

Agritourism: Designing Your Marketing Strategy

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What is a Destination Marketing Organization?

- DMO is a not for profit organization
- Represents a specific destination
- Long-term economic development of communities
- Membership organization: connects businesses



What is a Destination Marketing Organization?

- Brings in visitor spending \$\$\$
- Broker for visitors, convention and meeting planners, leisure travelers and tour operators
- Encourage visitors to visit local agricultural, artistic, cultural, historical and recreational sites



Definition of Marketing Strategy

- Explains how you will promote your enterprise
- Describes what you will offer your customers for immediate and repeat business
- Helps you identify your target group

(see Chapter 6, page 90)



Your marketing strategy is a function of:

- Your products
- Pricing
- Promotion
- Place of sale
- Customers
- Competitors
- Complementary businesses
- Production and marketing costs



Market Analysis

Review your business plan...

Point A: Where are you now?

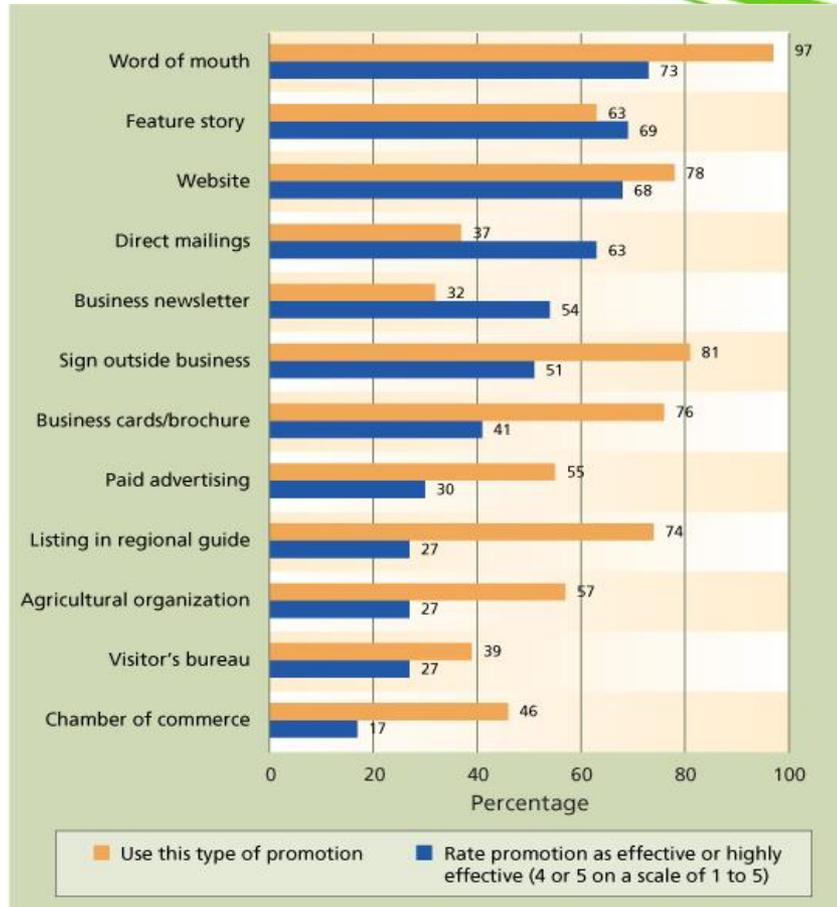
Point B: Where do you want to be?

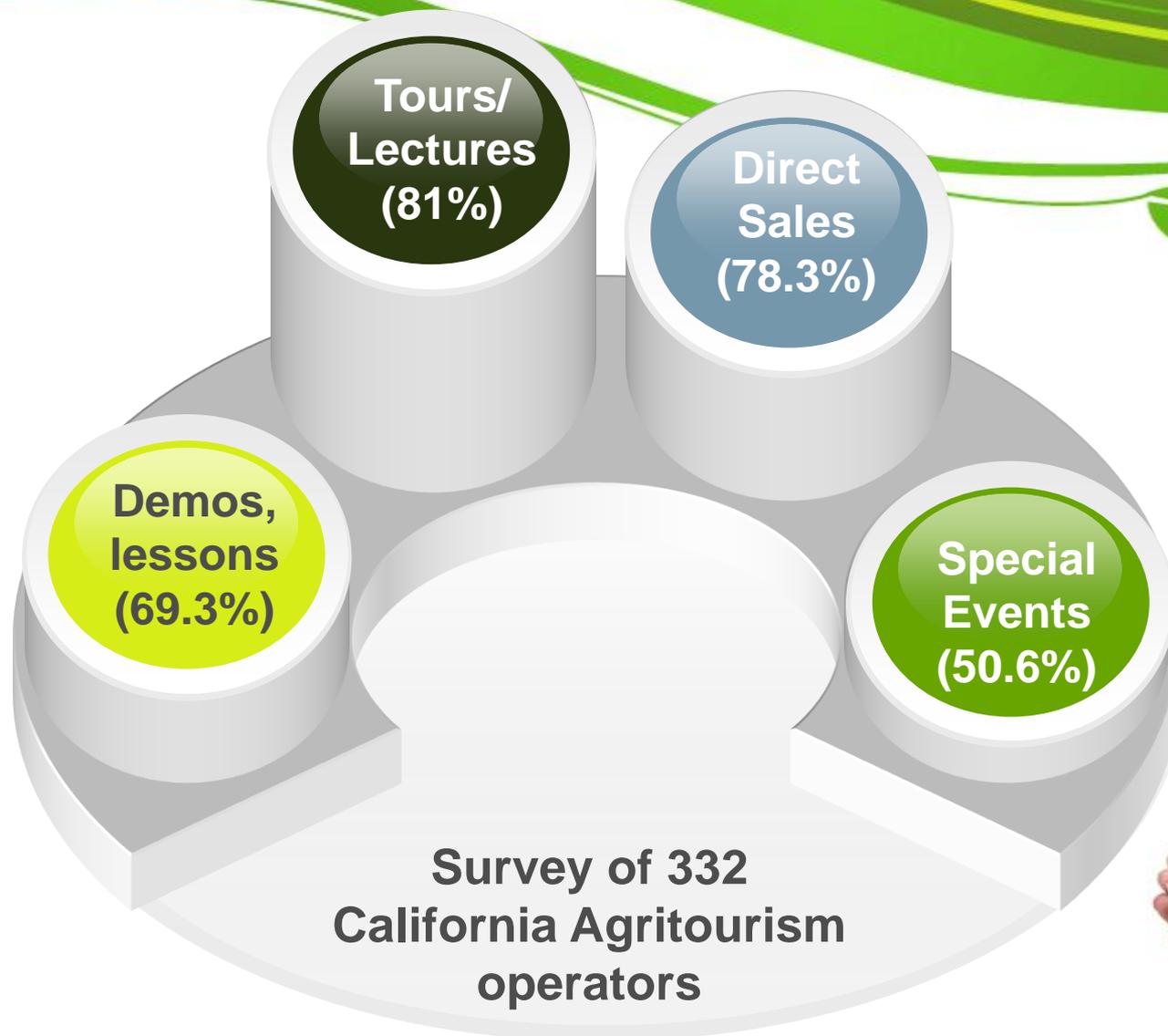
How do you get from Point A to Point B?

Understand the Market...



Effective promotion mediums





Rural Tourism Research Findings

Rural: “what I can’t see or do anywhere else”

California geography: experiences viewed as unique but also world-class

Wine and food: attractive thematic approaches to planning a trip



Rural Tourism Research Findings

Access to urban amenities: enjoy outdoors but also have access to Wi-Fi, activity options

Consumer consciousness: build clarity of message: What exactly are you offering that is unique?

Emotional connection: “Hidden gem”, “Off the Beaten Path”, “Inside California”



Why is market analysis important?

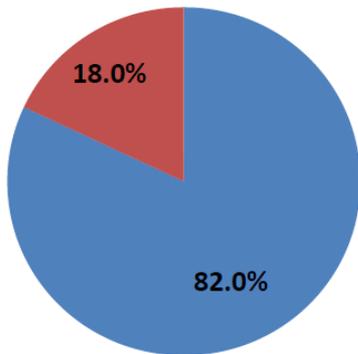
“You must make the case to the customer that by NOT connecting with you, they are missing out on something of value. And you have to deliver on that promise”.

Use research not only to target, persuade or communicate but to **develop rationales**: why is your story unique?



Is this the right time to start up an Agritourism business? YES!

\$95.1 Billion
Spending



■ Domestic
■ International

First Time	ALOS	Spend PP/Trip
In-State Visitor	2.2	\$170
Non-Residential US Visitor	6.1	\$554
Primary Western Markets	4.4	\$399
Long Haul Markets	7.5	\$719
Overseas Visitor	10.2	\$1,112



Is this the right time to start up an Agritourism business? YES!

	2011	2012
Total Visits	+3.5%	+1.6%
Drive	+4.4%	+2.1%
Fly	+1.2%	+0.7%
Overnight	+4.7%	+1.8%
Day	+2.1%	+1.3%
Leisure	+3.9%	+1.5%
Business	+1.8%	+2.1%
Paid Accommodation	+5.2%	+1.2%
Non-Paid Accom.	+4.0%	+2.8%



Create a visitor profile

- Who is the visitor? (demographics, place of origin)
- Create short surveys (online preferably)
 - Determine customer preferences
- Use social as a research tool
 - What generates discussion on Facebook?
 - Encourage use of pictures and video to pull feedback

Use your research to develop a **simple, unique, consistent, relevant** and **truthful** brand



Why is market analysis important?





Examples of Product or Service

Features : shape, size, package, special characteristics, identification (name, color, logo)

Optional Services:

Product Quality

Staff Quality

Style

Parking

Scenic Beauty

Location

Guarantees



Examples of Price

Cost of similar items

Discounts

Credit Terms

Group Rates

Weekly Rates



Examples of Promotion

Brochures

Demonstrations

Samples

Advertising

Sales Promotions

Personal Sales

Collaboration

Mailing lists

Packaging

Brand or logo

Location of sale



Examples of Placement

Distributors: grocery store, farmers market, restaurant

Visibility

Ease of Purchase

Timeliness

Availability: Consumers awareness of availability

Timing

Frequency of service

Tie-in

Co-branding: selling another business' product while it sells yours



Develop your message!

When you know your enterprise's features, you know what makes your enterprise unique---and you can better educate people about your business, both verbally and in writing. In other words, when you know what makes your enterprise unique, you can form key messages for a public relations and advertising program.

How can the Fresno/Clovis CVB help you with your message...



CVB Membership

FCCVB Membership gives you exposure to key markets that can help grow your business, from direct access to local companies, to leisure and business travelers, meeting planners, event organizers, tour operators and tournament hosts.

Join a collective community which drives \$17 million dollars of directly trackable and \$1.1 billion dollars of Fresno Counties estimated economic impact annually.

You'll gain a competitive edge and expand your reach.



CVB Membership Benefits

Sales leads for group business
(Attractions, Catering ,Restaurants, Venues)

Complimentary business highlight in Official Visitors Guide

Complimentary business directory page and web link on
playfresno.org

Co-operative multi media advertising opportunities
Industry directed educational opportunities

Complimentary brochure placement at six area
Satellite Visitors Centers and the FCCVB Office



CVB Membership Benefits

Business Referrals

Business feature where applicable in travel media submissions

Extended reach advertising via attendance builder banner placement

Receive the latest industry news, trends, stats and reports as they relate to tourism, the cities of Fresno & Clovis and the world beyond.

Member advertising discounts when you advertise with us

