



AgriTourism Development

*Oregon Destination Marketing Organization*

*presentation December 2015*

# Agritourism Product Development in Eastern Oregon



Eastern Oregon Visitors Association partnered with Travel Oregon, USDA-Rural Business Development Grant, and Mid-Columbia Economic Development to develop and administer this model Agritourism & Culinary Tourism Development Plan.

# Key Partners & Components

- Travel Oregon Matching Grant
- USDA-RBD Grant (MCEDD grant administration)
- Hire consultant to:
  - Inventory current agritourism product for John Day River Territory; Distribute content to the ORB
  - Coordinate local working groups and coordinate with Travel Oregon to conduct workshops
  - Develop a major agritourism/culinary event for JDRT to showcase the diversity of product

# Inventory

- We found businesses that we didn't even know existed, and some that wanted to keep it that way!
- The inventory helped us to define what “Agritourism” means
- Allowed us to have deeper conversations with Travel Oregon and the Statewide Oregon Agritourism Network about how we define Agritourism and how we promote on channels such as [TravelOregon.com](http://TravelOregon.com)



# Workshops

- Conducted two workshops
  - 1.5 days in length
- Workshop content
  - Definitions
  - Case Studies
  - Marketing
  - Panels with local experts to answer questions on:
    - Land Use Planning
    - Insurance
    - Health regulations



**JOHN DAY  
RIVER  
TERRITORY**  
\*\*\*



**TASTE OF  
OREGON'S  
OLD WEST**  
\*\*\*  
COTTONWOOD CANYON STATE PARK  
SEPTEMBER 12-2015  
WASCO · OREGON

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The purpose of this project is to bring more visitors to the John Day River Territory to enjoy the region's amazing landscape, agriculture, recreation, heritage and locally grown foods.

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## **Agriculture & Culinary Tourism Business Workshop**

*Do you want to share your farm or ranch lifestyle with people from urban areas?  
Do you have a story to tell about living off the land, producing food or providing a place for recreation and relaxation? Whether you are just hatching an idea, are well on your way to opening, or have been in the tourism business a while, you will find this workshop beneficial!*

### **Hosted by**

*The John Day River Territory, Eastern Oregon Visitors Association and Travel Oregon*

### **What**

*A free 1.5 day workshop, available in two locations, to help you develop, enhance and promote your business.*

# The Event:

- Local team coordinated all aspects
- Over 40 vendors participated
- Cottonwood Canyon State Park was a critical partner and offered a unique location
- Timing coincided with Oregon Bounty
- Regional awareness between vendors fostered new partnerships



# What Did We Learn?

- We have a tremendous potential, but getting existing and potential agritourism businesses together is often the most difficult key to success
- We learned a lot about the definition of agritourism, and how to better communicate what is meant by the term
- Identify early in the process “What Success Looks Like”
- On-going communication will be critical

Complete summary of ‘What We Learned’ is available on-line or contact [eova@eoni.com](mailto:eova@eoni.com)

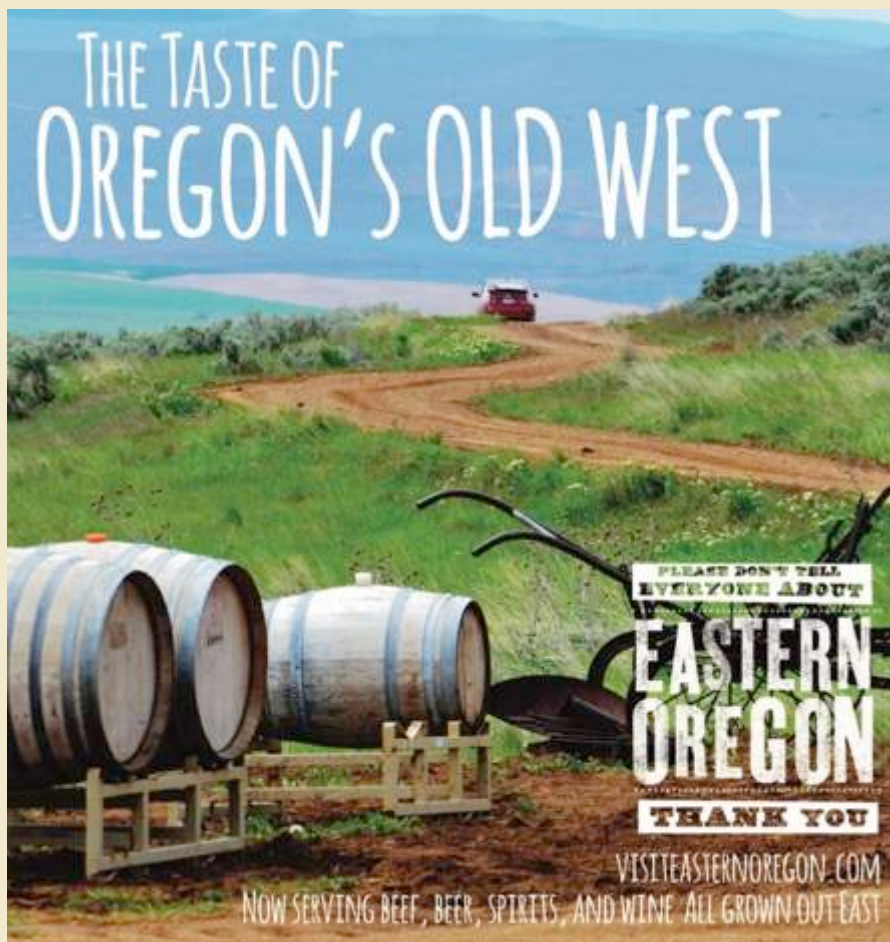


Next Steps:

- 1) Integrating Agritourism into the Eastern Oregon branding and marketing
- 2) Take the model to Northeastern and Oregon's Rugged Country

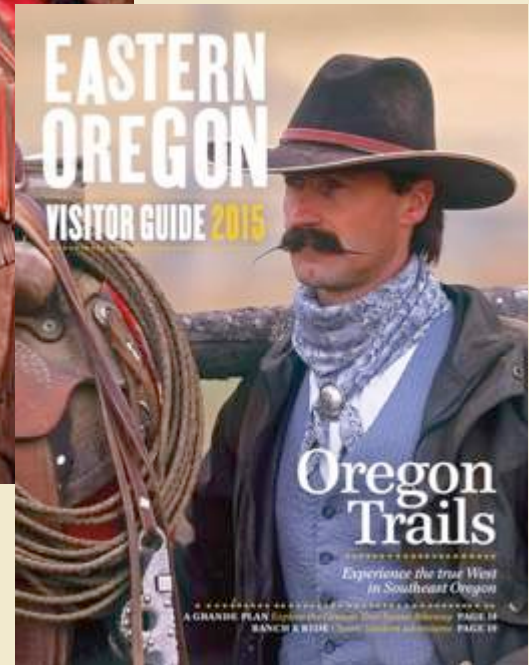


Print & Digital



Paid Advertising

# Telling the Story in Visitor Guides



Place 'Agritourism' tabs throughout the region Guide

Non-Paid Media:

Annually sharing content about great agritourism opportunities and events throughout the region

# Sharing the Agritourism Story through Social Media: Facebook ~ Instagram ~ Hosting Influencers



# Sharing the Agritourism Story: Travel Oregon +RDMO & DMO Blogs and Working with Influencers

Stories

Itineraries

Scenic Byways

Grant's Getaways

By Interest

Seasonal Features

– *Trip Ideas > Oregon Stories* –

## Foodie Raft Trips

by [Rhiannon West Chamberlain](#) – Updated on April 28th, 2015



Continuing to work with Travel Oregon and DMOs to host influencers,  
writers, and videographers

# Travel Oregon + RDMO & DMO Websites

The screenshot shows the Travel Oregon website interface. At the top, there's a navigation bar with links for 'Oregon's Seven Wonders', 'See & Do', 'Trip Ideas', 'Cities & Regions', 'Ask Oregon', 'Places to Stay', 'Travel Deals', and 'Getting Around Oregon'. A search bar and 'Sign In / Register' link are also present. Below the navigation bar, a secondary menu highlights 'Eat & Drink' among other categories like 'Attractions', 'Recreation', 'Oregon Heritage', 'Natural Wonders', and 'Events'. The main content area features a large image of a red barn at sunset, with the text 'See & Do > Eat & Drink' and 'FARMS & FARM STAYS'. A descriptive paragraph follows: 'Oregon's rich farm-to-plate tradition starts with our growers. And you not only can pick up fresh berries, pears and eggs at our farms, but you can often feed the goats, dig up the carrots and stay overnight in the farm's guest cottage. So come out and see for yourself what's growing on Oregon's farms.'

Make sure you are included, become familiar with Travel Oregon's ORB. If content is king... share your information and link back to Travel Oregon.com and your RDMO and DMO websites.

# It's all about relationships!

- Share your story
- Working Together Works

Let's make Oregon the premier  
agritourism destination  
in the World!

# Partnering Locally to Deliver Seaside's Brand Promise to Visitors

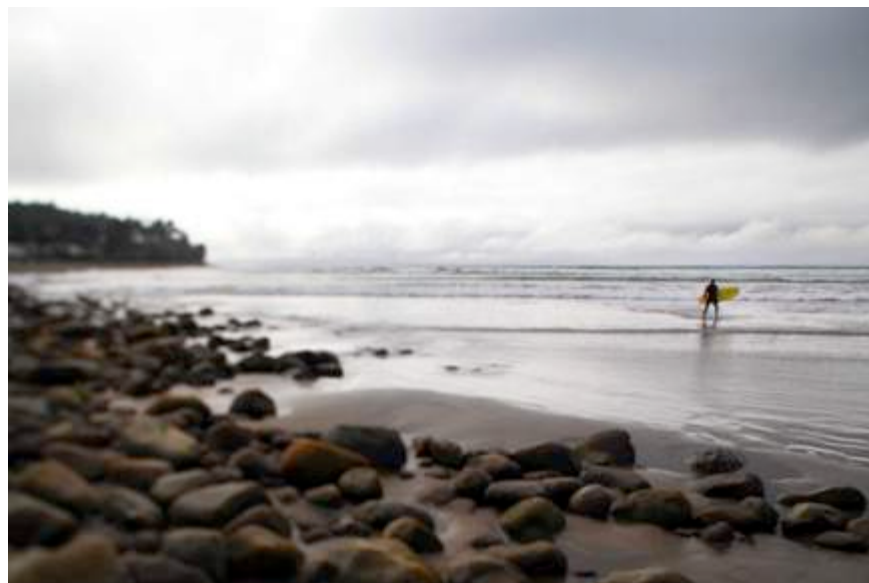


Jon Rahl | [jrahl@cityofseaside.us](mailto:jrahl@cityofseaside.us) | 503.738.3097



# THE PROBLEM

TO... Create recreational awareness beyond Seaside's famous beach.







# HOW TO SOLVE OUR PROBLEM?

**TO:** Create recreational awareness beyond Seaside's famous beach.



**BY:** Building non-traditional relationships and deepening our knowledge base of area product.

# TRADITIONAL + NON-TRADITIONAL PARTNERS



- Necanicum Watershed Council
- City of Seaside Public Works Department
- City of Seaside Police Department
- Seaside Fire & Rescue
- Sunset Empire Park & Recreation District
- Our neighbors, our competitors (i.e. Astoria to our north, Cannon Beach to our south)



Necanicum  
Watershed  
Council





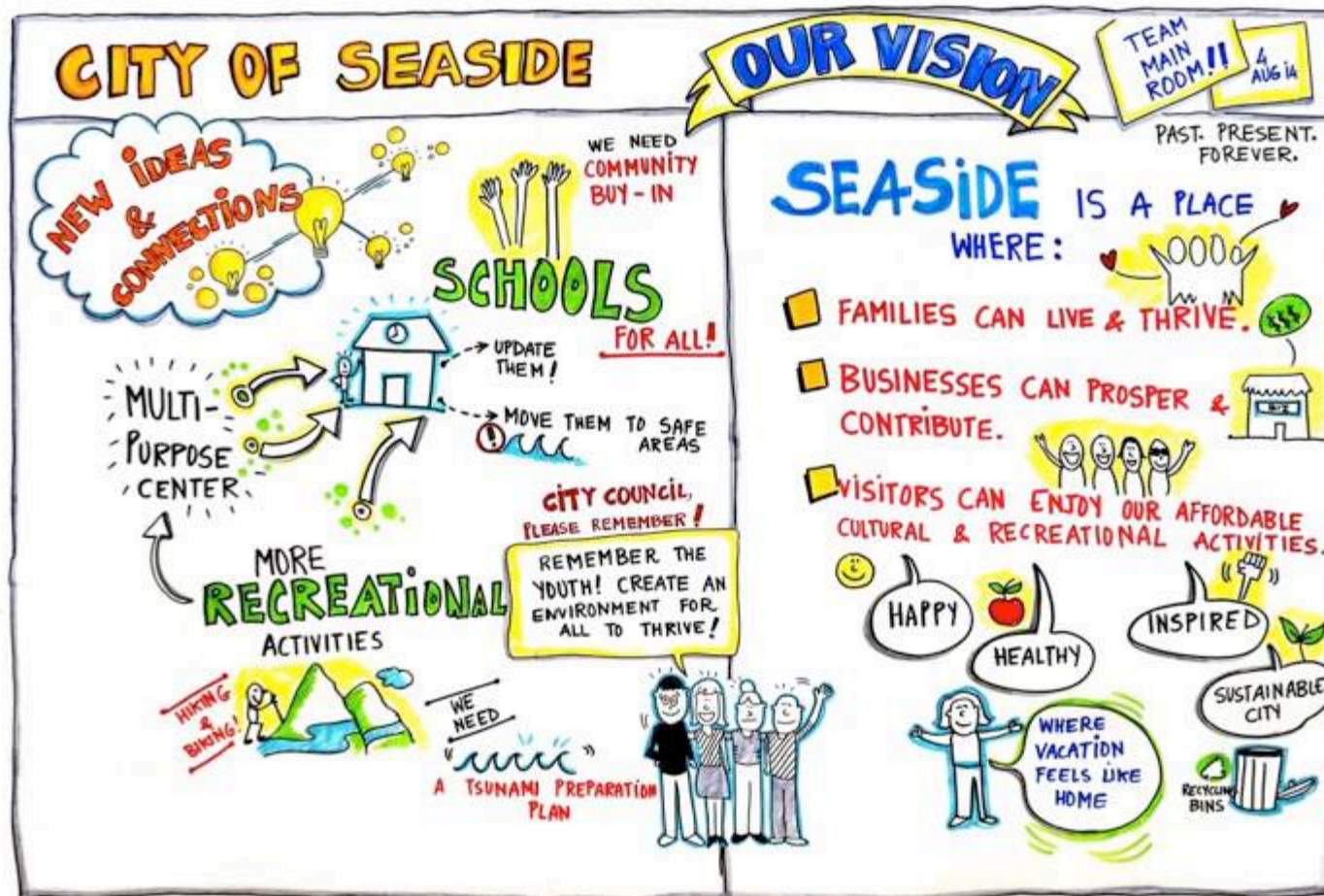
# INSPIRATION

- A story about our water system /*flush index*/flood mitigation
- Classes for locals = possibilities for visitors
- Thinking about our aging population with thirst for adventure





# INSIGHTS



- Seaside 2034 – “Building a bridge to our future”



# SEASIDE'S BRAND TRUTH

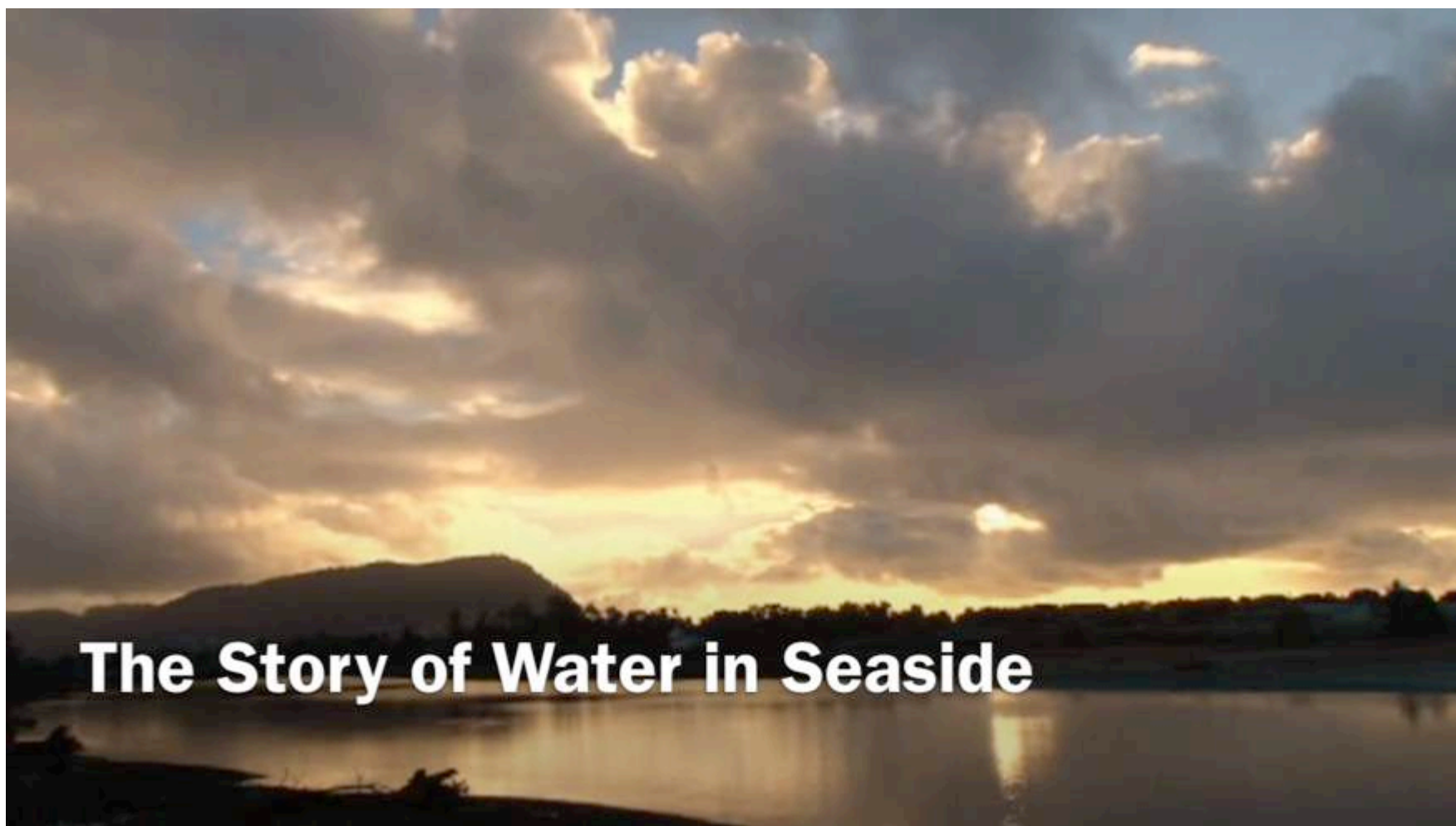
Seaside IS “More than just a day at the beach!”



We know it, but how can we help our visitors discover it?



# CREATIVE INSPIRATION



Diving into the story of water in Seaside. The impacts and uses.



# EXPRESSING THE IDEA



A short, how-to video showing off Seaside's new kayak launch



# EXPRESSING THE IDEA

- Immediately posted to all partner social channels. (Four Facebook Accounts)
  - Generated 11K views
- Outreach to traditional state partner
  - Specifically to seek larger media story
- Included in local business meetings & news
  - Local knowledge = more ambassador power





# CHALLENGES

- Is this the best use of my time? Sticking to our guns by visiting a watershed and an area that has been mitigated for flooding. Does this really equal daily production?
- ADA Accessible, but are we promoting it through the eyes of those with mobility limitations?
- Measurement (how do you measure free?)



# THE RESULTS (SO FAR)



- One story: Weekenders, who are making a transition to Seaside as full-time residents, bought kayaks BECAUSE of this new launch.
- Strict observation is something we've used to measure success.



# THE RESULTS (SO FAR)

The screenshot shows the KGW.com website interface. At the top left is the KGW.com logo with "PORTLAND" next to it. A search bar is located at the top right. Below the logo is a navigation menu with links for HOME, WEATHER 66°, LOCAL, NATION NOW, TRAFFIC, SPORTS, FEATURES, ABOUT, YOUR PICS, VIDEO, and BLAZERS. A social media sidebar on the left includes icons for Facebook, Twitter (with a count of 6), LinkedIn, and an email icon. The main content area features a travel advertisement for "Clatskanie River Inn" with a price of \$129.00 and a "Covered By Expedia's Best Price Guarantee" badge. Below this is a video player titled "Grant's Getaways: Paddling the Neawanna River". The video player has a dark background with three inset images: a bird, a forest, and a lake. The text "Grant's Getaways" is written in a large, white, cursive font. Logos for "TRAVEL OREGON" and "KGW8" are visible in the bottom right of the video player. A weather and time widget shows "69°" and "12:22" next to the "KGW.com" logo. Below the video player, the text "Grant's Getaways: Paddling the Neawanna" is displayed, followed by a timestamp: "Grant McOmie 2:28 p.m. PDT July 10, 2015".



# THE RESULTS (SO FAR)

The screenshot shows a website header with navigation links: "OREGON'S SEVEN WONDERS", "SEE -AND- DO", "TRIP IDEAS" (in a green cloud), "CITIES -AND- REGIONS", "Sign In / Register", and a search bar. Below the header is a dark navigation bar with links: "Stories", "Itineraries", "Scenic Byways", "Grant's Getaways" (highlighted in green), "By Interest", and "Seasonal Features".

The main content area features the breadcrumb path: *- Trip Ideas > Grant's Getaways -*

## Paddling the Neawanna in Seaside

by [Grant McOmie](#) - July 10th, 2015

The article includes a video player showing a group of people kayaking on a river. The video has a title overlay: "GRANT'S GETAWAYS SEASIDE, OREGON". The video player interface shows a progress bar at 0:46 / 4:34 and the YouTube logo.

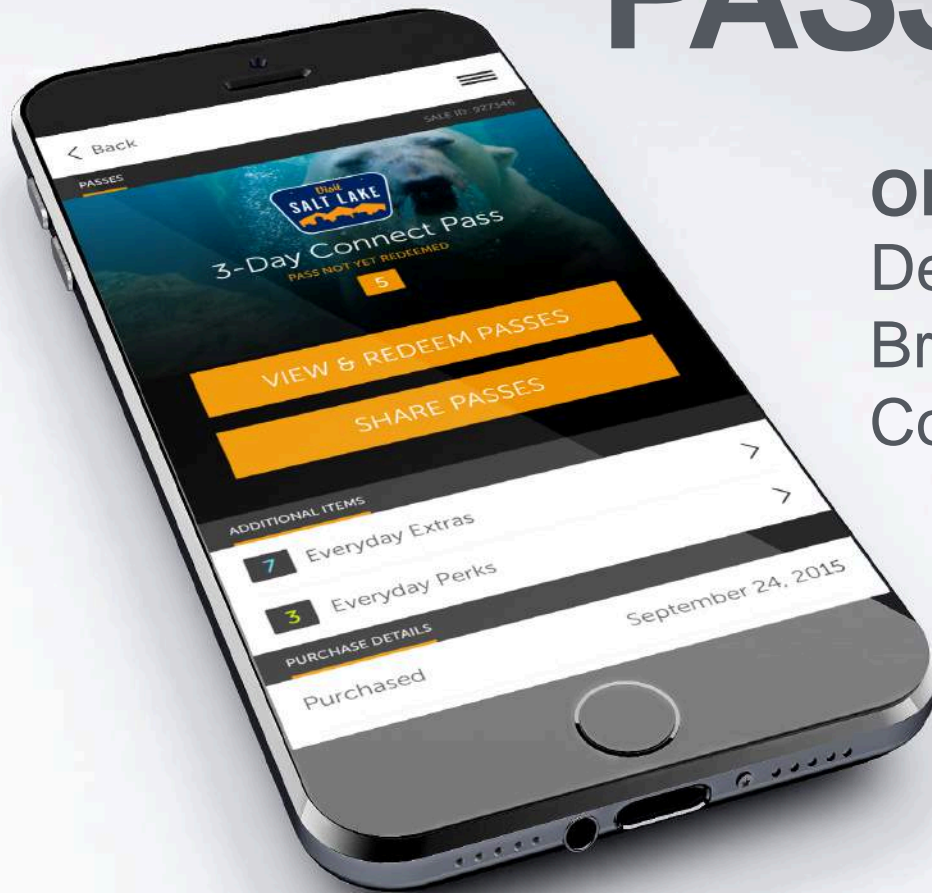


# LESSONS + THE BIGGER PICTURE



Just one of many steps towards development of Seaside's Natural History Park!

# MOBILE PASSPORTS



ODMO, Medford  
December 7, 2015  
Brandon Holmes  
CoFounder @ Bandwango

# CONSUMER EXPECTATIONS ARE CHANGING

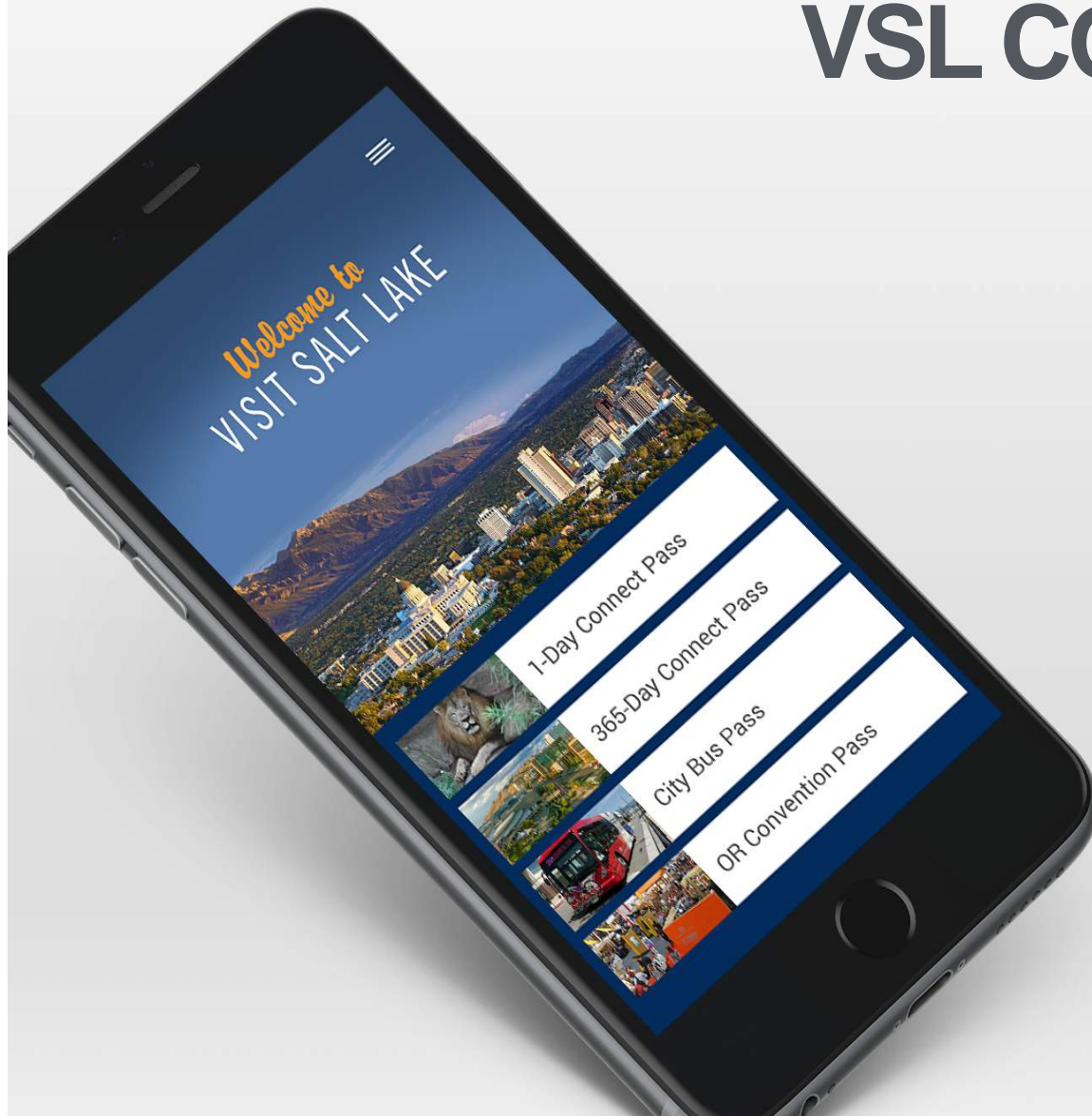


# THE DMO BUSINESS MODEL IS EVOLVING

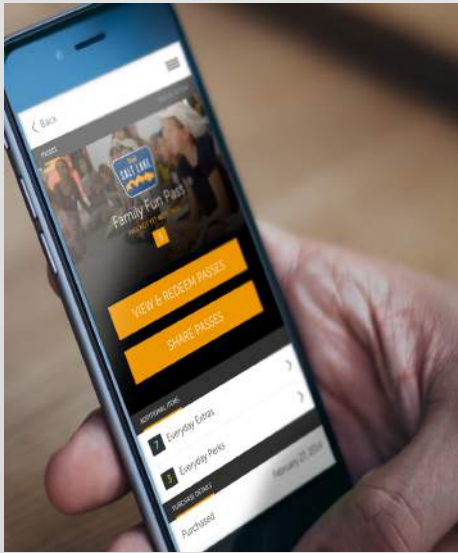




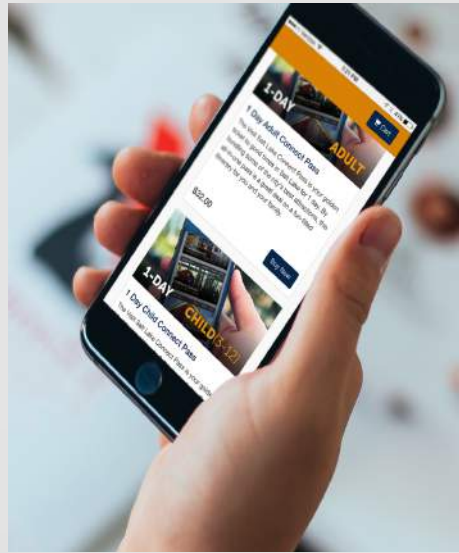
# VSL CONNECT PASS



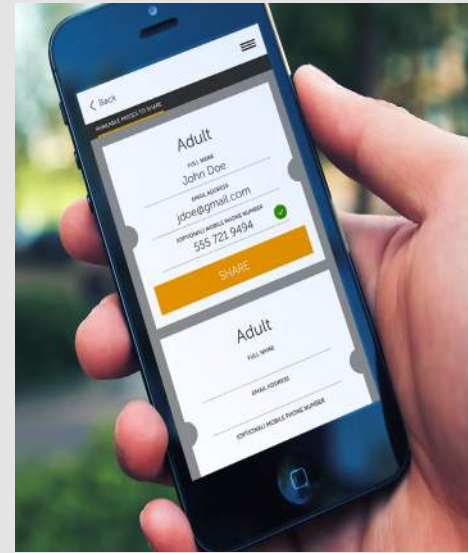
# HOW IT WORKS



Check out on DMO site

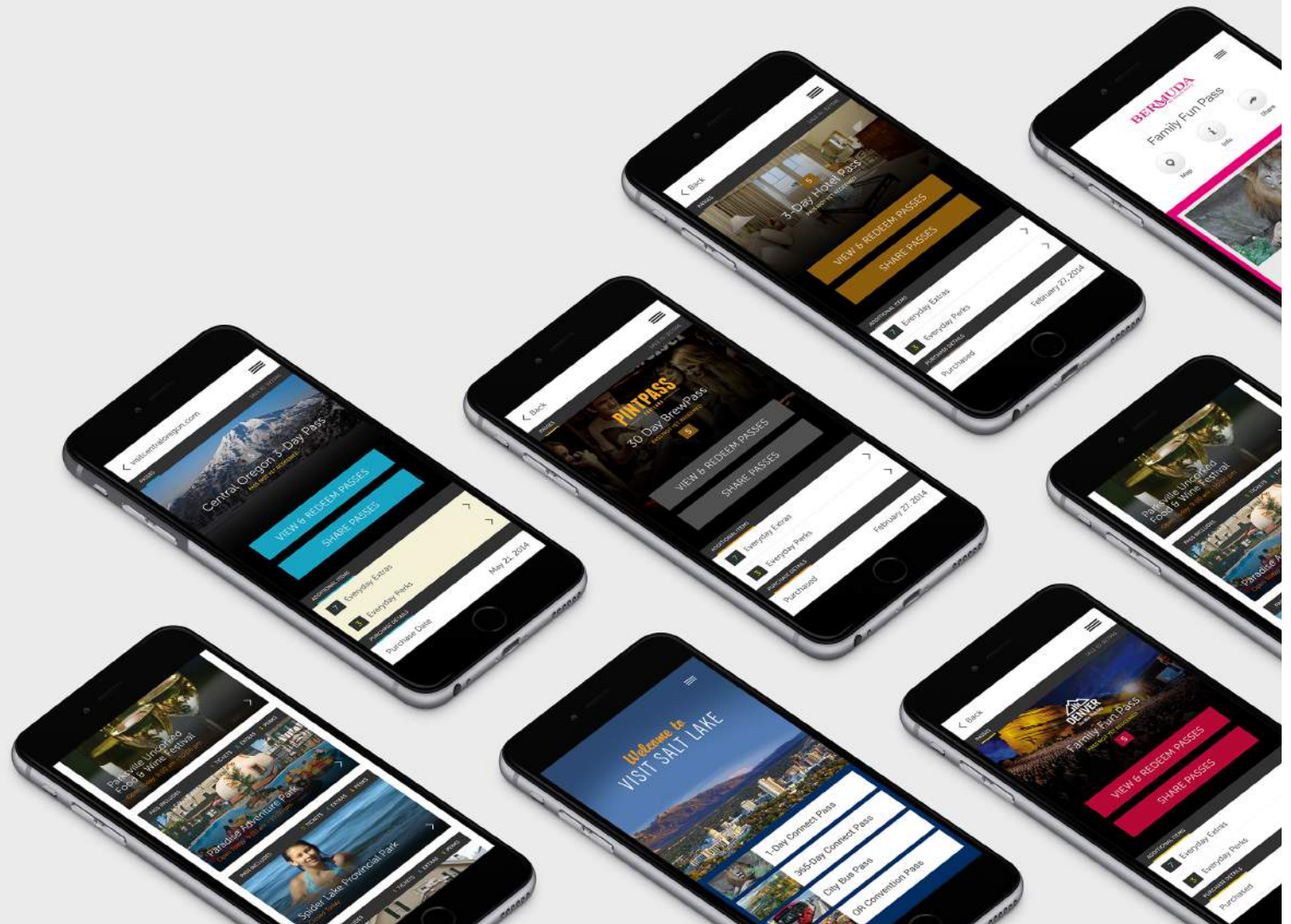


Mobile ticket delivery  
(print-at-home too)



Share passes

# ANYTHING VISITORS WANT TO DO



# USE CASES

Visit Salt Lake - Connect Pass

Visit Denver - Mile High Culture Pass

Visit Ogden - Ski 3 Lift Ticket Packages

Bermuda Tourism - Cultural Passport

Grapevine CVB - Layover Package

Oregon's North Coast - Beer 101 Pint Pass

Portland Pint Pass

Proof PDX Distillery Row Passport

...the possibilities are vast.



**PINTPASS**  
— PORTLAND —

## INTRODUCING THE PDX PINT PASS

The new mobile-exclusive 2015-2016 PDX Pint Pass is coming this winter to a rotating selection of participating breweries, pubs and restaurants throughout the Portland Metro Area.

**BREWERIES, PUBS AND RESTAURANTS:**

- Stress-free one-tap redemption for busy service staff
- Retarget consumers and customize Perks via your dedicated console
- Dynamically activate/deactivate offers and spending incentives in realtime
- Offset marketing costs with our \$1 payback for every redemption
- Use customer data to email and SMS special events and promotions
- Requires no technical integration with POS systems

**CONSUMERS:**

- Mobile access to savings at a selection of breweries, pubs and restaurants
- A digital bundle of \$5 gift cards redeemable at all merchant-member locations
- Sharable passes and mobile alerts via SMS and email
- Informative merchant profiles with Google Maps integration
- Exclusive access to news about what's happening at participating merchants

Visit [bandwango.com](http://bandwango.com) to learn more or request a demo with [brandon@bandwango.com](mailto:brandon@bandwango.com)

Browse — Buy — Share — Redeem. **bandwango**

**Questions?**

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