



## **FOR IMMEDIATE RELEASE**

### **New Downtown Napa Campaign Shows Enhanced Safety Measures Visitors Can Expect**

**NAPA, Calif., Feb. 9, 2021** – Downtown Napa ([DoNapa](#)) is pleased to announce the launch of its newest brand campaign ‘[DoNapa Like a Local, Safely](#)’ as the destination begins to safely welcome nearby travelers back to the area. The campaign is utilizing [five video interviews](#) with Napa locals focused on the destination’s main pillars including world-class lodging, dining, wine tasting, outdoor activities and public art. The goal of the campaign is to showcase the enhanced safety measures businesses are taking to inspire safe getaways for when visitors are ready to travel again.

“We know traveling during this time can bring up safety questions and Downtown Napa has the answers,” said Reynaldo Zertuche, chairman of the City of Napa Tourism Improvement District. “Our new campaign provides travelers with transparent insights on what to expect during their visit and the type of measures our local businesses have put into place to make every Napa experience exceptional.”

The campaign is targeting drive market residents in the San Francisco Bay Area through owned, earned and paid media channels, reminding these potential visitors the destination is prepared to welcome them safely when they are ready. The ‘DoNapa Like a Local, Safely’ campaign also serves as a reminder of ways visitors can ensure their well-being while traveling.

With an abundance of outdoor dining options offering plenty of heaters, along with a plethora of outdoor activities for visitors to enjoy, Downtown Napa is a perfect destination to explore safely when travelers are ready. For more details about Downtown Napa, including information about lodging, dining, wine tastings, shopping and things to do, visit [donapa.com](#).

#### **ABOUT NAPA TOURISM IMPROVEMENT DISTRICT**

Created in 2010, the Napa Tourism Improvement District (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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