

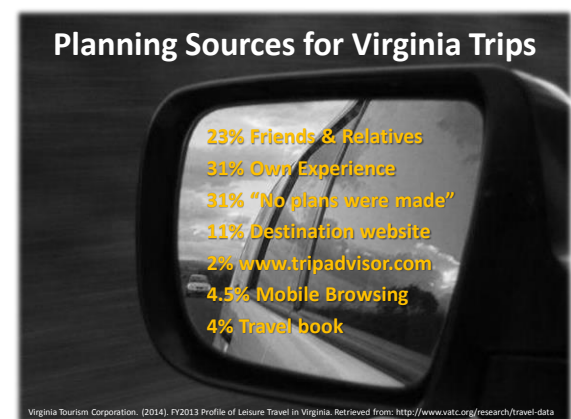
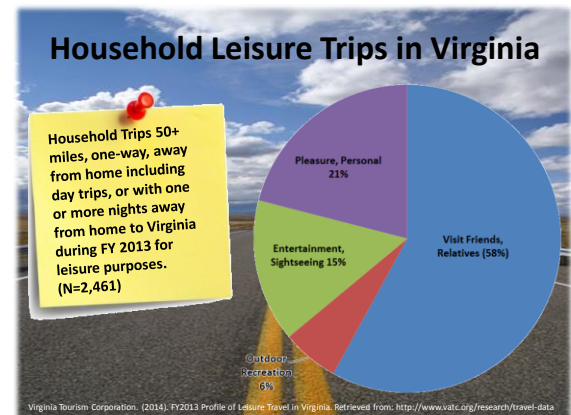


### Virginia Tourists Behavior

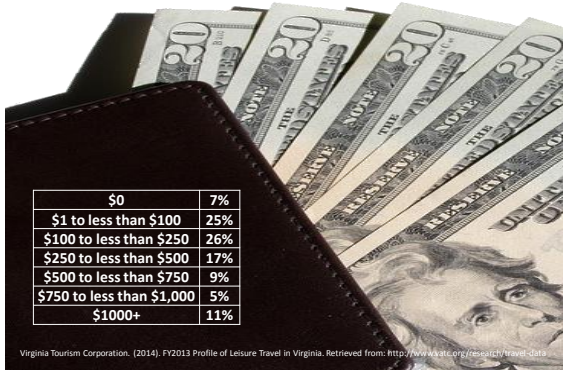
US Travel Association (2014)

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

Photo Credits: <https://www.flickr.com/photos/2012/07/andrewgiffith.jpg>



## Travel Party Spending



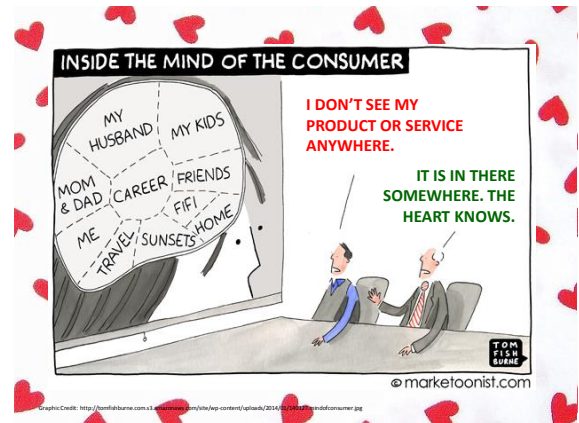
## Agritourism Opportunities Abound!

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

LAVENDER CRAFTS  
U-PICK WREATH & WANDMAKING

## 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



## Mayberry Marketing

- Sincere Service 
- Authentic Experience
- Nostalgia Gets Noticed

## Sincere Service

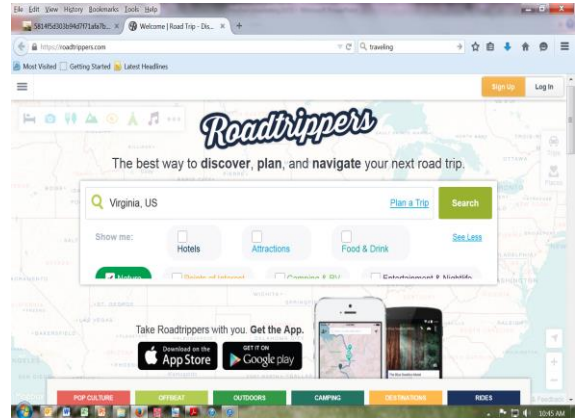
- Hospitality Business
- Help Customers Relax
- Make Happy Happen



# You're in the Hospitality Business



- 71% of agritourism customers look for friendly service
- Friendly service trumps low prices, fast service for repeat customers
- Information Access 24-7



Roadtrippers

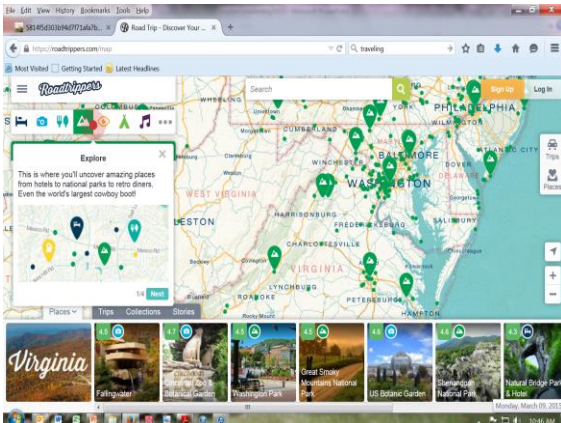
The best way to discover, plan, and navigate your next road trip.

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Explore

This is where you'll uncover amazing places from hotels to national parks to retro diners. Even the world's largest cowboy boot!

Virginia

Fallingwater

Statue of Liberty

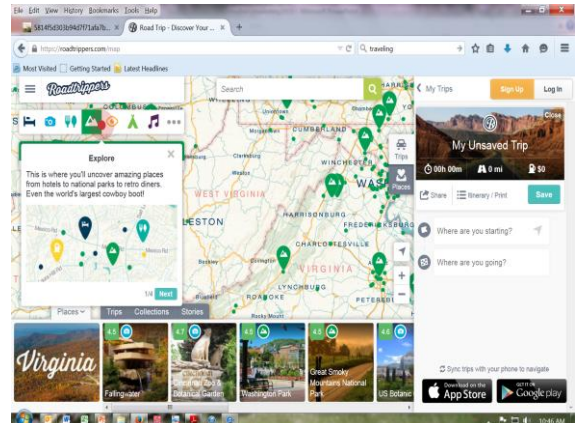
Washington Park

Great Smoky Mountains National Park

US Botanic Garden

Statue of Liberty

Natural Bridge Park



My Unsaved Trip

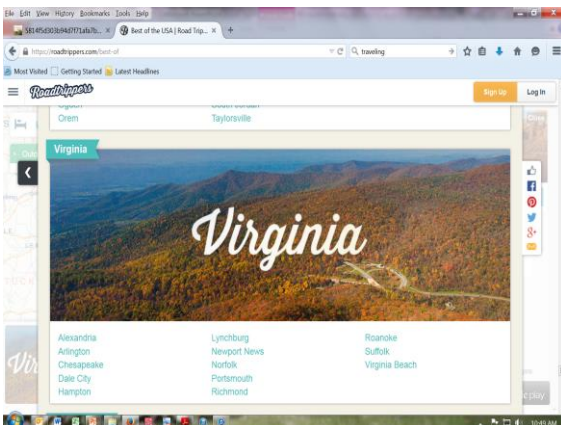
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Where are you starting?

Where are you going?

Sync trips with your phone to navigate

Download on the App Store GET IT ON Google play



Virginia

Alexandria

Arlington

Chesapeake

Dale City

Hampton

Lynchburg

Newport News

Norfolk

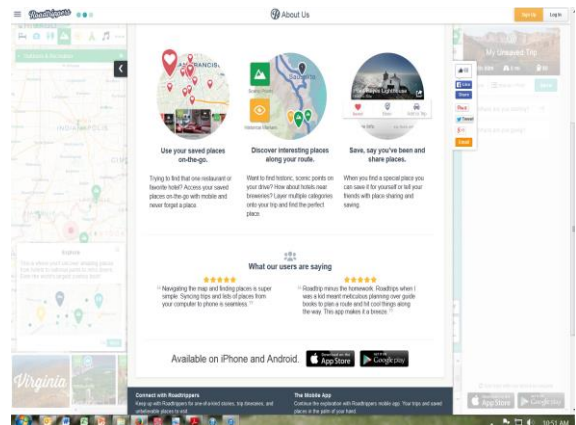
Portsmouth

Richmond

Roanoke

Suffolk

Virginia Beach



About Us

Use your saved places on-the-go.

Discover interesting places along your route.

Save, say you've been and share places.

Trying to find that one restaurant or B&B you've heard about? Access your saved places on-the-go with mobile and never forget a place.

Want to find historic, scenic spots on your drive? Now about those cool businesses? Layer multiple categories onto your trip and find the perfect place.

When you find a special place you can save for yourself or all your friends with place sharing and saving.

What our users are saying

★★★★★ "Navigating the map and finding places is super simple. Saving trips and lists of places from your computer to phone is seamless."

★★★★★ "Really enjoy the homepage. Roadtrippers when I was a kid meant making planning your path home to plan a route and fill countries along the way. This app makes it a breeze."

Available on iPhone and Android.

Download on the App Store GET IT ON Google play

## 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?**



## Be Genuine



- What you see is what you get marketing
- Clear and simple communications
- Consistent and reliable service

## Nostalgia Gets Noticed

- Flashback
- Throwback
- Retro

## Promote Throwback Thursday

**Olga's THROWBACK THURSDAYS!**

THIS THURSDAY MAY 7, WE'RE SERVING UP PRICES FROM 1995

**THE ORIGINAL OLGA** | \$2.99  
Seasoned beef and turkey, vine ripened tomato, melted cheese, "Olga sauce"

**SOUP AND SALAD** | \$4.95  
Mild or Hot Chili and a cup of Heaven's Broccoli soup

**ORANGE CREAM COOLER** | \$1.99  
Olga's house made orange, fruit and cream cooling treat

**OLGA'S SEASONED CURLY FRIES** | \$1.55  
Signature seasoning

FINAL THURSDAY EVERY OLGA'S  
**RETRO PRICES AND OLD SCHOOL FUN!**

Thank you for your love and support! We love you and we love you back!

Post a photo of your best Date Night in the comments below by 5:00 PM for your chance to win a \$50 gift card!

**#THROWBACKTHURSDAY**

EVERY THURSDAY THIS SUMMER

**#THROWBACKTHURSDAY**

CLICK HERE FOR DETAILS

## 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

## Retro Inspired Events


**BEACH 80s RETRO**

WEEKEND AT BEACH Feb 22nd-24th


Live music, Beach Music, Retro 80s, 90s, 2000s, 2010s, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 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#### Visitor rating

Excellent	<div></div>	7
Very good	<div></div>	3
Average	<div></div>	0
Poor	<div></div>	1
Terrible	<div></div>	2


#### Most recent review

**"Wonder Pumpkin Patch ever"**

A perfect patch that charges for the market. I could have brought that much more sugar. Saw here is where to pumpkins put for all over the state of Virginia, but this is the only... read more



[s00000](#)
 November 02, 2013  
 Arlington, Pennsylvania, United States



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Address: 39022 East Orchard Road, VA 20133  
 Phone: 800-336-7462  
[Website](#)

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### Chesterfield Berry Farm Market

20800 Hull Street Road Monteville, VA 23120, U.S.  
(804) 739-2442  
[chesterfieldberryfarm.com](http://chesterfieldberryfarm.com)

Farm

✎ ⚙ 📷

About Photos

#### Contact Information

📍 20800 Hull Street Road Monteville, VA 23120, United States  
804.739.2442

#### Review Summary

[Write a review](#)

[illegible]

## 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**

### Mayberry Don'ts

- **Don't Throw Rocks**
- **Don't Lie**
- **Don't Push Pickles**

## 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**





## Resources

Fann, J. (accessed 2015). Finding the way back to Mayberry. Retrieved from <http://www.barneyfife.com>

National Restaurant Association. (2015). 2015 culinary forecast. Retrieved from <http://www.restaurant.org/News-Research/Research/What-s-Hot>

Rabin, J. (2011). Farmer agritourism resources: hospitality training. Retrieved from: <http://sustainable-farming.rutgers.edu/agritourism-resources-hospitality-training/>

Virginia Tourism Corporation. (2014). FY2013 Profile of Leisure Travel in Virginia. Retrieved from: <http://www.vatc.org/research/travel-data>

Walker, M. (2009). Agritourism: ideas and resources. Retrieved from: <http://pubs.ext.vt.edu/310/310-004/310-004.html>

## 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)