

CASE STUDY







SINGULAR FOCUS

- 130+ wineries
- 10,000+ planted acres
- Flagship wine: riesling
- About 10% of total acreage
- National & international acclaim
- The right grape at the right time
- More than one million visitors annually
- 2,000+ average monthly TR visitors

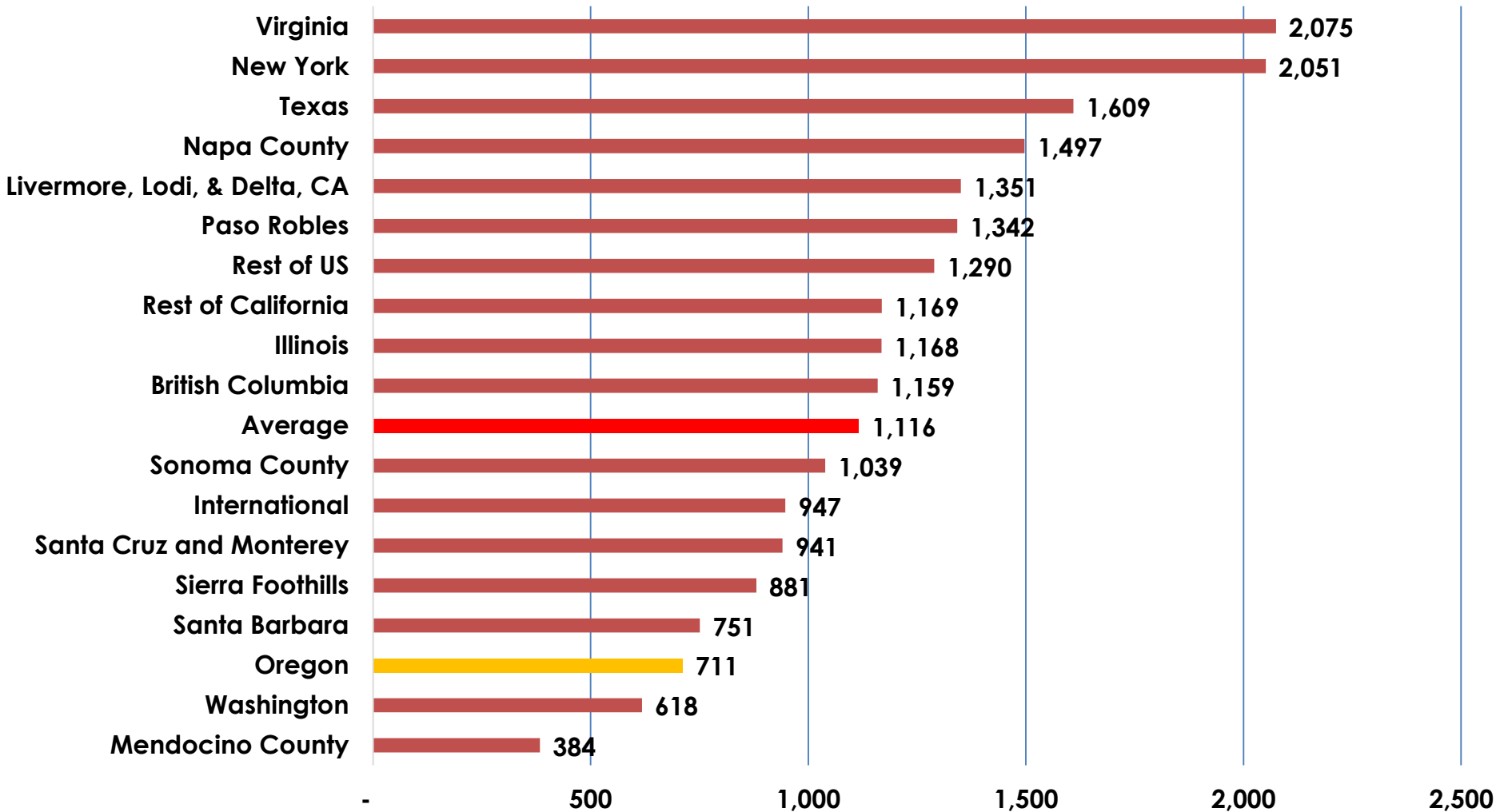
PRIVATE-PUBLIC

Finger Lakes Wine Country Tourism Marketing Association was organized in 2000 to promote economic development in the Finger Lakes region of New York. A strong tourism industry adds depth to a community, making it a more desirable place to live and work. A unified branding initiative backed by an integrated marketing and communications strategy attracts tourists.

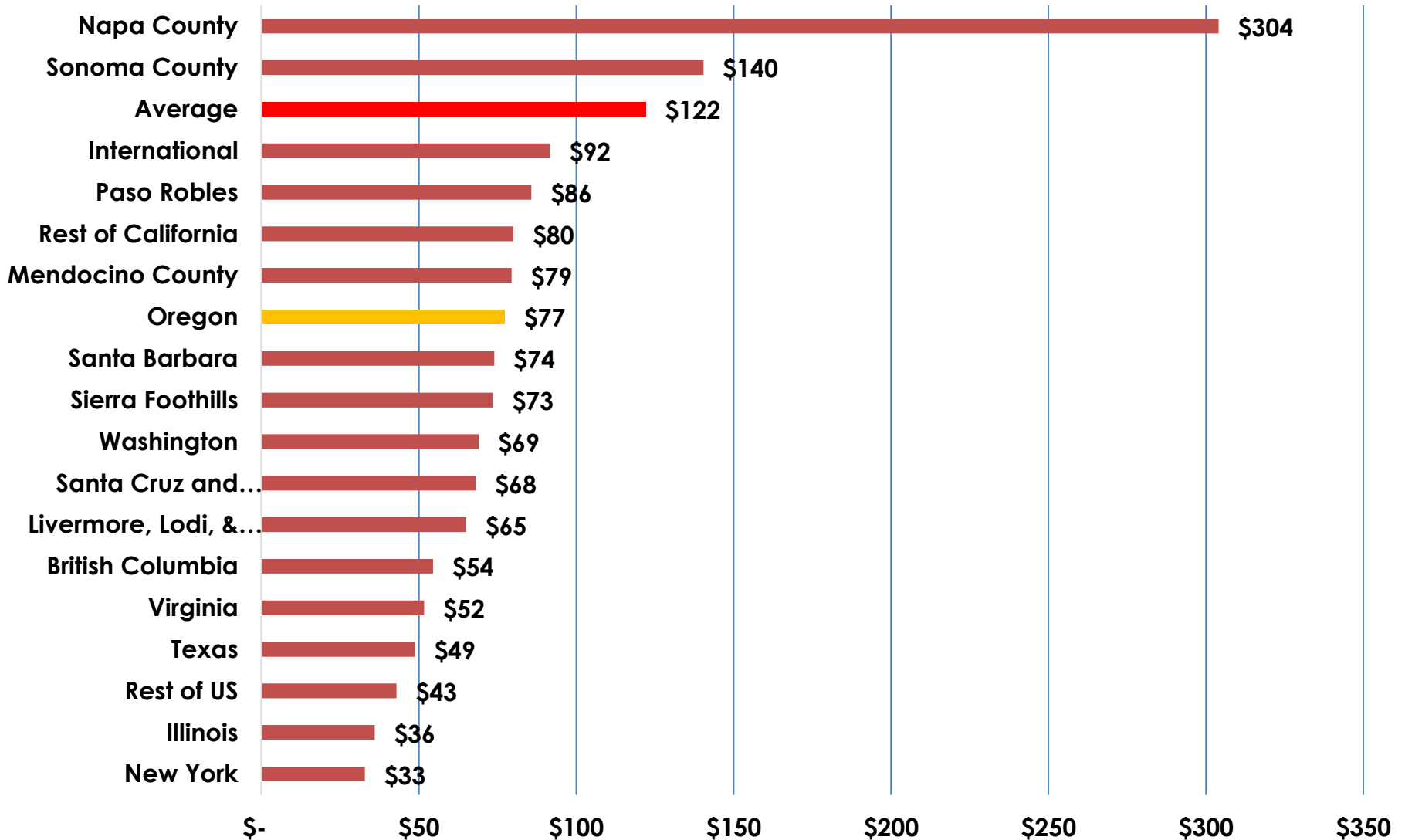
WILLAMETTE VALLEY

Increase “high value” wine tourism
to the Willamette Valley AVA
throughout the year

SVB Tasting Room Visitation



SVB Tasting Room Purchase



WILLAMETTE VALLEY

- Bring all wine tourism stakeholders together for messaging and grants
- Continued focus on Pinot noir with “go to the source” story-telling
- Transition to digital-first tactics
- Leverage state/regional tourism programs
- Tourism asset development & protection