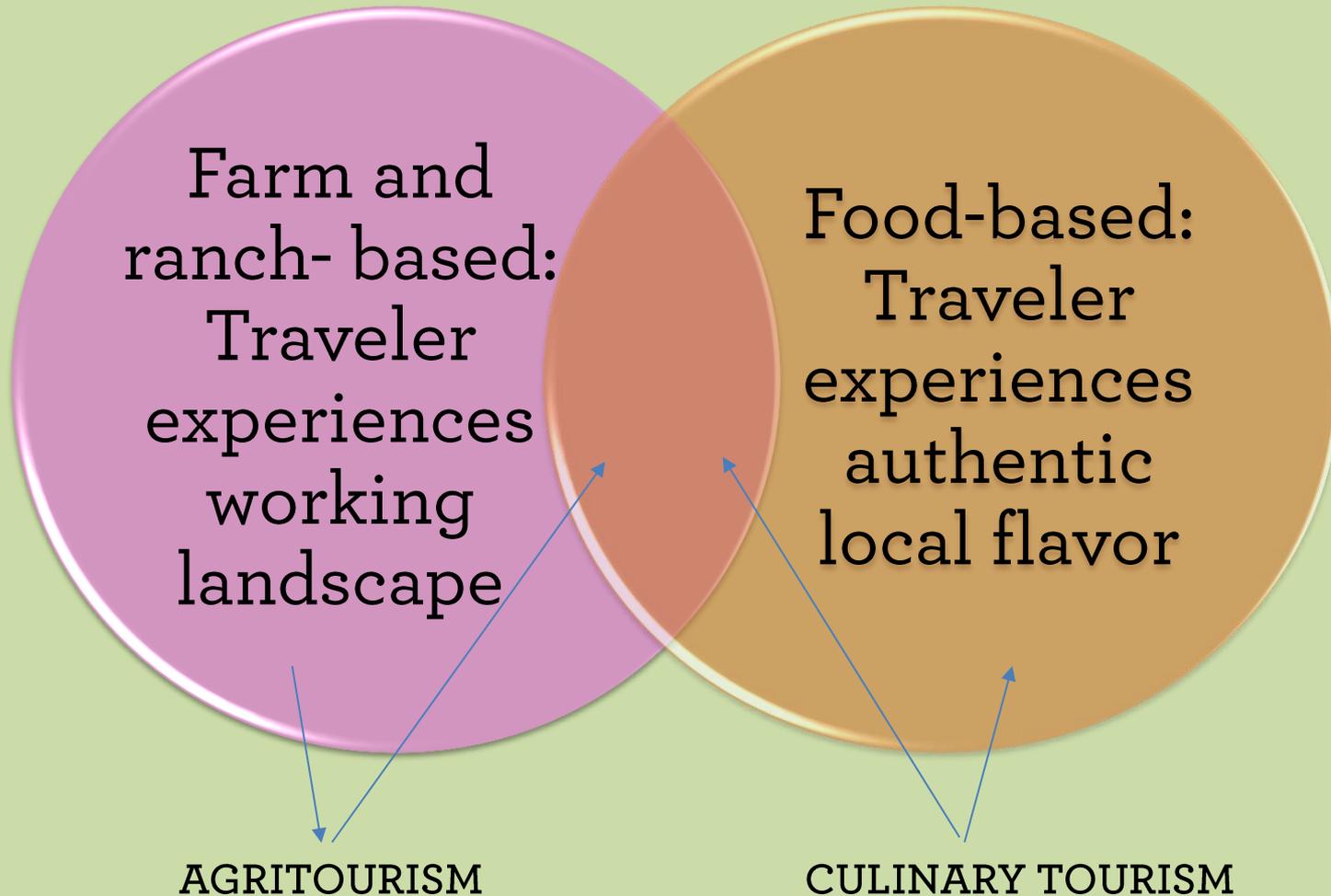


Oregon Agritourism Network

Goals for the Day

- Shared understanding of statewide agritourism strategies
- Up to date information about work to advance those goals
- Gain clarity about the role of the Network and your role in the process
- Launch initial action teams
- Clear next steps

What are we talking about?





Winding Waters
RIVER EXPEDITIONS

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WHITEWATER RIVER RAFTING ADVENTURES



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WRR
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 Fossil, Oregon



PRESS
The Oregonian

"Best Meal in the Middle of Nowhere" July 2012



Fruit LOOP
HOOD RIVER COUNTY





Agritourism Development 10-Year Vision

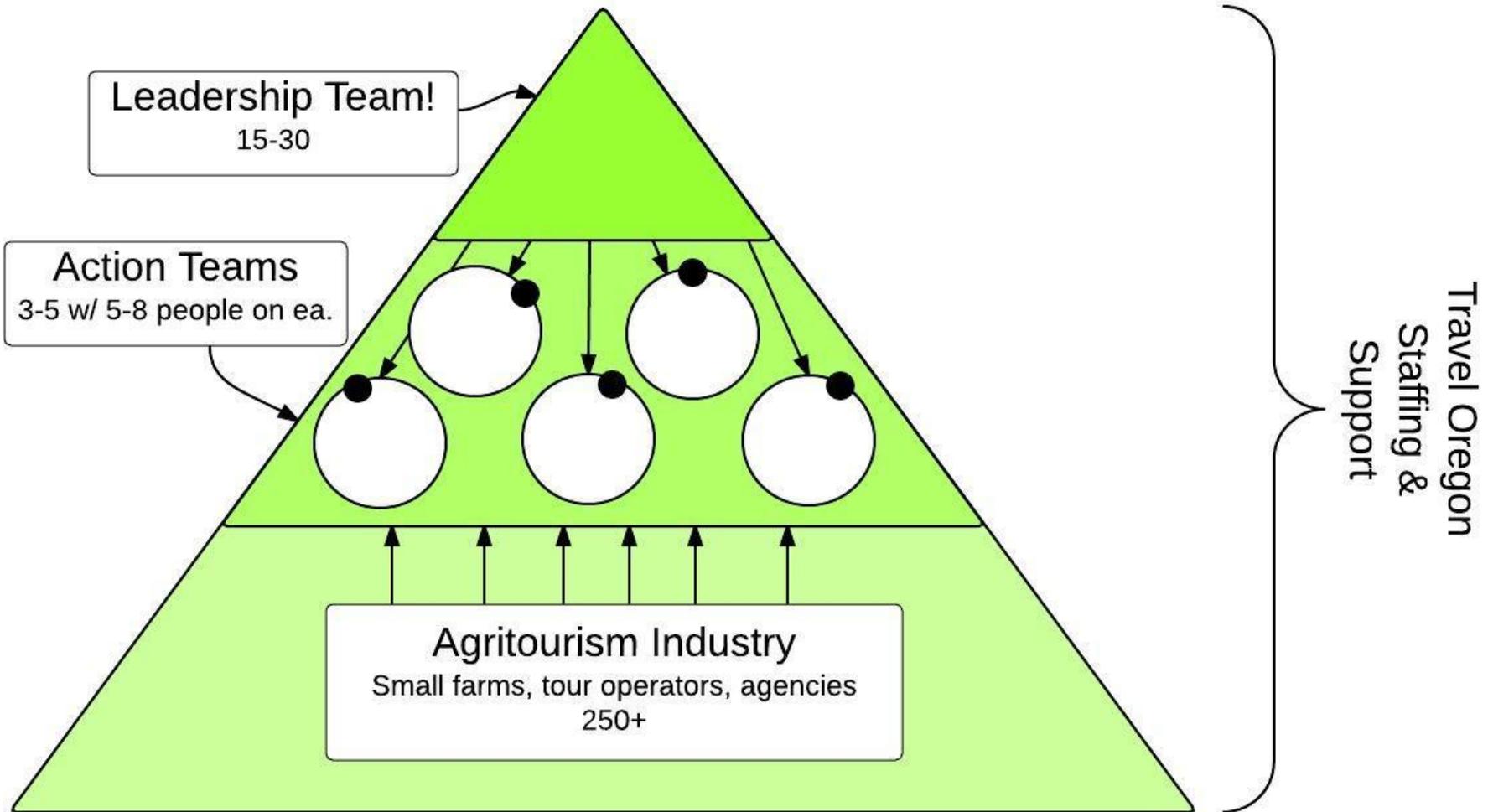
- Oregon is recognized as a world-class destination for interesting, educational, fun and life-changing food and farm-based experiences.
- Visitors find diverse, accessible and high quality opportunities to experience excellent food and bountiful landscape throughout the whole state.
- Easy for Oregon visitors to explore, dine and experience life on a farm, and to connect agritourism experiences with other nearby visitor experiences.
- While agriculture remains the primary function of farms and ranches, exposure to visitors through agritourism enhances these operations.
- The success of agritourism brings increased prosperity to Oregon communities.



Agritourism Development Goals

- **Policy:** . . . state and local policy is clear and improved. . . agritourism businesses compatible with the intent of land use law and public health regulations can operate efficiently.
- **Industry driven network:** Agritourism businesses are well networked with each other. . .
- **Marketing:** . . . strategic agritourism marketing plan.
- **Standards:** . . . agritourism products and services have been vetted for authenticity and quality.
- **Education:** Young people have a close and knowledgeable connection with the state's agricultural sector . . .
- **Economic impact:** Agritourism tangibly contributes to economic vitality

Oregon Agritourism Network





Industry.TravelOregon.com/Agritourism

- Oregon's Target Markets
- Education and Training
- Destination Development
- Product Development**
 - Bicycle Tourism Development
 - Bike Friendly Business Program
 - Outdoor Recreation Development
 - Culinary and Agritourism Development**
 - Oregon Scenic Byways
- Sustainable Tourism Development
- Grant Programs
- Toolkits
- The Orb
- Oregon Tourism and Hospitality Industry Consortium
- Additional Resources

- sign up for our -
**INDUSTRY
NEWSLETTER**

Culinary and Agritourism Development



We're all about what grows here in Oregon. We care about where it's grown, how it's caught and how it's harvested. We want to know all about who cooked it, who brewed it and why they served it the way they did. Oregon is full of people who love what they make and make what they love. We've got trendsetters, taste-makers, visionaries and mold-breakers. And we want to make sure visitors to Oregon experience all of it.

- IN THIS SECTION** ▾
- Agritourism Development
 - Culinary Tourism Development: Oregon Bounty
 - Oregon Agritourism Working Group

**OREGON BOUNTY
TOOLKIT**



SEARCH

Destination Marketing
Resources

Oregon's Target Markets

Education and Training

Destination Development

Product Development

Bicycle Tourism Development

Bike Friendly Business Program

Outdoor Recreation Development

**Culinary and Agritourism
Development**

Oregon Scenic Byways

Sustainable Tourism
Development

Grant Programs

Toolkits

The Orb

[PRODUCT DEVELOPMENT](#) > [CULINARY AND AGRITOURISM DEVELOPMENT](#) >

Oregon Agritourism Working Group

In order to develop Oregon's culinary and agritourism potential, Travel Oregon is convening a statewide Working Group to inform its development, sales and marketing strategies.

In this early phase, the Working Group primarily consists of agritourism business and entrepreneurs and the following types of organizations:

- Small farms and ranches such as Gathering Together Farms and Wilson Ranches
- Non-profit organizations such as the Portland Farmers Market and Ecotrust
- Associations such as the Oregon Brewers Guild and World Food Travel Association
- Regional economic development organizations such as the Northeast Oregon Economic Development Organization
- County governments such as Yamhill County
- State agencies such as the Oregon Department of Agriculture

IN THIS SECTION ▾

[Agritourism Development](#)

[Culinary Tourism Development: Oregon
Bounty](#)

[Oregon Agritourism Working Group](#)

SIGN UP

Working Group Meeting #1 | March 20, 2014

- [Meeting Agenda](#)
- [Facilitator's Power Point Slides](#)
- [Travel Oregon's Power Point Slides](#)
- Video: [Communities Powered by Travel – Wallowas](#)
- Video: [Tasty Oregon Road Trips: Eat Your Way to the South Coast](#)
- Video: [Full on Oregon](#)
- [Work Group Meeting Notes](#)

Working Group Meeting #2 | May 15, 2014

- [Travel Oregon's Power Point Slides](#)
- [Work Group Meeting Notes](#)

Working Group Meeting #3 | June 5, 2014

- [Travel Oregon's Power Point Slides](#)
- [Work Group Meeting Notes](#)

Working Group Conference Call | June 23, 2014

- [Work Group Meeting Notes](#) (Draft strategies and goals)

Oregon Agritourism Strategies and Goals

Collective Impact Model

Travel Oregon is exploring *Collective Impact* as a model for guiding its development work in collaboration with broad stakeholder collectives. If you are interested in learning more about this model, here are a couple of articles that may interest you:

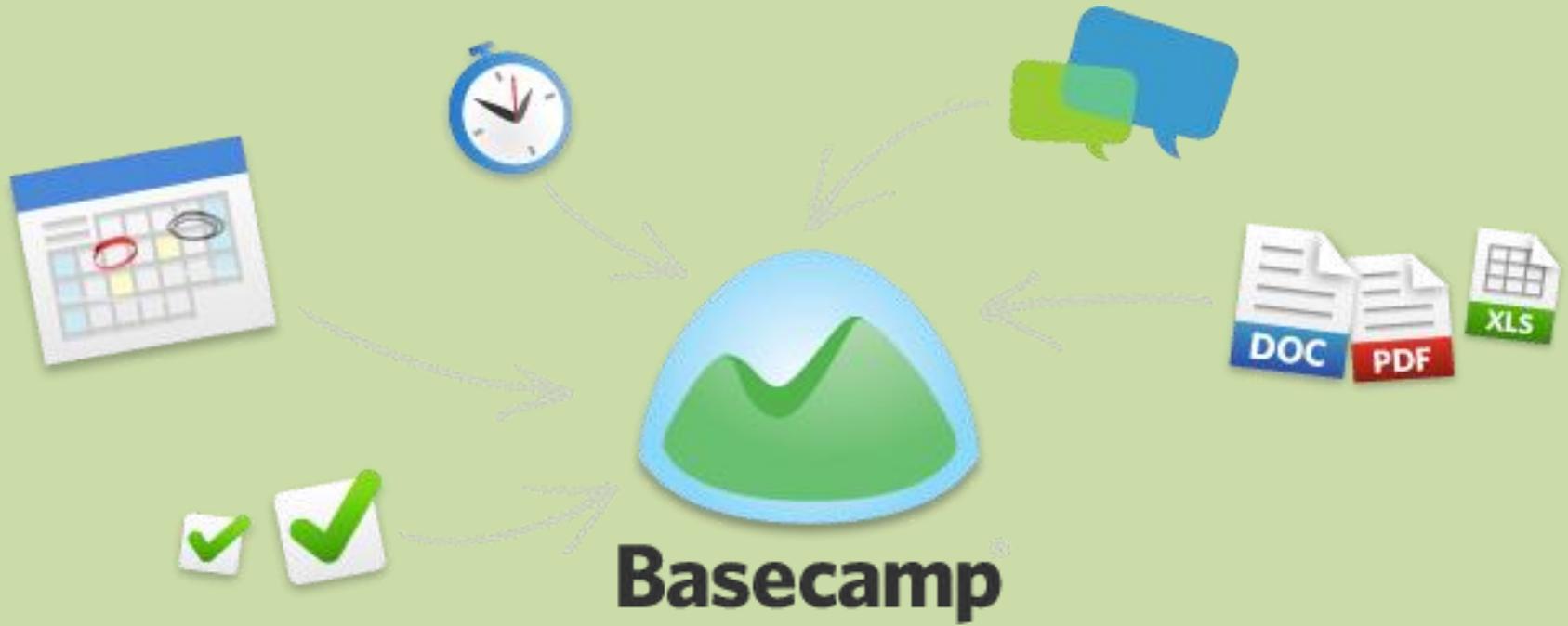


COMMUNICATIONS

- Meeting notes posted online
- Meeting notes distributed via direct email
- General Travel Oregon industry news distributed via eNewsletter – Sign Up!
- Agritourism updates distributed via email



BASECAMP



Gravel Riding Working Group ☆

[Invite more people](#)
59 people on this project

[Catch up](#)
on recent changes

[46 Discussions](#) [23 Files](#) Add the first: [To-do list](#) [Text document](#) [Event](#)

Latest project updates

- Apr 27** You gave clkeele@gmail.com access to the project: Gravel Riding Working Group
- Apr 27** Russell R. commented on [Gravel Ride in Central Oregon - Weekend of May 9 & 10](#)
- Apr 27** Dan M. commented on [Gravel Ride in Central Oregon - Weekend of May 9 & 10](#)

[See all updates](#)

Discussions

[Post a new message](#)

 [Watch a quick video about Discussions](#)

- | | | | | |
|---|--------------|--|--------|----|
|  | Russell R. | Gravel Ride in Central Oregon - Weekend of May... - We're in for Sunday for sure. Maybe Saturday as well. Thanks! | Apr 27 | 3 |
|  | Harry D. | New Gravel Route Upload Form -... - http://industry.traveloregon.com/gravel-routes/ Please use this form when uploading new routes from now on. Cheers, Harry & Staj | Apr 24 | |
|  | Harry D. | New Gravel Routes Posted!... - Around an additional 40 gravel rides have been added to http://rideoregonride.com/rides/gravel-rides/ . Check 'em out! Many thanks to all who submitted | Apr 24 | |
|  | Nastassja P. | Proposed NEW Steering Committee - Hi All, Just a quick announcement that we are putting the Steering Committee on hold for right now; however we are going to be formalizing roles more | Apr 8 | 10 |
|  | Dan M. | May 9th: Next Group Field Trip - Folks, Wanted to get this out there on the calendar for you all. Date is now set, where and who will be hosting is forthcoming. Dan | Apr 1 | |

[41 more discussions](#)

Files

[Add files](#)

 [Watch a quick video about Files](#)

Crave Oregon: Culinary & Agritourism Marketing



Oregon Bounty

Oregon Food Trips

View more Travel Oregon photos

Take a tasty trip around the state. Add your delicious adventures to our gallery by tagging them #traveloregon.



- featured in -



-LET'S GET SOCIAL



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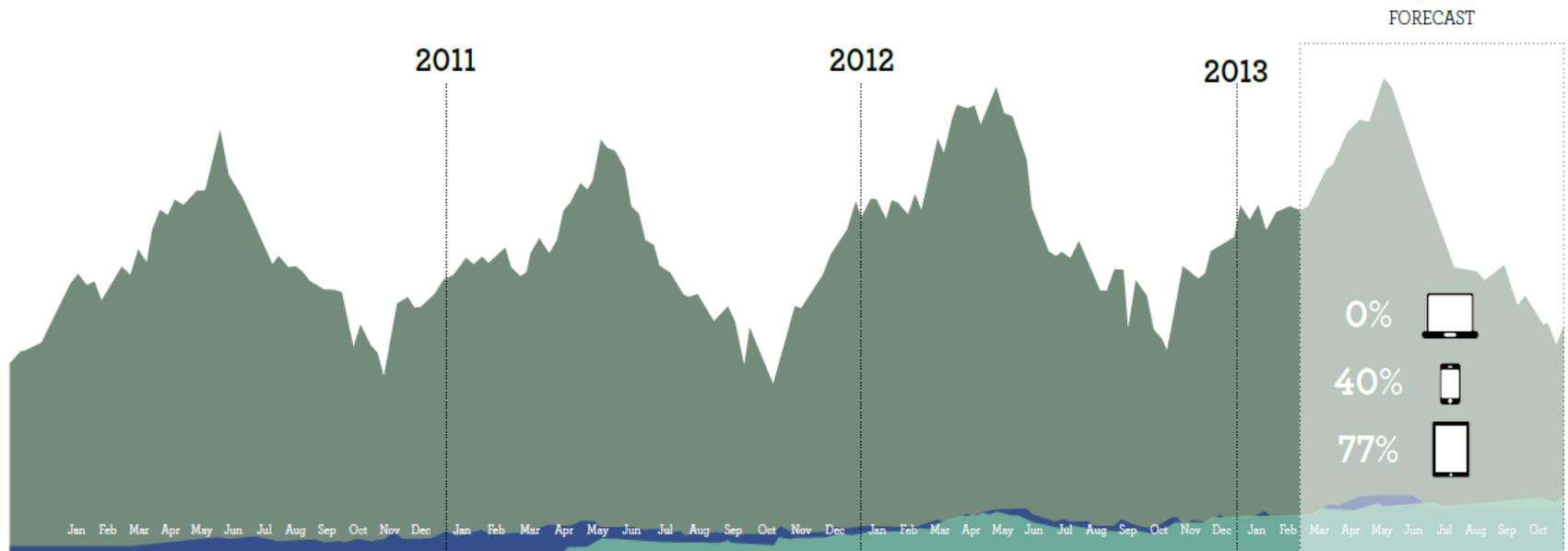
TRAVEL OREGON NETWORK

INTERNATIONAL VISITORS

7 Wonders

SEARCH INTEREST IN OREGON TOURISM IS ON THE RISE 2013 FORECASTED GROWTH IS 7% Y/Y

Computers Smartphones Tablets



Source: Google Internal Data, U.S. Based on a basket of the top 1,000 tourism queries related to Oregon.

7 Wonders 2015



OUR GOAL

INSPIRE PEOPLE TO SEE ALL 7 WONDERS
IN THEIR LIFETIME

7 Wonders 2015

WE ARE GOING TO DO TWO THINGS TO MEET THIS GOAL

**BROAD INSPIRATION
FOR 7 WONDERS**



Reasons to visit the 7 Wonders
that appeal to everyone.
"I really want to see that Wonder."

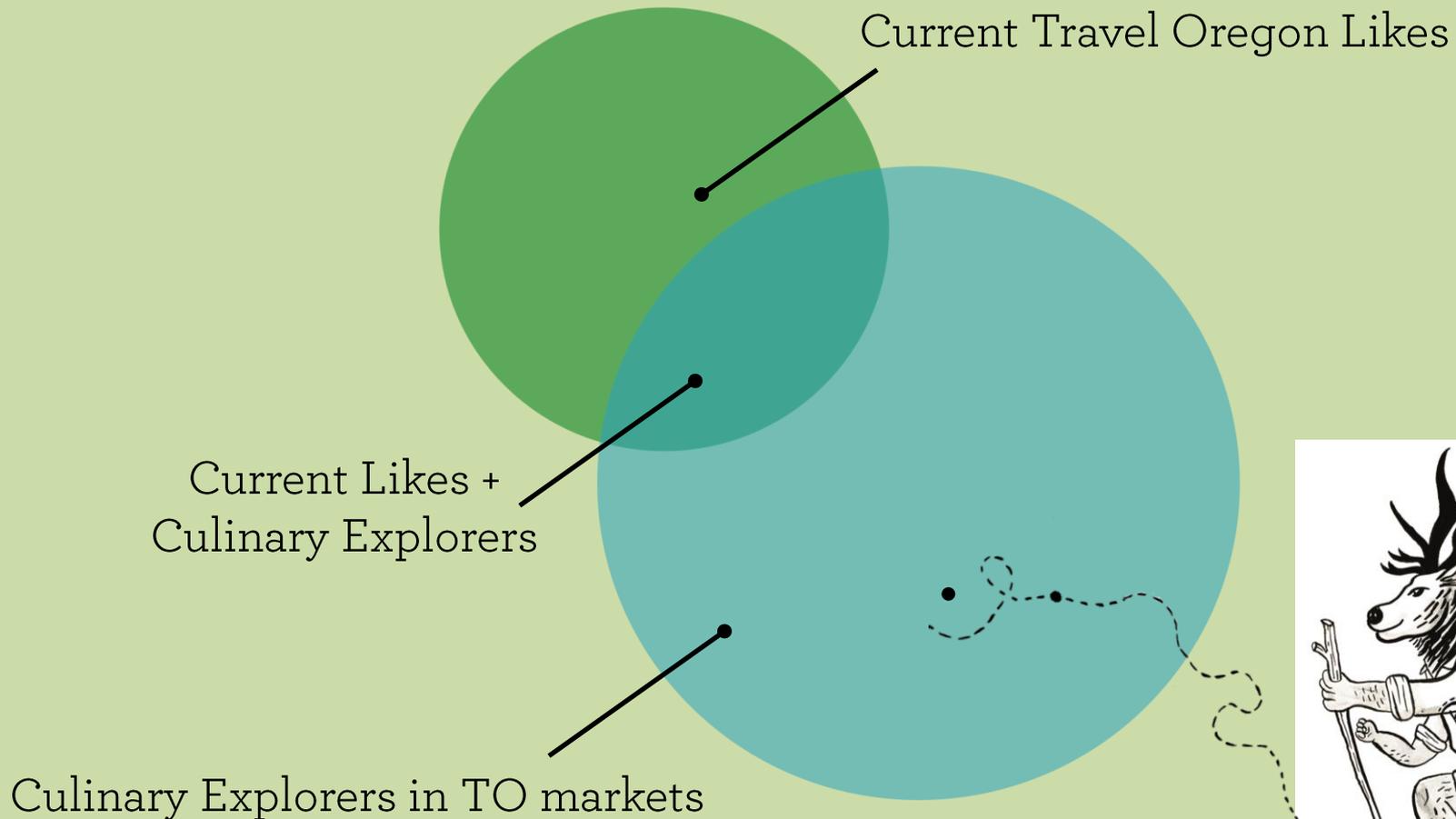
**PASSION INSPIRATION
FOR 7 WONDERS**



Reasons to visit the 7 Wonders
that appeal to a specific interest,
e.g., golf. "I want to play golf
at that Wonder."

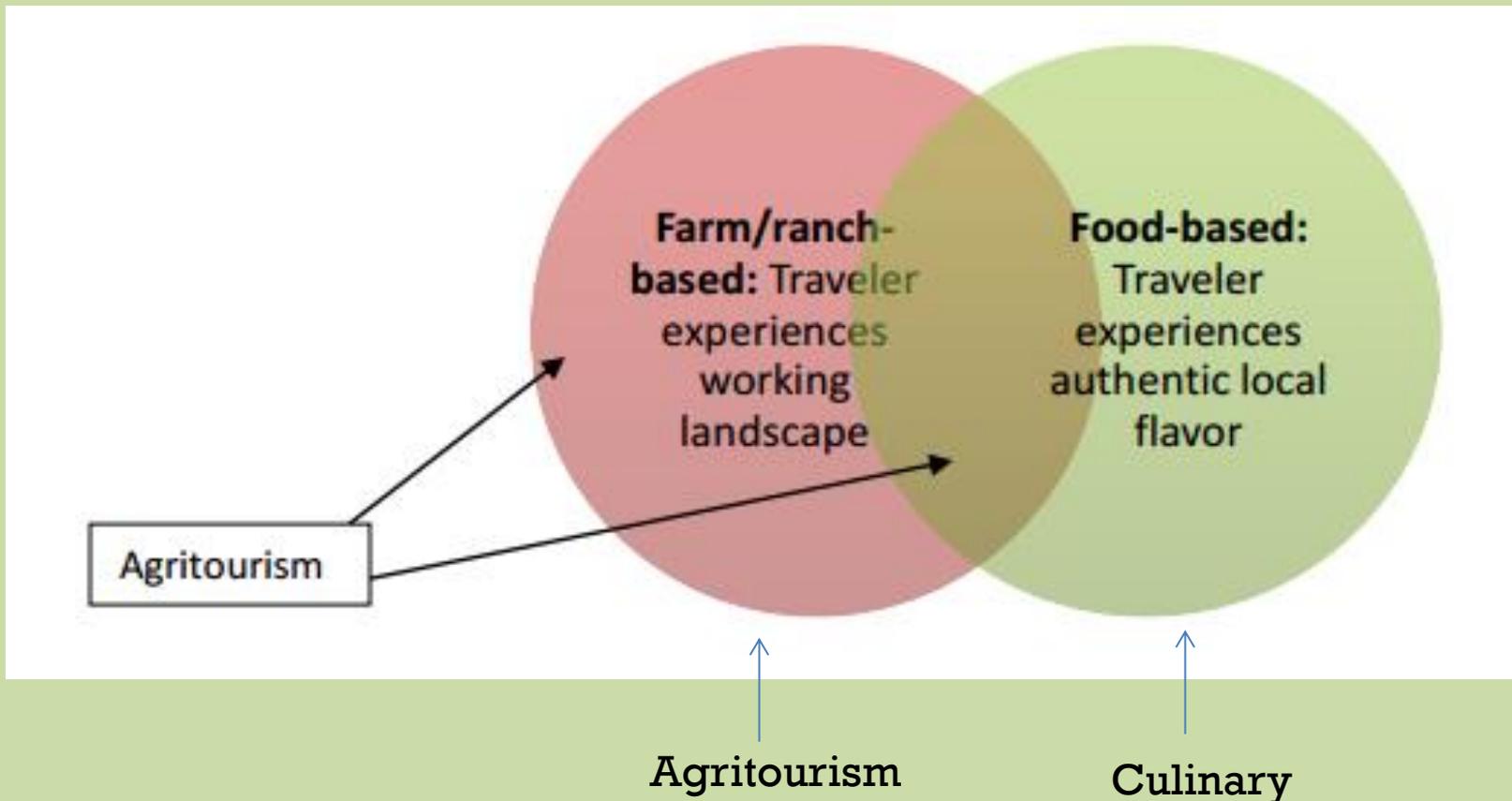
Bounty Media Plan

Our Target Markets



Culinary & Agritourism Marketing

- What we've heard...



How Are They Different?



traveloregon

Following

7 months ago · 📍 Blue Star Donuts

In Portland, I love how you can be surrounded by nature, vineyards and farms and 30 minutes later be @bluestardonuts eating Valrhona chocolate crunch donuts with these friendly peeps. 📸 @julieskitchen for #traveloregon

♥️ thefatgov, cboldbeauty, eshroyer23 and 1,784 others like this.



hailmarsh

@akiegentry let's go baybayyy



browniekat

@bacon_iz_good ♥️ @traceysnow133



ahill2786

@emilycheyanne I feel this is necessary



emilycheyanne

This is extremely necessary! @ahill2786



bacon_iz_good

Glorious glorious @bluestardonuts !! How can we get one opened in New York City? @browniekat remember the apple fritter?



rdegive

@silent_k1211 look at deez



Leave a comment...





The Oregon Agricultural Traveler

Travel Oregon's Marketing Efforts

Culinary experiences of
Oregon



Research has focused on Culinary

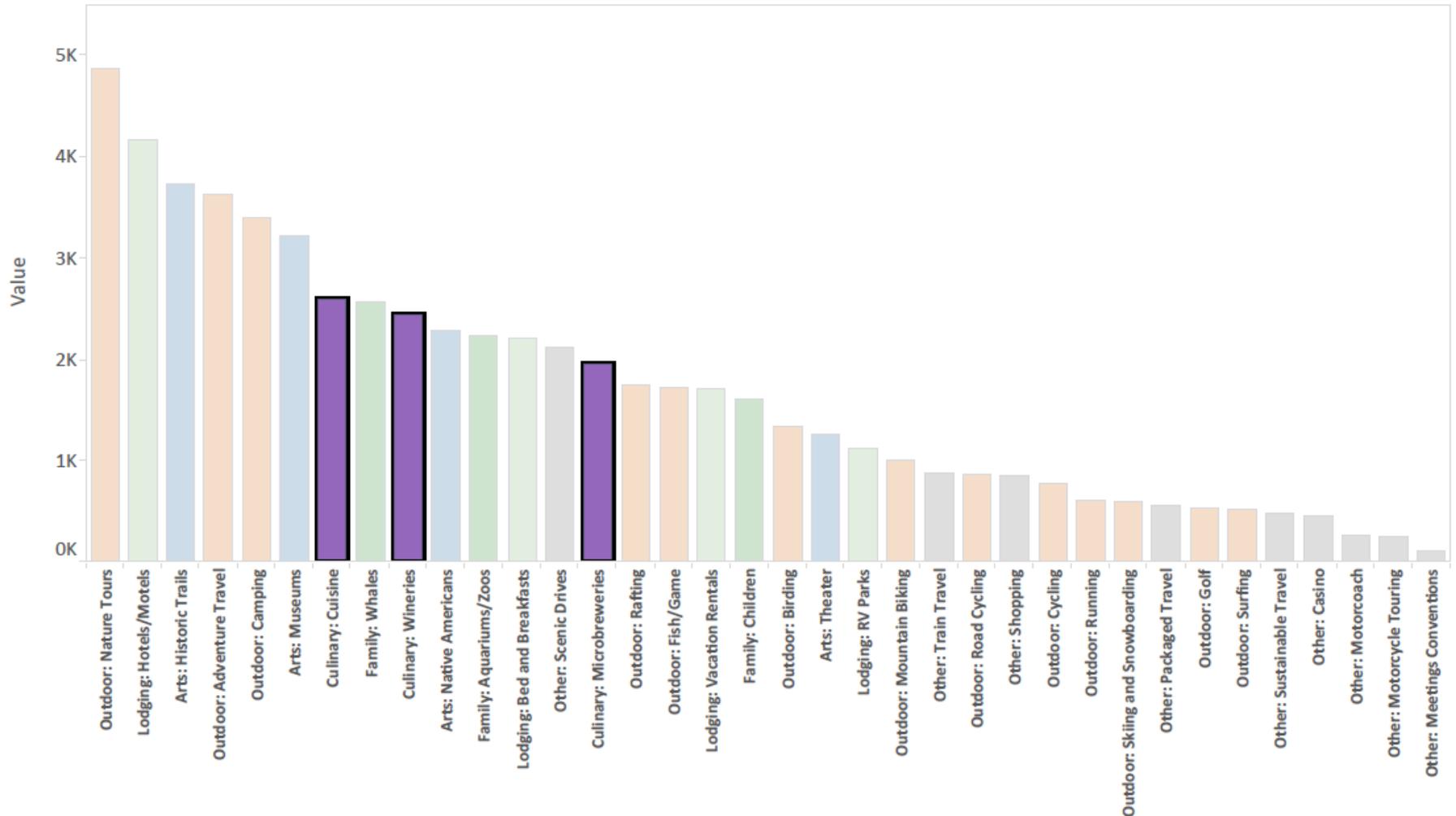
Guide Order Master Sheet

Total Guide Orders

Date Filter

01/01/2015 to 04/23/2015

11,878



Agricultural Tourism is Much More

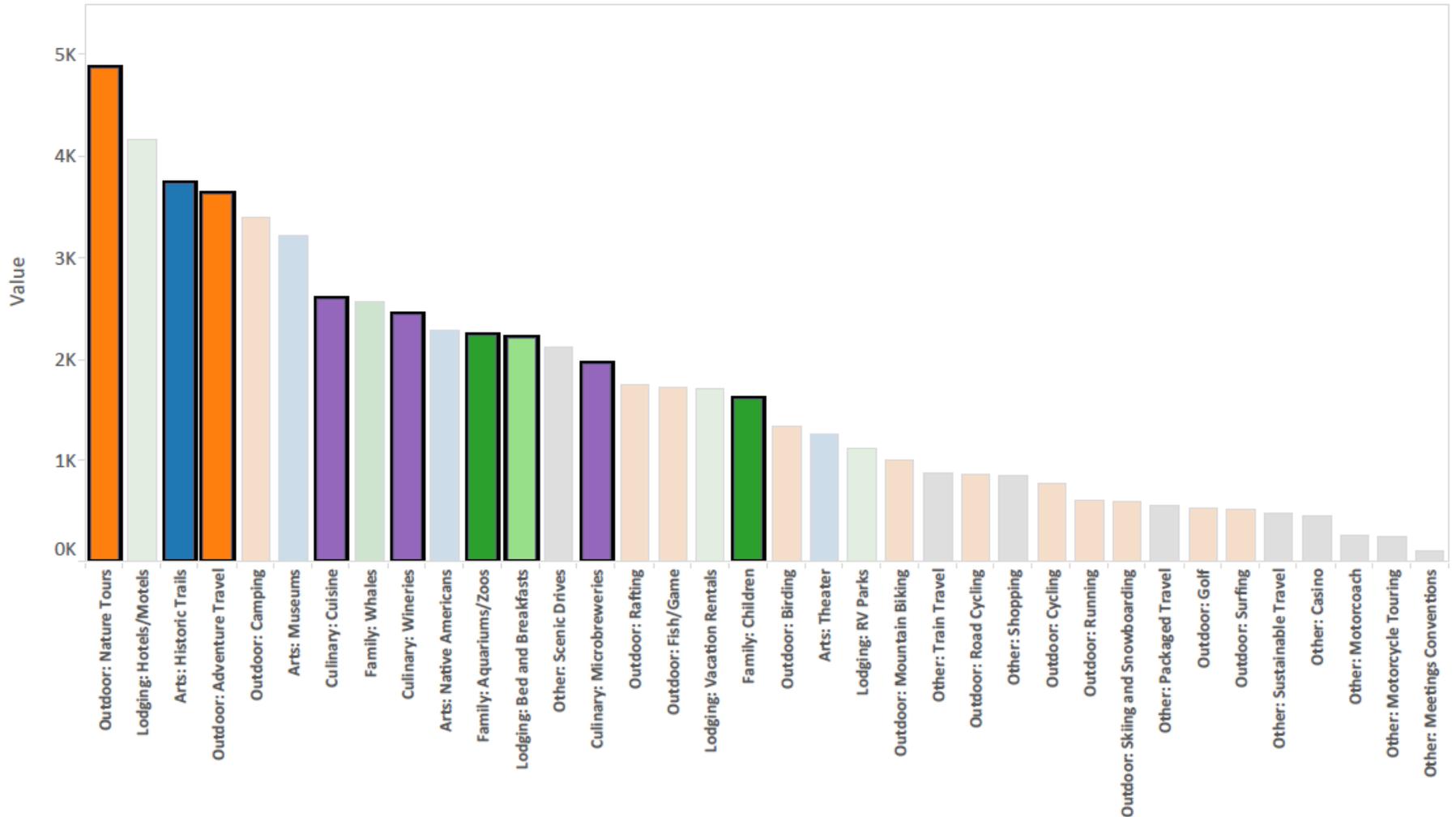
Guide Order Master Sheet

Total Guide Orders

11,878

Date Filter

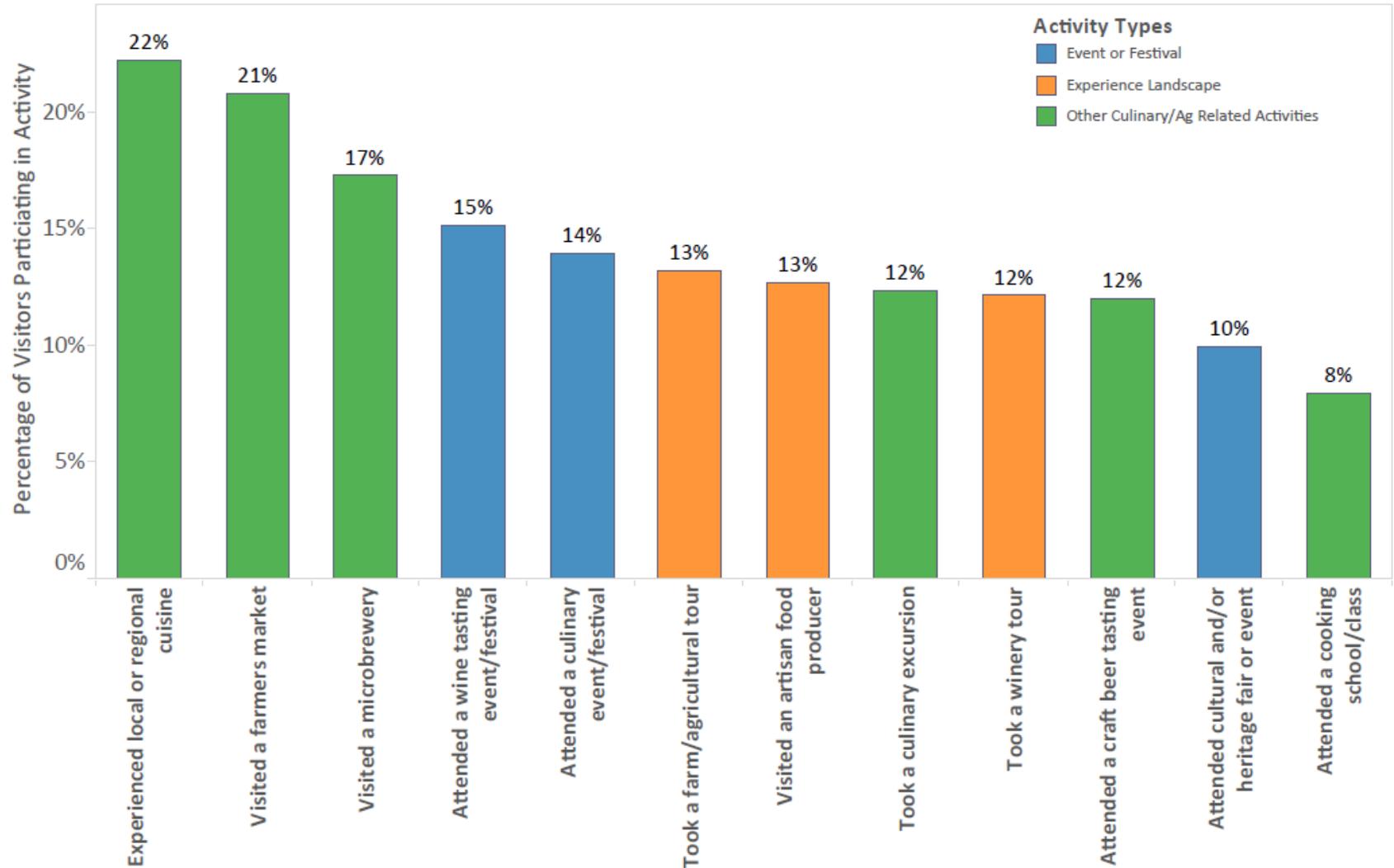
01/01/2015 to 04/23/2015



Custom Panel Research

Among Oregon Visitors: Activities in Which They Have Participated

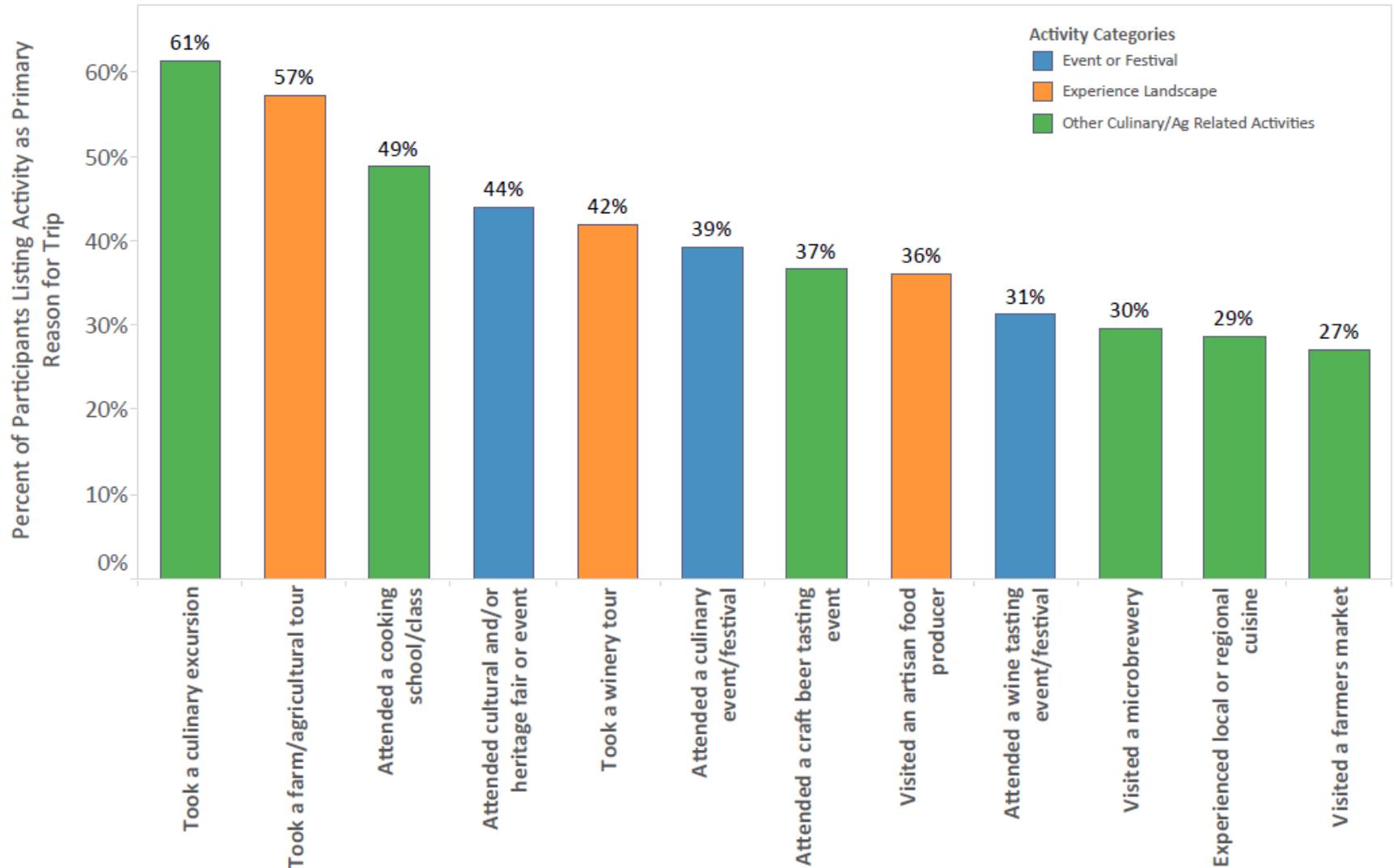
Source: MMGY travelhorizons



Activities as Motivation for Travel

The Extent to Which Participating In Activity was a Motivation for Travel

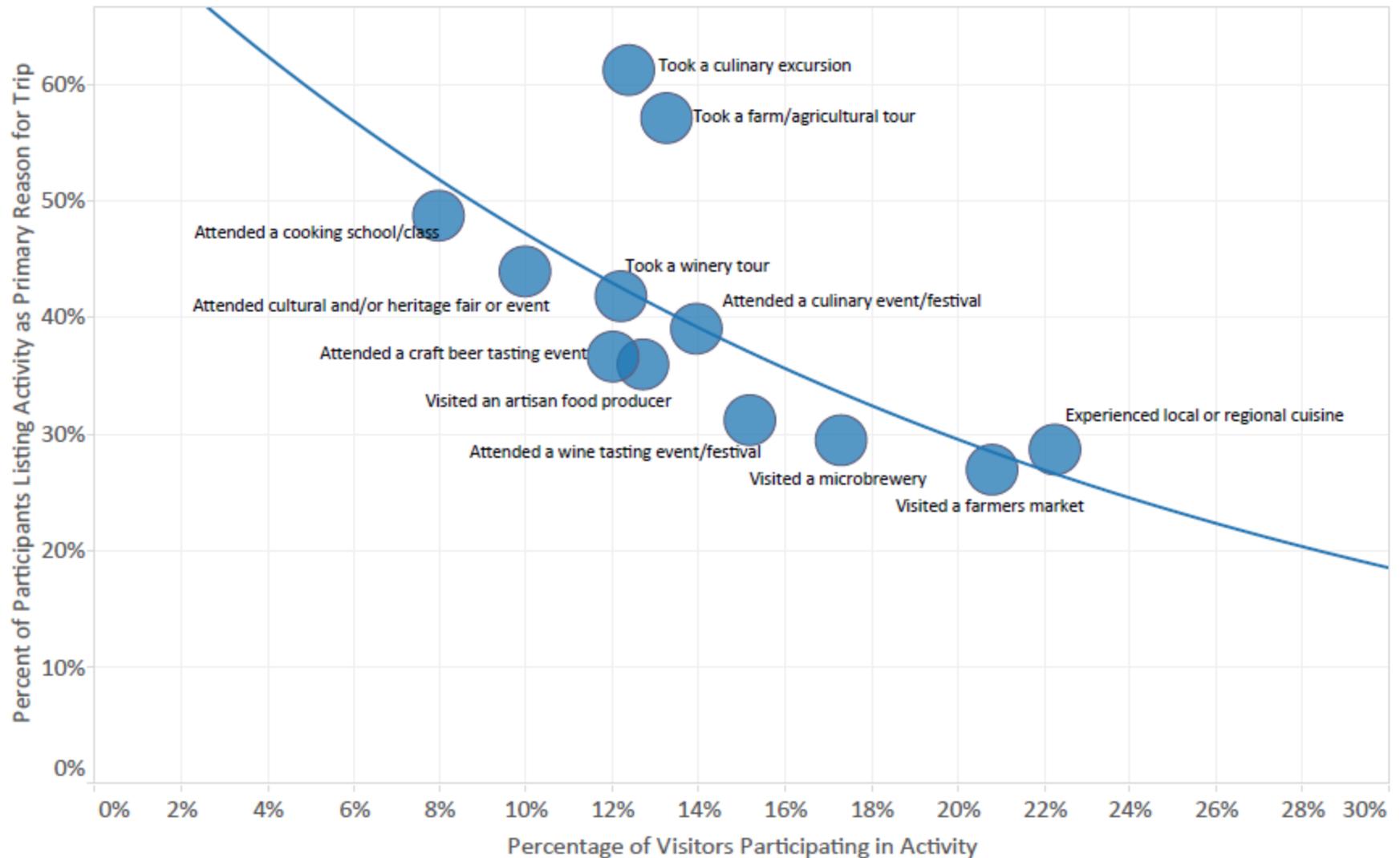
Source: MMYG travelhorizons



Activities as Motivation for Travel

Oregon Travelers: Participation and Motivation

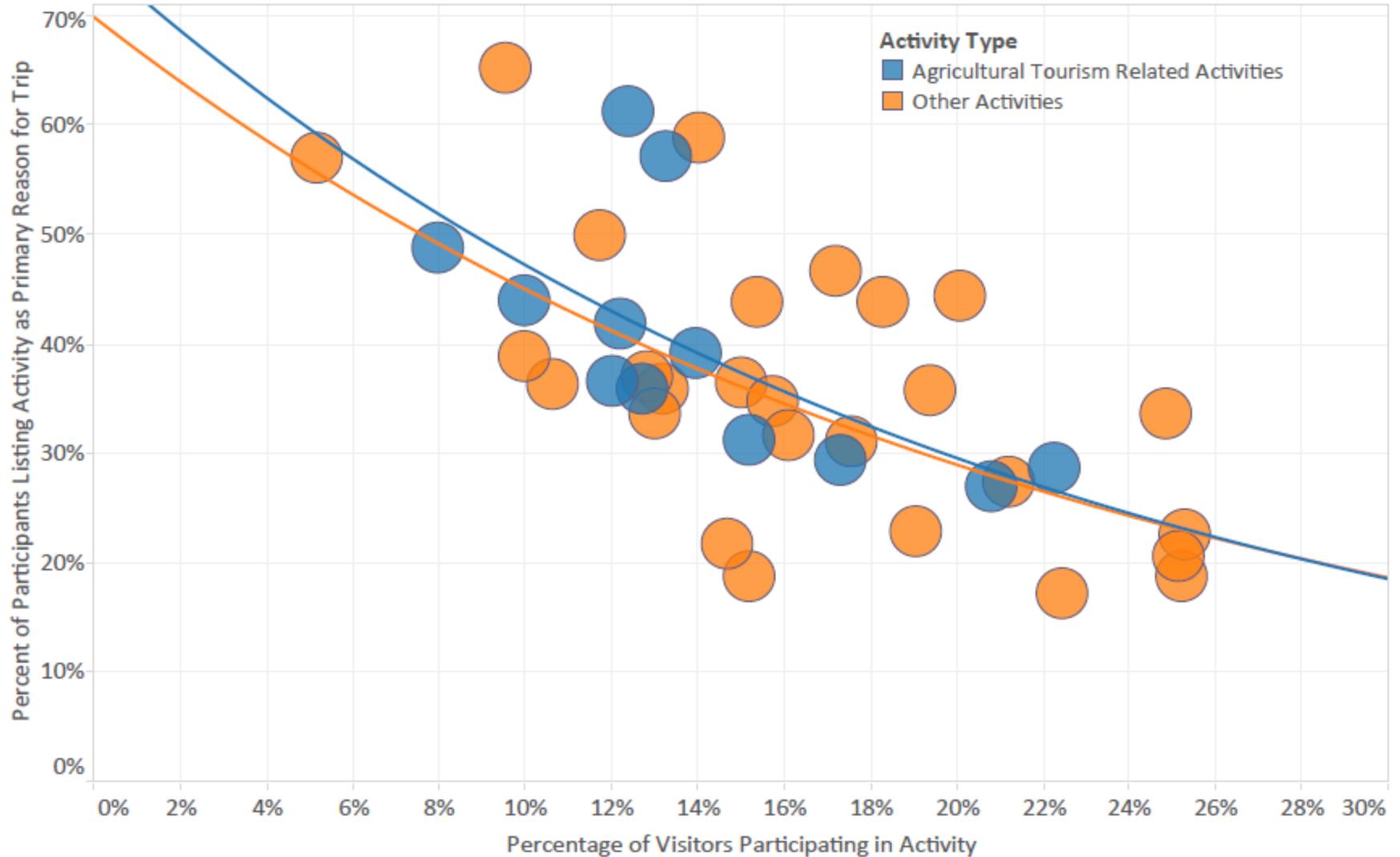
Source: MMGY travelhorizons



Activities as Motivation for Travel

Oregon Travelers: Participation and Motivation

Source: MMGY travelhorizons



Oregon Travelers

Become Advocates

60%

bring Oregon products home

30%

purchase Oregon products
several times after returning
home

43%

report they are more likely to
purchase Oregon products
after returning home



Visits Based on:



- Convenience
- Diversity of attractions
- Opportunity to purchase value-added products

Data: Fresno/Clovis Convention & Visitors Bureau. 2011: Research on Agritourism Research and Development

Photo Credit: @emily_katz subject: Kiyokawa Orchards

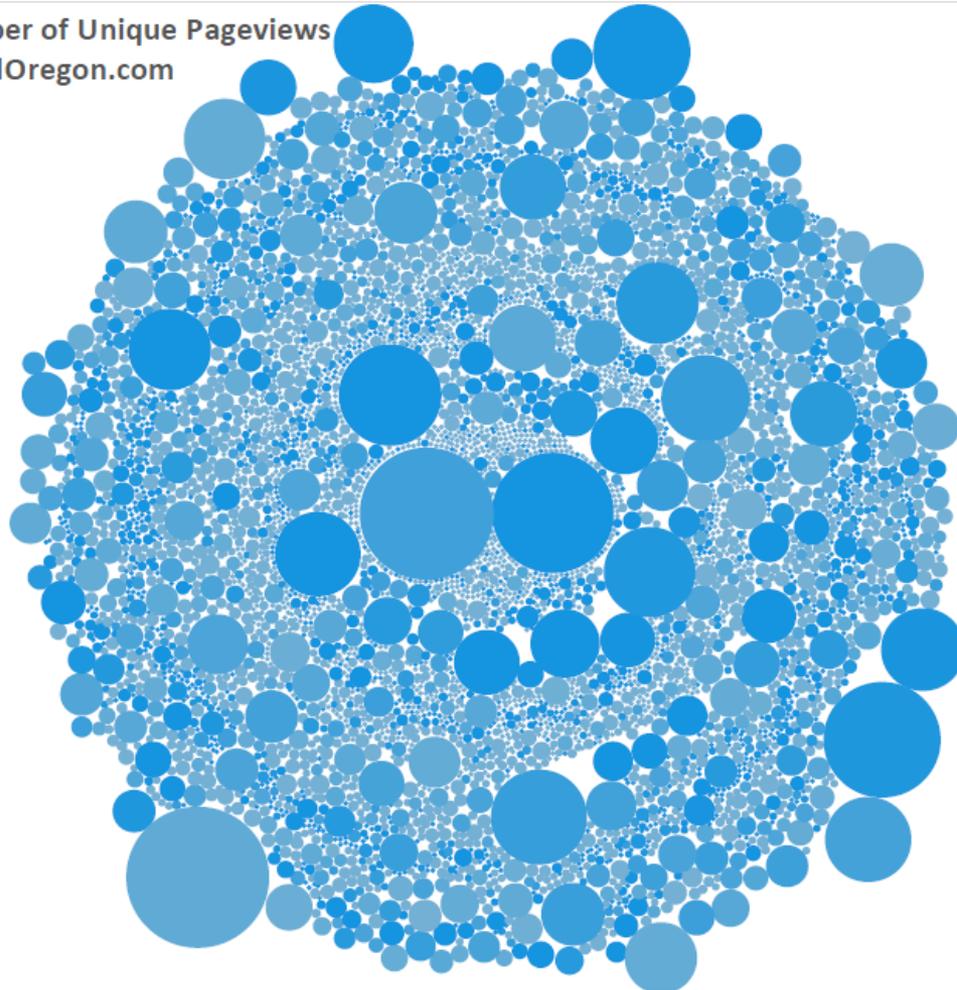
What else can we
learn about this
market?

TravelOregon.com Agricultural Tourism Sessions Pages of TravelOregon.com visited

Size of the dot is the number of Unique Pageviews

Each dot is a pge on TravelOregon.com

1/1/14-12/31/14



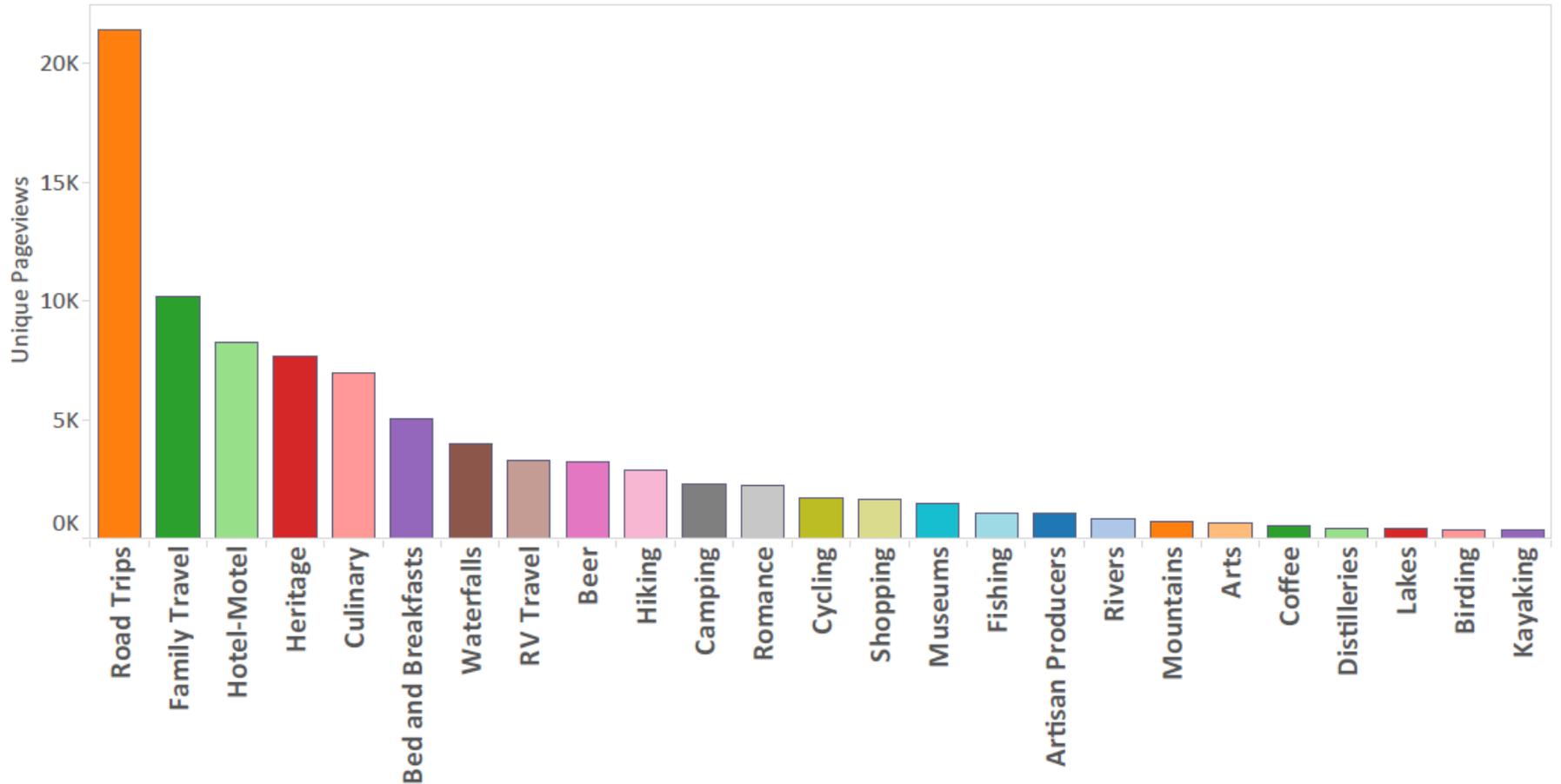
Agricultural Tourism Sessions

Top categories of pages visited

Themes and Topics of Interest to People Viewing Agricultural Tourism Content*

TravelOregon.com 1/1/14-12-31/14

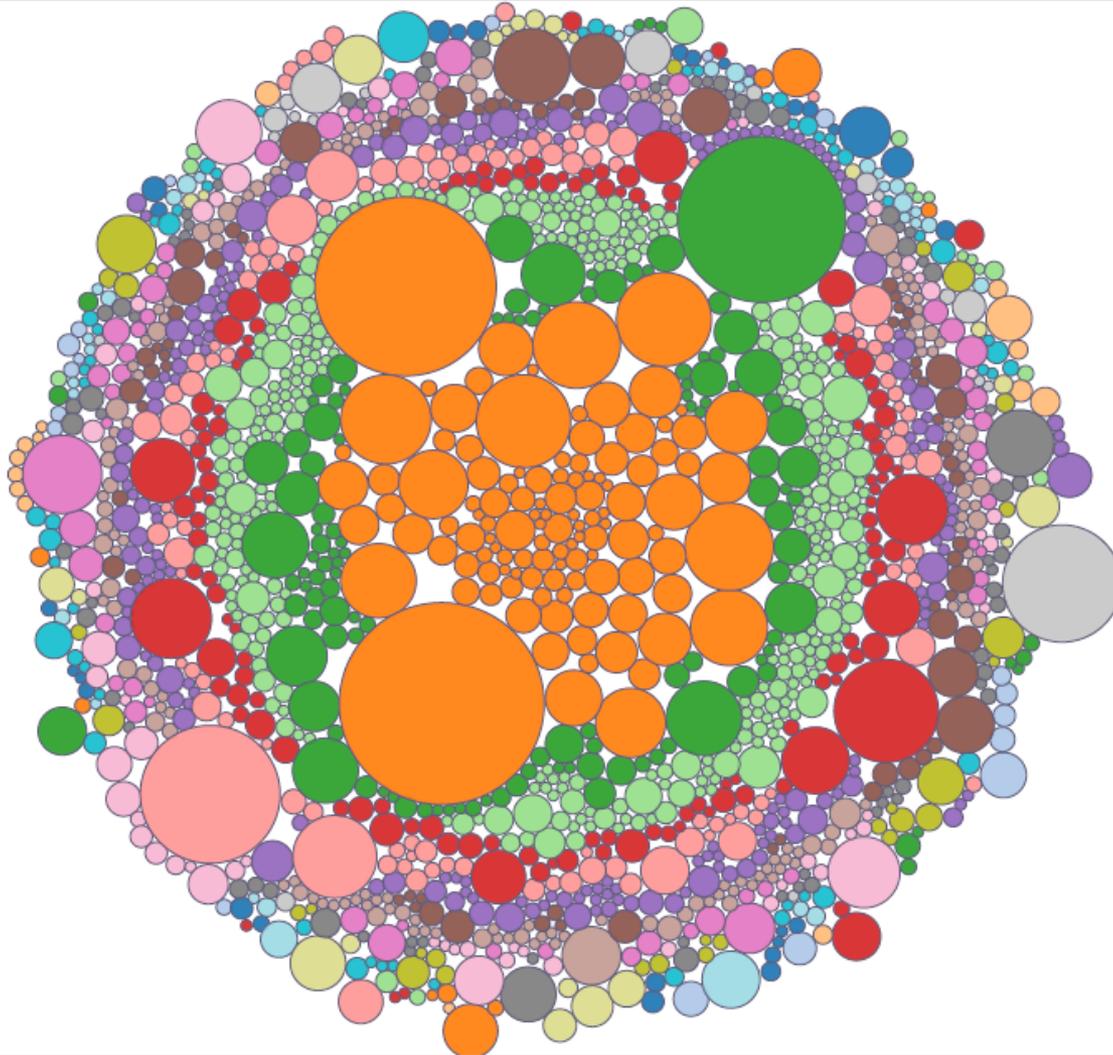
*Defined as: Sessions which touched pages with the following words in their source URL: wine, agriculture, farm, ranch, vine



Agricultural Tourism Sessions

Top categories of pages visited

Size of the dot is the
number of Unique
Pageviews
Each dot is a page on
TravelOregon.com
1/1/14-12/31/14



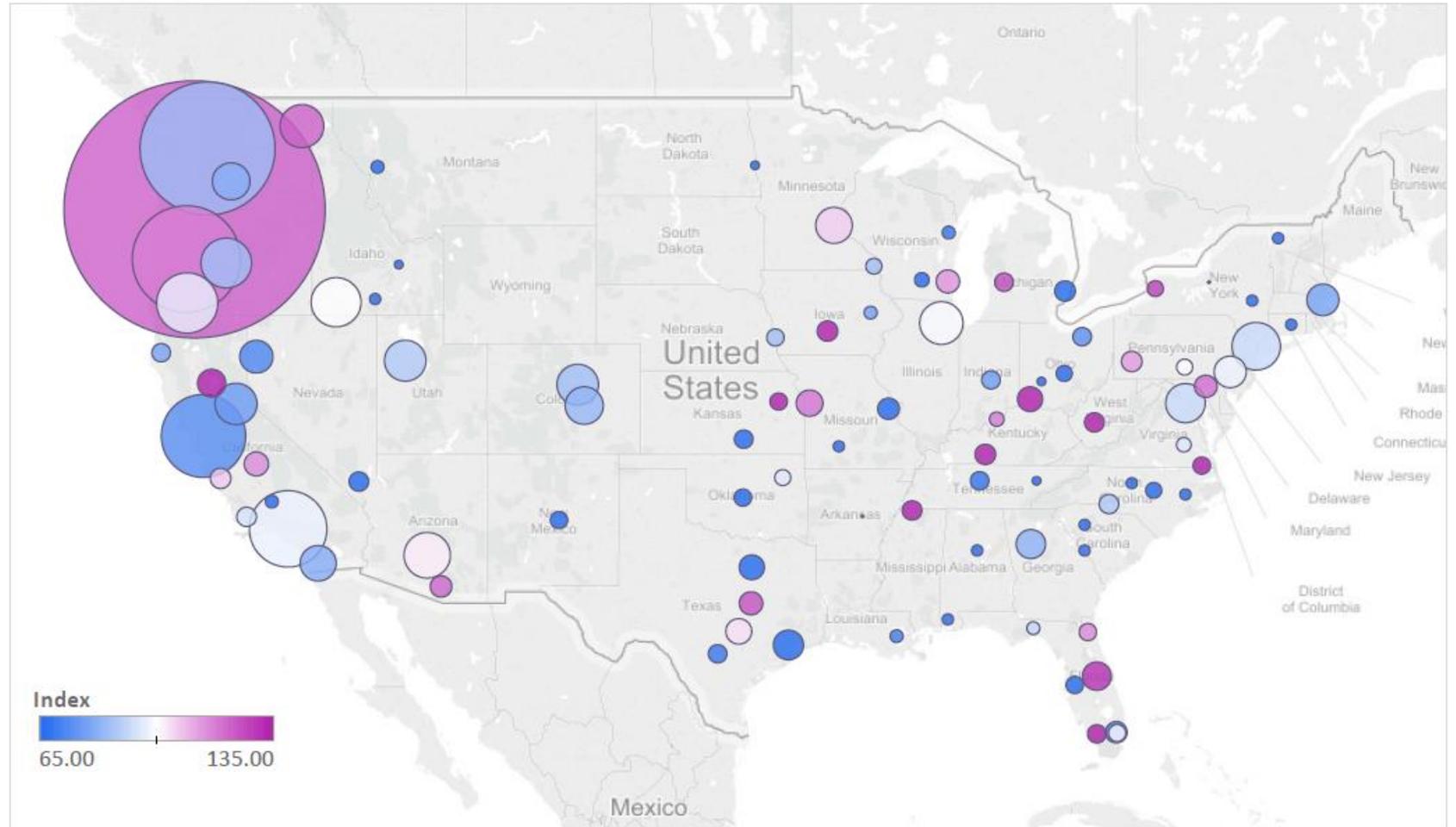
Agricultural Tourism Sessions

Geographic Distribution of Site Users

Sessions which Touch Wine, Ranch, Farm and Agricultural pages of TravelOregon.com

Color is Geographic Index: $(\text{Pct. of Agriculture Related Sessions from DMO}) / (\text{Pct. of Overall TravelOregon.com Sessions from DMO}) * 100$

Size is Number of Sessions

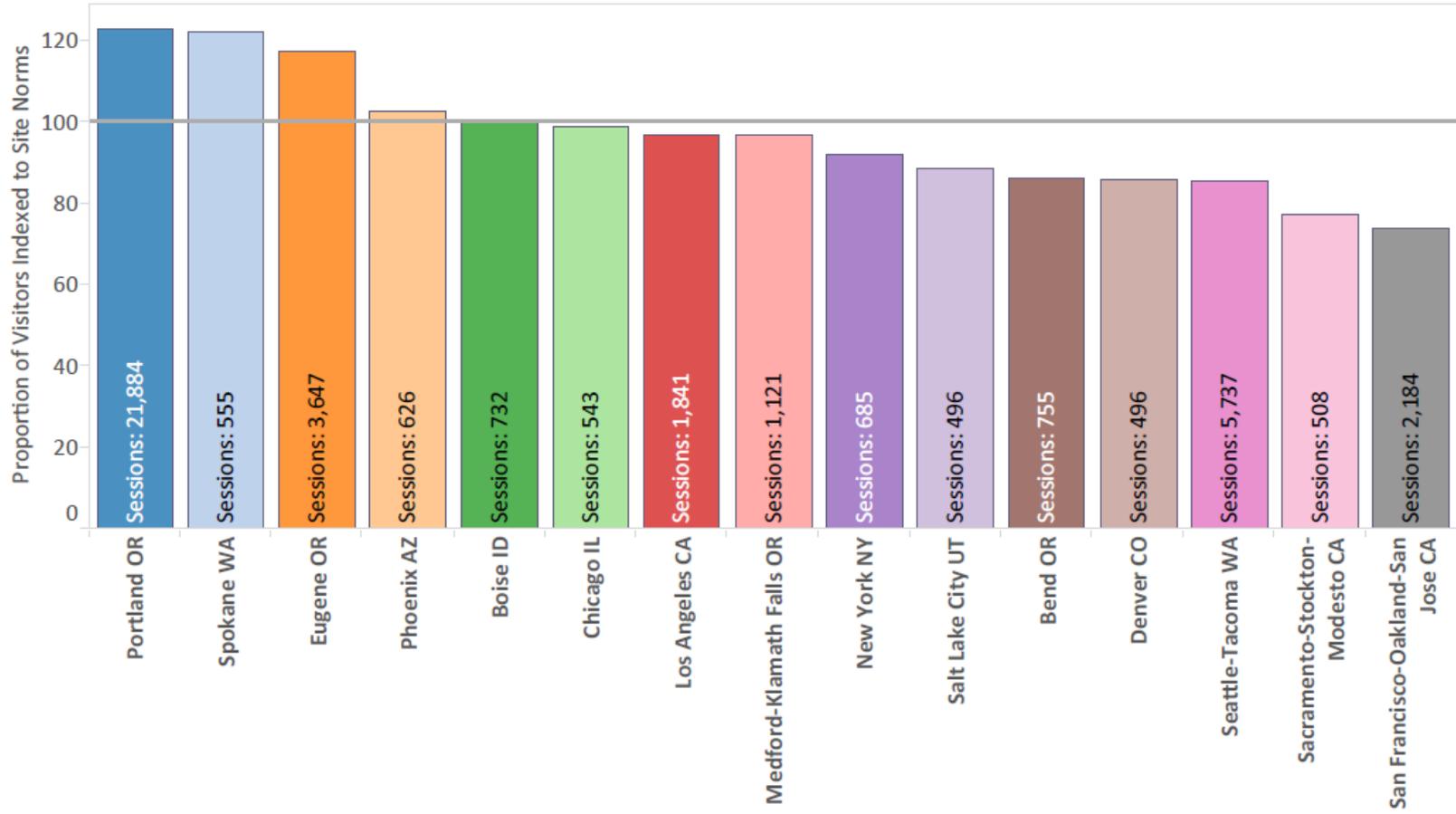


Agricultural Tourism Sessions

Geographic Distribution of Site Visitors: Indexed to Standard TravelOregon.com Traffic

Geography of Agriculture Sessions
TravelOregon.com 1/1/14-12/31/14
Only Metro Areas with 300 or more Sessions

Index above 100 means metro area is more represented in agricultural content than in the TravelOregon.com site overall



Takeaways



- Families
- Road Trips
- Museums and Heritage
- Bed and Breakfast Experience
- Drive Markets

Marketing an Agricultural Tourism Message

The background of the image is a dense, close-up photograph of hazelnuts. The nuts are a warm, golden-brown color with a smooth, slightly glossy texture. They are arranged in a somewhat chaotic but uniform pattern, filling the entire frame. The lighting is soft, highlighting the natural curves and ridges of the hazelnut shells.

Facebook Culinary Target Market

Majority aged **25-34**

60% Female

45% married

64% College Educated

19% Work in food / prep service

Facebook



Travel Oregon
September 17, 2014 · 🌐

This is the definitive cure for what ails you.



Need a break?
A weekend in wine country is the perfect cure.
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Fruit, lavender, wine and dinner. It's all part of the Farmlandia Farm Loop.



Tranquil Countryside
Portland's urban buzz is surpassed only by its proximity to pastoral beauty.
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Sip the liquid assets of Oregon's Mt. Hood Territory.



Thirsty?
From coffee to whiskey, Oregon's Mt. Hood Territory is sure to quench your thirst.
TRAVELOREGON.COM

- Farm and agricultural content resonates
- Imagery must be epic and show place
- Women are more engaged (70% of TO engagements)

Instagram

traveloregon



4.1k 114 79d

traveloregon



4.0k 95 88d

traveloregon



3.9k 49 86d

traveloregon



3.9k 81 102d

traveloregon



3.8k 80 93d

traveloregon



3.7k 210 86d

traveloregon



3.1k 31 132d

traveloregon



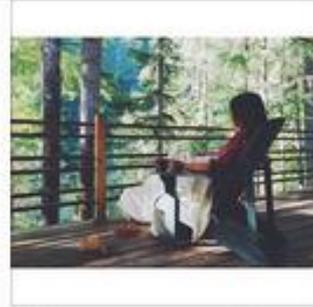
3.1k 123 78d

traveloregon



2.9k 81 100d

traveloregon



2.9k 94 102d

Takeaways



- Land is essential
- Culinary audience is interested
- Women are travel planners and engage well

7 Conclusions



Impact:

- Economic Development

Audience:

- Families
- Women
- Culinary Enthusiasts
- Bed & Breakfast Fans
- Regional Markets

Marketing Ag. Tourism:

- Unique Aspirational Landscapes

Photo Credit: @alice_gao subject: Minto Island Growers



OREGON'S
SEVEN
WONDERS



TRIP
IDEAS
CITIES
-AND-
REGIONS

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Search Oregon...

search

ASK
OREGON

PLACES TO
STAY

TRAVEL
DEALS

GETTING-
AROUND-
OREGON

Attractions

Recreation

Eat & Drink

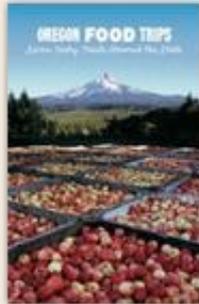
Oregon Heritage

Natural Wonders

Events

EAT AND

IN OREGON



You've
truffle
you've p
from th

- Artisan Producers
- Beer & Breweries
- Coffee & Tea
- Culinary Experiences
- Distilleries in Oregon
- Farmers' Markets
- Farms & Farm Stays
- Oregon Food Trips
- Picking & Foraging
- Ranches & Ranch Stays
- Restaurants
- Seafood
- Wineries & Wine

n's incredible ingredients, from black
ly caught tuna, salmon and crab. And
plates our award-winning chefs prepare
e of the thousands of handcrafted beers
regon produces.

Ready to come out and taste the Oregon food scene you've been hearing about? Download the [Oregon Food Trips guide](#) today.



OREGON FOOD TRIPS

There's no better way to celebrate all this culinary goodness than traveling around the state and seeing where it grows. Get inspiration to create your own tasty trail through the state on one of our Oregon food trails.

Find an Oregon Food Trip

See & Do > Eat & Drink

FARMS & FARM STAYS

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.

Find Farms & Farm Stays near...

All Regions

All Cities

- or - enter a location

Search



- an Oregon Story -

Get Dirty Farm

by Eileen Garvin / June 10,



For some, the phrase farm-to-table tour might bring to mind a bucolic rural scene with a glass of wine and arriving at a multi-course meal. But if you head out with Get Dirty Farm, you'll find something more than just a meal.

[Continue reading this story...](#)

OREGON'S SEVEN WONDERS **SEE AND DO** TRIP IDEAS CITIES -AND- REGIONS **ASK OREGON** PLACES TO STAY TRAVEL DEALS GETTING AROUND OREGON

Attractions Recreation **Eat & Drink** Oregon Heritage Natural Wonders Events

See & Do > Eat & Drink

RANCHES & RANCH STAYS

Today, Oregon ranching families are carrying on an old tradition with new savvy co-ops that produce sustainable, high quality meats. And many offer the opportunity to stay at a real working dude ranch, riding among the cattle, gathering fresh eggs for breakfast and eating dinner under a starry sky. We get to enjoy a taste of the way things used to be. They get to keep doing what they love.

Find Ranches & Ranch Stays near...

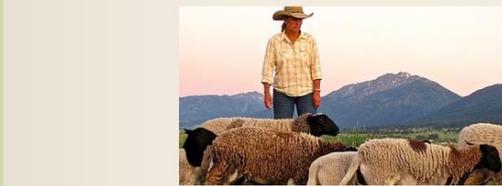
All Regions

All Cities

- or - enter a location

Search

Photo credit: Wilson Ranches Retreat by Christian Hees

- an Oregon Story -

6 Ranch Grass-Fed Beef

by Lynda Curry / July 8, 2014

Today mother and daughter are homing in on their long-standing dream: to build a real-life family ranch. O Ranch now raises grass-fed beef for loyal customers from Spokane to Portland, and have set their sights on producing a diverse offering of...

[Continue reading this story...](#)

OREGON'S SEVEN WONDERS SEE AND DO TRIP IDEAS CITIES AND REGIONS ASK OREGON PLACES TO STAY TRAVEL DEALS GETTING AROUND OREGON

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Stories Itineraries Scenic Byways Grant's Getaways By Interest Seasonal Features

— Trip Ideas > Oregon Stories —

Vineyard Stays in Wine Country

by Eileen Garvin — October 1st, 2014



Stoller Family Estate is home to the largest contiguous vineyard in the Willamette Valley. (Photo credit: Andrea Johnson / Stoller Family Estate)

Sitting on the patio on a Sunday afternoon, a glass of pinot noir at your elbow, you drink in the view of autumn color in the vineyards. You're considering buying a bottle of this fine wine, or maybe a whole case. Somewhere in the back of your mind, you might even be pondering a career change. "winemaker" has a nice ring to it. The last thing you're thinking about is leaving this lovely spot, this perfect afternoon, this memory-making moment. Wouldn't it be great if you didn't have to? While not every vineyard in Oregon has the facilities to let you stay the night and weigh your inspired thinking, some do. These fine Oregon wineries invite you to kick back and stay awhile.

The guest cottage at [Defino Vineyards](#) in Roseburg is a quiet retreat set on a 100-acre farm and vineyard. Enjoy a bottle of tempranillo upon your arrival and settle in for a relaxing stay. Choose from a breakfast basket delivered to your room or a party-style breakfast prepared to order. Take in views of the [Columbia River Mountains](#), and in the best of all get the use of a private hot tub in the valley with a view.

— about author —

EILEEN GARVIN

Eileen Garvin is the editor of Travel Oregon's Seasonal Features, newsletters and annual visitor guide. When she's not cooking up trip ideas, Oregon Dreamer profiles and outdoor adventures to write about, she's out exploring Oregon.

— a related story —

OREGON'S SEVEN WONDERS SEE AND DO TRIP IDEAS CITIES AND REGIONS ASK OREGON PLACES TO STAY TRAVEL DEALS GETTING AROUND OREGON

Sign In / Register Search Oregon search

Stories Itineraries Scenic Byways Grant's Getaways By Interest Seasonal Features

It was a long day driving, but after winding through back highways and roads, we made our way southwest to [Willow-Witt Ranch](#) outside of Ashland. We couldn't have been happier to pull up to the picturesque property and step into our cozy little Farmhouse Studio. We met with Suzanne Willow and Lantia Witt, the owners/founders of the ranch and our hosts for the night, who showed us where to pick vegetables and purchase their farm-raised meats for dinner that night. After harvesting lots of greens, tomatoes, green beans, onions, and shallots, we decided on some delicious pork chops for dinner that night. Back in our studio, I prepared the vegetable dishes as Jake cooked up the pork. We sat down to a late meal, complete with local pinot noir and a fire burning in the wood stove, and both agreed that it might have been our favorite meal of the year.

The next morning Suzanne and Lantia showed us around the ranch, while very modestly and confidently demonstrating their vast knowledge of animal husbandry, the local ecosystem and organic gardening. To say they were inspiring would be an understatement, as we reluctantly made our way from the ranch with a renewed desire to move to the country and start a small farm of our own.






TRAVEL OREGON Suzanne Willow and Lantia Witt Farmhouse studio kitchen at Willow-Witt Tour of the ranch

OREGON'S SEVEN WONDERS SEE AND DO TRIP IDEAS CITIES AND REGIONS ASK OREGON PLACES TO STAY TRAVEL DEALS GETTING AROUND OREGON

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Stories Itineraries Scenic Byways Grant's Getaways By Interest Seasonal Features



RiverTap in The Dalles



Lalouere Falls



Trail ride and wine tour

Sakura Ridge is more than a log cabin with thoughtful, curated design. It's a real working organic pear orchard and sheep farm.

Breakfast on the farm is unforgettable. We sat at a big table with the other guests, and thoroughly enjoyed our farm-to-table meal: Strata with eggs from their chickens, lamb cheese from their pastures, butternut



TRAVEL OREGON

OREGON'S SEVEN WONDERS SEE AND DO TRIP IDEAS CITIES AND REGIONS ASK OREGON PLACES TO STAY TRAVEL DEALS GETTING AROUND OREGON

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Stories Itineraries Scenic Byways Grant's Getaways By Interest Seasonal Features

— Trip Ideas > Oregon Stories —

Tasty Road Trip: the Willowas and Painted Hills

by Tally Gunstone — February 10th, 2015

Driving from Portland to Enterprise may have taken all day, but proved to be worthwhile when we woke up at [Barking Mad Farm Bed & Breakfast](#) with a stunning part of Oregon to farm you for the very first time.

The bed and breakfast is run by a lovely couple, Emily and Rob, and sits on a farm featuring horses, cows, lively bison, and mountain views in the distance. Emily is a talented cook who greeted us with a polenta and eggs benedict topped with fresh salsa from [Backyard Gardens](#) (founders of the Joseph farmers market) and pork sausage from down the road.

After our delicious home cooked breakfast at the farm B&B, we headed into Joseph. The town, which sits under the towering mountain tops, has an infectious charm to it. Artists painting the scenery lined the streets, while outdoorsy folks admired the town's famous bronze sculptures over their morning coffee.

We made our way through town and past Willow Lake to the [Willow Lake Tramway](#). The tram ride to the top of Mt. Howard soared above 4,000 feet. From the top, the most pristine view is of the Royal Purple Overlook with the Willowa mountains encompassing the entire skyline.

STAY IN TOUCH: SUBSCRIBE GET THE CONTACT FREE TRAVEL GUIDES TRAVEL OREGON NETWORK INTERNATIONAL VISITORS



One Pillar, Three Pulse Marketing Strategy

7 Wonders

Golf

Cycling

Bounty

Bounty 2015 - Feast

OREGON FOOD TRIPS

Because all that good stuff being devoured at Feast Portland comes from all over Oregon, we're inviting you to add a few days and enjoy one of our Oregon Food Trails. They're seven routes handpicked by Oregon artisans where you'll eat and drink your way across the state. Whether you come this fall for the festival, or another time just because you like food, you'll find something tasty around every turn.

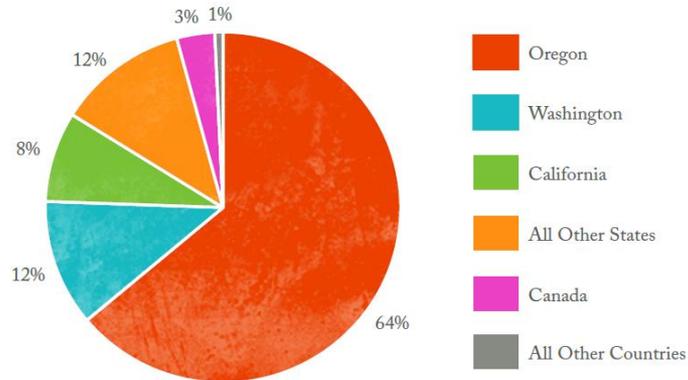
- ★ Feast Portland
- 2 Oregon Cheese Trail
- 3 Perfect Wine Country Weekend
- 4 Wild and Edible
- 5 Rivers Run Through It
- 6 High Desert Brews
- 7 Canyons, Peaks and Orchards
- 8 Eastern Oregon by the Glass



See all the trails and plan your own Oregon food trip
at traveloregon.com/bounty
#traveloregon

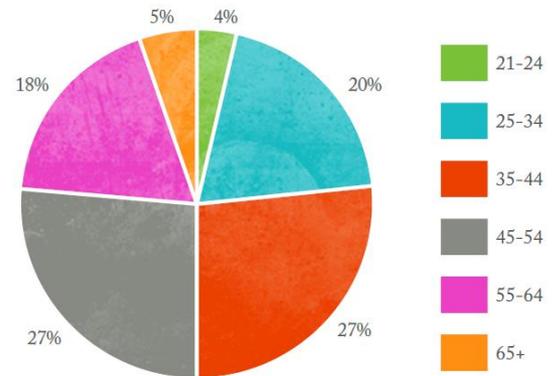
Bounty 2015 - Feast

GEOGRAPHY

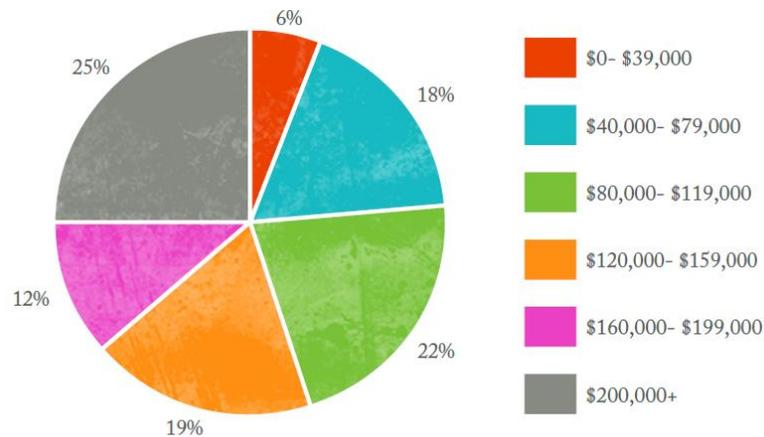


36% out-of-state. 64% in state

AGE



INCOME



Bounty 2015 – Feast Media Tours



 **sternmanrule** Follow
7 months ago
Crab that are smaller than 5-3/4" or female can't legally be kept for food & are tossed back into the bay. Be free!

 **charlesmiddlepart_rachaneerom2545,**
meamaximacuppa and 200 others like this.

 **sternmanrule**
#traveloregon #travelcoosbay #crab #dungeness

 **erie_z**
哇哦



Thank You





Global Sales Market Update





Agritourism Focused Itineraries

WESTERN WINE TRAIL

11 nights / 12 days San Francisco to Seattle

DAY 1 - SAN FRANCISCO, CA - ARRIVAL DAY

DAY 2 - SAN FRANCISCO, CA - SONOMA, CA

Pick up the rental car and leave San Francisco via the famous Golden Gate Bridge overlooking Sausalito. On the way to Sonoma you could cut over to Highway 1 along the coast and stop at Point Reyes Lighthouse and drive along the shallow, rocky inlet of Bodega Bay.

DAY 3 - SONOMA, CA

Today you will experience four of the best wineries in Sonoma County. After pick-up from your hotel, you have the chance to learn about the wine production and see how grapes turn into wine. Enjoy wine tasting and explore the "hidden gems" of Sonoma County!

DAY 4 - SONOMA, CA - FORT BRAGG, CA

The route to Fort Bragg leads through Calistoga. Visit Old Faithful Geyser of California with its rising steam and bubbling hot water pools. On the way to Mendocino you will find the Golden Eye Winery. Taste their famous Pinot Noir or how about Zinfandel at Edmeads Winery? The large variety of wineries along the way offers something for everybody's taste.

DAY 5 - FORT BRAGG, CA - REDDING, CA

The wine trail leads today via Humboldt Redwoods State Park towards Eureka. Drive thru the famous tree along the way at Myers Flat. A stop at the Loleta Cheese Factory invites you to a tour, sample some of their cheese and enjoy a picnic in their botanical gardens. Continue to Redding and visit one of the local wineries.

DAY 6 - REDDING, CA - GRANTS PASS, OR

Depart from Redding via Lake Shasta to Grants Pass. In the evening, a rafting trip through the picturesque Hellgate Canyon on Oregon's Rogue River awaits. Enjoy wild-life viewing, a few splashes in the rapids and gourmet appetizers paired with local wine.

DAY 7 - GRANTS PASS, OR - ROSEBURG, OR

Depart from Grants Pass in the morning to Roseburg. On the way, you have the chance to visit Crater Lake, a deep lake surrounded by high cliffs with its two picturesque islands and a violent volcanic past.



VIGNETTE IN THE VINEYARDS TOUR

2015-2016

Portland and Willamette Valley, Hob & Rail



DAY BY DAY HIGHLIGHTS

PORTLAND

Day 1: Your first adventure in Portland will take you on a tour at the urban underground winery and tasting room of **The Bindery**. Sample wines by **Winemaker Bow & Arrow**, who uses old world techniques in their wine making process. Next you will depart for a special welcome reception at the **Gerding Theater at the Armory**; Portland's "Crown Jewel" in the Pearl District, this historical building renovated as a performing arts venue is home to **Portland Center Stage**. Enjoy the evening performance at Portland's largest theater company or better yet, schedule the Portland Center Stage traveling troupe to perform in a nearby vineyard.

OREGON CITY - ALBANY

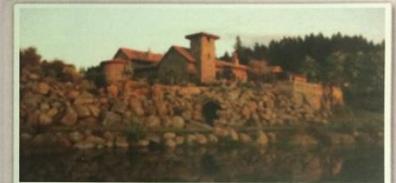
Day 2: Start the day, with a short trip to historical Oregon City where you will be met by **The Bike Concierge**, who will outfit you with the perfect bike for you to ride. Ride by historic looking pioneer murals in route to back country roads where you'll visit the Mediterranean style estate of **Villa Catalana Cellars**. Stroll through unique gardens and enjoy their tropical rare plant conservatory tasting room featuring wines from small specialty vineyards. Return to Oregon City and board **Amtrak** for your scenic ride through the Northern Willamette Valley to Albany. Spend the evening at the downtown **Albany Civic Theater** where devoted local actors perform dramas, family-friendly musicals and classic works by Shakespeare.

LEBANON/SWEET HOME

Day 3: Your day begins as you head east through farmland near Lebanon with a stop at **Springbank Farms** featuring panoramic views and miles of hiking trails. Known for their blueberry production give the blueberry wine a try. Continue on toward the foothills of the Cascades for wine tasting at **Marks Ridge Winery**, the highest-elevation winery in the Willamette Valley. Enjoy the views as you sip on some of Oregon's best pinot gris and pinot noir. Tonight enjoy a wine pairing event by **Cork & Barrel Tours** at the **Wheelhouse Event Center** in Albany with a performance by a local theatrical troupe or other entertainment.

Oregon is home to countless amazing wineries, what makes this tour so special is we've paired your experience with local performing artists to give you a truly one of a kind experience.

This tour covers approximately 317 miles (510 kms) and is meant to be enjoyed over 6 days. For more suggestions or assistance please contact us!



need new photo please



Portland Center Stage



need new photo please

Enjoy the best of Oregon's Wine Country as you make your way through the Willamette Valley. We'll guide you through all the best spots and keep you entertained along the way.



Jeni & Olly – Oregon Adventures





Product Successes

Sports Leisure Vacations

1. Fly to PDX, coach to Mt. St. Helens. Stop on the way up the mountain for an early lunch and to pick up guide. **3 nights Portland**
2. Vancouver Farmer's Market in the morning, Portland Farmers Market in the afternoon. A free day to shop and discover the markets. Farm to Fork dinner tonight....
3. Portland City Tour in the AM, Fort Vancouver tour and dinner in PM. We also did the old time baseball game on the green at the fort.
4. Driver out to Smith Berry Barn for berries. By making this the last day, people can take berries home. We gave them small containers to get their berries home, either ones they picked, or ones they bought.



**ANDERSON
VACATIONS**

Waterfalls, Shopping and Tulips, Oh My! Tour

DEPARTURE
April 6-13, 2014 - 8 days

PRICE PER PERSON
Double/Twin: \$1040
Single: \$1490
Triple: \$940
No GST applicable

Includes:



Agritourism Studio



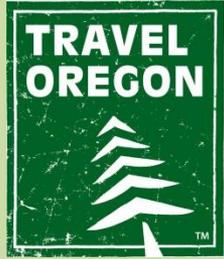
South Coast
Rural Tourism
Studio, Nov 2013



Polk County
Rural Tourism
Studio, Nov 2014

**JDRT Agritourism
Studio, May-Sept
2015**

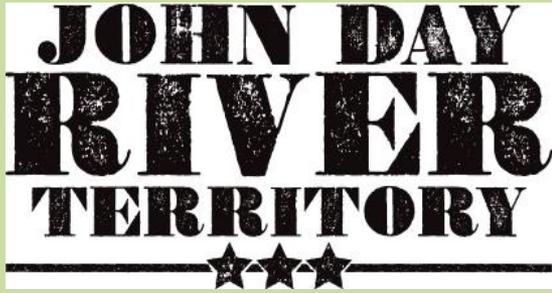




John Day River Territory

Connecting the Dots

- Sub-regional branding initiative 2010-2012
- Rural Tourism Studio 2010-2011
- Old West Scenic Bikeway- 2012
- Oregon Feast connection 2013
- Seven Wonders integration 2014-15
- Agritourism Studio 2015



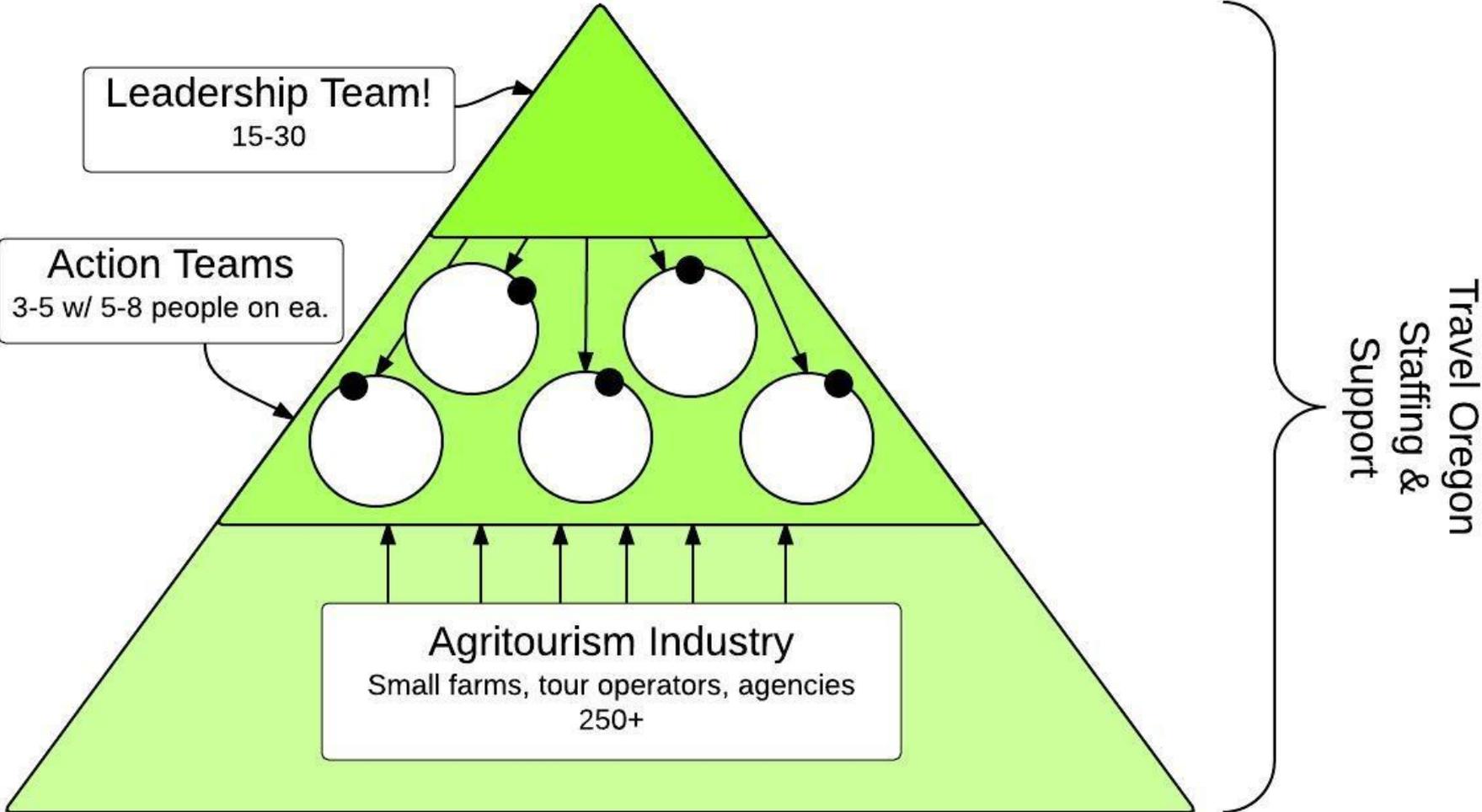
Agenda

- Inspiration
- Market information
- Practical tools: visitor readiness, policies and regulations, financial planning, marketing
- State and regional resources
- Business development to destination development- making connections
- Action steps

BUILDING AN INDUSTRY NETWORK



Oregon Agritourism Network



Leadership Team

- Involved with driving industry effort at the most intimate level
- Responsible for executing on the vision
- Attends in-person quarterly meetings
 - WebEx will be made available as an alternative
- Reviews materials and provide feedback in-between meetings
- Engages with his or her network of agritourism stakeholders as a source of ideas and feedback
- Optional: Serves on an Action Team (Lead or Member)
- 2-year commitment (?)

Action Team: Lead

- Serves on the Network Leadership Team
- Convenes an Action Team
- Develops agendas for Action Team meetings
- Sends communications out to Action Team members
- Ensures that key roles are assigned at each meeting:
 - Note taker
 - Facilitator/timekeeper
- Ensures that at each meeting you cover:
 - Setting up next meeting date/time/location
 - Next steps (and clarify who is doing what)

Action Team: Participant

- Attends Action Team meetings
- Volunteers for key roles at each meeting:
 - Note taker
 - Facilitator/timekeeper
- Engages with his or her network of agritourism stakeholders as a source of ideas and feedback
- Carries out tasks identified during the meetings in a timely manner
- May or may not be part of the leadership team

Network: Participant

- Attends quarterly Agritourism Network gatherings
- Contributes at those meetings by sharing updates and input
- Stays informed by reading communications directed to the Network
- Open to all comers, the more the better!

Agritourism Network: Proposed Meeting Schedule

- Meeting 1: April 30 (Portland)
 - Leadership Team only
- Meeting 2: Early August (WebEx?)
 - Leadership Team only
 - WebEx based? Busy season...
- Meeting 3: Early November (Location TBD)
 - Leadership Team, first hour
 - Full industry gathering, following three (?) hours
- Meeting 4: Early February, 2016 (Location TBD)
 - Leadership Team, first hour
 - Full industry gathering, following three (?) hours

First Steps to Action



- Decide which goal most interests you.
- Group together to identify others to engage, and initial priorities
- Identify two co-leads
- Have one group member record your actions, using the Action Plan worksheet
- Bring it back!

Wrap Up and Next Steps



Photograph from Leaping Lamb Farm Stay, Alsea