



Oregon Wine Symposium

Unlocking Oregon's Powerful Wine Tourism Network: State, Regional, and Local Connections

PROGRAM
PRODUCER

oregon
wine BOARD

TRADE SHOW
PRODUCER



Oregon
Winegrowers
ASSOCIATION EST 1981

Panelists

- Katy Clair | Director, Brand Services, Travel Oregon
- Carissa Cook, Marketing Director, Oregon Wine Board
- James Jessie, Chief Operating Officer, Travel Portland
- Carole Skeeters-Stevens, Chief Marketing Officer, Travel Medford
- Tori Middelstadt, Executive Director, Willamette Valley Visitors Association
- Morgen McLaughlin, Executive Director, Willamette Valley Wineries Association

Katy Clair, Director, Brand Services, Travel Oregon

Your mission

We inspire travel that uplifts Oregon communities. Collaborating with partners to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon...Oregon.

Who you serve visitors, local tourism businesses and Oregon communities

How you are funded Travel Oregon is funded by a 1.5% statewide lodging transient lodging tax (TLT) levied on overnights stays in hotels, motels, short term rentals, RV parks and campgrounds. Investing 30% of tax revenue directly into Oregon communities through the dedicated Regional cooperative Tourism Program and competitive grants program.

Who are you primarily talking to Travel Oregon primarily targets potential visitors from major West Coast, domestic, and key international markets, particularly in cities with strong flight connectivity like LA, SFO, SEA and PHX, while also encouraging local Oregonians to explore the state.

One thing you love about promoting Oregon wine tourism

Wine is authentically Oregon – world-class wine paired with small towns, stunning landscapes, passionate winemakers, and a strong sense of place. Oregon wine isn't just about what's in the glass; it's about the people, the land, and the experience of slowing down and connecting with local communities.

Carissa Cook, Marketing Director, OWB

Mission: Marketing Oregon wine locally, nationally and internationally

Who you serve: Oregon wineries & vineyards

How your region is defined: The state of Oregon – all wineries and vineyards

How you are funded: Grape tonnage taxes paid by growers and producers in Oregon

Who are you primarily talking to: Oregon Wine Consumers (nationally & internationally)

James Jessie, COO, Travel Portland

Your mission Drive the Local Economy Through Tourism, Destination Brand Manager

Who you serve 1,800+ Member Businesses, PDX Hospitality Community, State/Local Officials

How your region is defined Multnomah, Clackamas, & Washington Counties

How you are funded City of Portland Contract, MERC/OCC Contract, RCTP, TID Fees

Who are you primarily talking to Worldwide Visitors & Media, Domestic Convention Partners

Carole Skeeters-Stevens

Chief Marketing Officer, Travel Medford

Your mission Drive overnight visitation by promoting and enhancing Medford as a premier tourist destination in Southern Oregon.

Who you serve We work closely with local tourism businesses, hoteliers, and regional partners.

How your region is defined We are the Destination Marketing Organization(DMO) for the 8th largest city in the state, our Regional DMO is Travel Southern Oregon. Travel Southern Oregon (TSO) covers Jackson, Josephine, Douglas, Klamath, and Lake Counties.

How you are funded Travel Medford is funded through the Transient Lodging Tax. The City of Medford imposes an 11 percent tax on overnight stays in hotels, motels, and intermediaries within the city limits. Travel Medford receives 25 percent of the net TLT revenue to support destination marketing. 80% of our annual budget is spent on Tourism Promotion.

Who are you primarily talking to Our primary audience includes both in-state and out-of-state travelers, with a strong emphasis on regional visitors, as Medford is considered a drive market. At the same time, Medford is home to Rogue Valley International–Medford Airport, the third busiest commercial airport in Oregon behind Portland and Eugene, which expands our reach and accessibility.

One thing you love about promoting Oregon wine tourism. As a native Oregonian, one of the things I love most about promoting Oregon wine tourism is sharing the passion, people, and stories behind the wines. In the Rogue Valley especially, visitors are often surprised by the quality and diversity of the wines, as well as the intimate, personal experiences they have when visiting our wineries.



Tori Middelstadt, Executive Director Willamette Valley Visitors Assoc.

Mission

Promote the Willamette Valley as a premier year-round travel destination while working to keep local livability through destination development and enhancement

Who We Serve

The Willamette Valley Visitors and hospitality industry

Region Map →



Funding

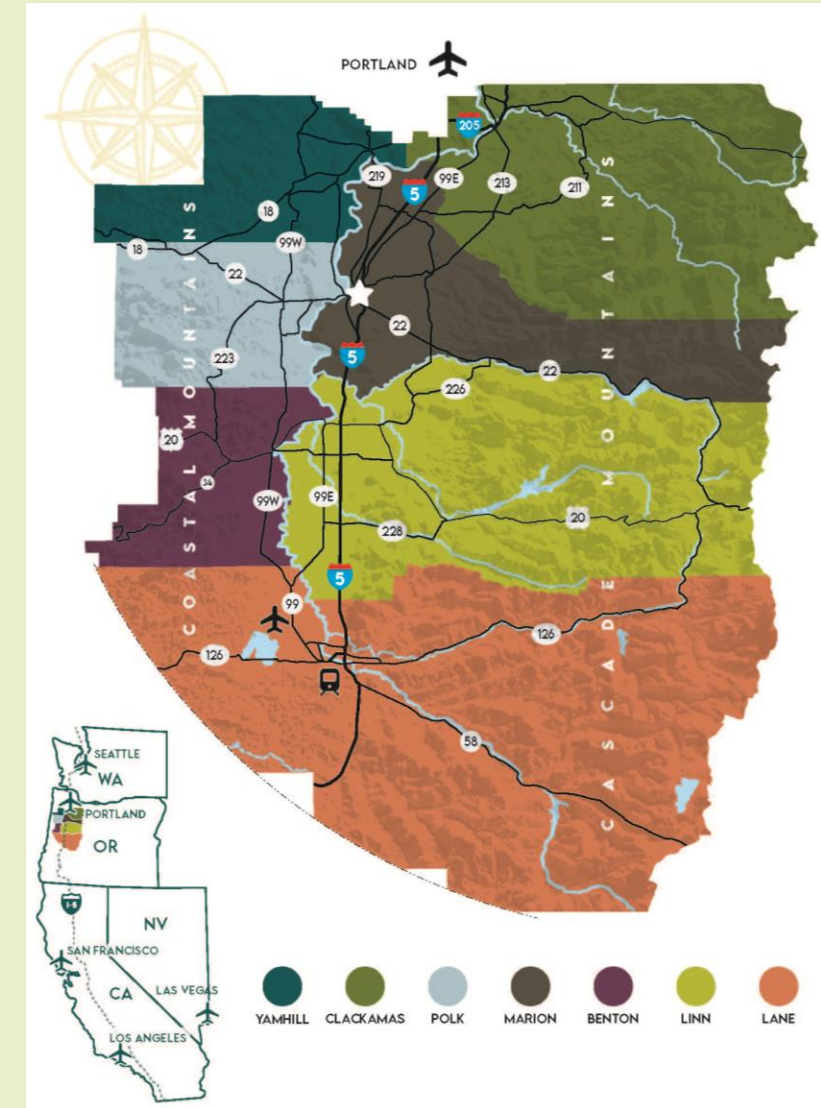
Funded via statewide 1.5% Lodging Taxes

Who we talk to

Out-of-state and international visitors

Why Oregon Wine?

Some of the best, craft quality wines that respect the land its grown.



Morgen McLaughlin, Executive Director Willamette Valley Wineries Association

Your mission *promote, protect, advance the prestige of the Willamette Valley and its wines*

Who you serve *members, visitors, consumers, industry stakeholders and partners*

How your region is defined *our region is the Willamette Valley AVA*

How you are funded *Membership dues, auction revenue, marketing and events programs*

Who are you primarily talking to *domestic in-state and out-of-state*

One thing you love about promoting Oregon wine tourism *the pride of place and people*



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Katy Clair, Travel Oregon

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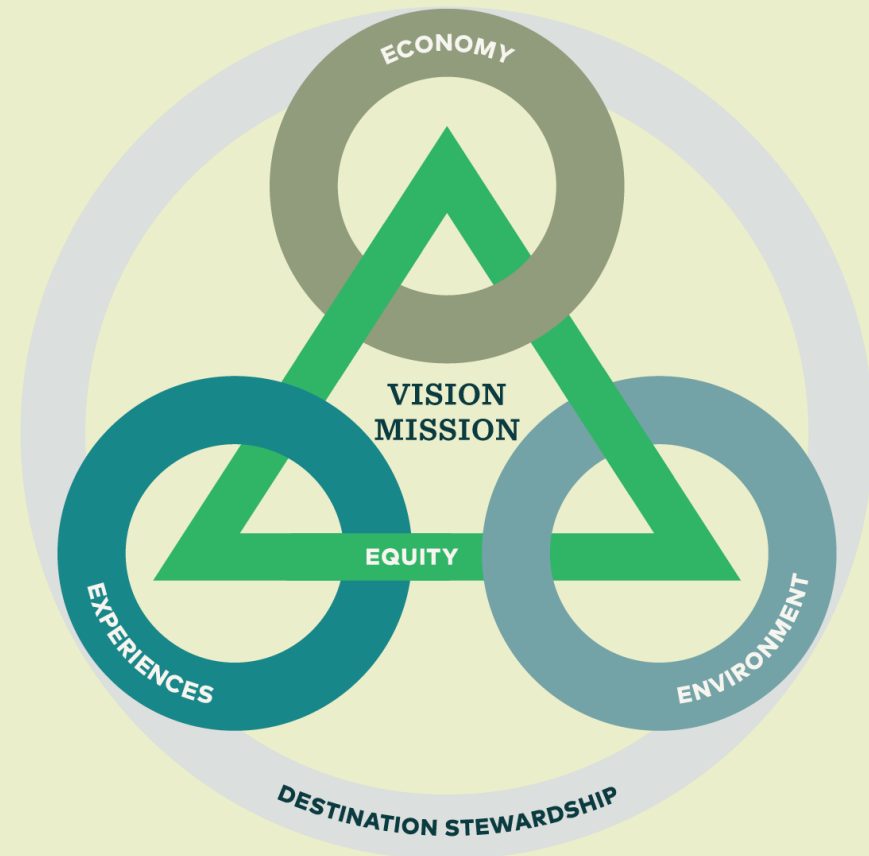
TRAVEL OREGON PRIORITIES

Mission

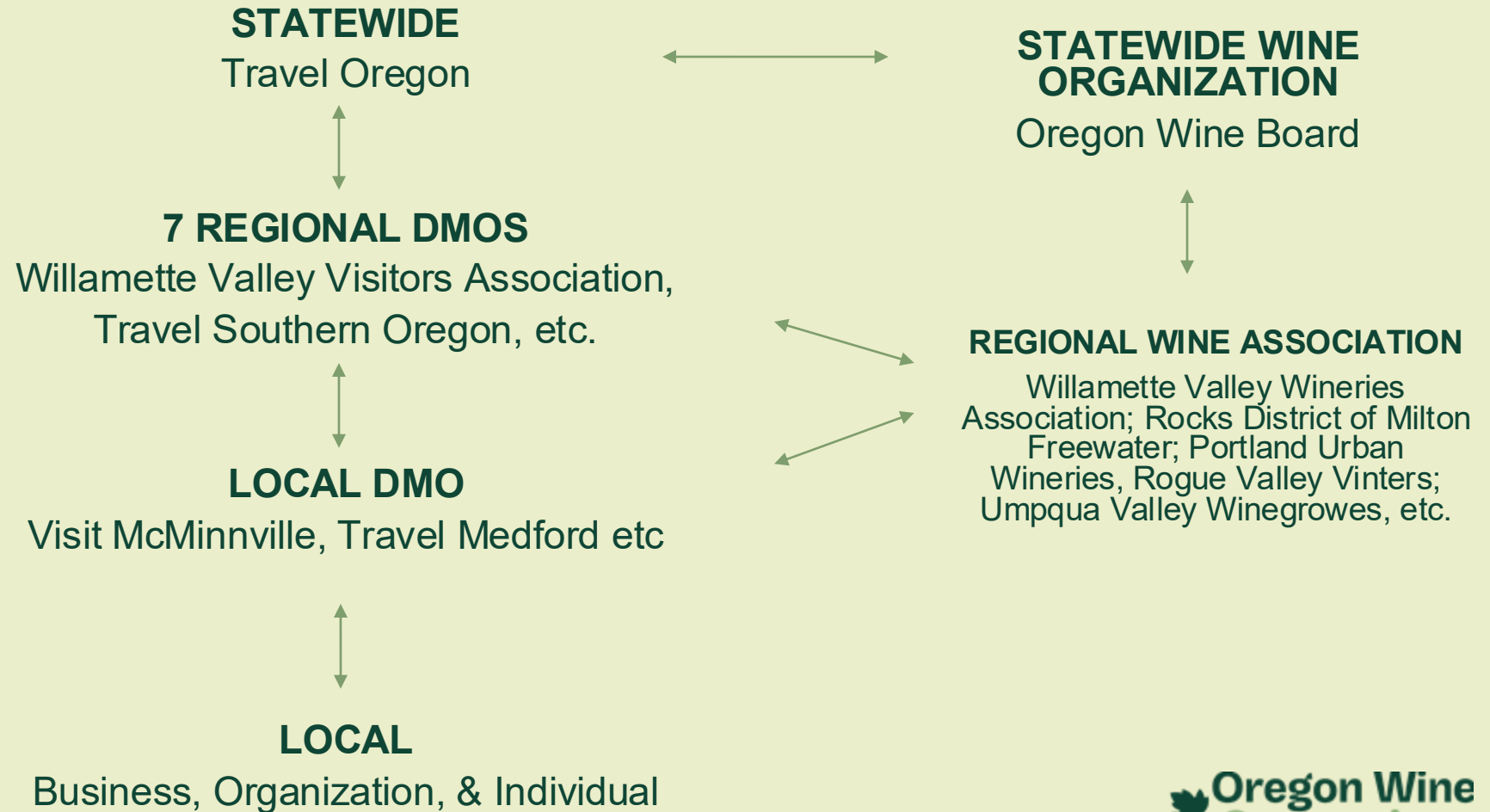
We inspire travel that uplifts Oregon communities. Collaborating with partners to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon...Oregon.

Objectives

- Oregon's tourism economy is flourishing.
- Oregon is striving to be a place of equity.
- Oregon delivers remarkable experiences.
- Oregon respects its natural environments.



STATEWIDE ALIGNMENT



Our brand is our foundation.

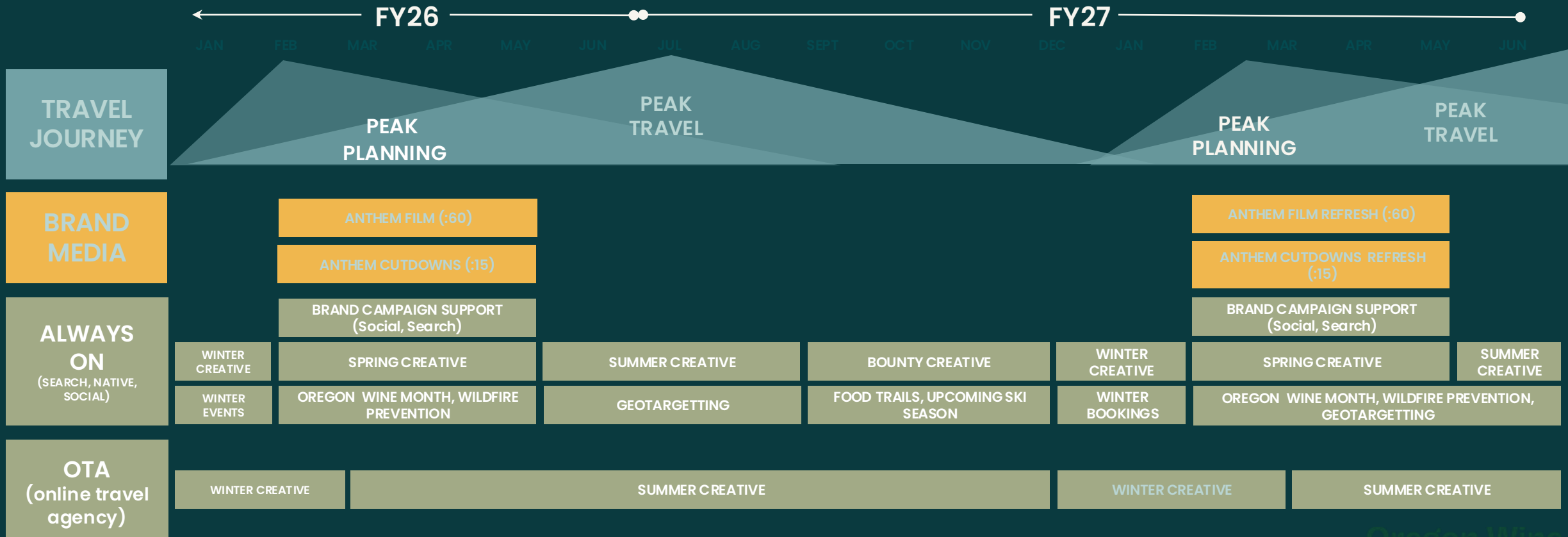
Travel Oregon markets the entire state to drive overnight visitation. Our brand has recognition through tone, look and feel that creates a connection with our consumer audience and Travel Oregon.

Paid advertising gives our brand exposure.

If you build it, they won't come unless you pay. To gain exposure of Travel Oregon assets we have always on and campaign advertising 365 days a year.

Brand Campaign in February through May to drive impact during the peak trip planning window.

Always On media captures interest throughout the year.



OWNED & EARNED MEDIA

WEBSITE, ORGANIC SOCIAL, VISITOR GUIDES



What Do We Mean by "Always On"

MARKETING OBJECTIVES

- + Ensure that, as a travel destination, Oregon is continuously seen as “welcoming to all”
- + Create more consistent and relevant ways of reaching new audiences throughout the year
- + Drive stronger and more personal connections to the state and its residents through promotion of the rich content on TravelOregon.com
- + Promote content about areas with the most economic need and avoid overuse of others

STRATEGIES AT A GLANCE

1. Drive site traffic, guide orders, and e-newsletter signups from primary and opportunity markets



KEY KPIs

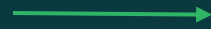
Primary: Site Sessions, individual orders and sign ups
Secondary: Cost-per-non-bounce-session (CPNBS)

2. Highlight content that promotes areas with economic need



Primary: Cost-per-completed-view (CPCV), video-completion-rate (VCR)
Secondary: Site Sessions, CPNBS

3. Showcase the State in all seasons and regions



Primary: Impressions, cost-per-thousand (CPM)
Secondary: Click-through-rate (CTR), Site Sessions

PROCESS

PLAN → Align themes with brand and seasonal priorities

ACTIVATE → Launch tailored content across key channels

MONITOR → Review weekly and monthly performance data

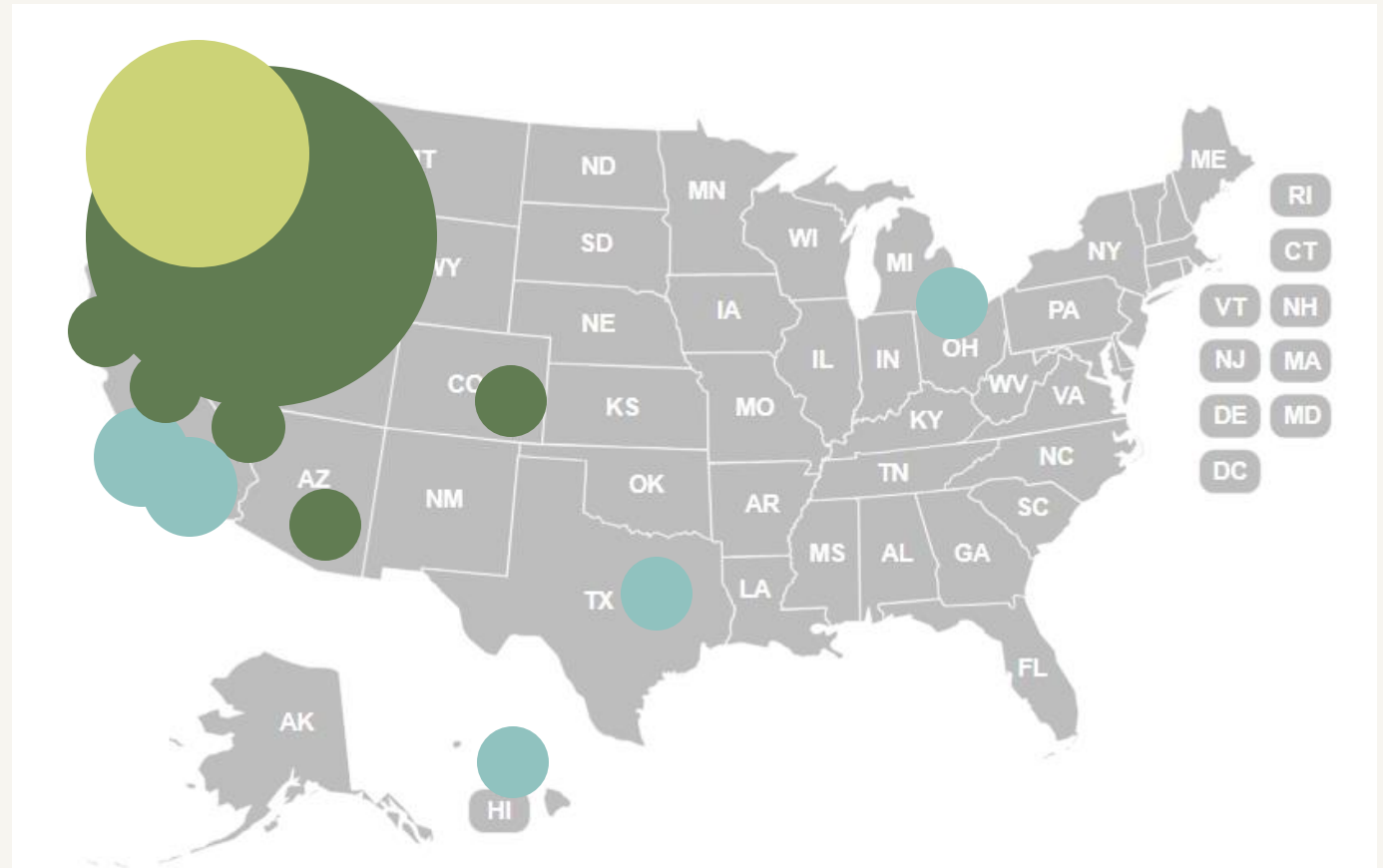
OPTIMIZE → Adjust creative and spend in real time

ALWAYS ON NATIVE FY26 STRATEGY

7 Campaigns: Green, Blue, Orange,
BIPOC, Spanish, LGBTQ, Site
Retargeting

Running on Taboola platform

Daily budgets controlled to reach
most efficient cost-per-click and
focus promotions to the Blue and
Orange market groups



Green: Bend, Eugene, Portland, Seattle, Spokane, Medford-Klamath Falls, Yakima, Boise, Spokane, Chico - Redding, and Eureka.

Blue: San Francisco, Sacramento, Phoenix, Reno, Denver, Twin Falls, Billings, Fresno, Salt Lake City, and Las Vegas

Orange: Honolulu, San Diego, Monterey-Salinas, Los Angeles, Dallas, and Detroit

INTERNATIONAL TRAVEL

- **Key Overseas Markets for Oregon by Spend**
 - Canada, China and the UK
- **Non-Stop Air Service**
 - Condor to Frankfurt (seasonal)
 - Icelandair to Reykjavik (seasonal)
 - KLM – Amsterdam
 - British Airways - London
- **Why Oregon Resonates**
 - Cool-climate wine with global credibility
 - Sustainability & sense of place matter internationally
 - Small, authentic tasting experiences

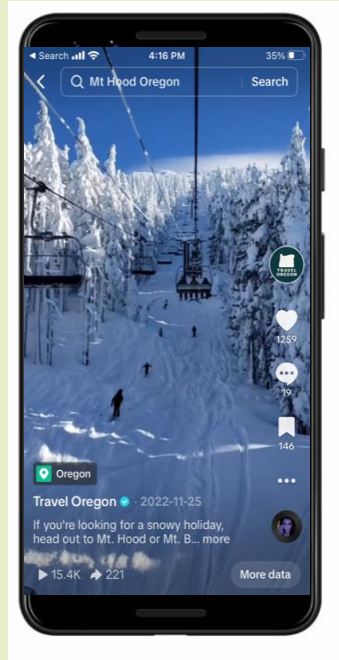
WINE & CULINARY STRATEGY

Travel Oregon's uses Visitor Profile Data to inform our marketing and communication efforts, and for years that data tells us that people come here for our local food and wine.

We use this data to...

- Develop website and marketing content
- Sponsor events
- Engage in community development
- Pitch media stories

MARKETING STRATEGY



OREGON TRIP IDEAS

STARGAZING AT OREGON'S FIRST DARK SKY PARK

The stars may be light-years away, but their beauty can be admired right here in Oregon.

LOOK TO THE STARS >>

ADVERTISEMENT

Medford Oregon Wine Weekend Getaway for Four

ENTER TO WIN NOW: OREGON WINE WEEKEND GETAWAY FOR FOUR!

TAKE A 5-DAY EV ROAD TRIP ALONG THE GORGE

With stunning landscapes and electric vehicle charging stations along the way, this road trip is one for the books.

CHARGE ON >>



Know Before You Go View Travel Alerts

Plan Your Trip

Oregon is the First Accessibility-Verified State

It's time to plan your next magical trip.

Oregon Bucket List

Think you've done everything there is to do in Oregon? Think again. From our lighthouses and sand dunes on the Coast to hot springs and waterfall across the state, there's so much to do. You can take a short scenic drive to see your favorite, or a longer scenic drive to see the old wagon route in the ground from the Oregon Trail. What's on your Oregon bucket list?

- Hot Springs
- Sand Dunes

Why we drive traffic to TravelOregon.com

- + Media combos that include TO.com exposures drive arrivals to Oregon that are 4.2 times more efficient*
- + Users who view deeper content on TO.com are more likely to spend \$1,000+ per day on their trip. They're more likely to have**:
 - Viewed an online destination travel guide
 - Read a travel article on a website
 - Used a printed destination travel guide

Sources:

* Arrivalist Attribution

** 2022 Visitor Profile study

TravelOregon.com generated \$55.1 million in economic impact from out-of-state visitors

- + \$48.9 million in economic impact from 25,255 incremental trips
- + \$6.2 million in economic impact from 16,190 new visitor days
- + 73% of out-of-state visitors increased their length of stay by an average of 2.2 days (+37%)
36% of in-state visitors increased their length of stay by an average of 1.9 days (+52%)
- + A majority of website users (64%) were potential visitors to Oregon
- +






ELEMENTS OF WINE CONTENT

- **Inspirational Content:**
- **Planning Resources:**
- **Joint Promotions:**

WINE CONTENT INSPIRATION + INFORMATION

TRAVEL OREGON Places to Go Things to Do Plan Your Trip Free Travel Guides Email Newsletters



Things To Do » Eat & Drink » Wine & Wineries » Celebrate Oregon's Women Winemakers


Jani Kabana

CELEBRATE OREGON'S WOMEN WINEMAKERS


Raise a glass to Oregon wine country innovation and excellent wine.

Carrie Wynkoop, Author
May 5, 2016 (Updated February 1, 2023)

Though the wine industry has traditionally been dominated by men, it's not unusual now to see women winemakers and assistant winemakers in Oregon's wineries. Here are a few of [Cellar 503](#)'s favorite women winemakers.



Remy Wines owner Remy Drabkin decided to become a winemaker in the third grade and has never looked back.



Winemaker and blues musician Tess Bar creates memories at Hood Crest Winery, which she owns with her husband on the southwest side of Hood River.

TRAVEL OREGON Places to Go Things to Do Plan Your Trip Free Travel Guides Email Newsletters

Things To Do » Eat & Drink » Wine & Wineries » DANCIN Vineyards

DANCIN VINEYARDS

Medford, Southern Oregon

4477 S Stage Rd
Medford, Oregon 97501

(541) 245-1133


Email

WEBSITE | f | t | i

4.5 TripAdvisor Traveler Rating based on 199 reviews
This listing is provided by Travel Southern Oregon

Situated in the vineyard, and located just minutes from Ashland, Jacksonville and Medford, our Tasting Room is the perfect setting to drink in the views of Table Rocks, Mt McLoughlin and the Rogue Valley while savoring our selection of award winning, estate grown wines along with artisan wood-fired pizzas and much more, all served tableside!

Amenities
Tours available / Weddings / Food for purchase / Wheelchair accessible / Outdoor seating / Bike Friendly / Dog friendly / Large groups welcome (please call ahead)



DANCIN Vineyards



INSPIRATION

WINE EDITORIAL

- 109 stories currently published on [TravelOregon.com](https://www.traveloregon.com)
- Stories aim to:
 1. Drive awareness about Oregon's **wine destinations** (cities, regions, AVAs etc.).
 2. Showcasing Oregon's **wine pioneers**.
 3. **Sustainability, sense of place** and other unique reasons to visit.
 4. Promote **specific events** and/or milestones (e.g., Wine Month, Memorial Day, Cellar Season etc.)



WINE DESTINATION STORIES



South Willamette Valley Wineries
Eugene, Willamette Valley



Wine Tasting in Bend
Bend, Central Oregon



Wines of the Gorge
Mosier, Mt. Hood & Columbia River Gorge



**Noir and Nosh: Wine Tasting in the
Rogue and Umpqua Valleys**
Southern Oregon



**Willamette Valley Winemaking, the
Communal Way**
Carlton, Portland Region



**5 Fabulous Willamette Valley Tasting
Experiences to Try**
Eugene, Willamette Valley



**How to Explore Tualatin Valley
Wineries**
Sherwood, Portland Region



**To Taste Oregon's Terroir, Retrace the
Missoula Floods**

[See Editorial Listings For All Stories](#)

WINE INNOVATORS PAST & PRESENT



The Humble Story of Oregon Wine
Dundee, Willamette Valley



50+ Years of Family Winemaking at Ponzi Vineyards
Sherwood, Willamette Valley



An Immigrant Vintner's Rise to the Top
Dayton, Willamette Valley



Growing Diversity in Oregon Winemaking
North Plains, Portland Region



Oregon's Celebrity Winemakers



Raise a Glass to Oregon's Latino Wineries



Celebrate Oregon's Women Winemakers
Mosier, Mt. Hood & Columbia River Gorge



The New Wine Pioneers
Jacksonville, Southern Oregon

[See Editorial Listings For All Stories](#)

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SENSE OF PLACE AND SUSTAINABILITY



Oregon's Top Eco-Friendly Wineries



Vineyard Hikes, History and Community at Eola Hills Winery
Salem, Willamette Valley



Plug + Pinot in the Willamette Valley
Amity, Portland Region



Vineyard Stays in Wine Country
Willamette Valley



Willamette Valley Winemaking, the Communal Way
Carlton, Portland Region



Enjoy Art with Your Pinot at These Oregon Wineries
Newberg, Willamette Valley



Cozy Winter Sleeps for Wine Lovers



Oregon Wineries Go Green
Jacksonville, Southern Oregon

[See Editorial Listings For All Stories](#)

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PROMOTIONS & SPECIAL EVENTS



Cheers to Oregon Wine Month



Find Your New Favorite Pour on the Mt. Hood Territory Wine Trail
Oregon City, Portland Region



Thanksgiving Wine Tasting
McMinnville, Willamette Valley



Cellar Season in the Willamette Valley
Willamette Valley



Play Eugene Pinot Bingo
Eugene, Willamette Valley



Southern Oregon Wineries to Visit for Mother's Day
Southern Oregon



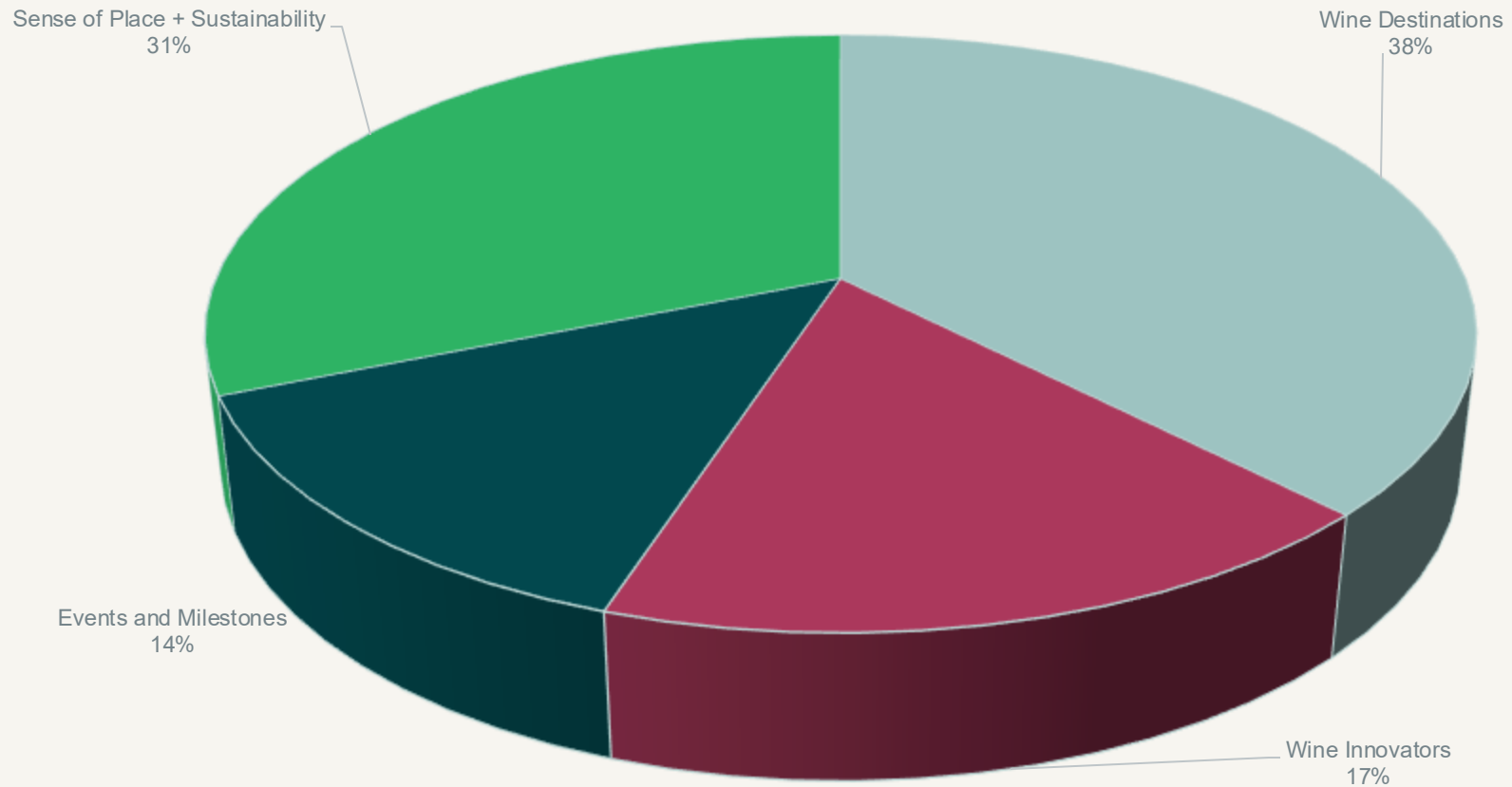
Winemaker for a Day
Newberg, Willamette Valley



Oregon Wine Month Adventure Pairings
Southern Oregon

[See Editorial Listings For All Stories](#)

BREAKDOWN OF PUBLISHED EDITORIAL CONTENT



WINE CONTENT

Know Before You Go [View Travel Alerts](#) Newsletter Sign Up

TRAVEL OREGON Places to Go Things to Do Plan Your Trip Where to Stay Free Travel Guides Events Q



Things To Do • Eat & Drink • Wine & Wineries • Wine Tasting Around the Rogue Valley Photograph by Linnessa Pierce

WINE TASTING AROUND THE ROGUE VALLEY

The Rogue Valley is prized for its unique terroir — here are some top spots to taste these fantastic wines year-round.

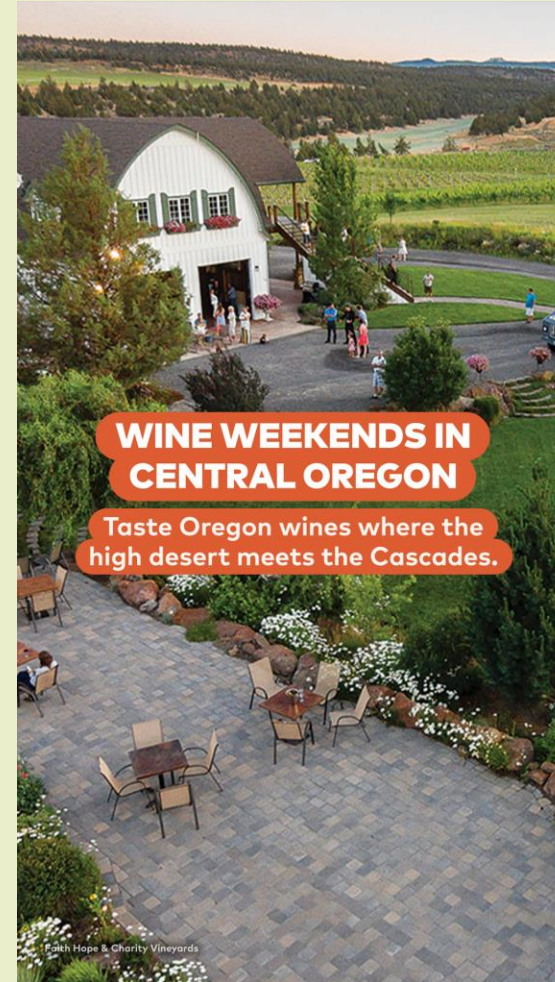
Jen Anderson, Author
June 15, 2018 (Updated January 2, 2024)

Oregon wine is famous for its sultry, spicy, smooth and sophisticated pinot noir — but there's so much more to the Beaver State's fertile wine scene.

The vineyards of Southern Oregon have become known for their diversity of grapes (at least 50 varieties) and their ability to produce so many exquisite types of wine: everything from reds like syrah, merlot, cabernet sauvignon, cabernet franc, tempranillo and malbec to mouth-watering whites like pinot gris, chardonnay and viognier and rosés, too.

About 180 vineyards have taken root in the **Rogue Valley AVA**, the southernmost in Oregon, stretching from the Rogue River south to the California border and situated at the same parallel regions as Spain and Southern France. Visit in the winter for a serene vineyard experience with fewer crowds, intimate tastings, and the unique opportunity to witness the vines in their dormant beauty. Cozy up to fireside and enjoy a glass of wine while taking in the landscape.

The Rogue Valley is prized for its unique terroir — nestled between the Cascade, Siskiyou and Coastal ranges and the Pacific Ocean, the temperature of the seasons enhance the sugar-acid balance and the flavors of the grapes. The hillside here provide some of the highest elevations in the state, which means that vineyards are planted on hillside rather than the valley floor. All of that means that winemakers are happily innovating, producing award-winning wine — and visitors to Grants Pass, Medford, Ashland and Jacksonville get to reap the bounty.



WINE WEEKENDS IN CENTRAL OREGON

Taste Oregon wines where the high desert meets the Cascades.

Photo: Hope & Charity Vineyards



Winter Wine Tastings

Willamette Valley



Oregon Wine Symposium

Carissa Cook, Oregon Wine Board

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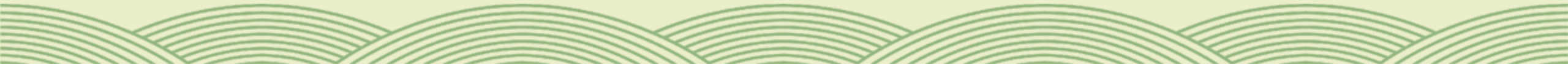
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Winegrowers
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**TRAVEL
OREGON**

oregon
wine BOARD

 Oregon Wine
Symposium



Oregon Wine Month

Travel Oregon's OWM campaign collaboration included paid digital and social media along with support in bringing the Portland airport activation to life. Compared to 2024, these efforts generated a 143% increase in clicks, and 71% increase in click rate.

2.16M impressions, 36k+ engagements, 1.1% CTR

The image displays four social media advertisements for Oregon Wine Month, arranged in a row. Each ad is a sponsored post from the account 'traveloregon'.

- Ad 1 (Leftmost):** A vertical ad with a sunset background over a vineyard. Text includes 'Enter to win!', 'FOOD & WINE GETAWAY', 'CHOOSE ADVENTURE. CHOOSE OREGON WINE.', 'oregon wine month', a QR code with 'SCAN TO ENTER', and 'BOREGONWINEBOARD OREGONWINEMONTH.ORG'.
- Ad 2:** A vertical ad showing a group of people sitting on a wooden deck overlooking a vineyard. Text includes 'Learn more' and the caption: 'traveloregon Unwind at stays where the tasting room is just steps from your door'.
- Ad 3:** A vertical ad with a landscape view of a vineyard. Text includes 'oregon wine month', 'Learn more', and the caption: 'traveloregon Ready to plan your next Oregon wine adventure?'.
- Ad 4 (Rightmost):** A vertical ad showing four people smiling and holding wine glasses. Text includes 'Learn more', a 'Learn more' link with a right arrow, and the caption: 'traveloregon Meet the makers shaking up Oregon's wine scene with fresh perspectives.'

PDX Airport Activation



Travel Oregon supported the 2025 Oregon Wine Month campaign at the Portland Airport.

Wall wrap on baggage claim exit walls (3+ months)

Digital Directory Kiosk (6wks)

Results: Estimated 3.2M Impressions

2026 Planning Includes:

- Media Buy
- TO Visitor Center activation at baggage claim

TRAVEL OREGON VISITOR GUIDE

2025-2026

Plan Your Trip
Culinary, outdoors & culture

TRAVEL  OREGON

TOURING GUIDE

oregon wine

2026 — 2027

Choose True Character
500+ WINERIES | 20 MAPS | 7 ITINERARIES



 Oregon Wine
Symposium

Media Hosting & Other Opportunities

- Media Marketplace
- Method Oregon
- 50 Best North America Launch Party
- Terra Madre
- Houston Livestock & Rodeo: TO supporting paid search campaign
- International Collaboration
- Wine inclusion, talking points and alignment
- Tourism Strategic Plan Collaboration
- Gov Con & OWS Tourism Sessions
- Visitor Sentiment Study – Wine analysis

Tasting Room Listings

Create and regularly manage your [tasting room listing](https://oregonwine.org/my-listings) (oregonwine.org/my-listings) with **Oregon Wine Board (OWB)**.

Updates are shared monthly with **OTIS**, which feeds:

- [Travel Oregon website](https://traveloregon.com/map/oregon/wine-wineries) (traveloregon.com/map/oregon/wine-wineries)
- Regional Destination Marketing Organizations (RDMO) websites
- Local Destination Marketing Organizations (DMO) websites

OUR PARTNERS POWER OTIS

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wine



OTIS
(Travel Oregon's listing
database)



Get your Wine Country License Plate (WCLP)





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James Jessie, Travel Portland

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Portland Destination Strategy - Culinary

Strategic Pillars:

- Strengthen the Economy through Culinary
- Celebrate the Culinary Scene!
- Connect to the Oregon Bounty
- Position Portland as “The Center of Culinary”

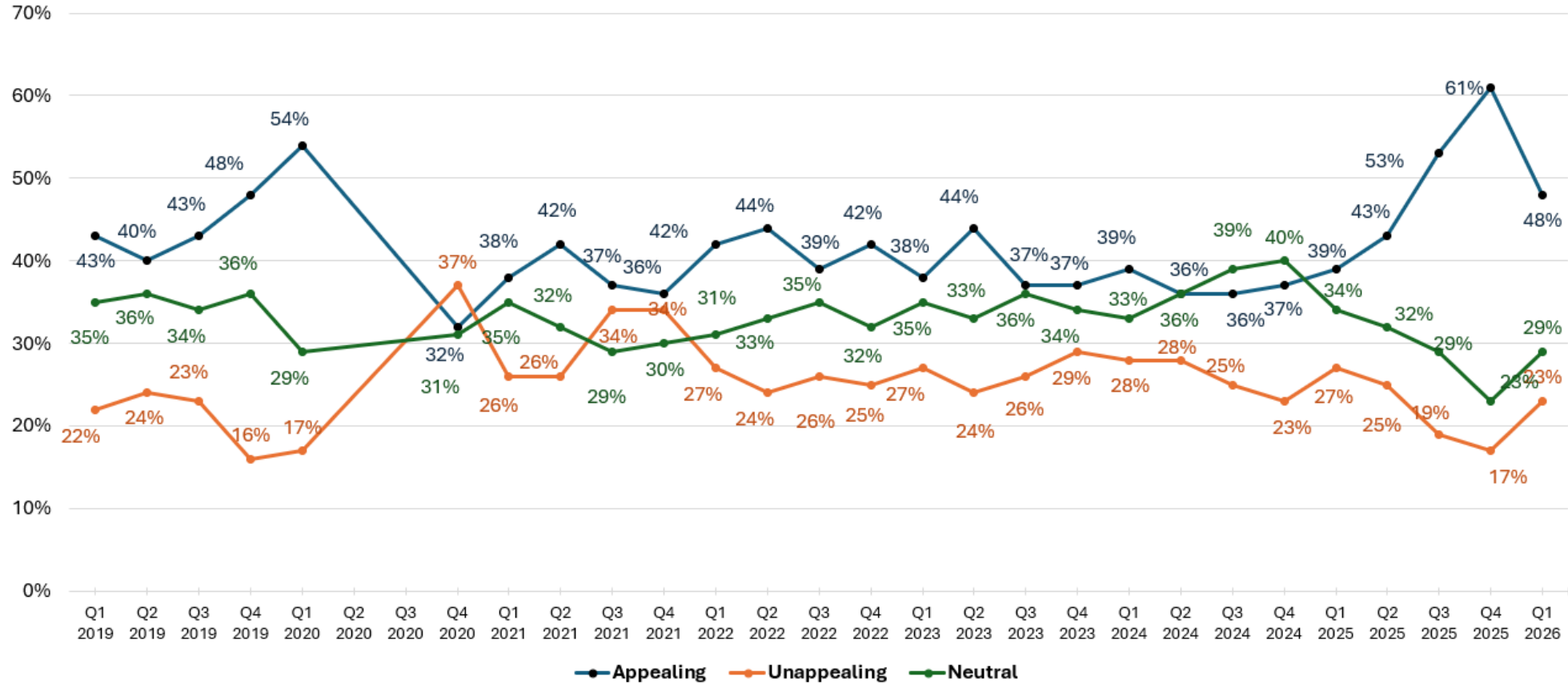
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Portland Pulse Check

Q: How appealing is Portland as a potential vacation destination to you?





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Carol Skeeters Stevens, Travel Medford

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How have you engaged with wine businesses to promote your regions?

- Not a member-driven organization
- Not required to be a "Medford" winery
- Goal is to drive visitors to our region, but stay in Medford
- Medford as the "launch pad" for Rogue Valley Wine Country
- Support and enhance, leverage relationships
- Rogue Valley Vintners
- FAM Trips
- Public Relations
- USA Today #2 Wine Region

Programs and Activations

Rogue Valley-Vine to Wine

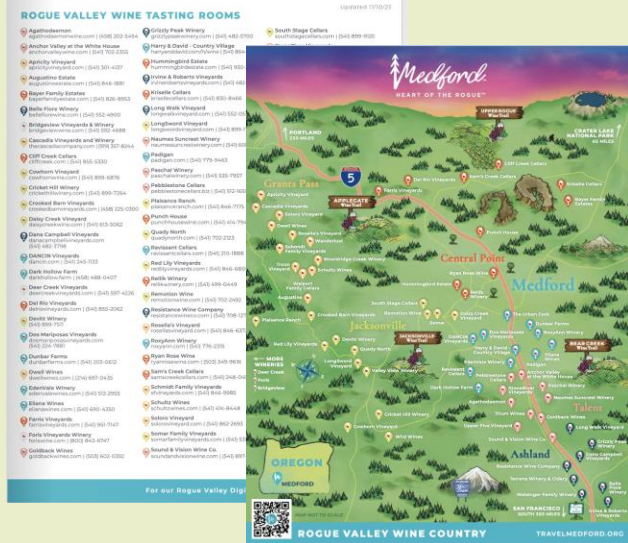


Savor Southern Oregon



Travel & Words Conference

Rogue Valley Wine Map



Rogue Valley Wine Passport



Taste of the Rogue at MFR



WISE Training



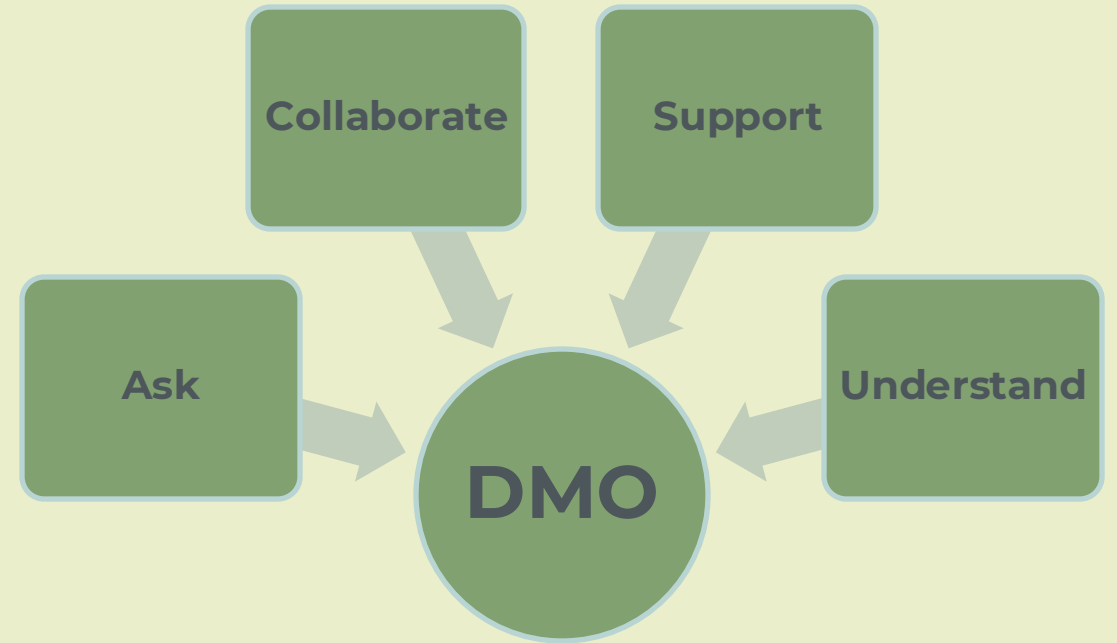
Partnerships

What we CAN DO:

- Spend funds on tourism promotion
- Enhance the visitor experience
- Leverage nonprofit status for grants & partnerships
- Support & connect wineries to the tourism network
- Provide access to platforms, insights & data
- Amplify reach by marketing the destination as a whole
- Community Partnership Funds

What we CANNOT DO:

- Promote overnight stays at lodging properties outside of our jurisdiction.
- Spend all our budget on marketing the wine region
- Promote wineries outside of our region
- Promote only wine





Oregon Wine Symposium



Tori Middelstadt, WV Visitors Association

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Wine Marketing

- Cellar Season
- Wine & Culinary Campaigns
- Familiarization tour support for 2026 Oregon Chardonnay Celebration
- Regenerative/ Sustainable practices
- Public relations
- International & Group Tours



TAG 1:
Willamette Valley
NEWBERG

Anbar vineyard

The Vintages Trailer Resort

Beginne deine Reise in Newberg, wo du nach einer einstündigen Fahrt vom internationalen Flughafen Portland direkt im Herzen von Oregons weltberühmtem Weinland landest. Das Willamette Valley ist ein bekanntes amerikanisches Weinanbaugebiet (mit 11 verschiedenen Sub-AVAs), das vom Wine Enthusiast als Weinregion des Jahres ausgezeichnet wurde. Bei über 800 Weingütern in der Region ist es kein Problem, ein Glas Pinot Noir oder eine andere Rebsorte zu finden. Komm zu einer Verkostung bei **Eminent Domaine, Compris Vineyard** oder **Rex Hill Winery** in Newberg vorbei, oder noch besser: Buche eine **Tour** mit einem lokalen Experten und erkunde die Weinszene des Tals mit dem Fahrrad, zu Pferd oder sogar mit dem Hubschrauber. Wenn du die Gewinnerinnen und Gewinner bei der Arbeit im Weinberg kennenlernen willst, solltest du deine Reise während der Weinlese im Herbst planen.

Kein Ausflug in das nördliche Willamette Valley wäre vollständig ohne einen Besuch im **Evergreen Aviation & Space Museum** in McMinnville, wo das leg

Flugzeug Howard Hughes H-4 Hercules steht. Besser bekannt als die Spruce Goose, ist sie das größte Flugboot, das je gebaut wurde und bis 2019 das größte Flugzeug der Welt war. Im **Wings and Waves Water Park** nebenan kannst du dich austoben, und bevor du die Stadt verlässt, solltest du unbedingt ein Stück Kuchen im **Blue Raevan** essen.

Reisetipp: Die Interstate 5 ist die wichtigste Nord-Süd-Achse, aber der Highway 99 verläuft parallel und bietet eine entspanntere (wenn auch langsamere) Fahrt.

Übernachten: Übernachte im Fünf-Sterne-Hotel **Allison Inn and Spa** oder in einem restaurierten Airstream im **The Vintages Trailer Resort**.

40
YEARS IN THE MAKING

WORLD CLASS IN A GLASS

Celebrate the Willamette Valley wine region with long-awaited vintages, small-group cellar tours and seasonal food-and-wine pairings.

Willamette Valley, OR

SIP BACK AND RELAX

Winter in the Willamette Valley is all about slowing down, savoring local wines, and making cozy memories.

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OREGON'S BEST UNDERGROUND MOVEMENT.

Join a guided tasting and cellar tour as we open just-released vintages and celebrate the slower sipping season.



Industry Support

- Free or low-cost trainings
- Tourism Industry e-newsletter
- Group Tour / International Traveler
- Annual Report



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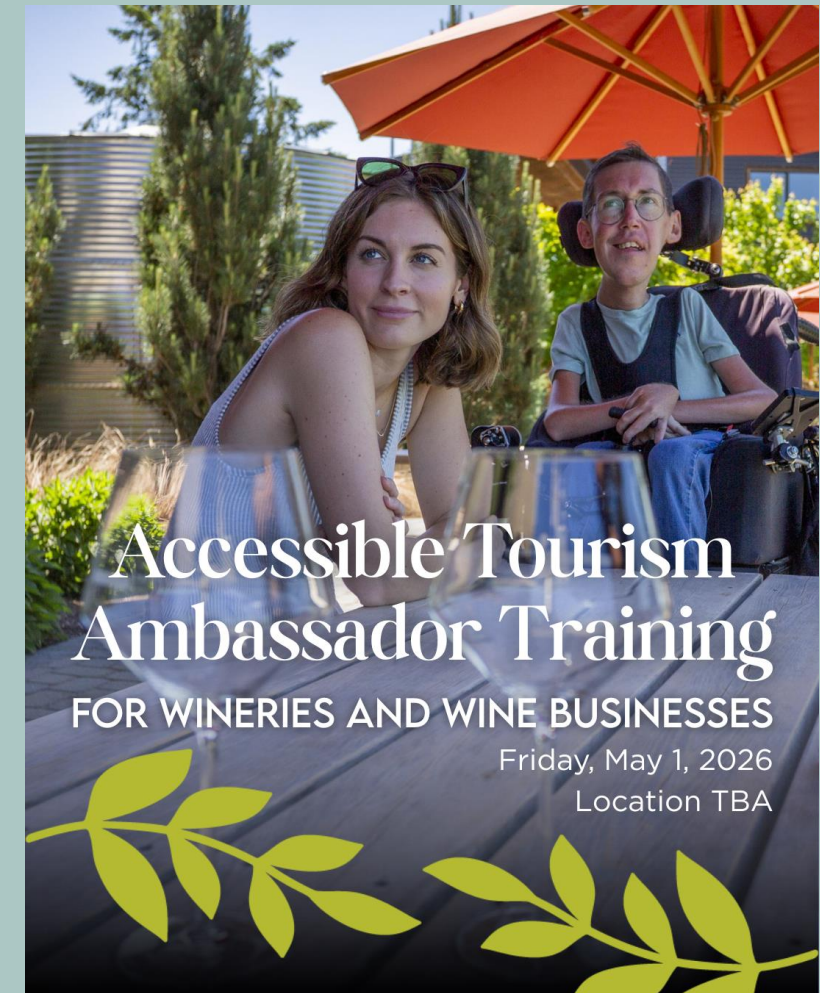
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Partnership Best Practices

Media

- Sharing photos & video

Tag our accounts

- @gowillamettevalley

Add us to your press release emails

Oregon Wine Month & other events

- Consider visitor booking windows

Bring ideas for collaboration &/or promotion





Oregon Wine Symposium



Morgen McLaughlin, WV Wineries Association

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COLLABORATION WITH TOURISM

- Tourism is one of the five 2026 WVWA strategic priorities
 - Increase both new and repeat wine-focused visitation to the WV AVA
- Visitor Profile Studies – 2019 and 2023
- Marketing Playbook – 2025
- Launch of a new WVWA Tourism Committee in 2026
- Cellar Season
- Pinot in the Cities



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Thank you!

Lunch and General Session Presentations
Begin at 1:00pm in Hall E