FY21-22 CAMPAIGN OVERVIEW
## FY21-22 Campaign Overview - Timeline

<table>
<thead>
<tr>
<th>Campaign Name &amp; Pillar/Initiative</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restore Yourself (Evergreen)</td>
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<td>Forget Zoom, Book A Room (Meetings &amp; Events)</td>
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<td>Chef Series (Food)</td>
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<tr>
<td>Wine Tasting Room Capital of the World (Wine)</td>
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<tr>
<td>ArtCrawl (Art/Outdoor)</td>
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<tr>
<td>Savor the Sip. Extend the Trip. (Mid-Week)</td>
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</tr>
<tr>
<td>Wine &amp; Wags 2.0 Planning (Pet-Friendly/Outdoor)</td>
<td></td>
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</tbody>
</table>
FY21-22 CAMPAIGN OVERVIEW - CREATIVE HIGHLIGHTS - EVERGREEN SOCIAL VIDEO ADS

FOODIES

LODGING

WINE
FY21-22 CAMPAIGN OVERVIEW – CREATIVE HIGHLIGHTS – CHEF SERIES: OENOTRI
INCREMENTAL STRATEGY & PLANNING
CAMPAIGN PARAMETERS

• **Objective:** Drive an increase in awareness and ultimately increase overnight visitation to Downtown Napa

• **Target Audience:**
  • Aspirational Luxury Travel
  • Ages: 21-65+
  • Interests: Outdoors, Vacations & Tourism, Wine & Intent to Travel in CA

• **Timing:** 8/16/21 – 6/30/22

• **Geotargeting:**
  • State of California
  • 400-500 Driving Radius
  • Southern California Fly Market
INCREMENTAL PLANNING - STRATEGIC INSIGHTS

ADR 3 year comparison

ADR by Year:

2021 - $404.24
2020 - $266.26
2019 - $336.52
With 55+ walkable tasting rooms, we’ve earned the title and now it’s time to own it, trademark it and showcase it. Downtown Napa is THE Wine Tasting Room Capital of the World.

- Trademarked logo (FY2-23)
- Program logo Window Clings for local businesses
- *Wine Tasting Room Capital of the World* walkable tour map
- Official announcement ceremony and PR
- Social branding ads
- Advertorial in a food and wine magazine
- Blog feature on the name
- Wine tasting room blog and social spotlights
- PR pitching
- Utilize influencers
- Winemaker and wine tasting rooms video series (FY22-23)
CHEF SERIES – BACK FOR SECONDS!

We support our powerful chef-led cooking series that highlights local dishes while showcasing the full flavor of DoNapa.

Let’s add more social support for our delicious stories by combining existing videos to create new content to play out through remaining months of FY21-22.

• Support earned, organic and paid. Let’s plus up our social ad promotion to promote our videos
• Blog feature and PR activations
Mainstream travel trend forecasts are all pointing to wellness travel will as a major and growing trend in 2022 and Downtown Napa is perfectly suited to own that choice of destination. Let’s bundle that positive message into a program called Wine & Wellness Weeks.

- Consider launching the week of April 7 World Health Day or May 9-15, Women’s Health Week
- Social ads promoting the weeks and the local offerings (2-room wellness stays)
- Feature series of 3 wellness blogs: spas, art and wine walks, outdoor hiking and biking
- PR pitching
- Gals getaway push during Women’s Health Week
- Consider partnership with fitness partners such as FitBit, B12Love
- Weeks concept encourages individuals to extend weekend visits into full week visits

Sources: Forbes Dec 2021 The Rebound Of Wellness Tourism, Global Wellness Institute forecasts the average annual growth rate of wellness tourism at 20.9% from 2020-2025—outpacing the trajectory of every other sector of the wellness economy.

*Calistoga Wellness Week – April 18th – 24th*
Influence first-time visitors and return guests as they plan their visit in Napa Valley. With a distribution of 65,000+ this visitor publication will ensure your business ties into the new “Taste of the Good Life” messaging from Visit Napa Valley and reaches many of the 3.5MM visitors who plan to visit Napa Valley this year.

- Native advertising format – keeps reader focused on and engaged in the images and stories that bring Napa Valley to life
- Drives high engagement
- We decide how much editorial space to reserve (vs. images)
- Cost includes writing, editing, design and production
- In-Market Distribution: lodging rooms and lobbies, pedestrian-friendly businesses, Welcome Centers
- Out-of-Market Distribution: Digital promotions, Visit San Francisco Visitor Information Centers, Discover Los Angeles Visitor Information Center
- Magazine is free to the consumer, making it a desirable offer
<table>
<thead>
<tr>
<th>Tactic</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Media – Additional Support and Optimization of Campaigns</td>
<td></td>
</tr>
<tr>
<td>• Wine Tasting Room Capital of the World</td>
<td>$14,250</td>
</tr>
<tr>
<td>• Chef Series</td>
<td></td>
</tr>
<tr>
<td>• Wine &amp; Wellness Weeks</td>
<td></td>
</tr>
<tr>
<td>Napa Valley Visitor Magazine – Full-Page Ad (Paid Media)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Wine &amp; Wellness Weeks - Creative</td>
<td>$2,250</td>
</tr>
<tr>
<td>TOTAL BUDGET</td>
<td>$20,000</td>
</tr>
</tbody>
</table>
LOOKING AHEAD...
Request: FY 22/23 Planning Meeting

Deliverables:

- Strategic Framework & Marketing Plan
- New/Refreshed Campaign
INCREMENTAL PLANNING – PHOTO/VIDEO SHOOT

Need: Updated video & photo assets to support marketing efforts

- City shots featuring key locations throughout Downtown Napa
- Wine tasting experiences
- Winemaker series
- Full shot list to be developed in tandem with FY planning
TRANSPORT YOURSELF

For a destination that people travel to, it’s amazing how much unique and adventurous transportation is in town. Let’s promote these and how they can transform you from the everyday to the vacay.

• Promote DoNapa’s unique adventures by transit: Gondola, Wine Train, Hot Air Balloon, Trolley and more
• Social ads
• Blog: Get lost in all the unique getaways during a getaway to napa
• Social or TikTok challenge, Transport Yourself videos
• PR pitching
WINE & WAG 2.0

Industry research is showing that outdoor destinations are still a main attraction as they continue to offer a sense of safety. Let’s bring Wine & Wag back and make it bigger than ever with more social, more blogs, more adorable photos — and a new event, the Pup Crawl. Align with National Dog Month (August 2022).

- Pup Crawl event
- Organic social: photo contest and content — winner announced on National Dog Day.
- Pet-friendly businesses map
- Social ads promoting the town’s pet friendliness
- Blog feature and PR pitch
BRAKE HERE!

Visit CA is continuing to focus on Road Trips and we are the perfect stop for travelers exploring California. We’re the stop for a fun break on your trip — one where you can park and stay.

- Social ads promoting the stop
- 2-day stay promos
- Blog feature on how you can park (for free) and be car-free for days
- PR content
- Bingo – Wine Tasting
- Quiz – Where to taste
- Engaging/interactive wine tour map
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 take pictures and collect shareable digital stamps to wine the race.

Landing page with challenge guides (half, full or multi-day). Submit your stamps in our online hub to compete against other groups. Earn bragging rights and explore Downtown Napa like never before.
THANK YOU!
SOCIAL MEDIA OVERVIEW
SOCIAL MEDIA SUMMARY

• Since November, social media content has generated **2.8M impressions, 115K engagements and 59K clicks** across social platforms.

• Also during this time, social platforms have generated a **high average engagement rate of 4.8%** across all platforms (industry average is 0.9%).

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

• Augustine continued to promote Downtown Napa with **winter experiences highlighting outdoor activities, new year offerings and the Napa Lighted Art Festival**. Other content that performed well in previous months included **seasonal and holiday offerings as well as activities to do in Downtown Napa (Wilfred’s Lounge, Wine Train, etc.)**.
FACEBOOK OVERVIEW

- Facebook generated 1.1M impressions and over 51K engagements in January.

- The top post by lifetime engagements featured the Napa Lighted Art Festival post generating 2,595 engagements including 66 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. Other top posts in recent months included seasonal and holiday content (including a Napa fall post featuring the river front at 10% ER and Christmas Tree lighting post at 9% ER) and Wilfred’s Lounge post at 7% ER.

<table>
<thead>
<tr>
<th>Data</th>
<th>December</th>
<th>January</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>76,574</td>
<td>76,714</td>
<td>+0.2%</td>
</tr>
<tr>
<td>Impressions</td>
<td>280,992</td>
<td>1,178,865</td>
<td>+319.5%</td>
</tr>
<tr>
<td>Engagements</td>
<td>20,348</td>
<td>51,035</td>
<td>+150%</td>
</tr>
</tbody>
</table>

ER: 9.7%  ER: 3.8%  ER: 2.5%
Instagram generated 537K impressions and 3.9K engagements in January. 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.

Other top engagement from previous months included holiday content like the winter restaurant “bubbles” of Sky & Vine (6.3% ER) and a Gran Electrica post (5.1% ER).

<table>
<thead>
<tr>
<th>Data</th>
<th>December</th>
<th>January</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>38,066</td>
<td>38,428</td>
<td>+1%</td>
</tr>
<tr>
<td>Impressions</td>
<td>151,024</td>
<td>537,961</td>
<td>+256.2%</td>
</tr>
<tr>
<td>Engagements</td>
<td>4,202</td>
<td>3,997</td>
<td>-7.61%</td>
</tr>
</tbody>
</table>
CA NOW STORIES

- Augustine continues to develop CA Now Stories as a means to increase Google Search and SEO efforts. The content is also promoted as video content on Instagram channels.

January Rates
9,817 Story Views
73.2% Story Interaction
55% Completion Rate

December Rates
263 Story Views
11.03% Story Interaction
85% Completion Rate

November Rates
288 Story Views
10.07% Story Interaction
70% Completion Rate

Benchmarks
1,072 Impressions
57% Story Interaction
34% Completion Rate
PAID MEDIA OVERVIEW
PAID MEDIA CAMPAIGN

- Since November, Paid Search brought in an impressive 10.49% CTR. Most clicks also came in from Paid Social at 47,303.

- The recent campaign has been using the tactics of display and social as awareness channels, meaning that conversions are lower than conversions for search.

- Overall, the campaign brought in over 3.2M impressions and 66K clicks. The overall click-through rate for the campaign was 2.06% and there were 958 conversions.

*Note that Programmatic Display and Paid Social are awareness tactics and aren’t usually used for conversion drivers.
PAID MEDIA CAMPAIGN - FZBAR

**SOCIAL:**
- Impressions: 857
- Clicks: 77
- CTR: 0.82%

**DISPLAY:**
- Impressions: 616,062
- Clicks: 1,707
- CTR: 0.28%

**SEM:**
- Impressions: 19,517
- Clicks: 659
- CTR: 3.38%

All good things come to those who meet – in person. Escape Zoom fatigue and restore your crew in Downtown Napa. #ForgetZoom

Do Napa | Meeting & Event Venues | Visit Downtown Napa
www.donapa.com/downtown/napa
We Provide Endless Possibilities For Impactful Meetings & Events. Visit Our Website To Explore Our Quaint B&B's And Stylish Hotels.

Exclusive Wine Tasting
CaptiveEntertainment
BOOK NOW

300x250

Do Napa NAPA Book A Room

Do Napa
FORGET ZOOM, BOOK A ROOM CAMPAIGN OVERVIEW

There were 3,849 pageviews and users spent an average of 12:49 on the Forget Zoom, Book A Room landing page, up almost three minutes from the previous month!

The campaign brought in over 1.8M impressions, 1,707 clicks and a CTR of 0.27%.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programmatic Display</td>
<td>1,847,843</td>
<td>1,707</td>
<td>0.38%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Landing Page Overview</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Average Time on Page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,849</td>
<td>3,656</td>
<td>12:49</td>
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</table>
WEBSITE OVERVIEW
• Since November, there have been **105,103 visitors to the website**, with a peak in January of **50,846 visitors**.

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

• **California continues to source the most traffic of total users (84% in January)***. Other states with high engagement are New York, Texas, Virginia and Washington. Users from **San Francisco, Napa and Sacramento were the top three visiting cities since November** followed closely by other Bay Area cities.

• **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!
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.

<table>
<thead>
<tr>
<th>Month</th>
<th>Visitors</th>
<th>Sessions</th>
<th>Sessions Per User</th>
<th>Page Views</th>
<th>Pages Per Session</th>
<th>Avg. Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>50,846</td>
<td>65,486</td>
<td>1.29</td>
<td>107,736</td>
<td>1.65</td>
<td>00:02:48</td>
</tr>
<tr>
<td>December</td>
<td>16,712</td>
<td>20,827</td>
<td>1.25</td>
<td>38,688</td>
<td>1.86</td>
<td>2:55</td>
</tr>
</tbody>
</table>

+204% from Dec 2021
+214% from Dec 2021
+3.5%
+178%
-11%
-4%
WEBSITE ANALYTICS: WEBSITE EVENTS

- 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.
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: ORGANIC SEARCH PERFORMANCE

- 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.
WEBSITE ANALYTICS: SEO KEYWORDS

Top Visited Pages

<table>
<thead>
<tr>
<th>Page</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>
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</tbody>
</table>

Top Linked Pages

<table>
<thead>
<tr>
<th>Page</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>

Top Visited Pages from Organic Search

These are the pages that are visited the most by organic searches. The overall SEO improvement of the website allows new landing pages/keywords to rank very quickly.

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.
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.
10 Unique Experiences Await Downtown Napa Visitors

- Posted: 12/7
- Page Views: 619
- Avg. Time on Page: 6:52

Napa Lighted Art Festival Is a Feast For The Eyes

- Posted: 12/21
- Page Views: 532
- Avg. Time on Page: 3:59

Other blogs included themes of gifting travel for the holidays, Thanksgiving initiatives, National Plan for Vacation Day (1/25) and DoNapa’s new Chef Series.
Winning Subject Line: Downtown Napa Is Full of Unique Experiences

Sent: 12/14

Open Rate: 27.3%
List Average: 14.0%
Industry Average: 15.1%

CTR: 1.6%
List Average: 1.3%
Industry Average: 1.7%

Top Links:
- Holiday Events: 122 clicks
- Unique Experiences Blog: 109 clicks
- Lodging Specials: 32 clicks
Winning Subject Line: Come and taste all that Downtown Napa has to offer

Sent: 1/20

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
PUBLIC RELATIONS OVERVIEW
PUBLIC RELATIONS SUMMARY

- 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+. 
MEDIA RELATIONS UPDATES

Proactive Pitch Angles:
• What's New This Winter
• Napa Lighted Art Festival
• Valentine's Day Specials
• Fantastic Places to Exercise
• Holidays/New Year’s Eve
• Wellness/Sustainability
• Honeymoon Hotels & Suites
• Gift of Travel & Lodging Specials

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: 31
- Est. Digital Monthly Visits: 241M
- Est. Digital Coverage Views: 411K
- 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, Foodgressing, Local California Getaways, and Only In Your State.
Fun Things to do in California 2021: New Options

With the US-Canada land border officially reopening on November 8, California is ready to welcome Canadians back to the destination they long loved traveling to prior to the pandemic. The Golden State is rolling out its red carpet for its neighbors to the north with an exciting mix of California classics and exciting new offerings. Here is a roundup of fun things to do in California.

Only-in-California Meeting Experiences

The stunning locations and experiences that have made California the top state in the country for tourism also make it the ideal state for professional meetings and events. Whether it’s a large convention, small meeting, or a corporate team-building getaway, California has something for every type of gathering. The following is just a selection of what California has to offer all groups as they “meet what’s possible” in the Golden State.

Napa Christmas Parade
November 27

Enjoy the parade as it winds through downtown Napa, then head to the Ashton Hotel to meet Santa.
More info: ashtonnapa.com

This Northern California Waterfront Is Officially One Of The Best River Walks In The Country

Napa, California is world-famous for its plentiful vineyards and gorgeous countryside. And visiting Napa’s downtown, you’ll soon see that wine country’s beauty extends beyond the countryside! With the Napa River winding its way through town, you could easily spend the day exploring downtown and soaking up the views. In fact, Napa’s Riverfront Promenade was recently named one of the best river walks in the country. Roasting beauty, shopping, restaurants, and outdoor recreation, we would definitely have to agree!
Located in Northern California, Napa Valley is one of the world's famous wine regions. A destination in its own right, Napa is home to locally-driven restaurants, hip wine tasting rooms, stylish boutiques and whimsical works of public art. Next year will bring the return of the region’s renowned annual events, such as the Napa Lighted Art Festival and Napa Truffle Festival. Set on over 700 acres of

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**Cuisine Noir**

Black-Owned Brands and Wineries Around the World

**Brown Estate | California**

Located in Napa Valley, the sibling team of Coral, David and Deneen Brown makes wines that include zinfandel, cabernet sauvignon, and chardonnay. Tastings available at their tasting room in downtown Napa.

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**Local California Getaways**

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**MARIN**

Jan 18 Lighted Art Festival

[Image: Photo: Courtesy of Infinity Visuals, 2019]

Napa Lighted Art Festival
January 15 — March 13

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Let's Toast It Up: 15 Black-owned Wine Bars and Wineries to Support Nationwide

**Brown Downtown Napa (Napa Valley, CA)** – Home to the only Black-owned vineyard in Valley, the Brown Estate tasting room offers two wine flights and a cheese board option at their downtown Napa location.
The McClelland 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.
INDUSTRY INSIGHTS

• 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”)
INDUSTRY INSIGHTS

• 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!