NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING AGENDA
June 28, 2022
11:00 AM

LOCATION:
ARCHER HOTEL
1230 1st Street
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. MAY 24, 2022 MINUTES
   Approval the May 24, 2022 meeting minutes.

5. ADMINISTRATIVE REPORT

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Recommended Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Receive monthly report from Augustine Agency representatives on performance metrics for marketing campaigns related to marketing services contract</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Visit Napa Valley Monthly report</td>
<td>No recommended action needed.</td>
</tr>
<tr>
<td></td>
<td>Representatives from Visit Napa Valley monthly report presentation</td>
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</tr>
<tr>
<td>C</td>
<td>Historical Society Grant Proposal</td>
<td>Approve, deny or postpone approval</td>
</tr>
<tr>
<td></td>
<td>Review Historical Society grant request to underwrite the research for NCHS. Request of $20,000-$25,000 or $10,000 to $12,5000 per exhibit</td>
<td></td>
</tr>
</tbody>
</table>
D 175th Napa Table Recap
Receive update and recap of the 175th Napa Table from the Downtown Association
No recommended action needed.

E Other Use of Funds Ideas
Discussion of ideas from the Downtown Association including recruiting hospitality employees and targeting conference visitors
No recommended action needed.

6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for July 26, 2022.

THE AGENDA FOR THE ABOVE STATED MEETING WAS POSTED AT A LOCATION FREELY ACCESSIBLE TO MEMBERS OF THE PUBLIC AT THE COMMUNITY DEVELOPMENT DEPARTMENT, 1600 FIRST STREET, AND CITY HALL, 955 SCHOOL STREET ON FRIDAY, JU, 2022. NE 24

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; 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.
NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING – May 24, 2022
Meeting Minutes

Members Present: Michael Collins, Jamie Cherry, Craig Smith, Julie Lucido, Jenny Toomer,

Members Absent: Sarah Brooks, Michael Steinwender

Others in Attendance:
City of Napa: Neal Harrison, Vin Smith, Seth Anderson, Katrina Gregory, Pete Hagen
Visit Napa Valley: Linsey Gallagher
Augustine Agency: Lindsay Moore, Debbie Augustine, Brittany Lima, Syndey Prince, Claire Marcus, Janette Maerk
Members of the Public: Bill LaLiberte

Start: 11:03 am

1. CALL TO ORDER/ROLL CALL

City Staff (Neal) conducted roll call.

All members present with Committee Member Michael Steinwender and Sarah Brooks 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.

No comment

4. CONSENT CALENDAR

A. April 26, 2022 MINUTES
Approval the April 26, 2022 Special Meeting minutes.

Chair Elect Cherry made a motion to approve Consent Calendar Items. Committee Member Jenner Toomer Seconded the motion. Committee Members: Lucido: Yea, Collins: Yea, Cherry: Yea, Toomer: Yea

Nays: None.

Motion Passed Unanimously

5. ADMINISTRATIVE REPORT
Napa TID Local Governing Committee Meeting Minutes  
May 24, 2022 – 11:00 a.m.

A. Augustine Agency Monthly Report and FY 22/23 Workplan and Budget

Augustine team provided an overview of their work and upcoming campaign, including a discussion on an evergreen campaign and positioning. Augustine team then provided an overview of FY22/23 workplan and budget.

Motion: Craig Smith to approve Augustine workplan and budget; Cherry seconded
Yeas: Toomer, Collins, Cherry and Smith
Nays: 0

B. Visit Napa Valley Monthly Report

Linsey Gallagher (Visit Napa Valley) provided an overview of Visit Napa Valley and state of tourism in Napa Valley.

C. Napa TID FY 22/23 Budget and Workplan

TID members reviewed budget and made adjustment to add Lighted Arts Festival as a line item with no other changes necessary.

Motion: Collins Motion to approve; Cherry seconded
Yeas: Collins, Toomer, Cherry, Lucido, Smith
Nays: 0

Motion Passed Unanimously

6. **ADJOURNMENT**

The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for June 28, 2022. **The Chair Collins adjourned the meeting at 1:34 p.m.**
Request by: Napa County Historical Society  
Contact: Sheli Smith, Executive Director & Liz Alessio, Board President

Request: TID assistance in funding, specifically to underwrite the research for NCHS exhibits. This represents a TID request of $20,000 to $25,000, or $10,000 to $12,500 per exhibit.

Background: Napa County Historical Society (NCHS) is a small non-profit organization, founded in 1948. NCHS employs a diversified set of revenue-generating strategies to support our operations and programs that in turn support Napa Valley Heritage Tourism. Often the question arises what is the difference between Heritage Tourism and Cultural Tourism. Simply put they are cousins. Cultural Tourism includes Public Art, Murals, Music, and Art Museums, whereas Heritage Tourism includes historical societies and museums, as well as historic wineries, buildings, and homes. There are four organizations in Napa Valley focused on Heritage Tourism (NCHS, Napa County Landmarks, St. Helena Historical Society, and The Sharpsteen Museum). NCHS anchors Heritage Tourism in downtown Napa at the historic 1901 Goodman Library. Although California does not track heritage tourism impact, a 2016 study by Goss Marketing for California noted that Heritage Tourism, where tracked, represents a 38% increase in spending per day.

Currently, NCHS receives no federal, state, or local support for operations although it has received TID support in the past and grants from Napa Valley Arts Council and other local organizations. The Goodman Library was gifted to the City of Napa by the Goodman family with specific caveats; 1) It must remain a publicly accessible library, and 2) It must be free to the public. Since 1976, NCHS has operated the Goodman providing a publicly accessible research library, free access to exhibits, lecture series, and historic walking tours.

In the Historical Society’s 2020 strategic plan, NCHS committed to emphasizing visually impactful exhibits that tell the stories heard and unheard about Napa and provide downtown with vibrant shows that resonate with locals and tourists. Since 2020 under the overarching theme, Who Tells Our Story, NCHS has mounted two artistically presented exhibits per year and in the past twelve months over 23,000 people have visited the Historical Society enjoying shows on wine and wineries of Napa told visually by the winery owners and the current exhibit on newspapers of Napa County that visually
chronicles news since 1856. Our upcoming exhibit *Hilos Visibles* features the Napa County Hispanic Network’s Quilt Project reflecting the rich and diverse Latinx heritage of Napa Valley. Shows on immigration, women pioneers, Valley politics, stewardship of the land, and the Valley’s love of music are planned for the upcoming years.

In addition to our own exhibits, we field over 300 research inquiries per month in-person and through our online catalog. From our collections, we provide local businesses with historic images to enrich their decor, as well as satellite exhibits. We also continue to collect historical items and digitize collections for online access. We do this with a staff of 1.75 and a corps of volunteers.

The expense of hosting visitors at the Goodman is currently $10 per person and we are open Tuesday through Saturday. What does this do economically for the community? If each person who visited the Historical Society spent an additional $10 on their visit, then through Heritage Tourism we added back into retail, food, and other services an influx of $230,000 to Napa businesses. If we were to use the calculation of a 38% increase, it would be much more.

**The Ask**

Thus NCHS through membership, sponsorship, grants, gift shop revenues, and rental revenues must raise $230,000 per year to sustain operations at the current level. Each exhibit hosted by NCHS costs between $15,000 and $20,000 to research, design, and install. Each exhibit requires approximately one year of research and partnership building. Our volunteers contribute 1000 hours per year for exhibit research and local sponsors help defray installation costs. Through the visitor data NCHS collects, we can see our numbers continue to increase and we want to grow alongside the flourishing downtown. Thus, NCHS is actively seeking funding to help underwrite the cost of developing visually impactful exhibits that promote Heritage Tourism. Funding of $20,000-$25,000 per year would enable NCHS to do this, and allow NCHS to further develop fund-raising, partnerships, and program expansion. In short, TID support will empower NCHS to continue building Heritage Tourism in Napa Valley to enhance and amplify wine and cultural tourism.

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**Heritage Tourism in Napa**

- 23,000 visitors in last 12 mo.
- 23,000 spend an extra $10 pp
- Brings $230,000 to Napa retail, food, and other services

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NCHS is a registered non-profit 501(c)3 Organization • TIN # 94-2690901
EXECUTIVE SUMMARY
MAY SUMMARY – SOCIAL MEDIA

• Social media content generated **1.1M impressions, 59K engagements and 23K clicks** across social platforms in May.

• Social platforms generated an **engagement rate of 5.4%** across all platforms (industry average is 1.03%).

• Augustine continued to promote **blogs** on social platforms to drive traffic to the website as well as **create custom content for platforms like TikTok and Instagram Reels**.
MAY SUMMARY – WEBSITE

- In May, there were **42K visitors to the website.**

- **The top event was the Where to Stay button** with 293 conversions.

- **California continues to source the most traffic at 87% of total users.** Other states with high engagement were Texas, Washington, Virginia and New York. Users from **San Francisco, Los Angeles and Sacramento were the top three visiting cities** followed by San Jose and Napa. The Florida audience was the most engaged with 4:54 average time on page.

- **Mobile was the top device for conversions** in May with 85% of users and **brought in the most users at 36,053.**
MAY SUMMARY – WEBSITE

• The Home page and the What To Do page received the most traffic, similar to previous months. Males ages 35-44 from San Francisco and Napa were the prominent audiences.

• Paid media was the best performing channel this month, bringing in 22K users. This was followed by organic search with 7.3K visitors. Overall, paid and organic search had the most time on site averaging 3 minutes.

• Visit Napa Valley was the top referral site to the website this month with 280 visitors. Other referral sources included Facebook and Localhood (from CA Now Stories). Visit California users were the most engaged with 6:27 average time on page.
MAY SUMMARY – SEO

- **Organic Search** metrics were up 2% from the last month.

- There were **257 Book Now** conversions in May.

- **Top organic search keywords** were around napa, downtown, hotels and restaurants. Additional top keyword this month included the napa table and arboretum.

- **Top performing pages** for links included the home page and tasting rooms.
MAY SUMMARY – PUBLIC RELATIONS

• Proactive pitch angles this month included promotion of Downtown Napa as the **Wine Tasting Room Capital of the World**, best Napa tours, craft beer in Downtown Napa, dog-friendly summer hotel packages, hotels to book in Napa, California wineries, bike-friendly wine regions and domestic honeymoon locations.

• Media Conversations included Travel + Leisure, Sonoma Magazine, AFAR, BuzzFeed, Wide Open Roads, New York Post, Bay Area publications and freelancers.

• There were **7 secured clips this month** with estimated digital monthly visits of 9M and estimated digital coverage views of 27K.

• Coverage featured **non-wine activities in Napa Valley**, best tasting rooms in Downtown Napa, best times to visit Napa Valley and charming bed-and-breakfasts.
SOCIAL MEDIA OVERVIEW
• Facebook generated 1M impressions and over 56K engagements in May.

• The most reached demographic on Facebook was women aged 45+.

• Napa and Sacramento were the largest audience, followed by Los Angeles.
FACEBOOK TOP POSTS

- Top Facebook posts featured scenic views of Downtown Napa.

- The top post by lifetime engagements featured the new Chateau Buena Vista tasting room.

- The average engagement rate (ER) across Facebook posts was an impressive 5.8% (per impression for paid and in-feed Facebook posts). All top posts remain well above the industry benchmark of 0.13% for Hotels and Resorts.

- Augustine will continue to promote summer activities, lodging specials and unique experiences for Downtown Napa travelers.
**Instagram Overview**

- Instagram generated 86K impressions and 1.9K engagements. There continued to be an increase in audience growth as well, gaining 137 new followers.

- The most engaged audience on Instagram is women aged 25-44, 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.

<table>
<thead>
<tr>
<th>Data</th>
<th>April</th>
<th>May</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>39,014</td>
<td>39,078</td>
<td>+0.1%</td>
</tr>
<tr>
<td>Impressions</td>
<td>104,207</td>
<td>86,930</td>
<td>-16%</td>
</tr>
<tr>
<td>Engagements</td>
<td>2,113</td>
<td>1,951</td>
<td>-38%</td>
</tr>
</tbody>
</table>
Top posts featured new in Napa, lodging and spring/summer activities.

The top post generated 235 engagements and a 4% ER.

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 experiences in Downtown Napa including what’s new and special events.

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### Top Posts Details

1. **New in Downtown Napa**: Chateau Buena Vista pairs the dream of bubbles, caviar, cabernet and chocolate. The elegant design allows visitors to embrace luxury and extravagance in a dreamy...

   - **Total Engagements**: 235
   - **Likes**: 222
   - **Comments**: 2
   - **Saves**: 11

2. **Spend California Tourism Month traveling with the ones who bring you wine...and joy**: Take the Downtown Napa wine quiz to discover which tasting rooms match your vibe...

   - **Total Engagements**: 218
   - **Likes**: 208
   - **Comments**: 6
   - **Saves**: 5

3. **Girls just want to have wine**: Experience some of Napa’s finest wines within walking distance.

   - **Total Engagements**: 194
   - **Likes**: 187
   - **Comments**: 2
   - **Saves**: 5
TWITTER OVERVIEW

<table>
<thead>
<tr>
<th>Data</th>
<th>April</th>
<th>May</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>28,191</td>
<td>28,197</td>
<td>+0.1%</td>
</tr>
<tr>
<td>Impressions</td>
<td>5,967</td>
<td>7,506</td>
<td>+33%</td>
</tr>
<tr>
<td>Engagements</td>
<td>130</td>
<td>180</td>
<td>+40%</td>
</tr>
</tbody>
</table>

- There were general increases across the board on Twitter as a result of seasonal content.

- The increases in engagements were a result of post link clicks, which is a positive indicator that social content is driving traffic to the DoNapa website.
TWITTER TOP POSTS

- Scenic outdoor content was among top posts this month.

- Engagement rates averaged around 2.4%.

- Augustine will continue to promote seasonal content, blogs and events in Downtown Napa.
CA NOW STORY

- Augustine continued to create California Now Stories on the Visit California platform.

- The Wine Tasting Room Capital of the World Story generated 1.6K views (average story views are 1K).

- Overall, Downtown Napa's CA Now Stories saw 22K impressions, an interaction rate of 67% (average is 32%) and a completion rate of 44%.
CUSTOM SOCIAL VIDEOS

- Augustine will continue to produce videos for Reels and TikTok.

- The Wilfred's lounge Instagram Reel generated 12.3K video views and 504 engagements.

- Future video content will promote the Wine Tasting Room Capital of the World.
PAID MEDIA OVERVIEW
PAID MEDIA CAMPAIGN

- During the month of May, the paid media campaign generated more than 993K Impressions, 29K clicks to the site and an average of 3.02% CTR (average paid media CTR is 0.9%) across all channels.

- Search CTR was up again this month at 12.75% (industry average is 4.68%) and Facebook garnered the most impressions at 941K.

- The top performing creative this month was the Arts/Entertainment Single Video-Updated URL, driving 550,637 site visits.

Source: Basis Dashboard
The Facebook Wine Tasting Capital of the World campaign generated more than 350K Impressions, 2.7K clicks to the site and an average of 0.76% CTR (average paid media CTR is 0.9%) across all channels. Augustine is in the process of optimizing the paid social campaign to improve performance.

Search CTR generated a 8.22% (industry average is 4.68%) and generated 16K impressions and 1.3K clicks.

The top performing creative this month was the slideshow video driving 1,811 site visits.

Source: Facebook Ads Manager
WEBSITE ANALYTICS: VISITORS AND SESSIONS

Traffic had an increase this month by 9.82% most likely as a result of the Wine Tasting Room Capital of the World campaign.

Page sessions decreased slightly by 8.69%.

There were over 42.5K visitors with an average session duration of 1:21 (industry average is 1:00 – 1:30).

Source: Google Analytics May 1 – May 31
While there was an uptick in traffic, total events also saw a decrease of 12.93%. This is an indicator that users took less action on the site this month, most likely due to more interaction with the Wine Tasting Room Capital of the World campaign.

Top searched for properties included the Vista Collina Resort, Andaz Napa and Archer Hotel Napa.

Source: Google Analytics May 1 – May 31
WEBSITE ANALYTICS: LOCATION

- California continues to bring in the most traffic to the website (87.48%).

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

- Website visitors from Napa spent the most time on page at 2:52. For out-of-state audiences, users from Florida were the most engaged with the website at 4:54.

Source: Google Analytics May 1 – May 31
**WEBSITE ANALYTICS: DEVICE**

### Sessions by device

<table>
<thead>
<tr>
<th>Device</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Device Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Where To Stay Viewed (Goal 1 Conversion)</th>
<th>Where To Stay Viewed (Goal 1 Completes)</th>
<th>Where To Stay Viewed (Goal 1 Value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>36,767</td>
<td>11,557</td>
<td>3,934</td>
<td>85.09%</td>
<td>2.33</td>
<td>1.33</td>
<td>0.00066</td>
<td>0.011</td>
<td>0.000</td>
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<tr>
<td></td>
<td>35,934</td>
<td>2,584</td>
<td>2,545</td>
<td>92.72%</td>
<td>1.05</td>
<td>0.17</td>
<td>6 (6.1%)</td>
<td>5 (2.8%)</td>
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<td></td>
<td>43,768</td>
<td>1,547</td>
<td>1,353</td>
<td>98.89%</td>
<td>1.01</td>
<td>0.07</td>
<td>1 (2.5%)</td>
<td>1 (2.5%)</td>
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</tbody>
</table>

- Mobile continues to be the top device for conversions in May with 85% of total users.

- Mobile also brought in the most users at 36,053.

Source: Google Analytics May 1 – May 31
In May, the top visited page was the home page followed by the What to Do page.

The Wine Capital page had the highest average time on page (3:49), followed by the Wine Tasting Rooms (2:33).

Events also continued to perform well, as more events come online.

Source: Google Analytics May 1 – May 31
### WEBSITE ANALYTICS: CHANNEL PERFORMANCE

<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
<th>All Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users (%)</td>
<td>New Users (%)</td>
<td>Sessions (%)</td>
<td>Bounce Rate (%)</td>
</tr>
<tr>
<td></td>
<td>100.00%</td>
<td>100.00%</td>
<td>100.00%</td>
<td>100.00%</td>
</tr>
<tr>
<td>Paid Media</td>
<td>22,288 (61.36%)</td>
<td>21,125 (51.22%)</td>
<td>25,664 (50.92%)</td>
<td>87.54%</td>
</tr>
<tr>
<td>Organic Search</td>
<td>7,370 (19.48%)</td>
<td>6,921 (16.39%)</td>
<td>8,427 (16.72%)</td>
<td>55.27%</td>
</tr>
<tr>
<td>Referral</td>
<td>7,207 (19.41%)</td>
<td>7,123 (17.27%)</td>
<td>8,914 (17.69%)</td>
<td>98.41%</td>
</tr>
<tr>
<td>(direct) / (none)</td>
<td>3,470 (9.00%)</td>
<td>3,992 (8.02%)</td>
<td>3,992 (7.74%)</td>
<td>67.48%</td>
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<tr>
<td>donap.com / referral</td>
<td>660 (1.72%)</td>
<td>529 (1.28%)</td>
<td>761 (1.51%)</td>
<td>26.28%</td>
</tr>
<tr>
<td>Google / SEM</td>
<td>601 (1.58%)</td>
<td>589 (1.43%)</td>
<td>654 (1.30%)</td>
<td>85.17%</td>
</tr>
</tbody>
</table>

- Paid Media brought the most traffic in May with more than 22K visitors.
- Users coming in from Organic Search spent an average of 3:34 during a session.
- Referral users had the lowest bounce rate in May.

Source: Google Analytics May 1 – May 31
The top referral source was Visit Napa Valley.
Other referral sources included Facebook and Localhood (CA Now Travel Stories).
Visit California brought in the most engaged users at 6:27 average time on page.

Source: Google Analytics May 1- May 31
**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>New Users</td>
<td>Sessions</td>
</tr>
<tr>
<td>April 2022 vs May 2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.22% 🔺</td>
<td>2.70% 🔺</td>
<td>1.16% 🔺</td>
</tr>
<tr>
<td>7,835 vs 7,863</td>
<td>7,361 vs 7,158</td>
<td>6,953 vs 8,850</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>New Users</td>
<td>Sessions</td>
</tr>
<tr>
<td>May 2021 vs May 2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>93.07% 🔻</td>
<td>93.34% 🔻</td>
<td>93.53% 🔻</td>
</tr>
<tr>
<td>7,835 vs 113,193</td>
<td>7,931 vs 110,312</td>
<td>8,993 vs 128,361</td>
</tr>
</tbody>
</table>

- Organic Search traffic metrics increased this month when compared to April.
- Year over year, there was a decrease of 93% in organic traffic.

Source: Google Analytics May 1 – My 31
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: Google Search Console  May 1 – May 31
### Top Visited Pages

<table>
<thead>
<tr>
<th>Page</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page</td>
<td>3.8K</td>
</tr>
<tr>
<td>Tasting Rooms</td>
<td>1.1K</td>
</tr>
<tr>
<td>Restaurants</td>
<td>227</td>
</tr>
<tr>
<td>Lighted Art Festival</td>
<td>848</td>
</tr>
<tr>
<td>Where To Stay</td>
<td>240</td>
</tr>
</tbody>
</table>

### Top Linked Pages from Organic Search

These are the pages that 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.

Source: Google Search Console  May 1 – May 31
Cheers to Mom - The Ultimate Guide to Mother's Day in Downtown Napa

- Posted: 5/4
- Page Views: 235
- Avg. Time on Page: 2:11

Your Ultimate Insider's Guide to BottleRock Festival Weekend

- Posted: 5/17
- Page Views: 485
- Avg. Time on Page: 5:52
Winning Subject Line: Mom, Wine, & Events to Explore

Sent: 5/4/22

Open Rate: 37.2%
List Average: 14.4%
Industry Average: 15.3%

CTR: 1.1%
List Average: 1.3%
Industry Average: 1.6%

Top Links:
- Mother’s Day Blog: 141 clicks
- Blogs: 133 clicks
- Lodging Specials: 87 clicks
Winning Subject Line: BottleRock Like A Pro

Sent: 5/18/22

Open Rate: 37.2%
List Average: 14.4%
Industry Average: 15.3%

CTR: 1.1%
List Average: 1.3%
Industry Average: 1.6%

Top Links:
- BottleRock Blog: 101 clicks
- Events: 87 clicks
- Lodging Specials: 67 clicks

Here in Downtown Napa, we’ve always considered BottleRock the official kick-off to summer. But there’s also so much fun to be had before and after the event, too.

From AfterDark Concerts at JaM Cellars to pre-parties at Chateau Buena Vista, we’ll give you the inside track on how to truly do BottleRock right.
PUBLIC RELATIONS OVERVIEW
MEDIA RELATIONS UPDATES

Proactive Pitch Angles:
• Wine Tasting Room Capital of the World
• Best Napa Tours
• Craft Beer in Downtown Napa
• Dog-Friendly Summer Hotel Packages
• Hotels to Book in Napa
• California Wineries
• Bike-Friendly Wine Regions
• Domestic Honeymoon Locations

Media Conversations:
• Travel + Leisure, Sonoma Magazine, AFAR, BuzzFeed, Wide Open Roads, New York Post, Bay Area publications and freelancers
EARNED MEDIA RESULTS

• Secured Clips: 7
• Est. Digital Monthly Visits: 9M
• Est. Digital Coverage Views: 27K

• Coverage featured non-wine activities in Napa Valley, best tasting rooms in Downtown Napa, best times to visit Napa Valley and charming bed-and-breakfasts
• Media outlets included North Gilham Living Magazine, Sonoma Magazine, TheTravel, Travel + Leisure, fastnewz.com and Real Travel Adventures

TRAVEL + LEISURE

The Best Times to Visit Napa Valley for Beautiful Weather and Affordable Rates

Even when it’s not grape-stomping season, there’s plenty of appeal in a Napa vacation.

Best Time to Visit Napa Valley for Good Weather

When it comes to good weather in Napa Valley, spring is ideal. The sun is shining, the flowers are blooming, and the vines are waking up after winter. This glorious moment is known as bud break, when the vines glow in a neon green hue with fresh new leaves. You can expect warm days and cooler nights during lush April and May, plus a comfortable amount of fellow visitors.
COVERAGE HIGHLIGHTS

North Gilham Living

The Best Times to Visit Napa Valley for Beautiful Weather and Affordable Rates

Even when it’s not grape-stomping season, there’s plenty of appeal in a Napa vacation.

fastnewz.com

The 31 Most Charming Bed-and-Breakfasts Across America

written by Fastnewz | May 9, 2022

10 Things To Do In Napa Valley That Don’t Include Wine

Heading to Napa Valley? Take a break from wine tasting and engage in these exciting non-wine tasting activities.

Downtown Napa: Après-wine

Real Travel Adventures
COVERAGE HIGHLIGHT LINKS

• *North Gilham Living* – Print
• *Travel + Leisure* – The Best Times to Visit Napa Valley for Beautiful Weather and Affordable Rates
• Fastnewz.com - The 31 Most Charming Bed-and-Breakfasts Across America
• *Sonoma Magazine* – The Best Tasting Rooms in Downtown Napa
• TheTravel – Enjoy These Non-Wine Activities in Napa Valley
• *Sonoma Magazine* – Napa Valley Wine Train Releases Sought-After Tickets to Santa Train
• Real Travel Adventures – Downtown Napa: Après-wine
• The perception of safety continues to improve domestically and internationally. According to the survey, the perceived safety of domestic travel is up 7 points from one year ago while international travel is up 12 points year over year. Interest and likelihood to take an international trip has increased and is finally returning to pre-pandemic levels. Younger travelers, travelers with children and travelers with incomes of more than $100,000 are the groups most interested in traveling internationally during the next two years, and Europe and the Caribbean are the most popular destinations of interest. (Travel Pulse, "Portrait of the American Traveler – Summer Edition")

• The most recent research from MMGY Travel Intelligence's Portrait of American Travelers Summer Edition found that Americans are determined to travel this summer. Sixty-five percent of U.S. travelers intend to take a leisure trip in the next six months despite obstacles present in today’s travel environment, according to results of the survey. The data showed that gas prices will impact travel for nearly eight in 10 active leisure travelers. At this point, however, Americans are not canceling trips but modifying them. Forty-eight percent said that they are traveling close to home, 35 percent said that they are decreasing their spending on entertainment and shopping and 30 percent are making meals rather than eating out. (Travel Pulse, "Portrait of the American Traveler – Summer Edition")

• With the peak summer travel season begun, more Americans are agreeing it’s a good time to spend money on travel (33.4%). Additionally, 61.7% percent say that leisure travel will be a high spending priority – the highest level it’s been since July 2021. Yet inflation and prices are indeed having an impact. The percent of American travelers saying that if gas prices don't come down, they will take fewer road trips this summer (61.1%) and/or stay closer to home (63.0%) both increased 3 percent points. High travel prices as an impediment to travel also climbed 3-points in the last month to 41.8%. (Destination Analyst, "State of the American Traveler, June 2022")
COMING UP

• Kick off marketing plan for FY22/23 in July.
• Optimize Wine Tasting Capital of the World campaign and other creative campaigns for FY21/22.
• Continue planning FY22/23 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.
• Produce FY21/22 Annual Report.
THANK YOU!