

Demand for Agritourism

Agritourism Professional Development Workshop

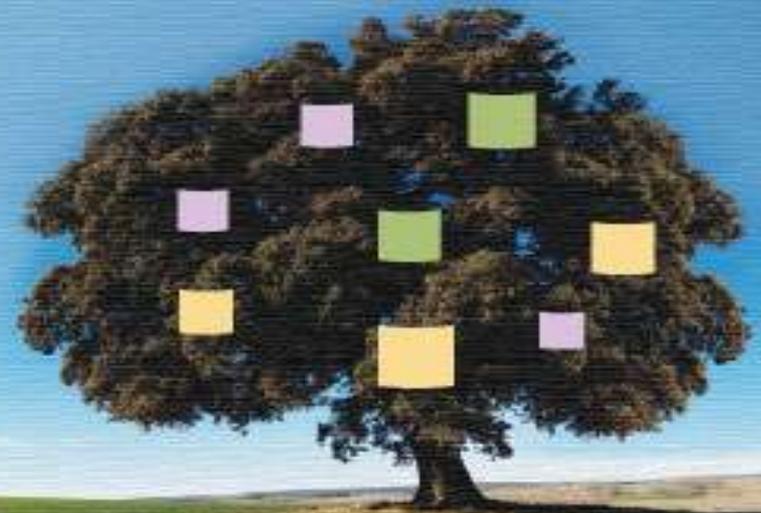
Feb 2, 2011

Sacramento-San Joaquin Delta Region

Wes Rhea

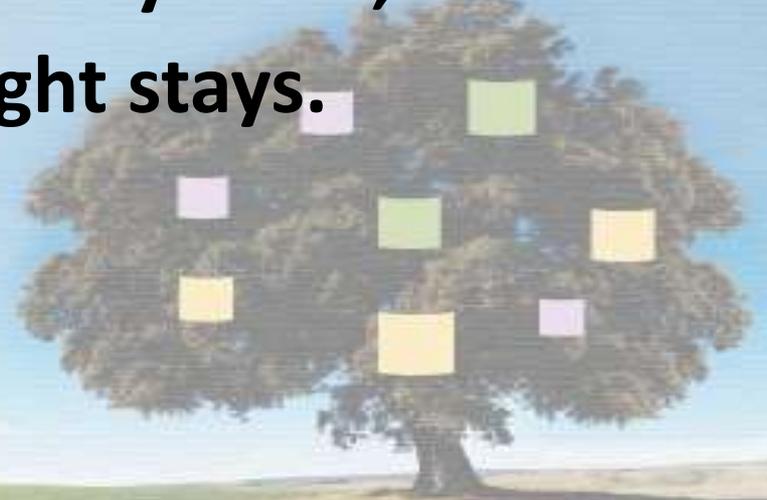
Stockton Conference & Visitors Bureau

Central Valley Tourism Association



Agritourism is the crossroads of tourism and agriculture: when the public visits working farms, ranches or wineries to buy products, enjoy entertainment, participate in activities, shop in a country store, eat a meal or make overnight stays.

Jane Eckert – Eckert AgriMarketing



According to the US Travel Association (USTA):

- **Tourists are increasingly traveling by cars**
- **Tourists are taking shorter trips & planning at the last minute**
- **Travelers are looking for new experiences as part of their trips**
- **Families want to strengthen their relationships by being together**



A large, leafy tree stands in a green field under a blue sky. Several colorful sticky notes (pink, yellow, green, purple) are attached to the tree's branches and are also floating in the air around it.

2011 National Restaurant Association Food Trends Survey:

#1 - Locally Sourced Meat and Seafood

#2 - Locally Grown Produce

#3 - Sustainability

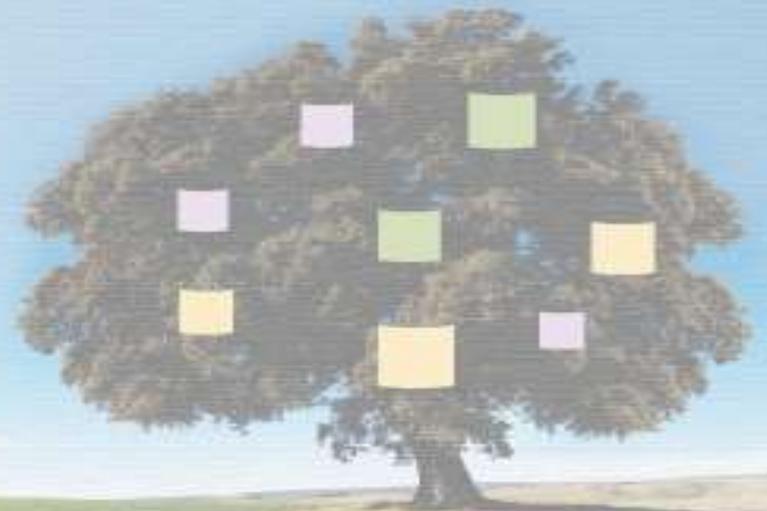
#4 - Nutritionally Balanced Children's Dishes

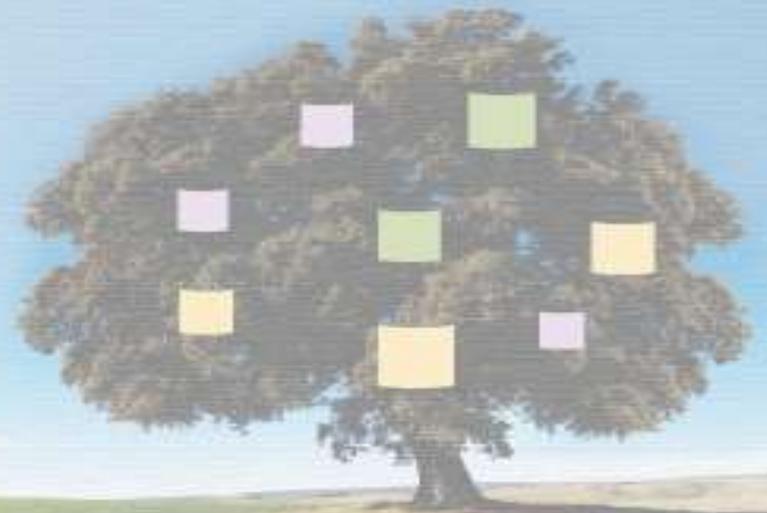
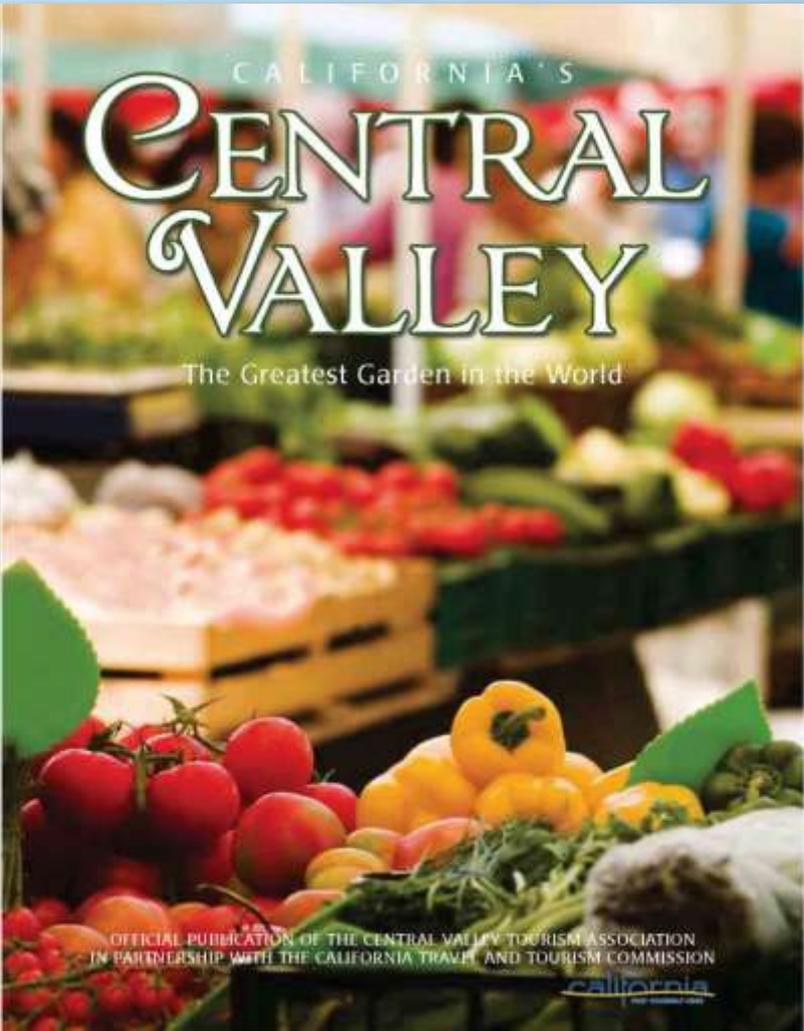
#5 - Hyper-local

*Top Trends 2011 – 1,500 Chefs Surveyed
Out of 226 Options*

California Travel By the Numbers:

- Tourism generated \$87.7 billion in spending in California in 2009
- 183 million person-trips to and through California in 2009. 139 million (76%) of which were for leisure purposes







2011 Forecast

3% increase in visits

- Domestic visits up 3%
- International visits up 6%

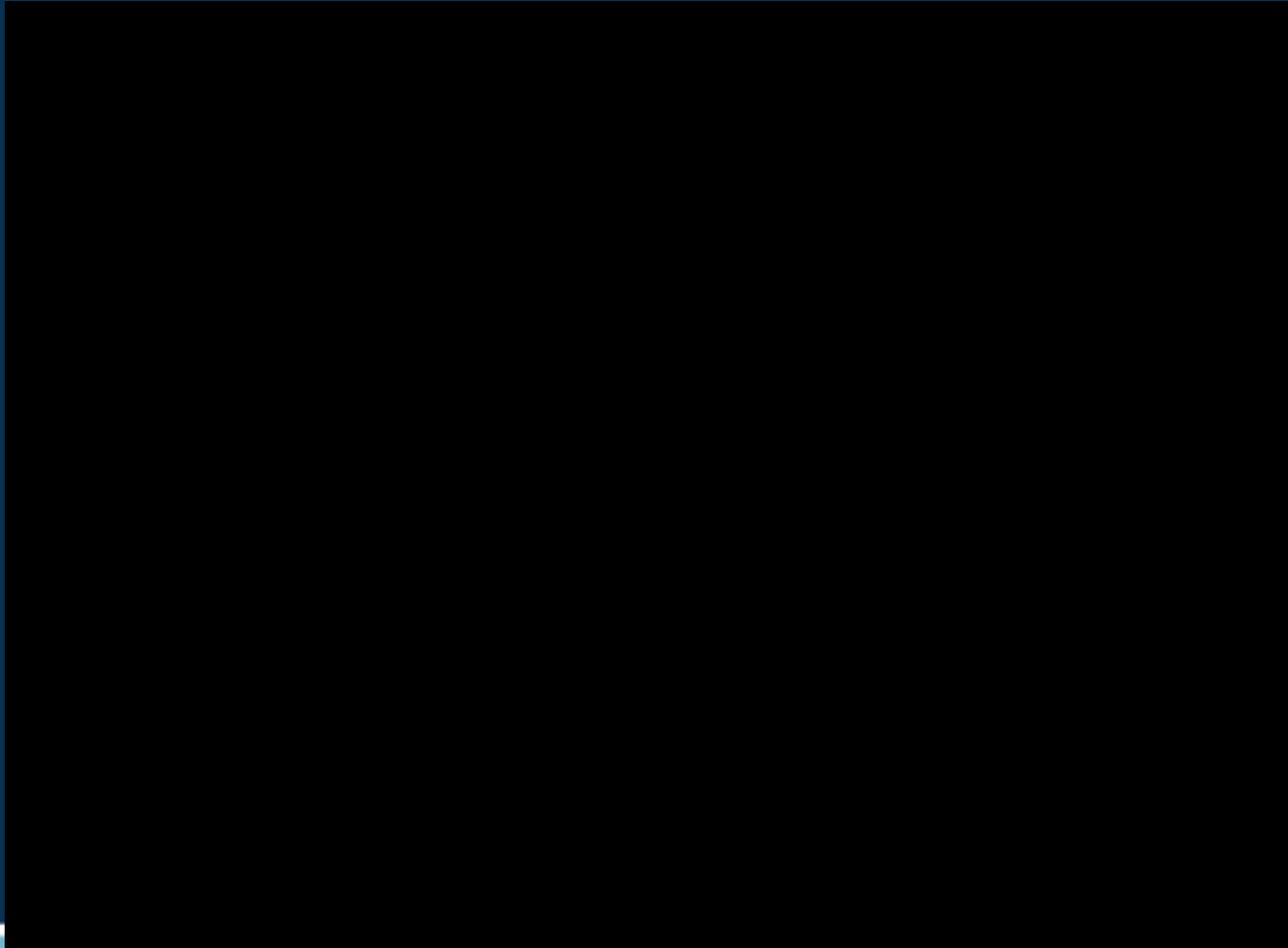
6% increase in travel spending

- Domestic spending up 5%
- International spending up 9%

Source: Tourism Economics, October 2010

Video: "Good Life"





Success Story

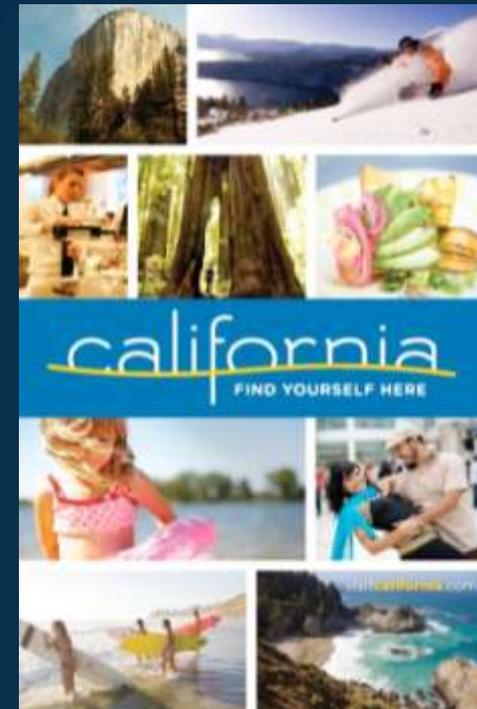


Squaw Valley Herb Garden
www.squawvalleyherbgardens.com

The screenshot shows the Hilmar Cheese Company website homepage. At the top left is the Hilmar Cheese Company logo. To its right is a navigation menu with links: My Settings, Press Room, Contact Us, Employment, Producer Services, and View Cart. Below this is a main navigation bar with links: HOME, ABOUT US, CAREERS, EDUCATION, TOUR, SHOP, EAT, and EVENTS & CATERING. The main content area features a large banner with the text "Value of Cheese" in a cursive font over an image of various cheeses. Below the banner is a section titled "Value-Added Products" with an image of cheese wheels. To the right of the banner is a "Welcome to HILMAR CHEESE COMPANY" section with a photo of the visitor center and the text: "The world's largest single-site cheese and whey products manufacturing facility." Below the banner are six promotional tiles: "Come check out our Visitor Center" (with a cow mascot), "Learn more about Hilmar Ingredients" (with product packaging), "Check out our Online Shop" (with cheese products), "New and Improved tools Producer Services" (with a cow mascot), "Learn More about Our Environment" (with a globe), and "Hilmar Cheese Company Dalhart, Texas" (with a map of Texas). On the right side of the page is a "News & Events" section with three items: "Hilmar Cheese Company offers scholarships Applications due March 15", "Taste of Spring Event Cheese, wine, and gourmet food sampling Saturday, April 16", and "Hilmar Cheese Company receives Distinguished Service Award Presented by the Hilmar Chamber of Commerce". At the bottom of the page is a copyright notice: "© 2009 Hilmar Cheese Company, 9001 North Lander Avenue, Hilmar, CA 95324 (209) 867-8078. All rights reserved."

Hilmar Cheese Company
www.hilmarcheese.com

Publications



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added cont ent

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CENTRAL VALLEY

VIEW MAP



Stockton Asparagus Festival Celebrates the ultimate spring veggie

Most Popular Things To Do

- 1 Central valley Road Trip
- 2 Wine Tasting in Lodi
- 3 Mendocino Center for the Arts
- 4 Sacramento Delta Biking and Fishing
- 5 Basque Cuisine in Bakersfield

Search Our Directory

Central valley OR

FOLLOW THE CALL OF THE FOOTHILLS

Drive through the Central Valley, a historically rich area around agricultural roadside produce stands, and feast on tomatoes, asparagus, cheese and Bakersfield, Fresno and Stockton concerts, racing, county fairs and more. The Association website has more details.

Central Valley Trip Ideas



Follow the Call of the Foothills

360 E Yosemite Ave Ste 100
Merced, CA 95340-8201
Phone: (209) 384-7002
<http://www.merced-chamber.com>

- Print
- E-mail
- SHARE
- Add to My Trip

The placid countryside surrounding Merced just begs for a bike ride, so feed the urge and pedal eastward along South Bear Creek Drive.

Orchards of pistachios and almonds lie on either side, raptors may circle overhead, and in places the quiet farm road hugs the south bank of Bear Creek. The road goes as far as you feel like following it into the rolling Sierra foothills, so build up that appetite before returning for lunch at Fernando's Bistro CF, where the vibrant California cuisine is sure to hit the spot.

DISCOVER CALIFORNIA'S AGRICULTURAL HEARTLAND: FARM VISITS AND MORE



Discover California's Agricultural Heartland: Farm Visits and More



Print E-mail

SHARE

Add to My Trip

Let kids taste, smell, pet, plant, and have a blast at family-run farms and markets on a rambling tour of the Gold Country and Central Valley.

A growing number of small and often family-run farms are opening their barn doors to visitors—presenting wonderful experiences for kids to see and understand where their food comes from, and how much work is involved. Plus you often can buy ultra-fresh produce, eggs, herbs, and other farm products directly from the source. Remember! These are working farms, so public visiting times and access can change with the seasons. Some farms operate on a seasonal schedule, so call or email before starting your trip.

Length: 2 days

Day 1: Davis to Jackson

Directions: These farms are on secondary roads (part of their charm), so check their websites or call for directions before starting out in Davis.

Davis. Begin your trip by meeting the local farmers who set up stalls, come rain or shine, at this town's remarkable farmers' market (Sat, year-round; Wed, afternoon in winter). Kids can sample picked-the-day-before organic produce—then say thank you to the farmers who



California Welcome Centers



18 CWCs Statewide

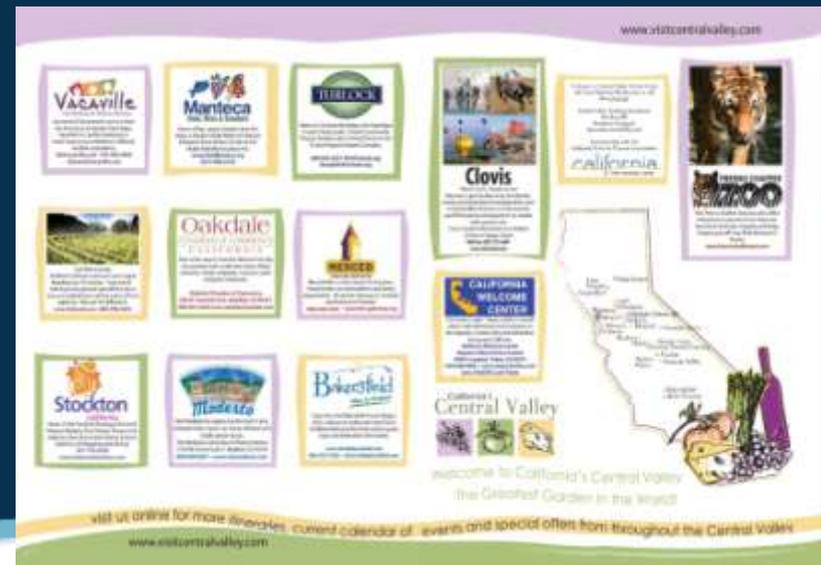


1. Alpine (San Diego)
2. Anderson
3. Arcata
4. Auburn
5. Barstow
6. El Dorado Hills
7. Mammoth Lakes
8. Merced
9. Oceanside
10. Oxnard
11. Pismo Beach
12. San Bernardino
13. San Francisco
14. Santa Rosa
15. Truckee
16. Tulare
17. Yucca Valley
18. San Mateo

Rural Regional Program

CTTC partners with Central Valley Tourism Association

- Two-page ad in 2011 California Visitor's Guide
- Bay Area Travel Show 2011
- L.A. Times Travel Show 2011
- International Pow Wow 2011



Marketing Program Planner

<http://tourism.visitcalifornia.com>

california™
FIND YOURSELF HERE

- CTTC provides a great way for consumers to see your events, content & images!
- Please submit editorial content and destination listing requests through the submission tool

The screenshot shows the 'Marketing Program Planner' section of the California Tourism Industry Website. The page has a blue header with the 'california FIND YOURSELF HERE' logo and a search bar. Below the header is a navigation menu with buttons for 'Browse Programs', 'Submit Content', 'Find Research', 'Calculate Assessment', 'Travel Industry', 'Press Room', 'About CTTC', and 'Publications'. The main content area is divided into several sections:

- What's New:** A yellow box with a headline 'New blog from CEO Caroline DeFelix "Bringing Tourism & Business to a Stimulating Economy"' and a sub-headline 'Learn more about California's role in national stimulus in the new recession'. Below the text is a photograph of a rocky coastline with waves crashing against the shore.
- Tools to Help With Your Marketing:** A yellow box containing a 'Submit Content' section with the text 'Submit and update information about your destination, event or news.' and two buttons: 'New Submission' and 'Update Existing'. Below this is a 'Marketing Program Planner' section with a 'Start Planning' button and a search box for 'Know what you're looking for?' with 'Enter keywords' and 'Find Programs' fields.
- Public Meeting Info:** A yellow box with the text 'Information Regarding Meetings of the California Travel and Tourism Commission available at: tctcs.visitcalifornia.com'.
- Upcoming:** A yellow box with the text 'See CTTC at these events:' followed by a list of events with dates and locations: '08.09 - 09.12.09 U.S. Travel Trade Show, Orlando, New York', '09.09 - 11.15.09 AUSA/ Western Canada Vancouver, Edmonton, Calgary', '01.10.09 La Guardia, San Juan, Puerto Rico', and '01.15.09 Green State Trade Show/State Date Reception, Washington, D.C.'.
- Featured Programs:** A yellow box with a small image of a person and the text 'Advertise in one of all of California's official conference and trade centers. Member your domestic and international media relations efforts.'
- Essentials:** A white box with a list of links: '09.11 Executive Summary Domestic Media Plan', 'Rural & CVIG Plan', 'Culture Plan', 'E-Tour Protocol Plan', '16 Month Calendar', 'Fear in Review', and '09.11 Web Plans Inside Online'.

At the bottom of the page, there is a footer with navigation links: 'Home', 'Browse Programs', 'Submit Content', 'Find Research', 'Calculate Assessment', 'Travel Industry', 'Press Room', 'About CTTC', 'Publications', 'Privacy Policy', and 'Planning a Vacation to California'. Below the footer is the text 'The site brought to you by the California Tourism Industry Website. All rights reserved. © 2011'.

Thousands of editorials & events have made it onto the Web site!

Agricultural Marketing Resource Center

www.agmrc.org

Eckert AgriMarketing

www.eckertagrimarketing.com

California Agricultural Tourism Directory

www.calagtour.org

