FOR IMMEDIATE RELEASE

Downtown Napa Welcomes Back Travelers as Tourism Returns to California

NAPA, Calif., June 12, 2020 – The Napa Tourism Improvement District (Napa TID) is pleased to announce a majority of its nearly 45 lodging properties that temporarily closed in response to the pandemic have safely reopened and began to welcome back visitors. All hotels and bed and breakfast properties have implemented advanced health and safety protocols.

"We are thrilled to be welcoming guests back for a relaxing Downtown Napa experience. The safety of our visitors and local community is of the utmost importance to us and our lodging properties are following proper health and safety protocols to ensure our visitors continue to experience the best of Napa," said Reynaldo Zertuche, chairman of the Napa TID. "Downtown Napa offers a unique Napa Valley experience. Whenever visitors are ready to travel again, we are here to make them feel right at home."

Downtown Napa is known as California's most walkable wine country destination while offering an abundance of outdoor space. Visitors can safely explore the city's nearly 40 wine tasting rooms, spacious world-class restaurants, live music, outdoor art displays and adorable boutiques without ever setting foot in a car. Downtown Napa is also more than just wine with plenty of outdoor experiences including gondola rides and kayaking along the Napa River, biking through town or hiking through nearby rugged mountain ranges.

The Napa County Public Health Officer approved the reopening of lodging properties, wineries, tasting rooms and bars on June 5. Social distancing, indoor mask use and other health protocols are required by county officials.

For lodging reservations and a list of open businesses in Downtown Napa, visit donapa.com. DoNapa encourages visitors to confirm reservations directly with their lodging property as individual businesses will open on their own timeline.

ABOUT CITY OF NAPA TOURISM IMPROVEMENT DISTRICT

Created in 2010, the Napa Tourism Improvement District (Napa TID) is the official destination marketing organization for Downtown Napa/City of Napa. With a mission to increase overnight visitation and improve the local economy, the Napa TID promotes nearly 45 hotels and bed and breakfast properties, premier dining, wine tasting, shopping and local entertainment. The Napa TID utilizes its website (DoNapa.com), participates in the creation of local events and develops targeted marketing programs that drive overnight stays during the off-season and mid-week occupancy throughout the year.

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