

VISIT
NAPA
VALLEY

FISCAL YEAR
2019 METRICS



EXECUTIVE SUMMARY

In Fiscal Year 2019, Visit Napa Valley drove desire for visitation to the region through a robust mix of broad reach and narrow-casting strategies across paid, owned, earned, direct, trade and local channels.

Visit Napa Valley's overall paid media plan delivered 96.9 million impressions to potential visitors, an increase of 7.5% YoY. More than 2 million visitors use our website to find inspiration and helpful planning tips, while traditional earned media continue to spread the word, in upwards of 1.3 billion impressions, globally.

Visit Napa Valley engaged in a variety of direct sales efforts designed to reach the meeting planner and travel trade audiences. Group sales represented the valley at more than 15 events, resulting in a 16.9% increase YoY in total group room-nights booked. Travel trade continues to strengthen the Napa Valley message and was voted the #1 webinar in December by more than 150 Virtuoso luxury travel agents.

On a local level, Visit Napa Valley continues to generate increased awareness of, and appreciation for, the tourism industry's significant economic, cultural and social benefits to the community. We celebrated National Travel & Tourism Week in May and launched Tourism Gives Back within the community, with more than 140 lodging industry volunteers from 20 properties supporting Vine Trail clean up and Bike to Work Day.

Visit Napa Valley, with Destination Analysts, released the 2018 Visitor Profile & Economic Impact reports. Results show overnight guests grew 2.5 times more than day-trip visitors and direct visitor spending outpaced growth almost two times since 2016, supporting Visit Napa Valley's key objective to strategically manage tourism in the Napa Valley.

PAID	OWNED	EARNED	GROUP SALES	TRAVEL TRADE
Delivered a total of 96.9M impressions	2.0M annual visits to VisitNapaValley.com	Received more than 1.3 billion media impressions	199 direct leads, up 18% YoY	1,274 travel trade partner referrals, up 9% YoY
412.3K clicks to the website	Organic traffic up 25% YoY	Hosted 73 visiting journalists	26,707 total room nights booked, 16.9% increase YoY	Attended 7 international sales missions in 8 countries
Resulting in 346.2K site sessions	More than 411K partner referrals from the website, up 11% YoY		Attended 8 events with 49 partners	VNV hosted 16 FAM groups from 18 countries
	47.1M impressions on social media			
PARTNERSHIPS	WELCOME CENTER	COMMUNITY	INDUSTRY	
VNV welcomed 38 new partners in FY19 out of 406 total	Assisted more than 105K visitors	Tourism Gives Back had more than 140 lodging industry volunteers from 20 properties clean up the Vine Trail and support Bike to Work Day	Supported an education campaign for Workforce Housing , resulting in voters passing five out of the six ballot measures.	
Brand Partnerships: BHLDN resulted in 2M website views	Recognized by TripAdvisor with the 2019 Certificate of Excellence award.			
Serena & Lily delivered 6.2M social media impressions		National Travel & Tourism week campaign delivered 489.2K impressions and 1.8K site sessions	VNV released the data from the 2018 Visitor Profile & Economic Impact Reports	

MARKETING

PAID



A layered media campaign was developed to generate awareness of the Napa Valley among ultra-luxury and aspirational travelers, inspiring qualified travelers through a combination of digital media and print.

Top Results:

MEDIA LAYER (FY19)	IMPRESSIONS	CLICKS	CTR	SESSIONS
Impact	35.6M	45.5K	0.13%	9.2K
Engage	27.9M	45.4K	0.16%	28.2K
Foundational	26.4M	305.5K	1.16%	303.5K
Group	7.0M	15.8K	0.22%	5.3K

FY19	IMPRES-SIONS	YoY CHANGE	CLICKS	YoY CHANGE	CTR	YoY CHANGE	SESSIONS	YoY CHANGE
Total	96.9M	+8%	412.3K	-7%	0.43%	-12%	346.2K	-11%

*The advertising buy varies each year and overall FY19 impressions delivery was up YoY due to strategic shifts in the media buys within the Impact and Engage layers. That increase in overall impressions, drove clicks, CTR and session percentages down.

HIGHLIGHTS FROM CAMPAIGNS

- The paid media campaign delivered 96.9M impressions and 346.2K site sessions lasting an average of 01:14 in duration.
- More than 93% of sessions from the digital campaign were new visitors demonstrating the campaign's ability to inspire prospective travelers to explore more about the Napa Valley.

IMPACT

- Visit Napa Valley's partnership with AFAR evolved in year three, bringing the Maker's series of the past two years to life via a custom in-destination experience.
 - The event itself was promoted through in-book and online media, delivering 7.1M impressions and resulting in 42 attendees.
- Additionally, an influencer and digital program with Architectural Digest included custom content developed through the eyes of Sarah Bartholomew, an interior design influencer and promoted through Instagram and native ad units.
 - Readers spent an average of 04:23 with the influencer custom content article, with a total of 11.2K page views.
 - Sarah Bartholomew shared her Napa Valley experience through her Instagram story, reaching 25.5K users, with over 1.4K qualified users clicking through to the site.

ENGAGE

- To reach aspirational audiences and inspire travel, a combination of video, display and native ads reached prospective travelers.
- A new video and itinerary was added to the Napa Valley CabCab content series featuring a more rustic, off the beaten path experience.
 - Refinery29, a publisher known for reaching Millennials, was added as a partner in FY19 to distribute CabCab content, delivering over 911K video views.
 - Facebook/Instagram and YouTube strategy of serving audiences short-form 'teaser' CabCab videos and re-targeting with longform versions has proved successful, with higher longform video completion rates.

FOUNDATIONAL

- The Foundational layer of the campaign provides annual exposure and is supported through social media, display and search tactics.
 - 'Always On' social tactics delivered a stronger overall CTR YoY at 0.56% .
 - Search continued to reach an increasingly interested audience, driving a 02:28 TOS and 15.7K partner referrals from the site .
 - Instagram Stories, while not positioned as a traffic driving drove a strong CTR of 0.39% in their inaugural year.

GROUP

- A strategic shift to focus more on digital tactics resulted in increased engagement for the group campaign.
 - Overall Group TOS is 00:19, a 46% increase YoY, indicating a qualified audience reached through new strategies and tactics.
 - LinkedIn elicited a strong response with a CTR of 0.59% resulting in 1.3K site sessions.
- In February, new creative for the group layer was launched that focused on the spirit of collaboration and ways meeting planners can #CrushThatMeeting.

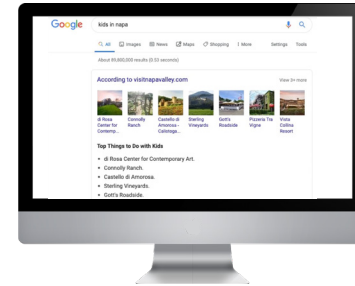
INTERNATIONAL

- We partnered with San Francisco Travel to run international marketing and content in China.
 - CTrip resulted in a 109% YoY increase in room nights booked. Napa Valley digital banners generated the highest CTR at .24% in phase 2, which produced more than 9.6 million impressions.
- In June, VNV launched our own WeChat channel, directing content to our translated Napa Valley page on San Francisco Travels international website.

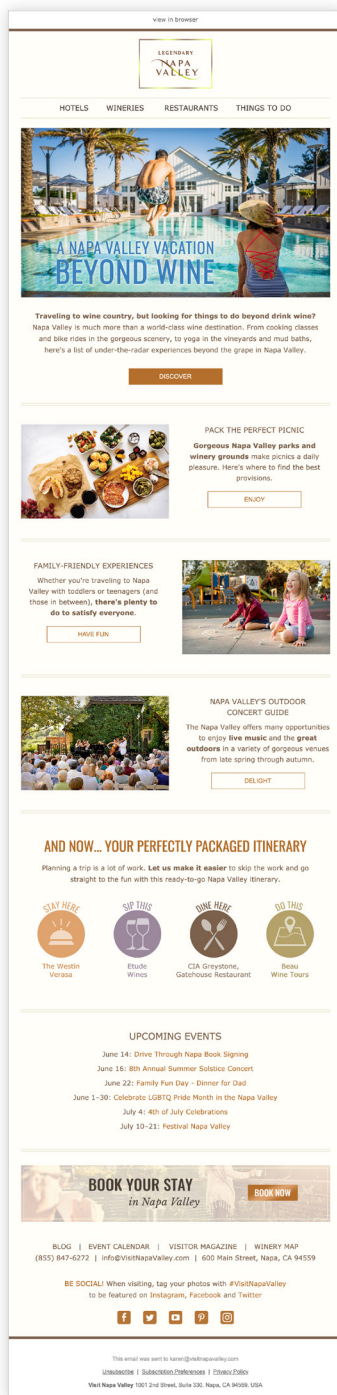
OWNED

WEBSITE ENHANCEMENTS

METRICS (FY19)	RESULTS	YoY CHANGE
Total Visits	2,044,634	+5%
Unique Visitors	1,477,049	+5%
Page Views	4,661,633	+10%
Partner Referrals	411,026	+11%



- VisitNapaValley.com navigation was redesigned with convenience in mind. Desktop users are now able to navigate to sections of the website effortlessly. Our mobile layout remains the same for optimal use.
- Additionally, the listings, events and offers were upgraded throughout the site, for a better user experience, including easily accessible filters and quick view options.
- Organic traffic increased by 25%, thanks in part to our efforts to have several pages appear in Google featured snippets, including the kid-friendly and airports pages.
- New or updated content pages (separate from the blog) include:
 - Kid-Friendly
 - Michelin Rated Restaurants
 - Napa Valley Welcome Center
 - Things to Do Besides Wine Tasting
 - Travel Trade
 - Your Winery Personality
 - Meetings
 - Splurge & Save Itinerary
 - Weddings
 - Beer & Spirits
 - Press Clips
 - Industry Microsite



EMAIL MARKETING

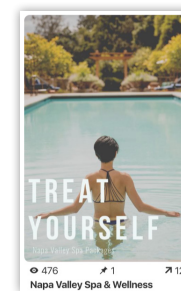
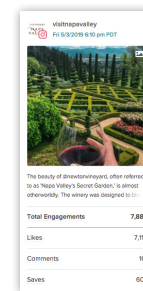
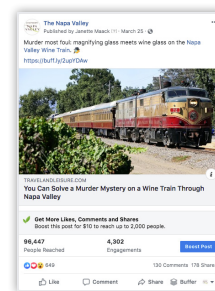
METRICS (FY19)	RESULTS	YoY CHANGE*
Total distribution (15 emails)	562,254	-34%
Average Open Rate	20.65%	+21%
Average CTR	1.36%	-17%

*Statistics comparing YoY are down because of a subscriber list cleanup. An email segment strategy is being deployed to increase the CTR moving forward.

- Email enhancements:
 - In FY19 fifteen leisure consumer e-newsletters (including seasonal segmented newsletters) were distributed to opt-in subscribers.
 - The top-performing email was in June, resulting in 23.08% open rate and 2.14% click-through rate.
 - Total consumer email clicks have accounted for 7,110 referrals to VisitNapaValley.com.
 - A new Founders Circle partner benefit was launched, featuring businesses in an itinerary for the month, titled "The Perfectly Packaged Itinerary".
 - Since its launch it has ranked within the top four clicks of each email.
 - A Welcome drip campaign was launched along with a Preference Center, allowing us to segment the contact list.

SOCIAL MEDIA

- VNV's social media posts accounted for 110,267 referrals to VisitNapaValley.com and more than 47,142,832 impressions throughout the channels.



CHANNEL (FY19)	FOLLOWING	YoY CHANGE	ENGAGEMENT	YoY CHANGE
Facebook	150,158	+3%	99,929	-31%*
Instagram	92,483	+27%	547,803	+30%
Twitter	29,219	+2%	14,651	-5%
Pinterest	5,697	+100%	NA	NA
#VisitNapaValley	NA	NA	494,481	+64%

*Platform Trends: Overall Facebook has lost a significant number of active users, an 8% decline YoY for the first time in the platform's history. The increase in Instagram engagement mirrors the decrease in Facebook engagement, suggesting many of our followers are migrating to Instagram. Instagram feed engagement is declining with increased competition for brand share and channels. Facebook has seen younger users migrate away and active users declined for the first time ever. Facebook also changed algorithms on both platforms requiring an increase in paid efforts to see the same engagement.

- Social enhancements:
 - We have capitalized on Instagram Stories growing popularity and reach, utilizing new branded design templates and weekly/seasonal themes.
 - A fresh Facebook content strategy was implemented, utilizing a more diverse mix of press articles, UGC content, and owned website content. Google Posts is a new social initiative and has been successful in increasing the reach and visibility of the brand on Google search.
 - Since the launch in September, VNV posts on Google have garnered nearly 1M impressions.
 - TripAdvisor's Travel Feed is a social platform for sharing photos, itineraries, articles, and more. Visit Napa Valley has launched an official profile and will utilize the platform regularly to reach more visitors interested in learning about how to plan their trip to Napa Valley.

NAPA VALLEY VISITOR MAGAZINE



- Visit Napa Valley launched the 2019 Napa Valley Visitor Magazine with new publishers, Destination Creative Group (DCG) in February 2019.
- The new magazine features the destination with stunning images, beautifully crafted editorial, and engaging ways to educate the visitor on the Napa Valley experience.
- 65,000 copies of the 2019 magazine will be distributed during the calendar year, both in the Napa Valley (60%) and throughout the US (40%).

BRAND PARTNERSHIPS

- BHLDN
 - In March, VNV collaborated with Anthropologie's wedding brand, BHLDN, and five millennial influencers to profile Napa Valley as an ideal destination for weddings.
 - BHLDN's audience is millennial women ages 25 to 36, with 60% having an annual household income of \$100k.
 - BHLDN's 'behind the scenes' social photos garnered 959,569 impressions, 55,377 likes, and 2,185 comments, along with 321 stories.
 - The second wave of the BHLDN brand partnership launched April 15. It included the homepage feature, dedicated landing page, email and social posts full of Napa Valley wedding inspiration.

- BHLDN has 1M followers across their social channels and website views upwards of 2M sessions a month.



- Serena & Lily
 - In June, VNV partnered with Serena & Lily on an influencer photoshoot showcasing the Serena & Lily lifestyle in locations throughout the valley.
 - Serena & Lily's audience is women ages 35 to 45, with an annual household income of 200k+.
 - The Instagram campaign resulted in 27 permanent IG posts which garnered 218,031 likes, 2,651 comments, and 6,260,747 media impressions, along with 275 stories.
 - The giveaway portion of the campaign resulted in the collection of 4,500 email addresses.



EARNED

In FY19, the Media Relations team hosted 73 visiting journalists in the Napa Valley, drafted and distributed 15 press releases and sent 151 media leads. The Napa Valley received more than 1.3 billion media impressions.

MEDIA EVENTS

MEDIA EVENT	TRAVEL WRITERS ATTENDED/APPOINTMENTS
Virtuoso Media Reception	30+
VCA Canada Media Mission	115+
SFT New York Media Reception	35+
Safeway Open	10+
SFT Los Angeles Media Dinner	30+
IPW Trade Show	40+
IPW FAM	15+

MEDIA COVERAGE HIGHLIGHTS

- **Architectural Digest online** – “The Top 20 Places to Travel in 2019”
 - As part of a roundup story, Napa Valley is highlighted as a top destination. Featured partners include The Francis House, The Villa at the Estate, and Ashes & Diamonds.
 - Unique Monthly Visitors: 1,496,746.
- **Wall St. Journal** – “An Insider’s Guide to Napa Valley - 100% Cliche-Free”
 - Featured partners include Meadowood; Charter Oak; Oenotri; Blue Note; Oxbow Public Market; Miminashi; Sky & Vine; CIA at Copia; and Napa Valley Bike Tour.
 - Circulation: 1.2 million

- **LA Times** – “The Top 20 Places to Visit in 2019”
 - Featured partners include Vista Collina; Archer Hotel Napa; and Francis House.
 - Circulation: 690,870; UMV: 17 million.
- **Town & Country** – “The Best Places to Travel in 2019”
 - Featured partners include Charter Oak and Francis House.
 - Circulation: 480,215; UMV: 3+ million.
- **Travel + Leisure** – “Why Cabernet Season is the Best Time to Take a Napa Valley Road Trip”
 - Featured partners include Blue Note; CIA at Copia; Sky & Vine; Paper Napan Walkabouts; JCB Tasting Salon; Stewart Cellars; Redd Wood; Auberge du Soleil; Calistoga Motor Lodge & Spa and Solbar.
 - Circulation: 962,488; UMV: 2.5 million.
- **AFAR** – “How to Explore Napa Valley Without Driving”
 - Featured partners include Platypus Tours; Domaine Chandon; Paper Napan Walkabouts; Cliff Lede; Napa Valley Wine Train; Grgich Hills; Bouchaine; Napa Valley Bike Tours; Beau Wine Tours; and Quintessa.
 - Circulation: 275,000; UMV: 299,000.

GROUP SALES

SALES MISSIONS

FY19 MISSIONS	LOCATION(S)	PARTNERS ATTENDED	MEETING PLANNERS ATTENDED	LEADS GENERATED
Southern California	Irvine	6	40	5
Arizona	Scottsdale	4	28	11
Texas	Houston and Dallas	8	45	3
Illinois	Downtown Chicago & Rosemont	6	75	3

VNV TRADE SHOWS WITH PARTNERS

FY19 EVENTS	MARKET	APPOINTMENTS	PARTNERS ATTENDED	LEADS GENERATED
Incentive and Meetings Exchange (IMEX America)	Corporate, Corporate Incentive	120	7	6
California Society of Association Executives (CalSAE) Seasonal Spectacular	Association	12	7	12
MPINCC's Annual Conference	Corporate, Third Party	Flow	7	2
IPW	Travel Trade	144	4	Tour Operator Referrals

ADDITIONAL SALES EVENTS

- Cvent Connect, a lead sourcing platform—34 one-on-one appointments and met with an additional 15 planners. This event resulted in two leads, six prospects and 43 new contacts.
- Connect Marketplace, the premier hosted-buyer event—70 preset appointments and participation in keynote general sessions, planner/supplier round tables and quality networking events. The event resulted in three new leads and 5 prospects.
- SITE (Society of Incentive Travel Executives) Texas Road Show—included three events in Dallas, Austin and Houston, with 48 client exposures.

- In December, the group sales team attended the Chicago Holiday Showcase, MPI Holiday event, American Bar Association Holiday breakfast and hosted client dinner for 65 meeting planners as partners with San Francisco Travel. These events resulted in 458 client exposures and four leads.
- Incentive Live, with incentive & loyalty travel buyers—We participated in 22 pre-scheduled one-on-one appointments. The event resulted in two new leads.
- Destination California, Northstar Meetings Group hosted-buyer event for meeting planners looking to bring business to California—the team had 23 one-on-one appointments with meeting planners. The event resulted in two new lead and three prospects.

IN-MARKET ACTIVITIES & ENGAGEMENTS

- In October, the sales team hosted 21 of the top meeting planners from across the bay area at the 2018 Safeway Open as an appreciation for doing business in the Napa Valley.
- VNV toured new and updated hotels with top HelmsBriscoe planners in the city of Napa in November.
- VNV hosted an event at Hall Wines with 28 Texas meeting planners.
- A new group promotion ran January—April 2019, offering planners complimentary transportation to an offsite venue. The promotion resulted in two new bookings.
- In February, VNV launched a new group sales video, showing how the spirit of collaboration benefits attendees when holding meetings in the Napa Valley.
- VNV hosted 12 meeting planners in April in the Napa Valley for a two-day familiarization trip, showcasing more than 15 partners.
- In May, VNV hosted eight incentive meeting planners for a FAM trip throughout the valley, showcasing 13 partners.

TRAVEL TRADE

TRADE SHOWS & SALES MISSIONS

Visit Napa Valley's international reach is strengthened by our partnerships with Visit California and San Francisco Travel.

- Visit California

- U.K. Luxury Retreat – Sixteen product managers, representing the luxury travel trade, experienced a three day retreat, with several networking opportunities, a VNV destination presentation, Napa Valley wine, and one-on-one appointments.
- The Australia Sales Mission in August brought VNV to Auckland, Brisbane, and Sydney, resulting in an additional 443 direct travel trade contacts. Video presentations were also created for luxury operators: Magellan, Travel Counsellors, and Luxury Escapes.
- In October, VNV met with 279 travel trade representatives during the Canada Sales Mission, visiting four cities in five days.
- In December, VNV attended ILTM (International Luxury Travel Market) in Cannes, France. VNV conducted 45 one on one appointments, hosted a cocktail reception for 70, and attended a VIP reception with 120 agents and guests.

- In March, VNV attended the VCA Luxury Retreat meeting with 40 global luxury agents
- Travel trade visited Japan, Korea, and China in April, attending more than 20 events in four cities with more than 200 travel buyers.
- San Francisco Travel
 - A joint New York Sales Mission in October included 170 attendees, 68 from travel trade, for appointments and an evening networking reception.
 - VNV attended Delta Vacation University's Minneapolis trade show in September in partnership with San Francisco and Monterey CVB. Two breakout sessions were conducted with over 100 attendees at each.
 - VNV joined SFT on an add-on mission to Melbourne, Australia.
 - In January, VNV Travel attended a China Receptive event with 180 receptives, tour operators, MICE and meeting planners in LA.
- Other Trade Shows
 - GTM West—80 appointments with travel agents and four presentations .
 - Private Luxury Forum —50 appointments with travel agents.



- FAM Tours

- The VNV team welcomed 16 FAM groups from 18 countries and showcased Napa Valley to 174 tour operators and agents.

- United Airlines/Carlson Wagonlit
- VC UK/Ireland Super FAM
- Gate 7/Flight Centre Australia
- VC China Southern Wuhan
- VC France VIP/CAB
- Gourmet Wine Travel Switzerland
- VC India Receptive
- Holiday Architects UK
- US Virtuoso
- VC Australia Magellan
- VC Black Diamond UK/Ireland
- US GIFTED Travel Network FAM
- UK USAir Tour
- UK Eden Luxury
- IPW Post FAM
- UK Audley Travel

- Virtuoso

- In August, VNV attended Virtuoso Travel Week, the largest luxury trade show with several thousand agents in attendance. Over four days, VNV conducted nearly 300 appointments and hosted a private reception for 70 Travel Edge agents.

- In December, VNV hosted a Virtuoso training webinar to over 150 luxury agents. It was rated the number one webinar for the month.
- As part of the Texas Sales Mission, the Travel Trade team hosted a dinner for 20 Virtuoso travel agents in Dallas with three Virtuoso hotel partners.
- Virtuoso Travel Week was held in New Orleans (March 27–29). The travel trade team had 85 one-on-one appointments with travel agents.

Group Sales & Travel Trade Results:

METRICS (FY19)	RESULTS	YoY CHANGE
Direct Leads Generated	199	18%
Direct Leads	51	-2%
Booked	7,758	47%
Direct Leads Room Nights	670	15%
Cvent Leads Generated	150	7%
Cvent Definite Leads Contracted	18,949	8%
Cvent Definite Sales Room Nights	1,274	9%

Direct Leads– leads sent directly to VNV sales team

Cvent Leads– leads generated through online meeting planning sourcing platform



PARTNERSHIP & WELCOME CENTER

PARTNERSHIP

Our partners' participation is vital to our ability to tell the Napa Valley story. Visit Napa Valley appreciates the commitment and support from all of our 406 partner organizations and businesses.

FY19 NEW MEMBERS:

• WINERIES:

- Azur Wines
- Bazan Cellars
- Bennett Lane Winery
- Buccella
- John Anthony Vineyards
- Maxville Winery
- Miner Family Winery
- Monticello Vineyards
- Robert Craig Winery
- Shafer Vineyards
- Young Inglewood Vineyards

• RESTAURANTS:

- Bistro Jeanty
- Gran Electrica
- Market Restaurant
- NapaSport
- PRESS Napa Valley
- Stone Brewing Napa

• LODGING:

- Beazley House
- Hotel Indigo
- R Inn Napa

• ACTIVITIES:

- California Wine Tours
- Feast It Forward
- Grafin Wine Tours
- Many More Travels
- Napa Valley Gondola
- Paper Napan Walkabouts
- Releve Unlimited
- True REST Float Spa

NAPA VALLEY WELCOME CENTER

The Napa Valley Welcome Center continues to provide immense value to our partners and is a key resource to visitor planning.

- The Welcome Center celebrated its eight-year anniversary at Napa's Riverfront.

- The NVWC was recognized by TripAdvisor with the 2019 Certificate of Excellence award.
- With the success of last year, the Welcome Center has expanded their Cabernet Season Friday Wine Pourings.
- New social elements were added to incorporate the ever-growing use of mobile travel planning, including:
 - UGC now rotates on one of the TV displays, encouraging #VisitNapaValley.
 - A new graphic display was installed to encourage more social engagement and selfies with sidewalk traffic.
- To accommodate digital needs, our email concierge form continues to be successful, with more than 1,500 submissions.
- Honeymooners and newly engaged couples will receive a 'surprise and delight' when they stop in the center. Those celebrating will receive a 'Cheers' bag, a split of bubbles and can share their photo at #IDoNapaValley.
- During the summer season, the Welcome Center will host various pop-up events to keep visitors engaged.

METRICS (FY19)	RESULTS	YoY CHANGE
Visitors	105,117	-3%
Retail Sold	\$227,587	+20%
Guest Data Collected	12,660	-3%



COMMUNITY & INDUSTRY RELATIONS

WORKFORCE HOUSING

Visit Napa Valley led an education campaign for countywide Workforce Housing measures on the November 2018 ballot. Utilizing VNV's 10-piece toolkit, hospitality leaders, government officials and VNV reached hundreds of leaders and influencers in the community. It was shared among thousands, resulting in voters passing five out of the six ballot measures which will raise close to \$5M annually for workforce housing.

In recognition of our community's leadership and commitment to growing resources for affordable housing, Napa County was honored by the Non-Profit Housing Association of Northern California.

TOURISM MATTERS

Advocacy for the tourism industry continues, integrating Tourism Matters, National Travel & Tourism Week and Tourism Gives Back. On a local level, Tourism Matters messaging was shared with city council candidates and newly elected officials, including at a behind-the-scenes tour of lodging.

National Travel & Tourism Week (NTTW) was recognized with proclamations in American Canyon, Napa, Yountville and Calistoga city council meetings. Tourism Gives Back was launched, with more than 140 lodging industry volunteers from 20 properties joining the VNV team to clean up the Vine Trail and support Bike to Work & School events.

A print and digital media campaign provided support during National Travel & Tourism week from 5/1-5/11, delivering 489.2K impressions and 1.8K site sessions.

TOURISM ADVOCACY

In the Spring, VNV attended US Travel's Destination Capitol Hill where more than 250 travel and tourism delegates from across the nation advocated for tourism, transportation infrastructure and the promotion of international travel.

At the state level, VNV attended CalTravel's Tourism Advocacy Day in Sacramento, where top issues included protecting TID funding, the industry's self-assessment for destination marketing.

VNV remains active in the Great Wine Capitals Network. The Best of Wine Tourism Awards were held in the fall and a 10-year strategic plan for the Network is under development. With ten regions in the Network, Napa Valley and our partners at SF Travel represent North America.

COMMUNITY ENGAGEMENT

Continuing our role as good community partners, VNV was represented in more than 290 community-based meetings and events. Board and committee activity includes:

- Adopt-a-School
- Community Organizations Active in Disaster (COAD)
- Hospitality Industry Partnership (HIP)
- Leadership Napa Valley
- Napa Valley Transportation Authority (NVTa)
- The Napa Valley Vine Trail

Initiatives such as these allow VNV to demonstrate its commitment to a vibrant and thriving community, while ensuring tourism industry views and interests are represented.

Visit Napa Valley presented the Napa Valley Vine Trail with \$150,000 in its continued commitment to fulfill a 2.5 million-dollar pledge on behalf of the lodging industry.

This year VNV also hosted several Lodging Leadership forums featuring elected officials and guest presenters on the topics of workforce housing, transportation, climate action, crisis communication and human trafficking.



2018 VISITOR PROFILE AND ECONOMIC IMPACT STUDY

VNV completed its biennial study of tourism and release with Destination Analysts the May 2018 Visitor Profile and Economic Impact Studies. The full reports are available on our website and are the basis of Tourism Matters messaging to educate audiences about the importance of tourism and its value to the community.

2018 Napa Valley Visitor Profile & Economic Impact Report Summary:

- The Napa Valley welcomed a total of 3.85 million visitors (80.8% domestic, 19.2% international).
 - Overnight guests: 35.5% (+13.7% from 2016).
 - Day Trip visitors: 64.5% (+5.3% from 2016).
- Visitors to Napa Valley spent \$2.23 billion supporting local business.
 - Almost 70% of spending generated from overnight hotel guests.
 - Direct visitor spending outpaced visitors growth by almost 2x since 2016.
- Napa Valley's visitor industry generated \$85.1 million in tax revenue for local services.
- The tourism industry supports an estimated 15,872 people in the community, with a combined payroll of \$492 million.

STR REPORT SUMMARY

The FY19 year end results, according to Smith Travel Research, shows total revenues were at an 8.0% increase over last year and matched Visit Napa Valley's budget target of 8.3%. Overall, RevPAR and ADR continue to be strong. Supply is starting to level out, with no new projects opening until 2020.

STR reported national industry trends are showing occupancy flat and ADR only up 1.2% YTD in 2019, showing the market in the valley is able to be much more aggressive with rate.

	OCCUPANCY	ADR	REVPAR	REVENUE	SUPPLY	DEMAND
FY19	70.7%	\$326.70	\$235.25	\$36,298,785	153,939	108,868
FY18	71.2%	\$305.23	\$221.46	\$33,609,927	151,892	108,030
% Change	-0.7%	7.0%	6.2%	8.0%	1.3%	0.7%



FY19 Actual vs. Budget

	FY 19 Actual	FY 19 Budget	Budget Variance (\$)	Budget Variance %	Notes
Revenue					
TID-1.5% Countywide	\$ 6,652,207	\$ 6,771,632	\$ (119,425)	-2%	
Unicorp County TID Funds	\$ 505,000	\$ 505,000	\$ -	0%	
Welcome Center	\$ 114,607	\$ 100,000	\$ 14,607	15%	
Partnerships	\$ 409,269	\$ 370,000	\$ 39,269	11%	
Total Revenue	\$ 7,681,083	\$ 7,746,632	\$ (65,549)	-1%	1
Expense					
NVTC Expenses	\$ 6,707	\$ -	\$ 6,707	100%	
Brand Mktg & Communications	\$ 3,360,767	\$ 3,446,953	\$ (86,186)	-3%	2
Sales	\$ 1,945,011	\$ 1,984,364	\$ (39,353)	-2%	3
Welcome Center	\$ 526,944	\$ 526,392	\$ 552	0%	4
Research & Marketing Intell	\$ 59,495	\$ 72,000	\$ (12,505)	-17%	5
General & Administrative	\$ 839,964	\$ 910,887	\$ (70,922)	-8%	6
Community Relations	\$ 581,275	\$ 755,258	\$ (173,983)	-23%	7
Guest Information Network	\$ 120,000	\$ 120,000	\$ -	0%	
Total Expense	\$ 7,440,163	\$ 7,815,854	\$ (375,691)	-5%	8
Interest Income	\$ 15,932	\$ -	\$ 15,932	100%	
Change In Net Assets	\$ 256,853	\$ (69,222)	\$ 326,075		9

NOTES

Revenue

1. Total Revenue came in lower than Budget by (\$65k) or -1%. In anticipation of increased hotel supply, FY19 TID Revenue forecast was 8.35% over prior year budget. However, demand was lower than expected, resulting in a 6.35% increase. Welcome Center mercantile sales, including Lodging Desk Revenue exceeded forecast by \$14k or 15%. Partnership Revenue exceeded forecast by \$39k or 11%, following re-alignment of Partnership Manager's duties to allow more time for selling.

Expense

2. **Brand Marketing:** (\$86k) or -3% under Budget. Public Relations costs were reduced by eliminating local Public Relations agency and utilizing VNV staff. Printing costs were reduced through increased use of digital materials. Travel & Conference fees were less due to changes in international travel plans.
3. **Sales:** (\$39k) or -2% under Budget. Sales personnel costs were under budget due to reduction in staff; combining two Sales Associates positions.
4. **Welcome Center:** Came in within Budget.
5. **Research:** (\$12k) or -17% under Budget. Visitor Profile Study costs were lower than original forecast.
6. **General & Administrative:** (\$70k) or -8% under Budget. Medical Benefits and Employee Compensation were under budget due to reduction in staff (retirement and maternity leave).
7. **Community/Govt Relations:** (\$173k) or -23% under Budget. \$125k was allocated for public affairs agency or legal contingency not utilized.
8. **Total Expenses:** Under budget (\$375k) or -5%
9. **Change in Net Assets (Net Income):** \$326k greater than projected budget.

Boundaries

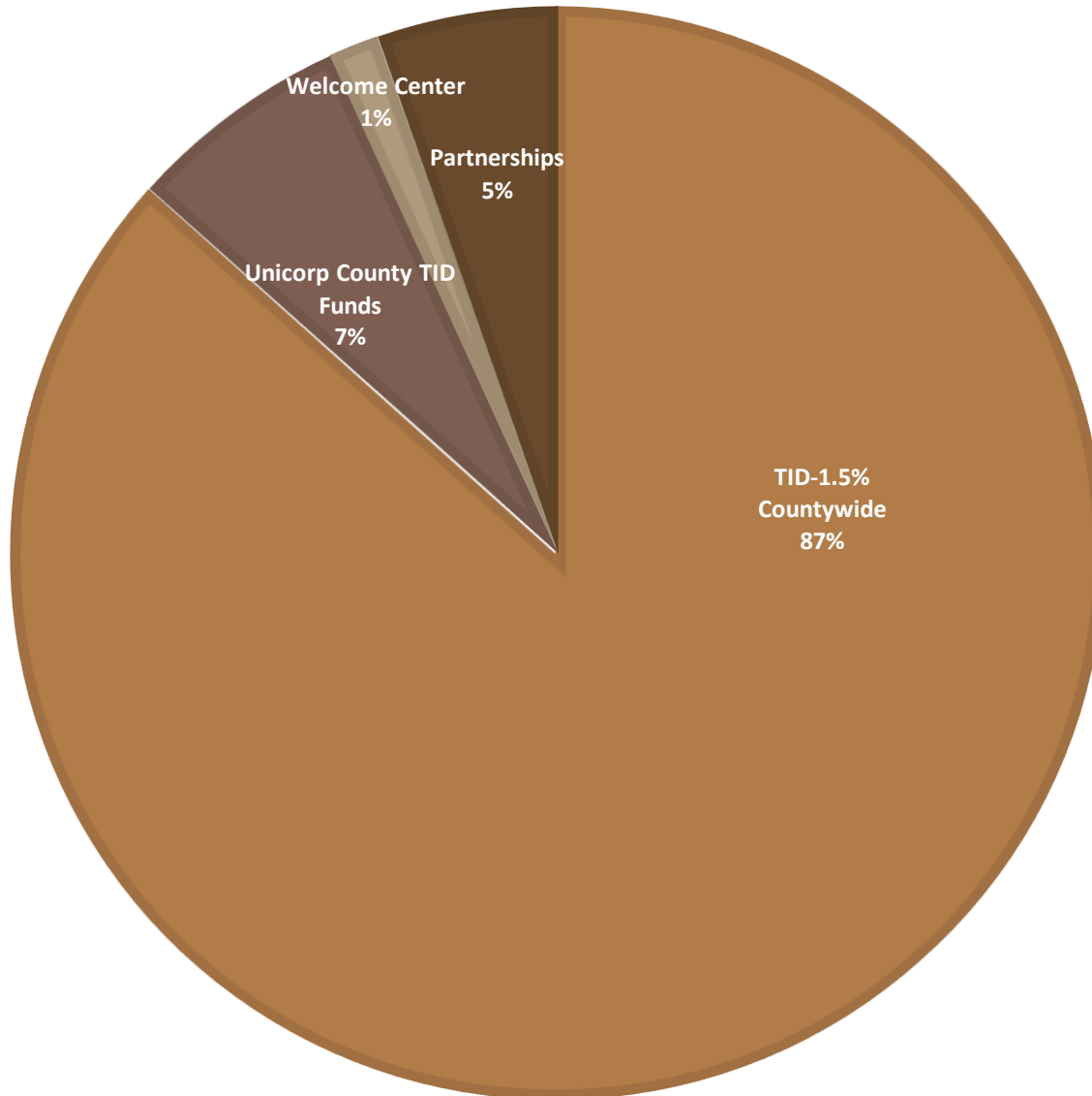
There is no change proposed for the Tourism Improvement District boundaries as prescribed in the Management District Plan.

Assessment

There is no change to the assessment rate or method of collection as prescribed in the Management District Plan.

FY19 REVENUE \$7,681,083

■ TID-1.5% Countywide ■ Unicorp County TID Funds ■ Welcome Center ■ Partnerships



FY19 EXPENSES \$7,440,163

■ Brand Marketing ■ Sales ■ Welcome Center
■ Research & Marketing Intell ■ General & Administrative ■ Community Relations
■ Guest Information Network

