


### Trail Blaze or Not?

You and your potential trail partners must collectively believe:

- The start up will cost you time and money
- The start up will cost all time and money
- You will work hard
- All will work hard
- You will benefit
- All will benefit

**If you are confident in You and All then get started.**



Prepared by Meredith Easley, Easley Winery, 2009



### STEPS TO FORM A TRAIL

FORM  
↓  
STORM  
↓  
CONFORM




Prepared by Meredith Easley, Easley Winery




### Form

- Pick your partners
- Research other trails
- Define your identity
- Develop a goal
- Establish structure  
*(Dues, By-laws, officers, take minutes, etc)*
- Define marketing objectives  
*(events, credibility, etc)*
- Meet monthly  
*(agenda, communicate and create, but don't waste time)*



Prepared by Meredith Easley, Easley Winery




### Storm

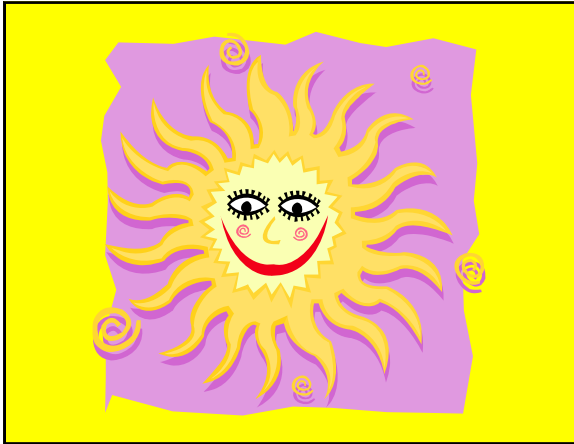
Anticipate and build a structure to weather this phase

- \*Too many Chiefs and not enough Indians
- \*Not equal responsibility or benefits
- \*External factors – weather, construction, etc.
- \*Additional partners want to enter
- \*Poor feedback on partners for trail events
  - \*Liability
  - \*Cost
  - \*Too busy

**This is a natural progression and great improvements can happen.  
Do not let the issues defeat you.**



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### Conform

Accept role of trail relative to all issues that caused the storm

Accept strengths and weakness of trail and work to improve

With time comes experience, and the fear of unknown fades

**The longevity of the trail is only as good as your weakest partner.**

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### Basics- Communication

Collect everyone's contact information and keep handy  
Research other trails and model  
*(SenecaLakeWineTrail, IndyWineTrail.com, AllAboutApples.com,*  
Work with State Tourism, Associations, CVB's, Chamber, etc.

**Who speaks for the trail?**

↓  
Media

↓  
Legislative

↓  
Industry

↓  
?

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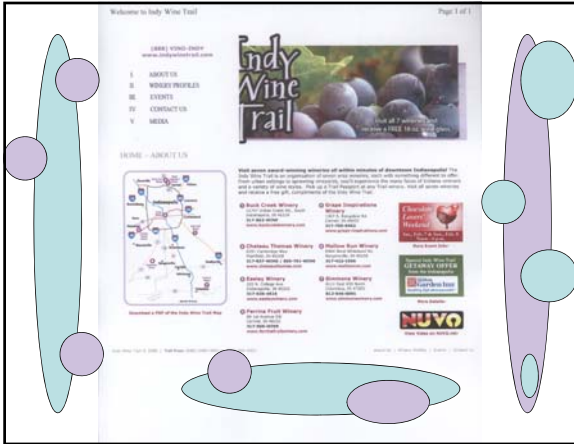




### Marketing- This is the "Why?"

|  |   |
|--|---|
| <p><b>Web Based</b></p> <ul style="list-style-type: none"> <li>•Web Site</li> <li>•E-mails</li> <li>•Blogs</li> </ul> <p><b>Incoming Inquiries</b></p> <ul style="list-style-type: none"> <li>•Toll free number</li> </ul> <p><b>Media Based</b></p> <ul style="list-style-type: none"> <li>•News Release – find the hook and speak collectively</li> <li>•Television, Print, Radio</li> </ul> | <p><b>Advertising</b></p> <ul style="list-style-type: none"> <li>•Spend trail \$ from ticket sales</li> <li>•Brochure/ Rack Card- distribution</li> <li>•Sponsors/ Partners/ Trade</li> <li>•Branding – logo, trail box, glass</li> </ul> <p><b>Events!!!</b></p> |
|--|---|

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### Events

**Indy Wine Trail**

- Picked 5 events to host a year (Feb, May, June, Oct, Dec)
- Glass of wine, food and gift – music?
- Ticketed events (\$20 in advance, \$25 day of)
- Passport concept encourages visitors to visit all wineries, get a stamp to identify their visit and when complete earn a free gift.

**Tips**

- 😊 Develop your event calendar in January for the year
- 😊 Invite the media or strong potential partners- FREE
- 😊 Perceived higher value if offerings are diverse

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**Indy Wine Trail**  
PASSPORT TO FUN!

Visit all 7 wineries and receive a FREE wine related gift.

www.indywinetrail.com  
1-888-846-6463 (Vine Indy)

**Visit all these wineries**

|  |   |
|--|---|
| <b>1. South Creek Winery</b><br>2740 South Creek Road, Mt. Carmel, OH 45238<br>513-833-3333<br>www.southcreekwinery.com<br>Hours: 12pm-5pm | <b>2. Grape Impressions Winery</b><br>10000 Grapevine Lane, Columbus, OH 43240<br>614-291-1100<br>www.grapeimpressions.com<br>Hours: 12pm-5pm |
| <b>3. Chateau Thomas Winery</b><br>10000 Chateau Road, Columbus, OH 43240<br>614-291-1100<br>www.chateauthomas.com<br>Hours: 12pm-5pm      | <b>4. Malibu Box Winery</b><br>10000 Malibu Box Road, Columbus, OH 43240<br>614-291-1100<br>www.malibuboxwinery.com<br>Hours: 12pm-5pm        |
| <b>5. Seneca Lake Winery</b><br>10000 Seneca Lake Road, Columbus, OH 43240<br>614-291-1100<br>www.senecalakewinery.com<br>Hours: 12pm-5pm  | <b>6. Eastern Wine Winery</b><br>10000 Eastern Wine Road, Columbus, OH 43240<br>614-291-1100<br>www.easternwinery.com<br>Hours: 12pm-5pm      |



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### Post Event

**Evaluate**

- Did you reach new customers?
- Are you capturing this information and using it?
- Were you ready for these customers?
- Was the event you offered the event that was advertised? Expectations met?
- Did you sell anything to these new customers?
- Did the event cost you more than you made?

**Tips**

- ☺ Minimize jobs that require your attention. Set-up.
- ☺ Really go for the "wow!" factor. Be memorable.



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### Trail Stories and Questions

**Success:** Seneca Lake – careful what you wish for...

**Education:** Eastern Wine Conference, Ohio Wine Growers Conference, web

**Other Indiana Wine Trails:** co- exist, but how are we viewed by visitors.

**Michigan Wine Trails:** Cherry pick the best ideas: not as easy as it seems

**Indy Wine Trail:** 7 Indianapolis Area Wineries, started with four, failed and tried again 3 years later with 7. Columbus to Carmel.

- \* 200-300 attendance for each trail event- 80% buy something

Additional staff needed for trail events  
 You can not be over prepared for these events.  
 Bad weather days are saved if folks have bought a ticket, they are coming to see you.



**Thank You!**