



**TRAVEL  
OREGON**

# AGRITOURISM MARKETING TOOLKIT



OREGON  
food trails  
FEBRUARY 2019

# WHY IS MARKETING MY AGRITOURISM BUSINESS IMPORTANT?

- Maximizing profitability on the farm, ranch or agritourism operation
- Great way to engage new customers
- Educate consumers about what your agritourism experience is and how they can access it, and drive visitation
- Opportunity to educate the public about agriculture
- Reconnect travelers and locals to their food, land and rural life
- Preserve farmland in Oregon
- Maintain vital, thriving rural communities



# MARKETING BASICS

## TIPS FOR SUCCESSFUL MARKETING

- Create an abbreviated way to describe your business (aka the elevator pitch).
- Research and analyze the potential market for your product and services. Use resources available from Travel Oregon and your local Destination Marketing Organization.
- Identify a target audience and marketing trends they respond to (e.g., Outdoors, if they're traveling with children).
- Set marketing and financial goals to focus and evaluate your efforts.
- Create a marketing budget that is realistic for your business income.
- Create a checklist summarizing the tasks necessary to put your plan into action.
- Seek out assistance or design visual images like a logo and brand that are consistent and cohesive.



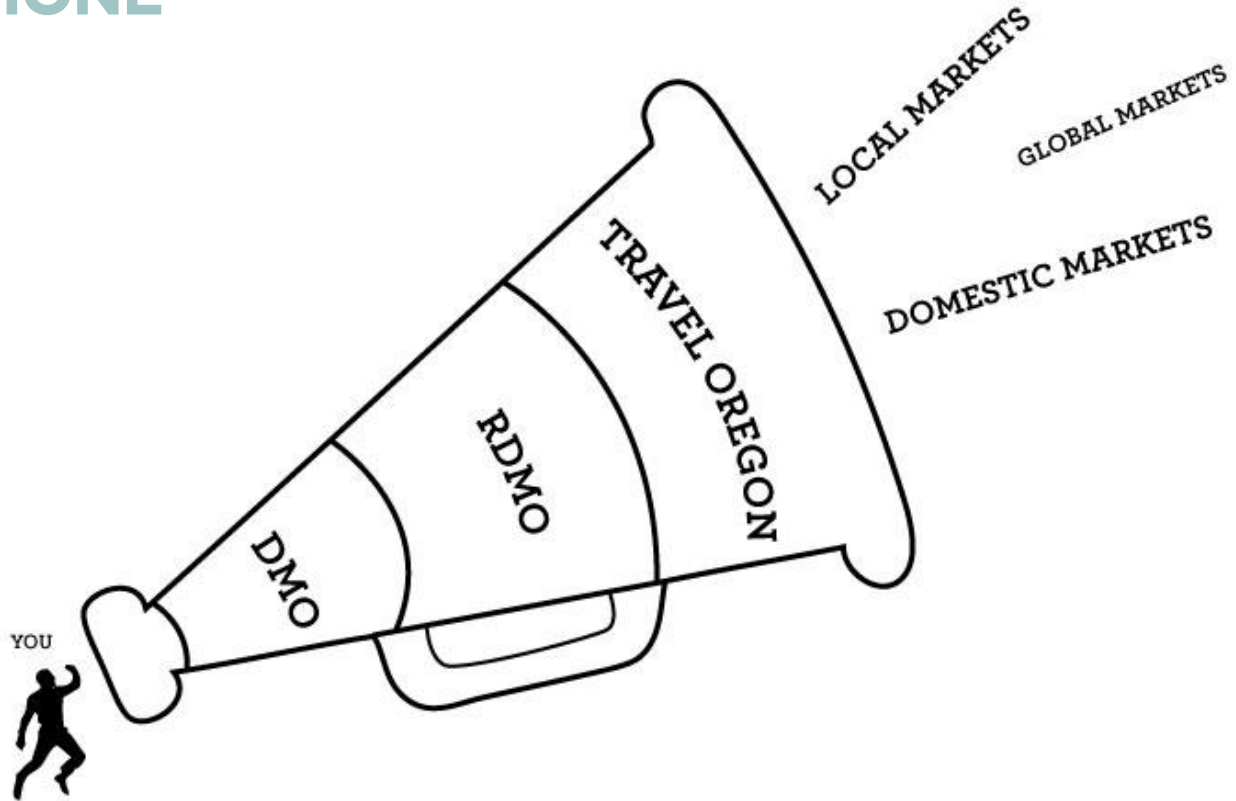
# TOURISM MARKETING IN OREGON

Who does what in marketing Oregon as a destination? It's important to understand the different roles each of us play in visitor marketing.

- **Travel Oregon**
  - Inspires people to choose Oregon for a vacation
  - Provides high-quality trip planning information statewide
- **Regional and local Destination Marketing Organizations (DMOs)**
  - Motivate/inspire people to choose YOUR region of Oregon
- **Businesses and attractions**
  - Get people to choose YOUR business in YOUR destination



# TOURISM MARKETING MEGAPHONE



# TOURISM MARKETING

## WHAT CAN YOU DO TO PLUG IN?

- Develop relationships with:
  - Your local DMO
  - Your RDMO
  - Travel Oregon
- Work with your DMO to ensure your attraction is listed on their site and [TravelOregon.com](http://TravelOregon.com).
- Share, share, share YOUR stories – what new experiences are you creating? Share with your DMO and RDMO.
- Let your DMO know you're interested in hosting media familiarization tours
- Attend a 'Travel Oregon 101'
- Sign up for Travel Oregon's Industry eNewsletter



# BUILDING A CONNECTION

For your marketing to be impactful, you'll need to connect to the consumers you're trying to reach. The connection is important for several key reasons:

- Your story facilitates a connection between you and the visitor.
- Make a connection between the interests of the visitor and your lifestyle and values.
- The primary goal is not to provide information, but to provide meaning.
- Providing accurate and balanced information is your responsibility as a host – starting from this base allows for mutual respect and facilitates communication.



# ROLE OF STORYTELLING

- The primary goal of telling your story is to draw people in and connect. You might tell this story to consumers through e-newsletters, to journalists, and to visitors at your location.
- Audiences (consumers who will see your marketing) must care before they can see value.
- Use your knowledge and experience to help the travelers draw their own meaningful conclusions.
- Choose stories that are relevant:
  - Compelling stories connect people emotionally to a place, activity or person they encounter.
  - Narrow down and present your story in a way that will draw interest and inspire people to do business with you.





# ORGANIZE YOUR THOUGHTS

As you prepare to tell your story and connect to consumers, take a few moments to do the following:

- Theme statement – The core message you want the reader to absorb.
- Write out your draft message – then pull out the concepts, phrases and words that best convey your message.
- Create an outline of the items you want to share.
- Watch transitions, chronology and flow.
- Use complete sentences and paragraphs:
  - Use consistent tense and point of view.
  - Use this message in any publication, online media, presentation or interaction



# USE YOUR UNIQUE VOICE

- Your style is an asset; your unique property and your history are story elements you should share.
- Write like you speak – be genuine.
- Filter – remember, once written and presented, what you have said cannot easily be retracted.
- Be judicious with slang, using it only to strengthen your story. Avoid profanities.



# CHOOSING GREAT PHOTOGRAPHY

- Photography should feel authentic and evoke a desire to visit, explore, learn more, etc.
- Use photography with a main focus or main object to attract the eye.
- Select images with rich colors and an interesting composition to increase interest.
- Stay consistent. Use a similar style of photography across all channels (e.g., don't use photos with filters in your eNewsletter but not on your website).
- When purchasing photos, try to think about all the potential use for the image so you don't have to pay for the same image more than once.
- Stay away from stock photography that looks too posed or unnatural, as the viewer should feel like they're sharing in the moment.



# SIGNAGE BEST PRACTICES



**ROGUE  
CREAMERY**



**WINE • GIFTS**  
**CHEESE TASTING**

# HOW WILL THEY FIND YOU?

## HAVING THE RIGHT ROADWAY SIGNAGE IS ESSENTIAL TO SUCCESS

- Check with Oregon Travel Experience (OTE) to see if your business qualifies for a Tourist Oriented Directional (TOD) sign. OTE manages the blue travel signs and logo signs on the freeways and state highways.  
[www.ortravelexperience.com/for-businesses/sign-programs/](http://www.ortravelexperience.com/for-businesses/sign-programs/)
- Make sure the signs at the entrance to your farm or ranch include the name you are using for your tourism business, and if your tourist-facing business is open.
- Provide clear driving directions on your reservation confirmation letter or email, your brochure and your website. Check Google Maps to see if the directions they provide are accurate and logical.
- Talk to your neighbors and businesses in town about what you are doing. They may be asked for directions, and can also refer customers your way. Leave them a supply of business cards or rack cards to distribute, and do the same for them.



# HOW WILL THEY FIND YOU?

## ENTRYWAY AND ON-SITE SIGNAGE

- When guests are on your property, they will benefit from signs and symbols that direct them to points of interest, inform them of off-limits areas, highlight safety notices and guide them back to the guest facilities.
- Make sure your property is clearly marked with durable signage.
- Inform guests about where and where not to park.
- Keep it positive!
- When you have to post or state a warning, humor is fun – but make sure visitors know the risks are real.





THANK YOU