resort and Spa is hiring. Problem is — so is everybody else.

Most every other business in Napa Valley’s service or hospitality industries, anyway, according to Meritage Managing Director Joe Leinacker. After a year of oscillating shutdowns and subsequent, tidal surges of layoffs and rehiring, it looks as though Napa Valley’s tourism industry may be in for an almost normal, busy summer season, experts say. Leinacker is well aware.

As part of its effort to prepare to welcome back guests — some of whom will likely not have vacationed in a year — the Meritage is seeking to bolster its staffing levels higher than they’ve been in some time, said Leinacker, who has been at the property for six months.

“We have kind of learned what our minimum staffing level was during a shutdown, and we had to revert back to that over December and January.”

California Wine Country hotels reopen but struggle to rehire workers

Cheryl Saffaty  ·  April 13, 2021

As North Bay hotels move to reopen after a year of repeated pandemic-related shutdowns, they’re facing a new challenge: finding enough workers.

Many furloughed workers are choosing not to come back, opting instead to work in a different industry or not work at all, while others have left the area.

Everything on the table

Forcing the issue

A bill introduced in February would require some employers in the hospitality industry, including hotels, to rehire workers who were laid off because of COVID-19. Under Assembly Bill 1071, employers would have to rehire workers who served a minimum of six months in 2019, in the same or similar position.
Napa Green / Sustainability in Hospitality

40% CA certified sustainable wineries in Napa County
Visit Napa Valley Program Updates

- **Paid Advertising Program**
  - Raise-a-Glass advertising committed through June & will extend July - September
  - Production planning for June/July full shoot & new assets
  - “Cheers! The Good Life” campaign to launch in October
  - Group advertising plan launched in May, will continue through next fiscal

- **Group Sales & Travel Trade Program**

- **Napa Valley Welcome Center**
  - Openig 7 days/week soon

- **Visit Napa Valley Partnerships Program**
  - Partner Speaker Series – *Road to Recovery & Resilience*
  - Town Spotlight Programs

- **Visit Napa Valley Staffing**
  - 3 Open Positions
  - Marketing Director, Sales Director & Executive Office Manager
Marketing, Public Relations & Communications
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.**
Paid Advertising Update: Media & Creative
# March Campaign Performance

## PAID

<table>
<thead>
<tr>
<th><strong>YouTube</strong></th>
<th><strong>Facebook/Instagram</strong></th>
<th><strong>GDN</strong></th>
<th><strong>Expedia Co-Op</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• 217K Video Views, overdelivering against goal</td>
<td>• Video performance consistent, over the 25% goal</td>
<td>• High engagement with a CTR of 0.90% (0.70% goal)</td>
<td>• 4.8M impressions delivered</td>
</tr>
<tr>
<td>• High completion rate, 40% above goal</td>
<td>• Lookalike Audience indicating highest interest</td>
<td>• TOS at :26; working to increase</td>
<td>• $600K revenue tracked</td>
</tr>
<tr>
<td>• Updated goal to 500K views</td>
<td>• CRT 1.3%, 3.2x greater than goal</td>
<td>• Updated sessions goal to 30K</td>
<td>• Revenue per $1 spent is $19.19</td>
</tr>
</tbody>
</table>

## Search

• CTR exceeding expectations at 13.78% (8% goal)
• Average session 2:16 (1:00 goal)
• Performance indicating openness to travel

## AdTheorent

• Preroll and CTV showing solid video delivery above benchmarks
• Rich Media in-unit engagement strong
• Display performance being optimized

## Expedia Co-Op

• 1,537 room nights
# FY21 Media Flowchart

## Media Flighting

<table>
<thead>
<tr>
<th>Media Type</th>
<th>June</th>
<th>July (Q3)</th>
<th>August</th>
<th>September</th>
<th>October (Q4)</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pandora</td>
<td>1</td>
<td>8</td>
<td>15</td>
<td>22</td>
<td>29</td>
<td>6</td>
<td>12</td>
<td>20</td>
<td>27</td>
<td>10</td>
<td>14</td>
<td>23</td>
<td>7</td>
</tr>
<tr>
<td>Outdoor</td>
<td>28</td>
<td>5</td>
<td>12</td>
<td>19</td>
<td>26</td>
<td>9</td>
<td>16</td>
<td>23</td>
<td>20</td>
<td>4</td>
<td>11</td>
<td>18</td>
<td>25</td>
</tr>
<tr>
<td>Digital Display</td>
<td>31</td>
<td>7</td>
<td>14</td>
<td>21</td>
<td>28</td>
<td>7</td>
<td>14</td>
<td>21</td>
<td>28</td>
<td>1</td>
<td>8</td>
<td>15</td>
<td>22</td>
</tr>
<tr>
<td>Social Media</td>
<td>8</td>
<td>15</td>
<td>22</td>
<td>29</td>
<td>36</td>
<td>1</td>
<td>8</td>
<td>15</td>
<td>22</td>
<td>1</td>
<td>8</td>
<td>15</td>
<td>22</td>
</tr>
<tr>
<td>Email/SMS</td>
<td>29</td>
<td>8</td>
<td>15</td>
<td>22</td>
<td>26</td>
<td>1</td>
<td>8</td>
<td>15</td>
<td>22</td>
<td>1</td>
<td>8</td>
<td>15</td>
<td>22</td>
</tr>
</tbody>
</table>

**Key Dates:**
- **3 Weeks:**
  - June 1-8/31: 10/8-11/15
  - July 1-8/31: 10/8-11/15

- **SIP Order Pause:**
  - July 1-8/31: 10/12-12/17

- **2 Sends:**
  - June 1-8/31: 2/1-6/30
  - July 1-8/31: 2/1-6/30

**Additional Notes:**
- Ad Serving
- **Visit Napa Valley**
Group Program: Evolved Creative Campaign
Creative Campaign: 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
Influential Industry Trends

Outdoor/Natural Spaces
Companies are prioritizing warmer climate locations offering outdoor or indoor/outdoor hybrid meeting spaces.

Smaller, Local, Authentic
Smaller, intimate experiences and mid-size events, structured around the best that local regions have to offer are growing in prominence.

Collaboration Is Crucial
Collaboration & discussion, are critical to in-person meetings resuming; will need to go well beyond traditional practices to inspire.
New Creative: Partner Toolkit Assets

8 Unique Headlines to pair with Partner-Specific Brand Imagery & Logo.

250+ DAYS of sunshine.
SCHEDULE A FEW TO HELP YOUR BUSINESS SHINE.

PARTNER LOGO HERE

PARTNER LOGO HERE

PARTNER LOGO HERE

PARTNER LOGO HERE
New Creative: LinkedIn & Display
Town Support & Messaging
New Town Videos

- New videos in development for: American Canyon, Downtown Napa, Yountville, St. Helena & Calistoga

- Will run on the video board in the Welcome Center, as well as be featured on town landing pages
Campaign Timing Update

**RAISE A GLASS**
Extend campaign through September 2021
*Currently in planning.*

**CHEERS, THE GOOD LIFE**
Creative refinement and campaign production, including shoot in June/July
*Currently in pre-production.*

October 2021 launch of new brand campaign
*Stay tuned for more updates!*
Expedia Co-Op March Performance

- 4.8 million impressions were delivered in March
- CTR remains steady at 0.03%, in-line with last month’s performance
- Bookings for co-op participants is strong with 1,537 room nights tracked at $596,883 revenue (Revenue per $1 spent - $19.19)
- Ad exposure is also correlated with bookings for non-program participants
Website
The website is continuing to see steady increases in impressions and engagement since January 25 (purple tier).

- This is a good sign that the travel and tourism industry is in a recovery period.
- Our website redesign efforts helped us create more opportunities to be highly ranked on Google.
March 2021 vs. March 2019:

**Impressions & engagement:**
- Total Visits = 202K (+11%)
- Total Pageviews = 441K (+6%)
- Avg. Time on Site = 02:57 (+21%)

**Drive market traffic is up +51%**
Out-of-state traffic is down -9%

**Partner website referrals:**
- 87.5K (+139%)
- The website redesign has created more opportunities for visitors to easily view our partners’ listings and click through to their websites

**Top performing pages:**
1. Wineries (+62%)
2. Home
3. Winery Map
4. Raise A Glass campaign
5. Things to Do
6. Where to Stay
7. Coronavirus (-12% over February)
8. Kid Friendly
9. Open Businesses (-24% over February)
10. Michelin-rated Restaurants
Media Coverage / Public Relations
Media Coverage Highlights

LA Times Digital
- 29,805,180 Impressions
- 17 Featured Napa Valley Partners

AFAR Digital
- 1,215,150 Impressions
- 28 Featured Napa Valley Partners

Wine tasting in Napa and Sonoma will never be the same. Here’s why that’s a good thing.

The sun rises over vineyards planted with cabernet sauvignon outside St. Helena, Calif. (Jay L. Clendenin / Los Angeles Times)

By ROSEMARY MCLURE
Photography by JAY L. CLENDENIN
APRIL 2, 2021 8:07 AM PT

If you're a wine lover, I'll bet you a bottle of Cabernet Sauvignon that you'll like some of the

Napa’s in Bloom: How to Plan the Perfect Spring Weekend

By Alisyn Greene
Apr 8, 2021

Spend a day tasting wine, and meeting farm animals, at the outdoor-focused Oasis by Hoopes.

Now is the time to plan a visit to wine country.

On a recent trip to Napa Valley, I felt like I was in a scene from Cinderella: The sun was shining, the birds were chirping, wildflowers
Media Coverage Highlights

Food & Wine
- 3,738,990 Impressions
- 1 Featured Napa Valley Partner

Pure Wow
- 3,542,190 Impressions
- 4 Featured Napa Valley Partners
NEW - Follow us on TikTok!
  • 74 Followers 😊

Instagram Reels
  • 183K Impressions
  • 8,592 Engagements
# Social Media Highlights

**February - April - All Platforms**

- 7,781,682 Impressions
- 209,610 Engagements
- 33,499 Post Link Clicks
Visit Napa Valley – Channel Reach

Welcome Center
- 120,000 annual visitors

Media Relations
- 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
Sales / Business Development
Travel Trade – Leisure Market

Webinars
- Keytour Vacations: tour operator group with 80 attendees
- Guru Travel Agency: Chicago area, 20 attendees
- Visit California Mexico tour operators, 5 meetings
- Virtuoso “Ready Reset Go” Program, 50+ travel agent meetings
- “California Star” Training Program with Visit CA

Virtual Wine Tasting Event – Featuring Cakebread Cellars with Chef Demonstration – 16 travel agents in Dallas & Chicago

43 Travel agent referrals with 300 partners recommended
Group Meetings & Events

- Group Meetings & Events Advertising Campaign Launch – May
- Presented at SF Travel’s Meeting Planner webinar
- Virtual Tasting Program Featuring Cakebread Cellars and Chef Cooking Demonstration for 12 Meeting Planners in Phoenix & Bay Area

130+ Leads Received 2021 for groups, weddings & service requests March – 38 & April - 43

5 site visits!
Guest Experience and Partnership
Napa Valley Welcome Center

Hours of Operation:
○ Thursday - Saturday 10:00am - 7:00pm
○ Sunday -* Wednesday 10:00am - 5:30pm
○ *Tuesdays coming soon!

Who’s Visiting?
○ Still a lot of drive traffic
○ More and more out of state
○ A few international

“The most beautiful Welcome Center I’ve ever seen!”
Traffic Analysis

Hourly Report For Napa Valley Welcome Center
Show Traffic From 4/8/2021 to 4/16/2021

<table>
<thead>
<tr>
<th>Site</th>
<th>M-8AM</th>
<th>9AM</th>
<th>10AM</th>
<th>11AM</th>
<th>12PM</th>
<th>1PM</th>
<th>2PM</th>
<th>3PM</th>
<th>4PM</th>
<th>5PM</th>
<th>6PM</th>
<th>7PM</th>
<th>8PM</th>
<th>9PM</th>
<th>9PM-M</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 Napa Valley Welcome Center</td>
<td>15</td>
<td>6</td>
<td>26</td>
<td>76</td>
<td>150</td>
<td>150</td>
<td>185</td>
<td>136</td>
<td>118</td>
<td>164</td>
<td>120</td>
<td>70</td>
<td>13</td>
<td>0</td>
<td>0</td>
<td>1,229</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>6</td>
<td>26</td>
<td>76</td>
<td>150</td>
<td>150</td>
<td>185</td>
<td>136</td>
<td>118</td>
<td>164</td>
<td>120</td>
<td>70</td>
<td>13</td>
<td>0</td>
<td>0</td>
<td>1,229</td>
</tr>
</tbody>
</table>
Archer Hotel Napa

Elizabeth Spencer Winery

Goose & Gander

di Rosa Center for Contemporary Art
Each town video is 45 seconds long
-Features: things to do, where to eat, shop, enjoy the good life!
-Highlighting each town’s unique soul
Presented by Augustine

Napa TID Monthly Report

April 2021
April Summary
April Summary – Social Media

- Social content generated **4.1M Impressions** across platforms for April.
- Augustine *promoted Downtown Napa as a desirable travel destination where audiences can explore the best of Napa Valley.*
- Augustine *emphasized warmer weather activities and mid-week messaging featuring lodging properties.*
- Augustine *continued to promote blogs on social platforms to drive traffic to the website.*
- Augustine *continued to utilize boosted budget for in-feed content to expand 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.*
In April, there were **22,402 visitors to the site, up +330% from 2020.** Average pages per session were up +30% at 2.13.

Top properties searched for in April were Napa River Inn, Meritage Resort, and the new George Inn.

Top events included "book now" on the lodging pages.

**California continues to source the most traffic at 77% of users.** Other states with high engagement were Texas and Illinois. Users from San Francisco, Los Angeles and Napa were the **top three visiting cities** followed closely by other nearby Bay Area cities. The local Napa audience was the most engaged with **2:33 average time on page.**
Mobile remains the top preferred device with 70% of audiences visiting on the website. Mobile users were the top for conversions with 82%.

The Home Page, Restaurant and Wine Tasting Rooms pages received the most traffic. Most pages had a top audience of 25-34 years old from San Francisco or Napa. Engagement was high on all pages, especially the Pup-Friendly Businesses Page (with an extremely high 15:32), Wine Tasting Rooms page (2:58) and Bars & Nightlife (2:22).

Organic Search, the best performing channel this month, brought in 6,435 visitors. This was followed by Paid Social at 4,985 visitors. Overall, direct users were the most engaged with 2:13 average time on page.

Instagram was the top referral to the website this month with 150 visitors. Other referral sources included Facebook Mobile, Visit Napa Valley and Visit CA. Visit Napa Valley users were the most engaged with 3:18 average time on page.
April Summary – Paid Media

- **Paid Social and Paid Search** kicked off first thing in April for the 2021 paid media campaign. Native launched mid-April and will be reported in the June report.

- Overall, the **paid media campaign brought in over 2.2M impressions and 23K clicks**. The conversion rate on the website for users coming in from paid social was at 53.62%. Paid search users spent 2:58 average time on page and conversion rate was at 29.78%.

- The paid search campaign brought in the **highest CTR overall of 6.24%** (benchmark for travel and hospitality is 4.68%). The paid social campaign performed best for conversions at 1,106 and CTR was at 0.98% (benchmark for travel and hospitality is 0.90%).

- **Females** were the predominantly most engaged audience with the paid media campaign with 832 conversions on social and a 1.79% CTR and 46 conversions on search with a 9.91% CTR.

- The **65+ age group audience performed best for traffic in the social campaign** with a 3.94% CTR. The 35-44 age group had the most conversions at 263. In the search campaign, the 55-64 age group had the highest CTR at 10.18%. The 35-44 age group brought in the most conversions at 26.

- The **top performing creative for traffic (CTR) on social was the Foodie Video with a CTR of 6.09%**. The Lodging Carousel brought in the most conversions at 734.
April Summary – Paid Media

- Through Augustine’s data partners, we’re able to report on hotel and flight searches, bookings and length of stay. **The data captured is cumulative from 4/29-5/11.** Data is also exclusive to specific tactics/spend for a portion of the campaign, meaning additional trips and stronger ROI is likely.

- The campaign brought in 3,336 flight searches and 460 hotels searches. In terms of bookings, 206 flights and 21 hotels were booked. There were 328 unique travelers to Downtown Napa during the campaign and 1,272 total nights booked during this time period.

- Total revenue captured from the campaign was $12,879 for a 3.08 return on investment!
Augustine continues to monitor COVID-19 developments, updating the travel advisory and adjusting proactive media communications as needed.

Pitching efforts focused on promoting dog-friendly travel, outdoor activities and live music.

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

Augustine coordinated itineraries for two traditional media visits taking place in May-June.

Augustine conducted outreach and secured social influencers to visit Downtown Napa in May-June.

The team also continues to update the DoNapa press room with new coverage and announcements.

Secured/flagged earned media coverage this month included highlights of Downtown Napa's lodging properties, new businesses and outdoor activities. Coverage had estimated monthly visits of 79.1M+ and estimated coverage views of 102.8K+. 
Social Media Overview
Facebook Overview

<table>
<thead>
<tr>
<th>Data</th>
<th>March</th>
<th>April</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>77,072</td>
<td>77,049</td>
<td>-0.13%</td>
</tr>
<tr>
<td>Impressions</td>
<td>117,028</td>
<td>2,299,451</td>
<td>+1,865%</td>
</tr>
<tr>
<td>Engagements</td>
<td>6,282</td>
<td>60,467</td>
<td>+58.6%</td>
</tr>
</tbody>
</table>

- Facebook generated **2.29M impressions** and **60K engagements**. There was an increase in overall impressions and engagements due to paid and boosted tactics.
- The Downtown Napa Facebook page generated **77,049 page likes**.
- The most **reached demographic** on Facebook is **women aged 25-34**, followed by **women aged 35-44**. This age range is a jump from last month's insights where the largest audience demo was **women aged 35-44**.
- We continue to see the **highest reach** from locations across California with Los Angeles as the largest audience followed by San Diego.

Source: Sprout Social Facebook Insights
Facebook Top Posts

- April Facebook top posts featured content highlighting Downtown Napa lodging and outdoor activities messaging.

- Our top post by lifetime engagements featured The George post generating 4,433 engagements including 142 shares.

- Other top posts were an Earth Day post with 112 engagements including one share and the campaign post from with 85 engagements including four shares.

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

- Our Facebook audience remains engaged with content promoting unique lodging features and outdoor recreation within Downtown Napa.

Source: Sprout Social Facebook Insights
Instagram Overview

<table>
<thead>
<tr>
<th>Data</th>
<th>March</th>
<th>April</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>35,394</td>
<td>35,981</td>
<td>+1.66%</td>
</tr>
<tr>
<td>Impressions</td>
<td>186,836</td>
<td>1,828,037</td>
<td>+878%</td>
</tr>
<tr>
<td>Engagements</td>
<td>5,638</td>
<td>5,003</td>
<td>-11.3%</td>
</tr>
</tbody>
</table>

- Instagram generated **1.8M impressions** and **5.3K engagements**. There was a large spike in impressions due to boosted and paid tactics in April. Instagram continued to see an increase in audience growth (+1.66% MoM). Instagram audience increased by 587 net followers.

- The most engaged audience on Instagram is **women aged 35-44**, followed by **women aged 45-44**.

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

Source: Sprout Social Instagram Insights
April Instagram content highlighted lodging and key experiences in Downtown Napa.

Instagram top posts featured a mixture of content from The George post to an Oxbow Wine and Cheese post and an Angèle restaurant post.

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

Instagram audience continues to remain engaged in Downtown Napa content with daily tags and mentions as visitors explore our unique destination.

Source: Sprout Social Instagram Insights
April Twitter content continued to highlight offers in Downtown Napa and spring activities messaging.

Twitter continued to see daily engagement from local Napa businesses.

The 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

- Twitter **top posts** featured a mixture of content showcasing Downtown Napa views, events and seasonal offers.

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

- Augustine will continue to position **Twitter** content to highlight Downtown Napa offers, news and updates.

Source: Sprout Social Twitter Insights
Website
Traffic was up significantly from pandemic 2020 levels with the paid media tactics kicking off in April.

- Visitors were up an incredible +330% from 2020 and page views were up +443%.
Website Analytics: Website Events

- Total Events: 1,293 (+1,024% from last year)
- Unique Events: 807 (+741% from last year)
- Sessions Per Event: 1.60 (+7% from last year)

- Top properties searched for in April were Napa River Inn, Meritage Resort, the new George Inn, Vista Collina Resort and Archer Hotel.

- Top events included "book now" on the lodging pages.
California continues to bring in the most traffic (77%).

In April, San Francisco Bay Area, Los Angeles, Sacramento and San Jose were the top markets. There were also significant increases in traffic from out-of-state markets like Texas, Florida and Washington as travelers have reported an increased desire in California destinations for their next trip.

The Napa market spent the most time out of all California cities at 2:33.
Mobile became the top device for conversions in April at 82.3% of users. Mobile also brought in the most users at 15,570. This big jump can be attributed to the paid media campaign.
In April, the Home page, Restaurant page and Wine Tasting Rooms pages were once again the most visited.

In April, San Francisco was the most prominent city for the top visited pages.

Engagement remains high across all pages. Users spent the most time on the Pup-Friendly Businesses page with 15:32 average time on 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>7,386</td>
<td>1:24</td>
<td>Age 35-44/Female/San Francisco</td>
</tr>
<tr>
<td>Restaurants</td>
<td>2,192</td>
<td>2:20</td>
<td>Age 25-34/Female/Napa</td>
</tr>
<tr>
<td>Wine Tasting Rooms</td>
<td>2,057</td>
<td>2:58</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>What to Do</td>
<td>1,766</td>
<td>0:40</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Hotels Search</td>
<td>1,362</td>
<td>1:10</td>
<td>Age 35-44/Female/Los Angeles</td>
</tr>
<tr>
<td>Events</td>
<td>1,174</td>
<td>1:46</td>
<td>Age 25-34/Female/Napa</td>
</tr>
<tr>
<td>Where to Stay</td>
<td>1,099</td>
<td>2:07</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Bars &amp; Nightlife</td>
<td>959</td>
<td>2:22</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Wine Tasting Card</td>
<td>876</td>
<td>1:32</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Pup-Friendly Businesses</td>
<td>850</td>
<td>15:32</td>
<td>Age NA/Female/San Francisco</td>
</tr>
</tbody>
</table>
Website Analytics: Channel Performance

<table>
<thead>
<tr>
<th>Source</th>
<th>Visitors</th>
<th>Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Search</td>
<td>6,435</td>
<td>0:40</td>
</tr>
<tr>
<td>Paid Social</td>
<td>4,985</td>
<td>0:34</td>
</tr>
<tr>
<td>Direct</td>
<td>4,944</td>
<td>2:13</td>
</tr>
<tr>
<td>Social</td>
<td>1,921</td>
<td>1:35</td>
</tr>
<tr>
<td>Referral</td>
<td>1,491</td>
<td>1:34</td>
</tr>
</tbody>
</table>

- **Organic Search** brought the most traffic in April with **6,435 visitors**.
- **Direct** brought in the most engaged users in March with **2:13 average time on page**.
This month, Instagram was the top referrer to the website.

Other referral sources included Facebook Mobile, Visit Napa Valley and Visit CA.

All audiences from referrals had good engagement this month with an overall average of 1:35 time on page. This month, Visit Napa Valley brought in the most engaged users at 3:18 average time on page.
Website Analytics: Blogs

- **A Local's Guide to Enjoying April Arts**
  - Posted: 4/21
  - Page Views: 142
  - Avg. Time on Page: 4:17

- **Celebrate All Things Mom in Downtown Napa**
  - Posted: 4/28
  - Page Views: 151
  - Avg. Time on Page: 3:23
Winning Subject Line: Napa is Ready for Spring

Sent: 4/27

Open Rate: 13.6%

CTR: 1.7%

Top Links:
- Events: 115 clicks
- Lodging Specials: 77 clicks
- Where To Stay: 42 clicks

Now's the time to rest and recharge in Downtown Napa. Spring has brought the perfect weather and most businesses are ready to welcome you. So go ahead - hit that reset button, then head to Napa to relax and renew for a healthier you.
Paid Media Campaign
The paid media campaign brought in **over 2.4M impressions** and **23K clicks**. Conversion rate on the website for users coming in from **paid social was at 53.62%**. Paid search users spent **2:58 average time on page and conversion rate was at 29.78%**.

The paid search campaign brought in a **CTR of 6.24%**.

The paid social campaign brought in **1,106 conversions**.
Best Traffic Driver (CTR): Foodie Messaging
Impressions: 72,660
Clicks: 4,428
CTR: 6.09%

Most Conversions: Lodging Messaging
Impressions: 72,660
Clicks: 3,746
Conversions: 734

Impressions: 6,295
Clicks: 412
CTR: 6.54%
Conversions: 18

Impressions: 6,205
Clicks: 217
CTR: 3.50%
Conversions: 15
### Campaign Demographics

#### Age - Social

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Clicks</th>
<th>CTR</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>192</td>
<td>0.10%</td>
<td>9</td>
</tr>
<tr>
<td>25-34</td>
<td>924</td>
<td>0.29%</td>
<td>120</td>
</tr>
<tr>
<td>35-44</td>
<td>2,040</td>
<td>0.84%</td>
<td>263</td>
</tr>
<tr>
<td>45-54</td>
<td>2,811</td>
<td>1.66%</td>
<td>257</td>
</tr>
<tr>
<td>55-64</td>
<td>3,226</td>
<td>2.65%</td>
<td>183</td>
</tr>
<tr>
<td>65+</td>
<td>3,408</td>
<td>3.94%</td>
<td>115</td>
</tr>
</tbody>
</table>

#### Gender - Social

<table>
<thead>
<tr>
<th>Gender</th>
<th>Clicks</th>
<th>CTR</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>2,821</td>
<td>0.52%</td>
<td>111</td>
</tr>
<tr>
<td>Female</td>
<td>9,693</td>
<td>1.79%</td>
<td>832</td>
</tr>
</tbody>
</table>

#### Age - Search

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Clicks</th>
<th>CTR</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>108</td>
<td>6.78%</td>
<td>2</td>
</tr>
<tr>
<td>25-34</td>
<td>258</td>
<td>8.63%</td>
<td>9</td>
</tr>
<tr>
<td>35-44</td>
<td>244</td>
<td>9.24%</td>
<td>26</td>
</tr>
<tr>
<td>45-54</td>
<td>302</td>
<td>9.97%</td>
<td>23</td>
</tr>
<tr>
<td>55-64</td>
<td>226</td>
<td>10.18%</td>
<td>11</td>
</tr>
<tr>
<td>65+</td>
<td>137</td>
<td>9.26%</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Gender - Search

<table>
<thead>
<tr>
<th>Gender</th>
<th>Clicks</th>
<th>CTR</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>384</td>
<td>7.60%</td>
<td>28</td>
</tr>
<tr>
<td>Women</td>
<td>915</td>
<td>9.91%</td>
<td>46</td>
</tr>
</tbody>
</table>

- Women were the predominantly engaged audience with the paid media campaign with 832 conversions on social and a 1.79% CTR and 46 conversions on search with a 9.91% CTR.
- The 65+ age group audience performed best for traffic in the social campaign with a 3.94% CTR. The 35-44 age group had the most conversions at 263.
- In the search campaign, the 55-64 age group had the highest CTR at 10.18%. The 35-44 age group brought in the most conversions at 26.
**Campaign Top Creative**

Best Traffic Driver (CTR)
- Impressions: 72,660
- Clicks: 4,428
- CTR: 6.09%

Most Conversions
- Impressions: 72,660
- Clicks: 3,746
- Conversions: 734

Impressions: 6,295
- Clicks: 412
- CTR: 6.54%
- Conversions: 18

Impressions: 6,205
- Clicks: 217
- CTR: 3.50%
- Conversions: 15
Through Augustine’s data partners, we’re able to report on hotel and flight searches, bookings, and length of stay. The above data is cumulative from 4/29-5/11. Data is also exclusive to specific tactics/spend for a portion of the campaign, meaning additional trips and stronger ROI is likely.

The campaign brought in 3,336 flight searches and 460 hotels searches. 206 flights and 21 hotels were booked.

Total revenue captured from the campaign was $12,879 for a 3.08 return on investment!

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Searches</th>
<th>Bookings</th>
<th>Length of Stay</th>
<th>Total Travelers</th>
<th>Total Nights</th>
<th>Revenue</th>
<th>ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flight</td>
<td>3,336</td>
<td>206</td>
<td>6 nights</td>
<td>282</td>
<td>1,232</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel</td>
<td>460</td>
<td>21</td>
<td>2 nights</td>
<td>36</td>
<td>42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,796</td>
<td>227</td>
<td></td>
<td>318</td>
<td>1,272</td>
<td>$12,879</td>
<td>3.08</td>
</tr>
</tbody>
</table>
Public Relations
Augustine continues to monitor COVID-19 developments, updating the travel advisory and adjusting proactive media communications as needed.

Pitching efforts focused on promoting dog-friendly travel, outdoor activities and the return of live music.

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

Augustine coordinated itineraries for two traditional media visits taking place in May-June. Additional visits to follow.

Augustine began outreach and secured social influencers to visit Downtown Napa in May-June.

The team also continues to update the DoNapa press room with new coverage and announcements.
Press Release

- "What's New in Downtown Napa Spring/Summer 2021"
- Distributed on April 7 to local, regional and national media outlets, as well as freelance travel and lifestyle writers.
- Press release was also published on the DoNapa press page for additional reach.
Proactive pitches were submitted to the following outlets:

- **New York Amsterdam News** - Girls Getaway in Napa and Where to Stay
- **Visit California** - Culture-Filled Getaways
- **Visit California** - What's New in California
- **Visit California** – Memorial Day Getaways and Deals
- **Hotels Above Par** – River Activities in Downtown Napa
- **Culture Trip** - "Hyper-Local" Annual Events Driving Distance from San Francisco
- **PureWow** – Unique Pet-Friendly Hotel Experiences and Amenities

A story idea on dog-friendly properties in Downtown Napa was submitted to a number of freelance contributors to a variety of outlets.

A story idea on the return of live music events was been submitted to a variety of San Francisco Bay Area local media outlets.
Secured Coverage

- **AFAR—Napa’s in Bloom: How to Plan the Perfect Spring Weekend**
- **Live Date:** 4/8
- **Link**
- **Est. Monthly Visits:** 1.28M
- **Est. Coverage Views:** 5.75K
- **Date Pitched:** 4/7
Secured Coverage

- **Napa Valley Life Magazine** – Welcoming California Brandy House to Downtown Napa

- **Live Date:** 4/12

- **Link**

- **Est. Monthly Visits:** 3.69K

- **Est. Coverage Views:** 558

- **Date Pitched:** 4/7
Secured Coverage

- **Roseville Today** – Downtown Napa Ready with Spring Happenings
- **Live Date:** 4/16
- **Link**
- **Est. Monthly Visits:** 37.5K
- **Est. Coverage Views:** 257
- **Date Pitched:** 4/7
Secured Coverage

- **7x7 – 20 New California Hotels: Check in to Your Best Summer Ever**
- **Live Date:** 4/28
- **Link**
- **Est. Monthly Visits:** 155K
- **Est. Coverage Views:** 781
- **Date Pitched:** 4/7
Flagged Coverage

- **Virtuoso** – How to Have a Sustainable Wine Country Weekend in Napa Valley
- **Live Date:** 4/1
- **Link**
- **Est. Monthly Visits:** 189K
- **Est. Coverage Views:** 857
- Augustine did not receive confirmation this story was generated by a direct pitch, but team’s PR efforts likely contributed to content in story and placement.
Flagged Coverage

- **News Press Now** – The Best Honeymoon Destinations Around the World
- **Live Date:** 4/6
- **Link**
- **Est. Monthly Visits:** 299K
- **Est. Coverage Views:** 1.43K
- Augustine did not receive confirmation this story was generated by a direct pitch, but team’s PR efforts likely contributed to content in story and placement.
Flagged Coverage

- **Los Angeles Daily** – Take a Road Trip from Los Angeles to Napa Valley with These Fun Stops
- **Live Date:** 4/6
- **Link**
- **Est. Monthly Visits:** 1.09M
- **Est. Coverage Views:** 2.62K
- Augustine did not receive confirmation this story was generated by a direct pitch, but team's PR efforts likely contributed to content in story and placement.
Flagged Coverage

- **Chicago Tribune** – 15 Top Honeymoon Destinations Around the World
- **Live Date**: 4/7
- [Link](#)
- **Est. Monthly Visits**: 21.1M
- **Est. Coverage Views**: 21.4K
- Augustine did not receive confirmation this story was generated by a direct pitch, but team’s PR efforts likely contributed to content in story and placement.

A short 90-minute drive north from San Francisco, Napa Valley is undoubtedly a sought-after grape-growing region (it attracts nearly 4 million visitors a year). The dreamy landscape offers top-notch wineries, farm-to-table restaurants, and sophisticated retreats, so it’s no wonder Napa Valley has such enduring romantic appeal. The city of Napa anchors the valley and has some noteworthy spots, such as the Oxbow Public Market as well as a riverfront promenade with shops and restaurants. Still, most choose to rent a car or hop on a bike and explore off-the-beaten path wineries and restaurants in and around Napa Valley and its less-touristy neighbor, Sonoma Valley. Other scenic towns include St. Helena, Yountville and Calistoga, which offer plenty of romantic opportunities for those who need a wine-and-dine break.
Flagged Coverage

- **Los Angeles Times** – You Can Drink Wine and Ride Horses with This Adventurous Vineyard Experience
- **Live Date:** 4/8
- **Link**
- **Est. Monthly Visits:** 45.5M
- **Est. Coverage Views:** 40K
- Augustine did not receive confirmation this story was generated by a direct pitch, but team’s PR efforts likely contributed to content in story and placement.
Flagged Coverage

- **Napa Valley Life** – A Day at the Oxbow
- **Live Date:** 4/9
- **Link**
- **Est. Monthly Visits:** 3.69K
- **Est. Coverage Views:** 558

Augustine did not receive confirmation this story was generated by a direct pitch, but team’s PR efforts likely contributed to content in story and placement.
Flagged Coverage

- **The Distiller** – How California Brandy Is Reinventing Itself
- **Live Date:** 4/14
- **Link**
- **Est. Monthly Visits:** 212K
- **Est. Coverage Views:** 1.13K
- Augustine did not receive confirmation this story was generated by a direct pitch, but team’s PR efforts likely contributed to content in story and placement.
Flagged Coverage

- **Inspirations & Celebrations** – Solo Travel Tips for Visiting Napa Valley
- **Live Date:** 4/16
- **Link**
- **Est. Monthly Visits:** 4.74K
- **Est. Coverage Views:** 187
Flagged Coverage

- **House Beautiful** – These Are the Most Beautiful Train Rides in the World
- **Live Date:** 4/20
- **Link**
- **Est. Monthly Visits:** 8.91M
- **Est. Coverage Views:** 19K
- Augustine did not receive confirmation this story was generated by a direct pitch, but team’s PR efforts likely contributed to content in story and placement.
Flagged Coverage

- **San Francisco Magazine** – The Ultimate Insider's Guide to the New Napa Valley
- **Live Date:** 4/21
- **Link**
- **Est. Monthly Visits:** 58.9K
- **Est. Coverage Views:** 7.03K
- 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.

Thankfully, **Jeffries General**, a new shop helmed by Pat Jeffries and his wife, Chrissy, recently opened in the heart of downtown Napa. A lifelong dream of the couple, the store carries a mix of artfully made sundries, home goods, clothing and accessories, and more, and is sure to become a staple in the community.
Flagged Coverage

- **Texarcana Gazette** – Isle Do: Best Honeymoon Destinations Around the World
- **Live Date**: 4/22
- **Link**
- **Est. Monthly Visits**: 274K
- **Est. Coverage Views**: 1.2K
- Augustine did not receive confirmation this story was generated by a direct pitch, but team’s PR efforts likely contributed to content in story and placement.
Corporate Event News – 9 Outdoor Meeting and Event Spaces to Consider

Live Date: 4/28

Link

Est. Monthly Visits: 958

Est. Coverage Views: 130

Augustine did not receive confirmation this story was generated by a direct pitch, but team’s PR efforts likely contributed to content in story and placement.
Industry Research & Insights
Industry Research & Insights

- The rating of over two dozen travel & leisure activities as “unsafe” fell to a record-low 30.4%. Confidence in travel’s safety hit a pandemic-record 45.8%. Additionally, enthusiasm for travel is at a one-year high: travel readiness hit a pandemic-record (77.0%). Now 73.5% of American travelers say they have high levels of excitement about travel this year. Meanwhile, rejection of travel guilt hit a record-high 47.6%. (Destination Analyst, "Update on American Travel in the Period of Coronavirus – Week of May 3rd")

- A record 80.2% of American travelers dreamt or planned travel, including 21.6% who made reservations or bookings—another record. Among the bookers, 52.1% reserved a hotel room and 43.1% bought airfare. Now an incredible 76.5% expect to travel in the next 3 months, and anticipated travel spending in this time frame reached a record $1,768. The outlook for summer travel grew even stronger: About 87% of American travelers expect to be taking trips this summer, be it a vacation, visiting friends or relatives, business trip or meeting at a conference. (Destination Analyst, "Update on American Travel in the Period of Coronavirus – Week of May 3rd")

- The top 3 most common desires for travel this year (notably different from 2020): Chill-out/Decompress, Experience Beautiful Places, Do New things/Visit New Places. American travelers also report being more open to travel inspiration, with 71.2% saying they were excited to learn about new destinations and travel experiences (up from 62.7% last week). (Destination Analyst, "Update on American Travel in the Period of Coronavirus – Week of May 3rd")
Industry Research & Insights

- Nearly a quarter of all travelers—and well over a third of Millennial and younger travelers—report using digital influencers as part of their travel process, primarily those who are honest, provide new ideas and specialize. The most common trip decisions influencer-users were motivated by these personalities to make were for destinations to visit, restaurants and hotels. (Destination Analyst, "Update on American Travel in the Period of Coronavirus – Week of May 3rd")

- Some trends from TravelZoo: June is top travel month (+41% from back in February). Less than 10% are planning to travel internationally – which means that domestic travel is still incredibly strong. Outdoor vacations are the top destinations - 55% domestic beach, 32% domestic nature retreat. A number of people are wanting to take two trips: one flight, one road trip. (TravelZoo, "8 Trends Shaping Summer Travel" Webinar)

- With other campaigns as well as in research data, we're seeing a trend in reunions and making up for lost time. (TravelZoo, "8 Trends Shaping Summer Travel" Webinar)

- Sentiment is high for California travelers specifically: two-thirds would now be excited to travel if invited in the next month. Similarly, excitement to learn about new travel destinations or experiences continues to build and three-quarters are actively dreaming, researching, planning or booking travel. (Visit California, "COVID-19 Dashboard – April 2021").
Upcoming Projects
Upcoming Projects

❖ DoNapa 2Day campaign in May featuring downloadable Videos, Blog, eNewsletter and Paid Media.

❖ Continue to optimize for Evergreen Campaign assets including digital display, social media and SEM ads.

❖ 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.

❖ Coordinate two traditional media visits and three social influencer visits taking place in May.

❖ FY21/22 Marketing and Advertising Planning – strategy, tactics and campaign/content recommendations to be presented during May TID meeting.
Thank you!