NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING AGENDA

March 1, 2022
10:00 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, 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. DECEMBER 2, 2021 MINUTES
      Approval the December 2, 2021 Special Meeting minutes.

5. ADMINISTRATIVE REPORT
   A. NAPA TID DETERMINATION TO CONDUCT MEETING VIA TELECONFERENCE
      The Napa TID will consider taking an action to determine to conduct this meeting via teleconference in accordance with AB 361.

      Recommended Action(s): The Napa TID Local Governing Committee hereby finds that the circumstances resulting from the COVID-19 emergency continue to directly impact the ability of the members to meet safely in person.

   B. RECOGNITION OF COMMITTEE MEMBER REYNALDO ZERTUCHE
      The Napa TID will recognize Napa TID Committee Member Reynaldo Zertuche for his years of service on the Napa TID Local Governing Committee upon his retirement.

      Recommended Action(s): No Action Needed

   C. NAPA TID GRANT FUNDING REQUESTS
The Napa TID will hear proposals for two grant funding requests from the Downtown Napa Association (DNA) and Porchfest respectively. The DNA is requesting $30,000 in funding to support marketing efforts for its programming efforts related to the City of Napa’s 175th celebration. Porchfest is requesting funding for $10,000 for programming costs related to Porchfest 2022.

Recommended Action(s): The Napa Tourism Improvement District Local Governing Committee hereby recommends that City Staff approve allocating $40,000 from the “Funding Grants to Other Organizations” budget line item and enter into a grant agreement to fund the following funding requests:

1. The Downtown Napa Association’s funding request for an amount of $30,000 to support marketing efforts for its programming efforts related to the City of Napa’s 175th Celebration.
2. Porchfest funding request for an amount not to exceed of $10,000 to support programming efforts for Porchfest 2022.

D. CITY OF NAPA 2022 LIGHTED ART FESTIVAL PROGRAM UPDATE
Representatives from the City of Napa’s Park and Recreation Department will provide a program update on the 2022 Lighted Art Festival.

Recommended Action(s): No Action Needed.

E. VISIT NAPA VALLEY FY 2022-2023 REVENUE PROJECTION REPORT
Representatives from Visit Napa Valley will also discuss budget revenue projections for the City of Napa’s Tourism Improvement District for FY 22-23.

Recommended Action(s): No recommended action needed.

F. AUGUSTINE AGENCY MONTHLY REPORT
Receive monthly report from Augustine Agency representatives on performance metrics for marketing campaigns related to marketing services contract. Augustine Agency will request input and feedback from the Napa TID on marketing strategy and present a proposal for the use of Optional Budget funds for additional paid media spend, additional creative production, and additional influencer marketing.

Recommended Action(s): The Napa Tourism Improvement District Local Governing Committee hereby recommends that City Staff approve allocating $20,000 from the existing agreement between the City of Napa and D. Augustine & Associates (Agreement C2021-307) for the use of additional funding for paid media spend, additional creative production, and additional influencer marketing.

6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for March 22, 2022.


[Signature]
** 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 California Government Code Section 54953(e), and members of the Napa Tourism Improvement District’s Local Governing Committee (“Committee”) or City staff may participate in this meeting telephonically or electronically. The City Hall Committee Room will be closed to the public, and 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/89343830401 (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 # 89343830401.

** PROVIDING COMMENTS ELECTRONICALLY VIA ZOOM **

If you are viewing the meeting live via Zoom (https://us02web.zoom.us/j/89343830401), 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 # 89343830401; 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 Napa Tourism Improvement District’s Local Governing 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 1, 2022 MEETING – PLEASE READ”; and (2) it is received by the Secretary by 12:00 PM 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 Napa Tourism Improvement District’s Local Governing 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 Commission’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 COMMISSION MEETINGS

Meeting Dates: The Commission meets regularly on the second Thursday of even-numbered months; and additional meetings may be scheduled as needed.

Information Available: Information and documents related to this meeting are available at www.cityofnapa.org; or by contacting the Public Works Department by email at lclark@cityofnapa.org; by calling (707) 257-9520; 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 Commission after distribution of the agenda packet are reported by Commission 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 Commission Meetings: The Commission 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 Commission on any subject within the Commission’s subject matter jurisdiction. Each speaker’s comments will be limited to three minutes and will comply with the rules of order for Commission meetings.

**Consent Calendar:** These items are considered routine and may be approved by a single vote; however, any Commission Member may remove an item for discussion or public input prior to action by the Commission. Only the Chair or a majority of the Commission may authorize public input after the consent calendar is introduced.

**Administrative Reports:** Only the Chair or a majority of the Commission may authorize public input after an administrative report item is introduced.

**Consent Hearings:** Consent hearing items are considered routine and may be approved by a single vote of the Commission. However, any member of the public or Commission may remove an item from the consent hearing calendar, and the item will be considered during the public hearing portion of the agenda.

**Public Hearings/Appeals:** During any public hearing or appeal, any person may directly address the Commission. Applicants (or Appellants) are allowed 10 minutes to present testimony at the beginning of the public hearing, and if needed, five minutes to present rebuttal at the end of the public hearing. All other speakers will be limited to 3 minutes.
Members Present: Michael Collins, Reynaldo Zertuche, Sara Brooks, Jamie Cherry, Craig Smith, and Julie Lucido

Members Absent: Craig Smith

Others in Attendance:
City of Napa: Stephanie Cajina, Brandon Alves, Katrina Gregory, Pete Hangen
Visit Napa Valley: Linsey Gallagher, Brice Gosnell
Augustine Agency: Lindsay Moore, Debbie Augustine Brittany Lima, Claire Marcus
Members of the Public: Jessie Gooch, Seth Anderson

Start: 12:05 pm

1. CALL TO ORDER/ROLL CALL
   City Staff (Stephanie Cajina) conducted roll call.
   All members present with Committee Member Craig Smith noted absent.

2. AGENDA REVIEW
   City Staff noted no amendments to the Agenda.
   No changes to the agenda, no motion needed to approve agenda.

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. JULY 27, 2021 MINUTES
   Approval the July 27, 2021 Regular Meeting minutes.
   Chair Elect Cherry made a motion to approve Consent Calendar Items. Committee Member Zertuche Seconded the motion. Committee Members: Lucido: Yea, Zertuche: Yea, Chair Elect Cherry: Yea, Chair Collins: Yea, Co-Chair Brooks: Yea.
   Nays: None.
   Motion Passed Unanimously

5. ADMINISTRATIVE REPORT
   A. NAPA TID 2021-2022 BUDGET UPDATE
   Napa TID will hear a budget update from City Staff on the Napa TID reflecting actuals from the last quarter.
   Recommended Action(s): No Action Needed
Brandon Alves, City of Napa, presented budget versus actuals for the Napa TID 2021-2022 Budget for expenses and revenues. Revenues were noted at $193,000, which is about two-thirds of pre-pandemic levels, but double compared to 2021. The budget report did not account for November TID revenues, which TID members noted were likely going to be positive. Co-Chair Brooks noted that many lodging businesses were experiencing record months. Alves noted that Revenues were tracking to be consistent with 2018-2019 figures.

No Motion Needed

B. NAPA TID VIRTUAL MEETING PROCEDURE OPTIONS

Receive update from City Staff on new Brown Act Virtual Meeting procedures under AB 361. The Committee will determine how it will conduct future meetings given these updates. The three meeting options include:

1. Conduct the meeting in person with the legislative body members and public all participating live, in person at the same physical location. If a member is unable to attend, they may be absent.
2. Conduct the meeting via teleconference under R2021-093, for which standard Brown Act teleconference requirements apply including posting the location of the remote member and allowing public access at the remote location.
3. Conduct the meeting via teleconference under AB 361.

Recommended Action(s): The Napa Tourism Improvement District Local Governing Committee hereby decides to resume meeting in-person, effective by its next meeting. The Committee may determine at a future meeting to meet via teleconference under the provisions of AB 361. Stephanie Cajina, City of Napa, presented a staff report detailing updates on teleconferencing meeting options given the expiration of Executive Order N-08-21 and the adoption on AB 361 (a new law streamlining Brown Act teleconference meeting procedures until January 1, 2024). Napa TID members were asked to make a determination on their meeting preferences given this new information. Additionally, the City of Napa has asked committee members to complete the City of Napa’s Vaccination Record form if members opt to meet in-person.

Committee Member Lucido made a motion to resume meeting in-person, effective by its next meeting date and allow the Committee to determine at a future meeting to meet via teleconference under the provisions of AB 361. The motion was seconded by Chair Elect Jamie Cherry. Committee Members: Lucido: Yea, Smith: Yea, Zertuche: Yea, Chair Collins: Yea, Co-Chair Brooks: Yea.

Nays: None.

Motion Passed Unanimously

C. VISIT NAPA VALLEY MONTHLY REPORT

Receive monthly report from Visit Napa Valley on performance metrics for the City’s of Napa’s lodging industry.
Linsey Gallagher from Visit Napa Valley discussed trends, challenges, and updates for the City of Napa's lodging industry. Gallagher noted revenue forecasts were tracking better than original projections. That said, San Francisco Travel projected that it will take 3-4 years to return to 2019 visitor volumes. It was noted that international travelers spend more than drive market travelers. Gallagher also noted that Al Fresco concepts have been an asset in visitor offerings and expressed support for Al Fresco programs. ADR for Napa is tracking higher than other regional destinations.

Visit CA and VNV are working on expanding the Napa Green Initiative to hospitality businesses by selecting 5-6 lodging businesses to serve as pilots (free of charge).

D. 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.

Representatives from the Augustine Agency presented performance metrics on current marketing campaigns.

6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for January 25, 2022. The Chair Miller adjourned the meeting at 1:16 p.m.
Downtown Napa Association (DNA) Request for Funding

As the lead agency organizing Napa’s 175th Anniversary, the DNA is requesting $30,000 for direct marketing to support the overall marketing efforts for the celebration, and specifically for Napa’s Table, described below. The event is intended to become an annual event, and part of the spend will be to setup a permanent landing page, produce a video and photolog and creating other assets that will be used in the future. Augustine Agency will be the DNA’s creative partner on this effort, and most of the spend will be with them. Visit Napa Valley is also supportive of the event and will be marketing on our behalf.

Marketing for Napa’s 175th anniversary will be done by Augustine and the DNA throughout the Bay Area, to attract the folks that have been staying with us and to give them other opportunities to come back.

Napa’s Table
This will be a June 11th dinner at a long table on First Street for 200 or more ticketed guests. It will begin with cocktails and hors d’oeuvre at Sky and Vine. As guests leave Sky & Vine, they will be greeted by a string quartet and people to take them to their seats at the table. Dinner will be casual, with both family style and individual servings. After dinner, guests can join an ‘after party,’ featuring either cigars and brandy, champagne and chocolates or an alternate offering. Marketing will include all traditional print, social media a website landing page and other channels. Tickets will also be available for hotels to create packages for their guests. As a Sponsor, TID will receive prominent placement in all those efforts, plus a table for ten in a premium spot at the table.

Saturday in the Park and other events
The September 10th event will be a family-oriented event in the Oxbow Commons, with free admission. Attendees will be treated to throwback games and activities. For instance, a high school marching band will march on McKinstry, performing for twenty minutes, along with cheerleaders. An hour later, 25 antique cars will drive in, park, and remain for an hour. After that could be a BMX group. The grassy area will feature games such as three-legged races, hula-hoop contests, a dunking tank and much more. The musical stage might have a poetry slam, followed immediately by Taiko drumming, followed next by a dance contest. In the late afternoon/early evening, a dance band will perform. Marketing will include all aspects listed above. TID will be prominently mentioned in all those efforts.

Other events will be hosted by groups such a Ole Health, the Wine Train and the Daughters of the American Revolution, and will be marketed by those events with supplemental help from the DNA.
Help your guests experience the local event of the year! Napa Porchfest is around the corner and it’s the perfect opportunity for your guests to add a room night and be part of the fun.

What: Napa Porchfest

When: Sunday, July 31, 2019 from 12:00 – 5pm

Where: Throughout Napa’s “Old Town” neighborhood

Cost: FREE!

Details: Napa County musicians will be playing live music on a variety of porches in and around downtown Napa. This family-friendly event also features local food trucks and carts. Encourage your guests to fill their water bottles and explore (on foot!) the local music scene with Napa Porchfest!

Resources:
Map
Photo Gallery
Music Lineup
Food & Drink Vendors

Funds requested from the TID: $10,000

Budget: Historically it’s been about $18,000 but this year we expect it to be closer to $30,000. Funds will be used to pay for street closures, waste management and security.

Contact Information:
[INSERT CONTACT INFO]

Connect with us on social media:
[INSERT SOCIAL HANDLES]

Interested in partnering with us? [INSERT SPONSORSHIP DETAILS HERE]
Destination management organization for Napa County.

Mission: Promote, protect, and enhance the Napa Valley destination.

Enhance wine country's public image as a dynamic place to visit, live, and work.
Visit Napa Valley Team

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Linsey Gallagher
President and CEO
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Brice Gosnell
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Karen Wibbenmeyer
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Karen@VisitNapaValley.com

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Magaly Cisneros
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Isaias Solano
Guest Experience
Isaias@VisitNapaValley.com
Tourism Economic Impact

Getting Back to Pre-Pandemic

The Napa Valley welcomed a total of 3.85 million visitors in 2021:
- 80.8% Domestic
- 19.2% International

84.5% Day Trips
- 15.5% Overnight stays

Overnight guests grew 2.5X more than day trips

Visitors to Napa Valley spent $2.23 billion supporting local businesses:
- Overnight Hotel Guests
- Direct Visitor Spending
- Visitor Growth

Almost 70% of spending generated by overnight hotel guests

Napa Valley's visitor industry generated $85.1 million in tax revenue for local services:
- Tourism Industry supports an estimated 16,000 jobs in the community
- With a combined payroll of nearly $500 million

The tourism industry is the 2nd largest employer in Napa County

Napa Valley wins back more than our fair share

- Fewer People
- Spending More Money
- Staying Longer
Visit & Spending Forecast | Statewide

California Travel Spending Forecast
Billions

2020: $65.1
2021: $27.4
2022: $126.5
2023: $144.6
2024: $155.9
2025: $160.8
2026: $165.2

Forecast Comparison:
Domestic Leisure, Domestic Business, International (Spend) Index to 2019 Spend Level

Source: Tourism Economics, Visitation & Spending Forecast (Jan 2022)
Americans’ excitement to travel over the next 12 months is the highest it has ever been in the pandemic era. Over 80% of American travelers exhibit higher levels of excitement for their prospective travel future and those in a ready-to-travel mindset hit an all-time high 84.6%.
TID Revenue By Fiscal Year

TID REVENUE BY FISCAL YEAR

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Revenue</th>
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<tbody>
<tr>
<td>FY10</td>
<td>$457,450</td>
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<td>FY11</td>
<td>$2,434,116</td>
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<td>FY12</td>
<td>$3,906,753</td>
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<td>$2,584,293</td>
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<td>FY22</td>
<td>$4,038,000</td>
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</table>
Annual Lodging Revenue
Lodging Demand

2021 vs 2019 | (-2%) of

Napa County STR Lodging Demand

[Graph showing lodging demand for Napa County STR from January to December, comparing 2019, 2020, and 2021, with a decrease of 2% in 2021.]
December 2021 STR Data

### Smith Travel Research - Napa County

<table>
<thead>
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<th>December</th>
<th>Occupancy</th>
<th>ADR</th>
<th>RevPAR</th>
<th>Revenue</th>
<th>Supply</th>
<th>Demand</th>
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<tr>
<td>2021</td>
<td>52.1%</td>
<td>$366.68</td>
<td>$191.03</td>
<td>$30.4M</td>
<td>159,371</td>
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<td>2020</td>
<td>23.9%</td>
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<td>$47.38</td>
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<td>2019</td>
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<td>156,643</td>
<td>85,680</td>
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<td>YOY % change 2020</td>
<td>118.0%</td>
<td>84.7%</td>
<td>303.2%</td>
<td>331.2%</td>
<td>6.9%</td>
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<td>38.1%</td>
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### Smith Travel Research - Napa County

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<th>Calendar YTD December</th>
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<th>Revenue</th>
<th>Supply</th>
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<td>59.6%</td>
<td>$404.24</td>
<td>$240.96</td>
<td>$436.3M</td>
<td>1,810,613</td>
<td>1,079,265</td>
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<td>2020</td>
<td>41.4%</td>
<td>$266.66</td>
<td>$110.29</td>
<td>$184.9M</td>
<td>1,676,382</td>
<td>693,335</td>
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<td>2019</td>
<td>72.0%</td>
<td>$336.52</td>
<td>$242.45</td>
<td>$446.9M</td>
<td>1,843,476</td>
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<td>YOY % change 2020</td>
<td>44.0%</td>
<td>51.6%</td>
<td>118.5%</td>
<td>136.0%</td>
<td>8.0%</td>
<td>55.7%</td>
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<td>20.1%</td>
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<td>-2.4%</td>
<td>-1.8%</td>
<td>-18.7%</td>
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### December 2021 STR Data

#### Smith Travel Research

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<th>Month</th>
<th>Occupancy</th>
<th>YOY %</th>
<th>ADR</th>
<th>YOY %</th>
<th>RevPAR</th>
<th>YOY %</th>
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<td>Napa County</td>
<td>52.1%</td>
<td>118.0%</td>
<td>$366.68</td>
<td>84.7%</td>
<td>$191.03</td>
<td>303.2%</td>
</tr>
<tr>
<td>Sonoma County</td>
<td>59.4%</td>
<td>59.2%</td>
<td>$183.74</td>
<td>51.4%</td>
<td>$109.14</td>
<td>141.4%</td>
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<tr>
<td>Monterey County</td>
<td>53.1%</td>
<td>94.5%</td>
<td>$229.45</td>
<td>70.3%</td>
<td>$121.73</td>
<td>230.5%</td>
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<tr>
<td>San Francisco County</td>
<td>51.8%</td>
<td>51.3%</td>
<td>$178.39</td>
<td>66.3%</td>
<td>$92.34</td>
<td>257.2%</td>
</tr>
<tr>
<td>American Canyon</td>
<td>71.1%</td>
<td>13.0%</td>
<td>$119.57</td>
<td>33.1%</td>
<td>$85.01</td>
<td>77.0%</td>
</tr>
<tr>
<td>Calistoga</td>
<td>55.6%</td>
<td>16.0%</td>
<td>$434.41</td>
<td>54.5%</td>
<td>$241.69</td>
<td>192.8%</td>
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<td>Napa</td>
<td>52.5%</td>
<td>51.2%</td>
<td>$264.77</td>
<td>81.5%</td>
<td>$139.13</td>
<td>337.1%</td>
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<tr>
<td>Yountville</td>
<td>43.1%</td>
<td>43.8%</td>
<td>$728.87</td>
<td>52.4%</td>
<td>$313.98</td>
<td>368.0%</td>
</tr>
<tr>
<td>Luxury</td>
<td>50.2%</td>
<td>4.8%</td>
<td>$1,086.84</td>
<td>54.1%</td>
<td>$545.23</td>
<td>0.0%</td>
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<tr>
<td>Group</td>
<td>46.1%</td>
<td>77.4%</td>
<td>$321.36</td>
<td>58.6%</td>
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<td>546.4%</td>
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<tr>
<td>Unincorporated Co.</td>
<td>46.9%</td>
<td>41.5%</td>
<td>$522.49</td>
<td>57.2%</td>
<td>$244.80</td>
<td>263.7%</td>
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<tr>
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<td>64.1%</td>
<td>9.8%</td>
<td>$155.34</td>
<td>45.0%</td>
<td>$99.54</td>
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#### Calendar YTD December 2021

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<tr>
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<th>Occupancy</th>
<th>YOY %</th>
<th>ADR</th>
<th>YOY %</th>
<th>RevPAR</th>
<th>YOY %</th>
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<td>59.6%</td>
<td>44.0%</td>
<td>$404.24</td>
<td>51.6%</td>
<td>$240.96</td>
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<td>Sonoma County</td>
<td>64.3%</td>
<td>21.8%</td>
<td>$200.38</td>
<td>43.3%</td>
<td>$128.82</td>
<td>74.5%</td>
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<tr>
<td>Monterey County</td>
<td>62.4%</td>
<td>33.0%</td>
<td>$258.59</td>
<td>43.0%</td>
<td>$161.38</td>
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<tr>
<td>San Francisco County</td>
<td>43.8%</td>
<td>11.0%</td>
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<td>-21.9%</td>
<td>$71.11</td>
<td>-13.3%</td>
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<tr>
<td>American Canyon</td>
<td>75.8%</td>
<td>35.4%</td>
<td>$149.07</td>
<td>37.2%</td>
<td>$113.01</td>
<td>85.8%</td>
</tr>
<tr>
<td>Calistoga</td>
<td>63.2%</td>
<td>42.6%</td>
<td>$458.82</td>
<td>47.1%</td>
<td>$290.08</td>
<td>109.7%</td>
</tr>
<tr>
<td>Napa</td>
<td>58.3%</td>
<td>40.6%</td>
<td>$304.98</td>
<td>55.3%</td>
<td>$177.84</td>
<td>118.2%</td>
</tr>
<tr>
<td>Yountville</td>
<td>57.4%</td>
<td>64.2%</td>
<td>$780.81</td>
<td>49.0%</td>
<td>$447.93</td>
<td>144.6%</td>
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<tr>
<td>Luxury</td>
<td>63.6%</td>
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<td>$1,214.39</td>
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<tr>
<td>Group</td>
<td>52.2%</td>
<td>53.9%</td>
<td>$362.27</td>
<td>49.0%</td>
<td>$189.18</td>
<td>129.3%</td>
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<td>Unincorporated Co.</td>
<td>57.0%</td>
<td>61.3%</td>
<td>$604.15</td>
<td>29.1%</td>
<td>$344.37</td>
<td>108.2%</td>
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<tr>
<td>Limited Service</td>
<td>71.2%</td>
<td>28.5%</td>
<td>$187.68</td>
<td>42.7%</td>
<td>$133.68</td>
<td>83.5%</td>
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</tbody>
</table>
TOT by Jurisdiction

**FY21 City of Napa TOT Collections**

**FY21 American Canyon TOT Collections**
MARKETING, PUBLIC RELATIONS AND COMMUNICATIONS
Marketing Team

BRICE GOSNELL
Director of Marketing
Brice@visitnapavalley.com

KAREN WIBBENMEYER
Sr. Manager, Digital Marketing
karen@visitnapavalley.com

WE ARE RECRUITING

Open Positions
Brand Marketing Manager
Content and Social Media Manager
Marketing Coordinator
#NapaValleyDreaming

Calistoga  St. Helena  Yountville  Napa  American Canyon

Campaign Total

5M IMPRESSIONS  9k PAGE VISITS
70 POP-UPS  3.2K PHOTO ENTRIES
#NapaValleyDreaming

1M REACH

2,000 PAGE VISITS

33K ENGAGEMENTS

827 PHOTO ENTRIES
Cheers,

The Good Life
BRAND POSITIONING

Napa Valley = *Taste of the Good Life*

**OFFERING**
Renowned wine, food & hospitality experience

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

**SETTING**
Highly desirable lifestyle

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

**INSIGHT:** Napa Valley delivers on the new meaning of luxury

→ Downtime is what is decadent

**BENEFIT:** Savoring the good things in life

(*food, wine, friends, quality time etc.*)

**Brand Character:** welcoming, creative, warm, sophisticated, alive, beautiful, relaxed, carefree
# Paid Media Campaign

## Target Audience

**Aspirational/ Value Traveler**
- HHI $100k-$200K
- Age: 25-44

**Luxury Traveler**
- HHI $200K+
- Net Worth $1M
- Age: 45

## Geography

- California
- New York DMA
- Dallas-Ft. Worth DMA
- Chicago DMA

## Timing & Budget

**Flight Dates**
- February 2022 – June 2022

**Budget**
- $500,000
  - 70% Aspirational
  - 30% Luxury

## Campaign Measurement

**Engagement**
- CTR, Sessions, TOS
- Partner Referrals

**Visitation**
- Lift in Visitation (STR)
Priority Segments

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

Luxury Segment
- Older segment: 45 – 65
- Income ranges in the $200-250K+
- Multigenerational travel important to them
- Wealth & status is very important
- Most highly educated (85% with at least a college degree)
- Most are married and have children – either grown or older
- Look for unique and OTBT experiences
- Enjoy drinking wine; have above average wine knowledge
- More likely to be well traveled and to re-visit destinations
While California presents the greatest opportunity for visitors, marketing outside the state will drive more revenue for the valley.

50% of budget will focus on California with the other 50% spread across 3 other key markets:

- California
- Texas (Dallas)
- New York (NYC + NJ)
- Illinois (Chicago)
Here’s to one of the most special places on earth, where hardworking families and wanderlust travelers raise their glasses together at one table. Here’s to rolling hillsides and endless hiking and biking trails, miles of vineyards punctuated by five charming towns, and the legendary spirit of collaboration that inspires us all to live the good life. And, of course, let’s not forget our roots — all those layers of sand, silt, and soil that create the perfect growing conditions for winemakers to produce vintages desired around the world. In this land we call home — where farmers inspire culinary artists, and makers and vintners hone their crafts — let’s raise a toast.

Here’s to the Napa Valley we share, savor and rediscover each day.
Bring the campaign pillars - *shared, savored, discovered* - to life through special tactics across all VNV owned channels.
Owned Content

Tactics | Shared
Napa Valley is a destination best enjoyed with friends and loved ones

Photo Contests | UGC Galleries | Themed Itineraries

Tactics | Savored
Napa Valley is a place where world-class food and wine are savored

Foodie Wars | Napa Valley Trails | Sunday Sips | Wine 101

Tactics | Discovered
Napa Valley is filled with off-the-beaten path experiences waiting to be discovered

Hidden Gems | Instagram Takeovers | Influencers | Advice Column
Cheers, The Good Life

JUL
#CalistogaDreaming
Great Wine Capitals

AUG

SEP
#StHelenaDreaming
Harvest

OCT

NOV
#YountvilleDreaming
Holidays

DEC
#NapaDreaming
Holidays

JAN
#AmCanDreaming
Restaurant Week
Spring Break

FEB
Romance/Couples
Mustard
Spring Break

MAR
Town Redux
Mustard

APR
Wedding/Honeymoon

MAY
Wedding/Honeymoon
Connection

JUN
Food & Drink
Connection
WILD MUSTARD SEASON

www.visitnapavalley.com/mustard

WIN A WILD MUSTARD DAYS GETAWAY!

February 1 – March 20, 2022

Enter our #WildMustardDaysContest photo contest and the lucky winner will receive:

• Two-night stay at Carneros Resort & Spa
• Laces & Limos Vineyard Safari Tour
• $200 dining gift card at Mustard Grill

HOW TO ENTER

#WildMustardDays
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
MARKETING
SOCIAL MEDIA REACH

Facebook + Twitter
154K Facebook Followers, 31K Twitter Followers
○ Showcase inspirational content, blogs, articles, trip planning advice
○ Drive traffic to the VNV website

Instagram
135K Followers
○ Showcase inspirational content - beautiful vistas, food & wine, places to stay, experiences
○ Inspire wanderlust & keep Napa Valley top of mind
○ Engage with top-tier influencers
○ Utilize Stories, Guides, Reels, and IGTV to inspire, engage, and inform

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

Pinterest
6K Followers
○ Showcase inspirational content - beautiful vistas, food & wine, places to stay, experiences
○ Drive traffic to the VNV website
December – January

- +102% increase in total traffic over 2020
- +18% increase over 2019

323K
SESSIONS (VISITS)

1.05M
TOTAL PAGES VIEWED

03:03
AVG. TIME ON SITE

01:59
Industry avg. TOS

Sessions

- December
- January

2022 2021 2020 2019
WEB PERFORMANCE

Organic Search, Direct, and Referral traffic performed exceptionally well and accounted for 90% of the total website traffic

- Organic Search: +45% over 2019
  - Session duration: 62% over industry
  - Bounce rate: 2% over industry
- Direct: +25% over 2019
- Referral: +30% over 20149

CONSUMER EMAIL PERFORMANCE

- 2x EMAILS SENT PER MONTH
- 183K TOTAL DELIVERED
- 38.9% OPEN RATE
- 5.6% CLICK-THROUGH RATE
- 20.44% Industry avg. Open Rate
- 2.25% Industry avg. CTR
Napa Valley Holiday Gift Guide

Nov 29, 2021

We’ve all got a long way to go before life feels anything close to what it used to be. This makes the holidays a touchstone, which, in turn, means they’re even more important than they’ve been in years past. Even if you can’t gather with family and friends the way you’d like, you can deliver a taste…

READ ARTICLE

A Perfect Day in Downtown Napa

Dec 1, 2021

Downtown Napa is the perfect destination to explore on foot. Visitors will find a slew of tasting rooms, local breweries, boutiques, restaurants, and more spanning several buzzy blocks, and you can spend an entire day strolling around and exploring the many new additions. Don’t miss public art…

READ ARTICLE

Napa Valley Rainy Day Plan

Dec 21, 2021

Sure, wine country is beautiful in summer when the sun is shining and the sky is blue. It’s also surprisingly fun in winter, even when it’s pouring down rain. Rainy days simply nudge you to double-down on cozy and intimate, which is easy when there are so many great places to do both. Even with…

READ ARTICLE
**BLOG & SOCIAL : DECEMBER 2021 – JANUARY 2022**

**BLOG CONTENT**

- **82.6K** Sessions
- **209.1K** Page Views
- **2:54** Avg Session Duration

**SOCIAL MEDIA**

- **7,739** Link Clicks
- **1,426** New Followers
- **2,144,651** Social Media Impressions
- **71,992** Engagements
- **3.4%** Engagement Rate
**MARKETING**

**Group Campaign Continues**

<table>
<thead>
<tr>
<th>MEDIA</th>
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<tbody>
<tr>
<td>Flighting</td>
<td>June 2021 – May 2022</td>
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<tr>
<td>Target Audience</td>
<td>Travel agents; corporate travel planners</td>
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<tr>
<td>Target Markets</td>
<td>US Domestic</td>
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<tr>
<td>Budget</td>
<td>$50k</td>
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<table>
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<tr>
<th>CREATIVE</th>
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<tbody>
<tr>
<td>Key Messages</td>
<td>Crush that Meeting</td>
</tr>
<tr>
<td>Creative Assets</td>
<td>Reuse last year’s collateral</td>
</tr>
</tbody>
</table>

---

**GROUP**

**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

**Trends**

Perfect for small meetings
- Beautiful, scenic outdoor locations
- Interesting venues
- Local-forward experiences
- Farm-to-table
Earned Media in 2021

Visit Napa Valley has secured exceptional press coverage for Napa Valley in 2021—some of those outlets highlighted here.

Total impressions across all earned media for 2021 was over 2 Billion Impressions!
December 2021 – January 2022

Partner Referrals = click-throughs to our partners’ websites

40% of visits to our site resulted in a partner referral (Industry average: 18%)

Restaurant Week page

- 40K partner listing impressions
- 6K referrals

**FULL WEBSITE**

- **167.1K** partner website referrals
- **40%** partner referral rate
  - 18% Industry avg. rate

**RESTAURANT WEEK PAGE**

- **6.2K** partner website referrals
- **40.0K** partner listing views
Business Development Team

AMY OLMSTED
Associate Director, Business Development
Amy@visitnapavalley.com

BECKY MERRY-BARRANGO
Manager, Business Development and Sales
Group and Leisure Sales
Becky@visitnapavalley.com

HANNAH REDDING
Associate, Business Development
Group and Leisure Sales
Hannah@visitnapavalley.com

Nichole Peterson
Associate Director of Partnerships & Guest Experience
Nicole@visitnapavalley.com
Business Development & Sales

Group

- Engage with meeting planners to develop relationships to grow lead volume.
- Maintain partnerships with San Francisco Travel, MPI, Cvent and HelmsBriscoe

Travel Trade

- Engage with Travel Agents, Tour Operators and Receptors to develop relationships to grow partner referrals.
- Maintain partnerships with San Francisco Travel, Visit California and Virtuoso
# Lead Production

**JANUARY TRENDS**

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<tr>
<th>Year</th>
<th>Leads</th>
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<tr>
<td>2019</td>
<td>88</td>
</tr>
<tr>
<td>2020</td>
<td>93</td>
</tr>
<tr>
<td>2021</td>
<td>22</td>
</tr>
<tr>
<td>2022</td>
<td>124</td>
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</table>

- December 2021: 49 leads generated potential for 9,767 hotel rooms
- January 2022: 124 leads generated potential for 27,519 hotel rooms
## Trade Shows, Missions, Events

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
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</thead>
<tbody>
<tr>
<td>Visit California Roadshow, Chicago &amp; Minneapolis</td>
<td>December 6 -7, 2021</td>
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<tr>
<td>PCMA Convening Leaders, Las Vegas</td>
<td>January 9-12, 2022</td>
</tr>
<tr>
<td><strong>Visit Napa Valley Sales Mission, SF Bay Area</strong>*</td>
<td>Early Spring 2022</td>
</tr>
<tr>
<td><strong>Cvent Connect, Las Vegas</strong>*</td>
<td>April 11-14, 2022</td>
</tr>
<tr>
<td><strong>Visit Napa Valley Sales Mission, Chicago</strong>*</td>
<td>Late Spring 2022</td>
</tr>
<tr>
<td><strong>Visit Napa Valley Sales Mission, Texas</strong>*</td>
<td>September 2022</td>
</tr>
<tr>
<td><strong>IMEX, Las Vegas</strong>*</td>
<td>October 25-27, 2022</td>
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*Partner buy in opportunity*
<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club CA Japan (Virtual)</td>
<td>January, 2022</td>
</tr>
<tr>
<td>Australia</td>
<td>Visit CA Luxury Agents, Digital Event</td>
</tr>
<tr>
<td>Virtuoso, Webinar</td>
<td>February, TBD</td>
</tr>
<tr>
<td>Visit California Connections Luxury Forum, San Francisco / Napa Valley*</td>
<td>March 7-9, 2022</td>
</tr>
<tr>
<td>Canada Sales &amp; Media Day</td>
<td>Visit CA (In Person)</td>
</tr>
<tr>
<td>Global Travel Marketplace (GTM), Tucson, Arizona</td>
<td>May 2-4, 2022</td>
</tr>
<tr>
<td>IPW, Orlando*</td>
<td>June 4-9, 2022</td>
</tr>
<tr>
<td>ILTM, North America*</td>
<td>September, 2022</td>
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</table>

*Partner buy in opportunity
Marketing Materials

Luxury Guide

The best things in life are the experiences we share, savor, and discover. Napa Valley is that destination and so much more. There are endless things to do, places to go and memorable experiences to be had.

Here are the places to go and the experiences to have:
- Take a tour of a winery or a vineyard.
- Visit a local restaurant for a delicious meal.
- Go on a scenic hike or bike ride.
- Attend a local event or festival.
- Stay at a luxury resort or bed and breakfast.

We invite you to come and experience a taste of the good life for yourself.

VisitNapaValley.com | #VisitNapaValley | #TheGoodLife

Group Planning Guide

NAPA VALLEY IS AN IDYLIC LANDSCAPE TO STRATEGIZE YOUR BUSINESS OUTLOOK.

BOOK YOUR NEXT OUTDOOR MEETING #GROUPTRADEMEETING | VISITNAPAVALLEY
Professional Meetings & Events Task Force

Linsey Gallagher
President
Visit Napa Valley

Steve Goodling
President & CEO
Long Beach Convention & Visitors Bureau

Misti Kerns
President & CEO
Santa Monica Travel & Tourism

Colleen Pace
Chief Sales & Marketing Officer
Visit Greater Palm Springs

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

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

Matthew Martinucci
VP Sales & Destination Services
Team San Jose

Junior Tauvaa
Chief Sales Officer
Visit Anaheim

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

Kathy Janega-Dykes
President & CEO
Visit Santa Barbara

Nicole Rogers
Executive VP & Chief Sales Officer
San Francisco Travel Association
Californians share a wholly unique lifestyle and attitude that celebrates diversity and champions an anything-is-possible mindset.

Here, California’s abundance brings variety of venue, landscape and experience together with unbridled sunshine and a welcoming spirit.

That’s why California is a magnet for meetings of all types and sizes. Here, we embrace all perspectives, sharing a culture of inclusivity and collaboration that fuels innovation and entrepreneurship.

California has a steadfast commitment to stewardship and success, and an open invitation to meet what’s possible.
Partnership Team

Nichole Peterson
Associate Director of Partnerships & Guest Experience
Nichole@visitnapavalley.com

We Are Recruiting
Open Positions
Guest Experience Specialist

Magaly Cisneros
Guest Experience
Magaly@VisitNapaValley.com

Isaias Solano
Guest Experience
Isaias@VisitNapaValley.com

Lauren Turigliatto
Guest Experience
Lauren@visitnapavalley.com

Adriana Vargas
Retail & Guest Experience
Adriana@visitnapavalley.com
Napa Valley Welcome Center

1 Year on First Street Napa

Emphasis on digital experience

Focus on guest interaction

Partner pop-ups
Welcome Center Visitors & Impact

Napa Valley Welcome Center
Visitor Traffic | 2021

542     | 2,680   | 2,349   | 4,306   | 6,846   | 8,390   | 11,121  | 8,895   | 8,652   | 8,519   | 7,479   | 6,315   

<table>
<thead>
<tr>
<th>2,000</th>
<th>4,000</th>
<th>6,000</th>
<th>8,000</th>
<th>10,000</th>
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<td>542</td>
<td>2,680</td>
<td>2,349</td>
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# Two Investment Levels

<table>
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<tr>
<th>Standard Investment</th>
<th>Founders Circle Investment</th>
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<tr>
<td>$300-$500</td>
<td>$5,000</td>
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<tr>
<td>Top-funnel awareness and inspiration</td>
<td>Everything in Standard Level, plus</td>
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<tr>
<td>Partner referrals</td>
<td>Priority consideration for group sales leads,</td>
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<tr>
<td></td>
<td>media leads, FAM Tours,</td>
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<tr>
<td></td>
<td>Welcome Center activations digital events,</td>
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<tr>
<td></td>
<td>video tours, and expanded photography</td>
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<tr>
<td>Content contribution opportunities</td>
<td>Reduced rates and priority consideration for</td>
</tr>
<tr>
<td></td>
<td>VNV trade and sales events</td>
</tr>
<tr>
<td>Qualified sales leads as applicable</td>
<td>Premium placement on VNV website</td>
</tr>
<tr>
<td>Access to valuable research data</td>
<td>Digital screen exposure on the Welcome Center</td>
</tr>
<tr>
<td></td>
<td>big screen</td>
</tr>
<tr>
<td>Sales &amp; Marketing committee meetings</td>
<td>Partner spotlight feature in consumer and</td>
</tr>
<tr>
<td></td>
<td>trade email newsletters</td>
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<tr>
<td>24-hour access to web dashboard to edit</td>
<td>Biannual meeting with VNV leadership</td>
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<tr>
<td>listings, submit new photos, events and</td>
<td>Campaign inclusion with consumer facing</td>
</tr>
<tr>
<td>promotions</td>
<td>collateral</td>
</tr>
<tr>
<td>Member Hours with VNV staff</td>
<td></td>
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</table>
INDUSTRY & COMMUNITY RELATIONS
Industry & Community Relations Team

Linsey Gallagher
President & CEO
Linsey@visitnapavalley.com

Sarah Gillihan
Director; Communications, Community & Industry Relations
Sarah@visitnapavalley.com

WE ARE RECRUITING
Open Positions
Communications Specialist
Industry Partner Ecosystem

- Focus on regaining market share - nationally and internationally
- Meet What’s Possible

- Promoting the overarching destination to core drive markets and beyond.
- 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.
Visit California’s Destination Stewardship Objectives

The stewardship partnership approach at Visit California focuses on objectives that will inform strategies with measurable performance outcomes. These five objectives focus on California residents, visitors and industry partners via marketing, research, communication, education, public affairs, coalition building and destination management.

<table>
<thead>
<tr>
<th></th>
<th>EXPAND</th>
<th>ENCOURAGE</th>
<th>DEVELOP</th>
<th>INFUSE</th>
<th>AMPLIFY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sustainable Practices Across the California Tourism Industry</td>
<td>Responsible Tourism</td>
<td>Approaches to Shape Visitor Behavior</td>
<td>the California Brand with Stewardship Ethics</td>
<td>the Sense of Pride California Residents Have in Their State</td>
</tr>
</tbody>
</table>
Visit Napa Valley, together with Napa Valley Vintners, is a premier partner of the Napa Valley Vine Trail.

Mission: Physically, artistically, and culturally connect the Napa Valley with a safe, environmentally responsible, and beautiful walking and biking trail.

Board: A coalition comprised of 28 organizations, representing hospitality, tourism, agriculture, conservation, environmental, educations, arts, health and public safety.

2022 Milestones
- 8.1 miles from St. Helena to Calistoga
- 1.7 miles from Vallejo Ferry to American Canyon
- Completion of Redwood Road to Trancas connector in City of Napa

Remaining 27 Mile Schedule

<table>
<thead>
<tr>
<th>Section</th>
<th>Miles</th>
<th>Status</th>
<th>Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vallejo to American Canyon</td>
<td>1.7</td>
<td>In engineering</td>
<td>2022</td>
</tr>
<tr>
<td>American Canyon to Napa</td>
<td>9.0</td>
<td>To be built mostly by developers</td>
<td>2025</td>
</tr>
<tr>
<td>Yountville to Saint Helena</td>
<td>9.6</td>
<td>In planning</td>
<td>2025</td>
</tr>
<tr>
<td>Saint Helena to Calistoga</td>
<td>7.3</td>
<td>In engineering</td>
<td>2022</td>
</tr>
</tbody>
</table>
NAPA VALLEY 101

Interactive course that digs into what makes Napa Valley a premier travel destination

Designed for tourism professionals who regularly communicate about the Napa Valley in visitor-facing settings
Visit Napa Valley Board of Directors

Michael Collins
Chair
General Manager, Archer Hotel Napa

Jean-Charles Boisset
President, Boisset Collection

Gary Buffo
President & CEO, Pure Luxury Transportation

Erik Burrow
General Manager, Doubletree By Hilton

Edward Costa
General Manager, Carneros Resort & Spa

Whitney Diver McEvoy
President & CEO, Yountville Chamber Of Commerce

Tom Davies
Chair Elect
Managing Partner, V. Sattui Winery

Greg Brun
Secretary-Treasurer
Partner, Napa Valley Wine Train

Thomas Bensel
Vice Chair
Managing Director, Culinary Institute Of America

Erik Burrow
General Manager, Doubletree By Hilton

Michael Lennon
General Manager, Calistoga Spa Hot Springs

Gary Buffo
President & CEO, Pure Luxury Transportation
Visit Napa Valley Board of Directors

Mehdi Eftekari
General Manager, Four Seasons Resort & Residences

Linsey Gallagher
President & CEO, Visit Napa Valley

Sean Knight
Partner, Mustards Grill

Joe Leinacker
Managing Director, Meritage Resort & Spa and Vista Collina Resort

Alain Negueloua
VP. and GM, Bardessono Hotel & Spa and Hotel Yountville & Spa

Linda Reiff
President & CEO, Napa Valley Vintners

Emma Swain
CEO, St. Supéry Estate Vineyards & Winery
Thank you
About the festival

NAPA LIGHTED ART FESTIVAL

The 2022 festival was extended to 8 weeks! Eight dynamic and interactive lighted sculptures create a walkable outdoor experience in downtown Napa. Residents and visitors are encouraged to bring their families and friends to experience the magic of lighted art at the 2022 Napa Lighted Art Festival!

The Napa Lighted Art Festival has five core values: To be Innovative, Contemporary, Uplifting, Inspiring and Imaginative.

The Napa Lighted Art Festival goals are:

- Engage with residents and visitors through accessible, immersive, interactive experiences
- Showcase the beauty and uniqueness of downtown Napa
- Promote learning in the areas of the arts, science, and technology
- Grow and develop a regional and global reputation as a must see festival located in a world-class destination
- Drive economic growth and off-season tourism in the winter months
- Develop partnerships locally, regionally and internationally to develop artistic talent and contribute to the development of these emerging art forms.
HIGHLIGHTS:

ARTISTS:
- 3 Napa Artists
- 1 International Artist
- 3 US Artists
- Meet & Greets

LOCATIONS:
- 3 City Parks/Plazas
- 1 Historic Library
- 3 Private Properties
- 1 Cork Tree

SPONSORS:
- TID, CIA, Napa River Inn, Channel Properties, First Street Napa, Visit Napa Valley and City of Napa
MEDIA EFFORTS

- Paid Social Media
- Digital Ads
- Press Releases
- Magazine Ads + Articles
- E-Newsletters
- Websites
- Event Calendars
- Businesses & Hotels Outreach
- Professional Images & Video
Social Reach

125K Impressions - 8K Engagement

18K Impressions - 2K Engagement

32K Website visits (donapa.com/lighted-art-festival) - Avg. 12 min. stay

Featured in Napa Register, LA Times, Sonoma Magazine, Bohemian and more!

“"It's my favorite Napa event!"
2023 Proposal

TID FESTIVAL FUNDING

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>$80,000</td>
</tr>
<tr>
<td>2019</td>
<td>$100,000</td>
</tr>
<tr>
<td>2020</td>
<td>$170,000</td>
</tr>
<tr>
<td>2022</td>
<td>$85,000</td>
</tr>
<tr>
<td>2023 (Proposed)</td>
<td>$200,000</td>
</tr>
</tbody>
</table>

2023 Planning:
- Increase budget, co-sponsorships & grants
- 9-day or 16-day format (Janaury 2023)
- Return building projections on 3-4 buildings
- Keep multiple sculptures at strategic locations
- Festival add-on experiences for weekends
For more information contact:

Katrina Gregory
kgregory@cityofnapa.org
707.257.9958

Pete Hangen
phangen@cityofnapa.org
707.257.9957

Meredith Nevard
mnevard@cityofnapa.org
707.257-9953

www.donapa.com/lights
EXECUTIVE SUMMARY
JANUARY SUMMARY – SOCIAL MEDIA

• Social media content generated **1.7M impressions, 55K engagements and 23K clicks** across social platforms.

• Social platforms generated an **engagement rate of 3.2%** across all platforms.

• Facebook **saw the largest increase in engagement due to the Napa Lighted Art Festival.**

• Augustine continued to promote Downtown Napa with **winter experiences** highlighting **outdoor activities, new year offerings and the Napa Lighted Art Festival.**

• Augustine continued to promote **blogs** on social platforms to drive traffic to the website.
• In January, there were 50,846 visitors to the website, an increase of over 200% from the previous month. This is due to promotion of the Napa Lighted Art Festival.

• Top properties searched for in January were the Meritage Resort and Spa and Archer Napa.

• The top event was once again clicking to "View Website" on specific lodging properties, followed by Featured Lodging and Book Now clicks.

• California continues to source the most traffic at 84% of total users. Other states with high engagement were New York, Texas, Virginia and Washington. Users from San Francisco, Napa and Sacramento were the top three visiting cities followed closely by other Bay Area cities. The Fairfield audience was the most engaged with 3:21 average time on page.
JANUARY SUMMARY – WEBSITE

• Mobile was the top device for conversions in January with 78% of users. Mobile brought in the most users at 39,912.

• The Napa Lighted Art Festival Page and Home page received the most traffic. Females ages 25-44 from San Francisco and Napa were the prominent audiences. The engagement was the highest on the Napa Lighted Art Festival page with 11:31!

• Organic Search was the best performing channel this month, bringing in 8,566 visitors. This was followed by direct at 3,220 visitors. Overall, organic search users were the most engaged with 3:42 average time on page.

• Visit Napa Valley was the top referral to the website this month with 1,523 visitors. Other referral sources included Visit California, Amp.travel (from CA Now Stories) and the Vintner Project. Amp.travel users were the most engaged with 4:33 average time on page.
JANUARY SUMMARY - SEO

• Organic Search traffic metrics saw improvement across the board. Users, new users and sessions all up over 29% month over month. Engagement metrics were up from the previous year across the board as well.

• The goal conversion rate was up 49%.

• Top organic search keywords were around napa, hotels and restaurants.

• Top performing pages for links included the home page and where to stay.
Augustine continued proactive media outreach highlighting winter travel, outdoor activities, the Napa Lighted Art Festival, Valentine’s Day and lodging specials.

Augustine distributed a winter press release highlighting what's new in Downtown Napa.

Augustine secured earned media coverage this month which included highlights of the Napa Lighted Art Festival, winter getaways, new offerings and more. Media outlets included Visit California, Condé Nast Traveler, SF Chronicle, LA Times, Sonoma Magazine and more.

Secured coverage had estimated monthly visits of 106M+ and estimated coverage views of 180.9K+. 
SOCIAL MEDIA OVERVIEW
Facebook generated 1.1M impressions and over 51K engagements in January.

The most reached demographic on Facebook was women and men aged 35-44.

California locations continued to be the most reached markets with Napa as the largest audience, followed by San Francisco.

There were significant increases in Facebook metrics due to the Napa Lighted Art Festival ad campaigns and in-feed content.
FACEBOOK TOP POSTS

- Top Facebook posts featured the Napa Lighted Art Festival and lodging options.

- The top post by lifetime engagements featured the Napa Lighted Art Festival post generating 2,595 engagements including 66 shares.

- Another top post was a post promoting the Napa Lighted Art Festival from Forbes with 289 engagements (including Stanly Ranch) and the Napa River Inn post with 141 engagements including four shares.

- The average engagement rate (ER) across Facebook posts was 4.3%. All top posts remain well above the industry benchmark of 0.13% for Hotels and Resorts.

- Augustine will continue to promote the Napa Lighted Art Festival, lodging specials and unique experiences for Downtown Napa travelers.
Instagram generated 537K impressions and 3.9K engagements. There continued to be an increase in audience growth as well, gaining 362 new followers.

This month, there were significant increases in impressions due to the Napa Lighted Art Festival content featured via Downtown Napa channels.

The most engaged audience on Instagram is women aged 35-44, followed by women aged 45-54.

California markets continued to be the most engaged users, with audiences in Napa accounting for the largest segment, followed by San Francisco.
Instagram content promoted winter experiences in Downtown Napa.

Top posts featured a Downtown Street view, a Napa Lighted Art Festival post and a Vista Collina post.

The top post generated 620 engagements and an engagement rate of 6%.

All top posts continue to remain well above the industry benchmark for engagement rates of 1.03% for Hotels and Resorts.

Instagram audiences remained engaged with unique winter experiences in Downtown Napa as the new year began.
Twitter Overview

- Twitter content highlighted the Napa Lighted Art Festival, lodging properties and unique events in Downtown Napa.

- In an attempt to increase Twitter engagement, Augustine will test new content on the platform in the upcoming months.

- The most engaged audience on Twitter is men and women ages 35-44, followed by men and women ages 35-44.

<table>
<thead>
<tr>
<th>Data</th>
<th>December</th>
<th>January</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>28,277</td>
<td>28,258</td>
<td>+0.05%</td>
</tr>
<tr>
<td>Impressions</td>
<td>10,196</td>
<td>8,047</td>
<td>-20%</td>
</tr>
<tr>
<td>Engagements</td>
<td>268</td>
<td>219</td>
<td>-18%</td>
</tr>
</tbody>
</table>
Top posts highlighted scenic views, dining and the Napa Lighted Art Festival.

The top post on Twitter featured the Napa River with 27 engagements and a 2.7% engagement rate.

Augustine will utilize Twitter to highlight blogs and events and test new content on the platform.
CA NOW STORY

• In January, Augustine continued to create California Now Stories on the Visit California platform.

• The Napa Lighted Art Festival was a focus of multiple CA Now Stories to drive awareness of the festival and reach a wider audience.

• Overall, Downtown Napa's CA stories saw 9,817 impressions, an interaction rate of 73.2% and a completion rate of 55%.

• Augustine will continue to build California Now Stories to follow the Visit California editorial calendar and Downtown Napa blogs.
WEBSITE OVERVIEW
WEBSITE ANALYTICS: VISITORS AND SESSIONS

- Traffic increased by 204% during the month of January.
- Average session duration went down by 4%, mostly likely due to the large influx of visitors to the website.
- There was a spike in sessions starting mid-month, at the start of the Napa Lighted Art Festival.
WEBSITE ANALYTICS: WEBSITE EVENTS

Total Events | Unique Events | Sessions Per Event
---|---|---
29,303 (+253% from Dec) | 25,494 (+263 from Dec) | 13,305 (+242% from Dec)

- Top properties searched for in January were the Meritage Resort and Archer Hotel.

- The top event in January featured clicking to visit the specific lodging property website. Other Top Events were Featured Lodging and clicking the Book Now buttons.

<table>
<thead>
<tr>
<th>Lodging Property</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meritage Resort</td>
<td>25 (+108%)</td>
</tr>
<tr>
<td>Archer Hotel</td>
<td>19 (+94%)</td>
</tr>
<tr>
<td>Napa Valley Hotel</td>
<td>28 (+77%)</td>
</tr>
</tbody>
</table>
**WEBSITE ANALYTICS: LOCATION**

- California continues to bring in the most traffic to the website (84%).

- San Francisco, Napa, Sacramento and San Jose continue to be the top cities. Fairfield saw some growth and continues to be on the top 5 cities.

- Website visitors from San Jose spent the most time on page at 3:33. For out-of-state audiences, users from Texas were the most engaged with the website at 3:55.

---

### California City Visitors Session Time

<table>
<thead>
<tr>
<th>California City</th>
<th>Visitors</th>
<th>Session Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>9,016</td>
<td>3:05</td>
</tr>
<tr>
<td>Napa</td>
<td>5,990</td>
<td>2:40</td>
</tr>
<tr>
<td>Sacramento</td>
<td>3,603</td>
<td>2:44</td>
</tr>
<tr>
<td>San Jose</td>
<td>2,187</td>
<td>3:33</td>
</tr>
<tr>
<td>Fairfield</td>
<td>2,028</td>
<td>3:21</td>
</tr>
</tbody>
</table>

### States Visitors Session Time

<table>
<thead>
<tr>
<th>States</th>
<th>Visitors</th>
<th>Session Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>42,851</td>
<td>2:45</td>
</tr>
<tr>
<td>Texas</td>
<td>1,026</td>
<td>3:55</td>
</tr>
<tr>
<td>Washington</td>
<td>630</td>
<td>2:30</td>
</tr>
<tr>
<td>Virginia</td>
<td>563</td>
<td>2:30</td>
</tr>
<tr>
<td>Florida</td>
<td>439</td>
<td>3:47</td>
</tr>
</tbody>
</table>
**WEBSITE ANALYTICS: DEVICE**

<table>
<thead>
<tr>
<th>Device Category</th>
<th>Users</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>50,846</td>
</tr>
<tr>
<td></td>
<td></td>
<td>% of Total: 100.00% (50,846)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>50,846</td>
</tr>
<tr>
<td></td>
<td></td>
<td>% of Total: 100.00% (50,846)</td>
</tr>
<tr>
<td>1. mobile</td>
<td>39,912</td>
<td>78.22%</td>
</tr>
<tr>
<td>2. desktop</td>
<td>9,912</td>
<td>19.43%</td>
</tr>
<tr>
<td>3. tablet</td>
<td>1,199</td>
<td>2.35%</td>
</tr>
</tbody>
</table>

- Mobile continues to be the top device for conversions in January with 78% of users. Mobile also brought in the most users at 39,912.
**WEBSITE ANALYTICS: PAGES MOST VISITED**

<table>
<thead>
<tr>
<th>Page</th>
<th>Visitors</th>
<th>Time on Page</th>
<th>Top Demos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Napa Lighted Art Festival</td>
<td>27,565</td>
<td>11:31</td>
<td>Age 35-44/Female/San Francisco</td>
</tr>
<tr>
<td>Home</td>
<td>6,597</td>
<td>2:22</td>
<td>Age 35-44/Female/San Francisco</td>
</tr>
<tr>
<td>Bars &amp; Nightlife</td>
<td>3,847</td>
<td>2:03</td>
<td>Age 35-44/Female/San Francisco</td>
</tr>
<tr>
<td>Restaurants</td>
<td>2,373</td>
<td>2:18</td>
<td>Age 25-34/Female/Napa</td>
</tr>
<tr>
<td>Where to Stay</td>
<td>2,222</td>
<td>1:28</td>
<td>Age 35-44/Female/San Francisco</td>
</tr>
<tr>
<td>What to Do</td>
<td>2,053</td>
<td>1:08</td>
<td>Age 35-44/Female/Napa</td>
</tr>
<tr>
<td>Event</td>
<td>1,773</td>
<td>2:12</td>
<td>Age 35-44/Female/Napa</td>
</tr>
<tr>
<td>Wine Tasting Rooms</td>
<td>1,704</td>
<td>2:13</td>
<td>Age 25-34/Female/San Francisco</td>
</tr>
<tr>
<td>Restaurant Week</td>
<td>1,659</td>
<td>8:09</td>
<td>Age 35-44/Female/Napa</td>
</tr>
<tr>
<td>Lighted Art Event Page</td>
<td>1,259</td>
<td>1:17</td>
<td>Age 35-44/Female/San Francisco</td>
</tr>
</tbody>
</table>

- In January, the top visited page was the Napa Lighted Art Festival landing page followed by the Downtown Napa home page.

- San Francisco and Napa were the most prominent cities for the top visited pages with the exception of the Forget Zoom Book a Room page where visitors from New York were the primary audience once again. Females aged 25-44 were the primary visitors to the top pages.

- Engagement remains high across all pages. Users spent the most time on the Napa Lighted Art Festival page with 11:31 average time on page!

- Another page with notable engagement was the Napa Restaurant Week page (8:09).
**Website Analytics: Channel Performance**

<table>
<thead>
<tr>
<th>Source</th>
<th>Visitors</th>
<th>Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Media</td>
<td>21,446</td>
<td>1:14</td>
</tr>
<tr>
<td>Organic</td>
<td>11,110</td>
<td>4:47</td>
</tr>
<tr>
<td>Direct</td>
<td>8,447</td>
<td>3:33</td>
</tr>
<tr>
<td>Referral</td>
<td>7,494</td>
<td>3:56</td>
</tr>
</tbody>
</table>

- Paid Media brought the most traffic in January with 21,446 visitors.
- Users coming in from Organic Search spent the most time on page at 4:47.
- Referral users also had exceptionally high engagement with 3:56 average time on page.
WEB SITE ANALYTICS: REFERRALS

<table>
<thead>
<tr>
<th>Source</th>
<th>Visitors</th>
<th>Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit Napa Valley</td>
<td>5,284</td>
<td>4:16</td>
</tr>
<tr>
<td>Facebook</td>
<td>3,411</td>
<td>2:32</td>
</tr>
<tr>
<td>Sf.funcheap</td>
<td>642</td>
<td>1:31</td>
</tr>
<tr>
<td>Visit California</td>
<td>216</td>
<td>3:16</td>
</tr>
</tbody>
</table>

- Visit Napa Valley was the top referrer to the site in January.
- Other referral sources included Facebook, Visit California, and sf.funcheap (a San Francisco events website).
- Visit Napa Valley brought in the most engaged users at 4:16 average time on page.
**WEBSITE ANALYTICS: ORGANIC SEARCH PERFORMANCE**

<table>
<thead>
<tr>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>Bounce Rate</td>
<td>Goal Conversion Rate</td>
</tr>
<tr>
<td>29.70%</td>
<td>0.58%</td>
<td>49.57%</td>
</tr>
<tr>
<td>26.33%</td>
<td>54.20%</td>
<td>9.54%</td>
</tr>
<tr>
<td>36.23%</td>
<td>5.44%</td>
<td>29.33%</td>
</tr>
<tr>
<td>13,630 vs 10,005</td>
<td>2.28 vs 2.17</td>
<td>00:04:47 vs 00:03:42</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>New Users</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Goal Completions</th>
</tr>
</thead>
<tbody>
<tr>
<td>26.33%</td>
<td>54.51%</td>
<td>103.76%</td>
<td>9.38%</td>
</tr>
<tr>
<td>10,258 vs 8,120</td>
<td>2.28 vs 2.17</td>
<td>00:04:47 vs 00:03:42</td>
<td>1,300 vs 638</td>
</tr>
</tbody>
</table>

- Organic Search traffic metrics saw significant improvement with users, new users and sessions all up over 29%. Engagement metrics were up from the previous month across the board as well. Year over year, there was an increase of 243% in organic traffic.

- The goal conversion rate was up by +77% year over year and +49% month over month.
These keywords/phrases have a high average search volume by month. Not all search traffic leads directly to our site, but this information is a good indication of the content visitors are looking for. We’ll continue to optimize for these keywords.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Position</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Napa</td>
<td>6</td>
<td>1M</td>
</tr>
<tr>
<td>Napa california</td>
<td>8</td>
<td>33.1K</td>
</tr>
<tr>
<td>Napa restaurants</td>
<td>4</td>
<td>33K</td>
</tr>
<tr>
<td>Downtown Napa Valley</td>
<td>1</td>
<td>16K</td>
</tr>
<tr>
<td>Downtown Napa hotels</td>
<td>1</td>
<td>24K</td>
</tr>
<tr>
<td>Downtown napa</td>
<td>1</td>
<td>6.6K</td>
</tr>
<tr>
<td>Archer hotel napa</td>
<td>13</td>
<td>12.1K</td>
</tr>
</tbody>
</table>
WEBSITE ANALYTICS: SEO KEYWORDS

### Top Visited Pages

<table>
<thead>
<tr>
<th>Top Visited Pages</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Napa Lighted Art Festival</td>
<td>21</td>
</tr>
<tr>
<td>Home</td>
<td>9,095</td>
</tr>
<tr>
<td>Restaurants</td>
<td>2,364</td>
</tr>
<tr>
<td>Bars &amp; Nightlife</td>
<td>57</td>
</tr>
<tr>
<td>Restaurant Week</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Top Linked Pages from Organic Search

These pages are the most important for sites to link to as they have the most helpful and relevant information to our prospective visitors. Improving content on these pages will help increase value and hopefully drive additional traffic to the website.

<table>
<thead>
<tr>
<th>Top Linked Pages</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>9,095</td>
</tr>
<tr>
<td>Where to Stay - Lodging</td>
<td>5,333</td>
</tr>
<tr>
<td>Specials</td>
<td>5,331</td>
</tr>
<tr>
<td>Where to Stay – B&amp;B</td>
<td>5,325</td>
</tr>
<tr>
<td>Wine Tasting Rooms</td>
<td>4,088</td>
</tr>
</tbody>
</table>
WEB SITE ANALYTICS: BLOGS

Video Series Takes You Into The Kitchen of Downtown Napa’s Chefs
• Posted: 1/14
• Page Views: 51
• Avg. Time on Page: 6:49

Plan Your 2022 Vacation to Downtown Napa
• Posted: 1/21
• Page Views: 111
• Avg. Time on Page: 5:24

Inventing and preparing delectable recipes that people remember is a form of high art –...
**Winning Subject Line:** Come and taste all that Downtown Napa has to offer

**Sent:** 1/20/22

**Open Rate:** 27.6%
List Average: 14.4%
Industry Average: 15.3%

**CTR:** 2.1%
List Average: 1.3%
Industry Average: 1.7%

**Top Links:**
- Napa Lighted Art Festival Information: 195 clicks
- Napa Valley Restaurant Week Event: 168 clicks
- Restaurant Experiences: 106 clicks
Winning Subject Line: Plan your next vacation to Downtown Napa

Sent: 1/25

Open Rate: 24.1%
List Average: 14.4%
Industry Average: 15.3%

CTR: 1.1%
List Average: 1.3%
Industry Average: 1.7%

Top Links:
- Napa Valley Restaurant Week Event: 57 clicks
- Napa Lighted Art Festival Information: 38 clicks
- Itineraries: 27 clicks

PLAN YOUR 2022 VACATION TO DOWNTOWN NAPA

Ready for a vacation? January 25th has been designated as National Plan for Vacation Day, a perfect time to start planning your 2022 getaways.

Whether you're a foodie, seeking rest and relaxation, or wanting a romantic getaway, Downtown Napa is the place for you.

Check out our itineraries to create some inspiration as you map out your next Downtown Napa adventure.

LEARN MORE
PUBLIC RELATIONS OVERVIEW
MEDIA RELATIONS UPDATES

Proactive Pitch Angles:
• What's New This Winter
• Napa Lighted Art Festival
• Valentine's Day Specials
• Fantastic Places to Exercise

Media Conversations:
• Visit California, AFAR, SF Chronicle, GoWorld Travel, freelance journalists contributing to various outlets such as Condé Nast Traveler, Sonoma Magazine, Fodor’s Travel and many more.
EARNED MEDIA RESULTS

- Secured Clips: 16
- Est. Digital Monthly Visits: 106M
- Est. Digital Coverage Views: 180.9K
- Coverage featured Napa Lighted Art Festival, What's New in Downtown Napa, Weekend Getaways, New Offerings and more.
- Media outlets included Forbes, Visit California, Marin Magazine, Local California Getaways, Cuisine Noir Magazine and more.

WHAT’S NEW IN DOWNTOWN NAPA
WINTER 2022

LODGING, ARTS AND ENTERTAINMENT, FOOD AND DRINK

Napa, Calif. – Winter is one of our favorite times to visit and explore Downtown Napa. The slower pace, lighter crowds and special deals can provide a more budget-friendly experience in one of California’s enjoyable and highly walkable downtown destinations.
The Mc Clelland House and The George

Over the past few years, the town of Napa has come into its own as a destination. For a car-free, totally walkable wine weekend, two lovingly restored 19th-century Victorians have opened just steps apart near the revamped riverfront district.
• The Mercury News - Bay Area festivals and fairs for 2022
• Visit California - January 2022 Events in California
• NapaValley.com - New in Napa Valley in 2022: Where to Eat, Sip & Stay
• San Francisco Chronicle - The Bay Area's 11 most anticipated restaurants opening this winter
• Dave's Travel Corner - What’s New in Downtown Napa Winter 2022
• Condé Nast Traveler – The Best New Hotels in Napa Valley, California
• Roseville Today - WHAT’S NEW IN DOWNTOWN NAPA WINTER 2022
• Napa Valley Register - Throwback Thursday: Napa Lighted Art Festival
Coverage Highlight Links

- Planetware - 12 Best Day Trips from Sacramento
- Napa Valley Register - Photos: Lighted Art Festival illuminates Napa nights
- Funcheap SF - Napa’s Free Lighted Art Festival Returns (Jan. 15 – Mar. 13)
- Sonoma Magazine - 6 Things to Do Outdoors in Napa Valley
- Napa Valley Register - WATCH NOW: Tour the exhibits of the 2022 Napa Lighted Art Festival
- Los Angeles Times - 4 ways to embrace winter in Napa (that don’t involve wine tasting)
- Her Campus - THE PERFECT GETAWAY: TIPS FOR A NAPA ESCAPADE
- Patch - Napa Lighted Art Festival In Full Swing Nightly: Photos
As climate change continues to be a looming concern over society, consumers are increasingly welcoming sustainable practices into their lifestyles. Once niche behaviors, buying electric vehicles and participating in sustainable fashion practices are just a few of the eco-friendly choices that are in style and broadly accepted. Vegetarianism is also gaining traction as an environmentally conscious lifestyle in the high-end foodie space signaling that it is here to stay. 66% of all respondents express some anxiety about how climate change will affect them personally, rising to 72% of Gen Z. (Wunderman Thompson). (BVK, “Top Trends 2021 – Now & Next”)

After a continued rollercoaster of unemployment and health concerns, Americans are doing more than just quitting their jobs, but are reprioritizing their lives and acting on their own major shifts. During this shuffle, job vacancies delay society from a rapid return to pre-pandemic growth. However, whether starting businesses, adjusting to a more flexible work arrangement, or simply focusing more on bettering themselves and others, the great reprioritization is a sign that positive change often happens amidst major disruption. Around half (49%) of Americans report that they are prioritizing a better work-life balance. 81% of Gen Z and 86% of Millennials say the pandemic has made them re-evaluate what is important in their life. (BVK, “Top Trends 2021 – Now & Next”)

With a growing demand for blending the flexibility of remote work with leisure travel, more than 40% of Gen Z employees plan to take a "workcation" (essentially, working while traveling—but not traveling for work and not taking PTO days for it) in 2022, according to data provided by Kayak. (Fortune, “The travel trends to watch in 2022”)
• The booking window for flights is shrinking when compared to two years prior, according to travel search engine Kayak. And this is especially the case for international travel: Searches for flights within seven days have increased 50% as travelers become increasingly more flexible in their travel plans. (Kayak also has a flexible cancellation filter that helps travelers determine which airlines and hotels are waiving change or cancellation fees.) (Fortune, “The travel trends to watch in 2022”)

• Americans’ excitement to travel over the next 12 months is the highest it has ever been in the pandemic era. Over 80% of American travelers exhibit higher levels of excitement for their prospective travel future and those in a ready-to-travel mindset hit an all-time high 84.6%. More Americans than ever, since the onset of the pandemic, plan to take at least one leisure trip in the next 12 months (93.3%). Americans’ optimism about the pandemic’s course in the next month leapt 10-points (to 51.2%), while the proportion highly concerned about contracting the virus dropped (57.4%). Americans’ confidence in their ability to travel safely and their perception of travel activities’ safety are nearing all-time highs—ones not seen since last Summer. In addition, for only the second time in the past two years, the proportion of American travelers who want tourists in their own communities exceeds those that do not (34.4% vs 32.8%). Still, over 70% of American travelers do agree it is important to maintain pandemic safety protocols. (Destination Analyst, “Travel Sentiment Week of February 14th”)

• The outlook for Spring travel looks robust. Americans’ excitement to take a previously unconsidered trip—and soon—is also at a record-level (7.1). The last time it hit this peak was July 2021. On the same vein, openness to travel information is at a near all-time pandemic era high, not having been near this level since last June. Over 20% of American travelers already have trips planned for April and May (Note: Summer also already looks strong with over 30% with July trip plans). Amongst upcoming Spring break travelers, just under half (48.2%) have selected the specific destination they will visit, marking a notable opportunity for marketers to reach and convert those who are still in the destination decision phase. When asked which types of destinations they are likely to visit on Spring Break, in good news for urban recovery, 42.9% will head to cities. Meanwhile, 37.3% plan to visit beach destinations and 28.4% will be visiting small towns or rural attractions. (Destination Analyst, “Travel Sentiment Week of February 14th”)
COMING UP

• Organize planning for FY22/23.
• Kickoff Wine Tasting Capital of the World in March and other creative campaigns for FY21/22.
• Continue planning FY 21/22 media visits.
• Continue to pitch local events, new offerings, group and leisure spring travel story angles to local, regional and national media outlets, as well as freelance writers.
• Continue to optimize evergreen campaign assets based on industry trends and performance, add restaurant/dining related content from the Chef Series campaign.
• Continue new SOW for FY 21/22, including creating additional content for new social channels and planning creative/content campaigns.
THANK YOU!