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VISIT VACAVILLE AND SMG CONSULTING TO PRESENT AGRI-TOURISM PLAN

Vacaville, CA, October 26, 2017– Visit Vacaville and SMG Consulting will present their new plan for agri-tourism in Vacaville at City Hall Council Chambers on Thursday, November 2nd from 2-4 p.m. The public is invited to come and learn about the plan, which is designed to be a roadmap for Visit Vacaville to assist in building a strong agri-tourism plan for the city.

In the past five years, the concept of agri-tourism has increased in awareness and appreciation as a tourism niche growth industry within the United States. Fueled in large part by a strategic shift in consumer tastes, agri-tourism allows visitors to support farms directly and can be an essential component of an overall sustainable agriculture economic sector.

“Vacaville has a growing tourism industry with a variety of local and regional revenue drivers that attract visitors. A growing agri-tourism segment can complement those efforts,” said SMG Consulting Founder and President Carl Ribaud. “There is no doubt the City of Vacaville and the surrounding Solano County region have a unique opportunity to take advantage of the local agricultural region and develop a comprehensive agri-tourism strategy designed to make the Vacaville area a more competitive tourism destination.”

To better understand both the dynamics of the local agriculture industry and its potential impacts on tourism, Visit Vacaville is looking to develop an agri-tourism strategy that serves the needs of the stakeholders while identifying potential opportunities for the tourism and agricultural industry. Anyone who is interested in hearing more about this exciting new opportunity for tourism in Vacaville is invited to attend the presentation.

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About SMG Consulting: Since 1992, SMG Consulting has assisted clients in the development of strategic marketing plans, tourism marketing programs and other targeted marketing, strategy and research solutions designed to increase their success in an ever competitive world.

If you would like more information about this topic, please contact Melyssa Laughlin at 707-450-0500 or by email at melyssa@visitvacaville.com.