



RESOURCES AVAILABLE FOR WINERIES

Promoting Wine Tourism in Minnesota

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LOCAL AND STATE ORGANIZATIONS PROMOTE TOURISM

Two types of organizations are key to promoting your area as a tourism destination: the city or region's destination marketing organization (DMO) and chamber of commerce. Connecting with these organizations and state-wide resources like Explore Minnesota Tourism (the state tourism marketing agency) are low and no cost ways to attract visitors to your winery. This short guide introduces the various tourism resources in the state and provides some talking points and materials for when you reach out to these organizations. These organizations can help promote your activities and events and draw customers to your winery, but need to be provided with updated information, photos, and event calendars.

Explore Minnesota Tourism

Explore Minnesota Tourism (EMT), the state tourism marketing agency, can promote your winery in various ways:

- Listing your winery—for FREE—on EMT website and in the print magazine
- Providing dynamic content like videos or photos on its website

EMT has five regional managers. Reach out to the the one in your region, and s/he will connect you with your local DMOs and a variety of other resources.

Destination Marketing Organization (DMO)

Travel and tourism stimulate the economy via visitors purchasing hotel nights, goods, services, and participating in fun activities like winery tours and events. A DMO uses local tourism tax revenue to market a city or region as a tourism destination by promoting the variety of attractions, activities, amenities, and recreation opportunities that the destination has to offer. DMOs also obtain grants to fund some marketing efforts. Your local DMO should have a pulse on attractions and happenings in the community, including events at your winery. However, it is important that you communicate regularly with your DMO to ensure information accuracy (e.g., your contact, event dates, etc.) for its website and marketing campaigns.

EXPLORE MINNESOTA REGIONAL OFFICES

TWIN CITIES METRO AREA

Name: Lori Peterson
Phone: 651-757-1876
Email: lori.a.peterson@state.mn.us

NORTHEAST

Name: Beth Helle
Phone: 651-757-1872
Email: beth.helle@state.mn.us

NORTHWEST

Name: David Bergman
Phone: 218-316-3335
Email: David.bergman@state.mn.us

CENTRAL

Name: Nicole Lalum
Phone: 218-316-3330
Email: Nicole.lalum@state.mn.us

SOUTH

Name: Lisa Havelka
Phone: 507-389-2683
Email: lisa.havelka.@state.mn.us

Chamber of Commerce

Across the state, chambers of commerce build business networks with the aim of supporting the community through job growth, community development, partnerships, and often in promoting tourism. In rural Minnesota, the local chamber is often a source for grants or cost-sharing to support infrastructure or marketing. Finding the contact information for your chamber is easy through this website:

<https://www.uschamber.com/co/chambers/minnesota>

University of Minnesota Extension

The Extension Center for Community Vitality and its Tourism Center have many resources to help strengthen rural business like farm wineries and their surrounding communities. Learn more and contact your local extension educator here:

<https://extension.umn.edu/community-development>



WHAT TO HAVE READY WHEN REACHING OUT

- Contact information
 - Website, email, phone number
 - Physical address and way finding
 - Hours of operation
- Event calendar - regular and special
- Services offered (weddings, events, workshops, etc.)
- Photos of your winery and candid shots from events you wish to promote

KEY MESSAGES AND QUESTIONS

Prepare the key messages you want to convey and questions you want to ask before contacting your EMT Regional Manager, local DMO and Chamber of Commerce. These experts have a wealth of knowledge and they will have questions to ask you too.

- Size of winery, year of establishment, capacity, and unique attributes
- List what you have done to drive visitors to the winery's tasting room and events
- What are the fees for your services?
- Are there any grants available to promote my winery or the wineries in my region?
- Who else can I connect you with to support winery tourism?

QUESTIONS OR COMMENTS?

Contact Matt Clark at clark776@umn.edu or visit our website at enology.umn.edu/wine



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