What We’ll Cover

- Background
- Mayberry Marketing 101
- Mayberry Do’s
- Mayberry Don’ts

Virginia Tourists Behavior

- Are traveling by car most often
- Take shorter day trips
- Brief planning time
- Seek to spend quality time with loved ones

Planning Time for Virginia Trips

<table>
<thead>
<tr>
<th>Planning Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2 weeks before the visit</td>
<td>34%</td>
</tr>
<tr>
<td>Within 2 weeks - 4 weeks of visit</td>
<td>16%</td>
</tr>
<tr>
<td>At least 1 month, but less than 3 months before the visit</td>
<td>20%</td>
</tr>
<tr>
<td>At least 3 months, but less than 6 months before the visit</td>
<td>13%</td>
</tr>
<tr>
<td>At least 6 months, but less than 1 year before the visit</td>
<td>10%</td>
</tr>
<tr>
<td>More than a year before the visit</td>
<td>7%</td>
</tr>
</tbody>
</table>

Planning Sources for Virginia Trips

- 23% Friends & Relatives
- 31% Own Experience
- 11% “No plans were made”
- 11% Destination website
- 2% www.tripadvisor.com
- 4.5% Mobile Browsing
- 4% Travel book

Household Leisure Trips in Virginia

Household Trips 50+ miles, one-way, away from home including day trips, or with one or more nights away from home to Virginia during FY 2013 for leisure purposes. (N=2,461)
Travel Party Spending

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>7%</td>
</tr>
<tr>
<td>$1 to less than $100</td>
<td>25%</td>
</tr>
<tr>
<td>$100 to less than $250</td>
<td>26%</td>
</tr>
<tr>
<td>$250 to less than $500</td>
<td>17%</td>
</tr>
<tr>
<td>$500 to less than $750</td>
<td>9%</td>
</tr>
<tr>
<td>$750 to less than $1000</td>
<td>13%</td>
</tr>
<tr>
<td>$1000+</td>
<td>11%</td>
</tr>
</tbody>
</table>


Agritourism Opportunities Abound!

Agritourism destinations are perfect for spur of the moment, local daytrips where visitors can enjoy new experiences with friends and family.

What Agritourists Want

- Want to know where food comes from
- Want to see how food is made (2015 culinary forecast)
- Want fresh air, scenic view, relaxing time
- Want to make happy memories with others

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Mayberry Marketing

- Sincere Service
- Authentic Experience
- Nostalgia Gets Noticed

Sincere Service

- Hospitality Business
- Help Customers Relax
- Make Happy Happen
71% of agritourism customers look for friendly service
Friendly service trumps low prices, fast service for repeat customers
Information Access 24-7

Photo Credit: http://www.artsjournal.com/worth/wp-content/uploads/2013/06/Floyd.jpg
Help Customers Relax

- Provide activities to connect visitors to nature
- Passive (scenic beauty, places to meditate, sit, take selfies, eat)
- Active (walks, classes, hunting, fishing, horseback riding, yoga)
Make Happy Happen

- Positive experiences, customer tells 7 people
- Negative experiences, customer tells 19 people
- Pay attention to customer needs
- Be kind to customers
- Smile, be responsive

Authentic Experience

- Be what you are
- Do what you do best
- Be genuine

Be Who You Are

- Highlight your strengths
- Focus on your uniqueness
- Create experiences based on your expertise

Do What You Do Best

- Do you know what you do best?
- What do people say you do best?
- How can you provide experiences based on what you do best?
What you see is what you get marketing
• Clear and simple communications
• Consistent and reliable service

Nostalgia Gets Noticed
• Flashback
• Throwback
• Retro

Plan Flashback Events
• Show outdoor movies such as “Star Wars”
• Concerts featuring 50s, 60s, 70s, 80s, 90s music
• Flashback Friday for social media posts highlighting memories from past tourism events
#FlashbackFriday, #FBF
Mayberry Do's

- Nip it in the Bud
- Apologize for Mistakes
- Make Wrongs Right


- Yelp.com
- TripAdvisor.com
- Google Page
- Google Reviews
Apologize for Mistakes
• Acknowledge problem exists
• Apologize with sincere heart
• Request a second chance

Make Wrongs Right
• Ask customer to explain wrongdoing
• Actively listen, and repeat back for agreement
• Apologize, provide agreed upon consolation

Don’t Throw Rocks
• Avoid bulk emails
• Avoid sending numerous customer surveys
• Avoid sending unrequested information

Don’t Lie, You’ll Get Caught
• Sometimes we embellish our establishments
• Sometimes we don’t do what we promised
• Sometimes we don’t stock what we said we did

Don’t Push Pickles
• Not everyone likes what you sell
• People may not tell you they don’t like what you are selling
• Take inventory of what is not selling and why
Take Home Message

- Incorporate Mayberry Marketing
- Apply “Common Sense”
- Agritourism is a People Business

Resources


Agritourism Self-list Directories

- http://www.farmstayus.com/sign-up (Fee)
- http://admin.virginia.org/ (No Fee)
- http://www.agritourismworld.com/create-account (No Fee)
- http://www.vdacs.virginia.gov/vagrown-directory/participationform.shtml (No Fee)
- http://www.ruralbounty.com/listing (No Fee)
- http://www.pickyourownflowers.org/addmyfarm.htm (No Fee)