



Holidays in Yountville!


From **November 23, 2025, to January 1, 2026**, the Town of Yountville becomes the “Brightest Town in Napa Valley” during Holidays in Yountville, featuring six weeks of holiday-related events, activities, and performances in the heart of the Napa Valley.

Visitors and locals alike are encouraged to enjoy a leisurely stroll through Yountville, taking in the thousands of twinkling holiday lights while exploring Yountville’s many tasting rooms, restaurants, shops, and hotels.

The Yountville Chamber will be promoting Holidays in Yountville through our website(s), social media, Google advertising, print media, and more.

We would like to formally invite you and your business to participate in Holidays in Yountville!

Ways to Participate

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1. Share your **Holiday Event(s)** to be showcased on Yountville.com.
 2. Submit an offer for the **12 Days of Yountville Cheer**: Limited-Time Offers on Gifts and Experiences.
 3. Adorn your lobby or business interior to be highlighted in the **2025 Holiday Décor Blog** on Yountville.com.
 4. Produce **Holiday Video Content** to feature on various Yountville social media accounts. or tag us in your holiday posts to extend your reach.
 5. If you are located in Yountville, **Illuminate your business** with white lights as the entire town glows during the *Town & Tree Lighting* event countdown on *Sunday, November 23*.

Website URL:
www.yountville.com/holidays-in-yountville

Social Media Tags:
#Yountville
#HolidaysinYountville
#TasteLifeHere



12 Days of Yountville Cheer

NEW

Spotlighting Local Shopping, Dining & Experiences

What is 12 Days of Yountville Cheer?

A holiday campaign designed to highlight special offers from local businesses across wine, food, lodging, retail, and experiences from November 29 (Small Business Saturday) - December 10. **The goal is to inspire holiday shoppers and visitors to explore and engage with what Yountville has to offer during the most festive time of the year.**

Why Participate?

- **83% of U.S. consumers expect to cut back on spending in 2025.** Offers and promotions help you stay competitive and relevant.
- Last year, Holidays in Yountville generated 675,000+ impressions from Nov 1–Dec 31, 2024.
- The 12 Days of Yountville Cheer campaign will be promoted through a dedicated landing page on yountville.com, email (3,500+ subscribers), social media (102,000 combined followers), digital ads, and PR.
- Shoppers are prioritizing value, make it easy for them to choose YOU.

Example of Yountville.com landing page:

The landing page features a dark green background with gold stars and snowflakes. At the top, it says "YOUNTVILLE" in small white letters, followed by "12 DAYS OF YOUNTVILLE CHEER" in large, bold, white letters. Below this, a white text block reads: "Enjoy special offers from local Yountville and Napa Valley businesses from November 29 - December 10 during the most festive time of the year". The page is divided into three columns, each with a photo and a text box. The first column shows a stone house with the text "MAISON FLEURIE 15% OFF BED & BREAKFAST PACKAGE". The second column shows three bottles of champagne with the text "DOMAINE CHANDON Exclusive Holiday Sparkler 6-pack". The third column shows a lantern with the text "HILLSTONE HOME 20% OFF HOLIDAY DÉCOR". At the bottom, a white text block reads: "Plus more exclusive bundles, discounts, and exciting experiences. Click here for the full offer list" with a right-pointing arrow.

YOUNTVILLE

12 DAYS OF YOUNTVILLE CHEER

Enjoy special offers from local Yountville and Napa Valley businesses from November 29 - December 10 during the most festive time of the year

 MAISON FLEURIE 15% OFF BED & BREAKFAST PACKAGE	 DOMAINE CHANDON Exclusive Holiday Sparkler 6-pack	 HILLSTONE HOME 20% OFF HOLIDAY DÉCOR
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Plus more exclusive bundles, discounts, and exciting experiences. Click here for the full offer list ➔

See below for more examples of offers by Industry!

12 Days of Yountville Cheer

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Spotlighting Local Shopping, Dining & Experiences

Examples of Offers by Industry

Wineries: 2-for-1 tastings, limited-edition bundles, complimentary shipping, or affordable holiday tasting flights

Hotels: Book 2 nights and get a room upgrade or spa credit subject to availability, stay & dine holiday packages, locals' staycation rate

Restaurants: Prix-fixe menus, early-bird booking discounts, waived corkage with entrée purchase

Spas: Spend \$100, Get a \$125 Gift Card, pampering packages, "Buy 3, Get 1 Free" massage series

Retail: Gift with purchase, % off seasonal collections, holiday-themed gift bundles

Experiences: Discounted classes or a holiday-themed gift bundles, workshops, or behind-the-scenes access

What to Submit

- Business Name
- Contact Info
- Title and Description of Your Offer
- Offer Type
- Redemption Details: **Valid through February 31, 2026. (example)**

View submission form [here](#).

Timeline

- Submit offer details by October 1, 2025.
- We'll follow up to collect images and booking links by November 3.
- Campaign goes live: November 29 – December 10 (with preview of offers to go live Friday, November 21)

Questions?

Reach out to Jackie Roldan at jackie@yountville.com or call (707) 947-7391.