

Making the connections – Adding agritourism to the visitor’s itinerary

Mandy Vance

Sierra Nevada Conservancy

(209) [742-0482](tel:742-0482) / mvance@sierranevada.ca.gov

- Be creative and authentic; find your niche market and promote it in the right places
- Reach out and get your agritourism asset viewed and known by as many as possible
 - Post content, businesses and events on a wide variety of websites (google agritourism!)
 - www.calagtour.org
 - www.visitcalifornia.com
 - www.californiadaytrips.com
 - www.sierranevadageotourism.org
 - Make videos and post them on your own youtube channel
 - Create a Facebook page for your event or business
 - Use a variety of networking channels
 - Winegrowers
 - chambers of commerce
 - local visitor and convention bureaus
 - nominate now for the Southern Sierra Nevada geotourism project
 - www.SierraNevadaGeotourism.org
 - Contacts:
 - Sierra Business Council
Nicole DeJonghe
ndejonghe@sbcouncil.org
(530) 582-4800
 - Sierra Nevada Conservancy
Bob Kingman
bkingman@sierranevada.ca.gov
(530) 823-4678

