



Agritourism with the Apple Hill Growers

Agritourism Intensive 2019

With thanks to UC Davis/UCANR for allowing us to participate.

March 27, 2019

What do YOU picture when you think of “Apple Hill”?



Did you know we are
“different reasons for different seasons”?



And that the wineries are open all year long,
not just during the Fall Harvest?



Educational Tip: Come for Winter Beauty! Yes, it snows at our ranches. And no, winter snow doesn't hurt anything because the trees and vines are dormant, and they need a certain amount of cold temperatures. But snow that happens after bloom is bad...



Educational Tip: Come for Spring Blossoms! There is no “best time” since different fruits, and even different varieties of the same fruit, flower at different times.



Marketing during the “Shoulder Season”

“Lavendar Blue” Festival

June 22nd, 23rd, 29th & 30th.



Another reason to visit:
Several wineries offer a Summer Concert Series.



Picture yourself here...
And check out the **Hard Cider Trail** this year!



Marketing Tip: Christmas trees provide beautiful picnic areas all year long.



Educational Tip: Early ripening apples are available in September and different varieties continue ripening into November.



Showcase gourds in eye-popping colors...



And share recipes using gourds for eating.



Marketing tip: Tourists coming for Christmas Trees are often coming for pies and wine as well.



Advertise for free with social media!



Special Thanks

- To the Founding Mothers and Fathers of the Apple Hill Growers
- To all of the farms who share their lives and their love of agriculture
- To the Apple Hill Media team for the amazing photographs
- And to all of the guests over the years who love us and keep us going!

www.applehill.com

