NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING AGENDA

April 26, 2022
11:00 AM

LOCATION:
ARCHER HOTEL
1230 1st St, Napa, CA 94559

COMMITTEE MEMBERS:
Michael Collins, Sara Brooks, Jamie Cherry, Craig Smith, Julie Lucido, Jenny Toomer, Michael Steinwender

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. MARCH 31, 2022, MINUTES
      Approval the March 31, 2022, Special Meeting minutes.

5. ADMINISTRATIVE REPORT
   A. NAPA LIGHTED ARTS FESTIVAL GRANT FUNDING REQUEST
      The Napa TID will hear proposals for a grant funding request from the City of Napa’s Recreation Division regarding the FY22/23 Lighted Arts Festival.

      Recommended Action: Approve Grant Request.

   B. NAPA TID FY 22/23 BUDGET AND WORKPLAN
      Receive update from City Staff on proposed Napa TID FY 22/23 Budget and Workplan.

      Recommended Action: Approve Napa TID FY 22/23 Budget and Workplan.

   C. NAPA TID ADMINISTRATION
Discuss proposal for Downtown Napa Association to administer the Napa TID

Recommended Action(s): No recommended action needed.

D. VISIT NAPA VALLEY MONTHLY REPORT
Representatives from Visit Napa Valley monthly report presentation

Recommended Action(s): No recommended action needed.

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

Recommended Action(s): No recommended action needed.

6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for May 24, 2022.

GENERAL PROCEDURES FOR COMMISSION MEETINGS

**Meeting Dates:** The Commission meets regularly on the fourth Tuesday every month; and additional meetings may be scheduled as needed.

**Information Available:** Information and documents related to this meeting are available at [www.cityofnapa.org](http://www.cityofnapa.org); or by contacting the Economic Development Division at nharrison@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, Sara Brooks, Jamie Cherry, Craig Smith, Julie Lucido, Michael Steinwender, Jenny Toomer

Members Absent: None

Others in Attendance:
City of Napa: Stephanie Cajina, Seth Anderson, Neal Harrison, Katrina Gregory, Jessie Gooch
Visit Napa Valley: Linsey Gallagher
Augustine Agency: Lindsay Moore, Debbie Augustine, Janette Maack, Claire Marcus
Members of the Public: Bart E Jones, Jennifer Liebsack

Start: 12:03 pm

1. CALL TO ORDER/ROLL CALL

City Staff (Stephanie Cajina) conducted roll call.
All members present with no Committee Member 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. 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.

Co-chair Brooks made a motion to approve Consent Calendar Items. Chair Elect Cherry Seconded the motion.

Yea: Committee Member Lucido, Committee Member Smith, Chair Elect Cherry, Chair Collins, Co-Chair Brooks

Nay: None.

Motion Passed Unanimously

5. ADMINISTRATIVE REPORT
A. NAPA TID COMMITTEE MEMBER SELECTION
The Napa TID reviewed and discussed Napa TID Committee Member Applications submitted by Bart E. Jones, Jennifer M. Lieb sack, Michael Steinwender, and Jenny Toomer to fill the following (2) committee vacancies:
1. Napa TID Committee Term ending on June 30, 2022
2. Napa TID Committee Term ending on June 20, 2025

Recommended Action(s):
1. Approve the selection of one candidate to serve on the Napa TID Local Governing Committee for a term ending on June 30, 2022.
2. Approve the selection of one candidate to serve on the Napa TID Local Governing Committee for a term ending on June 30, 2025.

Before Staff presentation, the Chair opened for public comment. Then closed for public comment.

TID Secretary explained vacancy terms, application process, voting process per the Napa TID Operating Policy. The two vacant seats pertained to “representatives of assessed lodging businesses.” Per the Operating Policy, only representatives from assessed lodging businesses could vote for candidates to assume the two vacancies. The Committee discussed allowing committee members that represent non-assessed lodging businesses to also engage in the vote to allow for more committee level representation in the voting process.

Chair Michael Collins made a motion to allow committee members Lucido and Smith to vote on new committee member selection in addition to lodging business representatives. The motion was seconded by Chair Elect Cherry.

Yeas: Committee Member Lucido, Committee Member Smith, Chair Collins, Co-Chair Brook, Chair-Elect Cherry

Nays: None.

Motion Passed Unanimously

Applications for the two vacancies were discussed among Committee Members.

Co-Chair Brooks made a motion to approve the selection of Jenny Toomer to serve on the Napa TID Local Governing Committee for a term ending on June 30, 2022. The motion was seconded by Chair Elect Cherry.

Yeas: Committee Member Lucido, Committee Member Smith, Chair Collins, Co-Chair Brook, Chair-Elect Cherry

Nays: None.

Motion Passed Unanimously

Co-Chair Brooks made a motion to approve the selection of Michael Steinwender to serve on the Napa TID Local Governing Committee for a term ending on June 30, 2025. The motion was seconded by Chair Elect Cherry.
Yeas: Committee Member Lucido, Committee Member Smith, Chair Collins, Co-Chair Brook, Chair-Elect Cherry

Nays: None.

Motion Passed Unanimously

New Committee members Michael Steinwender and Jenny Toomer joined the meeting as committee members.

B. Review of Draft FY 2022-2023 Budget
The Napa TID will review and discuss the Draft FY 2022-2023 Budget and provide initial feedback to City Staff in preparation for a projected final approval by City Council on June 21, 2022.

Recommended Action(s): No Action Needed

Seth Anderson from the City of Napa presented the Draft FY 2022-2023 Budget for Committee feedback. Committee members discussed the item and provided feedback.

C. NAPA TID FY 22-23 MARKETING WORKSHOP
Augustine Agency representatives led a workshop to outline workplan for FY 22-23 Marketing Services for the City of Napa’s Tourism Improvement District. Napa TID Committee Members provided feedback on the workplan for that term. TID members relayed optimism in bookings and a decreased current need for a robust marketing spend. However, some members relayed uncertainty for the upcoming months and a need for some flexibility.

Recommended Action(s): No Action Needed

6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for April 26, 2022. The Chair Collins adjourned the meeting at 2:03 p.m.
### Summary

<table>
<thead>
<tr>
<th>FY2021/2022</th>
<th>FY2021/2022</th>
<th>FY2022/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget</td>
<td>Actual (Mar 2022-03-29)</td>
<td>Year-End Projections</td>
</tr>
</tbody>
</table>

#### Beginning Unreserved Fund Balance

| FY2021/2022 | $188,068 | $188,068 | $561,025 |

#### Beginning Reserved Fund Balance (per Contingency Reserve Fund Policy)

| FY2021/2022 | $563,678 |

#### Revenues

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2021/2022</th>
<th>FY2022/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>TID Assessment</td>
<td>636,000</td>
<td>619,576</td>
</tr>
<tr>
<td>Interest Earnings</td>
<td>5,500</td>
<td>5,800</td>
</tr>
<tr>
<td>TOTAL REVENUE</td>
<td>641,500</td>
<td>621,313</td>
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</table>

#### Expenditures

**Administrative Support**

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2021/2022</th>
<th>FY2022/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and Benefits</td>
<td>31,300</td>
<td>11,776</td>
</tr>
<tr>
<td>Banking Fees</td>
<td>1,000</td>
<td>92</td>
</tr>
<tr>
<td>General Overhead</td>
<td>500</td>
<td>250</td>
</tr>
<tr>
<td>Subtotal Administrative Support</td>
<td>32,800</td>
<td>11,934</td>
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**Collateral Materials**

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<thead>
<tr>
<th>Category</th>
<th>FY2021/2022</th>
<th>FY2022/23</th>
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<tbody>
<tr>
<td>General Supplies</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>Other Purchased Services</td>
<td>4,000</td>
<td>2,000</td>
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<tr>
<td>Subtotal Collateral Materials</td>
<td>6,000</td>
<td>2,000</td>
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</table>

**Advertising and Marketing**

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2021/2022</th>
<th>FY2022/23</th>
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<tbody>
<tr>
<td>Advertising</td>
<td>635,000</td>
<td>199,406</td>
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<tr>
<td>- Contract Marketing</td>
<td>50,000</td>
<td>20,000</td>
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<tr>
<td>Subtotal Advertising and Marketing</td>
<td>685,000</td>
<td>219,406</td>
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**Funding Grants to Other Organizations**

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<thead>
<tr>
<th>Category</th>
<th>FY2021/2022</th>
<th>FY2022/23</th>
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<tbody>
<tr>
<td>Contributions/Donations</td>
<td>200,000</td>
<td>-</td>
</tr>
<tr>
<td>- Napa Live Inside and Out</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>- Downtown Ambassador</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>- Social Media Influencer</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>- Lighted Art Festival</td>
<td>-</td>
<td>85,000</td>
</tr>
<tr>
<td>- Porchfest</td>
<td>-</td>
<td>10,000</td>
</tr>
<tr>
<td>- Locals Night Out</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>- Napa Valley Film Festival</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>- Goodman Library History Gallery</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>DNA 175th Anniversary Marketing Support</td>
<td>-</td>
<td>30,000</td>
</tr>
<tr>
<td>- France is Feast Pop-up Exhibit</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Subtotal Funding Grants to Other Organizations</td>
<td>200,000</td>
<td>85,000</td>
</tr>
</tbody>
</table>

**TOTAL OPERATING EXPENSES**

| FY2021/2022 | $923,800 | $298,340 | $595,190 | $1,155,050 |

#### Net Operating Position

| (282,300) | 322,793 | 375,610 | (84,050) |

Transfer to/from Reserves: $94,219

#### Estimated Ending Unreserved Fund Balance

| FY2021/2022 | 563,678 |

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

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

Contingency Reserve Fund must maintain minimum levels of 35% of budgeted revenue which is $224,525.00 for FY2021/2022.

If Napa TID determines that funds in the CRF must be used, they will also provide a plan for replenishment of the CRF.
Visit Napa Valley is the official destination management organization for Napa County.

We promote the region as an attractive travel destination and enhance its public image as a dynamic place to visit, live, and work.
Visit Napa Valley Team

Marketing

Brice Gosnell
Marketing
Brice@VisitNapaValley.com

Communications

Sarah Gillihan
Communications, Community & Industry Relations
Sarah@VisitNapaValley.com

Executive/ Admin/ Ops.

Teresa Coleman
Controller
Teresa@VisitNapaValley.com

Linsey Gallagher
President and CEO
Linsey@VisitNapaValley.com

Karen Wibbenmeyer
Digital Marketing
Karen@VisitNapaValley.com

Genie Levin
Marketing Associate
Genie@VisitNapaValley.com
STATE OF NAPA VALLEY TOURISM
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
Tourism Economic Impact

Getting Back to Pre-Pandemic

In 2021

- Fewer People
- Spending More Money
- Staying Longer
- Napa Valley wins back more than our fair share

Normal Year | 2018

THE NAPA VALLEY WELCOMED A TOTAL OF 3.85 million VISITORS

VISITORS TO NAPA VALLEY SPENT $2.23 billion SUPPORTING LOCAL BUSINESSES

NAPA VALLEY'S VISITOR INDUSTRY GENERATED $85.1 million IN TAX REVENUE FOR LOCAL SERVICES

- In 2021,
  - Fewer People
  - Spending More Money
  - Staying Longer
  - Napa Valley wins back more than our fair share
2021 Economic Impact (Preliminary)
Updated: January 2022

Travel-Related Spending $97.4 billion +49.6% YOY 67% to 2019

Tax Revenue $8.8 billion +28.7% YOY 71% to 2019

Jobs 904,000 +4.4% YOY (+38,000 jobs) 76% to 2019

Source: Dean Runyan Economics
Travel Spending Forecast

January 2022
California State Forecast

Source: Tourism Economics, January 2022 Forecast
Forecast Recovery by Key Sector

Spending Forecast Comparison
Domestic Leisure, Domestic Business, International
(Index to 2019)

Source: Tourism Economics, January 2022 Forecast
COVID vs 9/11

U.S. Enplanements (Domestic & International)

Source: Bureau of Transportation Statistics
California has started to reclaim market share, but Florida also expanded share in 2021

Source: USTAt/ Dean Runyan/ Tourism Economics

* Finalized with Dean Runyan preliminary 2021 spending estimate of $97.4 billion
Annual Lodging Revenue

Smith Travel Research
Napa County Annual Lodging Revenue
By Calendar Year
Lodging Demand

Napa County STR Lodging Demand

- 2019
- 2020
- 2021
- 2022
## Occupancy & Average Daily Rate

<table>
<thead>
<tr>
<th>Location</th>
<th>Occupancy</th>
<th>YOY %</th>
<th>ADR</th>
<th>YOY %</th>
<th>RevPAR</th>
<th>YOY %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Napa County</td>
<td>59.6%</td>
<td>44.0%</td>
<td>$404.24</td>
<td>51.6%</td>
<td>$240.96</td>
<td>118.5%</td>
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<tr>
<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>
<td>93.0%</td>
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<tr>
<td>San Francisco County</td>
<td>43.8%</td>
<td>11.0%</td>
<td>$162.37</td>
<td>-21.9%</td>
<td>$71.11</td>
<td>-13.3%</td>
</tr>
<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>
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<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>
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<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>
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<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>
<td></td>
<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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<tr>
<td>Unincorporated Co.</td>
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<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>
</tr>
</tbody>
</table>
#NapaValleyDreaming Campaign

### Social Media
- 118 Posts & Stories on Facebook, Instagram, LinkedIn, Twitter, TikTok
- 5M Total Impressions

### VisitNapaValley.com
- 9k Town Landing Page Visits
- 19 Blog Posts

### Napa Valley Welcome Center
- VIP Kick-off Event for each town
- Featured town images & videos on big screen the entire month
- 70 Partner pop-up activations

### Public Relations
- Press Release sent to 50+ local & regional contacts
- 2-hour live radio broadcast at the Napa Valley Welcome Center
- Industry partner profiles in the Napa Valley Register
- Town partner interviews on KVON’s Wine Country Radio
- Napa Valley Register column authored by President & CEO, Linsey Gallagher
- 210 KVON & KVYN local radio commercial spots

### Partner Amplification
- 2.4k Partner website referrals from VisitNapaValley.com and @VisitNapaValley social media

### Consumer Email
*Featured in 8 emails*
- 365k Total Reach
- 37% Open Rate
- 5.4% Click-through Rate

### Win a Getaway Photo Contest
- 3.2k Photo Entries
- 22 Partner Prize Donations

### Locations
- Calistoga
- American Canyon
- St. Helena
- Napa
- Yountville
#Napadreaming

# NapaDreaming

1M REACH

2,000 PAGE VISITS

33K ENGAGEMENTS

827 PHOTO ENTRIES
PROPOSED TOWN CO-OP

NAPA VALLEY

- Campaign: VNV Cheers, The Good Life Campaign
- Opportunity: Prospect new audiences into funnel
- Purpose: Overarching NV Brand Awareness & Consideration
- Landing Page: VNV Cheers Page

EXPLORE OUR TOWNS

- Campaign: Town Co-Op Campaign
- Opportunity: Retarget engaged audiences of Cheers campaign
- Purpose: Deeper NV Town Awareness & Travel Inspiration
- Landing Pages: VNV Town Pages, Town Websites

INDIVIDUAL TOWNS

- Campaign: Unique Town Campaigns
- Opportunity: Retarget engaged audiences of Co-Op campaign
- Purpose: Consideration & Intent to travel to individual towns
- Landing Pages: Town Websites/Campaign Pages
Cheers, The Good Life

The Good Life isn’t simply something you experience in Napa Valley.

The Napa Valley is home to over 400 wineries. Taste for yourself.

www.visitnapavalley.com/cheers
Digital
Cheers, The Good Life

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, soil, and silts 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.
Priority Segments

LUXURY

ASPIRATIONAL
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)
Earned Media: 2021 Calendar Year

Total media impressions across all media for 2021 was over 2 BILLION!

AFAR  TRAVEL + LEISURE  CONDE NAST TRAVELER  VOGUE

TOWN & COUNTRY  VERANDA  ROBB REPORT

today  ELITE TRAVELER  FORBES  Los Angeles Times

marie claire
EARNED MEDIA HIGHLIGHTS: Jan-Mar 2022

Napa Valley Vineyards Are Covered in Bright Yellow Flowers Right Now — and You Can See Them by Train

The Ethical Cellar Goes To Napa

20 Romantic Napa Valley Honeymoon Hotels

Explore Napa Valley's Art, Brandy, Blooms, and Wine in This Episode of 'Walk With T+L'
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
# Trade Shows, Missions, Events

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit California Roadshow, Chicago &amp; Minneapolis</td>
<td>December 6 -7, 2021</td>
</tr>
<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>Spring 2022</td>
</tr>
<tr>
<td>Cvent Connect, Las Vegas*</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>IMEX, Las Vegas*</td>
<td>October 25-27, 2022</td>
</tr>
</tbody>
</table>

*Partner buy in opportunity*
# Trade Shows, Missions, Events

<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><strong>Visit California Connections Luxury Forum, San Francisco / Napa Valley</strong></td>
<td><strong>March 7-9, 2022</strong></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><strong>IPW, Orlando</strong></td>
<td><strong>June 4-9, 2022</strong></td>
</tr>
<tr>
<td><strong>ILTM, North America</strong></td>
<td><strong>September, 2022</strong></td>
</tr>
</tbody>
</table>

*Partner buy in opportunity*
Marketing Materials

Luxury Guide

The best things in life are the experiences we share, savor, and discover. Nowhere is that more apparent than here in Napa Valley, where an abundance of riches surround us - from world class wines and restaurants to full service resorts, ultra luxurious spa retreats, and intimate B&Bs and boutique inns.

Experience a taste of the good life in Napa Valley.

Group Planning Guide

Napa Valley is an idyllic landscape to strategize your business outlook.

VISITNAPAVALLEY.COM | VISITNAPAVALLEY | CHEERSTHISGOODLIFE

BOOK YOUR NEXT MEETING | CRUSHTHATMEETING | VISITNAPAVALLEY
Napa Valley Welcome Center

Welcoming Visitors
Daily 10 a.m. to 5:30 p.m.

Emphasis on digital experience for improved partner reporting.

Over 77,000 visitors & 30,000 partner referrals in 2021.

Keep us updated on your last-minute availability to host guests:
concierge@visitnapavalley.com
INDUSTRY & COMMUNITY RELATIONS
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 by enhancing research, communication, education, public affairs, coalition building, and destination management.

1. **EXPAND**
   - Sustainable Practices Across the California Tourism Industry

2. **ENCOURAGE**
   - Responsible Tourism

3. **DEVELOP**
   - Approaches to Shape Visitor Patterns

4. **INFUSE**
   - the California Brand with Stewardship Ethics

5. **AMPLIFY**
   - the Sense of Pride California Residents Have in Their State
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>
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

Michael Lennon
General Manager, Calistoga Spa Hot Springs

Tom Davies
Chair Elect
Managing Partner, V. Sattui Winery

Thomas Bensel
Vice Chair
Managing Director, Culinary Institute Of America

Greg Brun
Secretary-Treasurer
Partner, Napa Valley Wine Train

Whitney Diver Mcevoy
President & CEO, Yountville Chamber Of Commerce
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
EXECUTIVE SUMMARY
MARCH SUMMARY - SOCIAL MEDIA

- Social media content generated **1M impressions, 56K engagements and 21K clicks** across social platforms in March.

- Social platforms generated an **engagement rate of 4.6%** across all platforms (industry average is 1.03%).

- Augustine continued to promote **blogs** on social platforms to drive traffic to the website as well create **custom content for platforms like TikTok**.
In March, there were **45,787 visitors to the website**.

The top event was the Download Map PDF on the Napa Lighted Art Festival page with 2,336 clicks.

California continues to source the most traffic at 81% of total users. Other states with high engagement were New York, Texas, Virginia and Florida. Users from San Francisco, Napa and Sacramento were the top three visiting cities followed closely by other San Francisco Bay Area cities. The Florida audience was the most engaged with 3:44 average time on page.

Mobile was the top device for conversions in March with 67% of users and brought in the most users at 31,897.
The Home page and the Napa Lighted Art Festival page received the most traffic. Females ages 25-44 from San Francisco and Napa were the prominent audiences. The engagement was still high on the Napa Lighted Art Festival page with 15:58! Traffic dropped following the festivals conclusion.

Display was our best performing channel this month, bringing in 13k users. This was followed by organic search with 9.2K visitors. Overall, direct and referral traffic was the most engaged averaging 4 minutes on-site.

Visit Napa Valley was the top referral site to the website this month with 1,659 visitors. Other referral sources included Facebook and Localhood (from CA Now Stories). Visit Napa users were the most engaged with 7:15 average time on page.
• Organic Search metrics were up 174% from the last year.

• There were 2,477 goal completions (Where To Stay) and 261 Book Now conversions in March.

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

• Top performing pages for links included the home page and where to stay.
MARCH SUMMARY – PUBLIC RELATIONS

• Proactive pitch angles this month included wedding content, new restaurants and chefs, wineries with sustainability practices and Napa’s 175th anniversary.

• Media Conversations included San Francisco Bay Times, Wine Country This Week, Vine Pair, Walnut Creek Magazine, Visit California, AFAR, Fodors, Go Nomad, Travel Pulse, Travel + Leisure, Best Life, among other Bay Area publications and freelancers.

• There were 11 secured clips this month with estimated digital monthly visits of 62.4M and estimated digital coverage views of 12.7K.

• Coverage featured the best bachelorette party destinations, best places in Northern California for a family vacation, best trains around Northern America and best wine, eats and stays in Napa Valley.
### Facebook Overview

**Data** | **February** | **March** | **MoM**  
--- | --- | --- | ---  
Audience | 76,769 | 76,786 | +0.1%  
Impressions | 942,440 | 1,020,680 | +8.3%  
Engagements | 35,424 | 52,404 | +47.9%  

- Facebook generated 1M impressions and over 35K engagements in March.

- Impressions and engagements increased this month due to spiked interest of the Napa Lighted Art Festival as it came to a close mid-month.

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

- Sacramento was the largest audience, followed by Los Angeles.
FACEBOOK TOP POSTS

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

- The top post by lifetime engagements featured the Napa Lighted Art Festival with 4.3K engagements.

- Another top post featured 1801 First Luxury Inn with 3K engagements and another Napa Lighted Art Festival post with 2.4K engagements.

- The average engagement rate (ER) across Facebook posts was an impressive 5.1%. All top posts remain well above the industry benchmark of 0.13% for Hotels and Resorts.

- Augustine will continue to promote seasonal content, lodging specials and unique experiences for Downtown Napa travelers.
## Instagram Overview

<table>
<thead>
<tr>
<th>Data</th>
<th>February</th>
<th>March</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>38,658</td>
<td>38,871</td>
<td>+0.6%</td>
</tr>
<tr>
<td>Impressions</td>
<td>256,349</td>
<td>225,050</td>
<td>-12%</td>
</tr>
<tr>
<td>Engagements</td>
<td>2,771</td>
<td>3,448</td>
<td>+25.9%</td>
</tr>
</tbody>
</table>

- Instagram generated 225K impressions and 3.4K engagements. There continued to be an increase in audience growth as well, gaining 213 new followers.

- 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 TOP POSTS

• Instagram content highlighted experiences in Downtown Napa.

• Top posts featured Napa Lighted Art Festival and spring content.

• The top post generated 619 engagements and an engagement rate of 6.5%.

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

The most engaged audience on Twitter is men and women ages 35-44, followed by men and women ages 45-54.
TWITTER TOP POSTS

- Top posts highlighted the Napa Lighted Art Festival, spring in Downtown Napa and lodging.

- The top post on Twitter featured the Napa Lighted Art Festival with 73 engagements and an ER of 2.3%.

- In the future, Augustine will utilize Twitter to highlight blogs and events.
In March, Augustine continued to create California Now Stories on the Visit California platform.

The Craft Brews Story generated 2.4K views (average story views are 1,000).

Overall, Downtown Napa's CA Now Stories saw 22K impressions, an interaction rate of 50% (average is 32%) and a completion rate of 34%.

Augustine will continue to build California Now Stories to follow the Visit California editorial calendar and Downtown Napa blogs.
CUSTOM SOCIAL VIDEOS

• In March, the social team produced two Napa Lighted Art Festival videos that were featured on TikTok, Facebook and Instagram channels.

• The content aligns with Visit California's March editorial calendar theme which promotes events. April themes focus on outdoor adventure and local shopping, so the team will be sourcing content to fit those themes.

• Footage will also be featured in a CA Now Story to give additional SEO and Google Search reach.
PAID MEDIA OVERVIEW
PAID MEDIA CAMPAIGN

- During the month of March, the evergreen paid media campaign generated more than 1M Impressions, 21K clicks to the site and an average of 2.06% CTR across all channels.
- Display brought in 127K impressions and 185 clicks. Search had an incredible CTR of 13% (industry average 4.68%).
- Facebook garnered the most impressions at 852K.

Source: Dataroma Dashboard
BEST PERFORMING CREATIVE

- The Restore Your Team creative (from the Meetings Campaign – Forget Zoom, Book A Room) has the largest volume of clicks (2.3K) with the highest CTR of 0.31%
WEBSITE OVERVIEW
WEBSITE ANALYTICS: VISITORS AND SESSIONS

- Traffic had a slight increase compared to February – most likely due to the conclusion of the Napa Lighted Art Festival. There were slight dips in engagement and new users.
- Page sessions decreased slightly by 6%.
- There were over 45K visitors with an average session duration of 2:07 (industry average is 1:00 – 1:30).

Source: Google Analytics March 1 – March 31
WEBSITE ANALYTICS: WEBSITE EVENTS

• Total events saw a decrease by 38% after being up in February from the Napa Lighted Art Festival.

• Top searched for properties included the Napa River Inn, Andaz and Archer Hotel.

Source: Google Analytics Mar 1 – Mar 31
California continues to bring in the most traffic to the website (81%).

San Francisco, Napa and Los Angeles were the top cities for traffic this month.

Website visitors from Napa spent the most time on page at 3:15. For out-of-state audiences, users from Florida were the most engaged with the website at 3:44.

Source: Google Analytics March 1- March 31
Mobile continues to be the top device for conversions in March with 79% of total users.

Mobile also brought in the most users at 36,601.
In March, the top visited page was the Napa Lighted Art Festival landing page followed by the Downtown Napa home page.

The Napa Lighted Art Festival page also had the highest average time on page (over 15 minutes!), followed by the Forget Zoom, Book a Room campaign page at over 11 minutes.
WEBSITE ANALYTICS: CHANNEL PERFORMANCE

- Paid Media brought the most traffic in February with 9K visitors.

- Users coming in from Organic Search spent an average of 3:59 during a session, which is up over last month.

- Referral users engagement dropped compared to last month.

Source: Google Analytics March 1 – March 31
### WEBSITE ANALYTICS: REFERRALS

Visit Napa Valley was the top referrer to the site in March.

Other referral sources included Facebook, Localhood (CA Now Travel) and SF Fun Cheap (an San Francisco events site).

Visit Napa Valley brought in the most engaged users at 4:32 average time on page.

Source: Google Analytics March 1 – March 31

<table>
<thead>
<tr>
<th>Referrer</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>VisitNapaValley.com</td>
<td>1,659</td>
<td>1,407</td>
<td>2,233</td>
<td>47.86%</td>
<td>1.52</td>
<td>00:04:32</td>
</tr>
<tr>
<td>m.facebook.com</td>
<td>526</td>
<td>507</td>
<td>1,567</td>
<td>59.42%</td>
<td>1.46</td>
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<tr>
<td>Localhood.com</td>
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<td>77</td>
<td>243</td>
<td>51.85%</td>
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<tr>
<td>SF Fun Cheap</td>
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<td>74</td>
<td>212</td>
<td>60.38%</td>
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<td>510 Families.com</td>
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<td>178</td>
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<tr>
<td>FM Facebook.com</td>
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<td>107</td>
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<td>2.16</td>
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<td>Localhood.com/cfn.ampproject.org</td>
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<td>68.87%</td>
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<tr>
<td>Facebook.com</td>
<td>96</td>
<td>91</td>
<td>105</td>
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<td>1.45</td>
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<tr>
<td>Instagram.com</td>
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<td>81</td>
<td>97</td>
<td>31.96%</td>
<td>2.58</td>
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<tr>
<td>Facebook.com</td>
<td>86</td>
<td>65</td>
<td>127</td>
<td>46.46%</td>
<td>2.69</td>
<td>00:05:24</td>
</tr>
</tbody>
</table>
WEBSITE ANALYTICS: ORGANIC SEARCH PERFORMANCE

- Organic Search traffic metrics decreased during the month of March when compared to February, most likely due to less paid media impressions.

- Year over year, there was an increase of 57.58% in organic traffic.

Source: Google Analytics March 1 – March 31
WEBSITE ANALYTICS: SEO KEYWORDS

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Position</th>
<th>Impressions</th>
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</thead>
<tbody>
<tr>
<td>Napa.com</td>
<td>12</td>
<td>5.4K</td>
</tr>
<tr>
<td>Napa ca</td>
<td>7</td>
<td>12.1K</td>
</tr>
<tr>
<td>Napa restaurants</td>
<td>4</td>
<td>3.7k</td>
</tr>
<tr>
<td>Archer Hotel Napa</td>
<td>5</td>
<td>12K</td>
</tr>
<tr>
<td>The meritage resort and spa</td>
<td>20</td>
<td>140</td>
</tr>
<tr>
<td>Downtown napa</td>
<td>1</td>
<td>5.4K</td>
</tr>
</tbody>
</table>

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.

Source: SEM Rush March 1 – March 31
WEBSITE ANALYTICS: SEO KEYWORDS

**Top Visited Pages**

| Napa Lighted Art Festival | 13K |
| Home page                | 5.2K |
| What To Do               | 2.1K |
| Restaurants              | 1.8K |
| Wine Tasting Rooms       | 1.6K |

**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.

**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.
Downtown Napa Craft Brews Make Big News

- Posted: 3/16
- Page Views: 302
- Avg. Time on Page: 6:08

How to Be A Sustainable Traveler in Napa Valley

- Posted: 3/22
- Page Views: 186
- Avg. Time on Page: 5:11

When you think of Downtown Napa, wine is probably your first thought. Well, it's time to expand...

In a 2018 visitor profile study conducted by Visit Napa Valley, respondents – when asked about...
**Winning Subject Line:** Craft Brews, Easter Brunch, and More!

**Sent:** 3/18/22

**Open Rate:** 27.5%
- List Average: 14.4%
- Industry Average: 15.3%

**CTR:** 1.2%
- List Average: 1.3%
- Industry Average: 1.7%

**Top Links:**
- Events: 63 clicks
- Craft Brews Blog: 47 clicks
- Homepage: 36 clicks
Winning Subject Line: Stay Sustainably in Downtown Napa

Sent: 3/29/22

Open Rate: 38.1%
List Average: 14.4%
Industry Average: 15.3%

CTR: 1.2%
List Average: 1.3%
Industry Average: 1.7%

Top Links:
- Sustainability Blog: 50 clicks
- Events: 41 clicks
- Homepage: 22 clicks
MEDIA RELATIONS UPDATES

Proactive Pitch Angles:
• Best places to renew your vows
• Renowned female chef opens new restaurant in Downtown Napa
• Locals spotlight
• Undiscovered food scenes
• Wineries with unique sustainability practices
• City of Napa celebrates 175th anniversary

Media Conversations:
• San Francisco Bay Times, Wine Country This Week, Vine Pair, Walnut Creek Magazine, Visit California, AFAR, Fodors, Go Nomad, Travel Pulse, Travel + Leisure, Best Life, among other Bay Area publications and freelancers
EARNED MEDIA RESULTS

- Secured Clips: 11
- Est. Digital Monthly Visits: 62.4M
- Est. Digital Coverage Views: 12.7K
- Coverage featured the best bachelorette party destinations, best places in Northern California for a family vacation, best trains around Northern America and best wine, eats and stays in Napa Valley

The Best Wine, Eats and Stays on a Napa Valley Tour

In the city of Napa, the Oxbow Public Market is ground zero for the freshest local produce — in case you want to cook yourself — along with numerous snack stands, an oyster bar, wine bar, cheese monger, etc. And yes, there’s a Gott’s here too. Surrounding the market are some outlets of local wineries, where you can pop in for a taste and a chat. There are fun little shops in here too, with gifts, souvenirs and crafts. This is no tourist trap, mind you — only the real deal. The Compline wine bar, in the centre of Main Street Napa, is the spot for a seat at the bar and a flight of wines — ask them what’s new and exciting, and you won’t be poured another Cabernet, that’s for sure. A compact bottle shop ensures you have something nice to take with you.
The 13 Best Places to Go on Your Honeymoon in the Good Ol’ USA

5. Napa Valley, California

Newlywed pairs who love wine pairings will find honeymoon nirvana in Napa Valley, a region known for its many vineyards (obviously) and Michelin-star restaurants. Just get your drink on by bouncing from tasting room to tasting room on the Napa Valley Wine Train (visit Mumm Napa or Domaine Carneros, both known for their sparkling wine, to toast your new union the right way), or stay on the sober side and eat your way through the region’s various cities, like Yountville and Saint Helena.

Time for Your Last Hurrah? These Bachelorette Party Destinations Should Be at the Top of Your List

Napa Valley

Another new, fun hotspot on the river in downtown Napa: Wilfred’s Tiki Lounge. As readers of this column know, The Gay Gourmet is something of a mai tai snob. Most places forget that the best recipe is Vic Bergeron’s original 1946 unadulterated version from Trader Vic’s. Wilfred’s looks like a modern yet retro tiki bar with all the visual Polynesian trappings, but with a bartender who knows what they’re doing and expertly re-creates Vic’s original recipe. Wilfred’s Mai Tai is the real deal—no grenadine here—and enjoying it on their upper deck with the riverfront view (and dogs at our side) is a true highlight.

All the Reasons to Visit Napa and Sonoma Right Now

McClelland House: One of downtown Napa’s oldest B&Bs, McClelland House (from $300), upgraded its offerings over a multimillion-dollar renovation to six rooms with antique beds and Hermès bath products.

Revealed: The Best Places In Northern California For A Family Vacation

12. Napa Valley

Despite it being primarily a hot spot for wine drinkers, there are still plenty of activities to appeal to the younger families, from hiking trails to kayaking along the Napa River. There are plenty of picnicking opportunities in the vineyards, and there are also some great private backyard movie nights at many of the luxury resorts available to stay at.
2. Napa Valley

Wine'd down with the bride squad in Napa Valley for a bachelorette doesn't seem too shabby. But this destination is much larger than one may anticipate — planning takes knowledge on where to make a home base, from downtown Napa to Sonoma, Calistoga, Healdsburg, Saint Helena, and other quaint towns. Wherever you wind up, Napa Valley makes for a stellar long weekend girls’ getaway, whether you’re a group of oenophiles sniffing tannins or simply wanting to clink celebratory glasses in balmy weather.

Where to eat and drink
Finding selections for all palates should not be difficult in Napa. If your group has the budget, make a reservation at Thomas Keller’s The French Laundry, a rustic, two-story cottage that serves French cuisine dubbed “the best in the world” by the late Anthony Bourdain. If a tad more budget-conscious, explore Oxbow Public Market, Napa’s dynamic collection of artisan restaurants and shops.

Like new vines planted in wine country, it takes several years for a new hotel to be approved in downtown Napa, California. Cambria Hotel Napa Valley is the new hotel on the block. Located near Silverado Trail and Oxbow Public Market, Cambria Hotel Napa Valley is within walking distance to downtown Napa shops, restaurants, breweries and wine tasting rooms.

Explore 3 California Wine Regions with Travel + Leisure

In Downtown Napa, Burgess explores the Rail Arts District, a two-mile stretch of city emblazoned with public art. At nearby California Brandy House, he meets with brand manager John Chambers who takes him on a history-filled tasting tour of distilled grape juice before etching his name into a keepsake bottle. “I didn’t realize that brandy actually came to California before wine,” Burgess says. Of course, you can’t leave town without drinking some Cabernet Sauvignon or Chardonnay. Burgess caps off his trip with a Sabrage experience at Domaine Carneros, a sampling of sustainably grown Cabernets at HALL Wines, and a visit to Baldacci Family Estate Vineyards’ wine cave.
COVERAGE HIGHLIGHT LINKS

- Visit California – [Explore 2 California Wine Regions with Travel + Leisure](#)
- *Cosmopolitan* – [The 13 Best Places to Go on Your Honeymoon in the Good Ol' USA](#)
- The Family Vacation Guide – [Revealed: The Best Places in Northern California For a Family Vacation](#)
- HotelScoop – [New Cambria Hotel Napa Valley in Wine Country](#)
- *The Hollywood Reporter* – [All the Reasons to Visit Napa and Sonoma Right Now](#)
- PBS – [The Best of Trains Around North America](#)
- The Every Girl – [Time For Your Last Hurrah? These Bachelorette Destinations Should be at the Top of Your List](#)
- *San Francisco Bay Times* – [What's New in Napa?](#)
- Matador Network – [The 10 Best Bachelorette Party Destinations in the US](#)
- Everything Zoomer – [The Best Wine, Eats, and Stays on a Napa Valley Tour](#)
- Nor Cal Public Media – [Events Calendar for Napa Lighted Art Festival](#)
• New survey findings revealed that **84% of business travelers expect to take at least one trip to attend conferences, conventions or trade shows in the next six months.** Another component of the Quarterly Business Travel Tracker shows that **while business travel activity slowed somewhat in Q1 2022, conditions for travel such as GDP and investment are quite favorable, reaching an index of 105 for Q2 2022 (2019=100).** Business travelers expect to **resume traveling at a pace similar to pre-pandemic levels, averaging about 1.6 trips per month (compared to 1.7 monthly trips pre-pandemic).** *(US Travel, "Business Travel Update")*

• There may be a new trend emerging for business travelers in a post-pandemic world. As the lines between the home and office continue to be blurred by work-from-home trends so too are the lines being blurred for business travel. **Eighty-three percent of parents are interested in traveling for business through the fall, and 60 percent are more likely to consider taking a bleisure trip now than before the pandemic.** Nearly the same amount say they are more likely to bring family members on business trips because of remote work (59 percent). *(Travel Pulse, "New Trends Emerge in Business Travel")*

• In addition to cost, knowing what’s out there and where to look is a potential obstacle for many travelers. **Most travelers (44.43 percent) don’t know whether enough sustainable travel options exist when it comes to flights, lodging and rental cars.** Another 37.41 percent say that there aren’t enough sustainable travel options. Currently, fewer than two out of 10 consumers believe that there are enough eco-friendly travel options to choose from. *(Travel Pulse, "The Latest Consumer Trends for Sustainable Travel")*

• The younger generations emerged as the most eager to travel more often than they used to, with **71 percent of Gen-Zers and 71 percent of Millennials saying they’re making plans to travel more, or the same amount, in 2022 than they did in the pre-COVID-19 era.** *(Travel Pulse, "Gen Z Leads Comeback of Travel Spending in 2022")*
COMING UP

• Build marketing plan for FY22/23 based off of insights from strategy meeting.
• Optimize Wine Tasting Capital of the World campaign 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.