



# Redwood Coast Beer Trail

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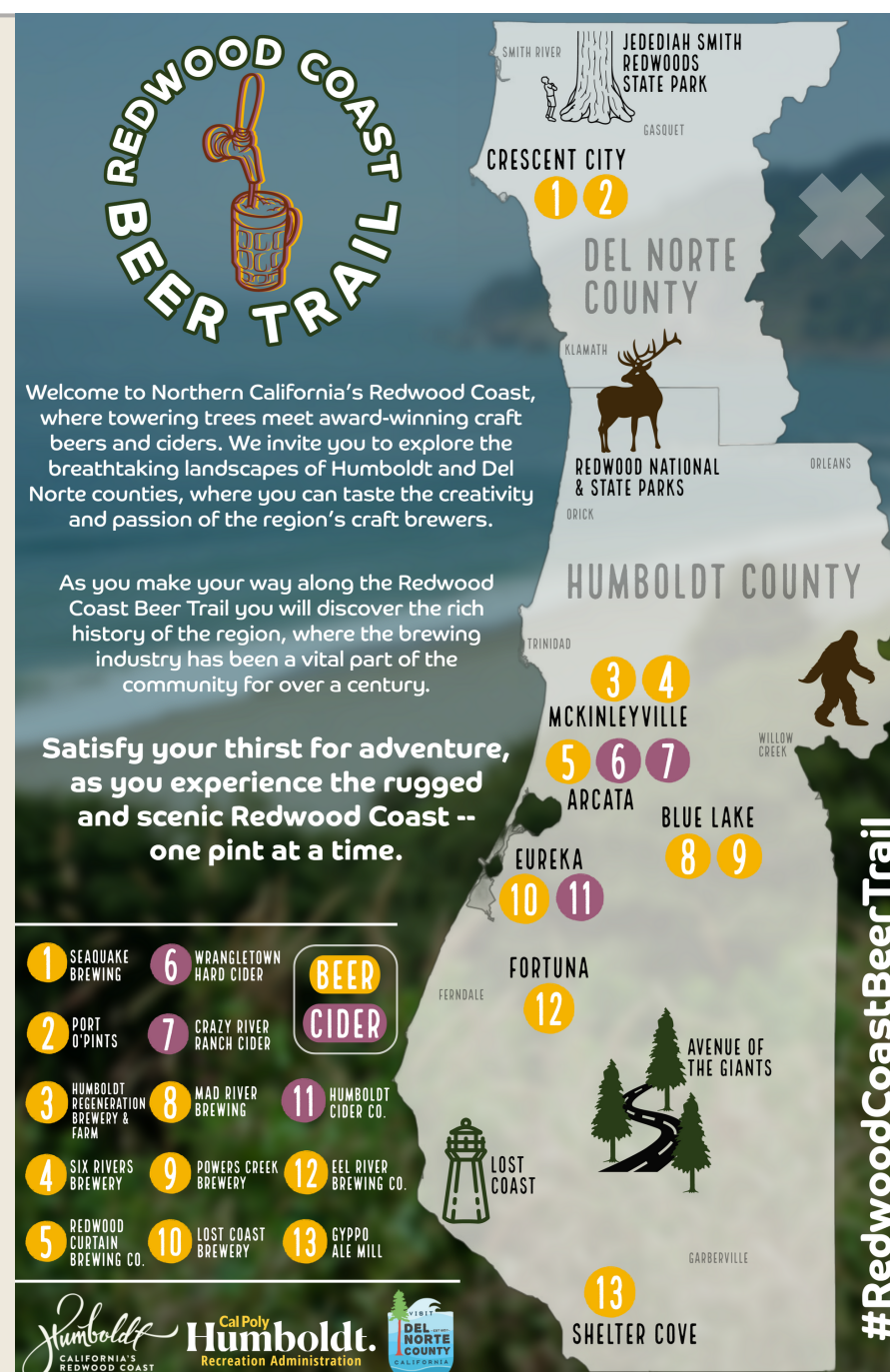
AFFILIATIONS

REC 485; Senior Seminar

## 01. Project Description

Northern California's 'Redwood Coast' region of Humboldt and Del Norte counties is world-renowned for its idyllic natural landscapes -- towering Redwood trees, rugged coastline, magnificent wild rivers, verdant pastures, and abundant wildlife. Subsequently, the region has historically been a popular vacation destination for both local and non-local visitors interested in nature/eco tourism, geotourism, and adventure tourism. Within the past 30 years, a distinct form of tourism has developed within the Redwood Coast focused on the quality and abundance of locally-produced food and beverages, *gastrotourism*. The Redwood Coast Beer Trail is an experiential destination marketing campaign that applies the principles of gastrotourism to advertise the robust craft beer and cider scenes of Humboldt and Del Norte counties. Brewery culture is rooted deeply along the Redwood Coast, and has been a cultural staple for roughly 150 years. From the primitively-brewed 'steam beer' of 19th century Eureka taverns, to the nano-brewed Hazy DIPA in a Crescent City warehouse today -- brewing culture has remained a key social element and economic driver in the region.

The 'Redwood Coast Beer Trail' poster is a self-guided, self-paced wayfinding aide that empowers visitors to experience the unique oddities and attributes of the region's robust brewery scene. The poster includes a map of the region, which lists the names and locations of 13 popular beer and cider producers. Additional sections of the poster contain introductions to each of the selected businesses, promotional information, picture, and a QR code to an online route mapping application. This project has the ability to be expanded in the future, perhaps playing a more direct role in the engagement of visitors and local breweries.



## 02. Project Benefits

**Local Tourism Industry:** Collectivization of existing tourism assets and marketing efforts relevant to Beer and Cider tourism in the Redwood Coast region. By promoting the sustainable qualities of breweries as tourism assets, it may be possible to establish a niche gastrotourism economy surrounding these breweries that champions the region's pioneering spirit.

**Community Partnerships:** Strengthen working partnerships between Cal Poly Humboldt Recreation Administration department, local business leaders, and regional tourism authorities. Successful project completion will work to foster beneficial relationships and a positive image for the University.

**Natural Environment:** Breweries along California's Redwood Coast are renowned for their environmentally sustainable practices. By promoting these businesses as tourism assets, it may be possible to establish a niche gastro-tourism economy surrounding these breweries that champions the region's sustainability efforts. The hope of this project is inspire visitors to engage in leisure activities throughout the region in a holistic and sustainable way

**Social Equity:** Several businesses promoted by this project are owned and/or operated by historically marginalized groups. Mad River Brewing is owned by the Yurok Tribe, California's largest Native American tribe. Powers Creek Brewery is owned by the Blue Lake Rancheria tribe. Lost Coast Brewery and Six Rivers Brewery are amongst the first woman-owned breweries in the country. By promoting these businesses, it is possible to drive awareness and support for these groups.

## 03. Project Timeline

### February

2/14 - Meet with Humboldt County Visitors Bureau.

2/21 - Review Literature & Existing Marketing Materials.

2/24 - Meet with Del Norte County Visitors Bureau.

### March

2/24 thru 3/17 - Complete Market Analysis.

3/17 thru 3/31 - Design Poster 1st Draft.

### April

4/15 - Create Instagram Account.

4/1 thru 4/21 - Complete Poster Final Draft.

4/21 thru 5/1 - Project Review with Stakeholders.

### May

5/1 - Launch Instagram Account with 3 posts.

5/5 - Poster Distribution & Presentation.



Klamath, CA

## 06. Legacy and Future

The Redwood Coast Beer Trail will act as the first iteration of a gastrotourism marketing campaign focused on the region's craft beer and cider scenes. This project will not only inspire visitors to patron local businesses while exploring the Redwood Coast, it will also serve as a proof of concept for future marketing campaigns to follow.

This project can be expanded in the future to include a number of engaging print and internet-based media components. By expanding the scope of the Redwood Coast Beer Trail, it may be possible to communicate more ideas to the target audience, and drive engagement with project materials.



Lost Coast Brewery, Eureka, CA

## 05. Learning & Challenges

### Learning

- Much of what makes a given local brewery/cidery unique goes uncommunicated to the general public.
- An effective and successful Beer Trail takes countless hours of effort and dedication to develop.
- Tourism marketing must appeal to a wide array of potential consumers, some of whom are going to be immediately disinterested by sustainable or eco-friendly practices.
- Brewery culture and history is entrenched in the identity of the Redwood Coast region.

### Challenges

- Lack of published research examining the impact and best practices of beer trail development.
- Lack of financial resources amongst local businesses and tourism authorities.
- Oversimplification or miscommunication of local culture or values.
- Difficulty to make contact with local businesses.



A flight of award-winning and fan-favorite beers at Lost Coast Brewery

## 04. Goals of Project

**Develop this project as a proof of concept for a potential future destination marketing campaign.**

- Connect with 1 reputable local tourism marketing organization in each county by 3/1.
- Complete market analysis and select participating breweries by 3/17.
- Develop a roadmap for future expansion of presented ideas by 5/5.

**Create a unique and appealing 'Redwood Coast Beer Trail' poster to engage visitors with project materials.**

- Design a preliminary layout of the brochure on Adobe InDesign by 4/1.
- Finalize brochure layout design and begin to fill in pertinent information by 4/21.
- Print 10 posters for distribution at IdeaFest by 5/4.

**Create an online presence representing the Redwood Coast Beer Trail project to engage with potential visitors and breweries.**

- Create an Instagram account (@redwoodcoastbeertrail) by 4/15.
- Follow all participating businesses by 4/21.
- Develop 3 individual posts introducing project components by 4/21.
- Begin posting content on 5/1.