

**VISIT NAPA VALLEY AND FORBES TRAVEL GUIDE PARTNER  
TO ELEVATE REGIONAL HOSPITALITY EXCELLENCE**

*Exclusive Destination Training Program Certifies Nearly 200  
Industry Professionals as “Napa Valley Hospitality Ambassadors”*



NAPA, Calif., Dec. 12, 2024—Visit Napa Valley, the official destination marketing and management organization for Napa County, has partnered with Forbes Travel Guide, the global authority on hospitality excellence, to launch an innovative, destination-wide hospitality training program. This week, nearly 200 hospitality professionals from across the region completed the training sessions, each earning a certification as a “Napa Valley Hospitality Ambassador.” Napa Valley is among the first destinations in the U.S. to offer such an initiative, further solidifying its leadership in hospitality and its standing as a global icon of wine, culture, and exceptional guest experiences.

Forbes Travel Guide pioneered the world’s first Five-Star rating system for hospitality in 1960 and has since set the standard for comprehensive ratings of hotels, restaurants, spas, and ocean cruises globally. Today, a Forbes Travel Guide Star Rating remains the most prestigious recognition in the hospitality industry.

The Forbes Travel Guide Service Excellence Destination Training, sponsored by Visit Napa Valley, goes beyond property-specific standards to focus on region-wide guiding principles that

reflect Napa Valley's unique ethos, value proposition, wines, geography, and rich history. Through this program, participants gain a deep understanding of these key elements, empowering them to deliver consistent and memorable guest experiences that authentically capture the distinctive character of Napa Valley.

Tourism is a cornerstone of Napa Valley's economy, driving significant growth and supporting the well-being of the entire community. A recent study by Visit Napa Valley found that last year, the region welcomed 3.7 million visitors who contributed more than \$2.5 billion to the local economy. This influx also generated \$108 million in tax revenues, directly supporting essential community services such as public safety, infrastructure, and road improvements, benefiting both residents and visitors. The study also highlighted that tourism sustains over 16,000 jobs—20% of the local workforce—providing vital livelihoods for many Napa Valley families.

"Our partnership with Forbes Travel Guide is a strategic investment in Napa Valley's hospitality workforce that will have a far-reaching impact on both the local economy and the quality of life for our residents," says Linsey Gallagher, President and CEO of Visit Napa Valley. "By equipping our community to deliver world-class, authentic experiences, we enhance Napa Valley's global reputation, drive economic growth, and support local businesses."

Visit Napa Valley is set to host additional training sessions in 2025, each tailored to specific sectors of the tourism and hospitality industries, including hotels, wineries, restaurants, and more. These efforts highlight Visit Napa Valley's commitment to workforce development, community engagement, and preserving Napa Valley's reputation as a top-tier destination.

For more information about the economic impact of tourism in Napa Valley, please visit: <https://www.visitnapavalley.com/about-us/research/>

To learn about the Forbes Travel Guide Five-Star rated properties located within the Napa Valley, please visit: [forbestravelguide.com/destinations/napa-california](https://forbestravelguide.com/destinations/napa-california)

## **ABOUT VISIT NAPA VALLEY**

Visit Napa Valley is the official destination marketing and management organization for Napa County. The organization promotes the region as an attractive travel destination and works to continually enhance its public image as a dynamic place to visit, live, and work. The vision and mission of Visit Napa Valley are to elevate Napa Valley as the world's premier wine country experience and to promote, protect, and enhance the Napa Valley destination. Conveniently located within an hour's drive from the San Francisco Bay Area and the Greater Sacramento Area, Napa County is comprised of five distinct towns, including, from north to south, Calistoga, St. Helena, Yountville, the City of Napa, and American Canyon. In addition to these five towns, the areas of Rutherford, Oakville, and Angwin, along with the outdoor recreation area of Lake Berryessa, are also part of Napa County and add to its diverse and rich history. For additional information about Napa Valley, or to plan your Napa Valley experience, please explore [VisitNapaValley.com](https://VisitNapaValley.com) and follow social feeds @VisitNapaValley.

**ABOUT FORBES TRAVEL GUIDE**

Forbes Travel Guide ("FTG"), the global authority on genuine Five-Star service, provides world-class professional services to the hospitality industry and other service-oriented businesses such as luxury retail, residential, healthcare and private clubs through bespoke training solutions, evaluation services and custom service standards. Started as Mobil Travel Guide in 1958, the company created the first Five-Star rating system in the United States. Today, in addition to providing professional services, FTG is the only independent, global rating system for luxury hotels, restaurants, spas and ocean cruise ships. FTG's prestigious annual Star Awards can only be earned through the company's objective, in-person inspection process. For more information on FTG services, please visit [partner.forbestravelguide.com](https://partner.forbestravelguide.com).