

POWERFUL PROMOTIONS THROUGH PARTNERS

Agritourism Conversations

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Evan Oakes

Ag Venture Tours and Consulting

www.agventuretours.com

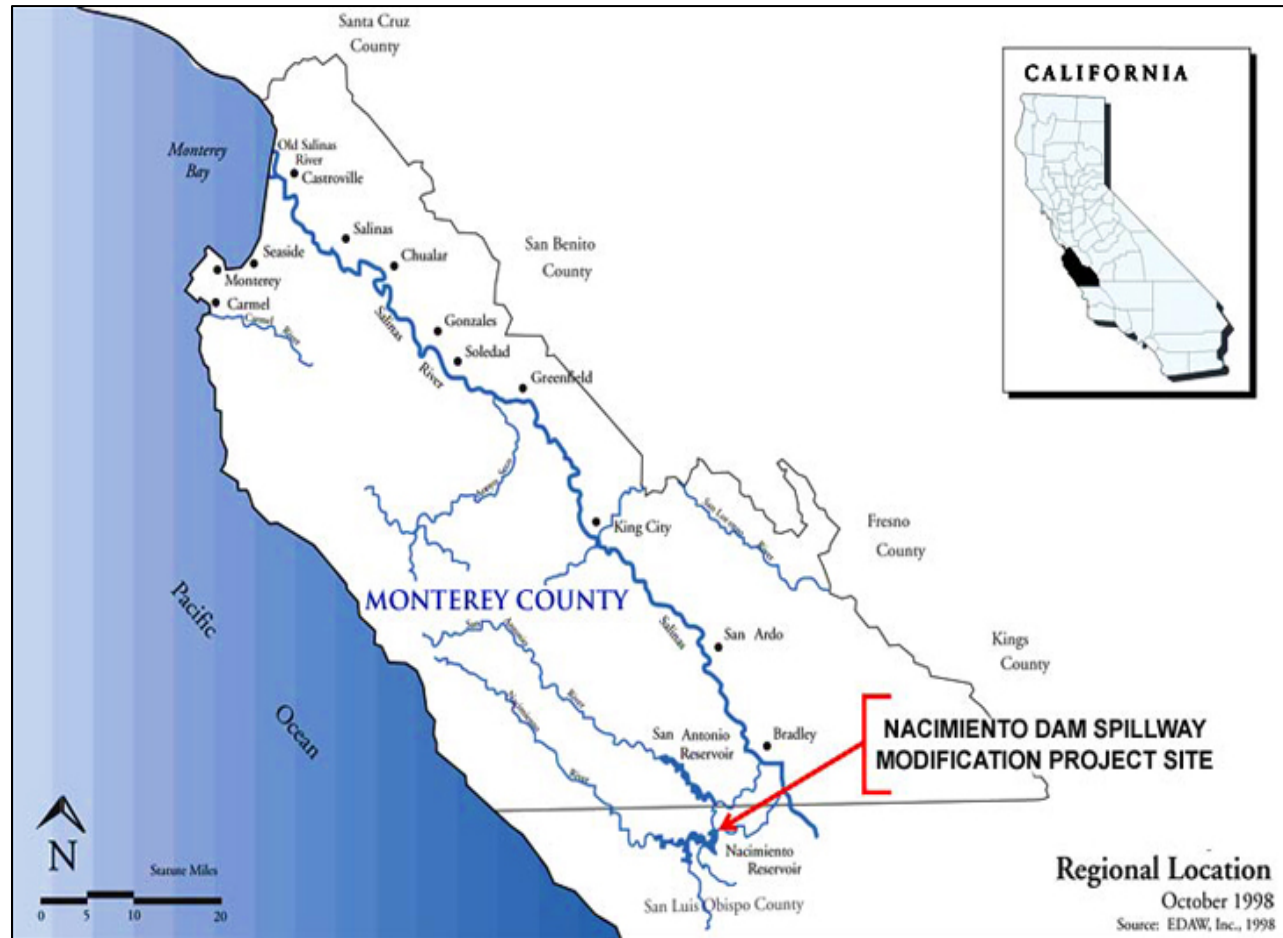


AG VENTURE TOURS INSPIRATION & BACKGROUND

- **Monterey County ~
Dream to start a
business
integrating Ag and
Tourism (Wine)
industries**
- **Taking advantage of
experience &
education**



- **No other place like Monterey County and Salinas Valley**
- **Combination of significant Ag and Tourism industries located close together**
- **Popularity of your destination**



TOURISTS + EDUCATION



- Educating & marketing the industry
- Farmers have great stories to tell!

POTENTIAL PARTNERS & HOW THEY WORK WITH YOU

- **Local farm tour operators**
– like **Ag Venture Tours**
- **Local tour companies**
- **Convention & Visitors Bureau (CVB)**
- **Destination Marketing Organization (DMO)**
- **Destination Management Company (DMC)**
- **Chamber of Commerce (CC)**
- **Hotels, Motels & BnBs**
- **Schools**
- **Campgrounds**
- **Booking agencies**
- **Transportation companies**
- **Wine & local food associations**
- **News outlets: local newspapers, bloggers**
- **Farm Bureau**

WHAT ARE FAMILIARIZATION (FAM) TOURS?



- **Important for any new business**
- **Be prepared to cover all costs**
- **Organize tour with partners, split costs if possible**
- **Great way to introduce business to local hotels, CVBs, DMCs**
- **Press tours**

WORKING WITH OR STARTING A FARM TOUR OPERATION ~ INDIVIDUALS

- **Small numbers: couples, families, friends; farmers on vacation**
- **Plan in advance**
- **Often book via internet**
- **May drive own car**
- **Limited time**
- **Prefer ½-day tours**



WORKING WITH OR STARTING A FARM TOUR OPERATION ~ GROUPS

- **12+ people: corporations, reunions, associations, seniors; farm groups**
- **Plan far in advance**
- **Often book via Meeting Planner who works directly with all partners**
- **Travel by bus**
- **Prefer full-day tours**
- **Last-minute changes/cancellations! ~ have contracts & cancellation policies in place**
- **Schools: unique in preferring ½-day educational & outdoor activity tours**



VISITING FARMS

- **Appointments vs walk-ins?**
- **Entry/speaker fees?**
- **Walking or driving tour?**
- **Video presentations**
- **Staying on-schedule**
- **Allow time for questions, shopping, restrooms**



PRICING

- **Compare with other farms & attractions in your area (research competition & determine your niche)**
- **Different pricing for high or low season**
- **Online booking system to track relative pricing & to increase reach**
- **Commissions & thank-you gifts**



MARKETING ASIDE FROM PARTNER RELATIONSHIPS



- **Useful website, easy to navigate, set up for good search engine optimization (SEO) ← google for more info!**
- **Online booking service: Zozi, Zerve**
- **TripAdvisor & Yelp: encourage reviews & guest comments**
- **Social media**
- **Blogging**
- **Paid advertising**

WORKING WITH PARTNERS & FARM TOUR OPERATIONS...

- **Stay open-minded & flexible**
- **Listen to partners & customers**
- **Build authentic relationships**
- **Value your reputation!**
- **Have fun!**



THANK YOU!

Evan Oakes

- Ag Venture Tours & Consulting
- evan@agventuretours.com
- 831-761-8463 office
- 831-601-5834 cell