



**WINE MARKETING  
& TOURISM CONFERENCE**

**Zephyr Conferences  
Wine Marketing & Tourism Conference**

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“The hotel [Valley River Inn] was fabulous to work with! Great staff. I also enjoyed the coordination from Travel Lane County [Eugene, Cascades & Coast] for Wednesday night’s wine crawl. It went smoothly, rated well with our attendees, and was a lot of fun!” -Sara M. Pletcher, Conference Operations Manager, Zephyr Conferences

**About the Group:** The Wine Marketing & Tourism Conference is designed to give industry decision makers concrete, actionable information to help enhance marketing skills and develop a progressive tourism position. They bring in top speakers who arm attendees with the knowledge needed to return and do great things at their own businesses. Attendees learn effective marketing strategies to get visitors in the door (wine tourism), purchasing from their website, and joining their wine club.

**Market:** Corporate

**Number of Room Nights:** ~200

**Event Type:** National

**Number of Room Nights:** 1,163 (237 peak)

**Host Hotel/Venue:** Valley River Inn

**Event Venues:** Valley River Inn, Sweet Cheeks Winery, Sweet Cheeks on 5th, Ninkasi Brewing, 5th Street Public Market, Capitello Wines, Oregon Wine LAB, Civic Winery, J. Scott Cellars, Bennett Vineyards, Provisions Market Hall

**Assistance Provided/Activities:**

- Four staff members from Eugene, Cascades & Coast served as the local organizing committee (LOC)
- The LOC partnered with the Willamette Valley Wineries Association to plan and coordinate all aspects of the conference
- Collaborated with the Oregon Wine Board to plan and execute the wine media pre-FAM tour to multiple local wineries
- Planned and arranged all conference transportation through local service providers
- Posted digital signage at the airport to welcome arriving attendees
- Coordinated with 5th Street Public Market for the opening reception
- Produced an attendee Passport program and map for touring all the downtown urban wineries
- Offered the Show Your Badge program that provided discounts for attendees at local businesses, restaurants, and urban wineries
- Assisted with inviting and coordinating local experts to speak on a variety of subjects in the wine industry as workshop leaders and panelists
- Hosted a dinner at Sweet Cheeks Winery in the rural countryside just south of Eugene
- Hosted a dinner at Ninkasi Brewing in the urban, eclectic Whiteaker neighborhood in Eugene
- Provided a staffed visitor information table during conference hours

