

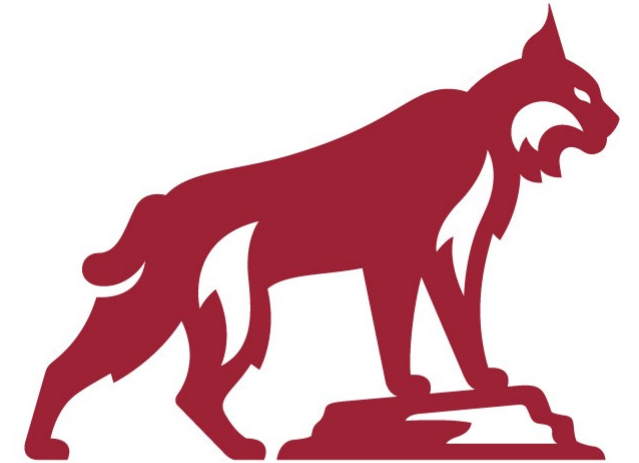
Roberta **Garibaldi**
WINE • FOOD • TOURISM



Trends and Innovations in Gastronomy Tourism: Insights from Rural Areas and Implications for Agritourism

Webinar
4 September 2025

12.00-13.00 EDT
18.00-19.00 CEST



California State
University **Chico**

Matthew Stone
Dept. of Marketing
mjstone@csuchico.edu

- 
- 1 The Tourist
2 Strategy & Story
3 Ideas & Inspirations

Where I'm coming from

**When choosing a destination, how important is food & drink (or food & drink related activities)?
(from 1-10)**

68% of U.S. travelers rate 8+
85% of U.S. international travelers rate 8+

US data, 2023; International data, 2024



**NJUT AV
SVERIGE**

Produkter från svenska bönder

4807



THE TOURIST

Travelers understand the importance

Eating local food contributes to conservation of the environment and natural resources

78%

Eating local food allows me to contribute to maintaining the agricultural landscape

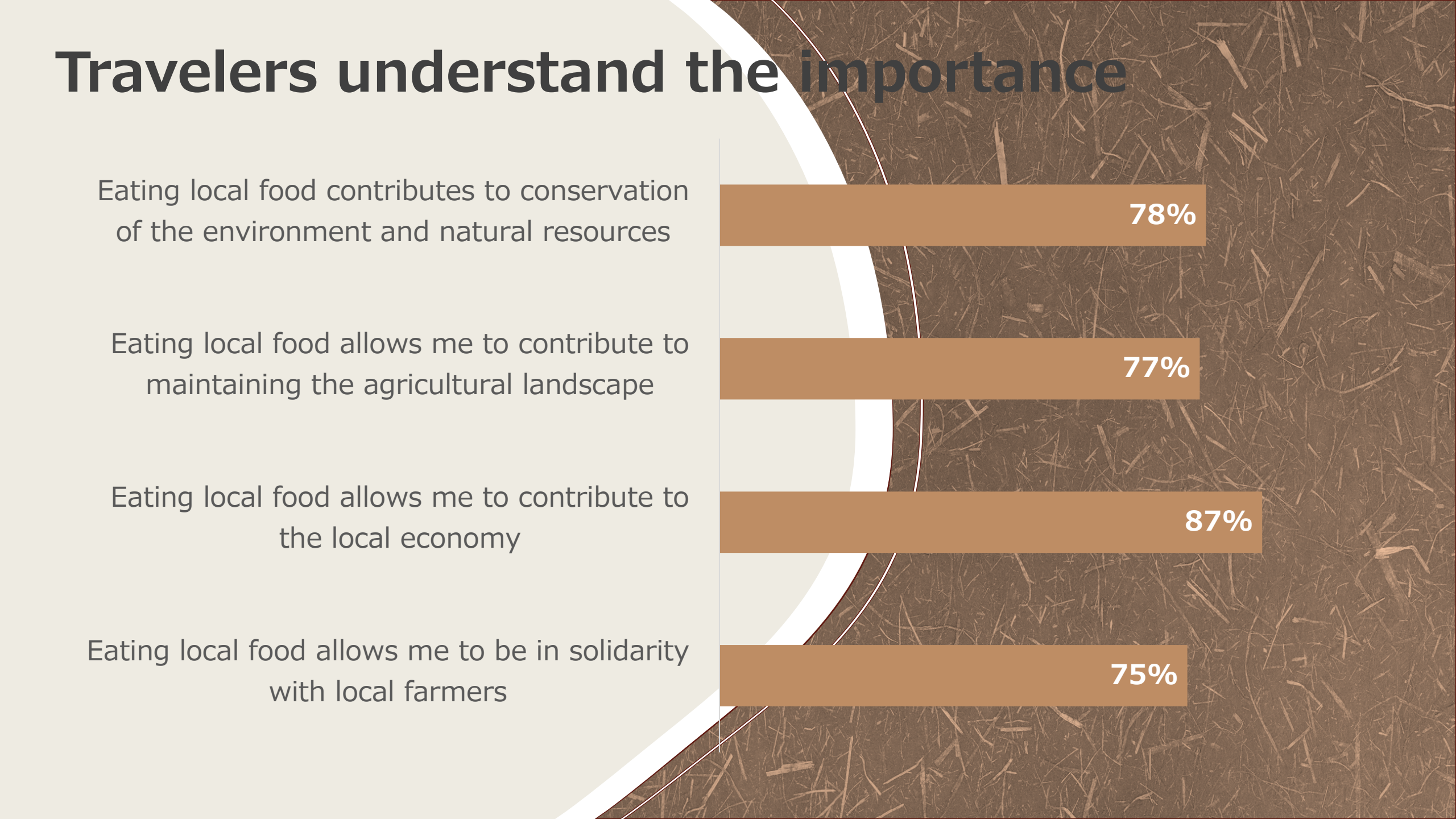
77%

Eating local food allows me to contribute to the local economy

87%

Eating local food allows me to be in solidarity with local farmers

75%





Tourism isn't perfect

Continual marketing

Many different reasons for visiting

We can't meet the needs of everyone

Tourists consume quickly



VFR

Visiting Friends & Relatives
Do locals know you?
Have they had a great
experience?

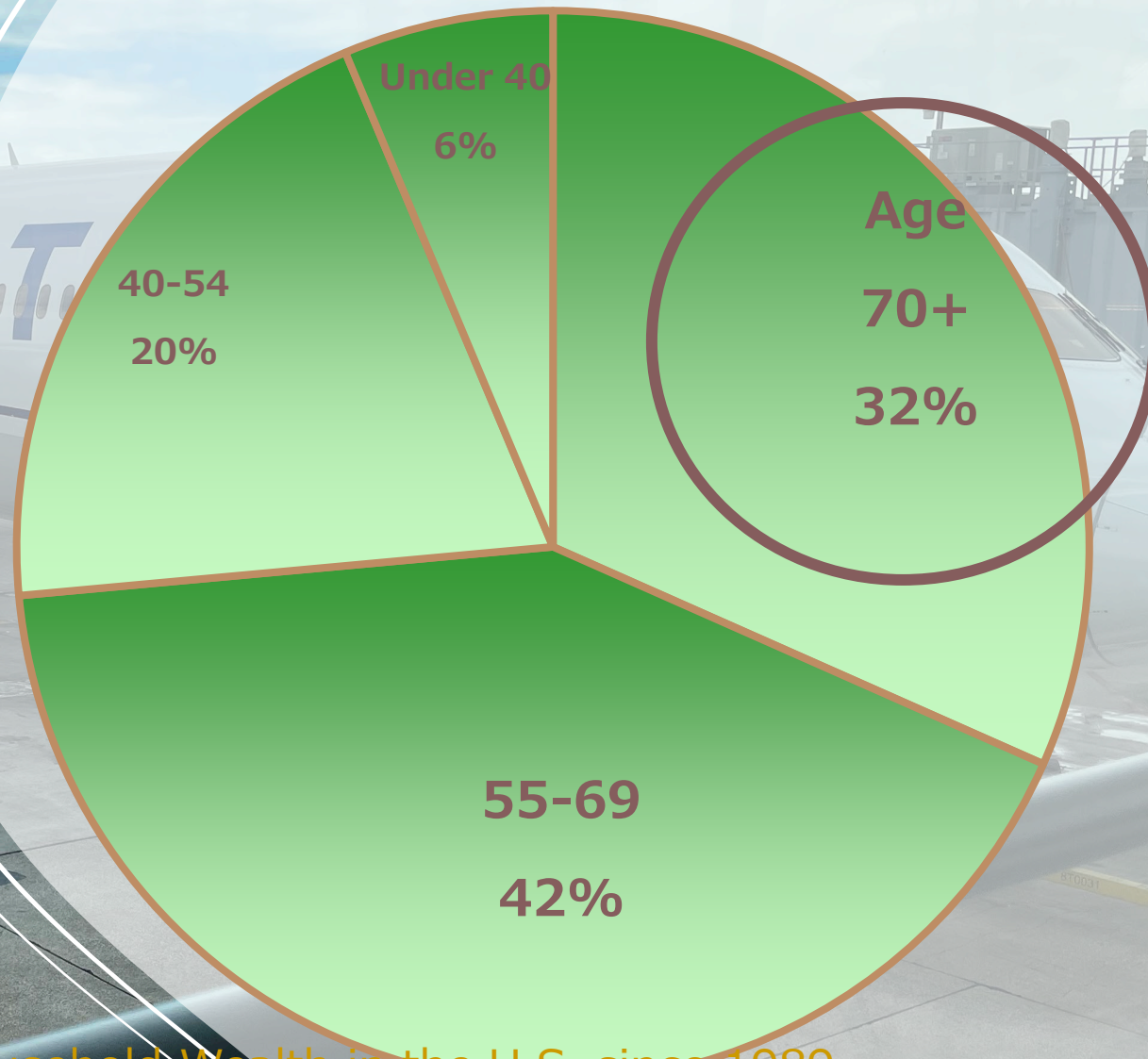
Who has money?

<12% of Americans have
32% of the wealth

Mobility/accessibility

Multi-gen travel

Luxury opportunities



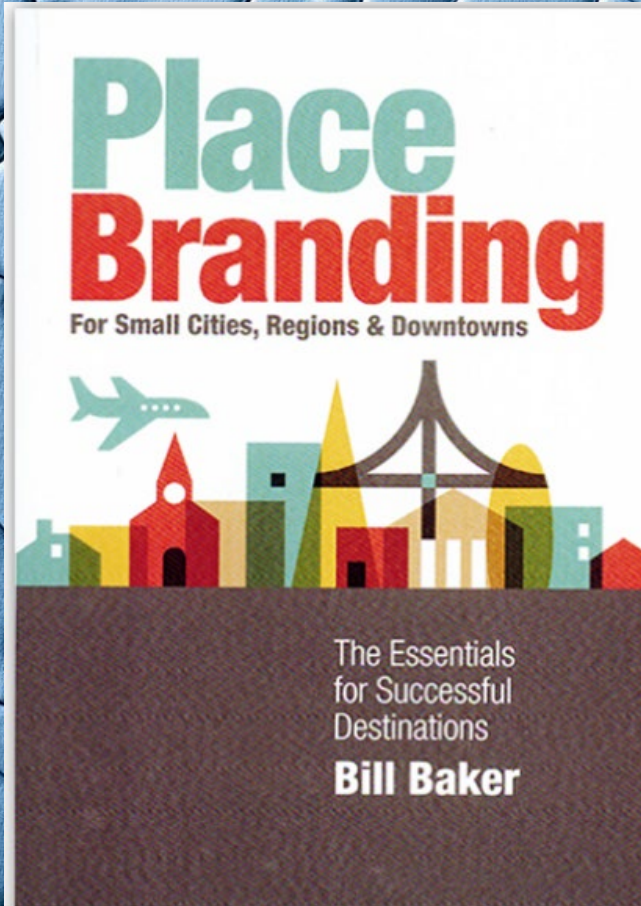
The Fed - Distribution: Distribution of Household Wealth in the U.S. since 1989
United States Population by Age - 2025 Update | Neilsberg

APROVECHE

\$ 3000

STRATEGY & STORY





Strategy

More than a logo or a slogan
What are your shared goals?



Storytelling

What story will you tell?

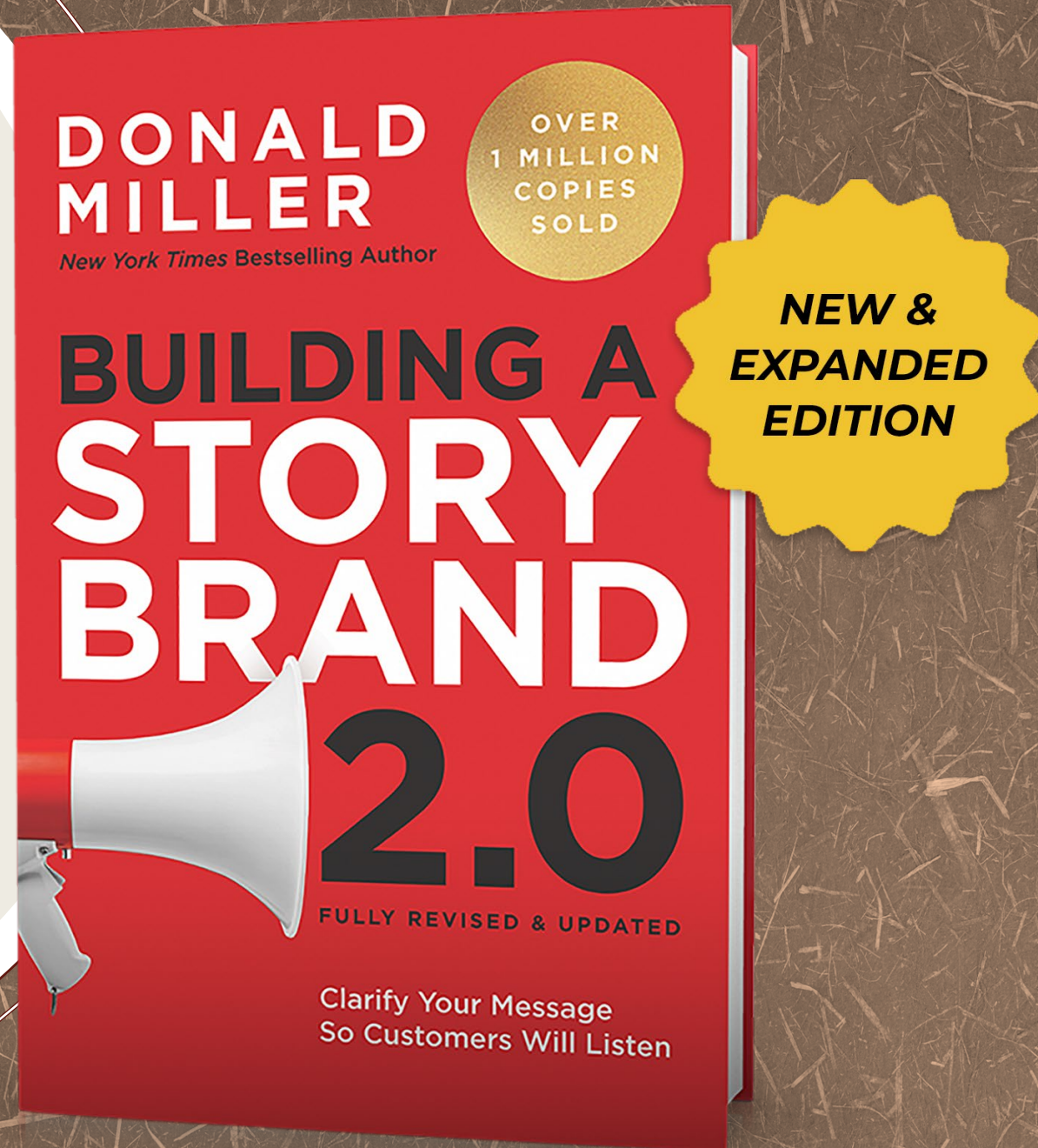
Who tells the story?

Becoming part of the visitor's personal story

How do you convey your story simply?

How do you make it have relevance into your visitors' lives?

What gap are you filling in their life?

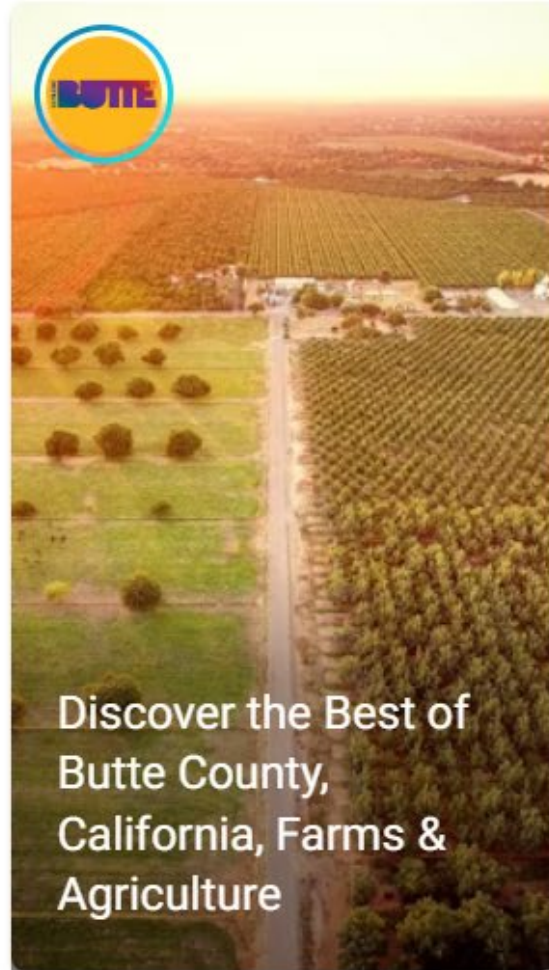


Are you telling your story?



<https://www.csuchico.edu/academics/college/agriculture/farm>

Is your DMO telling your story?





Are partners
telling your
story?

Reservations

Arrival: * 9/5/2025



Departure: * 9/7/2025



Adults: 2

CHECK AVAILABILITY

SIP AND SAVOR ALONG MICHIGAN'S SUNRISE SIDE WINE AND HOPS TRAIL

Michigan is home to 100 wineries drawing from 2,700 acres of vineyards, making it the fifth largest wine-producing state in the U.S. Michigan also ranks fifth in the country for the number of craft breweries, which stands at about 300. The state's burgeoning wine and craft beer scene is steadily gaining popularity, and vacationers enjoy seeking out locally produced libations. When you stay with us at [Huron House](#), the perfect way to sample northeastern Michigan wine and beer is by taking a trek on the [Sunrise Side Wine and Hops Trail](#).

The Sunrise Side Wine and Hops Trail is situated along Michigan's eastern shoreline, running parallel to the breathtaking Lake Huron. This trail was born from the desire to showcase the region's unique terroir and the dedication of local winemakers and craft brewers to produce high-quality beverages. A small group of boutique wineries, tasting rooms and craft beverage producers make up the trail, and you can stop in for tastings during your Lake Huron getaway.



IDEAS & INSPIRATIONS



Farm Stand (Seasonal)

A variety of offerings (*sweet corn, watermelon, cantaloupes, honey, cut flowers, organic cheese*) are typically available early July through late August.

Visit our [University Farm Facebook page](#) or call the farm office at 530-898-6343 for information on the latest offerings.



Meats Lab

Our Meats Lab sells student-processed beef, pork, lamb, and sausage products.

The lab is closed for renovation and will re-open in September.

- Please call [530-898-6028](tel:530-898-6028) or visit the [Meats Lab Facebook page](#) for information.



Organic Vegetable Unit

Certified organic produce grown by students is available for sale seasonally.

Farm Stand Hours (Spring & Fall):

- Thursday: 9 a.m.–1 p.m. (at the OVU site)
- Upon entering the farm, the Organic Vegetable Unit is located approximately 500 yards on your left.

California State University Chico Farm Sales & Hours of Operation



Peach Sales (Seasonal)

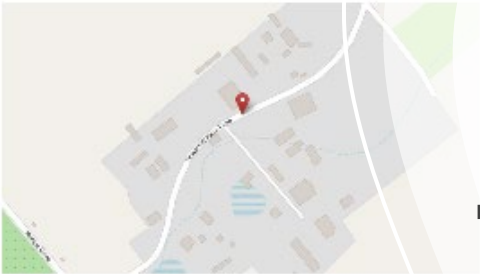
Fresh peaches are typically available in late July through early August.

- Follow us on [Facebook](#) and [Instagram](#) for daily availability.



Visit the Farm

We welcome **group tours by appointment**, including K–12 (grades 4 and up) schools, university groups, and community organizations. Advance notice required (min. 2 weeks preferred).



Contact and Directions


University Farm
311 Nicholas C. Schouten Ln, Chico, CA 95928

530-898-6343

Make it easy for visitors



**Focus on
benefits –not
just attractions**



57% of US
International travelers
are very interested in a
multi-day food tour

Multi-day food tours

Attractions desired on multi-day food tour



American international travelers, 2024



**Eat with
locals**

Food Halls

Connections

Branded products

RISTORANTE
GRANELLI


CATRINA
MEXICO



Farmers Markets

Connect with lodging options

Expand the experience



**Extend the
experience:
Where else can
they find you?**

The image shows a close-up of several jars of 'Pistacchio' spread by the brand 'FRATELLISICILIA'. The jars are stacked, with the top jar of each stack having a green label and a dark brown band. The label features the brand name 'FRATELLISICILIA' with a logo of three vertical lines above it, followed by 'PISTACCHIO' in large bold letters, and 'Crema dolce spalmabile' in a smaller script font. The jars are filled with a thick, green spread. In the background, other jars are visible, including one with a white label that says 'CHOCOLAT' and 'chocolat noir m Blutorangeöl'.

Extend the experience: Retail

Make it easy to find you

Are you in retail? Gift shops?

67% like to buy food/drink products to enjoy at home

65% like to buy food/drink products to give as gifts





**Extend the
experience:**

**Clubs &
memberships**

Importance of basic market research





**Special Events:
Focus on
partnerships**



Sierra Oro Farm Trail

**2025 Sierra Oro Farm to Fork Experience
Tickets are Selling Fast!
*New: Choose Reserved Table Seating***



[Farm to Fork Dinner - Sierra Oro Farm Trail](#)



ODBA Farm to Table Dinner

[ODBA Farm to Table Fundraising Dinner | Downtown Oroville](#)



Over the top: Tower Bridge Dinner

[Stick a Fork into Sacramento, America's Farm to Fork Capital](#)

There's so much more.



California State
University **Chico**

Matthew Stone
mjstone@csuchico.edu
@GlobalPostmark