



LEGENDARY

NAPA
VALLEY

GREECE SETE CONFERENCE
16-17 OCTOBER, 2017



VISIT
NAPA
VALLEY.

The official tourism marketing organization for the Napa Valley

Our mission is to promote, protect, and enhance the Napa Valley's position as America's premier wine, food, arts, and wellness destination.



VNV'S KEY OBJECTIVES

Build demand by effectively marketing legendary Napa Valley destination experiences to consumers through targeted domestic and international media and Leisure and Group markets.

Support the delivery of consistent destination information and legendary guest services to our guests.

Drive targeted growth and support visitor management through marketing programs that promote "off peak" seasonal and Sunday through Thursday travel patterns.

THE NAPA VALLEY GUEST

LUXURY/ULTRA-LUXURY

CORE TRAVELER

MEETING & EVENT PLANNERS



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**CLAY GREGORY
CEO, VISIT NAPA VALLEY**





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**NAPA VALLEY WELCOME
VIDEO**



NAPA VALLEY WILD FIRES
08 - ? OCTOBER, 2017















THE RISING TIDE LIFTS ALL BOATS

ROBERT MONDAVI



PHILANTHROPIC FOUNDER OF MODERN WINE TOURISM

“Wine, California Wine, Napa Valley Wine...
Robert Mondavi Wine” *(always in that order)*

Shared Equipment and Knowledge
with Competitors

Loaned \$\$ to Competitors

Served other Vintners’ Wines at
RMW and elsewhere

Lifted Napa Valley Vintners to
Highest Possible Level

Founded Auction Napa Valley with
wife Margrit Biever Mondavi

Collaboration, Collaboration,
Collaboration...

AUCTION NAPA VALLEY

The American Wine Classic

Affluent wine consumers

Once-in-a-lifetime experiences
and collections

Neighbors helping neighbors

Proceeds from this event support community health and children's education.

To date, Auction Napa Valley has invested nearly \$160 million in Napa County nonprofit organizations.





KEYS TO NAPA VALLEY'S SUCCESS

Soil and Climate

Great Diversity of Experiences

Agricultural Preserve

Remarkable Entrepreneurs

Proximity to San Francisco

And...

Collaboration, Collaboration,
Collaboration!

*“Coming together is a beginning;
keeping together is progress; working
together is success.”*

- Henry Ford