

CBC – Increasing Brewery Tourism

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Slide # 1 – Increasing Brewery Tourism

Welcome! Today my topic is “What I did on my summer vacation.” Actually it’s on “Increasing Brewery Tourism,” but it does intersect with my summer vacation.

I’m trying something new today. They say a picture is worth a thousand words, so instead of a PowerPoint presentation, you are getting a visual outline with 86 slides.

Slide # 2 – We’ve got free WiFi!

Imagine it’s Tuesday night at a brewpub. The bar has a few regulars enjoying their pints, the dining room has scattered groups quietly laughing and enjoying dinner. A customer walks in and asks the hostess, “Hi. Do you have Internet access here?”

The hostess replies, “Oh yeah, we’ve got free WiFi. The owner just put it in.” She holds up the menu and points to the bottom of the cover where it reads, “Free Internet.”

“Great!” says the visitor. “I’ve been busy all day and I need to catch up on email.”

The hostess notices the laptop slung over the visitor’s shoulder. She decides the visitor must be a business traveler. “Where would you like to sit? In the dining room or at the bar?”

“Where is the WiFi signal strongest?” asks the visitor.

“Oh, it’s available throughout the restaurant,” answers the hostess.

The visitor takes a small corner booth near a window on the restaurant side. She orders a pint, and sets up the laptop. While the laptop is booting up, she looks at the menu. All seems well.

Slide # 3 – Let’s Try a Different Table

But there is no WiFi signal here. The visitor packs up and tries a table in another area of the restaurant, closer to the manager’s office where the hostess thinks the wireless router may be located. Hmmm. No signal there either.

The manager on duty isn’t sure of the exact location of the router, as the owner just had it installed. The three of them move the visitor, the laptop, the laptop case, the visitor’s jacket, the pint and the menu onto a table in the bar area. No signal there either.

Slide # 4 – Let’s Ask the Bartender

The bartender gets involved at this point...

Slide # 5 – What Would You Do?

This story is true. It happened to me on my road trip last summer, at one of the 70 breweries I visited along my route. What if you were that owner? Or the manager? Or the bartender? Or the hostess?

At this point the visitor is getting a bit frustrated. Perhaps if she hadn't already ordered a pint, she'd be ready to walk out the door. If you were the hostess, manager or bartender, what would you do?

Slide # 6 – Bartender's POS Ethernet Cable

"It's a slow night," said the bartender. "We don't need two POS registers running behind the bar. I'll unplug the Ethernet cable from this one, and you can plug right into the Internet. I'll work off the other POS register."

Voila! A creative solution from a "can do" employee.

Slide # 7 – Did the Owner Find Out?

But, is handing a customer your networked Ethernet cable connected to your POS register really what you want your employees doing? It certainly saved my day, and I was able to update my blog that night. But what if I was a hacker? And I wonder, did anyone tell the owner his WiFi wasn't working? It didn't work the next day either.

Slide # 8 – Most Breweries Get It Right

This story is a great example, because this situation could happen to any brewpub or tasting room anywhere in the country. Most breweries get it right eventually, and this brewpub did get it right for the customer.

Slide # 9 – 20 Years: 1988-2008

So, what are my qualifications to address brewery tourism? My background is that I have been a professional brewer for the last 20 years. I am not a marketing person or a sales rep, although I have personal interests in those areas.

Slide # 10 – Road Brewer: 139 Days – 12,656 Miles

Last summer, I took a 5-month road trip and visited 70 breweries. I brewed with 38 of them and documented the entire adventure live from the road on a blog. In essence, I was a beer tourist. I did almost no sightseeing. Nearly all I did for 139 days and 12,656 miles was visit breweries, breweries, and more breweries. Oh, and three distilleries.

You can read my adventures on the web at www.roadbrewer.com.

Slide # 11 – Visitability: Attractiveness to Visitors (Visitor + Desirability)

My goal with this presentation is to help you increase your brewery's VISITABILITY. Visitability is a word I made up. It means your attractiveness to visitors. By doing a few simple things, you can turn your brewery into a beacon that attracts visitors from afar and guides them toward your brewery. But why should you worry about attracting tourists to your brewery?

Slide # 12 – Get Them in the Door

I'll let Steve Baker, P.R. Manager for King Estate Winery answer for me. Steve said, "Get visitors in the door for anything..."

Slide # 13 – Their Path Builds Brand Loyalty

"Then they'll beat a path, which builds brand loyalty."

Slide # 14 – We Compete for Entertainment Dollars

He also told me, "We compete for entertainment dollars. We try to tip the entertainment budget in our favor. The more choices and options we offer onsite, the more likely visitors will make the effort to visit us. Once they're in the door, they either come back or recommend us."

This week all of us here at this conference are Beer Tourists in San Diego. What have the local breweries and multi-taps been doing to get you in their doors? A lot!

If you are a large packaging brewery, you might be about ready to get up and leave the room, as Steve's advice sounds perfect only for brewpubs. But if you do, you'll be sorry.

Slide # 15 – King Estate Winery, Oregon

King Estate is no small-time operation. In the Quarterly Review of Wines, publisher Richard Elia states, "King Estate is becoming to Oregon what Mondavi was to California."

King Estate produces the equivalent of 10,000 beer barrels full of wine that they sell all over the world. Their capacity is 400,000 gallons, or 13,000 barrels. That's a lot for a winery. King Estate's local market is so small that they have no local sales reps. However, they have five sales reps working the rest of the country.

Slide # 16 – Customers 90% Not Local?

Similar to many distributing craft breweries, King Estate's sales follow the 90-Ten Rule: 90% of their customers are **not** local. This picture is really not accurate, but I couldn't resist using it.

Most likely a brewery whose customers were 90% **not** local would be a distributing craft brewery like Deschutes Brewery in Bend, Oregon, or Rogue Brewery in Newport, Oregon, both fairly small towns.

Slide # 17 – or Customers 90% Local?

A brewpub has the opposite situation. 90% of a brewpub's customers **are** local. For the purposes of this presentation, I will not define "local." So how can tourism be important to both brewpubs and distributing breweries? I'll attempt to show you that through examples and illustrations. However, you will have to assess if my suggestions will work for you, and if they are cost effective for your brewery. My job is merely to report three things:

Slide # 18 – What Worked for Me

What worked for me on my trip as the Road Brewer.

Slide # 19 – What Worked for Two Wineries

What worked for two Oregon wineries.

Slide # 20 – What worked in Oregon

And, what worked for Oregon's breweries through the Oregon Brewers Guild.

Slide # 21 – Simple Steps to Increase Brewery Tourism: Tips from my Trip

On your handout is a list of the things that worked for me on my trip as the Road Brewer. Also a few ideas of things I wished I'd found during my trip. They're listed as Simple Steps to Increase Brewery Tourism. I will try to illustrate some of them with stories from my trip.

Slide # 22 – Have a Brewery Website

First, get a website. Every brewery needs one. Both leisure and business travelers plan their trips via the Internet before they leave home. Beer tourists connect the dots from brewery to brewery, with lots of sightseeing in between. There are two great websites to help them with their planning: www.beermapping.com and www.pubquest.com.

Slide # 23 – Good Directions = Beer Spenders

Do you want tourists to spend money on your beer and t-shirts? You need to give them directions. Many breweries I visited had maps on their websites, but I didn't have a printer. Therefore, even if you have a map on your website, your employees must be able to give accurate directions.

Slide # 24 – Bad Directions = No Business

While driving to a brewpub located in an East Coast resort town, I received faulty directions from an employee. I'd been following directions for 8,000 miles so I knew it wasn't me ;-) The town had crazy roads, turns and bridges, so even a local could have difficulty giving directions if she or he didn't know the street names.

Slide # 25 – Bad Signage = Dead Business

Not only did I get lost and end up crossing a bridge, but also the brewpub had no signage out front. I drove past it at least once before I spotted the brewing tanks through a window. The only signage was a large color photograph and the first initial of the business name on the awnings.

Slide # 26 – Post clear LARGE FONT, typed directions at each phone.

The answer, besides having good signage, is to post clear typewritten directions next to each phone. And if your brewery has cryptic signage out front, list that description right on those directions so your employees can mention the lack of a business sign. Be sure to make the font large so it can be read in dim night lighting.

Slide # 27 – If Parking is Tight, know where a Bus or RV could Park temporarily

I drove a 31-foot rig 13,000 miles. That's 16 feet of mini-van and 15 feet of camping trailer. I didn't camp in campgrounds; I parked in brewery parking lots. My rig is about ten feet shorter than a bus.

At Southampton Publick House in the Hamptons on Long Island, parking is as tight as a Kennedy secret. However, the Publick House has a secret parking lot they don't tell their regular customers about, and that's where I parked. If needed, a bus could also park there.

The question is; if an RV vacationer or a bus tour called your brewery, what would the employee answering the phone say about parking? Would they pass the call to a supervisor? Or would they just say, “Sorry, no dice.” Maybe you don’t think you need bus parking. But, if you can handle large tours, make sure your employees know where a bus or RV could park. Preferably within six blocks, and make sure they know how to give driving directions to the parking spot, as well as walking directions to your brewery.

Slide # 28 – Is Overnight Parking possible?

Have you ever heard of the town of Wall, South Dakota? Population 818? It’s the home of Wall Drug. Wall Drug made customers out of cross-country tourists by offering free ice. Now they offer free parking to RVs and busses. They made a lot of money doing that. You can too.

I parked overnight at Wall Drug on my trip. There weren’t enough breweries in South Dakota for me to visit. The important thing is to get visitors in the door, for any reason. If you do, they’ll beat a path and become brand loyal customers, and if they don’t come back to visit you, they’ll recommend you.

Make it **easy** for people to visit, and easy to stay put if they drink too much. If you’ve got a big parking lot, advertise “Free Overnight Parking with Purchase.” If you’ve got a restaurant, a parked RV is a captive audience.

Slide # 29 – Know Your Local RV Park

If you don’t have overnight parking, but your town does, hook up with the local RV park. In downtown St. Louis, Missouri, I was surprised to find a very nice RV campground about a mile from either Schlafly Brewery or Anheuser-Busch.

Make sure the campground managers know about your brewery. If you already own a shuttle van, you could offer free shuttles from the campground to your brewery, or you could offer free taxi rides. Many RVers are happy to get away from their tiny home on wheels to eat dinner out. Or they may take home a case or growler of your beer for the road.

Slide # 30 – More Reasons to Visit You

Why would somebody visit your brewpub if they didn’t want a beer or a meal? Why would they visit your distributing brewery if they didn’t want beer or a tour? Give them a reason and get them in the door, or at least get them into your parking lot.

Slide # 31 – Get Them into your Parking Lot!

In St. Louis, Missouri, Schlafly Brewing Company’s chef, Scott Smelser, is big on fresh produce and products from local farmers. Schlafly’s had so many farmers delivering to the restaurant kitchen, that they decided to give both the farmers and potential customers another reason to visit them. They sponsor a weekly Farmer’s Market in their parking lot.

If a potential customer attends the Farmer’s Market, they now know where Schlafly’s is. They also know that Schlafly’s uses the freshest ingredients from local farmers. That customer is now more likely to come back and eat at Schlafly’s another time, just because they know where it is. Or they may decide to have lunch at Schlafly’s on Farmer’s Market day.

Slide # 32 – More Road Brewer tips in your Handout There are more tips from my road brewer trip on the first page of your handout. You can read them at your leisure. If I ran slides for every tip on the handout this presentation would last more than an hour!

Slide # 33 – Why is Winery Tourism so Big?

I want to tell you some things I learned from King Estate and Benton-Lane wineries. Let's think about wineries for a moment...

Most wineries are located in rural settings. If a winery has a neighbor, it's a dairy farm five miles away. You can buy wine almost anywhere, yet people want to drive to wineries. Winery tourism is big business and it's growing.

It's so big, that in addition to selling their own wine, most wineries have added gift shops, picnic supplies and foodstuffs, as well as picnic tables outside. Over the years many wineries have upgraded to full-on visitor centers in stand-alone buildings with white linen restaurants and top tier chefs. And the visitors are coming by the busloads.

Why have wineries embraced tourism so strongly? And how have they done it so well?

Slide # 34 – A Winery's Rural Location should be a Disadvantage

In my opinion, compared to breweries, wineries should be at a distinct disadvantage because of their rural location.

Slide # 35 – A Brewery's Urban Location should be an Advantage

Urban breweries should have the advantage. If you drew a 5 or 10-mile circle around a similar-sized brewery and winery, what population base would you find within those circles. Yet which of the two gets more out-of-area visitors in the door?

Every brewery or winery has its own statistics, so I don't have an answer, but I think it's a good question to ask.

Slide # 36 – What Revenue of Your Product goes out the Door with Visitors

Equally important, what is the revenue of the product that those visitors are taking out the door?

Slide # 37 – Memorial Day & Thanksgiving Weekends at Any Winery

I interviewed Lorne Mews, Vice President of Sales for Benton-Lane Winery. He mentioned two weekends that bring huge numbers of tourists out to wine country: Memorial Day and Thanksgiving Day Weekends.

Wineries have a seasonal work cycle. Memorial Day weekend kicks off the summer grape growing and tourist season, and Thanksgiving weekend finishes the season. Thanksgiving weekend also jump starts holiday wine sales.

How did these two weekends evolve into the largest money-earning weekends for wineries everywhere? Lorne said the process began organically, with a few wineries promoting those weekends for tours, music, and special events.

Slide # 38 – Consistent, Coordinated Events Pay Off

Now you can visit nearly any winery anywhere in the United States on either of those weekends, and you will find the winery open and ready for tours, and especially ready to ring up your purchases. Many wine lovers know this fact and plan vacations around it. Did you know this?

Slide # 39 – Could Breweries Coordinate their own Day/Weekend or Week Event?

Could breweries organize something similar? I believe they could. For example we've got American Beer Week coming up in May. It used to be American Beer Month, and it used to be in July.

At Steelhead where I worked for 17 years, we didn't have a marketing person, so getting involved with and promoting a program like this was strictly up to the brewer. I suspect many brewpubs have the same situation.

As Steelhead's Brewmaster, I was never able to capitalize on either American Beer Month or Week because of the timing. July is when breweries everywhere are rocked to the rafters. Breweries generally don't need to drive additional sales in July.

The May timing was bad for Steelhead too, as we began our summer production schedule on April 1st. We were too busy in May to do anything special for American Beer Week.

What's the difference between the timing of the Wineries' Memorial Day and Thanksgiving weekend events, and the timing of American Beer Week? Production schedules! The wineries' two big weekend events occur when the wineries are least busy with production.

Slide # 40 – January-February-March is Best.

If craft breweries wanted to coordinate and promote a similar weekend, week or month, I recommend doing it in February. Traditionally, the winter slow period for brewery production is January-February-March. That's when breweries are looking for ways to keep their staff fully employed anyway.

Extra time in the brewery owner or marketer's schedule could be used to promote the special events, and extra time in the production staff or serving staff's schedules could be used to give tours. With any luck, the extra sales generated will offset the seasonal doldrums and keep everybody happily employed.

Slide # 41 – Making the Local Connection

Both King Estate and Benton-Lane wineries spoke of connecting with local and state visitor associations.

Slide # 42 – Lane County Barrel Tour

Lorne Mews spoke of a marketing coalition with other wineries that produced the annual "Lane County Barrel Tour." The Barrel Tour takes place during two weekends each June. Visitors buy tickets in advance for whichever day they want, or both days as the wineries each day are different. Visitors are bussed to six wineries in one day, and each winery offers appetizers paired with three wine selections. A one-day pass is \$60, not including ticket surcharges. Tickets can be purchased at a local ticket office, by phone or online. Bus pick up is at the local mall.

These 12 wineries made it **easy** for new visitors to visit them. Remember, once they're in the door, visitors will either be back to visit you or will recommend you. How many cities or regions have six or more breweries that could set up a similar Beer Barrel Bus Tour?

Slide # 43 – Agricultural Tours or Agritourism - with Wineries

Have you heard of Agri-tourism, or Agricultural Tours? That's a tour concept, either self-directed or bussed, where, for example, tourists visit a winery, a cheese creamery, an alpaca farm, an organic herb farm, a cherry orchard, and a hazelnut farm all in the same day. These rural businesses would all be located near each other.

Slide # 44 – Food Manufacturing Tour or Food Source Tour - with Breweries!

Breweries could do something similar. They could form a collation with other food manufacturing businesses in the same city. A growing trend is that people want to see where their food comes from. It's up to you to study popular trends and take advantage of any food or beverage trends you hear about. You could all it a "Food Manufacturing Tour," or a "Food Source Tour." Here's an example of a tour I dreamed up for Portland, Oregon:

First a brewery tour, of course. Not including the McMEnamin's chain, there are about 20 beer-manufacturing facilities in Portland, Oregon. Next, possibly a coffee roaster, a winery, a distillery, or a micro soda maker, and that's just the beverage portion of the tour. Other urban food manufacturing options for a tour include a cheese creamery, an ice cream creamery, a bread bakery, a pastry bakery, a chocolate manufacturer, and/or a farmers market.

Any brewery could connect with other local food manufacturers, design a tour, and share costs for the bus and promotion. Just be sure to make it **easy** for visitors to register and get on the bus!

Slide # 45 – Portland Walking Tours's Epicurean Excursion

In Portland there is a company called Portland Walking Tours. They have a tour called "Epicurean Excursion," and on it they visit a brewery or two.

If your city has a walking tour company, but they are not visiting any breweries; encourage them to add a beer and food tour like this one. Since you suggested it to them, no doubt they will make your brewery one of the culinary stops on the tour.

And don't forget the bus tour companies. During this conference, the San Diego Brewers Guild arranged for a local tour company that specializes in brewery tours to run shuttles to four local multi-taps the last two nights. If your town has a beer tour company, be sure they know where you're located. The San Diego company is called, "Brewery Tours of San Diego."

Slide # 46 – Early Focus on Cuisine

Here's a story from Steve Baker at King Estate Winery. He told me that King Estate took a cuisine focus early on. Some breweries have done the same thing, like Brooklyn Brewery via the interests of Brewmaster Garrett Oliver. More breweries are focusing on cuisine all the time.

Slide # 47 – Commission a Cookbook

As part of their cuisine focus, King Estate commissioned two cookbooks in 1995. Small breweries could not touch this idea, but many larger breweries could afford both the time and the money to do it right.

King Estate grows and ferments several varieties of grapes, but mostly they focus on Pinot Gris and Pinot Noir. Therefore one cookbook was “The Pinot Gris Cookbook,” and the other was “The Pinot Noir Cookbook.”

Now, 13 years later, you can find either one of these gorgeous paperback cookbooks for sale used, on Amazon.com, for about \$5.00 including shipping. However, the winery still sells a lot of these cookbooks to visitors for full price in their gift shop.

King Estate started the cookbooks project shortly after opening their winery. They sought out top chefs and encouraged up-and-coming chefs to submit their recipes. Many of these young chefs have gone on to huge fame and acclaim, such as Chicago’s Charlie Trotter.

Slide # 48 – Public Broadcasting Video and Photography for Cookbooks

King Estate built a gorgeous kitchen that they still use for cooking classes and other special events. They flew the chefs in, and had them test and prepare their dishes in that gorgeous kitchen. During the cooking, King Estate hired a video company to film the chefs cooking their dishes. That film became an Oregon Public Broadcasting special. Other photographers photographed the food for illustrating the cookbooks.

Those cookbooks and the Public Broadcasting special put King Estate on the culinary map, which is exactly where they’ve been ever since.

Slide # 49 – Specialized/Focused Breweries Might Do Better

If a brewery wanted to create a similar cookbook, it would probably work best if the brewery had either a distinctive or focused beer line-up. Some breweries where I think a cookbook could work include any of the Belgian-beer focused breweries, and breweries that are extremely focused or well-known for certain narrow ranges of beer styles. For example: Anchor for warm-fermented lagers, Sierra Nevada for American ales, Stoudt for lagers, Dogfish Head for eclectic beers, and of course Ommegang, Avery, Port, Allagash and Jolly Pumpkin for Belgian-style beers.

Slide # 50 – Hire a Chef who is Already Experienced with Your Beer Style

If you are a brewpub or you have a restaurant, it’s helpful to hire a chef that already has experience with your style of beer. King Estate’s chef at their white tablecloth restaurant at the winery had experience with Pinot Gris wines from working in Alsace Lorraine, France. Their chef can both cook with Pinot Gris, as well as match food to it.

For example, if you are a brewpub specializing in hoppy ales, you’ll want your chef to have prior experience in cooking with bitter beer, as well as matching food to aromatic hoppy ales.

Slide # 51 – Winery Hotel Idea

King Estate is thinking about building a hotel on the grounds. It's one more draw to get visitors through their door. A hotel would provide a captive audience for their restaurant, winery tours, and farmer's market.

The winery, as well as any hotel they build there, is 45 minutes from the local airport and 35 minutes from Oregon's second largest city, Eugene, so it may be close enough for business travelers.

Yet it would not be as close to the centers of urban commerce as a similarly styled brewery hotel would be.

Slide # 52 – Rogue Brewery's Bed & Beer

One brewery that is on target with this idea is Rogue Brewery in Newport, Oregon. You've heard of bed & breakfasts? Well the good folks at Rogue aren't interested in cooking breakfast, so they offer a Bed & Beer. Two rooms above Rogue's pub on the waterfront in Newport comprise their Bed & Beer. I've never stayed there, but I know people who have. They tell me Rogue's staff keeps a small fridge in the room stocked with Rogue beer.

Slide # 53 – Three Hospitality Houses

King Estates has something like a hotel going now, but it is not open to the public. It is made up of three houses on their grounds and a hospitality department to service them. Two of the houses were the original old farmsteads that have been updated. The third house is brand new and that's where they built the show kitchen that the chefs tested their cookbook recipes in.

Why would a winery keep three beautiful, modernized, upscale houses at the ready with a hospitality staff, and for whom?

These houses are available for the use of wholesalers, wine buyers, restaurateurs, and other bulk buyers of King Estate's wine. I actually stayed in one once. My husband has a friend who was a wine steward for Whole Foods in Texas. She visited King Estate and invited us to stay with her at the house in the vineyard. The winery's chef and hospitality staff had all our meals prepared, with instructions on how to cook it or heat it. Two refrigerators were full of food, and of course there were plenty of bottles of King Estate wines, as well as a few beers.

I am not well versed in Oregon's "trinkets and trash" laws, which outlaw donations of kegs, beer lines and even coasters to retailers. And I'm not sure how King Estate Winery gets around that law when it invites people like a Whole Foods wine steward to stay at one of their hospitality houses.

Maybe it's legal because the houses are not rented to the public and therefore there is no retail value. I don't know. Not every brewery or brewpub can afford to have an in-house hospitality program like King Estate has. However, if it was legal, a brewpub with an apartment upstairs, or urban breweries within walking distance of a hotel could take advantage of this opportunity. Perhaps a beer for hotel room trade could be made, and an important distributor invited.

If you had a living space you wanted to designate for use by distributors, beer buyers or retailers, you would have to check your state's alcohol laws.

Slide # 54 – To Tell Your Story

Why is it important to get distributors, retailers, beer buyers and beer stewards through your door? So you can tell them your story! If you haven't noticed by now, this presentation is peppered with personal stories, and your brewery needs one.

Slide # 55 - Your Story Sells Your Beer

It's your story that sells your beer. Your story is what causes a customer to visit you, even if they are able to buy your beer down at their corner store.

Slide 56 – Expand Your Network to Build Brand Loyalty

The more people that learn your story, visit your brewery, and watch your staff at work, the more they will repeat your story and pass it on to others, who will then want to visit you. When visitors and distributors leave your brewery and bring your story home with them, that builds your network. People really appreciate what they see and experience themselves. And they are excited to tell others.

Your wholesalers and customers may not understand your brewery and your brand until they visit and learn your story first hand. Once they do, you've hooked them. You've built brand loyalty, or at least brand familiarity, and they'll either beat a path back to your door, or recommend you. After all, who else is the expert besides one who has been there?

Slide # 57 - More Winery Tips in Handout

There are more Winery Tips listed on page 2 of your handout. If you have a question about how a specific tip was applied at one of these two wineries, please talk to me in the hallway after my presentation.

Slide # 58 – Oregon Brewers Guild (OBG)

The Oregon Brewers Guild: I spoke to Brian Butenschoen, Director of the OBG, and he had lots of great advice for breweries of all sizes.

Slide # 59 – Some Things are Easier & More Effective if done with a Group

The first bit of advice is, join your local and state brewers guilds. If you don't have a guild, talk to the other breweries in your area and start one. There are some things that are just easier and more effective if done with a group, than if done by an individual brewery.

Slide # 60 – Map Brochure Examples

A very successful idea the OBG has implemented is publishing a map brochure of Oregon, with an inset map of Portland, showing all the guild member breweries in the state. The guild prints and gives away 75,000 maps brochures each year. Last year the map, which folds down to 4 x 9 inches, was 18 x 24 inches opened up. This year it will be expanded to 22 x 24 inches.

Each brewery is matched to a numbered dot on the map. Each brewery also has a listing with icons for lunch, dinner, family-friendly, non-smoking, outdoor seating, live entertainment, and

brewery-on-site. The brewery-on-site icon is needed because many Oregon breweries currently have auxiliary pubs operating under the same brand name.

These map brochures are placed in hotel racks, and given to all local and state visitor associations and marketing boards.

Slide # 61 – Brand and Market a Nickname

Have you ever heard of Beervana? Or Munich on the Willamette? If so, you’ve experienced the power of brand marketing. These are not beer brands however, they are nicknames that the OBG and Oregon breweries have given to themselves as a group. “Beervana” is what the OBG calls Oregon, and “Munich on the Willamette” is what it calls Portland.

Just yesterday, Julia Hertz of the Brewers Association told me that a Denver, Colorado newspaper had dubbed Denver, “The Napa Valley of Beer.” If that happens in your area, take that name and run with it. Otherwise, brainstorm with other breweries in your region on a nickname. Then tell everybody about it. Your local visitors association will love it.

Slide # 62 – OBG sponsored Oregon Bounty’s Fresh Hop Beer Tastivals

The Oregon Brewers Guild was a sponsor of Travel Oregon’s Oregon Bounty Program, a program targeted to traveling foodies. The program lasted two months: October and November, and was timed to coincide with Oregon’s bountiful harvest season. Oregon’s breweries and the OBG coordinated mini-beer festivals, called Tastivals that were held around the state. Oregon Bounty helped publicize them.

The Tastivals were centered on Fresh Hop Beers, to capitalize on Oregon Bounty’s harvest theme and help gourmet consumers understand that Oregon is a hop producing state. This capitalizes on the “local” concept. About 20 different Fresh Hop Beers were served at each Tastival.

Slide # 63 – Oregon Beer at Governor’s Party in Amsterdam for KLM Airlines

OBG sponsors other beer-related special events. For example, recently KLM Airlines fired up direct flights between Amsterdam, Netherlands, and Portland, Oregon. OBG teamed up with the Oregon Economic & Community Development Department, which hosted a party in Amsterdam for local officials and Dutch tourism and travel trade people.

Oregon’s Governor Kulongoski attended, and the OBG sent several kegs of Oregon beer to Amsterdam on a KLM flight for the party.

Slide # 64 – Get Involved with Groups

In case I haven’t stressed it enough, get involved with all the appropriate groups you can find. Examples on your handout are on pages 4 and 5, and their Internet links are shown. These groups include local and state guilds, local, state and city visitor associations; special events sponsored by visitor associations, economic & community development groups. Plus other groups, such as creating your own coalitions for specific events, like a Beer Barrel Bus Tour.

Slide # 65 – Ask for What You Need

Additionally, if you think a group could help you, ask for what you want: For example, the OBG

coordinated with Travel Portland to create a Beer Media Kit. Travel Portland mails out these Beer Media Kits, or anyone can download one from Travel Portland's website, which is listed on your handout. Another example is the Map Brochure. Your guild or perhaps another group could help with that.

Slide # 66 – Publish State and City “Beer Month” Proclamations.

Organize state, city or regional craft beer months, or craft beer weekends. Have your mayor or governor write a proclamation. See if your local newspaper will give you a discount to print it in the Friday paper for the weekend of a local beer festival. Print the proclamation in the festival program. Did you notice page 9 of your CBC-San Diego Conference Program? It's a letter from the Mayor of San Diego. If you've ever attended the Great American Beer Festival in Denver, you will see both the mayor's and the governor's proclamation in the festival program.

Slide # 67 – Design a Bus & Walking Tour with Breweries in Your City

Band together with other breweries in town and write up your own self-guided walking tour. Or design a combination city bus and walking tour. It could be as simple as a hand-drawn map with guide notes that you xerox on colored paper. Fold it in thirds and give stacks away at your brewery. Give copies to your local guild. Give copies to any visitor associations you belong to. Pay your teenager to deliver them to all the hotels and bed & breakfasts in town.

Convert your do-it-yourself tour & map to PDF format and post it to your website as a downloadable file. Get creative, but get the word out. Just remember, your goal is to get people in the door.

Slide # 68 – Offer Tours and Tell Everyone

Some breweries and brewpubs offer tours by appointment only. Some offer tours once a day at 2:00 pm. Some offer on-demand tours all day long. Some only have tours on the weekend. The important thing is to set up tours that work with your production staff and their schedule, but the more tours the better. Make it **easy** for visitors to take your brewery tour. Then, publicize your tours. Tell your visitor associations, list details on your menu and website. Tell everyone.

Slide # 69 – OpenTable.com could Work for Scheduling Tours

Many restaurants and some brewpubs use an online restaurant reservation system called www.opentable.com for restaurant seating. I haven't checked into the details, but in theory I think it could work for scheduling brewery tours.

If your staffing situation requires that you take reservations for tours, and you want to limit the number of no-shows, you could charge a nominal fee, like five dollars per person. Charging the tour fee up front at the time the reservation is made would limit your no-shows. Then give each person on the tour a gift with a value higher than five dollars, such as a t-shirt, or a take-home 6-pack, or a generous sampler set of tastes, or a growler of your beer. With a system like that you could reliably schedule your tour staff, and your visitors will feel like they got a great value for their tour fee.

Slide # 70 – No Staff or Time to Give Tours? New Glarus Uses Handhelds.

One of the most unique tour ideas I saw during my trip was at New Glarus Brewing Company in Wisconsin. They designed their current building to facilitate self-guided tours that use those hand-held devices you see visitors using in art museums.

Slide # 71 – Hotel Concierges “Sell” your Tour. Your Tour Sells your Beer

Every hotel gets both business and leisure travelers. Leisure travelers are there to explore, and even business travelers sometimes have exploring time. A concierge can help you get people in the door for your tour. Your tour will tell your story, and your story will sell your beer.

Slide # 72 – Put a Button on Your Website

If you offer something special, like tours or bus parking. Put a big old button on your website so people can find the information fast.

Slide # 73 – Think Global - Drink Local means Attracting Beer Tourists

Do you want beer tourists like these four guys drinking beer and studying their maps? I think you do. The “Think Global” part of the slogan, “Think Global – Drink Local” means attracting beer drinkers like these.

Slide # 74 – Connect with Local Beer Bloggers and Beer Writers

Local bloggers and beer writers are writing about your brewery whether you know it or not. Develop a relationship with them. It may get you more exposure on the Internet, and/or it may get you more positive exposure. The OBG has connections to about 30 beer writers in all forms of media.

Slide # 75 – Bloggers help you get the word out about your Beer Event

It is only by communicating with the beer drinking public that you can get people in your door. Encourage bloggers to help you get the word out. They can get your message to more people than you have on your email newsletter list.

Oh, and if you don't have an email newsletter mailing list, you need one.

www.constantcontact.com is a good email newsletter and contact list manager service.

Slide # 76 – Get Beer Events Published in Your Newspaper's Food Event Insert

Most newspapers have an annual or semi-annual Food Events insert. Get your beer events, and your Guild's beer events, listed too. Anywhere they talk about food or wine, they should be talking about beer too.

Slide # 77 – OBG Hosts SNOB Tastings at Bars and Restaurants all over Oregon

In addition to its regular brewery members, the Oregon Brewers Guild also has Enthusiast Members called SNOBs. SNOB stands for Supporter of Native Oregon Beer. OBG sponsors many SNOB-only events around the state all year long.

For example, when the Brewers Association promoted Poor Richard's Ale in honor of Ben Franklin's 300 birthday, the OBG held side-by-side tastings of Oregon breweries' Poor Richard's Ale at many pubs.

Slide # 78 – Adopt a Beer Style

Oregon and the Oregon Brewers Guild have adopted Fresh Hop Beer. Many breweries in the state participate by brewing one each autumn. Both the OBG and Travel Oregon promote this style of beer through the Oregon Bounty program. This brings awareness of craft beer, beer styles, and the fact that these Fresh Hop Beers are using Oregon-grown hops.

Slide # 79 – Connect with Homebrew Clubs

Connect with local homebrew clubs. These people are the beer-experts and beer trendsetters for their friends. They can also help get the word out about your special events.

In Portland, Oregon, Widmer Brothers Brewing Company does a good job of connecting with the local Oregon Brew Crew, a local homebrew club. They sponsor a Collaboration Brew contest where the winner gets to brew his or her homebrew recipe at Widmer's brewery. It's a very big deal, and Widmer has a lot of loyal beer fans because of that program.

Slide # 80 – Plan Events Farther Out

The farther out you plan, the better you can get the word out. Consistency over time helps visitors plan better too. After 20 years of running the Oregon Brewers Festival during the last full weekend in July at the same location, the Festival can attract a lot of visitors who plan vacations around it.

This brings cash into the local economy as these beer-focused leisure travelers stay in hotels and eat at local brewpubs and beer pubs. They also take a lot of brewery tours, and bring home a lot of beer.

Slide # 81 – Guild can Track Tourism & Food

Your Guild can track tourism and food. If you don't have a Guild, see if your local visitors association can track them for you.

Slide # 82 – 40% of Portland's fine diners are Leisure or Business Travelers

For example, the OBG knows that 40% of Fine Diners in Portland, Oregon are leisure or business travelers. Breweries and especially brewpubs can **tap into that** (pun intended). Do you know what percentage of Fine Diners in your city are leisure or business travelers?

Slide # 83 – OBG offers Media Training for Guild Members

The Oregon Brewers Guild also offers Media Training for Guild Members. An unfortunate product of our times is that beer can be a controversial subject. Do you and your employees know how to handle sensitive media inquiries?

Slide # 84 – There's Power in Groups. Join Up

A group like a state brewers guild is perfectly organized to do what one brewery could not afford to, or have the time to, develop alone.

Slide # 85 – The Rest of Your Handout Shows Internet Links

Pages 4 and 5 of your handout list the Internet resources that I mentioned in this talk.

Slide # 86 – Questions? <The following five pages contain the HANDOUT.>

HANDOUT: Increasing Brewery Tourism

Craft Brewers Conference – San Diego

Handout – Page 1

Speaker: Teri Fahrendorf

Date: Saturday April 19, 2008

Time: 9:00 am – 10:00 am

Simple Steps to Increase Brewery Tourism. Tips from my Road Brewer trip:

1. Have a brewery website.
2. The website should have a map and driving directions.
3. Listed at the bottom of each page of your website, should be your brewery name, physical address and phone number.
4. Clear typewritten directions should be posted next to each phone. Use large font to facilitate giving directions in dim night lighting.
5. Offer free WiFi in your brewpub or tasting room. You don't have to advertise it: people will figure it out. However, if you do advertise it, it should work.
6. Know where a bus or RV could park, what time of day they could park there, and driving directions to the bus parking spot, plus walking directions to your pub.
7. If you have a big parking lot, offer free overnight parking with a purchase.
8. Make sure people know where you are: Example of Schlafly Brewery offering a weekly Farmer's Market; the same farmers who supply Schlafly's restaurant kitchen. Remember: Get people in the door for any reason the first time. Then they'll be back.
9. Many distributing craft breweries have full or part-time sales and marketing staff, especially the larger regional breweries.
10. Many brewery owners are involved in marketing decisions.
11. Some brewpubs have a full or part-time marketing person:
 - Southampton Publick House
 - Moose Jaw Pizza & Wisconsin Dells Brewing Company
 - Gordon Biersch Brewery
12. Some brewpub marketers strictly sell beer, whereas others mainly sell to groups for private party rooms.

Increasing Brewery Tourism

Handout – Page 2

Tips From Oregon Wineries:

1. Organize a coordinated standardized weekend where all breweries everywhere offer free tours and special events that weekend. (Wineries do this Memorial Day and Thanksgiving weekends.)
2. Create marketing coalitions: Example is “Lane County Barrel Tour” with busses.
3. Connect with local city and state visitor associations and marketing boards.
4. Develop the equivalent of Agricultural Tours: perhaps Food Manufacturing Tours.
5. Make yourself a destination: People will show up. Expand what works.
6. Focus on cuisine.
7. Print a cookbook with gorgeous photos. Focus on a narrow selection of your beer: Ales.
8. Hire a chef that has experience working with your styles of beer.
9. If you have extra living space, make it into guest quarters and offer it to Wholesalers, Buyers, Restaurateurs, and other bulk customers to visit you and learn your story.
10. Develop your story, and make sure people hear about it.
11. Organize your own festivals on site: Example was King Estate’s wine & garlic festival.
12. Offer as many different types of activities, choices and options onsite, in order to get people through your door the first time.
13. Have a gift/merchandise shop.
14. Offer tours on weekends. Post the hours. If staffed with two people, gift/merchandise shop staff could give tours every hour on the hour as needed.
15. If you have room, offer space for special events, like weddings, private dinners, reunions, birthdays, or corporate retreats.
16. Have a Mug or Bottle club. If bottle club, ship a case monthly to each member. Host release parties for this club.
17. Sponsor the tear-off maps that car rental companies give their customers. Put a map to your brewery on the back.
18. Decide if donating to a charity event in New York City is more valuable than donating to a charity event locally. (Are 90% of your customers local or not local?)

Tips from the Oregon Brewers Guild (OBG):

1. As a group, publish a 4” x 9” folded map/brochure that can be placed in hotel racks and given to visitor associations.
2. Give your region or state a nickname and market it: Oregon has chosen “Beervana.” Portland uses, “Munich on the Willamette.”
3. Join your state and local brewers guilds.
4. The Oregon Brewers Guild (OBG) sponsored “Oregon Bounty” with Travel Oregon.
5. OBG sponsors functions with beer. Example: Kegs of Oregon beer were sent to Amsterdam, Netherlands for the Oregon Governor’s event there when KLM Airlines began a Portland-Amsterdam direct flight.

Increasing Brewery Tourism

Handout – Page 3

Tips from the Oregon Brewers Guild (OBG) continued:

6. Work with local, state, and regional “destination tourism” and outreach departments.
7. OBG hosts SNOB events (Supporter of Native Oregon Beer) for enthusiast members.
8. In addition to the National Craft Beer Week, organize state, city or region craft beer months. (July is Oregon Craft Beer Month.)
9. Have your Governor and/or Mayor write a proclamation and publish it in local newspapers and in beer festival programs.
10. Develop press and business partners. Get press for both on and off-premise beer sales.
11. Work with local tour companies, especially culinary-focused tour companies, to include beer and brewery tours in their tour package. For both bus and walking tours.
12. Take advantage of your urban location: Design your own “Self-guided City Bus Tour of Local Breweries” bus and walking tours. Xerox the maps, fold to 4” x 9” and get them to local visitor associations and hotel racks.
13. Make your brewery tour-ready and welcoming: Offer tours. Post tour hours.
14. Contact local hotel concierges about your tour offerings. In Portland, Oregon, a local hotel concierge group meets monthly. Attend a few meetings till your face is known.
15. Offer bus parking, and put a button on your website: “Bus Parking.”
16. Think Global, Drink Local: The “Think Global” part includes attracting tourists.
17. Connect with local beer bloggers and beer writers. OBG has connections to about 30 beer writers in all forms of local media.
18. Encourage local bloggers. Tell them about your events, and they will help you get the word out.
19. Most newspapers have an annual or semi-annual Food Events insert. Get your beer events listed too.
20. Host events: OBG sponsors SNOB tastings at bars and restaurants all over the state.
21. Adopt a beer style. Oregon adopted Fresh Hop Beers and OBG does tastings in autumn.
22. Connect with homebrew clubs. Their members tell their friends about your beer events.
23. Plan farther out, so you can get the word out better.
24. Your guild can track tourism and food: For example, OBG knows that 40% of fine diners in Portland are leisure or business travelers. Breweries should tap into that!
25. Your guild can help local visitor associations develop a “beer press kit.” Travel Portland has a beer media kit that they can mail, and it is available on their website for anyone to download. (Link is below.)
26. OBG contracted with a P.R. agency that helped develop the “beer press kit.”
27. What one brewery could not afford or have time to develop alone, an organization like a state brewers guild is perfectly organized to do.
28. OBG offers media training for guild members.

Increasing Brewery Tourism

Handout – Page 4

Internet References:

Brewery Tourism

Oregon Brewers Guild

<http://www.oregonbeer.org/>

Oregon Bounty's Fresh-Hop Beer Events

<http://www.traveloregon.com/Bounty.aspx>

Travel Portland's Beer Media Kit

<http://www.travelportland.com/media/microbrew.html>

Brewery Locating for Travelers

www.BeerMapping.com or

www.PubQuest.com

Brewery Bus Tour Company

www.BreweryToursOfSanDiego.com

Both Brewery & Winery Tourism

Travel Oregon

<http://www.traveloregon.com/>

Travel Portland

<http://www.travelportland.com/>

Portland Oregon Visitors Association

<http://www.travelportland.com/>

Convention & Visitors Association of Lane County

<http://www.visitlanecounty.org/>

Corvallis Visitors Association

<http://www.visitcorvallis.com/>

Oregon Economic & Community Development Department

<http://econ.oregon.gov/>

Links to Winery Examples

King Estate Winery

<http://www.kingestate.com/>

Benton-Lane Winery

<http://www.benton-lane.com/home.html>

Increasing Brewery Tourism

Handout – Page 5

Winery Tourism

Oregon Pinot Camp

<http://www.oregonpinotcamp.com/>

Willamette Valley Wineries Association

<http://www.willamettewines.com/>

Oregon Wine Board (has interactive maps for wine grape varieties, etc.)

<http://www.oregonwine.org/>

Lane County Barrel Tour (coalition)

www.WineriesOfLanecounty.com/BarrelTour.htm

Oregon Beer Blogs

Road Brewer (my travel blog)

<http://www.roadbrewer.blogspot.com/>

Guest on Tap

<http://pdxbeer.blogspot.com/>

Portland Beer

<http://www.portlandbeer.org/>

The Beer Here

<http://blog.oregonlive.com/thebeerhere/>

Belmont Station

<http://www.belmont-station.com/newbrewblog.html>

Beervana Blog

<http://beervana.blogspot.com/>

Other Websites Listed in the Presentation

Portland Walking Tours (Epicurean Excursion Tour)

www.PortlandWalkingTours.com

Online Restaurant Reservation Service (may work for brewery tours)

www.OpenTable.com

Email Newsletter Service and Contact List Manager

www.ConstantContact.com

My Website (Contains nearly all my articles and conference presentations.)

www.TeriFahrendorf.com