

TRAVEL AND HOSPITALITY

## Visit Napa Valley's Linsey Gallagher: Luxury Woman to Watch 2023

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Linsey Gallagher

By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 25 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Linsey Gallagher  
President/CEO

[Visit Napa Valley](#)

Napa, CA

*"The biggest challenges for our organization and our nearly 500 hospitality partners often come in the form of circumstances out of our control, such as the pandemic, wildfires and earthquakes, but it is how we respond to these outside influences that makes me proud to be part of Napa Valley's travel and hospitality industry"*

What do you most like about your job?

There are many aspects of this role that keep me challenged and motivated.

I have the great privilege of working with a broad range of partners all working at the top of their professions at our resorts, hotels, our country's leading wineries and restaurants to tell the story of Napa Valley.

I feel honored to be a steward of the Napa Valley brand on the world stage. And there is nothing more rewarding than getting to work and contributing in a positive way where I live and play.

What is the biggest challenge in your work?

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It never ceases to amaze me how our community comes together during these times with a common goal to respond with a solutions-oriented mindset.

Most recently, we combined efforts with our Napa Valley wine and agriculture industries to fund 24/7 wildfire sensor cameras to help keep our community safe during the remainder of this year's wildfire season.

It is the type of collaborative approach that preserves Napa Valley as the world class destination that it is.

What is your work priority for 2023?

The hospitality industry, in general, was one of the hardest hit during the pandemic and has yet to fully recover to pre-pandemic levels for many destinations.

As a rural, four-season destination with a reputation for a best-in-class hospitality experience, Napa Valley fared better than many destinations and was a bright spot in California's overall recovery.

So, in 2023, my priority for our organization is focused on accelerating Napa Valley's continued economic recovery. That includes not only promoting Napa Valley with marketing initiatives that reach our ideal visitor, but also supporting the industry with smart and thoughtful programs that inspire careers in the Napa Valley, shine a light on the sustainability efforts undertaken by our county, hospitality industries and contribute to solutions that make our community a better place to live and work, such as housing, transportation and recreation.

What is your proudest achievement in luxury?

Coming out of the pandemic, the strength of the Napa Valley brand on the world stage allowed us to recover ahead of the curve, winning back more than our fair share of visitors.

Simply put, today's consumer is willing to pay a premium for the Napa Valley experience and we cannot take that for granted.

For the luxury-minded traveler, Napa Valley was their first, and often their second, trip once they felt ready to travel. But it is often the surprise and delight of our rustic elegance and experiences when visitors come here that creates loyal consumers, who count Napa Valley among their favorite repeat destinations.

How do you see luxury evolving in 2023?

There were several silver linings coming out of the pandemic.

In today's world full of unknowns, time spent with family and friends is the new luxury.

With its scenic beauty and slower pace, Napa Valley is ideally situated to be the backdrop for those meaningful luxury experiences.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)

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