



Staff Report Development & Industry Relations August 2018

Industry Newsletter: Not sent in August

- A newsletter will be sent early September for the grants and grant writing training.

Development/Grants:

- WVVA guidelines are final and will open September 17, 2018
- Many Travel Oregon grant applicants reached out about their small grant projects. I advised on regional goals, gave advice and also mentioned our grant cycle to all these partners. I will also be giving feedback on applications to Travel Oregon By September 24th.

RARE 2018:

- Will be attending the RARE Orientation early September

Industry services:

- Working to schedule the Train the Trainer Session in the valley. Two regions have opted out of WVVA's trainer session opening a couple of spots.
- Meredith Howell is set to do grant writing seminars in the Valley. Two training sessions are scheduled for September 24 & 25 in Woodburn and Albany.
- Michael of Equality Works NW is set to do two training sessions in November. I am working to secure training locations. Working with Michael will also lead to a diversity/equitability statement for WVVA.

Global Sales:

- The itinerary from the global sales training has been finalized. Travel Oregon staff will be using it on sales missions for inspiration. This was created through a workshop style session with global sales training attendees.
- I am continuing to work with partners on the importance of working with receptive tour operators and trying to help introduce the right receptive to the right hoteliers.
- **Opportunity:** Visit USA Parks road trip itinerary marketing collaboration with Oregon Coast Visitors Association
 - This would be the creation and marketing of a Wine and Whales road trip itinerary that can further plug in to our cellar season messaging while hitting most parts of the valley. WVVA's cost would be \$8,371 (half the full cost of the program) with some possible additional FAM costs for the influencer when they come through for media content creation.



FAMS:

- Aug 24-31: Hosted Laurie Wallace-Lynch of Good Life Magazine, a luxury lifestyle magazine out of Toronto, CA. She tasted and toured at Argyle Wines, lunch at Dundee Bistro, tasted/toured Coehlo Vineyards with two overnights at the Grand Hotel eating dinner at Bari restaurant in Salem. After having breakfast with Kara Kuh of Travel Salem she had a tasting and tour at Illahee Vineyards, lunch and tasting at Left Coast Cellars and tasting at Cristom Vineyards.
 - **Feedback from Laurie:** She was very impressed with the diversity of wine regions, landscapes, outdoor activities, and urban foodie experiences in Oregon and got a real sense of that in her itinerary. She especially enjoyed meals and winery visits where she was able to meet the owner and discuss their business in depth, hear their unique stories and how they've built/grown their business. Laurie really enjoyed the Grand Hotel based on walkability to shops and restaurants, friendly staff and beautiful rooms. She's interested in returning to Oregon again for another story, especially the Oregon Truffle Festival

Visitor Guide:

- Print production has been adjusted to new guides shipping in October.
- The wine map on the back cover is becoming an issue. There isn't room to put all 500 Willamette Valley wineries on the map. We can either create criteria to limit the wineries featured or remove wineries and focus the map on other visitation subjects.