BEST REGIONAL PRACTICES

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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
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
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*

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

ShoreCraftBeerFest.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
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

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

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FeBREWary, Love on Tap
ATLANTIC HOTEL IN BERLIN…
“LOCAL DRAFT BEER BAR”
NEW PRODUCTS

Not just beer, but spent grains
MORE & BIGGER FESTIVALS
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!

BARREL UP.

Maryland Comptroller Peter Franchot
Follow Reform on Tap Task Force on facebook
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?
1. 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

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