Virtual Tourism
Promoting Outside Your Region
The Flow

Camron King
Executive Director, Lodi Winegrape Commission

• 13 years plus in wine industry associations focused in the areas of advocacy, education and outreach, events, media relations

• Worked in California state winegrape context with national connections and now focused on further developing and promoting the Lodi regional brand

• The Lodi region has more than 750 winegrape growers and 80 wineries in a region with more than 115,000 acres of winegrapes
  • All major US wineries have involvement in region, plus a wide array of brands at all segments of the market in terms of production and distribution

Lisa Mattson
Communications Director, Jordan Winery

• 16 years of experience in wine media relations, special events, copywriting, digital media, marketing
• Worked at a magazine, distributors, corporate winery, broker/importer and family-owned winery
• Insights from a winery direct perspective
  • 100,000-case winery, open by appointment, with DTC representing 5% of sales
Macro Approach: Lodi

- Creating a sense of place and personality
  - Highlighting wine, people, history, place
- Having a video strategy
  - Telling Lodi story while demystifying wine: LoCA Thoughts
- Creating a compelling social strategy
  - Go where the people are going: Twitter, Facebook, Pinterest, YouTube
- Engaging with consumers on a regular basis
  - Contests, direct e-blasts, asking questions
- Developing personalized wine trail itineraries
  - Highlight diversity or specializing experiences based on interest
- Regional wine app
  - Making navigation and information easily accessible
Macro Approach: Jordan

• Bringing a touch of contemporary to image
• Bringing people behind the winery to life
• Creating brand ambassadors
• Bringing wine country lifestyle and activities to regional wine lovers all-year round
• Leveraging visual assets (photo and video)
• Using by-appointment strategy and reputation to drive national sales (no sales push on-site)
• Increase DTC sales and loyalty with an exclusive rewards program
• Remaining a top-rated visitor destination
Topics

• Creating experiences
• Hospitality standards
• Word of mouth
• Online presence
• Digital intelligence
• Multi-media content strategy
• Social media (content, sharing, reviews, buzz)
• Marketing materials and advertising
• Partnerships
• Special events (regional, experiential)
• Media relations/influencers
Three ways to think about Virtual Tourism

online, regional, local
Develop an experience that is memorable, authentic, easy to share.
Master the art of hospitality ...

- hiring and training
- creating a culture
- rewarding employees
Word of Mouth
Online Presence

• Maintain a fresh presence with enticing copy and photos on all travel-related websites
  • winery associations, yelp, tripadvisor, sonomacounty.com, napavalley.com, lodiwine.com, Google+ Local, all top citation sources

• Encourage reviews (influences local search rankings)

• Know where your website traffic is coming from and focus your efforts (photos, copy, responses) on those groups, platforms

• Optimizing SEO, metadata and ATL tags on your website

• Leverage Google Plus Authorship
Digital Intelligence

• Embrace search culture
  • Where do you rank in search?
  • SEO; metadata; Google local search behavior; Facebook search; Google Trends

• Leverage the latest technology to engage with consumers who are planning trips or already in wine country (precision marketing)
  • Twitter advanced search
  • Social Geofencing

• Utilize Google Adwords and Adwords Express based on local search

• Segment your email blasts by city or region with customized introduction; custom invites to specific consumers
“When an Opus One lover is driving, staying or dining nearby, VinTank alerts the winery. The winery sends a personalized e-note or text message, inviting the visitor’s party to a private tasting of Cornerstone’s reserved stock.

This is not just geo-fencing at its best, it’s also a great example of what contextual marketers call *precision marketing* — the ability to avoid noise and to send appropriate signals to precisely the customers you want, with a deal they are likely to find attractive.” -- *Forbes.com*, 2013
Grape veraison: what a difference a year makes

by FOB on AUGUST 7, 2012

Veraison is underway in our vineyards, and what a difference a year makes. The onset of ripening, veraison is the time in a grapevine's annual lifecycle when the red grapes change from green to purple hues when acidity decreases and sugars begin...
Creating the Lodi Experience

• www.lodiwine.com
  • One stop resource on region, wineries, map, information, etc.

• LoCA Thoughts
  • Lodi winegrape grower Ben Kolber as spokesperson

• Online Blog Posting
  • Twice weekly postings covering a range of subjects, written by Randy Caparoso

• Online Tastings
  • Quarterly blogger tastings for outreach and content development
Creating the Lodi Experience

• **Lodi Wine Blog**
  • Content rich
  • Visually appealing
  • Range of topics
    • People, Wines, Grapes, Region
  • Interesting and timely while being timeless
  • Creates an online library
  • Increases search engine responses in numerous subject areas
Social Media

• Share content that is authentic to who you are
  • Don’t oversell either

• Editorial calendar and being aware of life
  • Holidays, sports, winery activities, seasons, news

• Customer service and conversations

• Share friendly web pages, social media pages, URLs, photos, videos, on-site facilities
  • Make it easy for tourists to do the work!
  • Jordan directional signs at Vista Point
  • Cartograph Wines Tasting room global map

• Reviews strategy and tactics / engage, thank, ask!

• Quality images with focus on visuals
  • Transport imaginations / be aspirational
  • Wine Road Wish You Were Here Campaign

• Twitter hashtags, travel chats and targeted search

• Buzz / getting people talking and curious about visiting your winery
  • Jordan Winery annual music video
  • Melbourne remote tourist go-pro helmet cams
Don’t Share Ugly Stuff
Make an investment in visuals ...

- bad photos/videos hurt your brand and share factor
- benchmark the biggest and the best
- learn how to perfect iphoneography
- invest in a good camera
Library Tasting

Challenging example
Ain’t Nobody Got Time to Share This

Labor Day & start of LoCA Road Trip Passport weekend
(40 photos)
September 1 was the start of Lodi's month-long Road Trip Passport festivities... some shots of a picture-perfect weekend in the Delta... — at Lodi Wine.

Wine country lunch anyone? — with Jordan Cabernet.

Aspirational Photos
Marketing & Advertising

• Website
  • Must be mobile friendly and that doesn’t mean having a limited mobile version
  • Tap through phone number and address from the home page
  • Solid metadata is a must

• Coupons and Deals
  • NapaValley.com winery tasting coupons

• Advertising / sponsored newsletters / (7x7 example)
  • Offer exclusivity or perk; doesn’t have to be a discount
  • Know key media players in target cities
    • 7x7, Thrillist, Eater, Flavorpill, Cultist, GrubStreet, Serious Eats

• Offers to mailing list
  • Annual events calendar at beginning of the year

• Brand destination/travel magazine
  • Jordan Estate Tales
Partnerships

• Regional association memberships
  • Leverage your membership!
  • Press campaigns and promos regionally focused on cities with direct flights to your destination
  • Wine Road example

• Cities and CVBs
  • Developing key alliances that benefit all local businesses – if the cities do a good job tourism development, everyone wins

• Food and Lodging partners
  • French Marin and Cowgirl Creamery cheeses served during tasting tied to visit to their facilities
  • Progressive tastings with neighboring wineries where you each focus on a different type of varietal and food
  • Hotel packages that are authentic; synergy
Special Events

- Regional events in focus markets
  - Fish where the fish are
  - Use California Tourism Board data
  - Bring wine country to them
  - Experiential “Lodi” lounges in regional cities
- Regional Press Events
- Regional Wine Dinners
  - Regional Tastings/Festivals
    - Example: Lodi Zinfest
  - Make a personal connection; have a call to action
    - Jordan winemaker dinner packet
- Association events for on-site traffic
  - Wine Road Barrel Tasting
  - Taste of Alexander Valley
    - Understanding pros and cons
- Virtual tastings
- Event listing websites
  - Maintain a presence for search benefit
- Wine Club member dinners in private homes
Media Relations

• National and regional tactics
  • Food & Wine ‘wine’ issues twice a year
  • Regional wine writer perk for readers
  • Press trips with partners

• Realizing the importance of relationships

• Quarterly blogger tastings online

• Leverage trade association resources
  • Wine Road press “speed tastings”
Comments and Questions