

March 10, 2023

Averill House Vineyard (AHV) for over five years has successfully implemented a variety of agritourism events. These events have proven to be a significant source of visitors, generating around 20% of total visitors and corresponding sales to the vineyard.

The events are thoughtfully designed to take advantage of seasonal and holiday themes, introducing new patrons to our wine and farm while also promoting the Adopt-A-Vine program and club membership. By capturing contact information from event attendees, AHV directly markets to these individuals in person, via email, and print, which often leads to repeat visits and both in person and online purchases.

Overall, Averill House Vineyard's agritourism events serve as an effective way to connect with new patrons and drive revenue through in person and online wine sales, club memberships, and capital investments through Adopt-A-Vine. The variety of events offered ensures that there is something for everyone, from food and wine pairings, dinners to music series and crafting classes.

Examples:

Taste, Tour & Bottle: A Sunday tour of the vineyard presenting the history of our farm, explanation of production and bottling, labeling, and corking the days wine with the winemaker. We share the vines they can adopt and the wine the grapes produce, creating many repeat visits.

Valentine's Dinner & Wine pairing: a catered chocolate theme dinner with the wines of love, including a tour of the wine cellar sharing the hopes of the new wine and how we craft them. Sharing our anticipations and release dates for the spring and summer Wine club releases.

Live Music Series: local artist perform on weekends for one-to-two-hours, patrons purchase a wine tasting and are encouraged to join an in-depth tour of the farm and wine cellar.

Felting, Scripting and Crafting classes: created to bring out the Homesteading and Rural culture the represents our farm. Classes are held with a tasting of the seasons wine. Usually held in the tasting room during the week after work, often lead to follow up visits as patrons' skills develop.

Bob Waite
Averill House Vineyard