

HOW DESTINATION ORGANIZATIONS CAN SUPPORT GROWERS THROUGH AGRITOURISM

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VISIT 
CARLSBAD
CALIFORNIA



Nonprofit destination marketing organization
started in 1996

9 employees, office in Carlsbad Village

Mission: to promote and elevate the perception of
Carlsbad with programs that enhance the visitor
economy while preserving our exceptional quality
of life

Funded entirely by the Carlsbad Tourism Business
Improvement District, 2% assessment on overnight
lodging stays



DESTINATION MARKETING ORGANIZATIONS

- Can exist at a local municipality level, a regional level, state level and country level
- Private nonprofit organizations, but not charities (501 C6)
- Public funding – in California mostly via assessments on tourism businesses, but some are funded by city's general fund
- Drive economic development through tourism



TOURISM IN CARLSBAD AT A GLANCE

**\$1.7
Billion**

Direct visitor
spending

**\$2.4
Billion**

Total econ
impact

**\$113
Million**

Taxes
generated*

10,400

Tourism-
related jobs**

**8.9
Million**

Visitor
volume

71.6%

Average
Occupancy

THE MINDSET OF TODAY'S TRAVELERS

- Authentic experiences
- Connection to place
- “Meet the makers”
- Wellness and nature
- Hands on Learning



VS.



AGRITOURISM AS AN OPPORTUNITY

- Drives jobs
- Diversifies farm income
- Strengthens rural – urban connections
- Provides unique experiences that visitors are looking for

DESTINATION STRATEGIC PLANS CALL FOR THIS!



- Visit Oceanside's wine region was designated in September 2024 by the Department of the Treasury Alcohol and Tobacco Tax and Trade Bureau as the "San Luis Rey" American viticultural area. Wineries, breweries and agritourism have long been part of the county's culture and this official designation will add value in promotional and growth opportunities.
- Visit Carlsbad has also been engaged in agritourism as part of the destination's history, heritage and culture with the flower fields as a primary anchor.



ARTS, CULINARY & CULTURE

Cultivate a year-round roster of diverse arts & cultural events & performances that generate overnight stays

Foster local champions for the destination

Expand promotion of and accessibility to destination neighborhoods

Continue to position Balboa Park as the destination's cultural icon

THE GREAT OUTDOORS

Position San Diego as an ecologically diverse destination and leverage San Diego's breadth of natural assets for adventure experiences

Support sustainable use of natural attractions and responsible travel behaviors

Promote existing and new regenerative volunteer tourism experiences

Create & promote once-in-a-lifetime experiences in the big outdoors

The background of the slide is a vibrant beach scene. In the foreground, two young boys are running joyfully on the sand towards the viewer. To the left, a large beach umbrella with a blue and white checkered pattern is partially visible. In the background, other beachgoers are relaxing on towels, and the ocean waves are breaking under a clear blue sky. The top of the slide features a decorative header with horizontal stripes in blue, purple, orange, and yellow.

CARLSBAD STRATEGIC PLAN – THEMES

1. Carlsbad is a destination in transition
2. **Carlsbad's offerings tend to have a family focus, but the destination can benefit from growing offerings to other segments**
3. **The primary elements are coast, Legoland California Resort and Carlsbad Village with opportunities to integrate sustainability, wellness, and local culture**
4. Carlsbad needs a more assertive identity standing next to San Diego
5. The community takes a very conservative approach to change
6. **More focus on community/local culture to better define Carlsbad**
7. There is a perceived need to focus more on group business but a clearer understanding of how to align with lodging properties
8. **Carlsbad community members are passionate about parks, open spaces and outdoor recreation**
9. Feasibility study for an arts/event venue
10. **Environmental Stewardship**

HOW WE SUPPORT GROWERS: 6 CORE FUNCTIONS

- Awareness – telling the story of local growers
- Demand Generation – driving visitation during need periods
- Experience Development Support
- Partnerships & Coordination
- Advocacy & Resource Navigation

SUCCESS STORIES/EXAMPLES

- Dinner with 30 journalists in Flower Fields in partnership with Park Hyatt Aviara
- Documentary featuring owners of Strawberry Company and Flower Fields
- Spring campaigns – “Petal to Petal” and “Carlsbad Blooms into Spring”
- Regional digital trails using platforms like Bandwango



5 Saddle Up for a Spicy Adventure: Eau Claire's Horseradish Trail

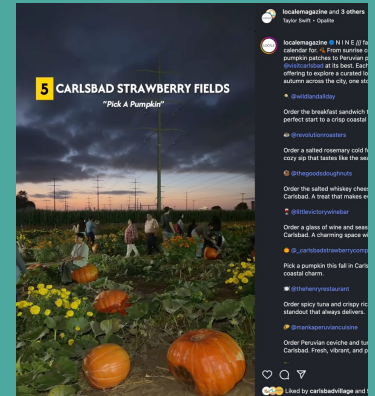
When you're the "horseradish capital of the world," you've got to celebrate that fact! Visit Eau Claire has several mobile passports, but the Horseradish Hop spotlights the spicy uniqueness of the destination. At the 2010 Napa Valley Mustard Festival's Worldwide Mustard Competition, Eau Claire's own Silver Spring Foods walked away with top honors – why wouldn't travelers want a taste?



[View more on Instagram](#)

HOW TO ENGAGE WITH THE TOURISM/BUSINESS COMMUNITY

- Share any upcoming agricultural events – the tourism community can amplify your message
- Form relationships with your local DMO and chamber – advocacy and relationships with city leaders, economic development organizations, state agencies
- Explore new visitor experiences together
- Partner with local businesses who can come onto your space



A person is riding a bicycle on a path at sunset. The person is wearing a white shirt and dark shorts. The background shows a sunset over the ocean with a lighthouse visible in the distance. The sky is filled with orange and yellow clouds. The text is overlaid on a dark blue rectangular background.

Tourism isn't just bringing visitors to a region – it's connecting them to the people, stories and landscapes that make the region thrive.