

CASS Winery presents

Agritourism at CASS



2020 Harvest Retreats

About Harvest Retreats @CASS

The Commodity of Experience

As we finished construction on the GENESEO INN at CASS Winery, we looked to the new project of creating experiences that would enrich and intrigue.

With newly opened accommodations and a robust event department, it was a natural evolution to appeal to the growing curiosity in our county and the rise of budding agricultural hobbyists.

Combining knowledge, dirty hands, and refined culinary experiences into one retreat format created magic!



Start Up Challenges

Birthing a New Concept

Rapid Timetables

Our rapid launch to promotion to execution was challenging. Looking forward to the momentum in 2021.

Unfamiliar

A newer concept in the US, the launching requires educating the consumer on the concept.

Collaborations

While hugely impactful, they pose difficulty in communication and expectations. Be clear and allow time.

What We Included

A Focus on Hospitality and Learning

2020 CASS Winery



Accommodations

The retreats include 1-2 nights at the GENESO INN which includes room services of our estate breakfast.



Education + Experience

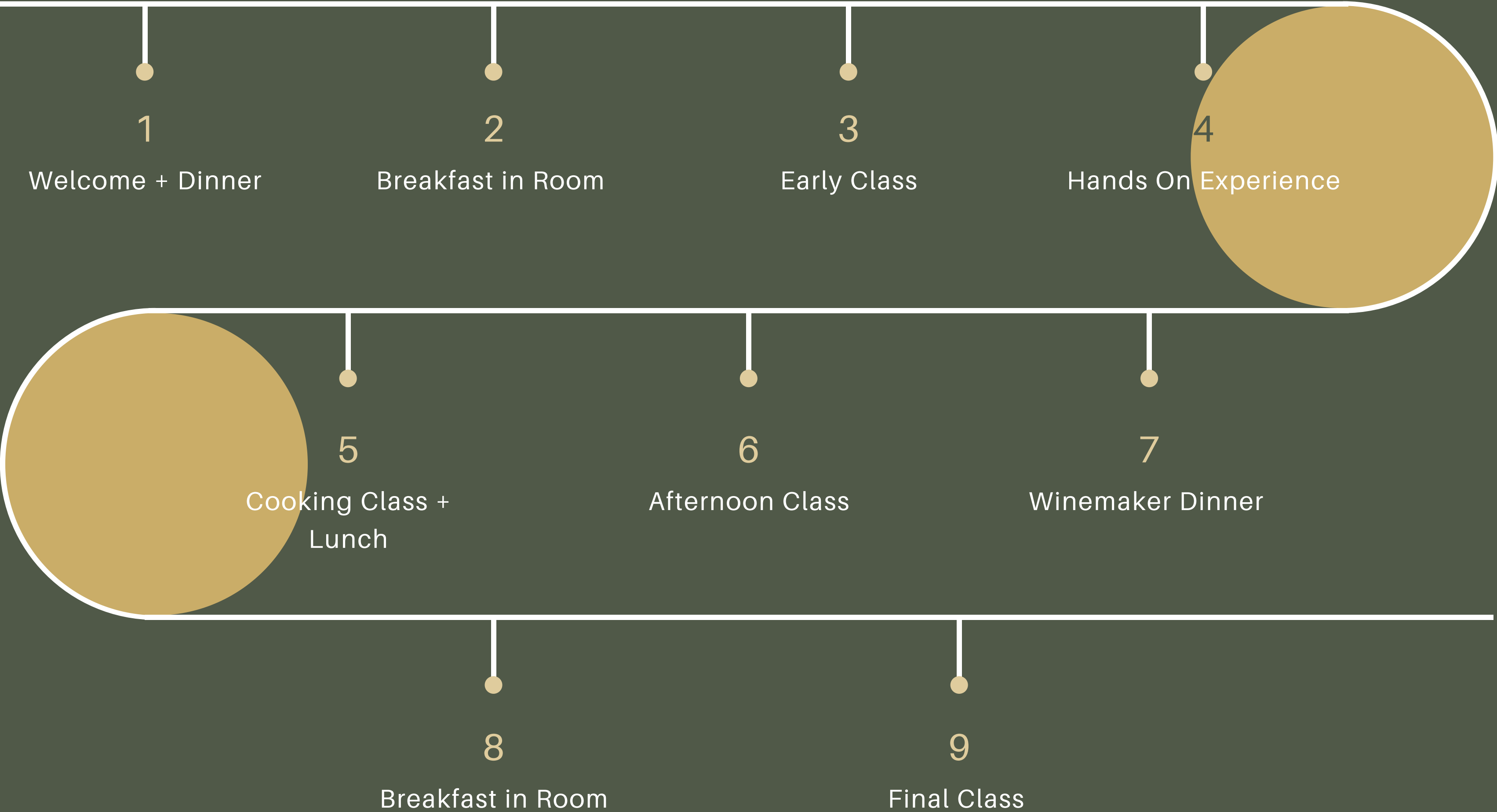
The educational components are comprised of hands-on activities, along with knowledgeable classes and take-aways to continue the journey of learning.



Cuisine

Wine and cuisine play a pivotal role. From estate breakfasts to winemaker dinners, cooking classes and elevated luncheons, guests feel spoiled at every turn.

Basic Event Timeline



Harvest Retreats Born

An overview of our rapid launch schedule



Marketing Channels that We Utilized



Web

Developed a micro-site for direct marketing.

Social

Utilized Instagram and Facebook to establish a connection. Used stories and behind the scenes to create interest for pending retreats.



Everywhere Else

Cross promoted on tourism network sites, with collaborative relationships, and utilized external ticketing platforms to increase exposure.

Experience and Learning

Grape and Olive Harvest 2020





Hospitality and Dining



Grape and Olive Harvest 2020

Launched to Great Reviews



Had a wonderful time this week at the Grape Harvest Retreat. I have some great pictures of Dave and I starting our winemaking experience. I would recommend the Grape Harvest retreat to anyone who loves good food, good wine, good people, and a good time.

- Dave + Carol

We had an amazing time last week. Now we're enjoying our first endeavor at wine making. I'd love to follow along with our fellow harvesters as we are definitely winging it here.

- Alison

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Strengths

What were our successes?

- We naturally function in hospitality, so our team was very well equipped in-house.
- On premise accomodations.
- Diverse collaborative relationships.

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Weaknesses

What were our challenges?

- COVID and travel
- Early clarity + expectation
- Marketing timetables

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Opportunities

Where else can we seek inspiration? How can we turn our strengths into opportunities?

Continued collaboration breeds new thought and new opportunities. Excited to be at the beginning of this journey.

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Threats

What are the challenges up ahead?

Continued COVID complications impede certain executions, and makes viral social sharing difficult.



Program Strengths



Collaborations

Creating community while adding expertise and opportunity. Also, increased the overall value in terms of take-aways for the guests.



Hands On Application

Taking the classroom literally to the fields and orchards turns a very academic and stuffy experience into a fabulous tale to tell. Bonus is that the passion follows them home. A unique relationship is cemented between Company and consumer.



Cuisine

Participants loved the balance of spoiling alongside the harder activities. It was the scale that tipped the retreats into luxury.



Let's work together to grow and promote agritourism in 2021.



Excited for the future!