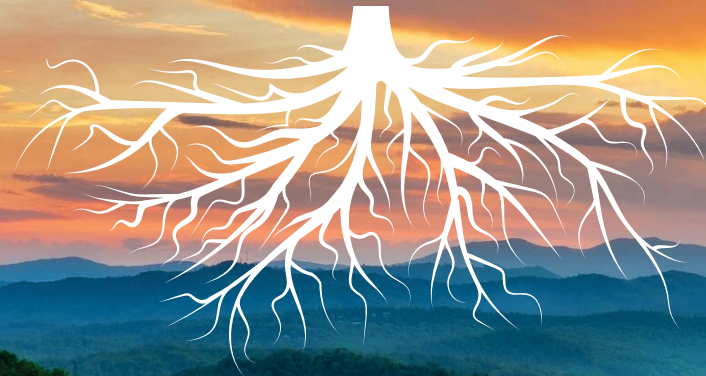


AGRITOURISM



Rooted in the GBV



Northeast
Sustainable Agriculture
Research and Education



What else are strawberries good for?



**Strawberries are WONDERFUL
teeth whiteners due to the citric
acid contained in the fruit!**

Research Methods and Insights

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Primary Research:

- Survey
- Content Analysis
- Interviews

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Secondary Research:

- DEI and Agritourism Campaigns
- Influencer Strategies
- History of West Virginia

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Primary Research:

- Survey
- Content Analysis
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Secondary Research:

- DEI and Agritourism Campaigns
- Influencer Strategies
- History of West Virginia

Key Insights:

Events, social media, influencers, and researched aspects can lead to increased promotion of agritourism.

Familiar Faces



Alexis Wilson
24, Teacher
Morgantown, WV

Loves learning about new cultures and enjoys being outside.



Rachel Davis
30, Mother
Parkersburg, WV

Caregiver and planner, wants to do family friendly activities.



Robert Anderson
67, Retired
Lewisburg, WV

Hands on, wanting to experience a peaceful retirement.



Working to...

EXPOSE businesses in the GBV

Educate the public through **EXPERIENCE**

ENGAGE on social media



Goals of the campaign...

Media Tour

Expose

Farm Crawl

Experience

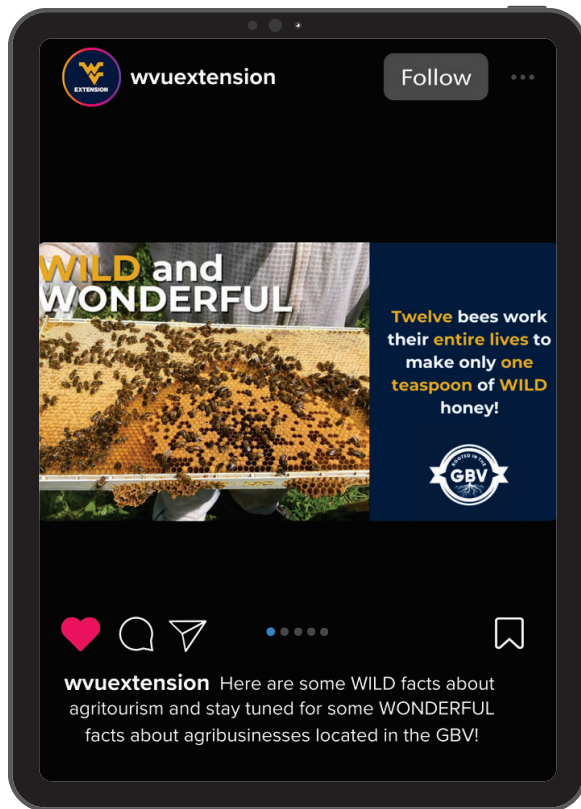
Social Media

Engage

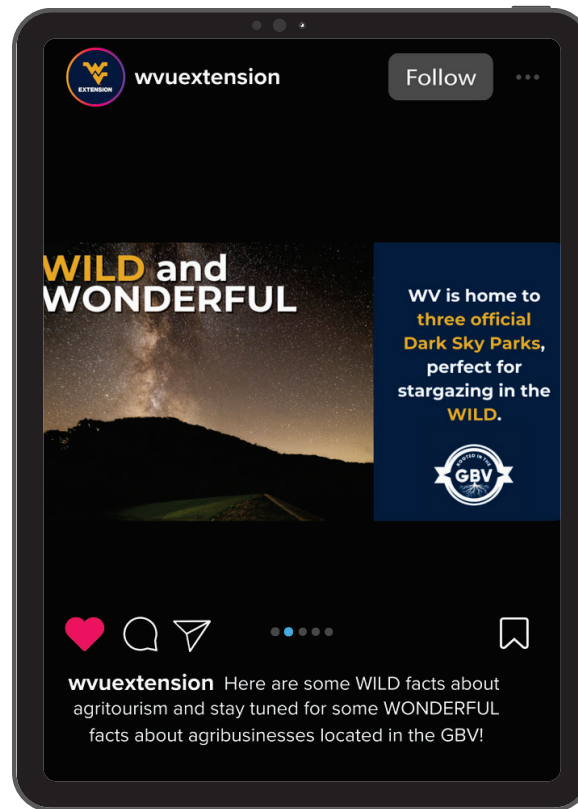
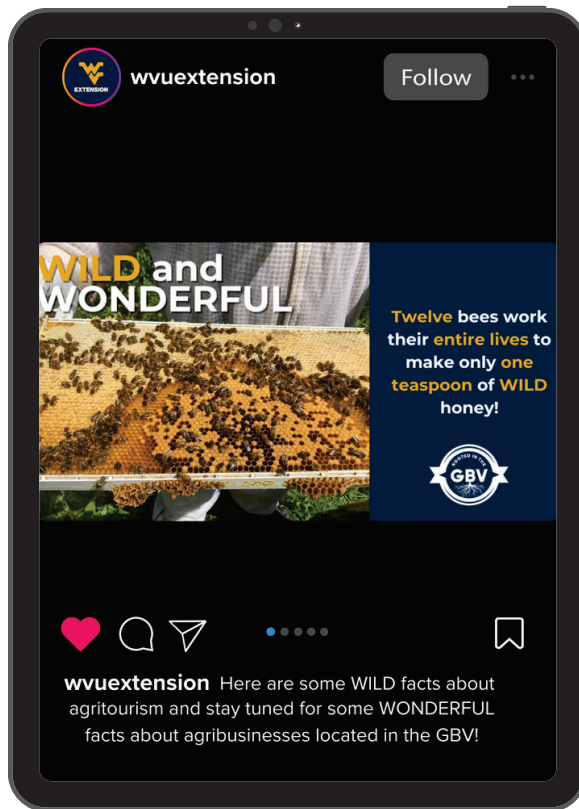
The team seeks to promote and increase awareness of agritourism in the Greenbrier Valley.

Digital Media

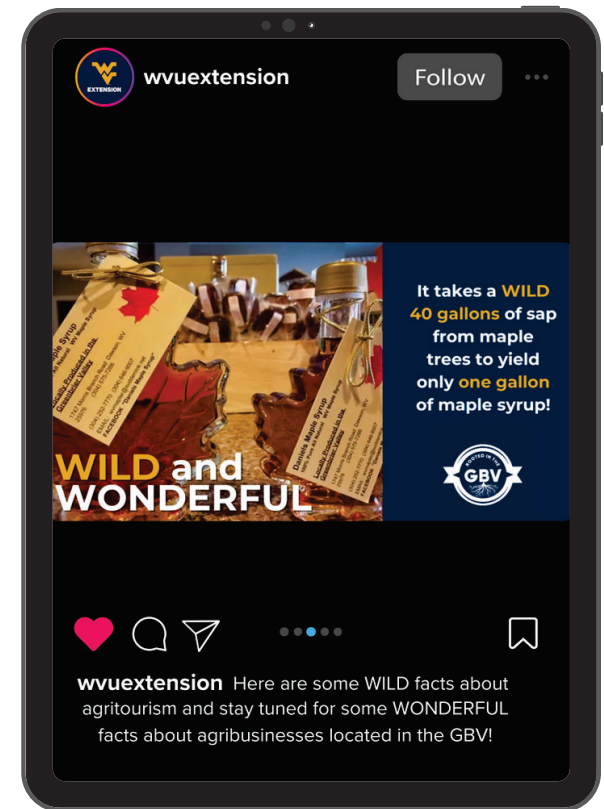
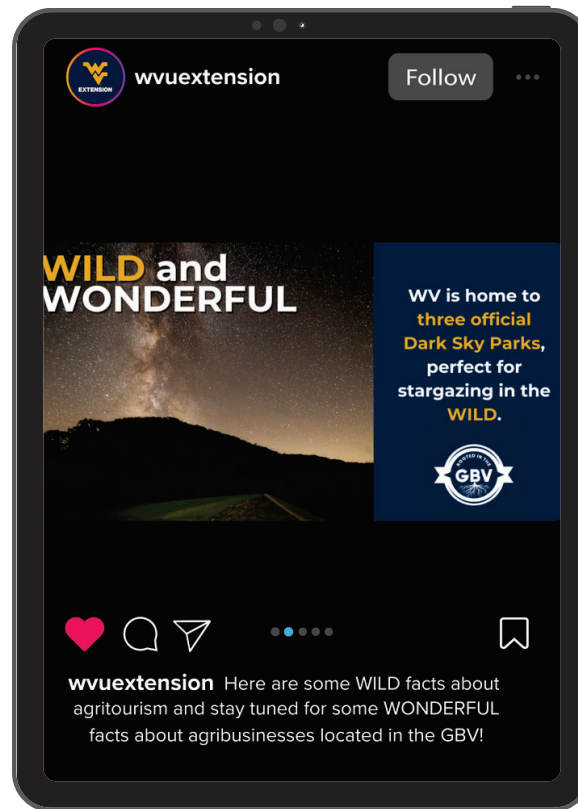
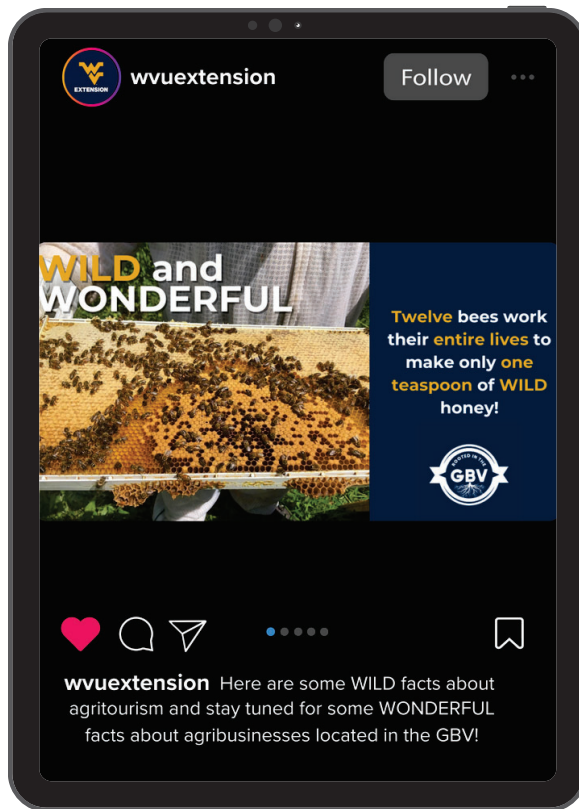
Digital Media



Digital Media

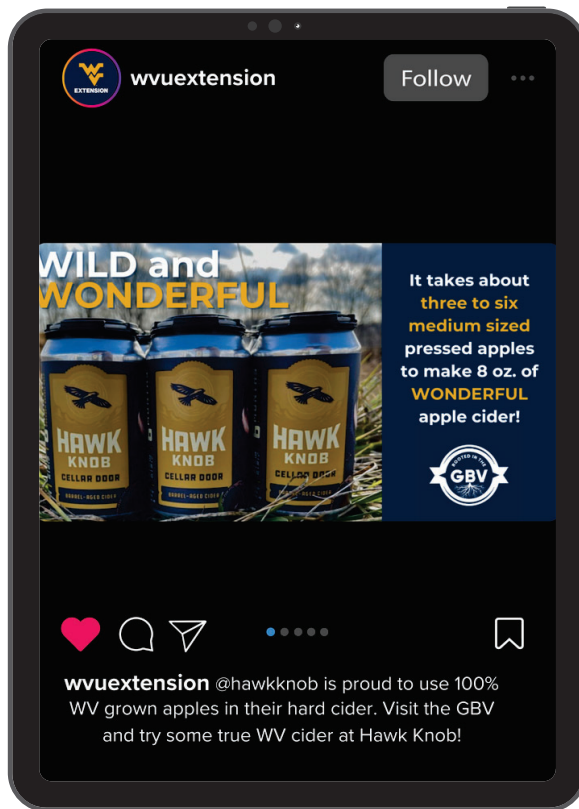


Digital Media

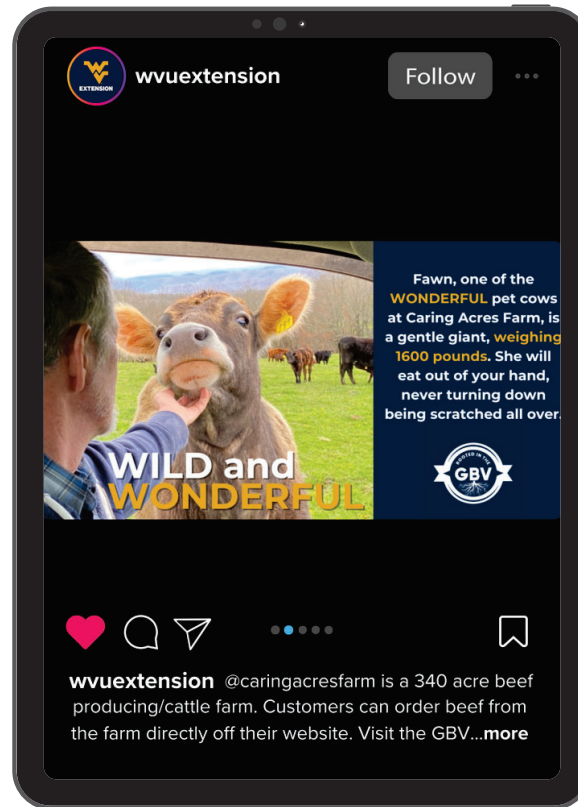
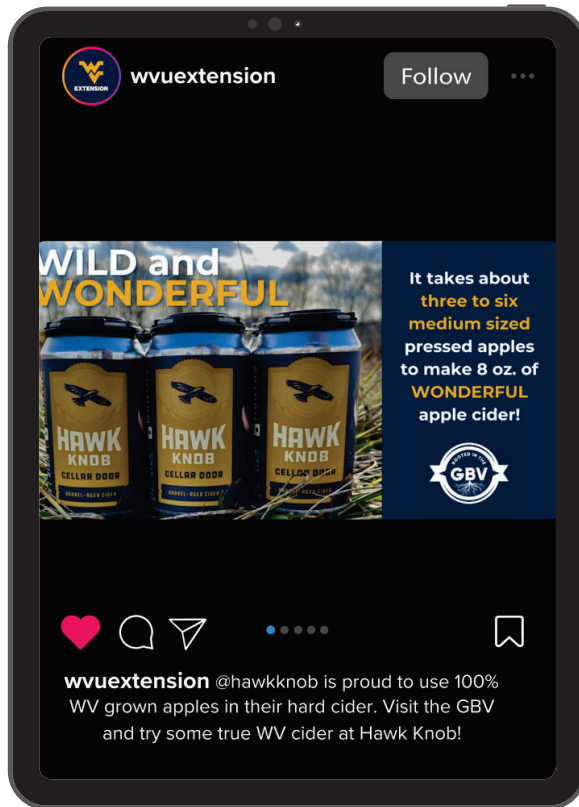


Digital Media

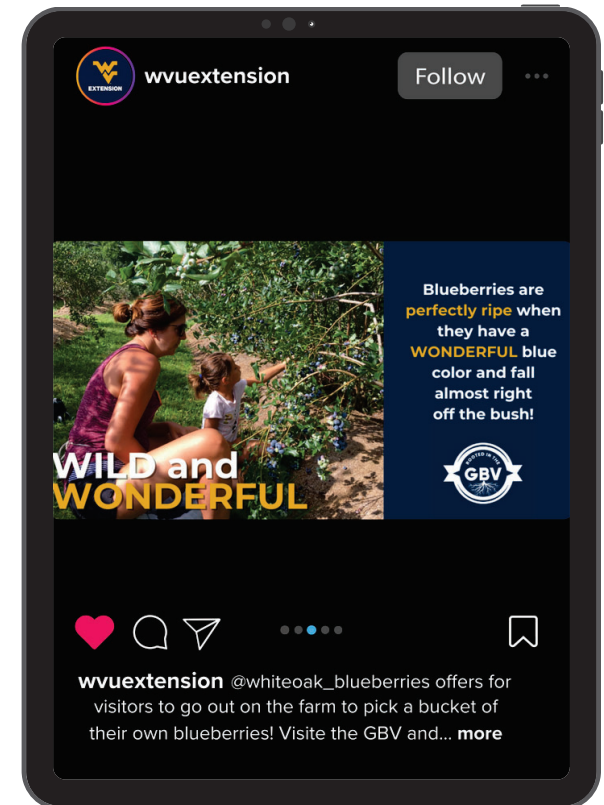
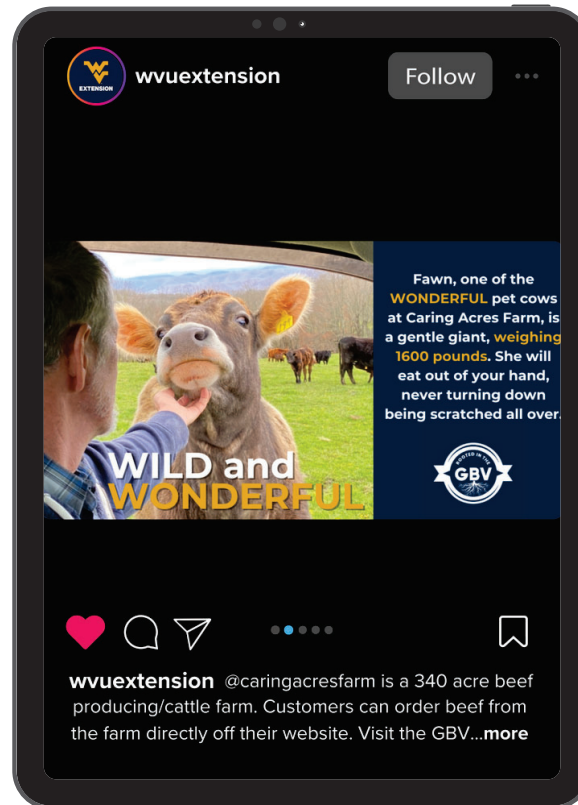
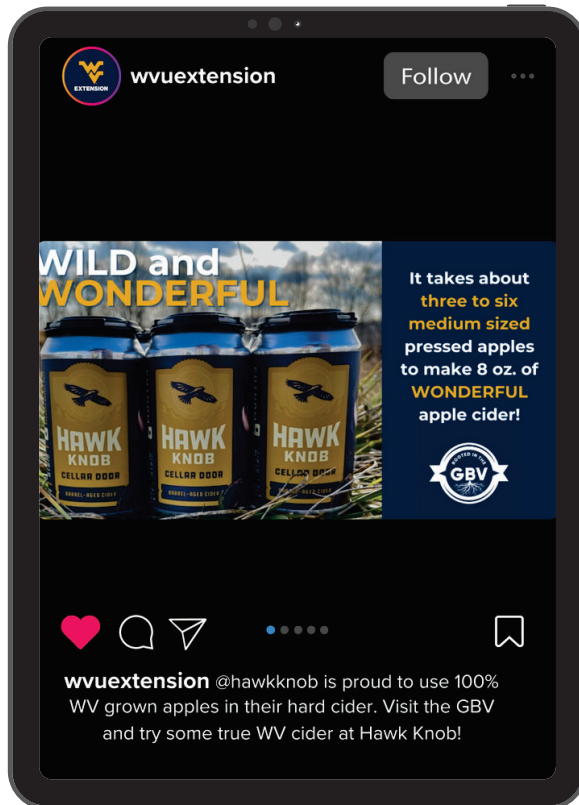
Digital Media



Digital Media



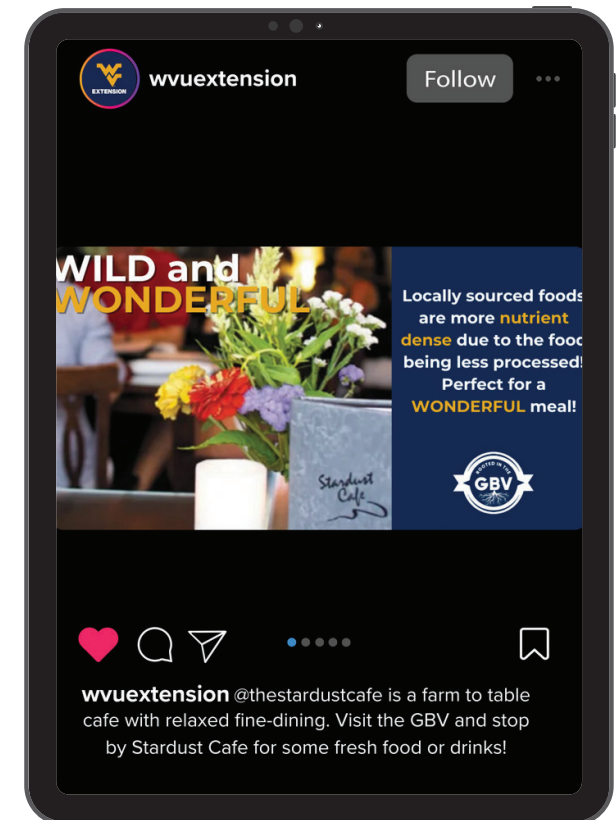
Digital Media



Digital Media

Single-Post Content Calendar

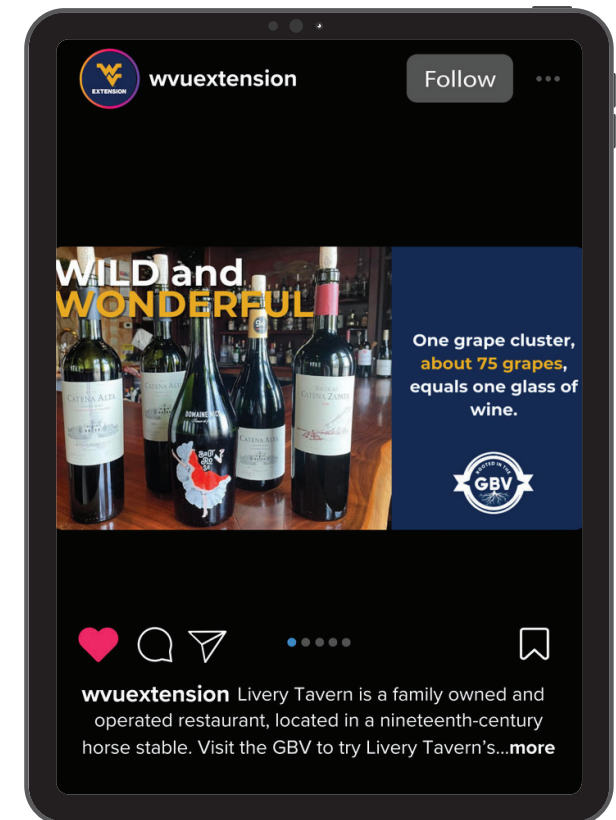
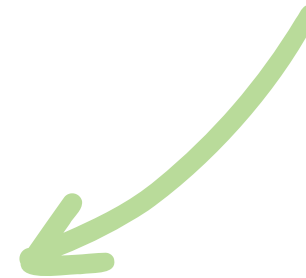
May						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Digital Media

Single-Post Content Calendar

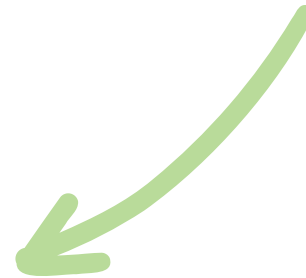
June						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						



Digital Media

Alternative Content Calendar

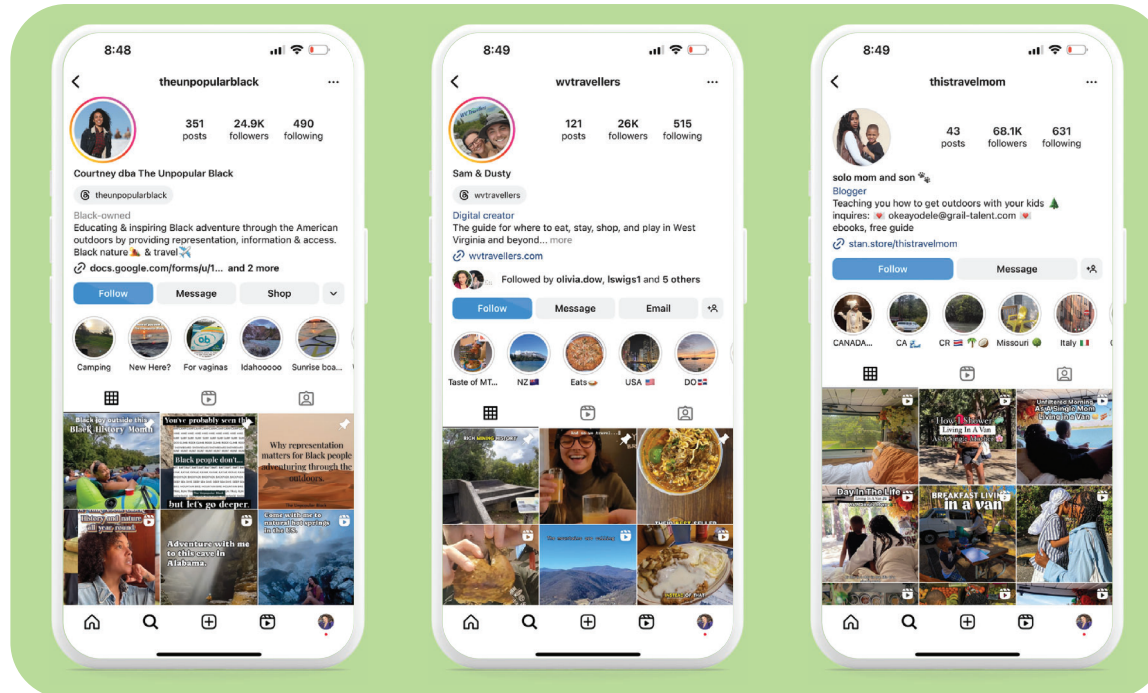
June						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						



Influencer Relations

3

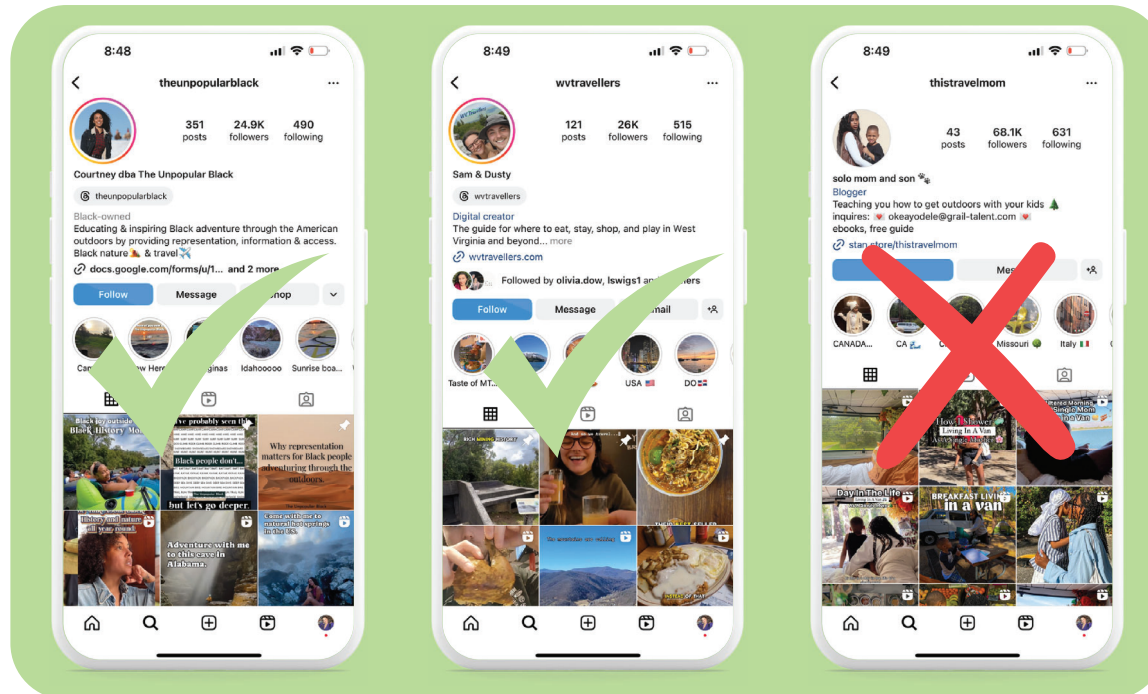
INFLUENCERS



Influencer Relations

2

RESPONSES

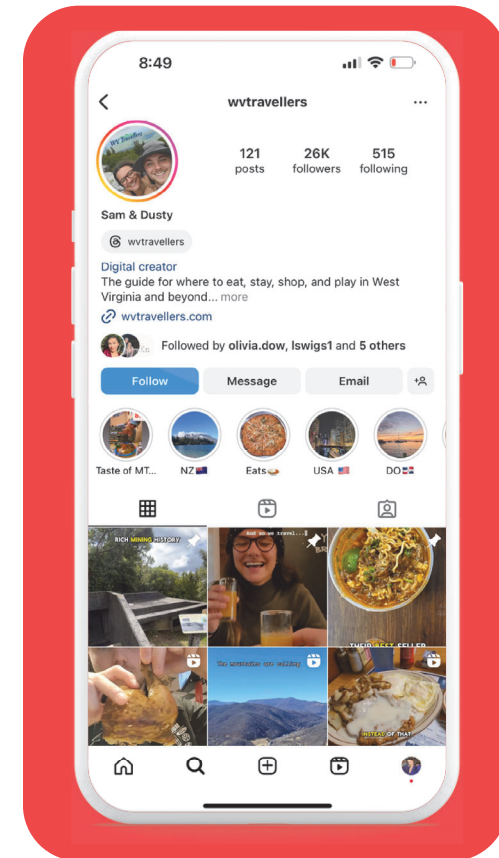


Influencer Relations

Sam & Dusty

- June 27-29
- **Signed contract**
- Attending Farm Crawl

- 34.1K followers
- Primarily Instagram
- Couple travel blog
- Travels all around WV

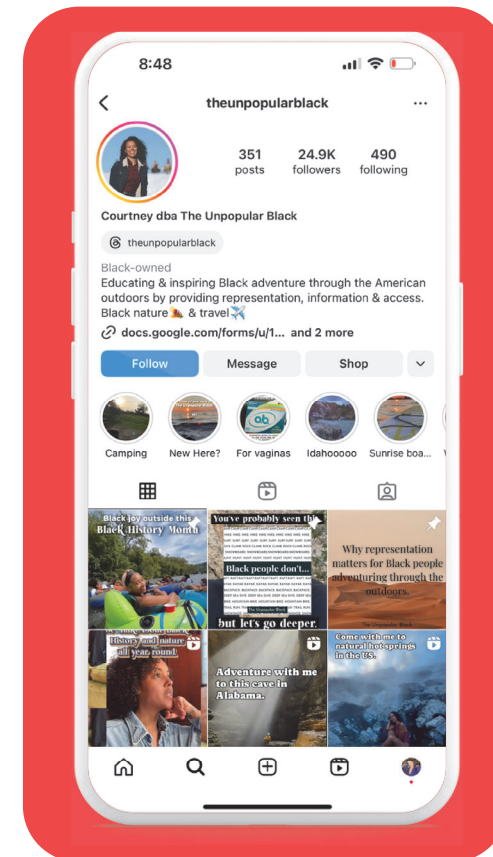


Influencer Relations



- June 9 - June 11 (pending)
- **Meeting today, April 24**

- 25.6K followers
- Primarily Instagram
- Educating and inspiring Black adventure



Influencer Relations



Weekend Itinerary

Destination: Greenbrier Valley	Duration: 2 days
Arrival: June 27	Departure: June 29

Accommodation: WV Glamping Domes

Address: 669 Rookstool Rd, Alderson, WV 24910

Day 1

Time	Activity
10:00 a.m.	Breakfast at Stardust Cafe
12:00 p.m.	Visit Swift Level Farm and Swift Level Fine Meats
2:00 p.m.	Tour and Tasting at Hawk Knob Appalachian Hard Cider
4:00 p.m.	Explore Sunshine Farm & Gardens
6:00 p.m.	Dinner at The Livery Tavern
Overnight	Stay at WV Glamping Domes

Day 2

Time	Activity
8:00 a.m.	Breakfast at WV Glamping Domes
12:00 p.m.	Caring Acres Farm
1:00 p.m.	Tour and Tasting at Smooth Ambler Spirits Co
3:00 p.m.	Relaxation at POMONA Salt Cave and Spa
6:00 p.m.	Greenbrier Valley Brewing Company
Overnight	Stay at WV Glamping Domes

Day 3

Time	Activity
8:00 am	Head home!
12:00 nn	
1:00 pm	
3:00 pm	
7:00 pm	
10:00 pm	

Influencer Relations

Deliverables

- ✓ Visit Recap Reel
- ✓ Blog post
- ✓ Story post at each location
- ✓ Two carousel posts
- ✓ Farm Crawl Reel (Sam & Dusty)



Media Tour Recap

- ✓ Secured Media Coverage from The West Virginia Daily News and WVNS-TV
- ✓ Visited, interviewed & filmed at 5 agribusinesses



Media Tour



Our first story was published from WVNS-TV.



Our second story was published from The West Virginia Daily News.



A Day Out with WVU Extension Students of The Martin Hall Agency

GREENBRIER COUNTY W.Va. (WVDN) – Local media personnel were invited for a field trip by two WVU students, Emma Scott and Emma Jagiello.



MEDIA TOUR ITINERARY

April 10 @ 10 a.m.

Starting Point:

Greenbrier Valley CVB
905 Washington Street W
Lewisburg, WV 24901

**1. GREENBRIER VALLEY
BREWING CO.**

🕒 10:20 - 11:10 AM
📍 862 Industrial Park Rd A,
Maxwelton, WV 24957

2. SMOOTH AMBLER SPIRITS

🕒 11:15 - 11:45 AM
📍 745 Industrial Park Rd,
Maxwelton, WV 24957

3. STARDUST CAFE

🕒 12 - 12:40 PM
📍 1023 Washington St East,
Lewisburg, WV 24901

**4. HAWK KNOB APPALACHIAN
HARD CIDER**

🕒 12:50 - 1:20 PM
📍 2245 Blue Sulphur Pike,
Lewisburg, WV 24901

5. CARING ACRES FARM, LLC

🕒 1:30 - 2:10 PM
📍 1103 Sky King Dr,
Lewisburg, WV 24901

6. WV GLAMPING DOMES

🕒 2:30 - 3:10 PM
📍 669 Rookstool Rd,
Alderson, WV

7. SUNSET BERRY FARM

🕒 4:30 - 5:10 PM
📍 791 Sunset School,
Alderson, WV 24910

8. THE LIVERY TAVERN

🕒 6:30 - 7:10 PM
📍 1134 E Washington St,
Lewisburg, WV 24901



DID YOU KNOW?

MEDIA TOUR FACT SHEET



GREENBRIER VALLEY BREWING CO.



Greenbrier Brewing Company crafts its beer inspired by mythical creatures. Their latest new brew is named Zonas Revenge, inspired by the "Greenbrier Ghost" who haunts the Greenbrier Valley.

SMOOTH AMBLER SPITIRS



Smooth Ambler Spirits started their business literally from the ground up. Their true passion for creating authentic whiskey inspired them to start from scratch in the hills of West Virginia.

STARDUST CAFE



Stardust Cafe makes it their priority to "Show the Love to our Planet and each other." They recycle, use biodegradable take-out containers, biodegradable cleaners as well as recycled paper towels, and get their food from sustainable resources and locally.

HAWK KNOB APPALACHIAN HARD CIDER



Did you know that all of their flagship ciders have been internationally awarded? These flagship ciders series are made using West Virginia-grown heritage apples and generational knowledge to craft the true taste of tradition.

CARING ACRES FARM



Caring Acres Farm provides free range, growth hormone free, born and raised high-quality beef to its consumers. As well as locally harvested firewood, events such as farmers' markets, farm challenges, and their picturesque farm for people to book for their personal events.

WV GLAMPING DOMES



WV Glamping Domes is situated on 65 acres of land with "mythic" dragon stone fossils or separation nodules in its streams, as well as a family of river otters!

SUNSET BERRY FARM



Sunset Berry Farm offers a wide range of engaging activities including picking strawberries and peaches, picking beautiful sunflowers out of their field, outdoor games and rides, West Virginia's largest jump pad, and of course snacks and souvenirs.

LIVERY TAVERN



Did you know that the Livery Tavern was once a nineteenth century horse stable? Since then, it's been a booming family owned business run by the Leech family.

SWIFT LEVEL FINE MEATS



Did you know that Swift Level Fine Meats was voted the best butcher shop in West Virginia?

WHITE OAK FARM



White Oak Farm does not only offer blueberry picking, they also offer farm raised food including cow milk, cow beef, chicken eggs, etc.

SUNSHINE FARM AND GARDENS



Sunshine Farm and Gardens managed to amass a diverse collection of well over 10,000 different, hardy to zone 5 perennials, bulbs, trees and shrubs from every corner of the Earth on our 60-acre mountain top at 3000 feet in beautiful Greenbrier County WV.

Farm Crawl

Crawl the GBV!

Cost:

Adults \$10 | Seniors \$8

Children (under 12) Free

Day-of tickets are \$15

- Check-In at Greenbrier Valley Convention and Visitors Bureau
- Self-guided tour where you can pick your own adventure

Date

June 29

Time

10 a.m.

Hawk Knob Appalachian Cider

Sunset Berry Farms

Swift Level, Fine Meats

White Oak Farm

Sunshine Farm & Gardens

Smooth Ambler Spirits & Co.

Caring Acres Farm

Stardust Cafe

The Livery Tavern

WV Glamping Domes

Greenbrier Valley Brewing Company

Farm Crawl

Info Session Recap

- ✓ Hawk Knob Appalachian Hard Cider
- ✓ Presentation and meet & greet
- ✓ Signage and merchandise handout



Signage & Merchandise

Participating Businesses



Event Attendees



BUDGET

Media Tour

Van= **\$73.23**

Total = \$73.23

Farm Crawl

Signage = **\$384.35**
Merchandise = **\$1,126.61**
Info Session = **\$1,200.00**
Taxes/Fees = **\$212.95**

Total = \$2,923.91

Influencers

Gift Items = **\$300.00**
Travel = **\$150.00**

Total = \$450.00

Total = \$3,447.14

