



**TRAVEL**



**OREGON**

**SUCCESS STRATEGIES FOR INCREASING WINE  
TOURISM**

**OREGON WINE SYMPOSIUM**

**2.21.18**

# Tourism Product Development

*“Tourism products are the basis for a destination’s tourism sector operation: unless the tourism product meets the needs and expectations of tourists, the destination cannot realize its full potential. However, only few destinations focus their attention on the development and delivery of the various attractions and activities that make up the tourism product.” - UNWTO*

# Tourism Product Development

*“A tourism product is anything that can be offered for attraction, acquisition or consumption. It includes physical objects, services, personalities, places, organizations and ideas.*

*Generally, tourism product is designed as an augmented product, which is the totality of benefits that a traveler receives. People do not buy products, they buy the expectation of its benefits.” – Business-Marketing.com*

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# OUR APPROACH



# Our Approach

## Community-Based Development

- Regional economic visioning
- Network development
- Experience-focused action team development

## Destination Management

- Providing solutions
- Education
- Workforce development





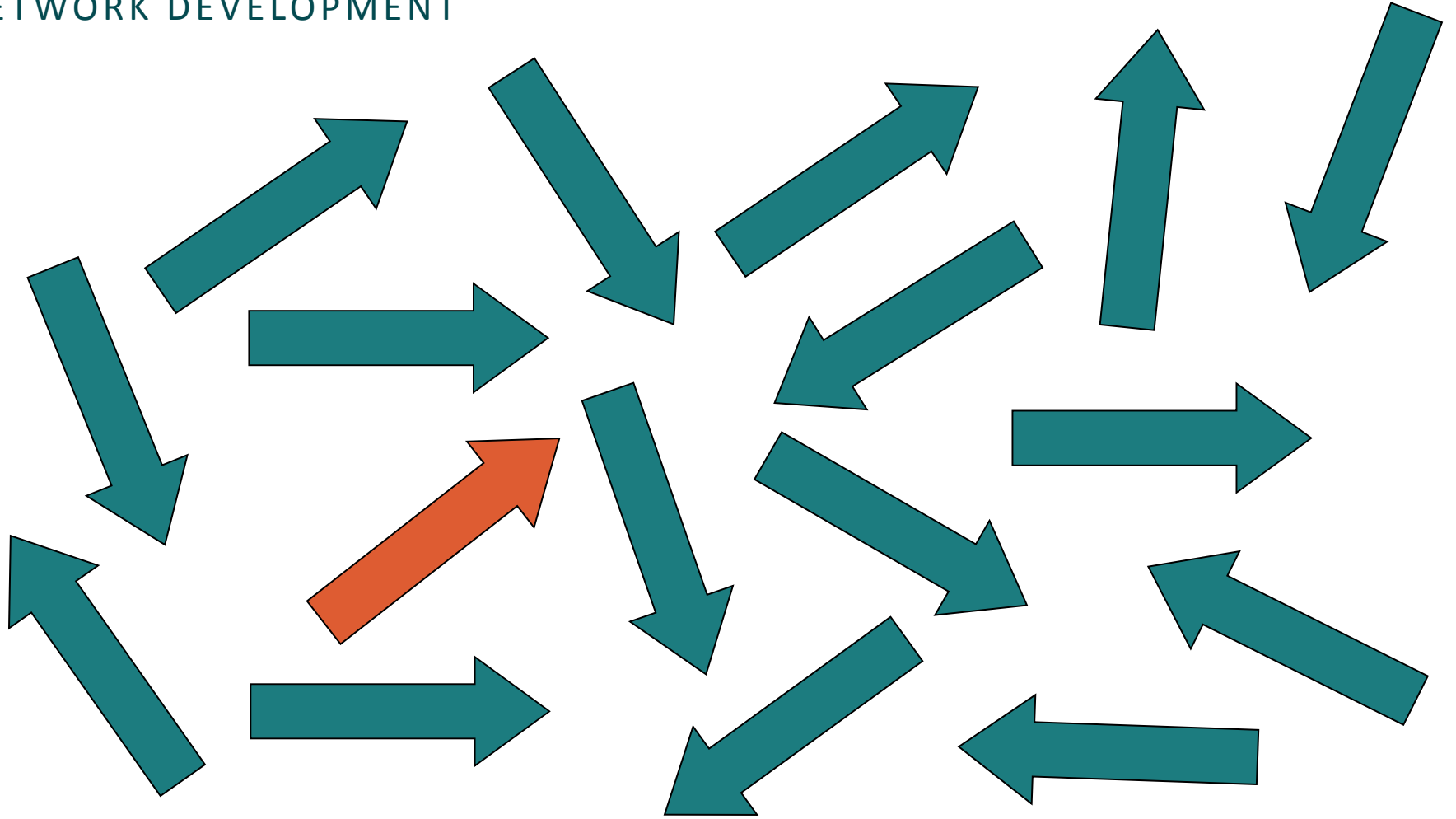
# Our Approach

## Statewide Product Development

- Outdoor recreation / bicycle tourism
- Culinary & agritourism
- Visitor transportation

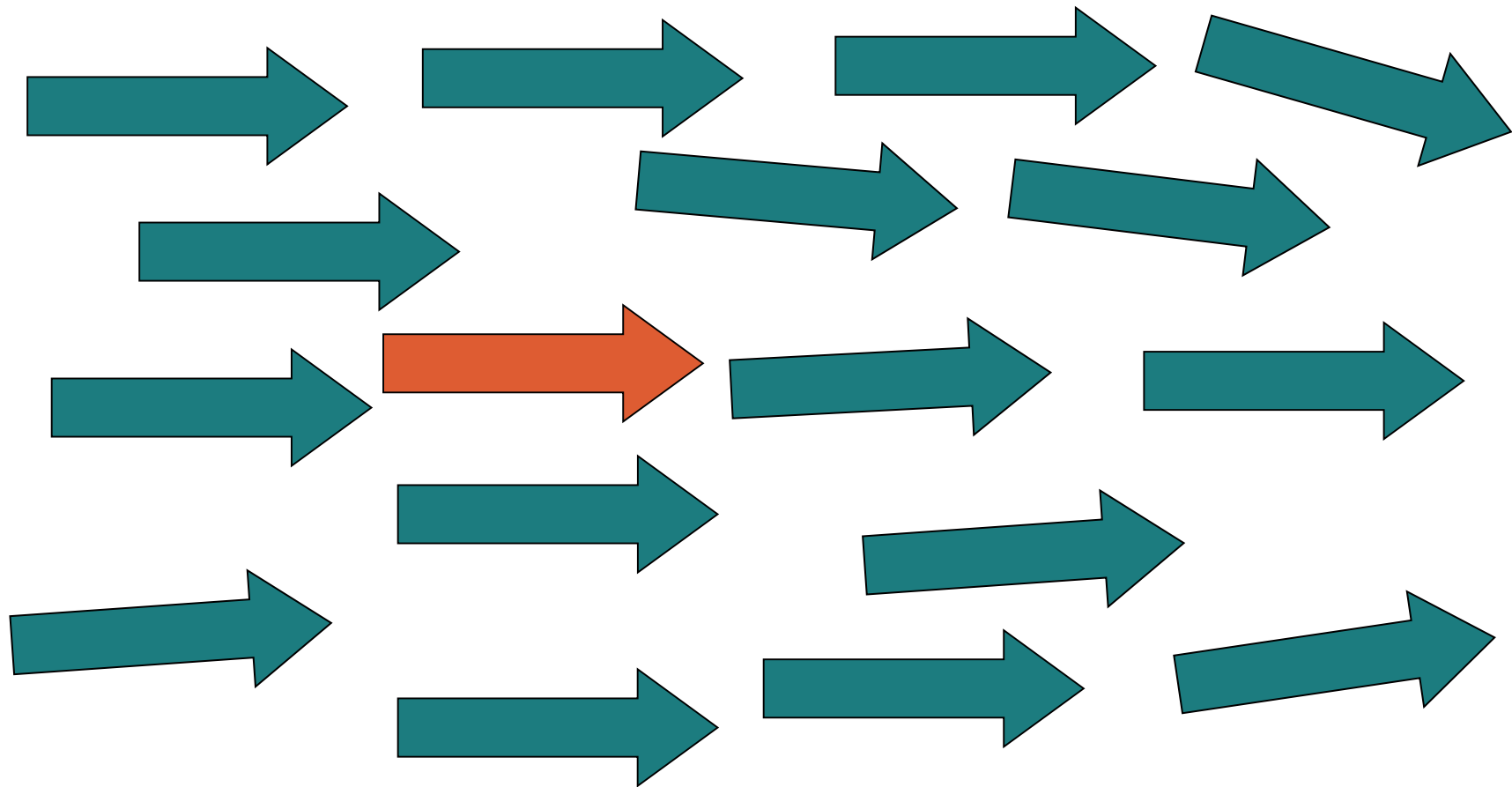


## NETWORK DEVELOPMENT

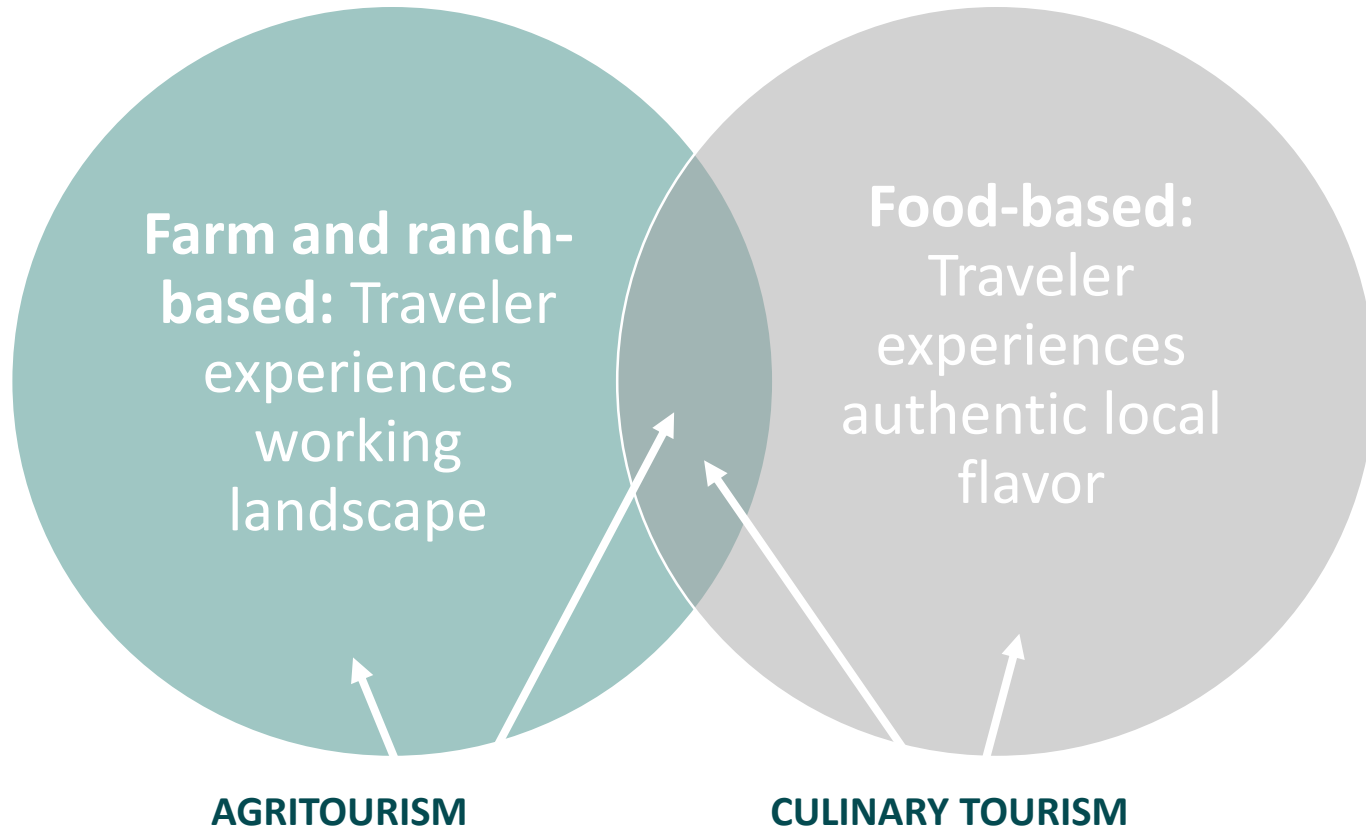




## NETWORK DEVELOPMENT



# CULINARY AND AGRICULTURAL TOURISM

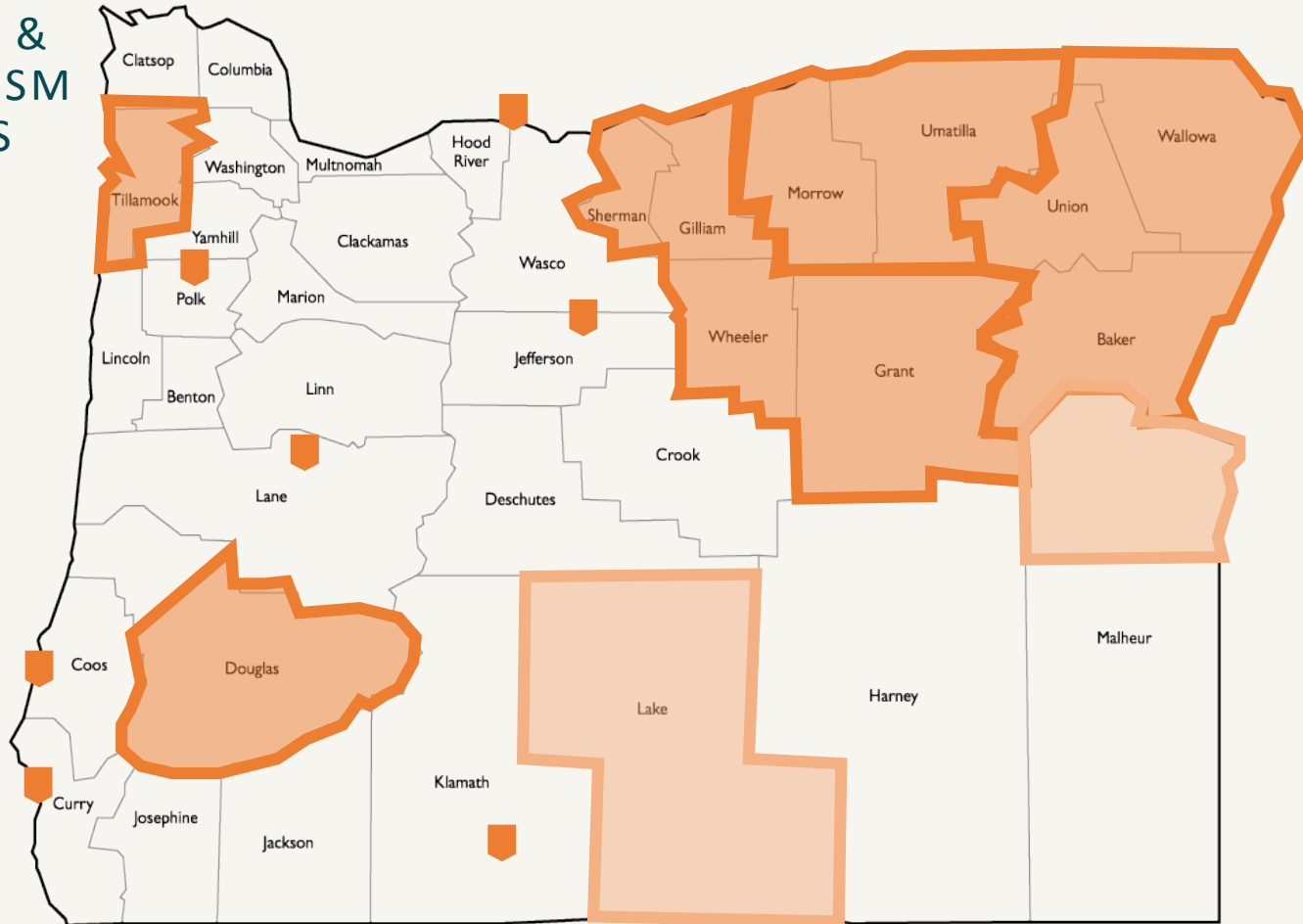


# CULINARY & AGRITOURISM STUDIOS





# CULINARY & AGRITOURISM REGIONS



## DEVELOPMENT THROUGH ACTION TEAMS



A photograph of a hand holding a large bunch of dark purple grapes. The hand is positioned in the center of the frame, with the grapes filling most of the palm. The background is a blurred vineyard with rows of grapevines and distant hills under a cloudy sky. A semi-transparent dark grey banner is overlaid at the bottom of the image, containing the text "OREGON AGRITOURISM NETWORK" in white, bold, sans-serif capital letters.

## **OREGON AGRITOURISM NETWORK**



# OREGON FARM TRAILS

PINOT  
BINGO

SOUTH WILLAMETTE VALLEY

Play Pinot Bingo | SOUTH WILLAMETTE VALLEY, OR



## 2016 FARM TRAIL MAP

**FARM TRAIL WILD RIVERS COAST • OREGON •**

**Bandon**

Old Town Marketplace Farmers Market  
Farmers, Artisan & Seafood Market  
250 First St. SW, Bandon, OR 97450  
(541) 347-3206

Twin Creek Ranch Blueberries  
U-pick Blueberry Farm  
87432 Cranberry Creek Ln. Bandon, OR 97411  
(541) 347-4262

Valentine Blueberries  
U-pick Blueberry Farm & Farm Stand  
West of Hwy 101 on Sydnam Ln., Langlois, OR 97450  
(541) 348-2363

Dragonfly Farm  
Farm Stand & Nursery  
49295 Hwy 101, Langlois, OR 97450  
(541) 515-8672

The Spoon  
Restaurant & Specialty Foods  
48396 U.S. 101, Langlois, OR 97450  
(541) 348-1015

Valley Flora  
U-pick Produce & Farm Stand  
Floras Creek Rd., Langlois, OR 97450  
(541) 348-2180

Jensen Blueberries  
U-pick Blueberry Farm  
46760 Hwy 101, Langlois, OR 97450  
(541) 348-2473

Wild Woods Farm  
Farm Stand  
92584 Silver Butte Rd., Port Orford, OR 97465

Golden Harvest Herban Farm  
Deli & Bakery  
620 9th St. Port Orford, OR 97465  
(619) 451-1370

Port Orford Community Co-op/  
Farmers Market  
Farmers Market & Grocery  
Hwy 101 & 8th St. Port Orford, OR 97465  
(541) 366-2067

**Langlois**

**Port Orford**

<http://bandon.com/farm-to-table>

# Product Development Considerations

**What are your key assets?**

**What is your competitive advantage?**

- What makes you unique?
- How are you currently perceived?

**What do you want to be known for in 15 years?**



A scenic view of a vineyard in Oregon. In the foreground, rows of grapevines with green leaves are supported by wooden stakes. The vines are planted in a field with dark brown soil. In the background, there are rolling green hills, some with patches of brown, possibly from harvested crops. Further back, there are mountains under a clear blue sky. A few tall evergreen trees are visible on the left side of the image.

TRAVEL



OREGON

THANK YOU – QUESTIONS