



**DESTINATION
MARKETING ORGANIZATION**

**Kimberly Adams-
President & CEO Visit Temecula Valley**

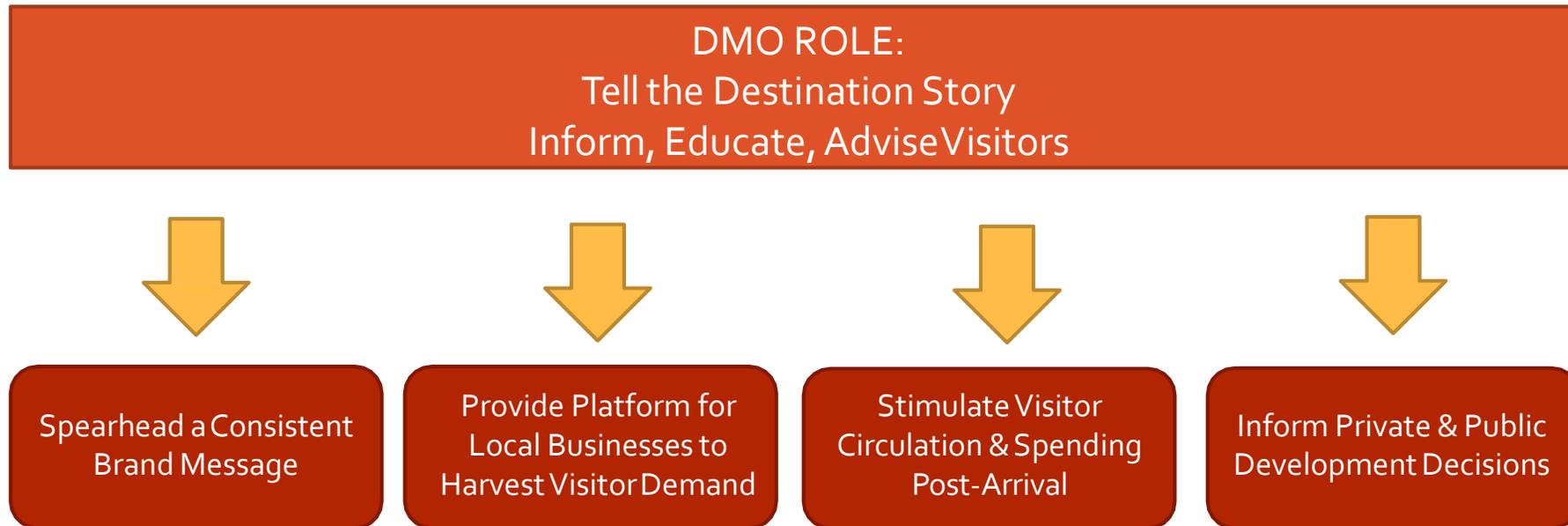
WWW.VISITTEMECULAVALLEY.COM

WHAT IS A DESTINATION MARKETING ORGANIZATION (DMO)?

- We work in a proactive, strategic, visitor-centered approach to the economic and cultural development of the community.
- We are funded through a Tourism Business Improvement District (TBID), Membership and partner contacts.

These funds allow DMO's to market their tourism partners to a larger demographic at the regional and state level (usually with little to no cost to the ag tourism business).

KEY RESPONSIBILITIES OF A DMO

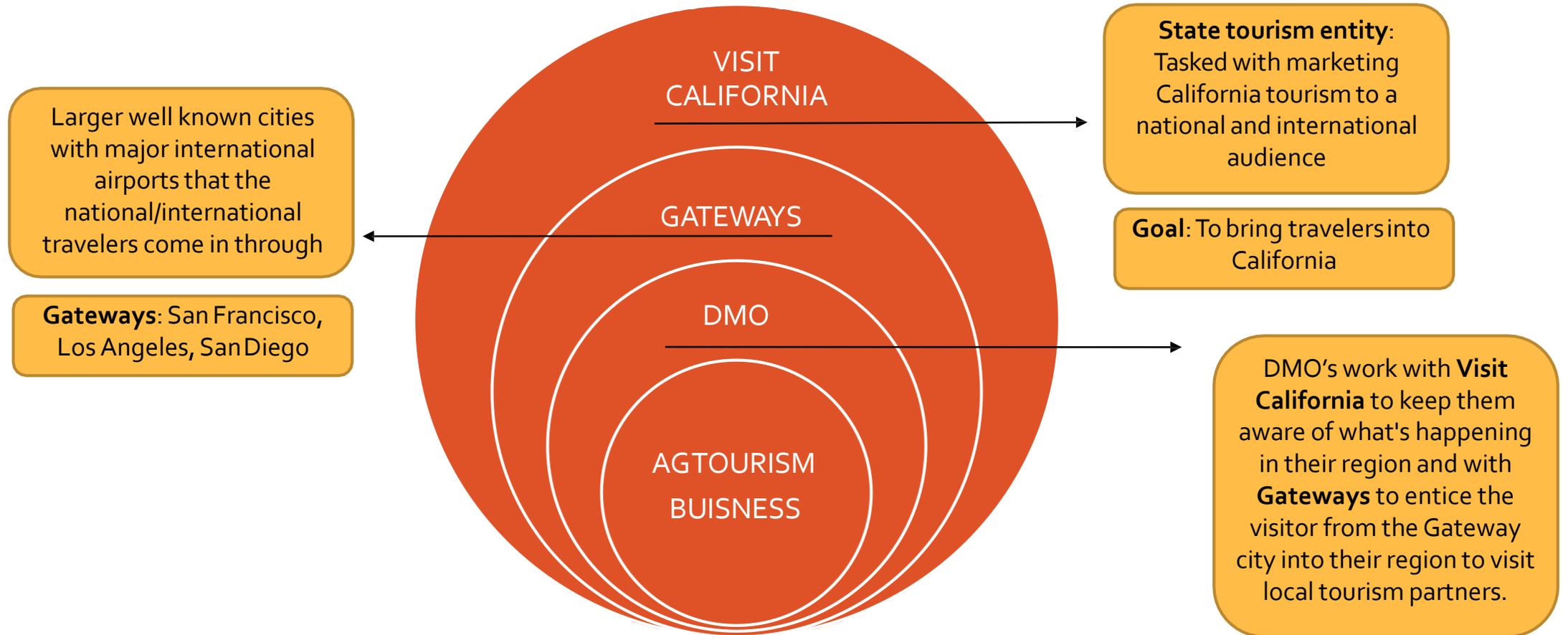


HOW IS A DMO BENEFICIAL?

It's important to know & be involved with your local DMO because we are knowledgeable about the different avenues to promote your agritourism business to a larger audience.

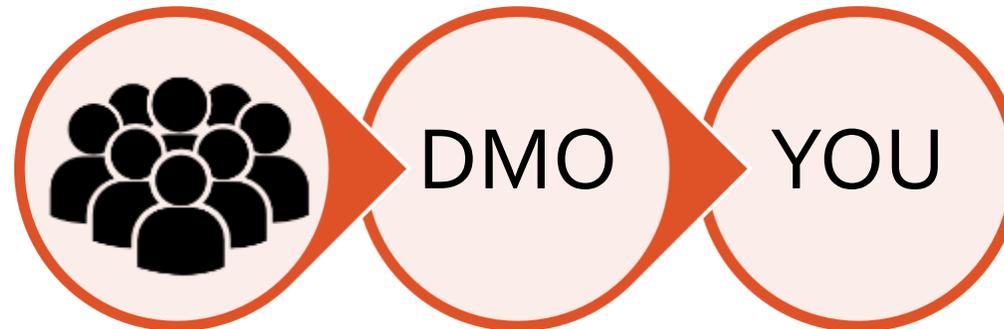


HOW IS A DMO BENEFICIAL?



WHY IS THIS RELATIONSHIP IMPORTANT?

Your local DMO is your brand advocate. By using their voice and platform to capture market share they place the visitor looking for a specific experience together with your business.



90% of consumers trust influencers over traditional print advertising

LEVERAGE THE TOOLS

DMO's have their own avenues of promotion & programs to market their tourism partners within their jurisdiction.



- Relationships with state and regional travel partners
 - Maps & brochures
 - Tourism website
- Press release distribution
 - Event promotion
- Relationships with influencers
- Consumer & travel tradeshows
 - Local connections
 - Newsletters
- Usage of social media platforms and communities

TOURISM WORKS!

**In 2016 Temecula Valley Travel
spend generated over \$715M**

**In 2016 Visit California Travel
Spend \$126 Billion**

California is the No. 1 travel destination in the United States – and the first state in the nation to have more than \$100 billion in travel-related spending – more than entire countries such as Australia, Turkey, South Korea and Canada.

HOW TO GET INVOLVED WITH YOUR LOCAL DMO

GOOGLE

Search the Internet

- Type in your city name along with “Destination Marketing Organization.”

DMA WEST

www.dmawest.org

- Check out Destination Marketing Association of the West. Under the “Membership” tab you can search for DMO’s in all western states including Canada.

ASK

Ask locally

- Call or e-mail your local Tourism Bureau, chamber of commerce or state tourism board.



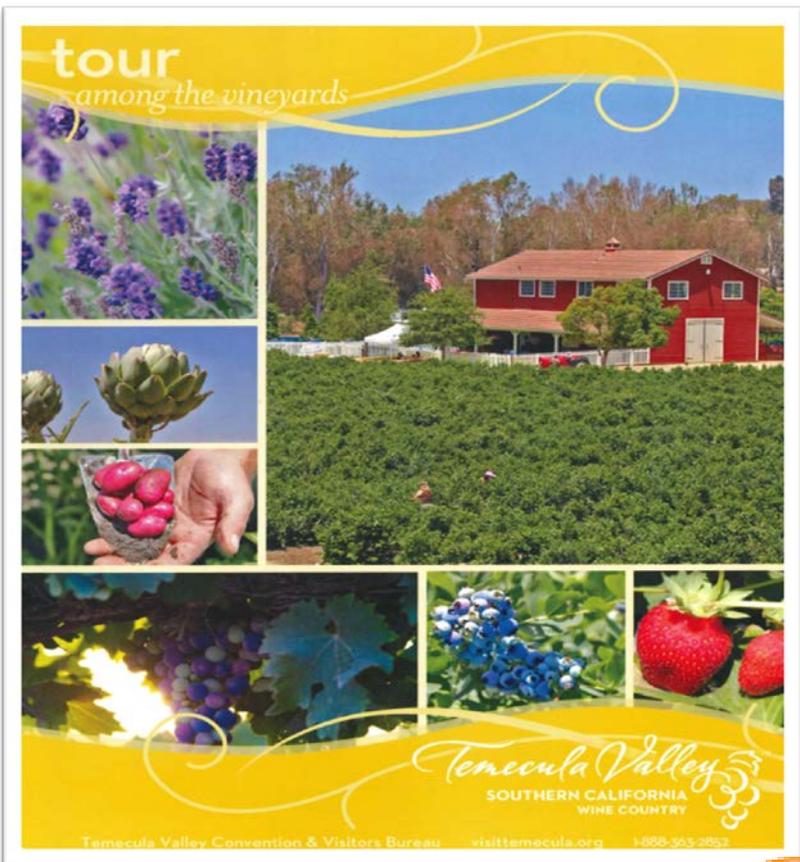
Visitors are looking for a unique experience.

Leverage your local DMO to tell your story.

Agritourism Asset Development



Agritourism Tool Development



Suggested Itineraries

Day 1

Olive Oil Ranch Tour
Grilled Lunch at the Ranch
Shop in Old Town Temecula
Dinner in Old Town

Day 2

Winery Tour
Wine Tastings
Lunch on the Farm
Farm Tour
Dinner in Wine Country

Day 3

Livestock Tour
Macadamia Nut Tour
Lunch in Old Town Temecula

FOR IMMEDIATE RELEASE

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Top Agriculture Tours in Temecula Valley Southern California Wine Country

Agriculturally rich with farms and ranches, rolling hills and vineyards, Temecula Valley Southern California Wine Country offers groups premium varietal, farm, olive ranch, vineyard, and winery tours. Each of the following top agricultural endeavors is family owned, and all are commercial enterprises; growing in the good earth, harvesting at perfection, field to fork, tree to table, and grape to glass. By advance reservation, groups of agribusiness professionals, academics, researchers, and interested enthusiasts are warmly welcomed with a sunny, relaxed spirit to tour, taste, learn, and experience. The casual, picturesque valley is located 1 hour from Orange County and Palm Desert; 1½ hours from Los Angeles.

Agritourism Product Development



Farm Tours



Group Tours



Farm-to-Fork



Cooking Classes



Farmers Markets



Wineries



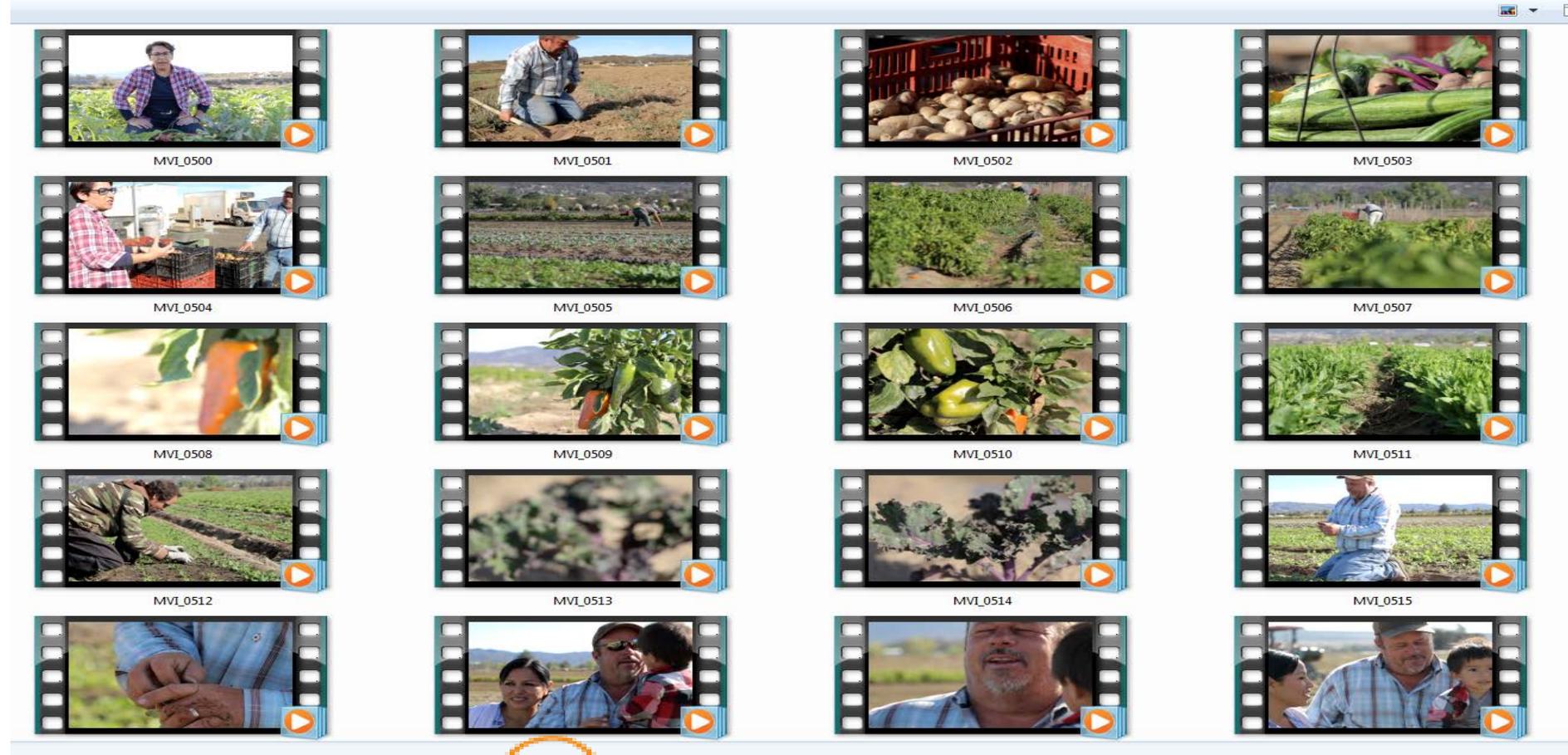
Breweries



County Ag Trail



Assets Development- Farming Footage



Wine Grape Farmers



Agritourism Farmers



Visit
Temecula Valley ™

SOUTHERN CALIFORNIA
WINE COUNTRY