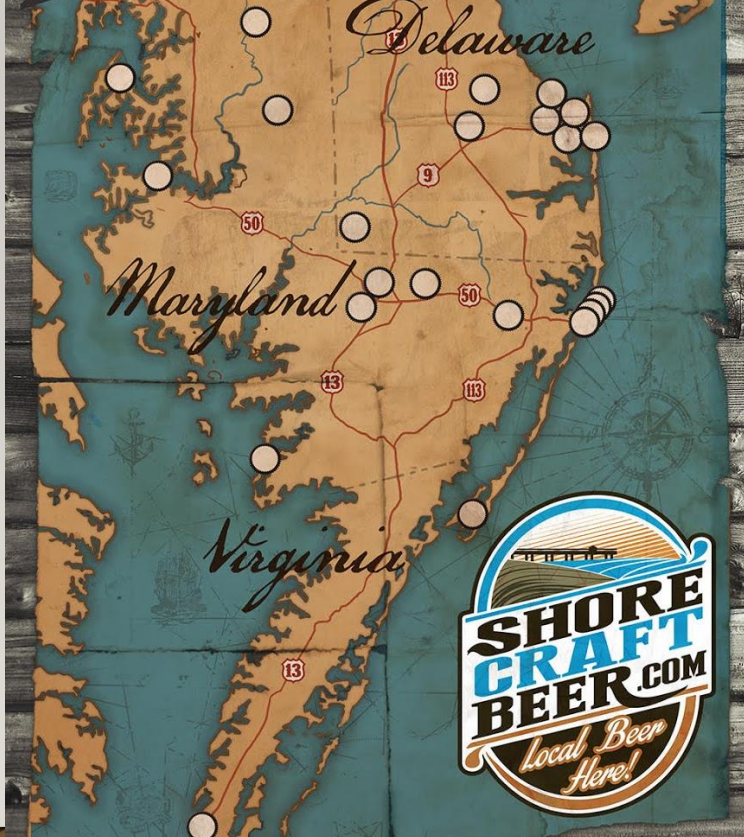


Your CRAFT BEER DESTINATION



For a Complete List of Breweries
SHORECRAFTBEER.COM



BEST REGIONAL PRACTICES

Ann McGinnis Hillyer, CEO
StateVentures, publisher of Shore Craft Beer
amh@Maryland.com
410-703-1970



**WHO AM I?
WHAT IS MY REGION?**

CHALLENGE:

**TO PROVE THE VALUE OF CRAFT BEER
(*TO PROVE THEM WRONG*)**

OPPORTUNITY:

**TO INCREASE TOURISM FOCUSED ON
LOCAL CRAFT BEER**

SHORE CRAFT BEER.COM

WHAT WERE OUR ASSETS?

- World Class Beauty
- Available hotel rooms at a great rate, particularly in the shoulder & off-seasons
- Dogfish Head #14 (Flying Dog #32 by comparison) ranking of all craft breweries by sales volume
- World Class Beer
- 19 breweries when we started in Oct. 2014,
- 26+ now



WHAT WERE WE MISSING?

- Understanding of the importance of craft beer, almost everywhere we turned
- Website & Promotional materials
- Hotel Packages/Beercations
- MONEY! – Still a functional non-profit



WHAT DID MY TEAM NEED TO INCREASE TOURISM FOCUSED ON LOCAL CRAFT BEER?

- Working Hypothesis
- Platform
- Data
- Education
- Cooperation
- Define our Mission & Go for it!

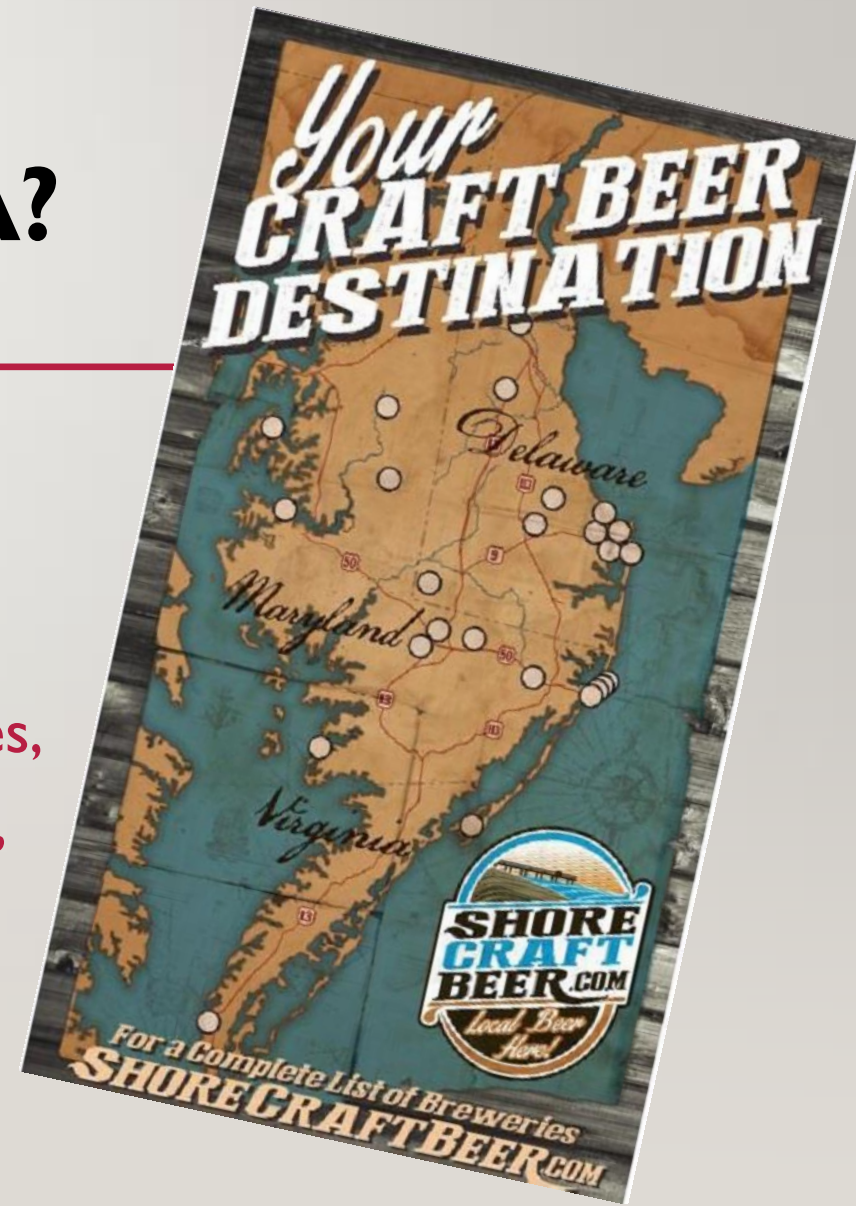
OUR MISSION:

- Make the **Shore** (Delmarva) a Top 10 Craft Beer Destination Nationally



WHY FOCUS ON DELMARVA?

- Dogfish Head #14
- EVO
- 3rd Wave, Burley Oak, RAR, Rubber Soul, Mispillion, Tall Tales, Fin City, Dewey Beer Company, Revelation, Black Narrows, Blue Earl, 16 Mile, Eastern Shore, Backshore, Big Oyster, Crooked Hammock, OC Brewing, Fordham & Dominion, Brick Works, Bull & Goat

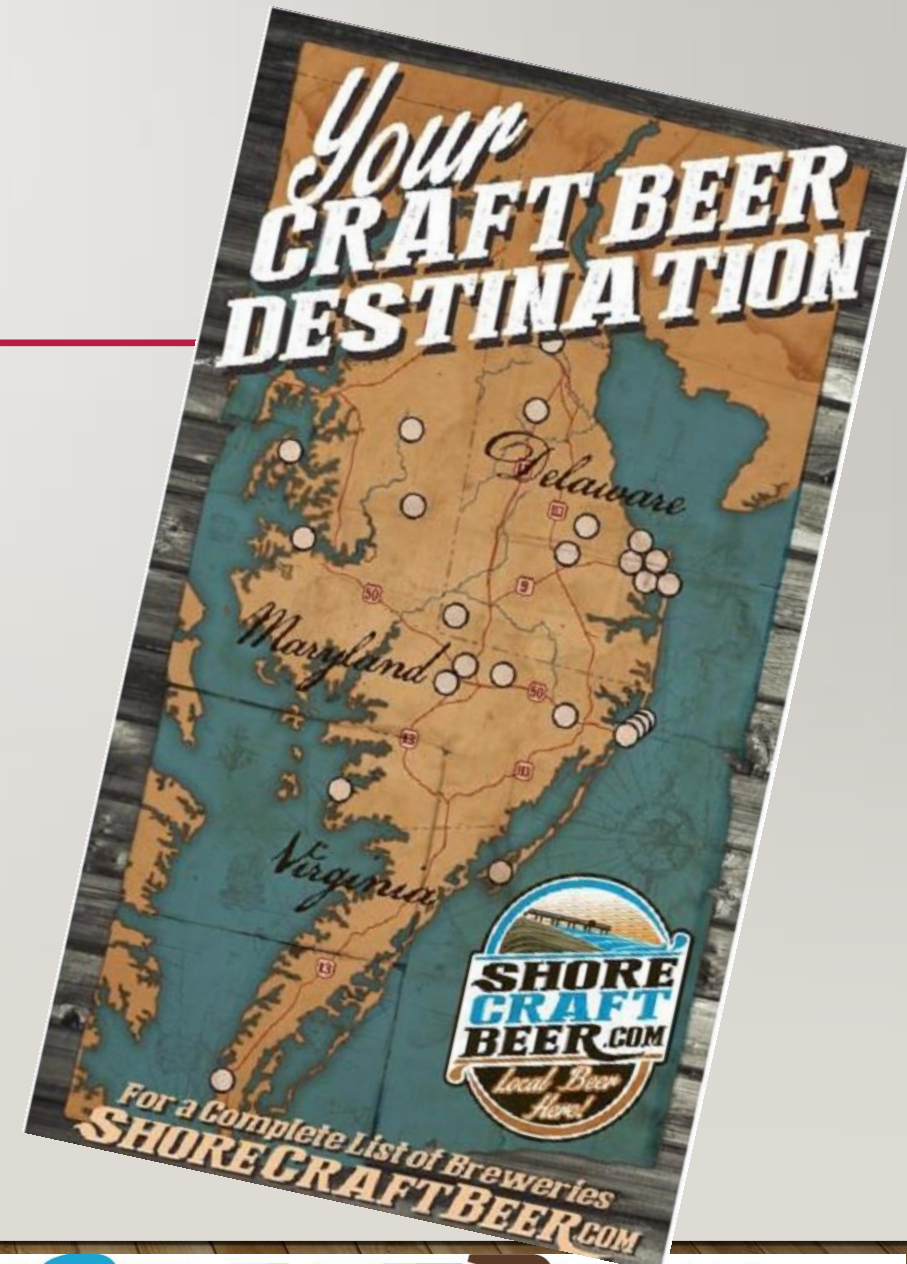


JURISDICTIONAL BOUNDARY VS. CONSUMER BOUNDARY



WE WANT TOURISTS!

- Visitors don't care about state lines



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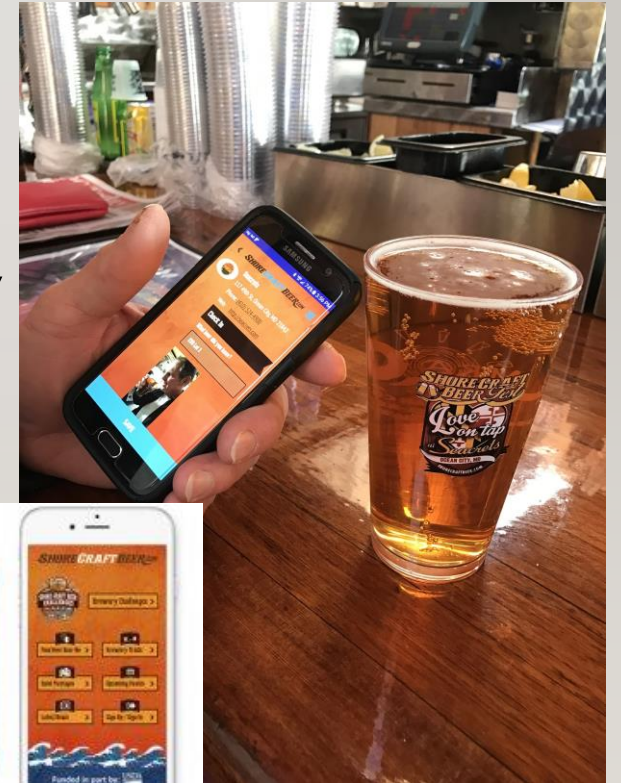
DEVELOPED PLATFORMS

- WEBSITES



- APP

- iTunes
- Google Play



DATA: GET IT AND COMMUNICATE IT!

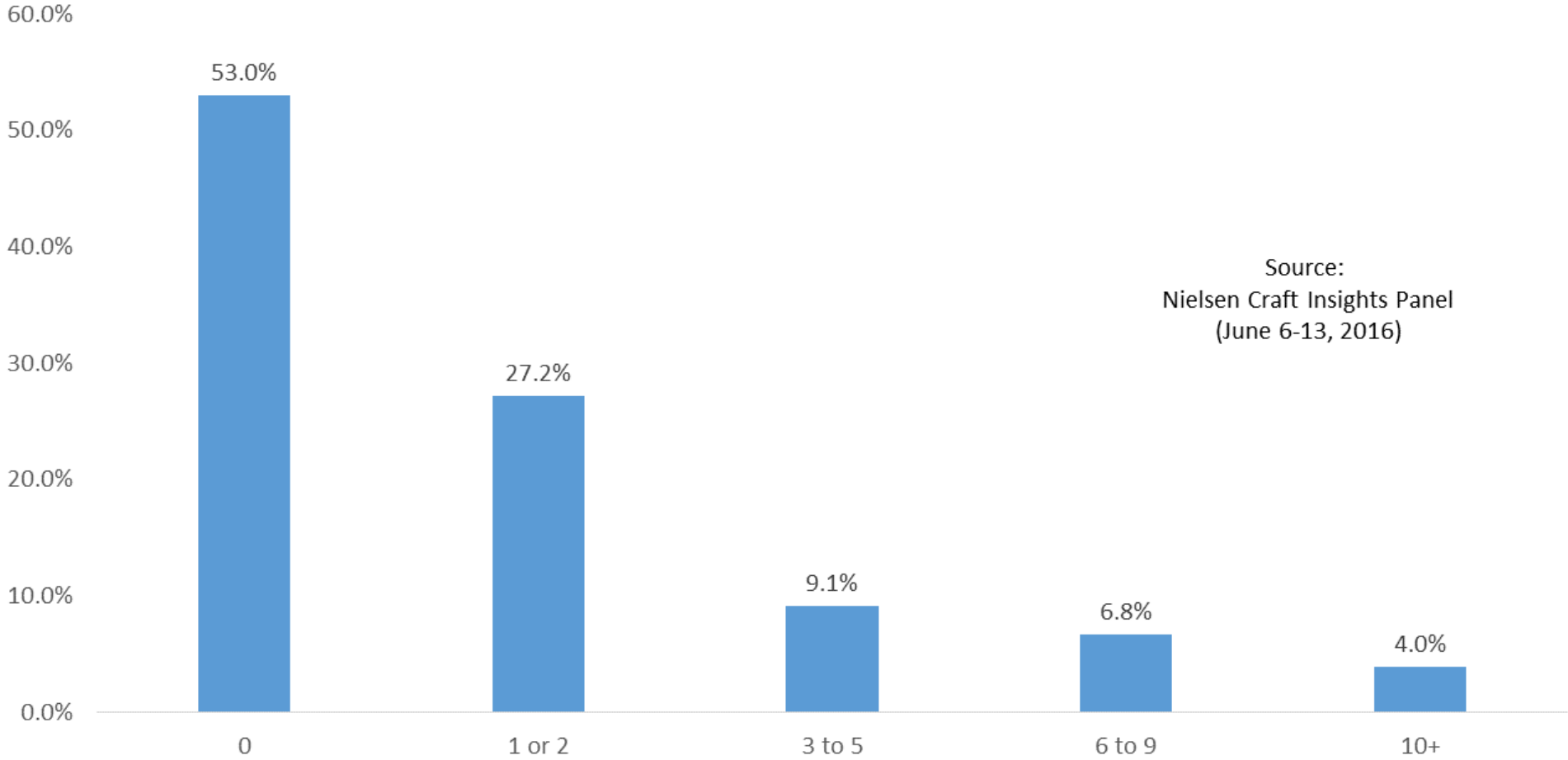
- Get known data (Brewers Association)
- Prove people travel for craft beer
 - Host festivals and see

WHAT WE KNOW ABOUT TOURISM & CRAFT BEER:

- Almost half of ALL travelers visit at least one brewery while traveling.
- Average # of breweries visited while traveling is just over 2
- Craft Beer Drinkers average 6.5 brewery visits/year – 3.5 local/2.5 while traveling
- Most people won't drink just one beer
- 67% of that money spent on local craft beers stays local!

CRAFT BEER & TOURISM

How many, if any, craft breweries have you visited while traveling in the past 12 months?



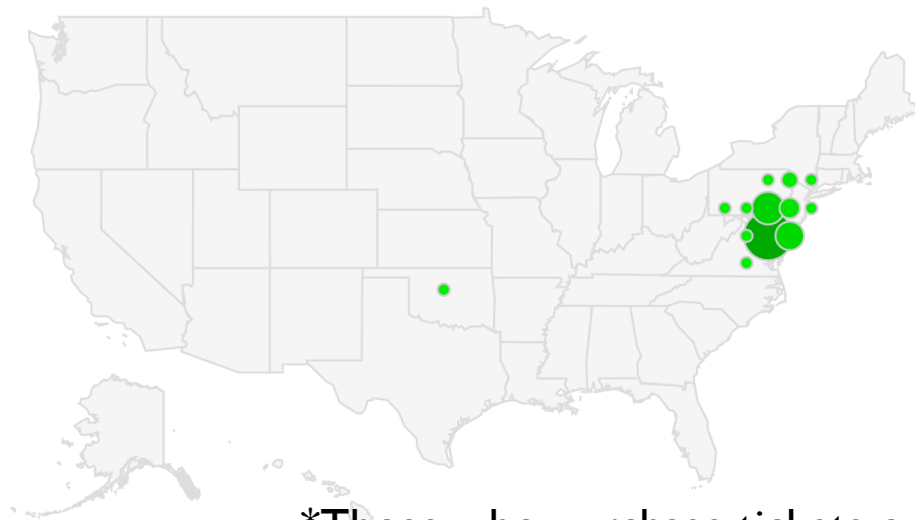
Source:
Nielsen Craft Insights Panel
(June 6-13, 2016)

DATA: FESTIVALS

> 75% OF ALL SHORE CRAFT BEER FESTIVAL TICKET PURCHASERS COME FROM > 1 HOUR AWAY*

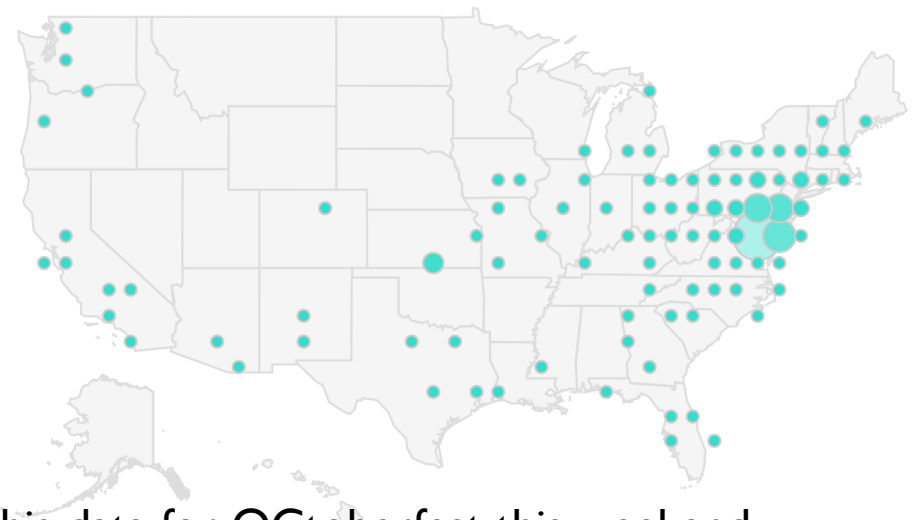
Tickets Map

Toggle World



Visitors Map

Toggle World

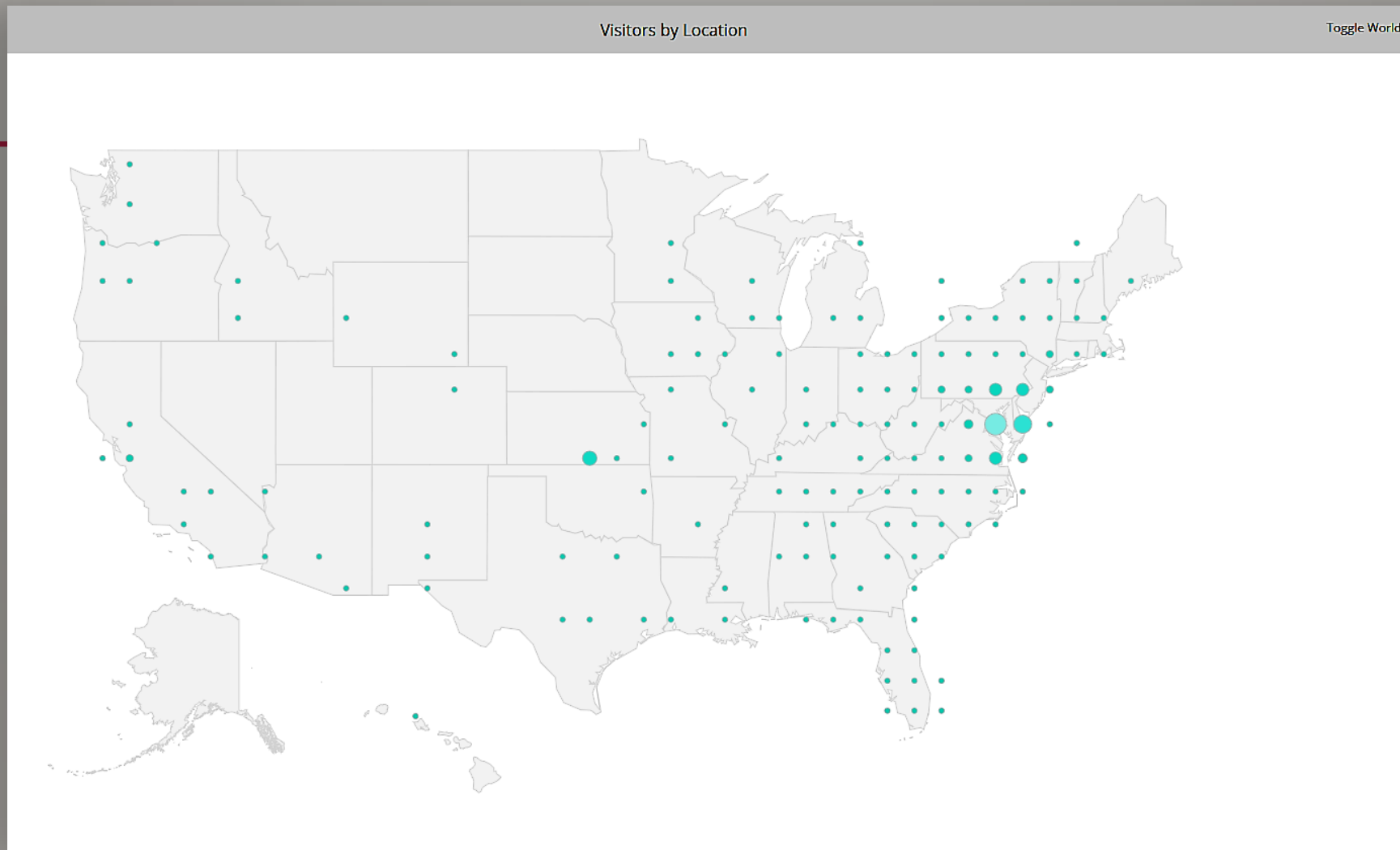


*Those who purchase tickets online ** This data for OOctoberfest this weekend

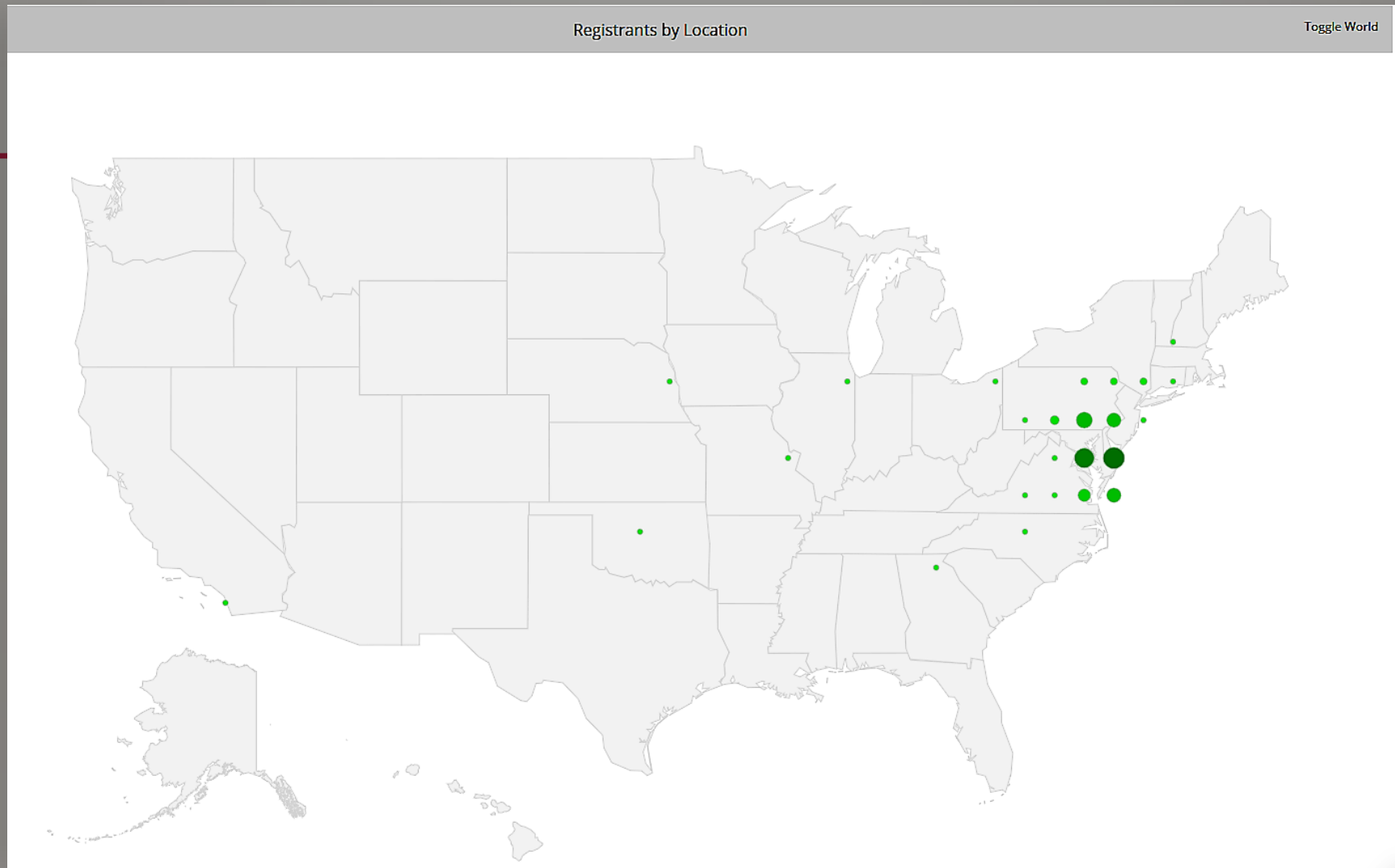
ShoreCraftBeerFest.com

SHORE CRAFT BEER.COM

DATA: ALL VISITORS



DATA: ALL TICKET BUYERS



EDUCATION: BEER TALK & TASTINGS

Developed Beer Talk & Tastings for the Trade

- If I could get the hotels, restaurants, and bar owners to understand the value of local craft beer AND to understand the breadth of the local brewery offerings, I could get them to carry more local craft beer, package hotel rooms with local craft brewery tours and/or craft beer offerings

Promoted to the locals and travelers too

- This was focused on demand

EVO brewer, Mike Pironski



EDUCATION: BEER TALK & TASTINGS TRAJECTORY

National Stats – w local craft beer tastings

Local stats & stories – w local craft beer tastings

Brewers Roundtable – w local craft beer tastings

Craft Beer & Cheese Pairing – at a local hotel w local craft beer AND cheese tastings

IT WORKED! HYPER-LOCALLY - HOTELS...

Got hotel packages

Sold hundreds of hotel rooms for the festivals and events



SHORECRAFT BEER Festival
Octoberfest

Octoberfest Package Includes:

- One or Two night accommodations for 2 either Friday, October 27th or Saturday, October 28th
- Two tickets to ShoreCraft Octoberfest event
- Breakfast for 2 in the Victorian Room Restaurant

One Night - Only \$175 | **Two Nights - Only \$300**
(includes tax, use code:OCT1) | *(includes tax, use code:OCT2)*

DUNES SUITES
Ocean City, MD • Beachfront

For Details, Menus & Reservations Call 1-800-523-2888 or Visit dunesmanor.com

SHORECRAFT BEER.COM

Lets meet at BEER:30



2100 Baltimore Avenue
Ocean City, Maryland 21842
Tel: 410-289-6191 or
800-447-6779



1 Night Accommodations +
2 General Admission Tickets & \$10 Pit & Pub
Gift Card starting at \$109 per night plus tax...
2 Nights starting at \$159

**Offer only valid Oct 27 & 28. 1st night deposit plus tax required at
the time of reservation. Offer not valid with any other specials or
discounts including group rates. Normal cancellation policy applies.**

www.grandhoteloceancity.com



1 Night Accommodations +
2 General Admission Tickets & \$10
Pit & Pub Gift Card starting
at \$109 per night plus tax...
2 Nights starting at \$159

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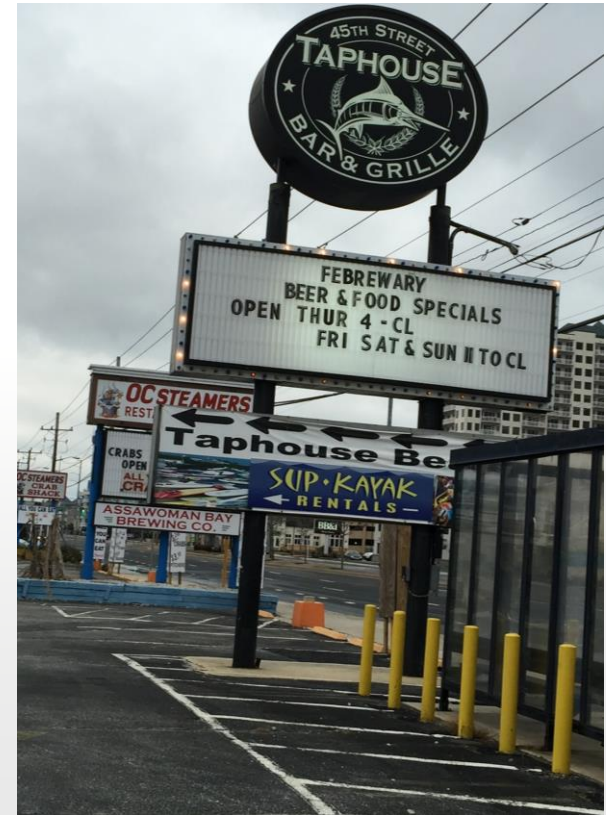
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**BOOK YOUR PACKAGE TODAY AT
GRANDHOTELOCEANCITY.COM**



BUSINESS ADOPTION

FeBREWary, Love on Tap



ATLANTIC HOTEL IN BERLIN... “LOCAL DRAFT BEER BAR”



NEW PRODUCTS

Not just beer, but spent grains



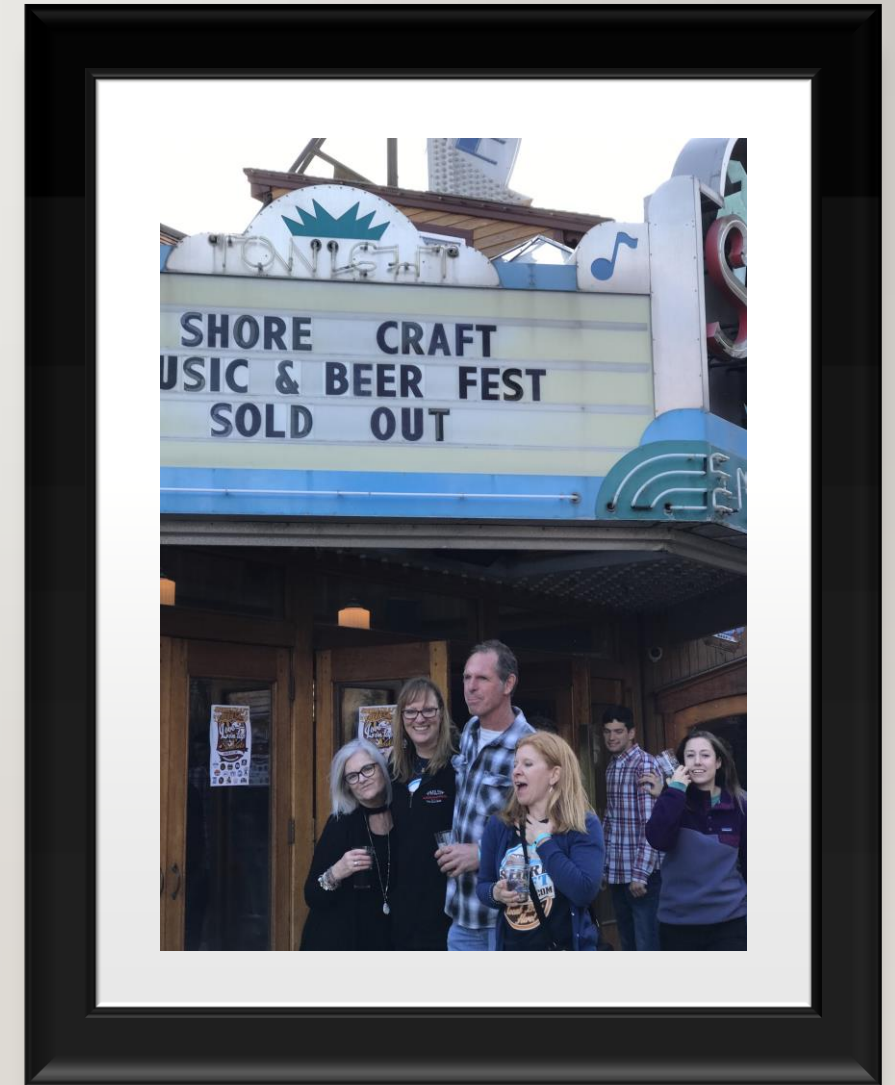
MORE & BIGGER FESTIVALS



SHORE CRAFT BEER.COM

SOME ARE EVEN SOLD OUT!

Love on Tap at Seacrets for FeBREWary,
Craft Beer Lovers Month



PROCLAMATIONS:

October as Shore Craft Beer Month

- 3rd year for Berlin, OC & Worcester County

FeBREWary as Craft Beer Lovers Month

- Governor & Senate Proclamations
- Office of Tourism Development & BAM Marketing Push
- Maryland effort, but we extend to the entire Shore



SUPPORT/ COLLABORATION

- OCHMRA
- Town of Ocean City
- OCDC
- Berlin
- Worcester County
- State of Maryland
- BAM
- So many more!



WHERE WE
GO FROM
HERE...

SUPPORT YOU!



GET MORE DATA...

- impact of breweries on the sales of craft beer in all establishments nearby
- Impact of breweries on other businesses in the same small town
- Impact of festivals on craft beer sales in region

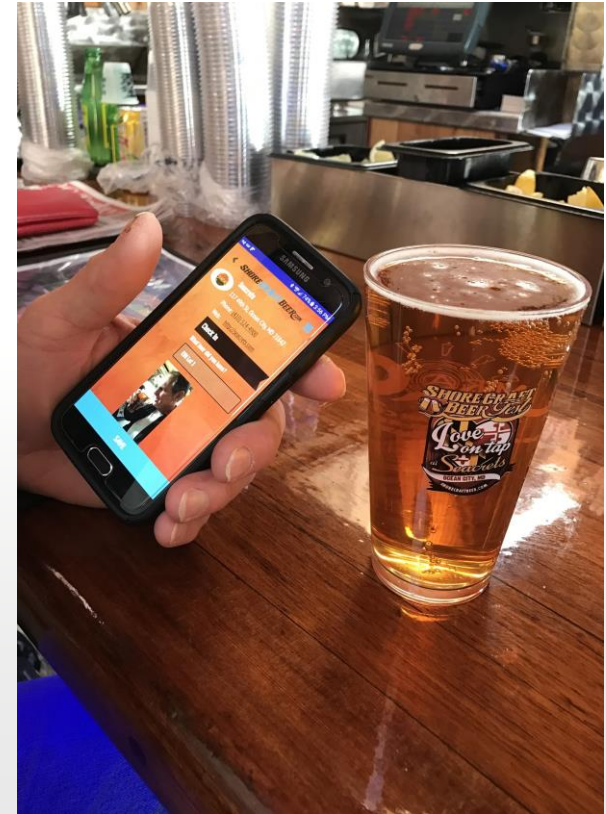
ATTRACT MORE INTEREST...

- **Attract Beer Bloggers & Industry Experts to Help us Make the List!!!**
 - Festivals
 - Conventions
 - ?

ENCOURAGE USE OF APP...

All DMOs, Municipalities, Anybody

CREATE YOUR OWN TRAIL, PROVIDE YOUR OWN PRIZES,
PROMOTE YOUR OWN WEBSITE!



WHAT CAN
YOU DO?



I. MAKE CRAFT BEER TOP OF MIND

GET YOUR VIBE GOING

ARE YOU SELLING A GOOD SELECTION OF LOCAL CRAFT BEERS?

DO YOU KNOW WHERE OUR BREWERIES ARE?

CAN YOU TALK ABOUT CRAFT BEER INTELLIGENTLY?

ARE YOU PAIRING LOCAL CRAFT BEER W/FOOD?



2. MAKE SURE STATE LEGISLATION SUPPORTS CRAFT BREWERIES & OUR EFFORTS



3. BUILD HOTEL PACKAGES

- **w/Brewery Tours & Tastings**
 - We have some wholesale pricing from breweries
- **For Festivals**
 - We've sold hundreds of hotel rooms
- **w/Local Craft Beer & Food Pairings** in your restaurant



3. JOIN THE MOVEMENT

- Work Together
- Promote craft beer and tourism on your websites
- Use the video – Help us produce more



3. USE THE SHORE CRAFT BEER APP FOR YOUR LOCATION

- Create your own challenges & prizes



QUESTIONS & COMMENTS

Ann McGinnis Hillyer

amh@Maryland.com

410-703-1970