



Visit Napa Valley's Cabernet Season Packages & Special Offers Ideas & Inspiration:

Holiday Season:

- Thanksgiving offers: Menus featuring items from the first Thanksgiving
- Holiday packages including interesting amenities: in-room mistletoe, local handmade holiday ornament, mixology class including winter specialties
- Holiday pop-ups at hotels, wineries, restaurants, which can range from gift shops, holiday cocktail bars, make your own [adult] hot chocolate
- Collaborate with a local artist to outfit your property or business with holiday decorations
- Work with a notable designer to decorate a Christmas tree

New Year:

- Wellness offerings tied to New Year's Eve. Yoga in the vineyard, vegetable and wine pairing tastings, weekend wellness retreat

Valentine's Day:

- Create special offerings for Valentine's Day that go beyond a bottle of wine. i.e. Winery bike tour for two including packed picnic from Michelin-starred restaurant; stargazing offerings, such as astronomy hikes or kit with blanket and map of the stars

Deals:

- Create a Cyber Monday deal. As the holiday is usually a popular time for travel deals, we know there will be some online roundup opportunities in the coming weeks. Here's [New York Times](#) coverage from a previous year as reference
- Hotel deals are always covered in the media. As an example, T+L has a dedicated section, "[Operation Vacation](#)" section that features exclusive T+L hotel offers. Create offers tied to Cabernet Season
- Complimentary amenities: Hotels offering complimentary pajamas [are trending](#). Offer complimentary PJs or robes when a specific room category is booked
- Partnerships: Any interesting partnerships that should be on our radar? As an example, book XX room category and receive a complimentary vehicle for your stay in Napa Valley.

VIP & Unexpected:

- VIP Experiences: One-on-one time with a chef. Cooking demonstration, market excursion, chef-led tour of the town, art-tours of Napa Valley led by a gallery owner, Michelin-starred picnics
- Silent retreats: Silent traveling is the new digital detox. Ideas include: silent spa treatments incorporating simple breathing techniques, silent hiking excursions, weekly meditation
- Unexpected/interesting F&B pairings: i.e. wine and donut pairings