

Telling & Selling Your Story

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Growing Agritourism- February 2012

Topics covered:

Agritourism Success Stories: Opportunities
& Challenges

Building your Agritourism Support System

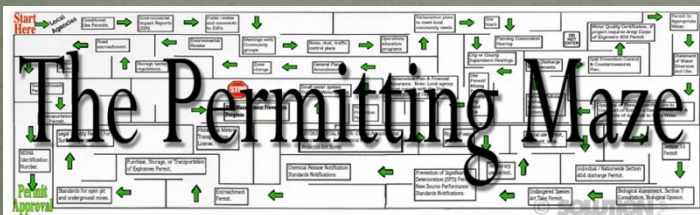
Connecting the Dots: What do tour
Operators and on-farm agritourism
operators need from
each other?



The results

Tons of great dialogue between the tourism industry and agriculture professionals

An overwhelming interest on the subject of marketing



A need of more information on the permitting process



Explore the possibilities of partnerships, collaborations, and cross-marketing of events!

Real World

- In order to get here:
- You have to go through this:



- Or unfortunately sometimes this:



Hopefully never this:



FIRST DATE

Agriculture Operations (farms,
dairy's, ranches, vineyards, gardens,
creameries) etc.

+

Tourism Industry (caterers, hotels,
tour busses, bicycle companies,
event planners) etc.

=

The perfect match, otherwise
known as AGRITOURISM!



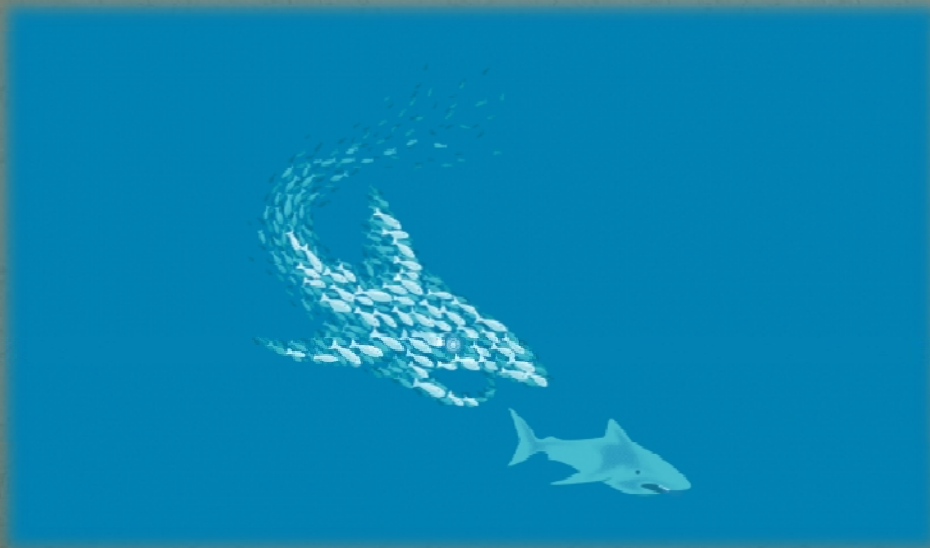
Strength in Numbers



Network with your neighbors

Make connections in your region

Collaborate with those in proximity to you while preparing your "dating profile"



Maybe you are a winery with a dairy right over the hill and a bike trail running across the street.

- Make sure to Highlight your best Assets

Old abandoned barn?

Wrong!

Historical rustic barn waiting to be filled with weddings, barn parties, and farm dinners.



- Wine tour that stops at four different wineries?



Even Better- a tour that stops at a winery, dairy, and vegetable garden then ends back up at the winery for an exceptional dinner with fresh ingredients from the day.



Thank you, and I hope you all enjoy the day!



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