



LEGENDARY® NAPA VALLEY®

CALISTOGA | ST. HELENA | RUTHERFORD | LAKE BERRYESSA | OAKVILLE
YOUNTVILLE | NAPA | AMERICAN CANYON

VisitNapaValley.com

You came to the Napa Valley for the wine, or the spa, or the food, but these moments are only part of the legend that makes up the Napa Valley. The unexpected moments – that spectacular sunset over the vineyard, that piece of art that's been passed down generations, that hot air balloon ride – are what truly transform your trip from lovely to legendary.



EXPERIENCE NAPA VALLEY

LODGING

With more than 5,500 rooms in 150+ distinctive properties, the Napa Valley offers a wide variety of world-class lodging, ranging from lavish five-star luxury resorts to intimate, family-run bed & breakfasts.

WINE

The Napa Valley has been endowed with the perfect environment to cultivate some of the world's finest wine grapes. There are more than 500 wineries, ninety-five percent of which are family-owned and operated. Winery tasting rooms warmly welcome guests for fun and educational tastings that fascinate and engage at all knowledge levels, from new fan to connoisseur.

DINING

The Napa Valley is home to more than 125 restaurants and has more Michelin stars per capita than any other wine region in the world. Here is where the culinary scene meets the creativity of some of the world's best chefs. Kitchens mix seasonal, local, and organic produce to create masterpiece dishes, which means the menus change constantly to reflect the best available ingredients.

ARTS

In Napa Valley, cultivation goes beyond the vine. The artistic side of the valley may be its best-kept secret. Art is popping up all across the valley with more than 70 wineries housing a total of 10,000 works of art. With public and private art exhibits and museums, art walks, galleries, open studios, and several notable live performance venues, scores of options exist that will satisfy the deepest craving for cultural exploration.

WELLNESS

You'll find some of the country's finest spas in the heart of the Napa Valley, as well as an abundance of exceptional outdoor pursuits. What better way to rejuvenate than with a hike through a nature preserve, exploring a local farmers market, playing 18 holes of golf surrounded by rolling vineyard hills, or a soak in the geothermal springs.

NAPA VALLEY FACTS

Although the most renowned in the United States, the Napa Valley AVA is also one of the smallest yet most diverse winegrowing regions in the world:

- Napa Valley was designated as an American Viticultural Area (AVA) in 1981, the first in California.
- There are 16 approved AVAs within the Napa Valley AVA.
- Only 4% of California's wine grapes come from Napa Valley.
- Only 9% of Napa County is planted to grapes or about 45,000 acres (18,200 hectares)
- America's first agricultural preserve, the Napa Valley Ag Preserve, was established in 1968 and protects 32,000 acres (15,400 hectares) of valley floor land.

CLIMATE

Known for its clear skies, sunshine, and pleasant temperatures, the Napa Valley has a Mediterranean-type climate. This allows for near-perfect weather throughout the year, with an average daytime temperature of 70 Fahrenheit, 21 Celsius.

SEASON	AVG. HIGH	AVG. LOW
March–June	75°F / 24°C	49°F / 10°C
June–Sept	82°F / 28°C	55°F / 12°C
Sept–Dec	70°F / 21°C	49°F / 9°C
Dec–March	62°F / 17°C	42°F / 6°C

ATTRACTIONS

SHOPPING

Historic Main Streets and downtowns feature locally-owned boutiques and shops with unique merchandise and delightful shopping adventures. Another not-to-be-missed shopping attraction is Napa Premium Outlets — a collection of more than 50 of the finest brands.

SPA THERAPIES

Spas and Wellness Centers offer a wide variety of relaxing therapies and treatments. Rejuvenate in the region's natural geothermal springs, relax in a volcanic mud bath, and restore in a world-class, luxury spa resort.

WINE TASTING EXPERIENCES

Tasting options can vary depending on each winery. Beyond standard tastings, wineries may include tours, food pairings, lunch, classes or hands-on workshops. Because of this, the majority of wineries open to the public require a reservation so they know what experience to plan for.

NAPA VALLEY TOURS & SIGHTSEEING

One of the best ways to see the Napa Valley is with someone who already knows it. Get the most out of your visit with guided tours and sightseeing adventures by bike, balloon, limo or even Segway.

ADVENTURES

There are endless activities to complete the Napa Valley experience including biking along the Napa Valley Vine Trail, taking a cooking class at the Culinary Institute of America at Greystone, riding the rails on the Napa Valley Wine Train, or watch the sun rise while flying in a hot air balloon.

GOLF AMONGST THE VINES

The Napa Valley is home to 10 golf courses surrounded by rolling vineyards and forested nature preserves. Ranging from extraordinary public courses to PGA championship golf courses that stand as the hallmark of the Napa Valley golf experience, our collection of courses feature dozens of water crossings, elevation changes and routings through historic oak trees and vineyards.

VIBRANT PERFORMING ARTS COMMUNITY

Cultural and heritage institutions ranging in size include the Napa Valley Opera House, Uptown Theater, Jarvis Conservatory, and Silo's in Napa; The Performing Arts Center at Lincoln Theater in Yountville; the Cameo Cinema and White Barn in St. Helena, and Napa County Fairgrounds in Calistoga.



NAPA VALLEY CABERNET SEASON

Join Us for Cabernet Season, November through April. Every season in the Napa Valley offers a unique experience for visitors. Cabernet Season welcomes mild temperatures and heartier meals—the perfect pairing for a bold Cabernet Sauvignon. During mid fall to early spring the pace is set a bit slower, providing visitors with the opportunity to appreciate the finer details. Like a fine wine, the valley shouldn't be rushed; it's a place to take your time, relax, restore and reconnect.

Below is a highlight of events, many during Cabernet Season, to help plan the ideal time to visit the Napa Valley.

January

Napa Valley Restaurant Week
Napa Truffle Festival

March

Flavor! Napa Valley
CabFest Napa Valley
Napa Valley Marathon

April

Napa Valley Arts in April
Yountville Live

May

BottleRock

June

Auction Napa Valley
Napa Valley Jazz Getaway

July

Festival Napa Valley
Robert Mondavi Summer Concert Series

August

Blues, Brews & BBQ

September

Harvest Table

October

Safeway Open

November

Napa Valley Film Festival

December

Calistoga's Lighted Tractor Parade

LEGENDARY® NAPA VALLEY®

VISIT NAPA VALLEY

The official destination marketing organization for Napa County.

We offer complimentary assistance with:

Sample Itineraries | RFP Distribution | Referrals | FAM Trip Planning

Contact: Trade@VisitNapaValley.com | (707) 226-5813 | www.VisitNapaValley.com/TravelTrade

LOCATION

Just north of San Francisco, the Napa Valley is the world's premier wine, food, arts and wellness destination, stretching approximately 35 ml (56 km) in a northwesterly direction. Because it is so compact, it is easy to experience the entire valley from one base.

Four international airports are within 90 minutes of downtown Napa:

- Oakland (50 ml, 81 km)
- San Francisco (57 ml, 95 km)
- Sacramento (64 ml, 103 km)
- San Jose (82 ml, 129 km)



NAPA VALLEY WELCOME CENTER

600 Main Street, Napa CA 94559
(855) 847-6272

The perfect starting point for new and returning guests of the Napa Valley.

#VisitNapaValley



DRIVING TIMES TO & FROM NAPA VALLEY

	American Canyon	Napa	Yountville	St. Helena	Calistoga	Lake Berryessa	San Francisco	Los Angeles
American Canyon		9 ml / 14 km	18 ml / 29 km	28 ml / 45 km	36 ml / 58 km	42 ml / 68 km	38 ml / 61 km	392 ml / 631 km
Napa	9 ml / 14 km		9 ml / 14 km	18 ml / 29 km	27 ml / 43 km	30 ml / 49 km	47 ml / 76 km	401 ml / 645 km
Yountville	18 ml / 29 km	9 ml / 14 km		10 ml / 16 km	18 ml / 29 km	31 ml / 50 km	56 ml / 90 km	411 ml / 66 km
St. Helena	28 ml / 45 km	18 ml / 29 km	10 ml / 16 km		8 ml / 13 km	27 ml / 43 km	65 ml / 105 km	419 ml / 674 km
Calistoga	36 ml / 58 km	27 ml / 43 km	18 ml / 29 km	8 ml / 13 km		35 ml / 56 km	74 ml / 119 km	427 ml / 687 km
Lake Berryessa	42 ml / 68 km	30 ml / 49 km	31 ml / 50 km	27 ml / 43 km	35 ml / 56 km		77 ml / 124 km	423 ml / 682 km
San Francisco	38 ml / 61 km	47 ml / 76 km	56 ml / 90 km	65 ml / 105 km	74 ml / 119 km	77 ml / 124 km		381 ml / 613 km
Los Angeles	392 ml / 631 km	401 ml / 645 km	411 ml / 661 km	419 ml / 675 km	427 ml / 687 km	423 ml / 682 km	381 ml / 613 km	