



Delaware
Endless Discoveries™

VisitDelaware.com

BRANDING, BUSINESS & BREWS

GROWING A CRAFT BEER DESTINATION

GROWTH OF CRAFT BEER INDUSTRY

- **US Beer Sales**
 - Overall Industry: No Change in 2016
 - Craft Beer: Up 6.2% in 2016
- **Regional Brewery Production**
 - 18 million barrels in 2016
 - Increase of 400% since 2004
- **New Craft Breweries**
 - 5,234 brewpubs, microbreweries and regional breweries in 2016
 - Increase of 900% since 1994



CRAFT BEER ECONOMIC IMPACT



2014 National Stats

- \$55.7 billion industry
- 424,000 jobs

STATE BY STATE ECONOMIC IMPACT



Delaware

- **Per Capita Impact: \$389**
- **Gallons per 21+ Adult: 11.1**

STATE BY STATE ECONOMIC IMPACT



Maryland

- **Per Capita Impact: \$151**
- **Gallons per 21+ Adult: 2**

STATE BY STATE ECONOMIC IMPACT

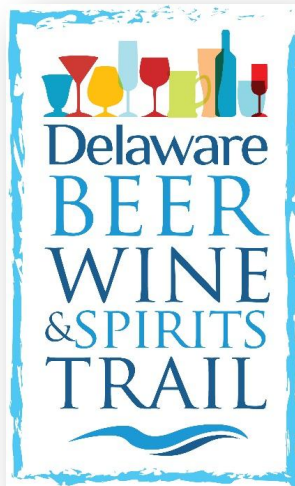


Virginia

- **Per Capita Impact: \$173**
- **Gallons per 21+ Adult: 1.3**

TOURISM IMPACT ON BREWERIES

- **Dogfish Head**
- **More than 1,000 visitors per week**
 - Each visitor drives to destination and looks for additional experiences

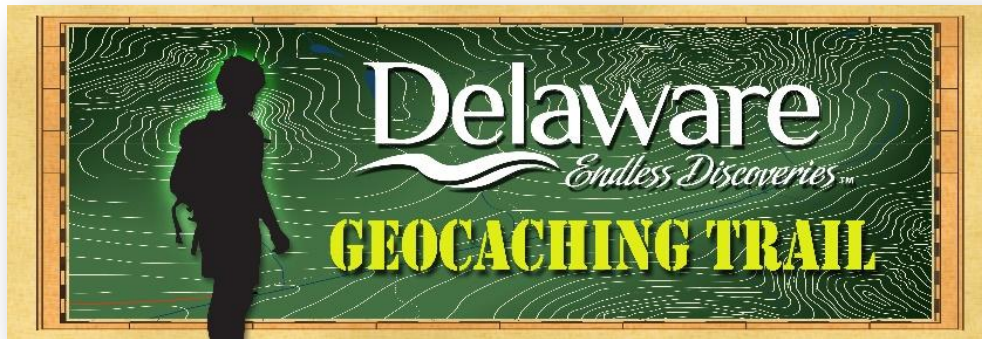


- **Beer, Wine & Spirits Trail**
 - 7,000 downloads since 2009

PUTTING THE PIECES TOGETHER

How the trail started

- Trend of craft beer as destination was growing
- After successful launch of Geocaching Trail
- DTO met with potential trail locations



How the trail began...

2010:

1. Industry assessment
2. Development of committee
3. Coordination of partners, creation of marketing materials, website, etc.
4. Implementation and launch
5. Analysis/monitor trail completions



How the trail works...

1. Travelers go to VisitDelaware.com/bwst
2. Download passport and select locations to visit
3. Visit each location and record the code on the trail sign or cling
4. Send completed passport to DTO to receive a prize

Experience a soul-quenching adventure on Delaware's Beer, Wine & Spirits Trail

Here's how to start your journey of tasteful (and tasty) discoveries on the Delaware Beer, Wine & Spirits Trail:

First, look over the list of 17 Delaware breweries, wineries, and distilleries, and pick your flavor of fun. You can print out our official passport to track your progress through the trail – be sure to record the location code printed on the Delaware Beer, Wine & Spirits Trail sign at each stop.

Participants who visit eight locations over time will get a limited edition beer mug or wine glass – simply mail, scan or fax your completed passport to the Delaware Tourism Office, and expect to receive your prize in 2-to-3 weeks.



Delaware Tourism Office
Attr: Beer, Wine & Spirit Trail
99 Kings Highway, Dover, DE 19901
VisitDelaware@state.de.us
(866) 284-7483

Name _____
Address _____
City _____ State _____ ZIP _____
Email _____ Phone _____

VisitDelaware.com/bwst

- 1. Twin Lakes Brewing Company – Greenville, DE
- 2. Iron Hill Brewery & Restaurant – Wilmington, DE
- 3. Argilla Brewing Co. @ Pietro's Pizza – Newark, DE
- 4. Iron Hill Brewery & Restaurant – Newark, DE
- 5. Stewart's Brewing Company – Bear, DE
- 6. Painted Stave Distilling – Smyrna, DE
- 7. Fordham & Dominion Brewing Co. – Dover, DE
- 8. Harvest Ridge Winery – Maryland, DE
- 9. Pizzadilli Vineyard & Winery – Felton, DE
- 10. Mispillion River Brewing Co. – Milford, DE
- 11. Dogfish Head Craft Brewery – Milton, DE
- 12. Nassau Valley Vineyards – Lewes, DE
- 13. Delaware Distilling Company – Rehoboth Beach, DE
- 14. Dogfish Head Brewings & Eats – Rehoboth Beach, DE
- 15. 16 Mile Brewing Company – Georgetown, DE
- 16. Fenwick Wine Cellars – West Fenwick, DE
- 17. 3rd Wave Brewing Co. – Delmar, DE

	CODE	LOCATION	DATE
1			
2			
3			
4			
5			
6			
7			
8			



Select your prize.

How the trail is publicized...

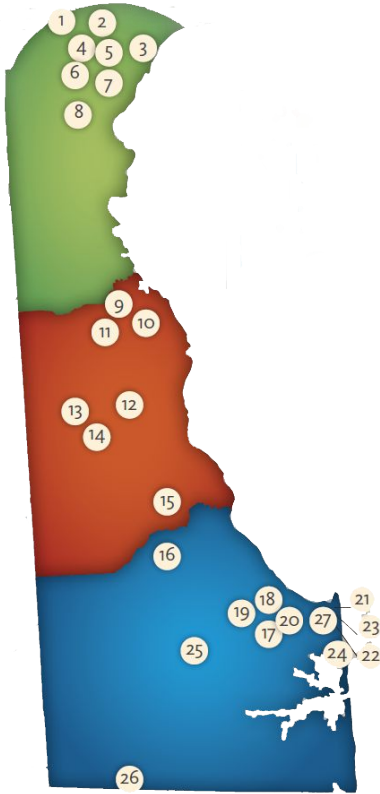
- Traditional PR
 - Over \$300,000 in Earned Media



- Marketing materials
 - Coaster, rack cards, etc. at all locations
- Digital Marketing
- Trade Shows

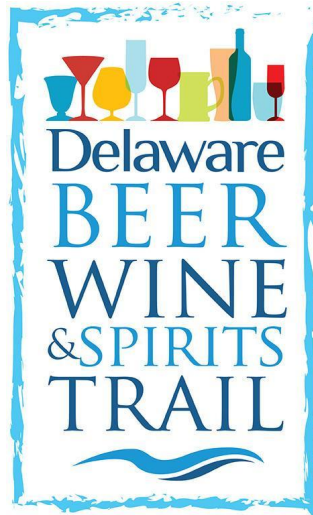


TOURISM IMPACT ON BREWERIES



Tracking locations – Top visited locations

- Dogfish Head Brewery (Milton)
- 16 Mile Brewing Company (Georgetown)
- Nassau Valley Vineyards (Lewes)
- Fordham & Dominion Brewing Company (Dover)
- Stewart's Brewing Company (Bear)
- Iron Hill Brewery and Restaurant (Wilmington/Newark)
- Pizzadili Vineyard & Winery (Felton)
- Salt Vines Vineyard & Winery (Frankford)



TRAIL EXPANSION

What the consumer wants

- **Leveraging craft beer experts**
 - Adding DTO's tourism marketing experience
 - Listening to the consumers
 - Adjusting the brand
 - Authentic experiences
- **Working together with not just brewers but vinters, distillers, etc.**
- **Frequently adding to trail with new openings**
 - 12 sites to start, now 27 sites
- **Mobile devices**
 - Increased social media
 - Responsive design website

TRAIL EXPANSION



Application Launch

- Delaware on Tap
- Mobile completion of the trail
- Info sent into DTO's CRM
- Launching next month

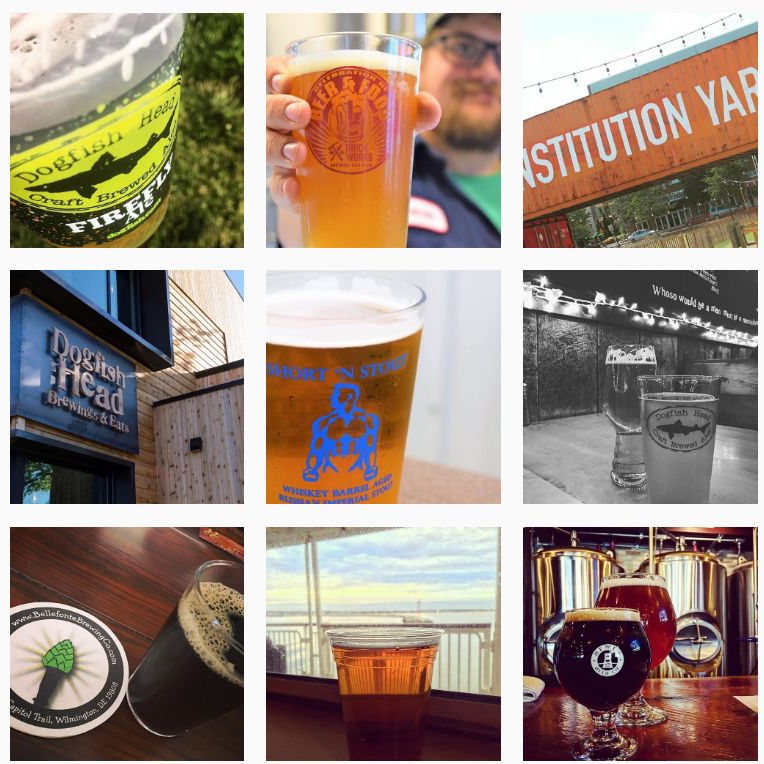
BREWERS AND DMOS WORKING TOGETHER

- Take advantage of travel trends
 - Millennials (What does destination say)
 - Authentic experiences
- Look for areas of partnership
 - Bring together brewery, hotels, restaurants, accommodations & transportation
 - Make it easy for the traveler
 - Connect beer sales reps with tourism as well
 - If a bar has your beer on tap, how can the bar also promote visitation to the brewery



Begin your journey at VisitDelaware.com

BREWERS AND DMOS WORKING TOGETHER



- **DMO expertise**
 - Site visits to the brewery to provide ideas from a tourism perspective
- **Constant communication**
 - Share information about events, deals, packages, etc.
 - Being brand ambassadors
 - Communication leads to more economic impact
- **Regional economic impact**
 - Vintage Atlantic Wine Region, Virginia Wine Region
 - Capture traveler while in-market

Thank you!