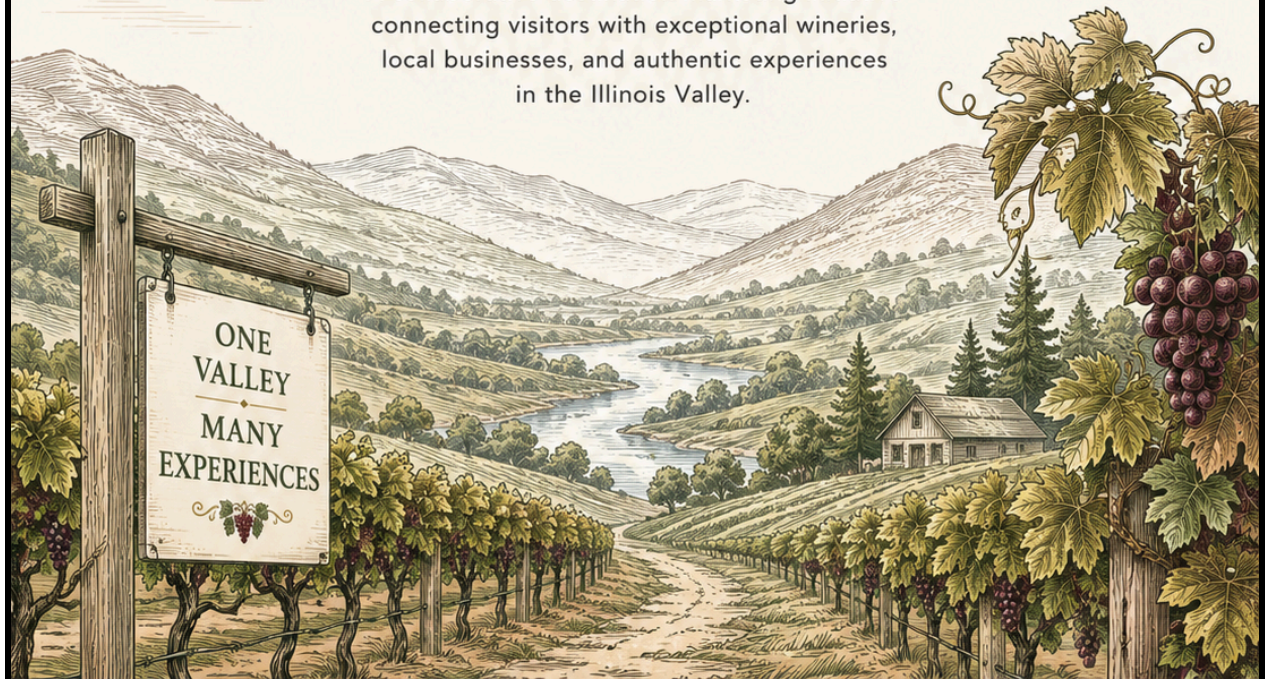




2026 FOUNDING TOURISM PARTNER HANDBOOK

ONE VALLEY. MANY EXPERIENCES.

A collaborative destination marketing initiative
connecting visitors with exceptional wineries,
local businesses, and authentic experiences
in the Illinois Valley.



Welcome,

and thank you for taking the time to learn more about the Illinois Valley Wine Trail.

Before we talk about tourism, partnerships, or marketing, I'd like to tell you why this project means so much to me.

I grew up here in Selma, Oregon. Like many who were raised in the Illinois Valley, I eventually moved away to build a career, raise a family, and experience life beyond these mountains. But no matter where life took me, this valley never stopped feeling like home.

When I returned several years ago, I saw the Illinois Valley through fresh eyes. I rediscovered our vineyards, forests, rivers, locally owned businesses, and the remarkable people who make this community unlike anywhere else.

I also began hearing the same questions from business owners throughout the valley:

"How do we bring more people through our doors?"

"How do we encourage visitors to stay longer?"

"How do we strengthen our local economy?"

The more I listened, the more I realized we already possess many of the things travelers are searching for. Award-winning wineries. Beautiful scenery. Outdoor adventure. Talented artists. Great food. Authentic experiences. Genuine hospitality.

The challenge isn't that we lack something worth visiting.

The challenge is that we haven't been telling our story together.

That realization became the foundation of the Illinois Valley Wine Trail.

Today, the Wine Trail is more than a collection of wineries. It's a collaborative destination marketing initiative that connects visitors with the people, businesses, and experiences that make the Illinois Valley extraordinary.

Together, we're creating more reasons for visitors to stop, explore, stay longer, and return again.

Our Mission

The Illinois Valley Wine Trail exists to elevate the Illinois Valley as a premier wine tourism destination by connecting visitors with exceptional wineries, authentic experiences, local businesses, and the people who make this region unique.

Through collaboration, education, and hospitality, we strengthen our local economy while celebrating the agriculture, culture, and character of the Illinois Valley.

Our Vision

We envision an Illinois Valley where visitors don't simply pass through, but choose to stay, explore, and return.

A place where wineries serve as the gateway to discovering locally owned businesses, scenic landscapes, outdoor adventures, artisan products, welcoming accommodations, and authentic experiences that define our community.

By working together, we're building a destination that supports local businesses, encourages sustainable tourism, and inspires visitors to experience everything the Illinois Valley has to offer.

Our Guiding Philosophy

Everything we do is rooted in four simple beliefs:

Authenticity First We celebrate the Illinois Valley for what it already is by showcasing the genuine people, places, and experiences that make this region unique.

Collaboration Over Competition Strong destinations are built through partnership. When businesses work together, everyone benefits.

**Every Business
Has a Place**

Tourism extends far beyond wineries. Every business that enriches the visitor experience contributes to the success of the destination.

**Hospitality Creates
Loyalty**

Visitors remember how they were welcomed. Genuine hospitality inspires them to stay longer, return often, and recommend the Illinois Valley to others.

The Opportunity Before Us

Every year, millions of people visit Oregon in search of beautiful landscapes, memorable experiences, outstanding food and wine, and authentic small towns. Southern Oregon continues to attract visitors who value scenic beauty, local hospitality, and opportunities to slow down and explore.

The encouraging news is that the Illinois Valley already offers exactly what today's travelers are looking for.

They simply need more reasons to discover it.

According to Travel Oregon's Southern Oregon Visitor Profile, scenic beauty, a relaxing atmosphere, quality hospitality, and local food and beverages are among the strongest motivations for visiting our region. Food and beverage experiences are the single most popular visitor activity, with more than 70% of travelers participating during their stay. Visitors spend an average of **5.3 days** in Southern Oregon, spend approximately **\$313 per person each day**, and **nine out of ten** say they intend to return. These numbers demonstrate both the strength of Oregon's tourism economy and the opportunity available to communities that successfully connect visitors with meaningful local experiences.

But here's the important part.

Those visitors are already coming.

Many travel through the Illinois Valley on their way to the Oregon Caves National Monument, the Redwood Coast, the Rogue River, Crater Lake, or neighboring communities. Others come specifically to visit our wineries, hike our trails, enjoy our rivers, or experience the natural beauty that surrounds us.

The opportunity isn't attracting visitors to Oregon.

The opportunity is giving them a reason to experience more of the Illinois Valley.

When someone visits one of our wineries, that's an invitation to recommend a nearby restaurant. When they stop for lunch, it's an opportunity to introduce them to a local boutique, farm stand, gallery, or coffee shop. An afternoon visit can become an overnight stay at a local inn, RV park, or yurt. One memorable experience often leads to another.

That's how destinations grow.

Tourism isn't measured by how many people drive through a community.

It's measured by how many choose to stop, explore, spend time, support local businesses, and leave with stories they'll share long after they return home.

The Illinois Valley already possesses extraordinary assets: award-winning wineries, family-owned farms, outdoor recreation, welcoming accommodations, talented artists, unique shops, and a community rich in history and character.

Our greatest opportunity is not creating something new.

It's connecting what already exists into an experience visitors can't wait to discover.



When people hear the words *Illinois Valley Wine Trail*, it's natural to assume the organization is only for wineries.

In reality, the wineries are just the beginning of the visitor's journey.

A memorable trip is created by everything a visitor experiences along the way. Where they eat, where they stay, what they discover, the people they meet, and the unexpected places they find all become part of the story they'll take home.

That's why the Illinois Valley Wine Trail welcomes businesses and organizations that contribute to the overall visitor experience.

Whether you welcome guests for an hour or several days, your business can help transform a simple wine tasting into an unforgettable Illinois Valley adventure.

One Destination. Many Experiences.

The Illinois Valley Wine Trail isn't simply promoting wineries.

We're helping visitors discover everything that makes the Illinois Valley extraordinary.

Every Tourism Partner plays a role in that experience.

Whether you pour wine, serve breakfast, guide fishing trips, rent yurts, sell handmade goods, host weddings, or welcome guests to your campground, you're helping create a destination visitors will remember.

Because great destinations aren't built by one business.

They're built by communities working together.

How We Support Our Partners

Destination Marketing That Works for Everyone

The Illinois Valley Wine Trail exists to market the Illinois Valley as a destination, while helping visitors discover the businesses that make our community unique.

Rather than promoting one business at a time, we create connected experiences that encourage visitors to explore more, stay longer, and support multiple local businesses during their visit. Every marketing effort strengthens both individual businesses and the destination as a whole.

ILLINOIS VALLEY



WINE TRAIL



DESTINATION MARKETING SERVICES

WE PROMOTE. WE CONNECT. WE GROW TOURISM TOGETHER.

The Illinois Valley Wine Trail provides a full suite of destination marketing services designed to increase visibility for our partners and inspire visitors to explore more of the valley.

1



WEBSITE & PARTNER DIRECTORY

Professional listings with photos, information, links, and searchable categories that help visitors discover your business.

2



SOCIAL MEDIA MARKETING

Regular features that highlight partners, events, seasonal experiences, and visitor inspiration across our social channels.

3



PHOTOGRAPHY & CONTENT CREATION

Professional photography and compelling content that showcases partners and strengthens our destination storytelling.

4



EMAIL MARKETING

Monthly newsletters featuring partner news, upcoming events, seasonal promotions, and destination updates.

5



PASSPORT PROGRAM

Encourages visitors to explore multiple partners while creating repeat visits and cross-promotion opportunities.

6



VISITOR REFERRALS

Personalized recommendations to visitors based on their interests—connecting them with partners throughout the valley.

7



EVENT PROMOTION

Promotion of partner events through our website, newsletters, blogs, social media, and collaborative marketing campaigns.

8



MEDIA & PUBLIC RELATIONS

Destination stories, press releases, travel writer outreach, and media opportunities that increase awareness of the valley.

9



COLLABORATIVE CAMPAIGNS

Seasonal and themed campaigns that encourage visitors to discover multiple partners during a single trip.

10



TOURISM RESEARCH & REPORTING

Quarterly passport reports, visitor trends, and tourism insights that help partners make informed business decisions.

11



PARTNERSHIP SUPPORT

Ongoing communication, marketing resources, networking opportunities, and planning support to strengthen our partner network.

12



STRONGER TOGETHER. GREATER IMPACT.

Every service we provide is designed to bring more visitors, more visibility, and more opportunities to our partners.



Together, we inspire visitors to explore more, stay longer, and love the Illinois Valley.

Every Tourism Partner Receives

Regardless of partnership level, every Tourism Partner becomes part of a collaborative destination marketing effort focused on growing tourism throughout the Illinois Valley.

Every partner receives:

- Professional listing on the Illinois Valley Wine Trail website
- Inclusion in the Tourism Partner Directory
- Regular Tourism Partner newsletters and updates
- Opportunities to participate in collaborative marketing initiatives
- Visitor referrals whenever appropriate
- Access to partnership resources and promotional opportunities
- Recognition as part of the Illinois Valley Wine Trail network

Additional marketing benefits expand with each partnership level, providing greater visibility, promotional opportunities, and destination-wide recognition.

How It Benefits Your Business

When businesses work together, visitors experience more of the Illinois Valley.

A winery guest may become a restaurant customer. A restaurant recommendation may lead to an overnight stay. A family exploring the valley may discover a local artist, book an outdoor adventure, or stop at a farm stand before heading home.

Those connections don't happen by accident. They're created through thoughtful destination marketing and a shared commitment to promoting the Illinois Valley as a place worth exploring.

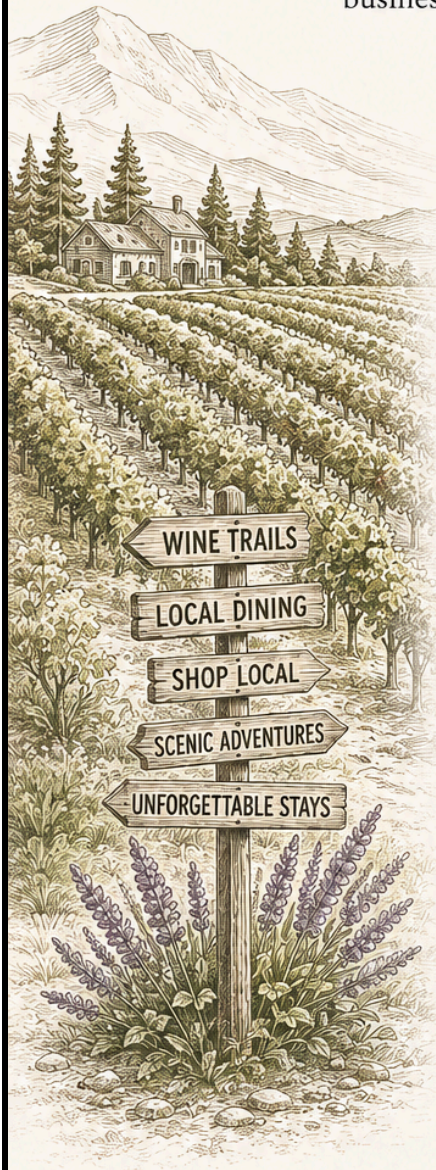
By working together, we create experiences that encourage visitors to stay longer, spend more locally, and return again, benefiting businesses across the entire community.

ILLINOIS VALLEY



ONE VISIT. *Many Discoveries.*

When visitors experience one part of the Illinois Valley, they're inspired to explore more—supporting local businesses and strengthening our community.



VISITOR

Travelers are drawn to the Illinois Valley for our wineries, scenery, and authentic experiences.



WINERY

They visit a winery, enjoy exceptional wine, and receive recommendations for other local experiences.



RESTAURANT

They enjoy a local meal, savor our flavors, and experience our hospitality.



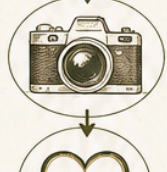
SHOPPING

They discover unique shops, artisan products, and locally made goods.



LODGING

They stay overnight, relax, and explore even more of what our valley offers.



RETURNS HOME

They leave with memories, stories, and a desire to come back.



RECOMMENDS ILLINOIS VALLEY

They share their experience with friends and family—bringing more visitors to our valley.

TOGETHER, WE CREATE MORE REASONS TO VISIT,
MORE MEMORIES TO SHARE, AND A STRONGER ILLINOIS VALLEY.



Our Vision for the Future

The Illinois Valley Wine Trail began with a simple idea:

When businesses work together, entire communities thrive.

While wineries remain the heart of the Trail, our vision extends far beyond wine. We see an Illinois Valley where visitors come not only to enjoy exceptional tasting rooms, but to experience the restaurants, farms, artists, shops, lodging, outdoor recreation, and welcoming people that make this region unlike anywhere else.

Every partnership strengthens that vision.

Every recommendation encourages another discovery.

Every memorable experience inspires another visit.

Building a destination doesn't happen overnight. It grows one visitor, one story, one partnership, and one shared success at a time.

Future Aspirations

As our network of Tourism Partners grows, so will our ability to invest in new initiatives that benefit businesses throughout the Illinois Valley.

Our vision includes:

Destination Marketing	Expanded regional and digital campaigns that introduce more travelers to the Illinois Valley.
Visitor Resources	Interactive maps, itineraries, and guides that help visitors explore more of our community.
Signature Experiences	New events and programs that celebrate our wineries, agriculture, arts, recreation, and local culture.

Storytelling

Professional photography, blog features, media outreach, and visitor stories that showcase our partners.

Tourism Insights

Passport reporting and visitor data that help partners better understand tourism trends and opportunities.

Education & Collaboration

Resources, workshops, and cooperative marketing opportunities that strengthen our partner network.

Building Something That Lasts

Success isn't measured simply by the number of visitors who pass through the Illinois Valley.

It's measured by the families who decide to stay for dinner after visiting a winery.

By the travelers who extend their trip because they discovered something unexpected.

By the local businesses that recommend one another because they understand they're building something together.

And by the visitors who return home eager to tell others about the experience they found here.

That is the destination we're creating.

One that reflects the character of the Illinois Valley, supports our local businesses, and continues to grow for generations to come.

Partnership Levels

Every business has different goals, different budgets, and different ways of connecting with visitors. That's why the Illinois Valley Wine Trail offers four

partnership levels, allowing you to choose the level of visibility and involvement that's right for your business.

Each level builds upon the previous one, providing expanded marketing opportunities, increased visibility, and additional ways to engage with visitors exploring the Illinois Valley.

Regardless of the level you choose, every Tourism Partner becomes part of a collaborative effort to strengthen our local economy and build the Illinois Valley as a premier wine tourism destination.

Partner Benefits	Trail Friend	Tourism Partner	Destination Partner	Founding Presenting Partner
Annual Investment	\$75 / year	\$250 / year	\$500 / year	\$1,000 / year
Listing on IVWT Website	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓
Visitor Publications	—	✓	✓	✓
Passport Program	—	✓	✓	✓
Newsletter Features	—	✓	✓	✓

Event & Promotion Support	✓	✓	✓	✓
Premium Marketing Placement	—	—	✓	✓
Custom Partnership Opportunities	—	—	✓	✓
Presenting Partner Recognition	—	—	—	✓
Strategic Marketing Planning	—	—	—	✓
Advisory Council Participation	—	—	—	✓

Advisory Council Participation

Opportunity to help inform Trail priorities, partnerships and future visitor initiatives.



BECOME A
FOUNDING
TOURISM PARTNER

HELP SHAPE THE FUTURE OF
THE ILLINOIS VALLEY.



Trail Friend - \$75

(Founder Pricing)

Supporting Local Tourism

Ideal for: Businesses that want to support the Illinois Valley Wine Trail while establishing their presence within our growing tourism network.

Trail Friends become part of the Illinois Valley Wine Trail community and help demonstrate their commitment to strengthening local tourism.

This level is perfect for businesses that may not offer a Passport incentive but want to support collaborative destination marketing and gain visibility through the Wine Trail.

Includes:

- Website business listing
 - Inclusion in the Tourism Partner directory
 - Visitor referrals when appropriate
 - Partner communications and updates
 - Recognition as a Founding Tourism Partner (2026 only)
-

Tourism Partner - \$250

(Founder Pricing)

Connecting Visitors With Your Business

Ideal for: Businesses ready to actively participate in destination marketing and welcome Illinois Valley Wine Trail visitors.

Tourism Partners become featured participants in the visitor experience through Passport participation, referrals, collaborative marketing, and ongoing promotional opportunities.

Includes everything in Trail Friend, plus:

- Passport participation
- Dedicated business profile
- Regular social media features

- Newsletter inclusion
 - Blog and storytelling opportunities
 - Event promotion
 - Quarterly Passport reporting
-

Destination Partner - \$500

(Founder Pricing)

Premier Visibility

Ideal for: Businesses that want to become highly visible destinations within the Illinois Valley visitor experience.

Destination Partners receive expanded marketing opportunities designed to showcase their business throughout the year.

Includes everything in Tourism Partner, plus:

- Priority website placement
 - Featured destination spotlight
 - Expanded storytelling opportunities
 - Collaborative campaign participation
 - Priority event promotion
 - Enhanced photography opportunities
 - Media & Travel Writer Opportunities
-

Presenting Partner - \$1,000

(Founder Pricing)

Leading the Future of Tourism

Ideal for: Businesses and organizations that want to play a leadership role in developing tourism throughout the Illinois Valley.

Presenting Partners receive the highest level of visibility while demonstrating a long-term commitment to the success of the Illinois Valley as a destination.

Includes everything in Destination Partner, plus:

- Premium recognition across Illinois Valley Wine Trail marketing
 - Presenting Partner designation
 - Highest website visibility
 - Priority recognition at signature events
 - Featured placement in visitor publications
 - Opportunities for collaborative campaign sponsorship
 - Strategic Marketing Planning
-

Become a Founding Tourism Partner

Every partnership helps tell the story of the Illinois Valley.

Every partnership helps create new opportunities for local businesses.

Every partnership helps transform a collection of individual businesses into a destination visitors will remember.

Whether you're joining as a Trail Friend or leading as a Presenting Partner, your investment supports a shared vision for the future of tourism in the Illinois Valley.

We invite you to become a Founding Tourism Partner and help shape the next chapter of our community's story.

Partner Expectations

A Shared Commitment to Hospitality

The Illinois Valley Wine Trail is built on collaboration, hospitality, and a shared commitment to creating memorable visitor experiences. Every Tourism Partner plays an important role in shaping how guests experience our region.

While every business is unique, we ask our partners to embrace a few simple principles that strengthen the entire destination.

As a Tourism Partner, we ask that you:

- **Welcome visitors warmly.** Every guest is an opportunity to create a lasting impression of the Illinois Valley.

- **Recommend fellow Tourism Partners.** A rising tide lifts all boats. Sharing recommendations helps visitors discover more of what our community has to offer.
- **Keep your business information current.** Accurate hours, contact information, and offerings help us provide the best visitor experience.
- **Participate when opportunities arise.** Whether it's a collaborative promotion, community event, media opportunity, or seasonal campaign, your involvement strengthens the Trail.
- **Help tell the Illinois Valley story.** Share the beauty, authenticity, and unique experiences that make our valley a destination worth exploring.
- **Help shape the future of the Trail.** Founding Presenting Partners are invited to participate on the Illinois Valley Wine Trail Advisory Council, providing input on destination marketing priorities, collaborative opportunities, visitor experiences, and the continued development of the Trail. The Advisory Council gives our highest-level partners a meaningful voice as we grow, while day-to-day operations and final organizational decisions remain with the Illinois Valley Wine Trail.

Together, we create experiences no single business could provide alone.

YOUR PARTNERSHIP STARTS NOW

When you join the Illinois Valley Wine Trail, your partnership begins working for you right away.

You don't have to wait for the next Passport to become part of the visitor experience. We begin building your visibility now, then expand your participation as the Trail grows.

NOW

YOU BECOME VISIBLE.

Once your partnership is confirmed, we'll collect your business information and begin building your presence within the Illinois Valley Wine Trail network.

Depending on your partnership level, this may include:

- Website listing or featured placement
- Founding Tourism Partner recognition

- Partner announcement
- Social media introduction
- Blog and storytelling opportunities
- Links to your website and social channels

Your business becomes part of the Trail from the moment you join.

NEXT

WE BEGIN TELLING YOUR STORY.

Over the following weeks and months, your business becomes part of our ongoing destination marketing.

Partner features roll out through Illinois Valley Wine Trail social media, newsletters, website content, photography, event promotion, collaborative campaigns, and visitor referrals, with frequency and exposure based on your partnership level.

Our goal isn't simply to advertise individual businesses. It's to show visitors how all of our businesses connect to create an Illinois Valley experience worth exploring.

COMING SOON

YOUR PARTNER TOOLKIT.

We want participating in the Trail to be easy.

Partners will receive ready-to-use materials designed to help introduce visitors to the Illinois Valley Wine Trail and encourage them to explore beyond a single stop.

The Partner Toolkit may include:

- Digital Illinois Valley Wine Trail partner graphics
- Passport promotional flyer with QR code
- Social media graphics and suggested copy
- Visitor-facing Trail information
- Promotional materials for use at your business
- Enhanced recognition materials for qualifying partnership levels

Additional tools and materials will continue to be developed as the Trail grows.

2027

YOUR PARTNERSHIP ENTERS THE PASSPORT.

Tourism, Destination, and Founding Presenting Partners may offer an exclusive visitor perk in the **2027 Illinois Valley Wine Trail Passport**.

Your perk gives Passport holders another reason to walk through your door while encouraging visitors to explore more of the Illinois Valley, stay longer, support local businesses, and return.

The Illinois Valley Wine Trail Passport connects wineries with the restaurants, lodging, shops, recreation, arts, farms, services, and experiences that turn a wine trip into a destination experience.

WE GROW TOGETHER.

Every new partner adds another reason to explore the Illinois Valley.

Your partnership starts now.

Your visibility grows with the Trail.

And together, we're building a destination worth coming back to.

Frequently Asked Questions

Do I have to be a winery?

Not at all. The Illinois Valley Wine Trail welcomes businesses that enhance the visitor experience, including lodging, restaurants, recreation, retail, agriculture, arts, wellness, and many other sectors.

When do my partnership benefits begin?

Immediately. Your Illinois Valley Wine Trail partnership begins as soon as your enrollment is confirmed.

We'll start by collecting the information we need to build your presence within the Trail, including your business information, website and social links, photos, and other materials appropriate to your partnership level.

Your initial rollout may include website placement, a partner announcement, social media promotion, storytelling, photography, blog features, and other marketing opportunities based on your partnership level.

Throughout the year, your business will continue to be incorporated into Illinois Valley Wine Trail destination marketing, collaborative campaigns, visitor referrals, and promotional opportunities as applicable.

Tourism, Destination, and Founding Presenting Partners will also be invited to participate in the 2027 Illinois Valley Wine Trail Passport by offering a visitor perk.

In short: **your partnership begins now. Passport participation is an additional benefit coming in 2027.**

Can nonprofit organizations participate?

Absolutely. Community organizations, museums, arts groups, historical societies, and other nonprofit organizations play an important role in creating a vibrant visitor experience and are encouraged to participate.

To support the valuable work these organizations do within our community, the Illinois Valley Wine Trail offers **special nonprofit partnership pricing**. Please contact us to learn more about eligibility and available partnership options.

Do I have to offer a passport discount or special?

No. Passport participation is flexible. Each participating business determines the type of experience, perk, or offer that best fits their business.

Do I have to be located in Cave Junction?

No. Tourism Partners are welcome from throughout the Illinois Valley and surrounding communities that contribute to the visitor experience.

Can I upgrade my partnership later?

Yes. Businesses may upgrade to a higher partnership level at any time as opportunities and marketing goals evolve.

Can I join after the Founding Year?

Yes. Tourism Partners may join at any time. However, **Founding Tourism Partner** and **Founding Presenting Partner** recognition is reserved exclusively for businesses that participate during the inaugural launch period.

How often will I hear from the Illinois Valley Wine Trail?

Tourism Partners receive regular updates through our monthly partner newsletter, collaboration opportunities, event announcements, and marketing communications designed to keep everyone informed and engaged.

After You Join

Welcome to the Trail

Joining the Illinois Valley Wine Trail is just the beginning. Once your partnership is confirmed, we'll begin introducing your business to visitors and integrating you into our destination marketing efforts.

During your first few weeks, we'll:

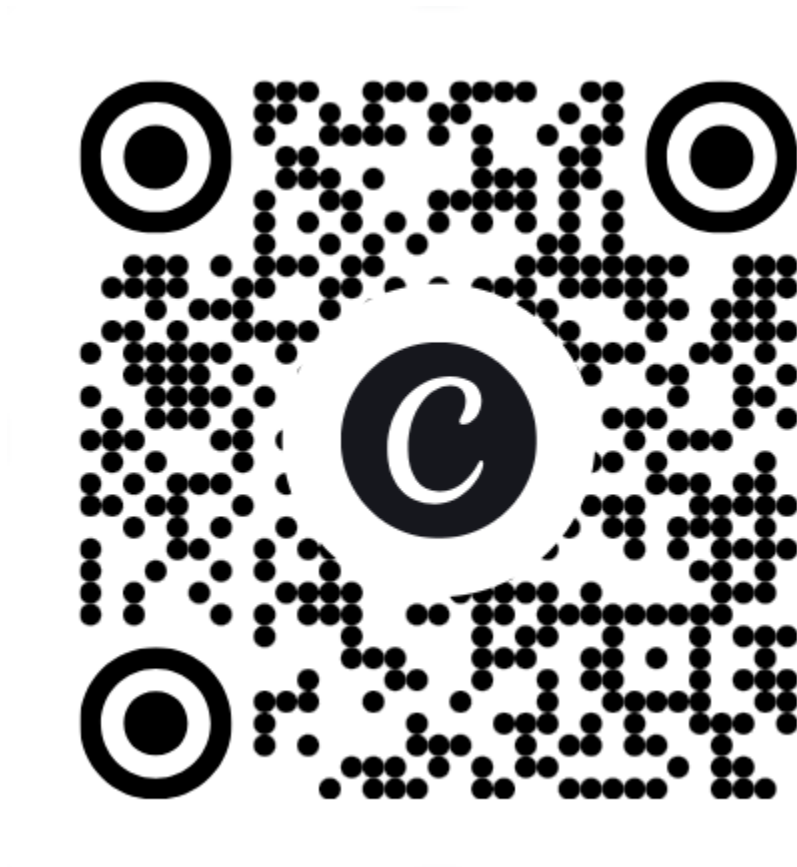
- ✓ Add your business to the Illinois Valley Wine Trail website.
 - ✓ Schedule or collect photography to showcase your business in the best possible light.
 - ✓ Introduce your business across our social media channels.
 - ✓ Include your business in the next Tourism Partner newsletter.
 - ✓ Add your business to the Tourism Partner Directory and visitor resources.
 - ✓ Begin referring visitors whenever your business matches their interests and itinerary.
 - ✓ Connect you with collaborative marketing opportunities as they become available.
 - ✓ Welcome you into a growing network of businesses working together to strengthen tourism throughout the Illinois Valley.
-

Your Success Is Our Success

Our goal is simple: to help more visitors discover your business while creating unforgettable experiences that encourage them to stay longer, explore more, and return again.

As the Illinois Valley Wine Trail grows, every Tourism Partner benefits from increased visibility, stronger regional recognition, and the power of collaborative destination marketing.

Thank you for helping build a destination visitors will remember for years to come.



<https://illinoisvalleywinetrail.com/partner/>