NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING AGENDA

July 26, 2022
11:00 AM

Location:
Andaz Hotel

COMMITTEE MEMBERS:
Michael Collins, Sara Brooks, 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. June 28, 2022 Minutes
   Approval of the June 28, 2022 TID Regular Meeting minutes

   B. July 15, 2022 Minutes
   Approval of the July 15, 2022 TID Special Meeting minutes

5. ADMINISTRATIVE REPORT

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<th>Item</th>
<th>Description</th>
<th>Recommended Action</th>
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<td>A</td>
<td>New TID Member</td>
<td>Receive application and select new TID member to fill vacancy</td>
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<tr>
<td>B</td>
<td>Executive Committee</td>
<td>Vote on Executive Committee positions for new fiscal year</td>
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<td></td>
<td>FY Meeting Schedule</td>
<td>Discuss meeting schedule and milestones for FY22-23</td>
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<tr>
<td>D.</td>
<td>Visit Napa Valley Report</td>
<td>Receive update from Visit Napa Valley</td>
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<td>E</td>
<td>Augustine Marketing Report</td>
<td>Received update from Augustine marketing efforts</td>
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6. **ADJOURNMENT**

The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for August 23, 2022.

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**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 Español / 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 – June 28, 2022
Meeting Minutes

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

Members Absent: Sarah Brooks

Others in Attendance:
City of Napa: Neal Harrison, Jennifer Owen, Julie Lucido
Visit Napa Valley: Linsey Gallagher
Augustine Agency: Lindsay Moore, Debbie Augustine, Claire Marcus, Janette Maerk
Members of the Public: Liz Alessio, Sheli Smith

Start: 11:00 am

1. CALL TO ORDER/ROLL CALL

   All members present with Committee Member Sarah Brooks noted as absent.

2. AGENDA REVIEW

   Moved Agenda Item C to first position.

3. PUBLIC COMMENT

   Public comment for all items on or not otherwise on the agenda.

   No comment.

4. CONSENT CALENDAR

   A. MAY 24, 2022 MINUTES

   Approval the May 24, 2022 meeting minutes.

   Chair Collins made a motion to approve Consent Calendar Items. Committee Member Jenner Toomer Seconded the motion. All yeas.

   Nays: None.

   Motion Passed Unanimously.

5. ADMINISTRATIVE REPORT

   A. Augustine Agency Monthly Report

   Augustine team provided an overview of their work for May. Focuses were Evergreen Campaign (overnight stays), BottleRock, and Wine Tasting Room Capital of the World. Also shared rough cut of Napa Table video.
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. All trend lines set to beat last recorded high in 2019, with Average Daily Rate (ADR) for hotel rooms in Napa notably higher than all other sample locations. Also notable is trend in business travel towards smaller groups (incentive trips up to 25 people) and away from larger groups (conferences for 100+); these groups typically have less price sensitivity.

Linsey also distributed some talking points to highlight the importance of tourism to the City’s economy, noting that 30% of the General Fund comes from TOT revenue.

C. Historical Society Grant Proposal

Sheli Smith and Liz Alessio of the Napa County Historical Society presented a proposal asking for $20-$25K to underwrite two annual exhibitions. Napa County Historical Society wants to become the anchor for heritage tourism in the Valley by partnering with up-valley historical sites and societies and producing two shows a year at their Goodman Building in downtown Napa. The $25,000 requested grant would allow those two events to be funded.

Motion: Craig Motion to approve; Cherry seconded
Yeas: Collins, Toomer, Steinwender
Nays: 0

Motion Passed Unanimously.

D. 175th Napa Table Recap

Craig Smith provided a recap of the Napa Table celebration in honor of Napa’s 175th Anniversary. The event was sold out at 300 attendees paying $250/each, and feedback was almost 100% positive. Beneficiary the Food Bank received $50,000.

Of note is that TID funded this event at a cost of $23,000.

Craig’s plan is to continue the event each year with a different give-back component, perhaps under the brand of the Napa Table.

E. Other use of Funds Ideas

Craig Smith shared the following three ideas:

- Can we target meeting planners who book corporate groups in SF and entice them to arrange a day trip to Napa?
- To help aid workforce shortages affecting our tourism businesses:
  - Can we work with NVTA to expand service locations and hours to accommodate folks commuting in to work? Can we incent our employers to buy them a bus pass?
  - Should we put together a video about how great it is to work in hospitality in Napa?

Committee Members volunteered to partner up in smaller groups to explore options, including connecting with Napa Valley Transit Authority (with Julie Lucido leading) and partner with Visit Napa Valley on hospitality video efforts already underway.
6. **ADJOURNMENT**
   The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for July 26, 2022. **Chair Collins adjourned the meeting at 1:12 p.m.**
NAPA TOURISM IMPROVEMENT DISTRICT
SPECIAL MEETING – July 15, 2022
Meeting Minutes

Members Present: Michael Collins, Jenny Toomer, Michael Steinwender

Members Absent: Sarah Brooks

Others in Attendance:
City of Napa: Neal Harrison, Julie Lucido
Visit Napa Valley: Linsey Gallagher

Start: 11:00 am

1. CALL TO ORDER/ROLL CALL

All members present with Committee Members Sarah Brooks and Craig Smith absent as noted.

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. ADMINISTRATIVE REPORT

A. TID 101

City of Napa team presented Powerpoint on what the function of the TID is, its history of actions taken, and examples of other projects undertaken by other TIDs. Thinking about better branding: “brought to you by local hotels,” etc. No action required.

B. Grant Proposal Process

City of Napa team led a guided review of the draft funding request process and documentation.

Application was approved as-is.

Process modifications agreed to where as follows:
- For next fiscal year, open up targeted call for applications in March/April so committee can decide during the budget process.
- Targe additional special events (like the Mustard Festival, Minority or Pride events) for submittal
- Look into an infrastructure project

For current FY, we have $175K in remaining grant budget; committee agreed to look at the Vine Trail wayfinding and smaller ticket items as potential recipients.

C. Marketing Contract Oversight

Committee agreed to create an “ad hoc sub-committee” to be composed of members Steinwender, Toomer, Brooks, City Staff (Neal and Jennifer) and Gallagher. All present voted yes, 0 nays, 2 absent.

Ad hoc sub-committee is tasked with providing direction on Augustine contract, especially paid media and new marketing campaigns. Group will provide direction to City staff for contract management with Augustine.

5. ADJOURNMENT

The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for July 26, 2022. Chair Collins adjourned the meeting at 12:15 p.m.
Profile

Bart E Jones

First Name | Middle Initial | Last Name
-----------|----------------|---------

Email Address

bart@jwpropmgmt.com

Street Address

5360 Lovall Valley Road

Suite or Apt

City

Sonoma

State

CA

Postal Code

95476

Mailing Address (if different than Resident Address above)

Please note: My home is located in the westernmost part of Napa County. Street addresses and zip codes are set by the post office's ability to deliver mail, which in my case is Sonoma 95476. They do not correspond to political boundaries as is commonly believed. I am a resident of unincorporated Napa County.

Primary Phone

Home: (707) 299-8912

Alternate Phone

Length of Residence in the City of Napa:

Length of Residence in the County of Napa:

23 years

Registered to vote in the City of Napa?

☑ Yes ☐ No

Employer

BLACKBIRD INN

Job Title

OWNER

Ethnicity *

☑ Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

City of Napa Local Governing Committee of the Napa Valley Tourism Improvement District ("Napa TID"): Submitted
Community Service Experience:

Education:

University of Arizona BSBA Business Administration - Management Info Systems - Entrepreneurship

Other relevant experience or expertise:

When my partner and co-owner Scott Warren proposed creating the Blackbird Inn in 1999, he was asked "Why would anyone want to put a hotel in Downtown Napa?" Scott saw the potential of Downtown back then, and made it the largest investment of time and money in his life. He converted and improved the craftsman style building, which had been the office of Malloy Insurance, into the original eight-room Inn. We are located in the western part of the Commercial Downtown and within Zone 2 of Downtown Napa PBID. A lot has changed since then, and we've been delighted to see Downtown come alive around us. I joined Scott as co-owner in 2014, and soon after began direct management (we were previously managed by Four Sisters Inns of Monterrey). In 2015, we acquired the property south of the main building (formerly 952 Jefferson Street) and incorporated it into the Blackbird Inn. We completely restored and remodeled the 1890's building, making it into four additional suites. Acting as owner/builder, I was involved with all aspects of approvals and permits working extensively with Napa Planning and Building and gained approvals before the Cultural Heritage and Planning Commissions. I am very familiar with these agencies and the City of Napa in general. Being a small Inn, we provide the service of making personalized recommendations to guests for tasting rooms and restaurants, which we have come to know very well. This has been particularly important since Covid began, as most now require reservations in advance. We actively work to promote donapa.com and to cross-promote downtown businesses on social media. Due to this experience, I firmly believe that we all do better when we help each other.

Question applies to City of Napa Local Governing Committee of the Napa Valley Tourism Improvement District ("Napa TID")
Which Assessed Lodging Business do you represent?

Blackbird Inn 1755 First Street Napa, CA 94559

Question applies to City of Napa Local Governing Committee of the Napa Valley Tourism Improvement District ("Napa TID")
What is your job title?

Owner

Question applies to City of Napa Local Governing Committee of the Napa Valley Tourism Improvement District ("Napa TID")
Is the lodging business located in the CITY of Napa?

Yes

Additional Questions

What is your understanding of the role and responsibility of this board?

Napa TID oversees how the 2% component of TOT is spent to promote the City of Napa as a tourist destination. It works with Augustine Agency in their development of advertising campaigns promoting Napa as a tourist destination. Members of the board meet monthly at members’ locations on a rotating basis.
Have you ever attended a meeting of this board? If so, how many?

No

What duties of this board are most interesting to you?

I look forward to getting to meet and work with other hotel/B&B owners and operators. There are so many market segments and niches, we really aren’t direct competitors. The more choices that visitors have, the more likely they’ll come back and/or stay longer. I firmly believe that we all do better when we help each other.

What activities of this board are least interesting to you?

If paperwork is involved, I'm not a huge fan. But, usually it's a necessary evil.

What programs or projects would you like to see improved or implemented?

I have been particularly interested in and happy to see the increase in pedestrian activity Downtown. I think it's really important that pedestrians have a good street experience when walking Downtown. Even if I'm not shopping there, just walking past Copperfield’s and looking inside makes me feel good. We often have first-time visitors who are amazed at how close everything is. The small sized blocks, narrow streets and wide sidewalks are ideal for a pleasant walk. But people need to feel safe, and they don't want to get lost, or end up in tourism dead zones like the County buildings section on 3rd Street. Many won’t venture off 1st Street because they don't know if there's anything to see. I love the pedestrian directional signs, which are now limited to a couple of blocks of 1st and Main streets. If we want tourists to stick around for 2 or 3 days or longer, we need to show them more interesting routes and things to see. There are things to see, like the historic courthouse on 3rd, or the new retail strip of Register Square that are just a bit off the main path. Many do not know that you can walk along the riverfront on the sidewalk from behind Bounty Hunter/Veteran's Park, all the way past Angèle and not have cross the big intersection at 3rd & Main. Getting people out of their cars is good for everyone. We have adequate parking at the Blackbird, so why not leave your car and walk? It reduces car traffic on 1st, lessens the need for the hard to find parking spaces on the eastern end of Downtown, and you get fresh air and exercise. I would love to see distances listed on some signs too. When told that the walk from 1st and Jefferson to 1st and Main is only 1/2 mile, most will walk it.

How would you approach improving these project(s) or program(s)?

I like to work in collaboration. I'd just throw my ideas out, see what the group thinks, and take it from there.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

Please list two local references and their phone numbers:

Jaime Cherry - Inn on First (707) 253-1331 Beth Painter - City Council (707) 258-7876

How did you learn of this vacancy?

Internet
EXPERIENCE

Owner/Managing Member
Blackbird Inn, LLC - Napa, CA
Sept 2014 – Present
Own and operate 12-room boutique hotel located in Downtown Napa. Manage all aspects including: marketing and advertisement, guest relations, financial management, budgeting and accounting, Human Resources. Expanded from 8 to 12 rooms (completed fall 2019) including all permitting, scheduling, securing financing, direct participation in construction. Manage building and equipment maintenance, utilities. Manage and maintain blackbirdinnnapa.com website.

CEO/CFO
Jones Warren Property Management, Inc. - Napa County, CA
Jan 2017 – Present
Property management company (previously Rustling Ridge Vineyards). Manage and develop agricultural, residential properties. Manage all aspects of residential housing units including: maintenance, showing to prospective tenants, contracts and leases, pricing and marketing. Manage installation and maintenance of agricultural and residential irrigation systems, and installation and maintenance of frost protection systems.

Owner/Managing Member
Rancho Estrella, LLC - Napa County, CA
Aug 2006 – Present
Manage all aspects of working farm/ranch producing: vegetable and fruit crops, pinot wine grapes, olive trees for fruit, oil, goats, goat milk and cheese, chicken eggs. Manage and maintain water production, treatment, storage, distribution. Install and maintain agricultural and residential irrigation systems.

Install and maintain high-speed Ethernet network encompassing inter-building fiber backbone, intra-building copper and fiber, wired and wireless local user connections and routers, backup systems to maintain network during electrical service interruptions. Maintain multi-user and multiple location gate security.

CEO/CFO
Rustling Ridge Vineyards, Inc. - Napa County, CA
Apr 1999 - Jan 2017
Agricultural management and installation of vineyards, irrigation systems, drainage, grading, weather stations. Installation of infrastructure for agricultural and Wine Country estate residential properties. Secured permitting and created easements, roads, septic systems, agricultural buildings. Install and manage remote location weather stations and data logging. GIS and CAD production of agricultural mapping.
Information Systems Manager
Geomatrix Consultants - San Francisco, California
1995-1997

Managed major system conversion from DOS-based to Windows-based applications, and implementation of GIS system.Managed staff of seven.

Levine•Fricke, Inc. - Emeryville, California
1992 – 1995

Information Systems Manager (1994 - 1995)
Supervised staff of three in I.S. department in largest office and corporate headquarters of international environmental consulting company. Managed and provided: user technical support, software development, user training, LAN/WAN maintenance/installation, data management, support to company clients. Recommend and approve office hardware/software purchases, manage office I.S. budget. Responsible for long-term and strategic planning for: expansion, disaster recovery, implementation of new technology.

Managed maintenance and expansion of WAN (100+ users), including: security, backup systems, user accounts, peripherals. Developed new software; conducted design, programming and documentation. Provided company-wide technical support and user training.

1st Nationwide Bank, San Francisco, California
1986-1991

PC Software Development Manager (6/88 - 5/91)
Loan Technology Group
Managed software development/system support department in Residential Lending division. Developed financial and marketing software. Wrote specifications, wrote code. Provided user and technical documentation, user training and technical support to field offices including hardware installation and maintenance. Maintained nationwide telecommunications network to distribute daily rates. Supervised staff and managed department budget. Provided technical consulting to Residential Lending management project.

Programmer (1986-1988)

Software Support Specialist (5/84 – 9/84)
Monolithic Memories, Inc., Santa Clara, California
1984
Support and distribution of software to program memory chips produced by MMI for client use.

EDUCATION

B.S. Business Administration - University of Arizona, Tucson, Arizona 1986
Majors: Management Information Systems, Entrepreneurship
Accepted into Karl Eller Center Entrepreneurship Program 1985
ANSWERED QUESTIONS

1. Please share any relevant experience or expertise.

I have background in hospitality and marketing for hotels and aviation industry.
- Worked in hospitality at various hotel properties in San Francisco. The Nikko Hotel, Inn at the Opera and Pacific Inn.
- Managed hotel account auditing for Pacific Inn in San Francisco.
- Managed the customer experience for Roan Air.
- Managed multi long haul flights with various customer service challenges as a corporate pilot.
- Managed several Real Estate investments and accounting within Napa and the Bay Area.

2. What is your understanding of the role and responsibilities of this committee?

The role of the committee is to promote the lodging properties and partners in hospitality and support local activities and products that promote, support and enhance locally based tourism and hospitality endeavors.

3. Have you ever attended a meeting of this board? If so, how many?

I have attended one meeting.

4. What duties of this board are most interesting to you?

Most interesting duties to me include involvement in the direction of a city and county I truly love. My business is directly affected by the decisions and direction taken by this committee. I feel my unique contributions would be very valuable.

5. What activities of this board are least interesting to you?

I haven’t attended enough to form an opinion of what is least interesting.

6. Please list two local references and preferred contact methods.

Lauren Nicholsen
Position: Director
Vineyard 29
1300 First Street, Suite 305
Napa CA 94559
Tel: 7074868406
Paul Oseso
Position: Director
Aegis
2100 Redwood Road,
Napa, CA.
94558
Tel: 650-799-2095
RESUME
CHOOLWE KALULU
Tel: 707-256-9633

PROFILE

• Owner of the McClelland House Boutique Hotel in downtown Napa.  
  https://www.themcclellandhouse.com/

• Airline Commercial Pilot with over 14,000 hours.

• Director of Educational Technology at Napa Valley College.

RELEVANT EXPERIENCE

• Worked in hospitality at various hotel properties in San Francisco. The Nikko Hotel, Inn at the Opera and Pacific Inn.
• Managed hotel account auditing for Pacific Inn.
• Managed the customer experience for Roan Air.
• Managed multi long haul flights with various customer service challenges as a corporate pilot.
• Managed several Real Estate investments.

WORK HISTORY

McClelland House Boutique Inn 2017 - Present
Napa, California
Owner and operator of the McClelland House Boutique Inn in Napa. Family operated and currently hosting and partnering with multiple hospitality and tourism entities.

Napa Valley College 2006 -Present
Napa, CA.
Director of Instructional Technology. Technology Specialist in charge of all Institutional and Instructional technology. Responsibilities range from IT operations to managing the entire college instructional technology system. Instructing faculty and students on multiple technology disciplines.

UC Berkeley Haas School of Business 2005 - 2006
Berkeley, CA
Director/Producer in charge of Instructional media and Audio Visual coordination. In charge of all instructional Technology at Haas School of business and video streaming for Hybrid MBA online education with Columbia University. Managed a team of education technology specialists and Audio Visual staff.

OAVS (Oakland Audio Visual Service) 2000-2005
San Leandro, CA
Audio/Visual technician. Directing of major audio and video setups in conjunction with various local union staff. Work demanded meticulous detail and monitoring of multi-equipped shows and events. Covered northern California with large AV contracts such as Mascone convention center, weight watchers, Intel, San Francisco Giants etc.

Miscellaneous work 2003-2004
Berkeley, San Francisco CA.
Worked with KTVU Channel 2 as floor production assistant, Inn at the Opera, Hotel Nikko, Pacifica Radio.

ROAN AIR ZAMBIA AIRWAYS 1994-1998
Lusaka, Zambia
Worked as First Officer for the Roan Air presidential fleet.

EDUCATION

Embry-Riddle University 1998-2005
Daytona Beach, Florida – USA
Bachelor of Science
(Major: Aviation Business, Bachelor of Science)

NCATO (Pilot training) 1991-1994
National Civil Aviation Training Organization
London England & Cairo
Completed Airline Commercial Pilot training.

British Council College 1988-1989
Graduated in Lanmark Reservation system. Computer graphic design.

REFERENCES
Joe Bartdorf  
Director  
Carbon 3D
5085 Severance Drive,  
San Jose, CA.  
95136  
Tel: 408-529-8902

Paul Oseso  
Position: Director  
Aegis
2100 Redwood Road,  
Napa, CA.  
94558  
Tel: 650-799-2095

Beni Deloach  
Position: Director  
Axxis
1475 Dallas Parkway  
#1422  
Dallas, TX  
75254  
Tel: 972-795-4264

MY PERSONAL CONTACT DETAILS

Address: Choolwe Kalulu  
555 Randolph Street,  
Napa, California.  
94559.

Tel: 707-256-9633

Email: chokalulu@gmail.com
EXECUTIVE SUMMARY
JUNE SUMMARY - SOCIAL MEDIA

• Social media content generated **2.1M impressions, 68K engagements and 22K clicks** across social platforms in June.

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

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

• Platforms continue to adjust algorithm so content strategy is adjusting to align and ensure DoNapa posts and Reels are reaching as large of an audience as possible.
In June, there were over **50K visitors to the website**.

The top event was Lodging with 5,239 users.

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 **Los Angeles, San Francisco, and San Jose were the top three visiting cities** followed by Sacramento and Napa. The Illinois audience was the most engaged with 4:54 average time on page.

Mobile was the top device for conversions in June with 87% of users and **brought in the most users at 43,835**.
**JUNE 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 7.8K 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.** Other referral sources included Facebook and Localhood (from CA Now Stories). **Instagram users were the most engaged with 4:23 average time on page.**
JUNE SUMMARY - SEO

• Organic Search metrics were up 15% from the last month.

• There were 202 Book Now conversions in June.

• Top organic search keywords were around napa, downtown, hotels and restaurants. Additional top keywords this month included “the napa table” and “arboretum”.

• Top performing pages for links included the home page and tasting rooms.
JUNE SUMMARY - PUBLIC RELATIONS

• Proactive pitch angles this month included promotion of Downtown Napa as the Wine Tasting Room Capital of the World, bike-friendly U.S. destinations, romantic California getaways, fall wine, pet-friendly travel, best places to travel, and arts and architecture.

• Media Conversations included Forbes, AAA World, Visit California, Hemispheres, ELITE, TravelAge West, Upscale Living Magazine, and Condé Nast Traveler.

• There were 10 secured clips this month with estimated digital monthly visits of 22.3M and estimated digital coverage views of 66K.

• Coverage featured new restaurants and wine tasting rooms, things to do in Downtown Napa, best train trips to take across America, where to taste and stay in Wine Country this summer.
SOCIAL MEDIA OVERVIEW
FACEBOOK OVERVIEW

**Data** | **May** | **June** | **MoM**
---|---|---|---
Audience | 76,691 | 77,007 | +0.4%
Impressions | 1,006,295 | 1,315,474 | +43%
Engagements | 56,935 | 65,574 | +15%

- Facebook generated 1.3M impressions and over 65K engagements in June.
- The most reached demographic on Facebook was women aged 55+.
- Napa and Sacramento were the largest audience, followed by Los Angeles.
FACEBOOK TOP POSTS

- Top Facebook posts featured outdoor scenic views and lodging in Downtown Napa.

- The top post by lifetime engagements featured a Napa gondola summer ride.

- The average engagement rate (ER) across Facebook posts was an impressive 4.6% (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 87K impressions and 1.9K engagements. There continued to be an increase in audience growth as well, gaining 141 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>May</th>
<th>June</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>39,078</td>
<td>39,198</td>
<td>+0.3%</td>
</tr>
<tr>
<td>Impressions</td>
<td>86,930</td>
<td>87,494</td>
<td>+0.64%</td>
</tr>
<tr>
<td>Engagements</td>
<td>1,951</td>
<td>1,952</td>
<td>+0.05%</td>
</tr>
</tbody>
</table>

![Audience and engagement chart]

(Data: May vs June, Audience: 39,078 vs 39,198, +0.3%, Impressions: 86,930 vs 87,494, +0.64%, Engagements: 1,951 vs 1,952, +0.05%)
• Top posts featured new in Napa, happy hours and shopping.

• The top post featuring the new Napa ArBaretum generated 351 engagements and a 5.4% 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.
TWITTER OVERVIEW

- Twitter content promoted summer seasonal offerings and events in Downtown Napa.
- There was an increase of engagement rate per impression this month to 3.4% an increase of 39% MoM.
- Twitter will continue to be utilized as a secondary platform.

<table>
<thead>
<tr>
<th>Data</th>
<th>May</th>
<th>June</th>
<th>MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>28,197</td>
<td>28,199</td>
<td>+0.1%</td>
</tr>
<tr>
<td>Impressions</td>
<td>7,506</td>
<td>4,207</td>
<td>+42%</td>
</tr>
<tr>
<td>Engagements</td>
<td>180</td>
<td>143</td>
<td>-20%</td>
</tr>
</tbody>
</table>
TWITTER TOP POSTS

- Scenic outdoor content followed by unique dining and new offers in DoNapa remained among the top posts.

- Engagement rates averaged around 4%.

- Augustine will continue to promote seasonal content, blogs and events in Downtown Napa.
Augustine continued to create California Now Stories on the Visit California platform.

The Pride Month Story generated 816 impressions and an interaction rate of 36% (benchmark 34%).

Overall, Downtown Napa’s CA Now Stories saw 20K impressions, an interaction rate of 64% (average is 32%) and a completion rate of 43%.
CUSTOM SOCIAL VIDEOS

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

• The Welcome Center Instagram Reel generated 4.8K video views and 200 engagements.

• Video content will promote unique offerings in Downtown Napa.
• During the month of June, the paid media campaign generated more than 1.3 million Impressions, 29K clicks to the site and an average of 2.14% CTR (average paid media CTR is 0.9%) across all channels.

• Search CTR slightly decreased this month to 12.69% (industry average is 4.68%) and Facebook garnered the most impressions at 1.3M.

• The top performing creative this month was the Arts/Entertainment Single Video-Updated URL, driving 19,225 site visits.

Source: Basis Dashboard
WINE TASTING ROOM CAPITAL OF THE WORLD

The Facebook Wine Tasting Capital of the World campaign generated 799K Impressions, 5.2K clicks to the site and an average of 0.48% CTR (average paid media CTR is 0.9%) across all channels.

Search CTR generated 7.90% (industry average is 4.68%) and generated 17K impressions and 1.3K clicks.

The top performing creative this month was the slideshow video driving 2,045 site visits.

New video assets were developed and launched for social efforts in late June. We hope to see metrics rise in July with these new assets.

Source: Facebook Ads Manager
WINE TASTING ROOM CAPITAL OF THE WORLD
WINE TASTING ROOM CAPITAL OF THE WORLD

With over 55 walkable tasting rooms, Downtown Napa is the world's best destination to enjoy boutique and highly acclaimed wines.

Uncork your wine taster type with this quick quiz from Downtown Napa, the Wine Tasting Room Capital of the World.

Learn more at donapa.com.
WEBSITE OVERVIEW
**WEBSITE ANALYTICS: VISITORS AND SESSIONS**

- Traffic had an increase this month by 18.6% most likely as a result of the Wine Tasting Room Capital of the World campaign.
- Page sessions increased by 19.2%. Traffic was even throughout the month, with slight spikes when enewsletters were sent.
- There were over 50.4K visitors with an average session duration of 1:15 (industry average is 1:00 – 1:30).

**Source:** Google Analytics June 1 – June 30

---

<table>
<thead>
<tr>
<th><strong>Users</strong></th>
<th>50,421</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Users</strong></td>
<td>48,321</td>
</tr>
<tr>
<td><strong>Sessions</strong></td>
<td>60,056</td>
</tr>
<tr>
<td><strong>Number of Sessions per User</strong></td>
<td>1.19</td>
</tr>
<tr>
<td><strong>Pageviews</strong></td>
<td>88,207</td>
</tr>
<tr>
<td><strong>Pages / Session</strong></td>
<td>1.47</td>
</tr>
<tr>
<td><strong>Avg. Session Duration</strong></td>
<td>00:01:15</td>
</tr>
<tr>
<td><strong>Bounce Rate</strong></td>
<td>82.22%</td>
</tr>
</tbody>
</table>

**Users**
- 18.57%
- 50,421 vs 42,525

**New Users**
- 17.18%
- 48,321 vs 41,237

**Sessions**
- 19.16%
- 60,056 vs 50,398

**Number of Sessions per User**
- 0.50%
- 1.19 vs 1.19

**Pageviews**
- 16.20%
- 88,207 vs 76,907

**Pages / Session**
- -2.48%
- 1.47 vs 1.31

**Avg. Session Duration**
- -7.34%
- 00:01:15 vs 00:01:21

**Bounce Rate**
- 2.46%
- 82.22% vs 80.25%
• California continues to bring in the most traffic to the website (87.7%).

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

• Website visitors from Napa spent the most time on page at 3:04. For out-of-state audiences, users from Illinois were the most engaged with the website at 4:07.

Source: Google Analytics June 1 – June 30
WEBSITE ANALYTICS: WEBSITE EVENTS

- During the month of June there was an increase of total events by more than 8.3%, which means the Wine Tasting Room Capital of the World launched during this month have had a strong effect on online lead generation.

- Top searched for properties included The Archer, Embassy Suites and Stanly Ranch.

Source: Google Analytics June 1 – June 30
WEBSITE ANALYTICS: DEVICE

- Mobile continues to be the top device for conversions in June with 87% of total users.
- Mobile also brought in the most users at 43,835.

Source: Google Analytics June 1 – June 30
In June, the top visited page was the Home page followed by the What to Do page.

The Wine Tasting Room Capital of the World campaign page had the highest average time on page (4:11), followed by the Forget Zoom Back a Room page (2:44).

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

Source: Google Analytics June 1 – June 30
### WEBSITE ANALYTICS: CHANNEL PERFORMANCE

<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Goal Conversion Rate</th>
<th>Goal Completions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50,421</td>
<td>48,331</td>
<td>60,056</td>
<td>82.22%</td>
<td>1.47</td>
<td>00:01:15</td>
<td>2.27%</td>
<td>1,362</td>
</tr>
<tr>
<td>% of Total: 100.00% (50,421)</td>
<td>% of Total: 100.02% (48,331)</td>
<td>% of Total: 100.00% (60,056)</td>
<td>82.22% Avg. for View: 0.06% (0.00%)</td>
<td>1.47 Avg. for View: 1.47 (0.00%)</td>
<td>00:01:15 Avg. for View: 0.11:15 (0.00%)</td>
<td>2.27% Avg. for View: 2.27% (0.00%)</td>
<td>1,362 % of Total: 100.00% (1,362)</td>
<td></td>
</tr>
<tr>
<td>1. Display</td>
<td>22,438 (44.09%)</td>
<td>21,021 (43.49%)</td>
<td>25,663 (42.73%)</td>
<td>86.26%</td>
<td>1.35</td>
<td>00:00:47</td>
<td>1.31%</td>
<td>337 (24.74%)</td>
</tr>
<tr>
<td>2. (Other)</td>
<td>15,490 (30.44%)</td>
<td>15,298 (31.65%)</td>
<td>19,413 (32.32%)</td>
<td>97.81%</td>
<td>1.03</td>
<td>00:00:03</td>
<td>0.13%</td>
<td>26 (1.91%)</td>
</tr>
<tr>
<td>3. Organic Search</td>
<td>7,879 (15.48%)</td>
<td>7,403 (15.32%)</td>
<td>9,134 (15.31%)</td>
<td>51.36%</td>
<td>2.40</td>
<td>00:04:05</td>
<td>6.88%</td>
<td>583 (42.80%)</td>
</tr>
<tr>
<td>4. Direct</td>
<td>3,466 (6.81%)</td>
<td>3,411 (7.06%)</td>
<td>3,950 (6.58%)</td>
<td>67.39%</td>
<td>1.90</td>
<td>00:03:11</td>
<td>6.35%</td>
<td>251 (18.43%)</td>
</tr>
<tr>
<td>5. Referral</td>
<td>1,306 (2.57%)</td>
<td>897 (1.86%)</td>
<td>1,510 (2.51%)</td>
<td>44.97%</td>
<td>2.20</td>
<td>00:02:30</td>
<td>9.21%</td>
<td>129 (10.21%)</td>
</tr>
<tr>
<td>6. Social</td>
<td>282 (0.55%)</td>
<td>269 (0.56%)</td>
<td>306 (0.51%)</td>
<td>61.44%</td>
<td>1.96</td>
<td>00:01:38</td>
<td>8.17%</td>
<td>25 (1.84%)</td>
</tr>
<tr>
<td>7. Email</td>
<td>32 (0.06%)</td>
<td>31 (0.06%)</td>
<td>79 (0.13%)</td>
<td>43.04%</td>
<td>2.09</td>
<td>00:00:12</td>
<td>1.27%</td>
<td>1 (0.07%)</td>
</tr>
</tbody>
</table>

- Display brought the most traffic in June with more than 22K visitors.
- Organic Search users had a healthy time on page of over 4 minutes.

Source: Google Analytics June 1 – June 30
WEBSITE ANALYTICS: REFERRALS

- The top referral source was Visit Napa Valley.
- Other referral sources included Localhood (CA Now Travel Stories) and Facebook.
- Instagram was the owned channel that brought in the most engaged users at 4:23 average time on page.

Source: Google Analytics June 1 - June 30
### WEBSITE ANALYTICS: ORGANIC SEARCH PERFORMANCE

<table>
<thead>
<tr>
<th>May 2022 vs June 2022</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Where To Stay Viewed (Goal 1 Conversion Rate)</th>
<th>Where To Stay Viewed (Goal 1 Completions)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.56%</td>
<td>0.71%</td>
<td>2.02%</td>
<td>6.05%</td>
<td>7.15%</td>
<td>11.51%</td>
<td>0.56%</td>
<td>1.45%</td>
</tr>
<tr>
<td></td>
<td>7,879 vs 7,835</td>
<td>7,403 vs 7,351</td>
<td>9,134 vs 8,953</td>
<td>51.36% vs 54.66%</td>
<td>2.40 vs 2.24</td>
<td>00:04:05 vs 00:03:40</td>
<td>3.05% vs 3.07%</td>
<td>279 vs 275</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>June 2021 vs June 2022</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Where To Stay Viewed (Goal 1 Conversion Rate)</th>
<th>Where To Stay Viewed (Goal 1 Completions)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5.49%</td>
<td>7.54%</td>
<td>6.87%</td>
<td>2.82%</td>
<td>10.36%</td>
<td>4.71%</td>
<td>51.02%</td>
<td>47.65%</td>
</tr>
<tr>
<td></td>
<td>7,879 vs 7,469</td>
<td>7,403 vs 6,884</td>
<td>9,134 vs 8,547</td>
<td>51.36% vs 49.95%</td>
<td>2.40 vs 2.58</td>
<td>00:04:05 vs 00:04:17</td>
<td>3.05% vs 6.24%</td>
<td>279 vs 533</td>
</tr>
</tbody>
</table>

- Organic Search traffic metrics increased this month when compared to May.
- Compared to 2021, there was an increase of 5.50% in organic traffic.

Source: Google Analytics June 1 – June 30
WEBSITE ANALYTICS: SEO KEYWORDS

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Position</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Napa</td>
<td>6</td>
<td>30K</td>
</tr>
<tr>
<td>Downtown napa</td>
<td>1</td>
<td>3.8K</td>
</tr>
<tr>
<td>Napa downtown</td>
<td>1</td>
<td>1.2K</td>
</tr>
<tr>
<td>Restaurants downtown napa</td>
<td>1</td>
<td>4K</td>
</tr>
<tr>
<td>Napa Table</td>
<td>1</td>
<td>133</td>
</tr>
<tr>
<td>ArBaretum Napa</td>
<td>3</td>
<td>936</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: Google Search Console  June 1 – June 30
WEBSITE ANALYTICS: SEO KEYWORDS

Top Visited Pages | Links
--- | ---
Home Page | 3.8K
Tasting Rooms | 1.1K
Restaurants | 227
Lighted Art Festival | 848
Where To Stay | 240

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.

Source: Google Search Console  June 1 – June 30
**Plan Your Pride Month with Downtown Napa**

- Posted: 6/1
- Page Views: 260
- Avg. Time on Page: 8:29

Plan Your Pride Month with Downtown Napa

Napa is proud of our long history celebrating LGBTQ Pride Month every June. Our city-wide pride...

**Sip Well, Be Well in Downtown Napa**

- Posted: 6/3
- Page Views: 163

Sip Well, Be Well in Downtown Napa

Wine and wellness pair perfectly in Downtown Napa. One naturally accompanies the other in the Wine...
Fun and Food is Yours at Downtown Napa Happy Hours

• Posted: 6/28

• Page Views: 48

• Avg. Time on Page: 2:13
Winning Subject Line: Celebrate Pride Events in Downtown Napa

Sent: 6/3/22

Open Rate: 37.1%
List Average: 14.4%
Industry Average: 15.3%

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

Top Links:
- Pride Events Blog: 82 clicks
- Homepage: 35 clicks
- Wine Tasting Room Capital of the World Page: 34 clicks
**Winning Subject Line:** Happenings and Happy Hours in Downtown Napa

**Sent:** 6/30/22

**Open Rate:** 39.8%
- List Average: 14.4%
- Industry Average: 15.3%

**CTR:** 2.2%
- List Average: 1.3%
- Industry Average: 1.6%

**Top Links:**
- Events: 120 clicks
- Happy Hours Blog: 104 clicks
- Wine Tasting Room Capital of the World Page: 27 clicks
PUBLIC RELATIONS OVERVIEW
MEDIA RELATIONS UPDATES

Proactive Pitch Angles:
• Wine Tasting Room Capital of the World
• Bike-Friendly U.S. Destinations
• Romantic California Getaways
• Fall Wine
• Pet-Friendly Travel
• Best Places to Travel
• Arts + Architecture

Media Conversations:
• Forbes, AAA Magazine, Visit California, Hemispheres, ELITE, TravelAge West, Upscale Living Magazine and Condé Nast Traveler
**Earned Media Results**

- **Secured Clips:** 10
- **Est. Digital Monthly Visits:** 22.3M
- **Est. Digital Coverage Views:** 66K

Coverage featured new restaurants and wine tasting rooms, things to do in Downtown Napa, best train trips to take across America, where to taste and stay in Wine Country this summer.


Where To Taste And Stay In Wine Country This Summer

*Forbes Travel Guide*

This downtown hotel has a rooftop bar. Credit: Archer Hotel Napa

Stay: Archer Hotel Napa

Wine country itineraries often neglect downtown Napa, but it's a worthy destination with plenty to offer. Stay at this *Forbes Travel Guide* recommended hotel in the heart of the action. It is a hopping hot spot with a ground-floor restaurant from chef Charlie Palmer and a rooftop bar that's a place to see and be seen. There's also a rooftop spa and deck with a shallow pool (perfect for cooling off on a hot summer day). The best thing about the Archer? Tasting rooms abound in downtown Napa, so you can enjoy wine without driving anywhere.
San Francisco Chronicle

After a yearlong hiatus, Napa’s most eclectic restaurant reopens next week in a new space

Kitchen Door opened in 2014 at Oxbow Public Market. It started as a passion project from the founders of Napa’s Michelin-starred Martini House in St. Helena — most notably, chef Todd Humphries — which closed in 2010. The goal for Kitchen Door was to create a gathering place for the Napa community, especially local chefs. “We tried to create something from what we, industry people, like to eat before and after our shift,” said co-founder Richard Miyashiro.

AFAR

Where to Go Winetasting in Napa Valley

Family-owned wineries

BROWN

Established in 1996, Brown is family run and the only black-owned winery in Napa Valley. Cabernet may be king in this region, but Brown is mainly known for its bright sauvignons (although it has a couple of cabernets as well). The winery itself, which is just down the road from Nickel & Nickel in Chile Valley, is close to the public, but its comfortable and stylish tasting room is certainly located in downtown Napa, making it a great first or last stop on your wine tour.

COVERAGE HIGHLIGHTS

Where to Honeymoon in Downtown Napa

Napa gets a thrilling new cocktail bar, plus 9 other notable Wine Country developments

San Francisco Chronicle

The Napa Valley Distillery has opened a new cocktail bar in downtown Napa, and the small, narrow space has quickly become a hot spot for happy hour and late-night drinks. Cleverly named the Arbutus, the art-deco lounge is clad in gnamery to evoke an arbutus tree and serves more than a dozen Instagrammable cocktails — six of which are gin-based — like the San Roma (Napa Valley Distillery gin, chartreuse, blueberry, lime, demerara sugar and sparkling elderflower soda). There’s also a small selection of food on offer, like a treed sausage plate and Meatloaf pizza.

The A-List of Travel

LUXURY TRAVEL MAGAZINE

Where to Honeymoon in Downtown Napa

Napa finally gets a dedicated cocktail bar

The Napa Valley Distillery has opened a new cocktail bar in downtown Napa, and the small, narrow space has quickly become a hot spot for happy hour and late-night drinks. Cleverly named the Arbutus, the art-deco lounge is clad in gnamery to evoke an arbutus tree and serves more than a dozen Instagrammable cocktails — six of which are gin-based — like the San Roma (Napa Valley Distillery gin, chartreuse, blueberry, lime, demerara sugar and sparkling elderflower soda). There’s also a small selection of food on offer, like a treed sausage plate and Meatloaf pizza.

1149 First St, Napa, napavalleydistillery.com
COVERAGE HIGHLIGHTS

10 Things To Do In Napa That Have Nothing To Do With Wine

Olive Oil Market is a list of all the best things to do in Napa. With most visitors working daily, the market is open throughout the week. Visiting the Olive Oil Market is a must-see on the itinerary! Great spots to explore the downtown, offering mouth-watering delicacies at a modest price makes it an ideal place for families and friends to dine together. Guests can also spend their day tasting olive oil from the vendors, buying unique handmade souvenirs, and exploring different stalls.

The new Auberge resort offers easy access to popular locales in both Napa and Sonoma.

Where To Taste And Stay In Wine Country This Summer

This downtown hotel has a rooftop bar. Credit: Archer Hotel Napa

Stay: Archer Hotel Napa

Wine country itineraries often neglect downtown Napa, but it’s a worthy destination with plenty to offer. Stay at this Forbes Travel Guide Recommended hotel in the heart of the action. It is a happening hot spot with a ground-floor restaurant from chef Charlie Palmer and a rooftop bar that’s a place to see and be seen. There’s also a rooftop spa and deck with a shallow pool perfect for cooling off on a hot summer day. The best thing about the Archer is the Tasting rooms abound in downtown Napa, so you can enjoy wine without driving anywhere.

10 Top-Rated Wineries In Napa For The Ultimate Wine-Tasting Experience

Diversity is something the wine business in California has embraced to the core. Part of the wineries that are a result of this diversity is što Kuna Clasit, a family-owned business in Napa Valley. This winery has one of the most elegant tasting rooms in downtown Napa. Tasters are required to make reservations before visiting. Make a date with this firm’s delicious because it’s worth the experience.

9 Incredible Train Trips To Take Across America

The Napa Valley Wine Train

Near Napa, Winery Tours in Napa, California. Tickets sold through Travelzoo. travelzoo.com
• San Francisco Chronicle – After a yearlong hiatus, Napa’s most eclectic restaurant reopens next week in a new space
• Kstati Russian American News and Views – Napa Downtown
• San Francisco Chronicle – Napa gets a thrilling new cocktail bar, plus 9 other notable Wine Country developments
• AFAR – Where to Go Winetasting in Napa Valley
• Luxury Travel Magazine – Where to Honeymoon in Downtown Napa
• Sonoma Magazine – Peek Inside Napa's Latest Luxury Resort Stanly Ranch
• WorldAtlas – 9 Incredible Train Trips to Take Across America
• TheTravel – 10 Things To Do In Napa That Have Nothing To Do With Wine
• TheTravel - 10 Top-Rates Wineries In Napa For The Ultimate Wine-Tasting Experience
• Forbes Travel Guide – Where To Taste And Stay In Wine Country This Summer
INDUSTRY INSIGHTS
According to Allianz Partners USA’s 14th Annual Vacation Confidence Index, roughly one in three Americans (32 percent) report that they’re ‘revenge traveling’ in 2022, unabashedly taking those vacations they were forced to miss out on during the pandemic. The report also found that 71 percent of Americans feel they desperately need a vacation this year, despite the fact that 43 percent admit they can’t really afford one. Especially amid record inflation and costs of living that are continuing to rise. (Travel Pulse, "Americans Are Set on Revenge Traveling Despite Soaring Costs")

Forty-eight percent of American travelers want to return to a destination they’ve visited in the past. The desire to return to a previously visited destination could be from the sense of familiarity and comfort that comes with it. If a traveler is returning to traveling abroad for the first time this year after the pandemic, they might be more comfortable with planning a shorter trip to a destination they know and love, rather than taking a deep dive into an unfamiliar place. (Travel Pulse, "Americans’ Top Post-Pandemic Travel Priorities")

Forty-six percent of respondents reported that they want their travel to provide more unique experiences. Unique experiences can range from booking tours to lesser-known destinations or excursions to places not many know about, to taking part in voluntourism activities or being immersed in local culture. (Travel Pulse, "Americans’ Top Post-Pandemic Travel Priorities")

"Bleisure" sees travelers increasingly combine elements of business and leisure travel into a single trip. We feature directional data on this emerging trend in our Q1 Travel Trend Report, which shows that searches for “business friendly” lodging increased 65% from January to March, and how families continued to take “flexcations” during the quarter, reflected in Vrbo data that shows longer, 21-30-day stays, increased by nearly 70%. (Expedia, "Q1 Travel Trend Report")
COMING UP

• Implement FY22/23 marketing plan programs and tactics.
• Continue to optimize Wine Tasting Capital of the World campaign and other creative campaigns.
• Qualify potential media and influencer partners for FAM Tours.
• 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.
• Coordinate media opportunity with Visit CA for SF Media Reception.
• 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!