



# OKLAHOMA'S GROWING ADVENTURE

500+ FARM & RANCH ATTRACTIONS, VACATIONS & EVENTS!



# Oklahoma Agritourism Program

## Background Information

- Agritourism is the fastest growing segment of the global travel and recreation market.
- Oklahoma's western heritage and diverse terrain makes our state ripe for Agritourism Adventures and Opportunity
- Agritourism has proven to be a successful form of on-farm diversification for Oklahoma farmers and ranchers.



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# Oklahoma Agritourism Program

## Program Information

- **Joint program between Department of Agriculture & Oklahoma Tourism and Recreation Department**
- **Employees:**
  - Abby Cash, Director
  - Jeff Weeks, Eastern Okla. Agritourism Coordinator
  - Lori Coats, Western Okla. Agritourism Coordinator



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# Oklahoma Agritourism Program

## Program Overview

- **2004 Steering Committee Appointed**
- **2006 Legislative Funding to Address Industry Needs:**
  - 3 Facets to Approach:
    - 1. **Resource Development**
    - 2. **Marketing**
    - 3. **Professional Association**



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# Oklahoma Agritourism Program

## Program Overview

### ■ 1. Resource Development

- Provide Resources and Information to Producers Involved in or looking to develop an agritourism attraction

### ■ 2. Marketing

- Establish and market Oklahoma as a premier Agritourism destination, capitalizing on the diversity of experiences and rich western heritage of Oklahoma

### ■ 3. Professional Association

- Facilitate a professional networking Association
- Create an Accreditation Program that would allow for peer review
  - Insurance
  - Marketing
  - Signage

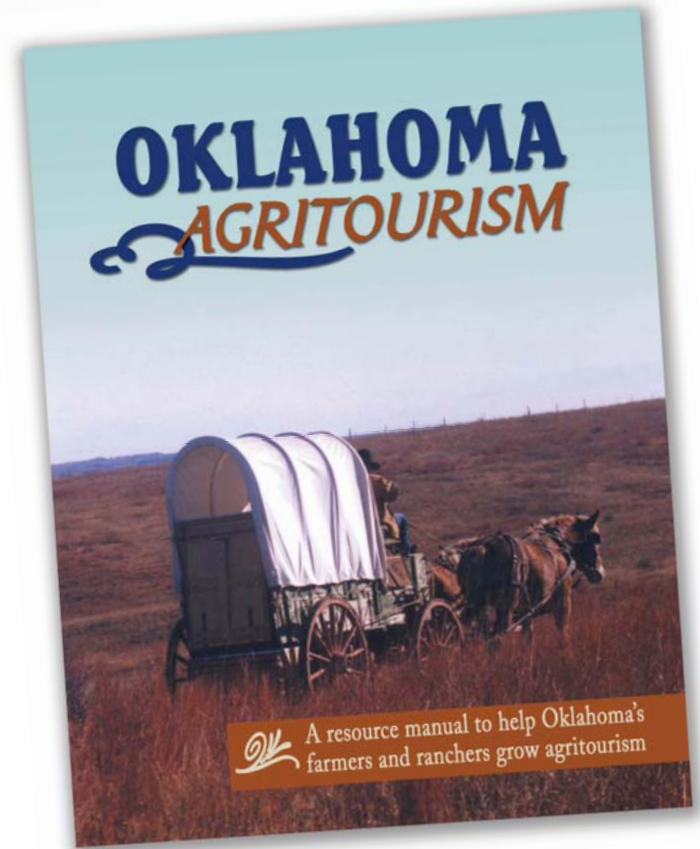


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# Oklahoma Agritourism Program Resource Development

- Resource Manual
  - Distributed More than 10,000 copies
- Producer Oriented Website
  - [www.oklahomaagritourism.com](http://www.oklahomaagritourism.com)
- Electronic Newsletter



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# Oklahoma Agritourism Program Resource Development

## Educational Events

### ■ Agritourism Workshops

- 12 Agritourism Workshops in 2006
- 8 Agritourism Workshops in 2007
- More than 850 Attendees at Workshops
- 5 Rolling Workshops in 2009

### ■ Statewide Agritourism Conference

- Shared Expense with Noble Foundation
- National Speakers
- Farm Tours
- 230 Attendees



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# Oklahoma Agritourism Program

## Resource Development

### ■ Agritourism Inventory

- Approximately 200 in 2006
- 310 on Agritourism Map in 2007
- Approximately 400 on 2008 Map Reprint
- More than 250 Agritourism Events

### ■ Destination Development

- Work individually with businesses who are looking to expand or develop an agritourism attraction
- 2007-2008 Serviced more than 200 businesses directly



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# Oklahoma Agritourism Program

## Resource Development

- Highway Signage
- Destination Development
  - Work individually with businesses who are looking to expand or develop an agritourism attraction
  - 2007-2008 Serviced more than 200 businesses directly



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# Oklahoma Agritourism Program Marketing

## Brand Development

- Unveiled Themeline:
  - “Oklahoma’s Growing Adventure”
- Logo
- Business System



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OKLAHOMA AGRITOURISM

# Oklahoma Agritourism Program Marketing

## ■ Press Kit

- Folders with Fact Sheets
- Story Ideas
- Agritourism Directory
- Distributed to Oklahoma Newspapers, in-state and regional travel writers and targeted niche publication

## ■ Media Tours

- Agritourism Attractions incorporated into OTRD's media tours with Great Success
- International Travel Writers at Several Agritourism Destinations



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# Oklahoma Agritourism Program Marketing

## ■ Primary Agritourism Icons

- Inventory Divided into 12 Primary Categories
- Used on Maps
- Used on ODOT Signage



Farm & Ranch Attractions



Horseback Riding



Farmers Markets



Country Stays



Guest Ranches



You Pick



Vineyards Wineries



Exotic Breeds



Birding Tours



Specialty Crops



Mazes



Hunting



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# Oklahoma Agritourism Program Marketing

## ■ Agritourism Activity Icons

- Maps
- Brochures
- Online Amenities Searches



Group Tours



Hayrides



Family Reunions



Camping Trips



Campfires & Picnics



Farm Activities



Pumpkin Picking



Skeet Shooting



Fishing



Cattle Drives



Dairies



Meeting Facilities



Wagon Rides



Wildlife Watching & Photography



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# Oklahoma Agritourism Program Marketing

## ■ Bannerstands

- Used at Travel & Trade Shows

## ■ Travel Shows

- Kansas City Sportshow
- Wichita Travel & Boat Show
- Oklahoma State Fair
- Americana Equestrian Event

## ■ Poster Series

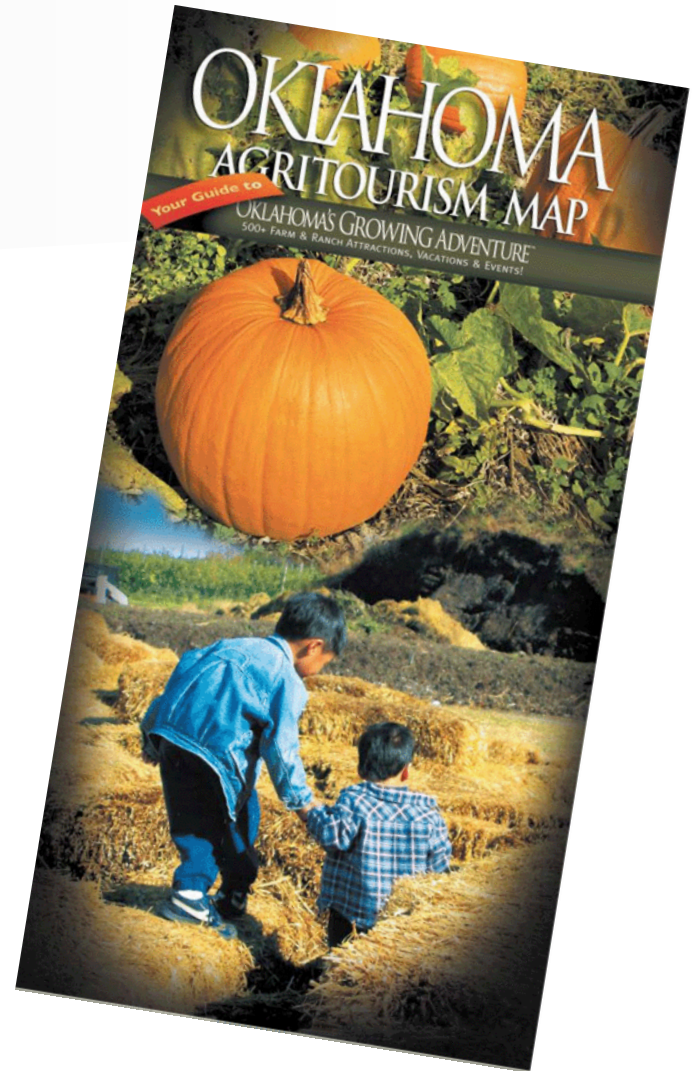
- Distributed to Welcome & Travel Centers
- Agritourism Attractions
- Media



# Oklahoma Agritourism Program Marketing

## ■ Agritourism Map

- Funding through USDA RBEG Grant
- 75,000 Printed in November 2007
- Distribution:
  - Welcome Centers
  - Travelok.com
  - Agritourism Attractions
  - Travel Shows
- Supply Exhausted by May 2008



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# Oklahoma Agritourism Program Marketing

## ■ Agritourism Category Maps

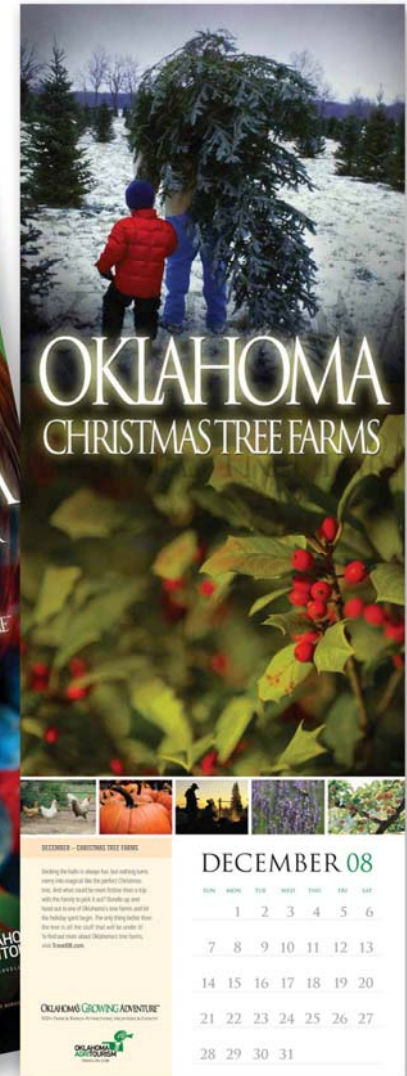
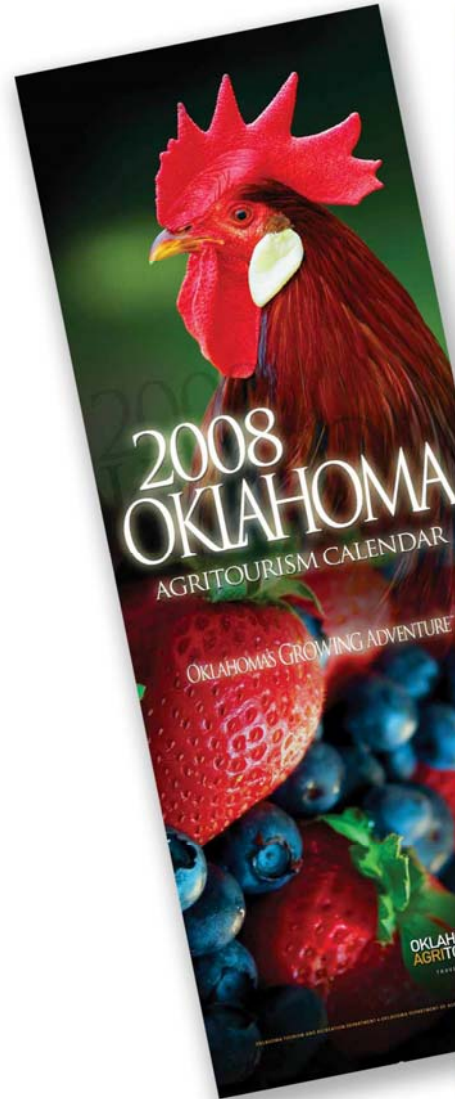
- Funding through USDA RBEG Grant
- Series of 5 Agritourism Category Brochures:
  - Hunting
  - Land Bounty
  - Wineries
  - Western Experiences
  - Field Trips
- Distribution:
  - Agritourism Attractions
  - Welcome Centers
  - Travelok.com
  - Travel Shows



# Oklahoma Agritourism Program Marketing

## Promotion

- Agritourism Website
  - <http://agritourism.travelok.com>
- Promotional Items
  - Bookmarks
  - Calendars
  - Posters



DECEMBER - CHRISTMAS TREE FARMS

SUN MON TUE WED THU FRI SAT

1 2 3 4 5 6

7 8 9 10 11 12 13

14 15 16 17 18 19 20

21 22 23 24 25 26 27

28 29 30 31

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# Oklahoma Agritourism Program Marketing

## Advertising

### ■ Agritourism Website

- <http://agritourism.travelok.com>

### ■ Print Cooperative Ads

- Cost-Share Program
- Publications:
  - Oklahoma Today
  - Metro Family
  - True West
  - Regional Newspaper Insert

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50th FARM & RANCH ATTRACTIONS, VISITATIONS & EVENTS!

**STONE BLUFF CELLARS**  
A beautiful view of Green Country on the South of Okla. Highway. From just south of Tulsa. Delight in our superbly crafted wines. Delicious lunch offerings and wonderful outdoor BBQ. "Great Wine. Better Views!"  
Great Views  
2014 E. 7th St. S. | Muskogee, OK  
918-452-1815 | 5th Floor 918-275-8179

**T.G. FARMS**  
Bring the whole family for a day full of fun. We offer a pumpkin patch, hay and corn mazes, live farm animals. It's perfect for parties, reunions, school teams, corporate events and church groups. Hosted by groups of 25 or more with transportation. Location in Bartlesville and Norman.  
**T.G. FARMS**  
Norman: 1000 W. 17th | Norman, OK 73069  
1000 W. 17th | Norman, OK 73069  
Bartlesville: 1015 W. Main | Bartlesville, OK 74603  
1015 W. 17th | Bartlesville, OK 74603

**BLACK MESA BED & BREAKFAST**  
Stay in a rustic, Southwestern, downtown room or suite with a 100 year old oak wood beam. Enjoy the Best Breakfast in Oklahoma. Located in the historic downtown of Muskogee, OK. The owner is a local resident and a great host.  
**BLACK MESA**  
Bed & Breakfast  
100 S. 1st St. | Muskogee, OK 74401  
918-262-1815 | 918-262-1815 | blackmesabed.com

**BOLAY HOLIDAY FARMS**  
Belay Holiday Farms offers a unique experience with a "you pick it" pumpkin patch and "choose and cut" Christmas trees. Whether picking a centerpiece tree with pumpkins or cutting your own tree, you will make memories to last a lifetime.  
Belay Holiday Farms  
East of town on HWY 64  
918-255-2299

**BOX B HORSE RANCH**  
Located in western Oklahoma, just north of Cheyenne, with miles and miles of well-maintained horse trails. Includes full-service equine and pet accommodations. 12 horse trailers, plus 2000 horse acreage.  
**Box B Horse Ranch**  
New site north of Cheyenne  
308-225-4121 | boxbhorseranch.com

**WHISPERING MEADOWS VINEYARDS & WINERY**  
Our winery is located in the heart of the historic downtown of Muskogee. This boutique-style winery is in the former home of Newell's Weekly Store, built in 1910. The winery features an outdoor patio, an outdoor bar, and a full-service restaurant. The winery is open for an exclusive bar at night.  
**Whispering Meadows**  
34 E. Cherokee | Muskogee, OK  
918-242-9882

**WICHITA BUFFALO COMPANY**  
Come visit a real Oklahoma Buffalo ranch!  
**Wichita Buffalo Company**  
2700 N. Hwy 17 | Norman, OK  
918-242-4011 | wichitabuffaloranch.com

**WOODS & WATERS WINERY**  
Culley County's first and largest commercial winery was established in 1976. Our award-winning line of white, red, and pink wines, plus the largest vineyard in Oklahoma. Located 15 minutes west of Muskogee. Open for lunch on weekends.  
**WOODS & WATERS Winery**  
1610 S. Hwy 108 | Muskogee, OK  
918-242-4011 | woodsandwaterswinery.com

PRINT | CELEBRATE OKLAHOMA'S CENTENNIAL | 2007

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**GLOSS MOUNTAIN OUTFITTERS**  
The Norman Ranch is nestled deep in the Okfus Mountains, within driving distance of Norman, Lake and an state park. Okfus Mountain Outfitters can help you plan a great week of adventures, where activities include horseback riding, hiking, fishing, kayaking and more.  
**Gloss Mountain Outfitters**  
100-004-1101

**GRAND WINE COUNTRY**  
Plan a picnic, reunion or anniversary party at your favorite winery.  
**Grand Wine Country**  
100-004-1101

**HOEPFNER'S KIWIFARM**  
Our family tree plants are beautiful. The tree is delicious and full of vitamins. We make wonderful tree soup and perfume.  
**Hoepfner's Kiwi Farm**  
100-004-1101

**PARKHURST PUMPKIN RANCH**  
Come pick your own pumpkin from our home grown patch. Pick in a hay wagon or on our own 100-acre orchard.  
**Parkhurst Pumpkin Ranch**  
100-004-1101

**PRAIRIE SONG**  
Tuck away in the rolling hills of Bartlesville Oklahoma is a hidden treasure. A beautiful, award-winning vineyard with several award-winning wines and a full-service restaurant. The winery is open for an exclusive bar at night.  
**Prairie Song**  
100-004-1101

**RED BLUFF INN**  
Nestled in a peaceful country setting, this historic inn offers all the comforts of home. Plus our renowned, award-winning wines and delicious breakfast. Activities include fishing, hiking and bird watching. Nothing and nothing but around the 17-acre inn!  
**Red Bluff Inn**  
100-004-1101

**GLOSS MOUNTAIN OUTFITTERS**  
100-004-1101

**HOEPFNER'S KIWIFARM**  
100-004-1101

**PARKHURST PUMPKIN RANCH**  
100-004-1101

**PRAIRIE SONG**  
100-004-1101

**RED BLUFF INN**  
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100-004-1101

**PRAIRIE SONG**  
100-004-1101

**RED BLUFF INN**  
100-004-1101

PRINT | CELEBRATE OKLAHOMA'S CENTENNIAL | 2007

# Oklahoma Agritourism Program Marketing

## Advertising

- Online Display Advertising
  - Spring Campaign
  - Generated **4 Million+** Impressions
  - Targeted to In-State Users
  - Featured Categories:
    - Country Stays
    - Wineries
    - Famers' Markets
    - You Pick
- Display Advertising
  - Newsok.com
  - Tulsa World
  - Yahoo



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START HERE! OKLAHOMA AGRITOURISM TRAVELOK.COM

**FARMERS MARKETS: HOME-GROWN CLOSE TO HOME**

Kick the fruit cocktail and pick up something fresh! From berries to beans, we've cornered the farmers market on making fresh convenient.

[FIND A FARMERS MARKET](#)



**OKLAHOMA'S GROWING ADVENTURE**

START HERE! OKLAHOMA AGRITOURISM TRAVELOK.COM

**RICH EXPERIENCE, WITH A SWEET FINISH**

Pour yourself into the exploration of one of Oklahoma's 40+ wineries. You won't be able to keep the memories bottled up inside.

[FIND A WINERY](#)



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# Oklahoma Agritourism Program Marketing

## Advertising

### ■ Online Search Advertising

- Spring Campaign
- Generated **12 Million+** Impressions
- Search Sites
  - Yahoo
  - Google
- Top Search Terms
  - Hunting
  - Horseback Riding
  - Country Stays
  - Cabins
  - Birds



# Oklahoma Agritourism Program

## Program Progress – 2008 and Beyond

- How do the Program and OAA Work Together?
  - **State Agritourism Program Services remain available to anyone involved in agritourism.**
  - Website listing, Cost-Share Advertising, Listing on Maps and Promotional Pieces, Workshops, Conference, Events, Site Visits, etc.
- OAA will be the industry's voice into the program.
- OAA will have it's own pool of private membership funds from which to work and fund activities and benefits.
- Agritourism Program Staff will assist and facilitate, but not make decisions for the OAA.



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# Oklahoma Agritourism Program

## Program Progress – 2008 and Beyond

### ■ Levels of Membership

- **General Membership – \$100**
  - Open to any agritourism business
- **Accredited Membership – \$300**
  - Available to agritourism businesses that meet accreditation standards
- **Associate Member - \$250**
  - Open to any industry partner, organization, agency or business who has an interest in the Oklahoma Agritourism Industry
- **Friend of the Association - \$50**
  - Open to any individual who does not own an agritourism business.



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# Oklahoma Agritourism Program

## Program Progress – 2008 and Beyond

- Benefits of General Membership
  - Vote in all matters before Association
  - Reduced rates on Oklahoma Agritourism sponsored activities
  - Inclusion in development of Association's Annual Legislative agenda
  - Other benefits to be determined by Association Members



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# Oklahoma Agritourism Program

## Program Progress – 2008 and Beyond

### ■ Benefits of Accredited Membership

- **All Benefits of General Membership, PLUS:**
- Use of “Accredited” Agritourism Logo in all marketing materials
- Listing on [www.travelok.com](http://www.travelok.com) accompanied by the Accredited logo
- Opportunity to participate in *additional* cost-share marketing opportunities developed by the Association
- Participation in the State Highway TODS Signage Program (Association will pay ½ of the cost of the first two road signs = \$200)
- Opportunity to have brochures or materials at the agritourism booth at travel and trade shows nationally and internationally



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# Oklahoma Agritourism Program

## Program Progress – 2008 and Beyond

- Future Benefits of Accredited Membership may also include:
  - Risk Management Consultation for your agritourism operation
  - Scholarship program to NAFDMA and other National Agritourism-related events & Conferences
  - “Agritourism Tool Kit” CD, including templates for liability waivers, risk management assessment forms, business plans, marketing plans and basic marketing materials, etc.
  - Other benefits to be determined by Association members.



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# Oklahoma Agritourism Program

## Program Progress – 2008 and Beyond

### ■ Accreditation Process:

- Apply for Accredited Membership and Complete Accreditation Application
- Someone will visit your attraction to be sure you meet all relevant accreditation criteria for your category
- Site reviewer will present report to the Association
- Association will accept those applications that meet all standards
- Those applications that have questions following a site review will receive a follow up visit from a team of reviewers comprised of OAA member(s), and industry partner from the board
- Accredited members will receive a site review once per calendar year to verify they remain in compliance with accreditation standards



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# Oklahoma Agritourism Program

**Putting our Best Resources Together for  
Oklahoma Farmers & Ranchers.**

A Joint Program of:

Oklahoma Dept. of Agriculture, Food & Forestry

Oklahoma Tourism & Recreation Department



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