

Agri-Tourism Matters



PRESENTED TO

**YOLO/SOLANO/SACRAMENTO REGIONAL
AGRITOURISM SUMMIT**

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VISIT YOLO

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The travel industry's role in the American economy is profound.



- In 2015, domestic and international travelers logged more than **2 billion trips** to destinations in all 50 states and Washington, D.C., **spending \$800 billion on goods and services at local businesses.**
- Nationally, travel supports nearly **8 million jobs**, generating more than **\$220 billion in wages** and nearly **\$150 billion in government tax revenues.**

California State Travel Statistics 2015



- **Travel related spending = \$122 billion**
- **Employment generated = 910,000 jobs**
- **Local tax revenue gains = \$2.8 billion**
- **Foreign travelers bring = \$20 billion (nearly 20% of all)**

Source: Visit California

In Yolo County, Travel Adds Up



- **\$325 million** total travel spending in county
- **3,900 jobs** supported
- **\$4.2 million**
in local tax receipts



Source: Visit California, "California Travel Impacts by County" (2011 stats)

Visit Yolo



- **Visit Yolo markets the cities of Davis, Woodland, and Winters, and the surrounding unincorporated areas of Yolo County, as prime tourist destinations for civic and rural events and activities, dining and food-related pursuits, entertainment, meetings, recreation, and overnight stays.**

Visit Yolo



- Visit Yolo is the county's official Destination Management Organization (DMO) and works closely with numerous other civic, private, and non-profit agencies to achieve its goals.
- Visit Yolo provides a full range of information services to tourists and event planners via:
 - website (www.visityolo.com)
 - aggressive public relations
 - Social Media: Facebook, Twitter, Pinterest
 - maps, brochures, and publications
 - mobile app on iPhone and Android platforms
 - partnerships and collaborations with other agencies
 - political engagement and support for tourism countywide



Who We Work With (*and you should too!*)



- The Cities of Davis, Woodland, and Winters



- Chambers of Commerce for Davis, Woodland, and Winters

- Davis Downtown, HWDBA



- Capay Valley Vision



- Yolo County Economic Development office



Community Partners



- Local Assets:



TURKOVICH
FAMILY WINES



- UC Davis / Conference & Events Services

- Roots to Wine / Clarksburg Wine Association



- Hotels & Inns across the county



Abbey House Inn



Industry Partners



- Visit California



- Central Valley Tourism Association



- San Francisco Travel



- Brand USA



- Bay Area Travel Writers



Taste of Yolo Festival



- Our own “farm to fork” festival celebrating Yolo County ag products and producers
- 80 vendors offering tastes and sales
 - Restaurant bites, wine, olive oil, nuts, honey, beer, meats, produce, and other ag-based products
- Celebrity Chef Demonstration Stage
 - Foods for demos curated by Davis Farmers Market
- June 10, 2017, Central Park, Davis 3-8pm
 - www.tasteofyolo.com

What We Can Do to Help You



- Consult on marketing and promotion strategies
- Draft, edit, and send out press releases
- Help organize and promote tours and events
- Arrange press trip visits by travel writers or groups
- Provide input on your promotional collaterals
- Distribute materials at our Visitor Center and other locations
- Connect you with other promotional organizations
- Get you on Social Media Platforms ~ *don't ignore them!*

What You Can Do to Connect



- **Communicate Proactively with your DMO**
 - Phone calls, emails, newsletters, face-to-face meetings
- **Use Calendars of Events to List Your Activities**
 - On DMO sites – and ask for help with publications and web
- **Distribute PR Materials**
 - Posters, rack cards, postcards
- **Do Presentations**
 - Chambers of Commerce, Rotary, other clubs and orgs

When you have visitors here . . .



- **Customer Service is Job #1!**
 - Personal attention, caring, sharing the wealth
- **Make it a *Better* Experience**
 - Delivery everything you promise, and then some
- **Deliver the Unexpected: Surprise = Delight**
 - A little extra they don't know about can be huge
- **Say Thank You more than once**
 - Show appreciation after they have gone home via email, or better yet, a hand-written note

When you have them here . . .



- **Ask for feedback**
 - Go direct, or use surveymonkey
- **Offer incentives for referrals**
 - Something of yours, gift basket, credit at another place
- **Follow-up with after-market marketing**
 - Newsletter, “special offer for returning guests”
- **Get data – emails, etc. – and use it in friendly ways**
 - Never share customer data without permission
- **Know your customer ~ and use your imagination**
 - Get ideas from colleagues and competitors

Visit Yolo



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