



Oregon Culinary Tourism Association  
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Tax ID #: 20-0090188

*The OCTA is registered in the State of Oregon as a 501 (c) 6 non profit association*

## **OPPORTUNITY #1**

## **OREGON CULINARY ESCAPES GUIDE**

### **DESCRIPTION**

The Oregon Culinary Escapes Guide is a 64-page full-color visitor guide to unique and memorable culinary experiences around the entire state. The guide is organized into the standard 7 marketing regions as outlined by Travel Oregon. Each of the 7 regional sections start with interesting editorial about the culinary highlights in the region, followed by formatted advertisements of businesses that offer unique and memorable culinary experiences. A Culinary Quality Assurance methodology prevents businesses of questionable value from being included. Advertising in the guide is open to any business in Oregon and within 50 miles of Oregon's borders. Eligible business types include, but are not limited to cooking schools, culinary tour operators, food/beverage events, hotels/resorts with unique culinary packages, culinary attractions, culinary retail stores, wineries/breweries, wine stores, wine bars and brewpubs, tour itineraries, wine/beer/food associations, etc.

### **TARGET MARKETS**

Leisure (80%); Meeting/Event Planner (10%); Tour Operator (10%)

### **TARGET GEOGRAPHY**

National US (80%); International (10%); Within Oregon (10%)

While the guide is consumer/leisure-traveler focused, much of the content is organized in such a way so as to also be suitable for meeting/event planners and group tour leaders/tour operators.

### **COST RANGE**

For advertorial, approx. \$750 (1/4 page) - \$2750 (full page), includes graphic design, layout and copywriting. Some cooperative advertisements are acceptable – call for details.

For editorial, approx. \$2750 per page of copy.

### **DEADLINES**

July 1, 2007 for the 2007-08 guide

### **TO PARTICIPATE**

Visit [www.OregonCuisine.com](http://www.OregonCuisine.com) and click on "Culinary Escapes" or call Connie Kolosvary at (503) 750-0157 or email [connie@culinarytourism.org](mailto:connie@culinarytourism.org).

## **OPPORTUNITY #2**

## **CONSUMER CULINARY TOURISM BRAND & WEBSITE**

### **DESCRIPTION**

In conjunction with its affiliate, the International Culinary Tourism Association, the Oregon Culinary Tourism Association is supporting a new consumer culinary tourism brand and website initiative. The main deliverable of the new brand is a consumer culinary tourism website that captures five key areas of consumer interest:

1. Culinary Destinations
2. Culinary Education & Training
3. Signature Food & Beverage Events
4. Culinary Tours
5. Unique Culinary Experiences (dining/drinking)

A strong commitment to quality as well as good website usability will help ensure this new brand and website offer a unique selling proposition in the marketplace. The brand and website are currently under development and are expected to launch 3Q2006.

Given the fact that Oregon is a leader in culinary tourism in the world, we would hope that Oregon's businesses and destinations would have a strong competitive presence vis-à-vis other culinary tourism resources in the world marketplace.

### **TARGET MARKETS**

Leisure (80%); Meeting/Event Planner (10%); Tour Operator (10%)

While the website is consumer/leisure-traveler focused, much of the content will be organized in such a way so as to also be suitable for meeting/event planners and group tour leaders/tour operators.

### **TARGET GEOGRAPHY**

National US (50%); International (50%)

### **COST RANGE**

For pre-formatted advertisement listings (description, contact info, 1 photo unless otherwise indicated)

- \$500 (restaurants, wineries, breweries, cooking schools, gourmet retail stores, cookbook stores, etc.)
- \$1000 (events, tour operators, lodging only)
- \$2500 DMOs/CVBs only (3 paragraphs and 3 photos)

### **DEADLINES**

Ongoing – can sign up at any time

### **MORE INFORMATION**

Visit [www.culinarytourism.org/contact](http://www.culinarytourism.org/contact) or call (503) 750-7200 or email [info@culinarytourism.org](mailto:info@culinarytourism.org)

