



NAPA COUNTY LANDMARKS

HOLIDAY HOME TOUR

A Very Merry Cookie

DECEMBER 12, NOON TO 4 PM *2026*

TICKETS ON SALE
SOON!

NAPACOUNTYLANDMARKS.ORG/HOLIDAYTOUR

Historic Property Opportunities

We invite you to join Napa County Landmarks as we open the doors to some of Napa's most distinctive historic properties for our annual **Holiday Home Tour**.

Last year, the tour welcomed **500 guests from six states and eighteen cities across California**, along with many of our Napa neighbors. This year's theme, "**A Very Merry Cookie**," adds a little extra holiday cheer, with participating properties encouraged to welcome tourgoers with cookies or other festive treats.

The Holiday Home Tour is **Napa County Landmarks' largest fundraiser of the year**, directly supporting preservation programs, education, scholarships, and advocacy throughout Napa County. The event is made possible through the generosity of participating historic property owners, local businesses, volunteers, and community members who share our commitment to celebrating and preserving Napa's architectural heritage. We appreciate your support!

Date and Timing

The event is scheduled for Saturday, **December 12, from noon to 4 pm**, rain or shine. Our volunteers will arrive at your site at **11:30 am** and our closing team will leave your site by **4:30 pm** at the latest.

What Napa County Landmarks Provides

- **Complimentary tour admission for your guests.** Any guests staying at your property that weekend will receive a free Holiday Home Tour ticket, a **\$45 value**.
- **Landmarks volunteers.** Each property will have approximately **2-3 Landmarks' volunteers at a time**, working in two-hour shifts. Volunteers will welcome and direct tour participants and help manage visitor flow.
- **Event photographer and online photo album**, available after the event to download your photos.
- **Event insurance.** Napa County Landmarks will provide insurance coverage for the Holiday Home Tour.
- **Tour signage.** We will provide **two Holiday Home Tour yard signs** for each participating property.
- **Advance site visit.** Before the tour, our team will visit each property with you to review the details of your site, including:
 - the best guest entrance and pathway
 - accessibility considerations
 - volunteer positions
 - sign placement
 - areas open to tour participants
 - rain plan, just in case!

NapaCountyLandmarks.org/holidaytour



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What Participating Properties Can Do

Your staff is welcome—and encouraged—to participate. Having someone who knows the property on site can help us provide guests with a first-rate experience and allows visitors to learn more about the property and its history.

We encourage participating properties to **open at least one interior room or significant space** so visitors can experience the architectural details and character that make the property special. Visitors do not need to access second or third floors unless you want them to.

This year's tour has a deliciously simple theme: **cookies!** Participating properties are encouraged to offer a complimentary cookie or small holiday treat to tourgoers. Participation is entirely optional—purchased, homemade, traditional, whimsical, or branded treats are all welcome.

You are also welcome to add your own hospitality or personality to the tour. This might include **cider, wine splashes or samples, holiday treats, small branded souvenirs, displays, decorations, musicians, recorded music, or other complimentary extras** for tour participants. These are entirely optional.

Promotion

Napa County Landmarks will promote participating properties as part of the overall Holiday Home Tour campaign. Promotion will include:

- Property logo on our **ticketing website**
- Social media promotion through **Facebook, Instagram, and TikTok**
- Promotion to our **email list of approximately 1,700 subscribers**
- Inclusion in Holiday Home Tour event communications
- Our goal is to showcase each participating property while giving visitors a memorable opportunity to experience some of Napa County's historic places from the inside.

You can view the [photo gallery from the HHT2025](#) for ideas and inspiration.

Or visit [HHT2025 for a peek at the tour concept](#) and participants last year.

How to Join & Questions?

To sign up, please send your logo (for online and printing), website url, a description of your guest enhancement, and contact information to info@napacountylandmarks.org. Or call/text our office at 707-231-8261 with any questions. We will send you our event graphics and logo for distribution through your social media, website, and marketing outlets. Thank you!