

Napa Curator

PRESS KIT

September 2026

THE PUBLICATION

An independent journal of Napa Valley

Napa Curator is an independent editorial publication covering Napa Valley's private estates, tables, experiences, and craft — published from Napa Valley, California, and read by people who plan their year around it.

Napa Valley is one of the most written-about places on earth, and one of the least well covered. Napa Curator exists to put the remarkable stays, the rooms that matter, and the mornings worth waking for in print.

WHAT WE COVER

Private Estates — The valley's defining stays and private properties.

Tables — The rooms that matter — from three-star institutions to the counters worth the pilgrimage.

Experiences — Private tastings, the land, the craft, and the itineraries in between.

Craft — The makers — winemakers, chefs, artisans — and how they work.

THE AUDIENCE

3.7M

visitors to Napa Valley
each year

\$2.5B

in annual
visitor spending

\$947

average luxury
nightly rate

\$771

spent per day by the
overnight guest

Our readers don't browse the valley — they book it.

WORKING WITH US

Napa Curator partners with a small number of estates, hotels, and brands each year: sponsored features, annual partnerships, experiences and events, and seasonal brand campaigns — plus the Napa Curator 50, our annual ranked list launching in 2027. Sponsored features are native, written to our editorial standard, and always disclosed.

Editorial independence is absolute: the Napa Curator Verified seal is earned through an in-person verification visit and is never for sale; nothing editorial is.

FOR PRESS

High-resolution imagery and interview requests: **press@napacurator.com** — we respond within two business days.

Press and media relations are handled in partnership with PSYPR — discreet strategic public relations and reputation management.

THE TEAM

Napa Curator was founded by veteran industry leaders in hospitality and technology. For more on the team behind the publication, contact press@napacurator.com.

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