

SANTA * CRUZ
Let's Cruz

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AGRITOURISM AND DESTINATION MARKETING

PRESENTED BY:

Christina Glynn, Communications Director

Visit Santa Cruz County

www.visitsantacruz.org

March 7, 2019



Visit Santa Cruz County

- Destination Marketing
- \$950 million industry
- \$2.2 million budget
- 58+ DMOs within California

A private, non-profit corporation, Visit Santa Cruz County (VSCC) exists to enhance tourism and the economy by positioning Santa Cruz County as a visitor, conference and film destination.

Partnerships



Regional Markets

- San Francisco Bay Area
- Central Valley
- Sacramento

International Markets

1. UK

2. Germany

3. Australia + Canada

Benefits of Working with a DMO

- Leverage your budget and resources to promote your agritourism business to a larger audience.
- Locally-based organization with strong ties to the community on a countywide basis
- We can be your brand advocate and reach visitors through marketing and promotional efforts and directly through our year-around visitor center

- Cooperative advertising opportunities
- Maps and brochures
- www.visitsantacruz.org
- Press release distribution and pitches to media
- Event promotion
- Relationships with media and influencers
- Domestic and international media events
- Local connections
- Consumer e-newsletter program
- A robust social media presence

2017 Visitor Spend

Santa Cruz County generated
\$950 million in visitor spending

California Strong

California is the #1 travel destination in the United States, and the first state in the nation to have more than \$100 billion in travel-related spending: more than entire countries such as Australia, Turkey, South Korea and Canada

Visit California

California dream big > California: Culinary > Amazing Agritourism Experiences

E-NEWS MAP



AMAZING AGRITOURISM EXPERIENCES

SCROLL TO DISCOVER

From almonds and olives up north to avocados, oranges, and dates in the south, the Golden State has a crop (or 10) for nearly every stretch of terrain. After all, [California farms](#) produce over a third of the United States' vegetables and two-thirds of its fruits and nuts—not to mention a lot of wine. Behind all of those bushels and cases of goodies are many [California-grown stories](#) of family farms, plenty of which invite you to come and take a look—and taste.

MORE IDEAS

[BEER-MUDA TRIANGLE AND OTHER YOLO COUNTY FOODIE FINDS](#)

[CALIFORNIA QUESTIONNAIRE: ALICE WATERS](#)

[CALIFORNIA'S CLASSIC WINE ROADS](#)



California Grown



Connecting people with farmers

California Grown is all about connecting Californians with the people who grow and produce their food. It really is that simple. Farmers have a lot of stories to tell and want to welcome you into their fields so you can really understand where your food comes from – and how important you are to the process. You may not think of farmers every time you're in the grocery store, but they think about you an awful lot. From employing food safety measures that keep your food reliable, to growing varieties they know you will appreciate, and developing creative packaging solutions that will help get dinner on the table faster –



What Visitors Are Looking For

- Experiences unique to a destination
- Authentic experiences
- “Hands-on” activities
- Go where the locals go

Agritourism

- Domestic
- International
- Visit California
- Educational-based
- Millennial-driven segment

Local Examples

- Gizdich Ranch
- SCMWA Passport Celebration
- Wine Wednesday at Shadowbrook
- Live Earth Farm Events
- Martinelli's Tasting Room
- Farm to Table Dinners at Chaminade

CALIFORNIA WINE MONTH



SEPTEMBER 2018



Wine Events and Tours

Farm to Table Culinary Overnight Package at the Chaminade Resort & Spa
September 7 - 20, 2018, 6PM - 9PM
 Experience Chaminade Resort & Spa's Farm to Table Overnight Package for the perfect pairing of Santa Cruz Mountain wines with fresh, locally-sourced fare. Enjoy this farm-to-table experience exclusively, or opt for an overnight package with recently-renovated accommodations at 20% off. Farm to Table Wine Dinner's take guests on a culinary journey through the Central Coast showcasing the region's diverse abundance of fruits, vegetables and produce inspired by the region's seasonal harvest. For more information, call 831.475.5000 or visit Chaminade.com to purchase tickets online!
www.chaminade.com

Harvest Party and Bottle Bash at Nicholson Winery
Saturday, September 22, 2018, Noon - 5PM
 Join the fun at Nicholson Winery as the Harvest Party & Bottle Bash. Taste the new fall releases and the special harvest red blend that has been created exclusively for this event for guests to bottle and cork themselves. Guests are welcome to create a customized design on their wine bottles using decorative pens. Tacos with all the fixings will be available.
www.nicholsonwinery.com

Wine Tasting and Craftbar at the Amieglass Glass Factory
Free studio tours Thursday - Sunday, 12:00PM
Check website for Craftbar schedule
 Amieglass' Watsonville glass factory and shop, open to the public daily features an onsite tasting room highlighting local and regional fine wines and craft beers. Take part in a craft workshop, cooking demo, free studio tour, or bargain hunting at the outdoor store. Pouring Santa Cruz Mountain Vineyards, Stora, Beauregard, Silver Mountain Vineyards, and other wines. For more information call 831.761.2041 ext. 121.
www.amieglass.com

Meet the Winemaker Aboard The Chardonnay
 Check website for full schedule
 The 70-foot luxury yacht Chardonnay II features a different local winery every Friday evening, April through September. Drink in stunning views of the California coastline, meet the winemakers and entice your palate with delicious appetizers. Guests can learn about local wines and the art of wine making. Watch the sunset, raise your glasses and give a toast to wine tasting at its finest! September winemakers calls take place September 14th featuring Stone Cellars, and September 28th with M.J.M. Call 831.423.1243 to make a reservation or visit www.chardonnay.com



36th Annual Capitola Art & Wine Festival
September 6 - 8, 2018
 22 winners, 160 artists, gourmet food, live art, local artisans marketplace, dance groups, street performers, live music, kid's art & music zone. Admission free in Capitola Village by the Sea. Saturday, 11am - 5pm; Sunday, 11am - 5pm. Free parking and shuttle from Capitola Mall. Free kids wine parking at Festival entrance. Location: Capitola Village, Capitola. Phone: 831.475.6522
www.capitolartandwinofest.com



Develop Your Assets

- Photography
- Social Media Channels
- Collateral and Maps
- Website Development

Agritourism Ideas

- Farm Stays
- U-Pick
- Field Dinners
- Farmer for a Day

Social Media



@VisitSantaCruz

#VisitSantaCruz

Facebook Highlights

Visit Santa Cruz December 4, 2018

Packed with colorful vendor stands, Santa Cruz farmers markets are chock-full of vibrant flowers, fruits, and veggies. Yet, hidden behind each stack of romanesco broccoli is a local farm with a story to tell. Meet Your Farmer: Live Earth Farm. 🍅🥕🌿🥦🥬



Live Earth Farm
everything ecologically grown in harmony with nature
833-763-2948

SANTACRUZ.ORG
Meet Your Farmer: Live Earth Farm [Learn More](#)

 Packed full of colorful vendor stands, Santa Cruz

3,386 People Reached **106** Engagements [Boost Again](#)

Boosted on Dec 12, 2018 By Santina Cruz Completed

People Reached	1.9K	Landing Page Views	41
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[View Results](#)

Patricia Hills, Richard Zappelli and 25 others 1 Comment 5 Shares

Like Comment Share

Visit Santa Cruz April 6, 2017

Seek Out These Farmers' Market Finds! Thanks Blue House Farm, Companion Bakeshop, Garden Variety Cheese, Live Earth Farm, Prevedelli Farms, Swanton Berry Farm, and Ashby Confections!



BETWEEN FARM AND FORK

SANTACRUZ.ORG
Seek Out These Farmers' Market Finds
In the very spot where Santa Cruz County's farm-focused organic

1,193 People Reached **20** Engagements [Boost Post](#)

Julie Ann Rapp, The Babbling Brook Inn and 4 others

Like Comment Share

Twitter Highlights

 **Visit Santa Cruz County**
@visitsantacruz

Farmer's market flowers > all the rest. 🌸
Rain or shine, the @SCDowntown
@SCFarmersMkts is open today from 1-5pm
with these gorgeous Blue Heron Farms
blooms - perfect for your V-Day needs! 🌷
#visitsantacruz #santacruz #farmersmarket
#valentinesday



8:47 AM · 13 Feb 2019 from Downtown Santa Cruz

You Retweeted

 **Charlie Hong Kong** @CharlieHongKong · Feb 12
If food is love, then we're the perfect place to come for Valentine's Day.



  2  4 

Instagram Highlights



Blog/V-news Highlights

DECEMBER 03, 2018

FROM ORGANIC FARM TO COMPOSTABLE FORK: BEST ECO-FRIENDLY EATERIES IN SANTA CRUZ COUNTY



Eating out in Santa Cruz County is about so much more than fueling up for the next adventure. The nation's organic food movement took root here in our county's fertile soil and we banned plastic bags, straws, cutlery and styrofoam take-out containers long before green-living and zero-waste lifestyles came into vogue.

BY MOLLY RESSLER

[READ MORE >>](#)

AUGUST 28, 2017

MEET THE CHEFS, WINEMAKERS, AND GARDENERS BEHIND YOUR NEXT SANTA CRUZ MEAL



Santa Cruz County boasts acres of beautiful farmland, from pumpkin patches and strawberry fields to vineyards and apple orchards. Even though we might pass by one of these crops when driving north towards Davenport or south through Watsonville, for most of us, farmland stays on the outskirts of our imagination. We rarely know which plot of land our food came from, much less the farmer who grew it.

BY MOLLY RESSLER

[READ MORE >>](#)

Questions?

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Thank You



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