STRATEGIC INSIGHTS

• Traveler demand/excitement is stronger than ever, resulting in a severely competitive market, especially within California
• Digital ad spending is anticipated to increase across all industries
• Shorter booking windows/more spontaneous trips, but longer stays
• Current travel sentiment shows the importance of consideration of long-term impacts from the pandemic, such as a change in behaviors/what’s important to travelers:
  • More budget and safety conscious
  • More interested in outdoor activities
• Travelers are considering new destinations they’ve never visited before but have had on their wanderlust list. This is a break from pandemic-era that focused on nearby, familiar destinations.
• People are investing more in their lodging experience – as they have more money to spend after foregoing other activities during the pandemic. Additionally, there is a "I deserve this" mentality fueling greater spending on lodging properties.

• Sources: Destination Analyst, eMarketer, Adara
STRATEGIC INSIGHTS

• 2020 is being called “The Lost Year” – travelers recognize what they missed last year and are ready to make up for lost time
• Intent to travel engrained in connecting or reconnecting with friends/family and making new memories
• Wellness pillar still going strong as pandemic has resulted in heightened awareness of mental and physical health – audiences are prioritizing this when it comes to choosing destinations for upcoming trips
• Road trips likely to sustain popularity as travel recovers with flying slowly regaining momentum; people willing to travel 300 – 500 miles from home

• Source: TravelZoo, Visit California, MMGY
STRATEGIC RECOMMENDATIONS
STRATEGIC RECOMMENDATIONS

FOCUS ON FLEXIBILITY & MESSAGING

• Ever evolving/flexibility in strategy and execution
• Shifting away from traditional approach to Cabernet Season
• Recommend an "always on" approach with various tactics and timing fluctuating throughout the year
• Content campaigns and visitation drivers focus on July – December 2021 as well as supplement between 175th anniversary programming taking place January – June 2022
• Messaging should:
  • Maintain safety information and packages/specials
  • Focus on outdoor and wellness pillars
  • Focus on reconnecting with family/friends
STRATEGIC RECOMMENDATIONS

TARGET PERSONAS

• Food & Wine Enthusiasts
• Couples (1+)
• Girlfriend Getaway
• Group Travel –
  • Weddings
  • Reunions
  • Business Travel/Retreats – Midweek Stays

INTERESTS

• Wine
• Culinary Experiences
• Wellness
• Outdoor
• Culture – Art, Music
CREATIVE EXECUTION & TACTICS
• Additional idea: Anniversary Fun Run (5K) - fall event
• Anniversary Toolkit for partners
• Support efforts with ongoing marketing and advertising tactics:
  • Social Media
  • Public Relations
  • Creative & Digital Advertising (Messaging to incorporate anniversary and events)
  • Email Marketing
EVOLVING CREATIVE STRATEGY – APPROACH

Campaigns and tactics bucketed by objective and/or brand pillar:
• Evergreen/Brand Activations (outdoor included)
• Midweek Visitation
• Wellness (outdoor, spas, wine, live music, etc.)
• Food & Wine
• Arts & Culture (inclusive of live music and events)
• Pet-Friendly

All campaigns and tactics will achieve the following objectives:
• Increase brand awareness and consumer loyalty
• Tie back to lodging, driving overnight visitation during various need points
EVOLVING CREATIVE STRATEGY – FY20/21 RESULTS

- Videos and Carousel ads have been best for driving traffic to the website
- Wine-forward and outdoor creative resonated most with audiences
- Lodging Carousel, 15-second video and Kayak video performed best for driving both bookings and traffic to the website
- Boomer imagery did not perform well – audiences looking to younger demographics
Travel can reset your life. It’s an immersive experience that lets you see new things (and see old things in a new way). Travel takes you away from all the screens and back to doing what you love. And the wanderlust of travel can do wonders for your mental and physical health. Downtown Napa is one place that offers all these things.

It’s time to reunite, rejoice, reinvent, recharge—and restore.
DIGITAL AD SAMPLES | OPTION 1

RETURN
SOMETHING ARE
WORTH THE WAIT

RESTORE YOURSELF

REIMAGINE
A LITTLE SPLASH OF COLOR
GOES A LONG WAY

RESTORE YOURSELF

OUR GLASSES ARE
ALWAYS HALF FULL

RESTORE YOURSELF

RECHARGE
UNPLUG AND LET THE
GOOD TIMES ROLL

RESTORE YOURSELF
Social Ad Sample

Do Napa

It’s time to reunite, rejoice, reinvent, recharge and restore. Return to Napa and get back what you’ve been missing.

BOOK NOW

DONAPA.COM

Restore Yourself
Explore Lodging Specials
SAVOR THE SIP. EXTEND THE TRIP.

Downtown Napa is the perfect place for me-time and to Savor The Sip.

Encourage individuals who work remotely to extend weekend visits into full week visits.

Utilize influencers to showcase their laptop with picturesque Downtown Napa views in the (actual) background and the #extendthetrip hashtag. Reward one hashtag a month with prizing.

Landing page shares "Best places to work in Downtown Napa" and important info (WiFi access, coworking spaces, patios) as well as a "make your own #extendthetrip business card" feature with Napa location and fun title for attention-getting social sharing.
FORGET ZOOM, BOOK A ROOM

Targeted B2B campaign that showcases to groups and planners why your next meeting should be in scenic, inspiring Downtown Napa.

Forget Zoom, Book a Room landing page makes it easy to match your full week or extended weekend stay with a destination ready to #forgetzoom.
After a "lost year," friends are ready to get back together to create new memories and we’ll give them an amazing reason to reunite and stay in Napa — a Race Challenge.

What better way to bring people together than a friendly challenge among friends. Participants will visit local restaurants, tasting rooms, outdoor activities and businesses to ask questions, find facts, collect items or complete skill challenges to collect shareable digital stamps to win the race.

Landing page with challenge guides (half, full or multi-day). Submit your time in our online hub to compete against other groups. Earn bragging rights and explore Downtown Napa like never before.
With heightened awareness of mental and physical health, we'll offer the time and place to take care of yourself — Restore Days in Downtown Napa.

During the month(s) of Restore Days, we'll pair wine with wellness activities: yoga, spa, live music, art walk and outdoor activities such as kayaking.

When you book a room, visitors receive a brochure and landing page link offering incentives on the pairing activities.
FLAVOR OF NAPA CHEF SERIES

We'll create a chef-led cooking series that highlights local dishes while showcasing the full flavor of DoNapa through themes that reflect the pillars:

**Wellness:** Easy dishes that are healthy

**Food & Wine:** Perfect pairings

**Arts & Culture:** Dishes inspired by local art

**Pet-Friendly:** Dinner for you and mini treats for pets

**Evergreen/Outdoors:** Dishes inspired by DoNapa's unique outdoor offerings (Picnic/to-go)

**PR Activation:** Progressive Dinner Chef Experience for Media

SOCIAL | YOUTUBE | DISPLAY | EMAIL | PR
There is an array of unique, walkable, accessible art in Downtown Napa but it's tricky for a visitor to discover it all — until now.

We’ll introduce a curated crawl that guides visitors to the murals, the utility box creations, the Art Walk and key wine stops along the way.

Restaurants and tasting room patios can feature additional art. The crawl is showcased on a landing page and in printed maps available at hotels and wine tasting stops.
INTERACTIVE CHALK WALL

We'll add a large interactive mural wall that lets visitors add their thoughts in chalk, while creating a new must-do destination for visitors and an Instagram-worthy new location.

Napa is where I restore and ____________

Must do destination = Social IG friendly/shareable photo opp.
With 40 walkable tasting rooms, we’ve earned the title and now we’re going to own it, trademark it and showcase it. Let’s make a bold proclamation: Downtown Napa is the Wine Tasting Room Capital of the World!

Wine Capital Club: Collect passport stamps for visiting wine tasting rooms and unlock achievement (badges) and rewards (invitations to tasting room events, access to special/limited wines, lodging resort credits).

Walkable wine tasting map to the Wine Tasting Room Capital of the World.

Interactive digital quiz: what’s your wine personality (auto generates tasting room itineraries to match your personality)

City Council Proclamation
WINE, WOOF & WAG 2.0

Wine, Woof & Wag is back and bigger than ever with more social, more blogs, more adorable photos — and a new event, Pup Crawl during National Dog Month (August 2022)

Social photo contest with winner announced on National Dog Day.
PICTURE YOURSELF IN DOWNTOWN NAPA

If your wanderlust list doesn't include Downtown Napa, it's about to — picture yourself in Napa literally with our version of the attention-grabbing, interactive reface app.

Your photo is seamlessly inserted into picturesque DoNapa scenes: kayaking, biking, a hot air balloon or gondola ride, a sunset filled wine tasting “cheers,” an art tour or a waterfall hike.

Paid and organic social encourage you to share the videos, creating wildly engaging UGC.

Create it, send to friends, and then DO it.

DISPLAY | SOCIAL | SEM | EMAIL | PR

CLICK TO PLAY SAMPLE VIDEO
RECURRING

ONGOING ITEMS

- Website optimization and updates
- Public Relations
- Media Visits – exact timing organized around campaigns and anniversary programing
- Social Media
- Email Marketing
- Search Engine Optimization (SEO)
EMAIL MARKETING STRATEGY

• Adjusting cadence to 2 emails per month to follow best practices

• List Growth Strategies:
  • Social campaign promoting for email sign-ups
  • Contest/Giveaway that requires users to sign up for the newsletter
  • Gated content
SOCIAL MEDIA

BRANDED ELEMENTS CONTENT CREATION

• Showcase branded photography/retouched style for cohesiveness
• Create branded GIPHY page
• Develop Snapchat Destination Filter
• Develop Facebook frame
• Create custom content pieces by incorporating scenic assets with animation
SOCIAL MEDIA

NAPA TUNES

Focus: Music (Entertainment)

Objective: Highlight Downtown Napa's music scene through a social media campaign.

Deliverables:
- Instagram Story integrations with featured songs
- Creating playlist(s) on Spotify
- Developing a #DoNapaMusic challenge via reels encouraging audiences to explore all the musical greatness Downtown Napa has to offer in order to win a prize.
VISIT CALIFORNIA: CALIFORNIA NOW

Free opportunity
Ongoing/implementing now: social/content/creative strategy
Search + Social
SOCIAL MEDIA

DO NAPA ON TIK TOK

Focus: DoNapa in 15 to 60 seconds

Objective: Encourage untapped audiences on TikTok

Deliverables:
Your Guide to Do Napa
Where To Stay
What To Do
Where To Drink/Eat
INSTAGRAM WORTHY BACKDROPS

Focus: Arts & Culture

Objective: Encourage audiences to take photos in front of murals and tag @DoNapa on social.

Deliverables:

- Instagram Guide
- Leverage earned media opportunities through pitching
  - Video Release
  - Listicle
  - Influencer Activations
PUBLIC RELATIONS
ONGOING PUBLIC RELATIONS TACTICS

• Supporting all content and creative campaigns with large PR push

• Video Press Releases

• FAM Tours / Media Visits
  • Traditional Media
  • Social Influencers

• Do "The New Napa"

• 175th Anniversary Efforts

• Continue Pitching by Pillars:
  • Wine
  • Food
  • Arts & Culture
  • Outdoor Recreation
  • Sustainability/Responsible Travel
  • Pet-Friendly
RESPONSIBLE TRAVEL

Focus: Sustainability

Objective: Support sustainability efforts taking place within Downtown Napa and promote an environmentally-friendly future where travel also thrives.

Deliverables:
- Press Releases
- Influencer Activations
- Pitching & Leveraging Earned Media
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<td>Mustard Magic Event</td>
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<td>BottleRock 2022</td>
<td>Main Street Reunion Community Table Event</td>
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### Timeline

#### Ongoing Initiatives

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THANK YOU!