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Downtown Napa Unveils Redesigned Tourism Website

DoNapa.com now provides a vibrant one-stop-shop website for travelers with new features and an updated look

Napa, Calif. (January 25, 2016) – The City of Napa is excited to announce the launch of its redesigned tourism website, DoNapa.com. The site, which has been in existence for four years, was overhauled to provide visitors with a modern and user-friendly interface, designed to allow for quickly searching all of the amenities and local attractions that the City of Napa has to offer. Key features of the website include a vibrant and more visually appealing design through the use of high-quality imagery, a more engaging user experience with enhanced search functions for finding lodging and attractions, and the capability of planning an entire Napa trip without leaving the website.

“Visitors can now experience a more user-friendly and informative website, helping them stay up-to-date with the latest local happenings and serving as a trip planning tool,” said Reynaldo Zertuche, Napa Tourism Improvement District Chair. “The new site offers visitors a simplified approach to planning and booking their stay in the City of Napa, all while taking in the vibrant visual elements of the website that showcase Napa’s beauty and wealth of activities.”

The comprehensive website takes visitors quickly and easily through the entire travel planning process from booking their ideal lodging experience and checking out things to do in town to event listings, sample itineraries and restaurant recommendations. Rich and dynamic photography entices guests to continue exploring the site’s functionality, while in turn helping them envision themselves enjoying the very activities pictured. In addition to the bold imagery and easy navigation, the website is mobile friendly allowing access to the right information when and where travelers need it.

Social connectivity is also a function users are encouraged to explore while interacting with DoNapa.com. Through the website, visitors can directly like, share and pin their favorite content through social platforms including Facebook, Twitter, Pinterest and Instagram. In supplementing social engagement, the website features a regular blog to keep readers up-to-date on the latest offerings in the City of Napa as well as provide the inside scoop on must-do activities and latest news. Along with a selection of stunning press photos in the enhanced media section, DoNapa.com features a video library. Starring local community members and establishments, the videos introduce viewers to the authentic Napa. A built-in Instagram feed capitalizes on the trend of sharing in-the-moment compelling imagery and a constantly updated calendar of events ensures tourists never miss the excitement happening in the City of Napa.

Equally important to the social functionality is the interactive map that provides a quick snapshot of where all of the amenities in the City of Napa – lodging, restaurants, shopping, recreation, culture, spas and wine tasting rooms – are located.

The new [DoNapa](http://DoNapa.com) website is the first launch in a number of new and exciting things happening throughout 2106 in the City of Napa. The redesigned website will continue to connect the city and visitors to all of the unique happenings and authentic experiences available. The new website can be accessed by visiting <http://www.donapa.com>.



About the City of Napa

The City of Napa offers a vibrant art scene, Oxbow Public Market, boutique shopping, over 44 hotels and picturesque bed & breakfast inns, delicious dining options and of course, exceptional wine in its many tasting rooms. Through events such as Restaurant Month, the bimonthly Culinary Crawl, Art on First, the Napa Valley Film Festival, and more, both locals and visitors engage in a thriving downtown district with entertainment and activities year-round. Learn more at DoNapa.com.

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