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Bureaus and Beer: Promoting Brewery Tourism in Colorado

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Bureaus and Beer: Promoting Brewery Tourism in Colorado

By

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Chapter 1

Introduction

Beer, wine and spirits are three little words that make lots of people excited. Alcohol can be thought of as a necessity for tourists. In recent years, consumers are becoming more interested in the development and processes behind their favorite libations. This has spurred a new type of tourist; those that are interested in brewery tours, vineyard hopping, or enjoying a day out at their favorite distillery.

The beer industry has seen rapid growth expansion in the U.S. In 1980, there were roughly 100 breweries in the nation and today there are over 2500 (Brewers Association, 2013a). With the rapid expansion of micro-brewing and nano-brewing, tourists are going on brewery based tours in multiple regions, such as Colorado, Oregon, or New England. Tourists are beginning to seek a stronger connection with the communities they are visiting. They want to sample the local cuisine, taste the local beer, and meet the artisans making the products they are interested in purchasing (Grandmaison, 2013). Experiential tourism has shifted the attitudes of consumers; they no longer want to just consume, but also want to make connections. Craft brewing is one industry that can easily accommodate the tourists interested in this new trend that is experiential tourism.

Colorado has seen its beer industry take off in popularity. Colorado has roughly 150 breweries and one of the lowest breweries per capita ratios in the U.S. (Brewers Association, 2012a). With the increase in breweries, there is also a potential increase in visitors to the microbreweries. In a previous study, it was found that a majority of Colorado breweries would expand their business if there was more state support for brewery tourism (Wobbekind,

Lewandowski, DiPersio, Ford & Streit, 2012). This expansion would lead to more beer production and provide the breweries with greater motivation to meet the needs of these tourists.

Colorado saw over 29 million overnight pleasure trip visitors in 2011, with a majority visiting the front range region, which includes major metropolitan areas such as Colorado Springs and Denver (Dean Runyan Associates, 2013). Breweries have the opportunity to grab some of these tourists by offering tours or tastings. By capitalizing on these tourists with brewery tourism, Colorado can boost and define its profile, effectively meet the needs of these guests, and engage in experiential tourism to keep the dollars coming long after the tourists have gone home, through purchases of their favorite Colorado beer.

Brewery based tourism is a way for locations to attract tourists as a supplement to their itinerary or as the main attraction. If a brewery becomes particularly popular, it could bring dollars and tourists into locales to spend money on hotels, restaurants, shopping, and, of course, beer. In addition, it is another attraction for locations that could bring more tourists or have them stay longer. For example, a trip to Denver, could be extended by a day or two as visitors can spend more time engaging in brewery tours or brewpub hopping. The breweries should be excited to be part of this tourism as they can showcase their products, expand sales and brand recognition amongst new visitors. Brewery tourism can feed into word-of-mouth marketing when the visitors return home and tell their friends and family members about the experience. This would possibly result in new tourists making the trip to enjoy the breweries and for all to purchase more Coloradoan beer.

Another reason brewery tourism is important is that it is a point of regional pride. Many nations, states, or cities are proud of their favorite beverages and want to show them to the world. If an already well-known brewery engages tourists, it creates another selling opportunity and

tourist attraction. Unfortunately, not much is known about the alcohol tourist, in general, and more information regarding these tourists would be beneficial to not only the producers, but to the overall community in which they are housed. Colorado has prided itself on its beer industry and is a great location for reviewing and analyzing the brewery tourism industry

Purpose

The purpose of the paper is to develop a set of guidelines and marketing campaigns for tourism bureaus to use to promote and increase brewery tourism, as well as properly engage breweries to promote tourism.

Statement of Objectives

The objective of this study is to evaluate the economic impact of brewery tourism in the Colorado region and to discuss guidelines and marketing campaigns to bolster this tourism. Guidelines and marketing suggestions will also be discussed for hoteliers and restaurateurs to maximize on this special-interest tourism within their respective regions. The guidelines will allow tourism bureaus and hospitality organizations to better meet the needs and demands of brewery tourists and also offer programming aimed to draw these tourists to the regions. The marketing campaigns will be designed to draw visitors whose primary purpose for travel is not related to brewery tourism, in order to enhance their experience in Colorado. Although, promoting brewery tourism to tourists whose primary motive is the beer will be investigated.

Justification

By outlining and discussing the unmet market demand and the revenues available in this special interest tourism, hospitality organizations will be able to analyze the financial benefits and determine if this industry is viable for their organization. The local tourism bureaus should better understand this niche tourism and determine ways to initiate and sustain growth in the

industry. This will also benefit the overall communities with increasing tourism dollars to improve the locales and increase jobs.

Wobbekind et al. (2012) found that breweries would be able to expand operations and would be motivated to expand through state support of brewery tourism and the breweries themselves. Through the tourism bureaus' support and research of this special interest tourism, the community and business would work together to promote their offerings to tourists. Colorado is well known for its outdoor adventures and sightseeing, however the desire for experiential tourism and tasting the local cuisine is a prime attraction for many tourists (Plummer, Telfer, Hashimoto, & Summers, 2005). The popularity of beer trails in other states has been viewed favorably by tourists. However beer and ale trails are typically designed and coordinated by the local tourism bureaus (Boone & Buzzeo, 2013). By catering to these desires, the breweries and tourism bureaus would be best able to fill these particular tourists' needs.

Constraints

This study takes a subjective approach to the guidelines and marketing campaign suggestions offered. The guidelines and campaigns are expected to be beneficial to the organizations involved, but there is limited data supporting the success of these campaigns. This study will also rely on existing data to draw conclusions about these types of tourists and is limited to the Colorado region. However, the results may be applicable to other regions.

Chapter 2

Literature Review

History has suggested beer originated in Mesopotamia and spread throughout the Indo-European regions of the world in our early civilizations (Dornbusch, 2006). Since those times, beer has become a staple in many cultures, just like bread or wine. With the evolution of technology and cultures, many different types of beer have been developed and many people endeavor to create their own special brew (Dornbusch, 2006). It is with this spirit that breweries formed, as organizations designed to produce lots of beer for the benefit of mankind. It is important to better understand the many different types of breweries that make this special-interest tourism possible.

Brewery tourism is a relatively new type of tourism. To better understand how and why it would be a viable industry in Colorado, the tourism of the state needs to be investigated, along with defining the many different types of breweries. The different trends and fads in tourist preferences are another area that will be discussed, as well as lessons from other similar industries and states that have brewery tourism. The first step is understanding the breweries.

Breweries in the United States

Before discussing brewery tourism at length, it is necessary to understand the root component of this tourism, the breweries themselves. The United States has a long history of breweries within its borders.

Native Americans are credited with developing corn based beer long before European settlers came to the New World. However, these settlers brought their own methods and styles of beer making with them from Europe, many of them being from England or the Netherlands. Beer was mainly brewed at home. It was not long before the first brewery opened in 1612 in the

town of New Amsterdam (Hieronymous, 2013). The modern era of brewing came about in 1810, when there were approximately 130 breweries in operation and consumption per capita was less than one gallon. This was known as the start of the modern era because beer was being brewed in large batches and distributed widely, similar to today's breweries. The middle of the 1800s saw an influx of German immigrants which brought their own preferences and techniques for making beer. By 1873 the United States had over 4000 breweries and in 1914, per capita consumption had grown to roughly 20 gallons. The industry gained steam throughout the decades until the National Prohibition of 1920 to 1933, where the number of legal breweries in the United States fell to zero and alcohol consumption was illegal (Brewers Association, 2013a; Hieronymous, 2013).

After the National Prohibition, the demand for beer and other alcohols returned and many breweries reentered the industry or sprang up to address this increase in demand. However, over time the number of breweries decreased. This was mainly due to mergers and acquisitions or bankruptcies of smaller breweries. As of 1980, there were roughly 90 breweries in operation in the United States (Brewers Association, 2013a). The industry then took a wild turn; by the end of the twentieth century the United States had more breweries than any other nation and the number continued growing (Hieronymous, 2013). As of June 2013, there were an estimated 2,538 breweries in operation in the United States (Brewers Association, 2013a). There are many, many different breweries in the United States, thus it is important to discuss the different types of breweries and brewpubs that exist.

Defining Breweries and Brewpubs

There are numerous types of breweries in the United States. Most of the definitions revolve around the size and capacity of the brewery, as well as the methods used. Breweries

typically fall under one of the broader definitions, but as new types of breweries begin operations and gain popularity, new definitions are necessary.

Macrobreweries, Megabreweries, or Large Breweries

There are many names for the big breweries; the most frequently used terms are macrobreweries, megabreweries or large breweries (Alworth, 2013; McLeod, 2013). There are conflicting ideas as to what constitutes a macrobrewery. Alworth (2013) determined that breweries that produce in excess of 300,000 barrels annually should be known as large breweries. The Brewers Association defines breweries that produce over six million barrels annually as macrobreweries (Berman, 2012). These terms are used informally and have little consensus, but basically a brewery that is too big to be a microbrewery is referred to as a macrobrewery.

In the United States, there are 56 macrobreweries in operation (Number of Breweries, 2013). Some examples of these breweries include the Coors Brewery in Golden, Colorado and the Anheuser-Busch breweries, which are located in multiple cities. Macrobreweries have typically been around for a long time, weathering the mass reduction era of breweries leading up to the 1980s (Brewers Association, 2013a). The top six macrobreweries in the United States control 93.6% of the beer market, giving them substantial influence on the overall market (Mintel, 2012). In some circles, macrobreweries have a negative association, being known as beer with little character or culture. This beer is viewed by beer aficionados as mass-produced swill with little flavor (Brewers Association, 2013b). Although these macrobreweries may have a negative image to beer snobs, these organizations have multiple brands and a considerable market share. They are also part of American culture and cuisine, in the same way fast food is a

part of the United States' culture. The next types of brewery in size would be the microbreweries or craft breweries.

Craft Breweries and Microbreweries

Microbreweries and craft breweries have some differences and many similarities. A craft brewery is defined by the Brewer's Association as a brewery that is small, independent, and traditional. To further define craft breweries, small means the brewery produces less than six million barrels of beer annually. Also the production and products play a role; flavored malt beverages are not considered to be beer and the brewer must follow the rules of alternating proprietorship (Brewers Association, 2013c). An alternating proprietorship is a term used to describe an arrangement in which two or more people take turns using the physical premises of a brewery. In other words, a host brewery may rent out space and equipment to another entity or individual for the purposes of brewing beer (Alcohol and Tobacco Tax and Trade Bureau, 2012). The brewery must also be independent, meaning less than 25% of the brewery is owned or controlled by an alcoholic beverage entity that is not itself considered a craft brewer. An example of this would be if Anheuser-Busch purchased a smaller brewery to take over the brands associated with that brewery. Finally, the brewery must have a flagship all malt beer brand or 50% of their offerings must be all malt beer brands or beers that use adjuncts to enhance rather than lighten flavors (Brewers Association, 2013c).

The terms craft breweries and microbreweries are sometimes used interchangeably (Alworth, 2013). However, there are differences according to certain experts in the field. Some of these experts contend that the distribution of craft breweries is further reaching than microbreweries and that craft breweries produce more beer. McLeod (2013) suggests that craft breweries are able to distribute to many different states and locales, whereas a microbrewery is

thought to be very local, oftentimes being unable to distribute outside of their home state or even their home city. There are conflicting ideas as to the size of microbreweries. McLeod (2013) suggests a microbrewery produces less than 100,000 barrels of beer annually, whereas the Brewers Association has designated 15,000 barrels as the maximum to be considered a microbrewery (Brewers Association, 2013c). In terms of similarities, both microbreweries and craft breweries produce significantly less beer than the macrobreweries and have a significantly smaller market share. They split a portion of the 6.4% of the market share not controlled by the top six breweries in the United States.

These smaller types of breweries used to be commonplace in the United States. However, the larger corporations began purchasing the smaller breweries to reduce competition and gave them more marketing power to tout their own brews. As the number of breweries in the United States shrank, the desire for fuller flavored beers started with consumers brewing their own beer in their homes. This increase in home brewing led enthusiasts to build their own small breweries in their locales, giving birth to the craft beer industry (Brewers Association, 2013b). Growth continued in this fledgling industry throughout the 1990s and 2000s. Today, it is estimated there are over 2500 breweries operating in the United States (Brewers Association, 2013a). Many of these breweries are microbreweries, craft breweries, brewpubs, and other small types of breweries. Breweries that are too small to even be considered microbreweries are appearing in the United States and in various forms.

Nanobreweries, the newcomer

With the rise and growth of microbreweries and craft breweries, a new, smaller type of brewery has emerged, known as the nanobrewery. It is often defined as a brewery that produces less than four US beer barrels annually, but is also known as those that produce less than three

barrels per beer batch (Hess Brewing, 2012). New Hampshire recently passed a law that has more narrowly defined nanobreweries. The new law defines them as breweries that produce less than 2,000 barrels annually (Slattery, 2013). Nanobreweries are acknowledged by the Alcohol and Tobacco Tax and Trade Bureau and are fully licensed and regulated breweries (Hess Brewing, 2012). Nanobreweries often grow into microbreweries or brewpubs, given time and financial resources.

Nanobreweries fill an important role in the industry as they are able to produce small batches of beer for market testing, as opposed to brewing a large batch in the equipment larger brewers operate. Some larger breweries have the same smaller equipment as nanobreweries, allowing flexibility for testing new beers. As expected, the capital costs are much lower for nanobreweries allowing for new entrants to more easily enter the market, explaining their growth in recent years (Slattery, 2013).

Nanobreweries typically house themselves in restaurants, hotels, or bars. A great example is the Coldwater Creek Tavern's brewery that is adjacent to a hotel in Victoria, Canada. The tavern creates its own beers and offers tours and tastings to hotel patrons. It is especially popular with convention groups ("Coldwater Creek", 2012). Once a nanobrewery or other small brewery is able to develop space to serve its own creations to customers, it can blossom into what is known as a brewpub.

Brewpubs

Brewpubs are one of the better known types of smaller breweries, as they serve their own creations and oftentimes offer food service. Some of the best known brewpubs are BJ's Restaurants and Brewery, Gordon Biersch Brewery Restaurants, Hofbräuhaus, and Rock Bottom Restaurants (Hieronymous, 2010). A brewpub has been defined as brewery that sells at least

25% of its beer on site. In brewpubs, the beer is brewed primarily for sale in the restaurant and/or bar and the beer is oftentimes dispensed directly from the brewery's own storage tanks. In some states, brewpubs will sell their beer to go or distribute to local retailers (Brewers Association, 2013d). A shorter definition is a pub or restaurant that brews its own beer (Alworth, 2013). Brewpubs differ from other types of breweries in a few different ways. The most notable is the method of distribution.

Breweries large and small typically distribute their goods through wholesalers to be sold in retail or grocery locations; this is true even for nanobreweries. Therefore, these organizations depend on the retailers to drive sales as marketing dollars are usually limited. Brewpubs differ in that they sell their beer onsite in their pubs or restaurants and typically limit external distribution (Hieronymous, 2010). In order to drive business, brewpubs oftentimes do not distribute to external sources in order to force consumers to come to the brewpub in order to obtain the beer. If they develop a popular enough product, it could benefit their restaurant operations. This practice allows them to pair their beer with their food offerings.

The number of brewpubs in the United States has grown greatly in recent decades, as of June 2013, there are an estimated 1165 brewpubs in operations in the United States (Brewers Association, 2013a). Although some of these brewpubs are part of a chain, many are independent or standalone operations. Brewpubs play an important part in the culture and cuisine of locals, as they are oftentimes standalone operations in certain cities and interact with their communities (Hieronymous, 2010). Brewpubs have the ability to create a culinary experience by pairing the different foods with multiple beers, adding another dimension to the beer experience. Brewpubs are also related to a new type of brewery popping up in the United States, known as farmhouse breweries.

Farmhouse Breweries

A farmhouse brewery, or farm brewery, is a brewery that primarily brews beer and happens to be located near or on a farm. The farms own crops are typically used in the beers, as a primary ingredient such as grains or hops, or as an enhancer, such as habaneros or strawberries (“Born in a Barn”, 2011). A farmhouse brewery is similar in concept to a vineyard which grows its own grapes and uses them to make wine.

Farmhouse breweries have borrowed from vineyards, but they have also borrowed from the organic and slow food movements. The motivation for farmhouse breweries seems to stem from locally produced items that are raised ethically and without chemicals or preservatives (“Born in a Barn”, 2011). The breweries are unique in that they grow the food and use it to brew their beer, unlike other types of breweries which typically outsource their ingredients. An example of a farmhouse brewery is the Weeping Radish Farm Brewery in North Carolina, which grows its own food and brews its own beer and has been doing so since 1986. The owners strongly believe in small-radius consumption and wishes America would follow the European models for locally sourced foods (“Born in a Barn”, 2011). Farmhouse breweries represent a relatively small percentage of breweries in the United States and are oftentimes categorized as brewpubs. Even though they are have distinct differences from brewpubs and are more similar to vineyards. These types of breweries could be a great source of tourism for their communities.

There are many types of breweries in the world and each type of brewery has its own characteristics and traits to cater to tourists. Macrobreweries utilize large machinery to brew their beer and have massive factories, whereas a farmhouse brewery is a quaint microbrewery that grows its own materials. Each type of brewery offers a unique view of the same end product. Before discussing brewery tourism, it is important to discuss the impact of the beer

industry and the tourism industry in Colorado. By researching these two industries, similarities can be discovered to determine how these two industries can work together to bolster their individual performance.

Impact of the Beer Industry in Colorado

Colorado has one of the most favorable brewery per capita ratios for beer enthusiasts. The state contains roughly 150 breweries and a population of roughly five million. This gives them a brewery per capita ratio of roughly 33,000, meaning for every 33,000 people there is a brewery. There are only a few states with a lower brewery per capita ratio than Colorado and even fewer states with more breweries (Brewers Association, 2012a). Colorado has a few other distinctions. It holds the fourth most brewpubs and craft breweries in the country, is home to four of the top brewing companies in the US, and is one of the top producers of beer in the nation (“Beer Enthusiasts”, 2012). These favorable conditions have led to a culture that appreciates local products and the Beer Culture of Colorado has flourished.

Another interesting aspect of Colorado is the drinking public. In 2012, beer sales had decreased statewide, but the craft and microbreweries actually saw an increase in their sales. Year by year, the local breweries are producing and selling more products in the Colorado region. The overall sales may be slumping as smaller breweries typically charge more their products and if the dollars allocated to beer is the same overall volume will decrease. This trend may be translating into other locales as Colorado’s craft brewery production was up 13% in the first six months of 2013, while overall beer production was down 2% in the state (Armbrister, 2013). Coloradoans seem to be enjoying their smaller breweries products more than the larger macrobreweries beers. This plays into their culture by supporting small, independent and local businesses.

Beer Culture in Colorado

With Colorado's many breweries and brewpubs, a certain beer culture has developed. This is easily understood as, in 2012, Colorado citizens drink roughly 30 gallons of beer annually per capita, the national average is closer to 21.5 gallons per capita (All Colorado Beer Festival, 2012). The increased consumption of beer as led to the development of a beer drinking culture. J. Bresler (personal communication, November 8, 2013) of Visit Denver contends that Denver is the top beer city in the United States. This high consumption and production of beer has even inspired a documentary film know as Beer Culture (Free Mind Productions, 2011).

The film follows the craft beer movement in Colorado and discusses the history of Colorado beer and the struggles of starting or running a brewery. The politics surrounding beer in Colorado and the craft beer culture in general are also vetted. The tagline of the film is "Craft beer is the perfect metaphor for the American Dream." It discusses the many small business men and women who started brewing their own beer in either restaurants or microbreweries and then developed their breweries into the large producers they are today (Scott, 2011). One of the more significant segments of the film discusses the thought that beer is beer, with little distinction or difference between brands. Many of the brewers interviewed in the film expressed their dissatisfaction with the idea and presented that beer is not beer; there are so many different flavors, styles, brands, and processes to distinguish one beer from the next. This idea has influenced the culture of Colorado to understanding the many differences between beers, just as wine aficionados can distinguish between wines, it is not just a choice of red or white (Free Mind Productions, 2011). Colorado has many popular breweries and is the logical starting point for a film regarding smaller breweries. However, the culture does not end with one film.

As discussed, there are many breweries in Colorado. As a result, associations such as the Brewers Association, Colorado Brewers Guild, American Homebrewer's Association, and others are based in Colorado. These many associations are the result of a rich beer culture and dedication. The largest of these organizations is the Brewers Association, which publishes articles, data, and statistics about the industry. The Brewers Association has created and supports many of the smaller beer based organizations such as the Colorado Brewers Guild or the American Homebrewer's Association (Brewers Association, 2012b). In addition to the organizations and films discussing Colorado's beer culture, the number of festivals dedicated to beer in Colorado is very telling of the culture.

Colorado engages in many beer festivals throughout the year. The most popular of these festivals are the Great American Beer Fest, the All Colorado Beer Festival, and the Denver Beer Fest. The Great American Beer Fest (GABF) typically takes place in October, has been an event since 1982, and attracted nearly 50,000 attendees in 2013. The GABF sold out tickets to the public within 20 minutes of being for sale, a testament to its vast popularity. The GABF features over 600 breweries from across the United States to compete for medals for their beers (Great American Beer Fest, 2013). The All Colorado Beer Festival is similar to the GABF with the exception that only Colorado based breweries are allowed to compete (All Colorado Beer Festival, 2013). A more recently developed beer festival is the Fight Fire with Beer Festival.

This festival was in response to the many natural disasters affecting Colorado in recent years, especially wildfires. The proceeds from the festivals benefitted local firefighter stations in the state. The firefighter chiefs and Governor John Hickenlooper selected a Best Beer for Fight Fire with Beer Governor's Cup (Laur, 2012). These festivals show how the breweries are engaged in their communities and how beer is used to honor their citizens in uniform. Beer

festivals and breweries are not the only way to enjoy Colorado, there are many different forms of tourism in Colorado to compliment the breweries and these industries are important to the state.

Popular Forms of Tourism in Colorado

Colorado is a centrally located in the United States and enjoys tourists from many nearby states. In 2010, out-of-state visitors mostly came from California and Texas. Colorado is perhaps best known for its mountains and outdoor activities; more specifically, skiing and snowboarding. In addition to their outdoor adventures, visitors are interested in other offerings from the state. 30% of travelers came to the state specifically to visit historic sites, while 20% sought cultural experiences (Grenoble, 2011). Colorado has a deep heritage and many historic sites from earlier days. There are also multiple major metropolitan areas that have driven many tourists, especially Denver. The mile high city hosted approximately 12.7 million of the state's overnight visits, with top attractions including the 16th Street Mall and Cherry Creek Mall, areas well known for their shopping and restaurants (Grenoble, 2011).

Longwoods International (2013) found some interesting trends in Colorado tourists and the overall tourism in Colorado. Colorado continued to break records in terms of visitor volume and expenditures in 2012, with overnight trips reaching over 29.5 million. Colorado was able to attract more visitors for city, casino, outdoor and resort based trips, while trips for touring, special events, and business travel slightly declined. Another concerning trend is the decrease in Colorado's overall share of marketable leisure trips from 2.7% to 2.4%. However, Colorado maintained its position as the United States' preeminent ski destination in 2012.

Colorado tourists are also spending more, with expenditures reaching \$9.6 billion with all segments of tourism gaining. These segments include retail, services, recreation, sightseeing, attractions, and transportation. The number of day trips to and within the state rose by 6% in

2012 to roughly 30.8 million. However, the down side of this is the concerning trend of reductions in trip length. Colorado saw its peak in 2000 with visitors staying an average of 7 nights to 2012 where the average visitor stayed only 4.5 nights per trip (Longwoods International, 2013). The United States is still rebounding from the great recession. The nation, including Colorado, is seeing tourism increase slowly. Colorado’s main segments for leisure tourists are those seeking outdoor adventures and active lifestyles, arts and culture, and sightseers. Table One summarizes the popular types of tourism in Colorado which will be discussed in more detail.

Table 1

Types of Tourism in Colorado

Types of tourism	Popular activities	Nearby Brewery Attractions
Outdoor Adventures	Skiing and snowboarding Other snow sports Hiking/ Backpacking/ Camping Mountain Biking Water Sports	Limited – there are few breweries near these types of attractions due to their remoteness
Arts & Culture	Museums Arts-and-crafts festivals Performing Arts Culinary Arts Sporting Events	Numerous – these attractions are typically located in major metropolitan areas which also house numerous breweries
Sightseeing	Historical Landmarks Old Mining Towns Native American Heritage Major Metropolitan Sites Government Buildings Industrial Sites	Limited/Numerous – these attractions vary between major metropolitan areas and remote locations, the number of nearby breweries varies by attraction and is not consistent

Outdoor Adventures and Active Lifestyles

Colorado is perhaps best known for its outdoor adventures and active lifestyle activities.

The Rocky Mountains are the main attraction for these tourists. Ski vacations are one of the

most popular forms of tourism for visitors to Colorado, as it is the most popular destination for skiers in the United States (Longwoods International, 2013). In addition to the winter activities, there are activities to take advantage of in the summer. With everything from whitewater rafting to mountain biking to visiting one of the numerous national parks for a hike, the Colorado Rockies provide many opportunities for tourists.

Outdoor adventure enthusiasts are most interested in hiking, backpacking, mountain climbing, camping, fishing, hunting, and engaging in ecotourism activities (Longwoods International, 2013). However, Colorado offers many more activities, including: hot air balloon trips, dogsledding, or ice climbing. In addition to these activities, there are many lakes and reservoirs in Colorado to take advantage of sailing, water skiing, and jet skiing, or simply swimming with the family (Colorado Tourism Office, 2013a). Many tourists come to Colorado for the outdoor and adventure activities and a few breweries are in place to take advantage of these guests, such as the Dillon Dam Brewery near Keystone, or the Breckenridge Brewery in Breckenridge. A significant amount of tourists are not interested in the sporty side of Colorado and are more interested in the arts and culture of the cities.

Arts & Culture

Colorado has a large arts and culture following, particularly in major metropolitan areas such as Denver, Colorado Springs, or Fort Collins. Colorado contains many art museums, such as the Denver Art Museum, the Museum of Contemporary Art Denver, and the Colorado Springs Fine Arts Center, which give the state plenty visual-arts activities for tourists to engage in. In addition to the museums, large arts-and-crafts festivals such as The Cherry Creek Arts Festival in Denver and the Estes Park Fine Arts and Crafts Festival lure thousands of tourists to the area

each year (Colorado Tourism Office, 2013b). Many other towns in Colorado have a summer showcase for local artists, as well as weekly art walks through districts filled with art galleries.

The Denver Performing Arts Complex hosts numerous productions and is one of the largest arts campuses in the nation. The DPAC, as it is known to locals, is home to the Colorado Symphony Orchestra, Opera Colorado, Denver Center Theater Company and the Colorado Ballet, all of which produce many shows and excitement for locals and tourists. Renowned performing art events like the Central City Opera, the Colorado Shakespeare Festival in Boulder, the Aspen Music Festival, the Red Rocks Amphitheatre festivals, the Vail International Dance Festival, Boulder's Colorado MahlerFest, and the Breckenridge Music Festival are another aspect of the arts and culture of Colorado (Colorado Tourism Office, 2013b). In addition to the music and visual arts, Colorado is known for its foods and beverages.

In addition to the growing brewery tourism popularity, wine tourism continues to improve in the region. Connoisseurs of wine are increasingly drawn to Colorado's growing list of award-winning wineries. Many of the 100-plus wineries and vineyards offer free tours and tastings, and several host scenic picnics in their vineyards throughout the warmer months. Colorado's Western Slope, near the town Grand Junction, is known as Colorado's wine country (Colorado Tourism Office, 2013c). In addition to the beverages, the Colorado restaurant scene is gaining traction with the slow-food movement.

Colorado is focused on farm-to-table cuisine and is one of the innovators in this area. Restaurants strive not only to source vegetables and meats from local farmers, but many are also starting to grow gardens in their backyards or on the rooftops and purchase farmland to fill out their menus and source the ingredients themselves (Colorado Tourism Office, 2013c). Just like the farmhouse breweries that raise their own product, restaurants are following this example so

that consumers know where their food comes from. The restaurants also have more influence in the food production. They also get to ensure the foods are raised ethically and without chemicals or preservatives. The motivations of these restaurants and chefs are similar to those of farmhouse brewery proprietors (“Born in a Barn”, 2012).

Although not normally considered being parts of arts and culture, sports teams are a large tourist draw in Denver and are arguably a part of their culture. Denver is the smallest city in the United States that enjoys having teams in each major sport in the United States, these being the: Denver Broncos, football; Denver Nuggets, basketball; Colorado Rockies, baseball; Colorado Rapids, soccer; and, Colorado Avalanche, hockey. In addition, Colorado has professional lacrosse teams, professional rodeo associations, and climbing competitions (Colorado Tourism Office, 2013d). The many sports teams are important to Colorado’s culture and their dedication to a healthy and active lifestyle. Tourists interesting in art and culture can take in sports, restaurants, wineries, breweries, musical productions, visual arts, and all the outdoor adventures the state has to offer. In addition to outdoor adventures and arts and culture, Colorado is a great place for sightseeing and shopping.

Sightseeing

The breweries in Colorado could be considered a part of sightseeing, especially the behemoths MillerCoors and Anheuser-Busch, but there is so much more. Colorado hosts four national parks and over 40 Colorado state parks (Colorado Tourism Office, 2013e, 2013f). In fact over one-third of the geographical area of Colorado is dedicated to public works. In addition to the natural sights, there are numerous historical attractions across the state.

Colorado was an important location during the Wild West era of the United States. The exploration of the West and life on the frontier can be seen at numerous historic forts. In

addition, Colorado is home to several Native American tribes including the Pueblos. Colorado's history is full of rich American Indian heritage that can be experienced throughout the state through the various museums and historical sites (Colorado Tourism Office, 2013e). In addition to American Indian and Wild West attractions, the mining boom in the 1800s provide many attractions for sightseers.

The 19th-century mining boom of Colorado drew many people from around the country who were hoping to strike it rich in one of the many gold and silver mines. Today, tourists can experience a variety of attractions, such as prospecting for gold, taking a mining train trip 3,000 feet into the Bachelor Syracuse Mine in southwest Colorado, or seeing the prosperous, historic main streets of mining towns such as Leadville or Central City (Colorado Tourism Office, 2013g). These numerous natural wonders and historical sights are perfect for sightseers, but for those more comfortable with cities, there is plenty to do in the various metropolitans across the state.

The major metropolitans of Colorado have all the necessary sights for families. Denver hosts an aquarium, zoo, museum of nature and science, theme parks, the Hammonds candy factory, the United States Mint – Denver, capitol buildings, and lots and lots of shopping. Colorado Springs and other large cities have their own tourist attractions designed for families and sightseers, such as the Garden of the Gods or Estes Park. For those traveling with adults, Colorado hosts over 40 casinos and gaming halls, including dog racing tracks (Colorado Tourism Office, 2013h). Colorado's tourism is diverse and can cater to many different types of tourists. However, much of their focus is on outdoor adventures and sightseeing, as well as the cultural heritage. Brewery tourism is starting to achieve some recognition in the state, but the demand for brewery tourism is difficult to gauge. It is important to discuss how brewery tourism came to

prominence and how it plays into other cultural trends and paradigms in the United States. There are many different trends growing in the United States that could potentially bolster the market demand of brewery tourism.

Market Demand for Brewery Tourism

Brewery tourism is a small and relatively unknown form of tourism. It borrows from other types of tourism such as wine, heritage, or sightseeing. There are trends, or paradigm shifts, in American culture that could lead to its success. The slow food and foodie movements are two paradigm shifts that have played well into the hands of microbreweries and craft breweries. These movements have helped spur brewery tourism, as well as other types of tourism based around agriculture and food products. Other shifts in tourists' demands, such as experiential tourism, have increased the desire for types of tourism like brewery tourism. Breweriana is another phenomenon that has attracted certain tourists. These shifts in attitudes and desires make brewery tourism a possibility for growth in communities and as a main attraction in certain cities in Colorado. When considering the sheer number of breweries and their offerings, Colorado could add another type of tourism to its main forms.

The first topics that will be discussed are the slow food and foodie movements. The farmhouse breweries are perfect examples of the slow food movement, whereas craft breweries are more relatable to foodies, but both of these movements provide market demand for brewery tourism and Colorado is in a position to take advantage of both.

Slow Food Movement

The slow food movement was started in Italy in 1986 and quickly spread throughout the world. The Slow Food Organization has defined their efforts as striving to preserve traditional and regional cuisine and encouraging the farming of plants, seeds and livestock characteristic of

the local, traditional ecosystem (Slow Food, 2012). In other words, the slow food movement is ethically raised food to be consumed by the local community. This movement started as a counterculture to fast food, which is typically highly processed and designed to be consumed quickly. The slow food movement is also characterized by knowledgeable consumers who take the time to get to know the food they eat and know that it is healthy, financially viable for the people who produce it, and sustainable. Advocates of the slow food movement encourage consumers to go to markets for endangered foods consumers may be unfamiliar with, but are part of the local heritage and community (Deneen, 2013). Slow food has been embraced in many parts of the world and has many different chapters throughout North America. Its popularity may be due to many health problems associated with the American diet and the perceived lack of dietary diversity.

Although many consumers may be unfamiliar with the slow food movement, they are familiar with some of the changes and demands that have been created as a result. The three main goals of the slow food movement are taste education, defense of biodiversity, and interaction between consumers and food producers (Miller, 2008). A select few companies have embraced this philosophy, most notably Whole Foods, Starbucks, and Chipotle. Whole Foods embraces the idea of only selling sustainable food, offering seemingly exotic choices, and providing as much local food as possible. Chipotle only uses meats which were raised to their standards. Starbucks has embraced the Fair Trade philosophy by paying farmers in less developed countries a fair price for their coffee beans.

Brewery tourism incorporates the idea of knowing where your food comes from and paying a fair price to the producers. Slow food members who visit these breweries can now understand who is producing their favorite beers. They also have the benefit of purchasing

locally produced beverages. The slow food movement has been embraced by some breweries which only use local and sustainably grown products. Farmhouse breweries take it a step further and grow the hops or barley themselves. In addition to the slow food movement, the foodie movement also promotes brewery tourism.

Foodie Movement

Dining out has been viewed primarily as a social activity, something to enjoy with friends or family members, and the food took a backseat to the social aspect. There is a growing segment of diners for whom the food, not necessarily the social aspect, is the major reason to dine in a particular restaurant. These people will travel long distances simply to eat a meal cooked by a particular chef or partake of meals made with exotic ingredients and almost always aim to try something new when dining out. These consumers are popularly known as foodies or as part of the foodie movement (Watson, Morgan, & Hemmington, 2008). It is important to understand how the foodie movement came about.

The term for foodie was coined in 1984 by Harpers & Queen magazine to describe a consumer who is extremely interested in food. The snobbishness of terms such as gourmet was stripped away so that anyone could become a foodie without the negative connotations. Some authors describe foodies as collectors of food experiences. They often take pictures of their meals and blog about the experience without much concern for the audience. The foodie movement has grown up with the social media age and is mainly practiced by the children of the baby boomers in the United States (Watson et al., 2008). Foodies have a tendency to be overly concerned with food and are always striving to try new restaurants and food products. Breweries are in a unique position to capitalize on this movement.

As foodie movement members are interested in trying new foods and drinks, breweries large and small are able to capitalize on these consumers coming to their breweries. Breweries typically create test batches and only serve or sell them in their local establishment or in very limited distribution. A great example of this is New Belgium's Lips of Faith brand. The tagline for these creations is "Do you trust us? Because the Lips of Faith beers are small batch beauties brewed for faithful lips. These bottles are topped off with tasty mischief" (New Belgium Brewery, 2013). New Belgium creates two new limited edition Lips of Faith brand beers each season. Some of the more eccentric flavors are Coconut Curry Hefeweizen and Pluot. These creations are perfect for foodies who are always trying to sample something new. These creations are available at the brewery's main site in Fort Collins, Colorado and only for a limited time (Young, 2013). Foodies traveling to breweries like New Belgium can then sample the new creations or, if they are visiting multiple breweries in one trip, can sample the creations of multiple breweries, blog about their experience, and perhaps inspire other foodies to make the same trip to try new beers. The foodie and slow food movements are ideal for breweries, but another shift in tourists' attitudes can be exploited. Tourists are interested in experiential tourism.

Experiential Tourism

The dynamics of tourists have been steadily changing over time, especially in the United States. In past decades people bragged about where they had been. With experiential tourism taking hold, travel is more about what you did on your vacation and the memories you took home (Smith, 2005). In other words, travel is changing from a product to an experience.

The United States is undergoing a revolution as an experience economy, in that consumers will pay premiums for the experience rather than just a good or service. Experiences

are typically personal, revealed over time, involve multiple sensations, and are, above all, memorable. Smith (2005) argues that the most effective experiences involve four realms of interaction: entertainment, educational, escapist, and esthetic. These four realms deal with active and passive absorption and immersion (Smith, 2005). Effective experiential tourism engages tourists and has them participate. This allows them to understand the processes they are engaged in and then allows them to be part of the process. A similar industry to breweries has taken this idea to heart and has been successful in their implementation.

In the United States, the national liquor is Bourbon Whiskey, which was developed in the Kentucky region and by law bourbon must be made in the United States (Lukas, 2004). Kentucky is one of the most famous locations for bourbon production and the bourbon organizations have developed the Kentucky Bourbon Trail. This trail has seen over two million tourists from 25 different countries in the last five years (Kentucky Distiller's Association, 2013). In order to capitalize on tourism, many hotels recommend their favorite distilleries for guests to tour. The tours themselves are one of the main draws to visiting these attractions and engage in experiential tourism.

On many, visitors are taken on a walking tour of the surprisingly low-tech and craft-driven industry. Maker's Mark, one of the most well-known producers of bourbon, allows visitors to get in close to the processes and even be a part of it. Workers supervise visitors in applying labels and corks and even hand-dipping the bottles into the signature wax (Lukas, 2004). Although their role in the operation is very limited, it provides the visitors with a unique experience, actually being a part of the process. Breweries can learn from the bourbon distilleries by allowing guests to be part of a small process or engaging visitors to be part of the local brewery's culture.

How do breweries engage in experiential tourism? Breweries can allow visitors to be part of simple processes, such as loading bottles, applying labels, or even engage in a short exercise in choosing ingredients and selecting and smelling hops. In addition to creating a wonderful experience for these tourists, the breweries may see demand for their products increase as these consumers go home and wish to drink the beer of the brewery they visited on their last trip to Colorado, increasing sales after the point of contact. The foodie and slow food movement coupled with experiential tourism gives breweries and tourism bureaus a starting point to engage certain types of tourists, but there is another way to attract these tourists, an interesting pastime known as Breweriana.

Breweriana

Breweriana refers to any article or item containing a brewery or brand name associated with beer and breweries. It has also been defined as a collector activity that covers a wide range of different types of advertising collateral used to promote a brewery's products. The variety and array of different types of paraphernalia from the United States is massive. Collectors have been known to specialize in purchasing Breweriana paraphernalia from their hometown. Other collectors have been known specialize in a certain type of advertising or items, such as: beer cans, beer bottles, coasters, signs, bottle or can openers, tap knobs, etc. With the emergence of new microbreweries and craft breweries an entire new generation of collectors who specialize in these new breweries has been born (East Coast Breweriana Association, 2013). Similar to those consumers who collect Hard Rock glasses or those who collect souvenir spoons, brewery tourists can collect beer glasses, bottles, or other paraphernalia from the many different breweries they visit. Although these tourists may only visit one time, it is important to be able to cater to this type of tourists and provide collateral to commemorate their trip to the brewery. These items

could also be useful for experiential tourists so they have an item of memorabilia from their trip to the breweries.

Between the slow food movement, the foodie movement, experiential tourism, and Breweriana, it is easy to see why brewery tourism has become a new form of tourism in the United States. It is important to take into account the different trends in tourism that can impact the success of brewery tourism. However, brewery tourism can learn a great deal from a similar industry, wine tourism.

Wine Tourism

Wine tourism is a large and complex industry that deserves its own professional research and many organizations have studied this industry. This paper will briefly discuss wine tourism and information discovered about those who engage in this special-interest tourism in order to draw some parallels to the beer and brewery tourism industry.

Wine Tourism, Vinitourism, or Enotourism are a few of the many names that refer to tourism whose purpose involves the consumption, tasting, or purchasing wines (Bruwer & Thach, 2013). Usually these tourists prefer to engage in this type of tourism near or at the source, meaning they travel to the vineyards in order to partake of the offerings and may even make a few purchases of their favorite wines.

A distinctive characteristic of wineries and vineyards is that they are highly fragmented and very few have a sizeable market share (Bruwer & Thach, 2013). As a result, their marketing budgets are not very large, leaving the wineries to rely on direct and word-of-mouth marketing campaigns (Bruwer & Thach, 2013). These characteristics are similar to breweries and their interaction with marketing to tourists, but wineries and vineyards are much more evolved in attracting tourists. One of the best ways for wineries to both engage in marketing and collect

revenues is through tours of their operations and tasting events. Wineries have put a lot of dollars into developing tours, hiring knowledgeable staff members, and building tasting rooms in order to accommodate tourists. However, these costs are usually taken out of the marketing budget, but are subsidized with tasting room and tour fees, in addition to increased sales directly to the tourists (Sevil & Yuncu, 2009).

Wine tourism has many advantages and disadvantages for wineries and vineyards. The main advantage is the increase in brand awareness and sales. The costs and commissions on using distributors and wholesalers are diminished through direct sales to the end customers (Sevil & Yuncu, 2009). In addition, these customers are now more aware of the winery and its offerings and may make repeat purchases in the future or spread knowledge of the wineries to their friends and families, effectively bolstering positive word-of-mouth advertising for the wineries, which is one of the main goals of wine tourism.

On the downside, the devotion to tourism at wineries requires a lot of planning, logistics, and resources. By developing tourism in a winery, capital and management's time is required in order to pursue this type of marketing and there is no guarantee of increased sales or brand awareness. Wine tourism can be an important part of the winery, but it also benefits the local community and the local wine tourism industry as a whole. As more vineyards offer wine tourism attractions, more visitors may be drawn to the region in order to participate in multiple vineyards offerings and activities (Sevil & Yuncu, 2009). The visitor's side of the equation is always something to consider, but the collaboration and local community's involvement of the overall wine tourism industry can be improved as more wineries join.

Wineries engage in wine tourism as a means of boosting sales, increasing awareness, and helping develop the local community. When it comes to the tourists, research has identified

some of their common characteristics. Namely, consumers make connections between the wine they drink and the places they have visited (Halstead, 2013). This is telling of experiential tourism, in that consumers want reminders of their great vacations and a glass of wine from Croatia after a hard day of work can reignite certain memories of past vacations and be therapeutic. Also, these wine tourists generally travel in groups or with their significant others for a romantic getaway (Bruwer & Thach, 2013; Salvat & Boque, 2010). Some studies have shown that the typical U.S. winery saw roughly 14,000 visitors in 2012, making it a draw to the specific regions and a boost for the local economy. Currently, it is estimated that these tourists spend roughly \$1,000 per trip, with approximately one quarter going specifically to wine related activities (Hard, 2013). Similar to the brewery industries and the experiential and foodie tourism, wine tourism depends on these shifting desires in tourists for its success.

Word-of-mouth advertising was found to be a huge motivator for wine tourists. The social aspect is a key motivator and positive word-of-mouth from positive experiences will help boost brand awareness and sales. These wineries have also successfully engaged the younger generation, which is interested in wine consumption and knowledge, as there is a lifestyle associated with wine drinkers and young people enjoy being part of social clubs or groups. Location was also found to be a big motivator for wine tourists and local destinations tend to be favorites (Bruwer & Thach, 2013).

Both wine and beer tourism has been bolstered by the slow food and foodie movements, as well as the desire for experiential tourism. Even though wine tourism is much more established in the economy and in academic circles, beer tourism can learn from wine tourism and be able to attract consumers with methods similar to wine tourism or develop its own to differentiate itself. Some states and countries have engaged in brewery tourism for some time

and it is important to understand what has been effective in their efforts and could hopefully translate to Colorado.

Current Trends in Brewery Tourism

Although brewery tourism is a young form of special-interest tourism, it is not entirely new. Many states and countries with a rich beer heritage have been engaging in this type of tourism and have developed many successful campaigns to attract tourists. In addition, some research has been conducted on the brewery tourist.

Food and beverage tourism is increasingly recognized as a way for states to showcase their local products and stimulate tourism. The local food and beverages of a region also play an important part in the culture of the region and one of the reasons tourists travel to certain areas is to experience that cultural aspect (Plummer, Telfer, Hashimoto, & Summers, 2005). Beer has been a tradition in many parts of the world, including the United States, and continues to be one of the most popular beverages worldwide. In certain regions such as Colorado and Oregon, beer is an important asset to the community. The rise of craft beers and microbreweries has contributed to the popularity of beer tourism as there are more and more varieties every day.

Examples of Brewery Tourism in the United States

The United States has a cultural heritage around beer, brought over from the immigrant forefathers of Europe. There are many different areas or regions in the United States that have the ability to build and promote brewery tourism within their locales. Some of the most notable states are Oregon, which has roughly 140 breweries and a lower brewery per capita ratio than Colorado, and California, which is the state with the most breweries at 325. Alabama is also trying to break into the brewery scene (Brewers Association, 2013a).

Oregon has been on the forefront of brewery tourism and is very similar to Colorado in terms of number of breweries and complementary activities. Bend and Portland are two cities in Oregon that have seen their brewery tourism take hold. Bend has roughly 14 breweries in a town of 82,000 people and encourages tourists to participate in a beer trail, which is a walking visit to a dozen of the breweries. Once a beer trail tourist has been to each of these establishments and sampled a beer they receive a stamp on their beer trail passport. Once the tourist has received 11 different stamps they can take their passport back to the Bend Visitor Center to receive a special prize (Bend Visitor Center, 2012). The Bend Ale Trail gives tourists an incentive for visiting multiple breweries, even though trying all the different beers these breweries offer should be prize enough.

In addition to the Bend Ale Trail, other towns in Oregon have jumped in with outdoor adventures to offer a cycling tour of the many different breweries of a small town near Portland. This new venture is the result of new bicycling trails in the locale. However the breweries are able to jump onboard and promote their brewery as an adventure-based small batch brewery. They tout their beers as being inspired by a love of outdoor adventures, with a nod to local history and with a respect for all that the scenic Columbia River Gorge has to offer (Anderson, 2013). Here we have two examples of breweries promoting tourism as a group and by latching onto other activities, outdoor adventures and nature tourism. Bend is taking advantage of their many breweries in close proximity as a draw to tourists, some locales in Colorado could easily execute similar promotions. In addition, the bicycling and outdoor adventures of Colorado could be another way for the breweries to attract tourists as a reward for a hard day's play.

Although California may be best known for its wine, the state's beer scene is on the rise. Fritz Maytag and his resurrection of the Anchor Steam brewery have played an integral role in

the craft beer revival in California. The Russian River Brewing Company in Santa Rosa is well known for its seasonal beers and has enjoyed quite a bit of popularity in its locale. Restaurants all over the state are emphasizing beer with food, offering many pairings and celebrating the new, bold flavors beer adds to its meals (Boone & Buzzeo, 2013). Although California has a rich history of beer and wine, San Diego is leading the state's efforts to draw in tourists for their beer, in addition to all the other activities that can be had in the seaside city.

San Diego was recently mentioned in the New York Times as one of the top places in the world to visit. It was not talking about Sea World, the San Diego Zoo, or the beaches. The reason San Diego was becoming a top tourist destination was for their liquid attractions, specifically, the growing beer culture. The article is an example of how the city's investment in the annual San Diego Beer Week is benefitting the city with tourists. The San Diego Brewers Guild secured nearly \$75,000 in funding in 2011 from the city's Tourism Marketing District to promote the annual event. The local brewers' guild has estimated the San Diego Beer Week event brought in thousands of tourists and generated roughly 2500 hotel room nights for the city (Weisberg, 2012). Although the city's tourism board does not track brewery or beer tourists, many industry officials argue that the bustling brewing scene in San Diego has attracted national media attention and many out-of-town visitors and should be tracked by the tourism bureaus (Rowe, 2012). Colorado with its many beer festivals should take a note from San Diego and try to quantify the amount of tourism generated from their breweries, brewpubs, and beer festivals. The Great American Beer Fest alone should make the case to begin tracking beer tourists.

Even though multiple states have been successful in promoting their beer and breweries, some states are struggling to build their breweries and promote them as part of the local culture, particularly Alabama. Alabama has strict state and county laws that make it difficult for

breweries to take root in the locales. Alabama has seen the success of microbreweries and craft breweries in states like Colorado, California, and Oregon, but industry professionals are having difficulty trying to convince lawmakers to relax the laws so that they may build their own breweries to promote tourism to the state and create a new industry within their locale (Alonso, 2011). Alabama has only ten breweries in the state and roughly 475,000 people for each brewery, a far cry from Oregon's 30,000 citizens per brewery (Brewers Association, 2012). Alabama is an example of the state not being willing to support brewers. Alabama is in the Bible belt and does have some strict alcohol guidelines for its citizens (Alonso, 2011). However, the state may be able to benefit from a local brewery in one of the major metropolitan areas as tourists typically want to experience the culture and cuisine of a locale.

The United States has several examples of states and cities supporting their breweries and beer tourism, as well as some instances where states and counties are hesitant. In other parts of the world, countries and cities are promoting their beers as part of their culture and heritage, hopefully spurring tourists to spend a few more dollars for beer.

Brewery Tourism Abroad

The United States inherited its brewing traditions and practices from European immigrants in the early years of the country. It is no wonder that European countries such as Germany, England, the Netherlands, and the Czech Republic have such a rich beer heritage. They have been producing beer for centuries. In Europe, brewery tourism is associated with heritage tourism. Tourists engage in brewery tourism in order to better understand the culture and cuisine of the locales and the deep history of these breweries. In Munich, Germany, the home of the world famous Oktoberfest, first celebrated 200 years ago in honor of the marriage of Crown Prince Ludwig, brewery and beer tourism is at its prime. Oktoberfest brings millions of

tourists to the city annually to partake in Bavarian culture and cuisine, which happens to be centered on beer in this instance (Loftus, 2010). Munich is just one European city where beer has been a part of life since the Middle Ages, when it was safer to drink than the water.

Amsterdam in the Netherlands is another city with a rich beer heritage. Its most well-known beer export, Heineken, is distributed all over the world. However, Amsterdam is seeing a surge in small microbreweries and craft breweries which offer a wider variety of beers for locals and tourists to enjoy. In addition these breweries offer tours and tastings to interested visitors and the pubs which serve the local beers are gaining popularity from the younger Dutch generation, which spurs tourists to do what the locals do (Loftus, 2010). Munich and Amsterdam are just two examples of beer and brewery tourism. The community accepts these beers as a huge part of the culture, just like Guinness in Ireland. When visitors come to these spots, they are attracted to the local culture and want to do what the locals do, which in many cases is drinking the city's favorite beer. The United States does not have the beer history other parts of the world enjoy, but is utilizing the idea of having a city's favorite beverage as part of the local culture. Another old world country seeing some revival in their beer industry is China.

China is home to a number of breweries, most notably the Tsingtao Brewery in Qingdao. China produces twice as much beer as the next country, the United States, and has many more beer drinkers due to its much larger population. Beer is not native to China, but the beer industry has thrived and has become an aspect of the Chinese identity. A trip to Qingdao will take tourists to a vibrant city. One of the most recommended sights to see in the city is the Tsingtao brewery. The brewery was founded by German and British colonists in 1903. The original building has been converted to a museum, complete with taproom, and tourists are encouraged to see one of China's largest breweries, engage in tastings, and learn the history of the brewery.

The most common tourists to this brewery are from Japan, although Chinese tourists are becoming more and more common (Carter, 2012). The Qingdao based brewery is a popular tourist attraction for the city and is considered a part of the town's cultural identity.

New Zealand, another young, English speaking country, has some of its cities differentiating themselves with their beer offerings. A small South Island city, Dunedin, is making headway in the New Zealand tourism industry by marketing its hometown beer, Speight's. The nearby larger and touristy city Christchurch sees a large amount of tourists annually. However, Dunedin is seeing an increase in tourists from the Speight's brewery and invites visitors of Christchurch to take an extra day or two to visit the small town. The popular Speight's marketing campaign of a character called the Southern Man has been accepted by the local tourism bureau to attract tourists. However, the Southern Man campaign was not developed by the tourism board and they have not done any research evaluate the impact of the advertisements. The ads definitely help selling beer throughout the region, but the advertisements are simultaneously selling Dunedin as a tourist destination or must see addition of a trip to Christchurch. The Speight's brewery is attraction to tourists and is suggested as must visit location in the city, along with other heritage sites such as cathedrals and government buildings (Pritchard, 2001). The Speight's brewery offers a blueprint for other breweries to follow. By producing a popular marketing campaign, breweries can attract sales and tourists. However, many breweries lack the marketing budget to undergo such marketing campaigns or to conduct comprehensive research about their clientele. In addition to the many countries that have some form of brewery tourism, the United States' northern neighbor has conducted studies about the tourists on one of their popular beer trails.

The Brewery Tourist

When it comes to the tourists themselves, the research is applied to the Wellington-Waterloo Ale Trail in Canada. When beer tourists go on a beer trail, they typically plan to visit two or three breweries each day. In addition, they usually travel in couples or small groups and very few undergo brewer tours alone. The study found that beer tourists do not spend very much time in the region, with the typical tourist spending three days or less and the majority of tourists, 65%, spending just a day or overnight trip in the region. The study also found that average age of the beer tourist is under 30 years, although older age groups also participate (Plummer et al., 2005). This research coincides with the foodie movement, which is typically the younger generation.

Another finding about of the beers tourists is that they are not willing to travel great distances and they typically want to go to regions where they can tour multiple breweries and taste multiple products. The research has also found that the typical beer tourist finds the brewery tours and tastings an important motivator for their trip and they almost always try a new type of beer during these trips (Plummer et al., 2005). Although these studies are focused on breweries in Canada, the results can be translated to the United States as the cultures are similar. However, more research will need to be conducted in order to support these findings and its correlation to the foodie movements. Brewery tourism has many shapes and forms throughout the world, with everything from cultural heritage to being the hometown hero.

Summary of Literature Review

The beer industry is a massive force worldwide and provides ample opportunity for areas with a beer culture or heritage to engage in tourism. Local tourism bureaus and breweries can both benefit from communicating the benefits of their brewery tourism and how it fits into the

local culture. The many different types of breweries in locales can give a varied and unique perspective of their history in their regions. Colorado can boast its large MillerCoors brewery or its small craft breweries that pepper the state.

Colorado's tourism has been traditionally focused on the outdoors, but the growing metropolitan areas and diverse artistic scenes are allowing the state to be known for more than just its mountains. This gives the state an opportunity to combine aspects of their culture for tourism, whether it be nature and beer or including breweries as part of the sights to see while visiting Denver or Pueblo.

The many movements and paradigm shifts in American culture has given life to the smaller breweries and these breweries can capitalize on these shifting attitudes of slow food, enjoying new foods, and experiential tourism by providing a unique blend of history, processes, and tastings of its products. Many other countries throughout the world already engage those tourists interested in the beer culture or historic sites related to beer. The United States and Colorado could take some information from these organizations to bolster their own tourism.

Finally, beer tourism and wine tourism are closely linked. Each provides a favorite alcoholic beverage and an experience for their tourists. The difference between the old and new worlds of wine can also be attributed to the old and new worlds of beer. The countries with a deep history of brewing offer a different experience than do the United States and New Zealand breweries. However, the breweries need to understand their clientele and cater to their needs. The local tourism bureaus are in a position to help the breweries and the region promote themselves as a premier tourist destination for beer snobs and beer lovers.

Chapter 3

Introduction

The purpose of the paper is to develop a set of guidelines and marketing campaigns for tourism bureaus to use to promote and increase brewery tourism, as well as properly engage breweries to promote tourism. This section will identify campaigns that Colorado tourism bureaus may undergo in order to promote their breweries and brewpubs to tourists. In addition, this section will discuss methods to engage breweries and the communities in which they are housed. The recommendations will be drawn from successful brewery tourism campaigns in other states and from successful strategies in similar industries, such as whiskey and wine tourism. Before discussing the guidelines and campaigns, it is necessary to understand how tourism bureaus attract visitors to their locales.

Understanding Tourism Bureaus

Tourism bureaus, or convention and visitor bureaus, serve many functions for their communities. Tourism bureaus have four main tasks: promoting the local destinations to leisure travelers and conventions groups; developing and maintaining an image or vision of the destinations, for the local stakeholders to rally behind; promote collaboration between multiple industries, as well as defend the interests of the various business and community groups; and, provide market research to their community.

Tourism bureaus play an essential role in their local tourism industries. These organizations are developers of the destinations and they also attempt to attract tourists to a particular destination, usually in the leisure or convention segments. Research has shown roughly 95% of tourists research their potential travel destination prior to making or purchasing their trip (Lee, Close, & Love, 2010). The tourism bureaus offer information to these potential

tourists and try to sell their destination as an ideal spot for travel, in leisure segments, or as a great place for conventions. In addition to selling their locales, tourism bureaus must also develop, promote, and maintain their image as an attractive destination, in order to attract more visitors. In addition to attracting travelers, tourism bureaus also collaborate with local businesses.

As promoters of their local communities, one of the most important tasks for a tourism bureau is to develop a vision or image of its community. This image should harmonize the various perspectives of its stakeholders, more specifically non-profit organizations, businesses and residents. The tourism bureau is not just tasked with communicating selling points for potential travelers to visit the community, but is also responsible for understanding and incorporating the various values, responsibilities and relationships that these stakeholders view as important. Park, Lehto, and Morrison (2008) have discussed how collaborative destination marketing in communities can be a difficult task for tourism bureaus. This is primarily due to the lack of financial and human resources, biased interests of individual stakeholder groups, and insufficient understanding by the tourism bureaus of their local communities. Park, Lehto, and Morrison (2008) also argue that sustainable tourism development cannot result from partnerships within one sector. Instead, mutually determined goals and actions across multiple sectors are more beneficial for sustainable tourism. The tourism bureaus must be able to promote and represent multiple industries and groups within their locales and also monitor the results from these multiple industry collaborations. When it comes to brewery tourism, being able to promote breweries along with other industries in the community is essential and a primary function of the tourism bureau. The goals of the tourism bureau do not end with business collaboration and leisure travelers, they also provide services and market research for the local community.

Another key component of tourism bureaus is to provide market research information to assist their communities and businesses with determining their strategic goals. Specifically, they provide information to local businesses regarding target markets, visitors' expectations, and other information important to local businesses and organizations (Lee et al., 2010).

A great example of this is presented from the Las Vegas Convention and Visitors Authority (LVCVA). The LVCVA promotes Las Vegas as the adult entertainment capitol with clever campaigns and slogans, such as "What happens in Vegas stay in Vegas". LVCVA specifically targets adults and sells Las Vegas as the destination for visitors wishing to engage in adult activities including drinking, partying, gambling, and other less than family-friendly activities (Lee et al., 2010). By selling Las Vegas as an adult playground, the LVCVA attracts tourists interested in these activities. Additionally, the organization undergoes multiple campaigns to develop and maintain the image that Las Vegas is an adult entertainment destination, essentially giving the city an identity for leisure travelers.

The travel and visitors' bureau in Denver, known as Visit Denver, offered some insight into the way they attract and promote Denver as a destination. J. Bresler (personal communication, November 8, 2013) is the vice president of marketing for Visit Denver and discussed how they attract leisure travelers to the city. Denver is portrayed as a young, active, and energetic city at the foot of the Rocky Mountains. As such the bureau paints Denver as a place for outdoor adventures and active, healthy lifestyles. This vision has been embraced by many companies and organizations in the city and surrounding areas. In addition to the active lifestyles, Visit Denver also promotes the city's arts & cultural appeal, food and beverage options, and their many sports teams. Visit Denver uses traditional marketing approaches to attract leisure travelers, including advertising, public relations, and social media. The two main

methods of reaching travelers are the VisitDenver.org website and the Official Visitors Guide that can be sent through traditional mail or viewed on its website. However, the majority of its traffic is through the website.

Bresler described the marketing of brewery tourism to be slightly different. Currently, Visit Denver does not view beer tourism as a primary activity or draw for tourists. Instead, the beer culture and breweries are a way for Denver to distinguish itself from other cities, in order to draw conventions and leisure travelers to the city. For example, Utah and Colorado both have mountains, so people interested in beer travel to Colorado because of its rich beer history and greater number of offerings than Utah. As it is not viewed as a primary reason for travel, little research has been conducted to understand the beer tourist. In fact, Visit Denver believes few people come to Denver exclusively for the beer, but travel to Colorado to enjoy other aspects of the state, such as their outdoor adventures or skiing areas. The tourism bureau focuses on marketing to these types of tourists, but reminds them that brewery tourism can be part of the itinerary.

The literature review described in detail many different aspects of Colorado's tourism and brewery tourism, starting with defining breweries and brewpubs. Colorado is known for its many different types of breweries in the state, especially craft and microbreweries. This large amount of breweries has led to the evolution of the beer culture in the state. Visit Denver, along with other tourism bureaus in the state, has embraced to this beer culture, touting Denver as the top beer city in the United States. However, it uses this accolade as a distinction to sell the state as a premier destination, not to draw brewery tourists. As discussed, Colorado has many different attractions for different types of tourists, including outdoor adventures, arts & culture, and sightseeing. Brewery tourism is currently considered a supplemental activity to each one,

such as biking and beer or viewing the Coors brewery. However, the literature review discusses shifts in consumer attitudes that could make brewery tourism a primary reason for travel or at least a heavier factor when tourists are deciding where to take their next trip.

Bresler described selling Denver as a healthy, active city. Purchasing locally sourced foods is viewed as a healthy and responsible alternative to buying what you want at a grocery store (Belger, 2009). Taking this a step further, encouraging tourists to go to the source for their favorite beers is reminiscent of the slow food movement. By selling the breweries of Colorado, the tourism bureaus can directly cater to members of the slow food movement, or at least provide a reason for tourists to enjoy locally sourced beverages. In addition, this gives consumers an opportunity to interact with the producers of the food or drink, just like farmer's markets provide consumers a chance to discuss the food with the farmers. Those tourists who believe in the slow food movement will have a better understanding of where and how their favorite foods are produced. The foodie movement is obsessed with food, whether it is in regards to new restaurants, new recipes, or even new ingredients. When these types of travelers go on vacation engaging in the local food and cuisine is an important part of the trip. Colorado breweries and brewpubs are in a position to cater directly to these types of tourists and Colorado can further distinguish itself from other destinations as a place to enjoy a great diversity of beer. Everything from Graham Cracker Porter to Rocky Mountain Oyster Stout can be tried by those looking for a truly unique beer experience. The tourism bureaus should showcase some of the beer oddities along with the favorites to cater to these types of tourists. Foodies should be specifically targeted as they are always looking for something new to try. Experiential tourism is another way tourism bureaus can attract visitors; however they would need more participation from breweries. Where foodies can brag about the beers they tried, experiential tourists would be

more interested in what they did and the memories they created. As the United States shifts to an experience economy, breweries and Colorado can position themselves as the epicenter of experiential travel. Combining brewery tourism with outdoor adventures and art & culture, would allow for a more experiential vacation. Specifically with the breweries, allowing visitors to be part of the process or educating them directly about how the brewing process occurs would create an experience, similar to how other industries engage in experiential tourism.

Finally, Breweriana is a great way to engage a very specific niche group of tourists. Breweriana is the collecting of brewery paraphernalia (East Coast Breweriana Association, 2013). With the many different brewers in Colorado, Breweriana enthusiasts could travel to the many different breweries and collect, bottles, mugs, t-shirts, or other merchandise. However, because this group is so specific, the tourism bureaus may not be interested in catering to these types of tourists. This leaves slow food, foodies, experiential tourists, and piggybacking on other types of tourists as potential consumers of brewery tourism.

Successful Brewery Campaigns in Other States

Many states have jumped on the brewery tourism bandwagon. Pennsylvania offers a self-guided beer tour that includes state parks and other sites to visit. New York promotes The Finger Lakes Beer Trail which includes information on breweries, brewpubs, and restaurants. Vermont offers a statewide beer passport program and Michigan has declared July as their Craft Beer Month (Minnesota Craft Brewers Guild, 2013). Breweries have become very important in some states and have even been said to boost the economy of certain areas, such as Bend, Oregon. The more successful areas are San Diego, California, Minneapolis, Minnesota, and Portland, Oregon. However, many other parts of the United States are seeing the benefits of brewing their own beers and incorporating them as part of the local culture.

Beer Trails

Bend, Oregon may be the most successful example of an ale trail. A beer trail is basically a set of breweries in close proximity to each other that allows travelers to go between them in a relatively short amount of time, enabling visitors to see many different breweries in a single day or over just a few days. The city sees over 2,000,000 visitors annually. To capitalize on these tourists official websites for Bend promote beer tours and include an interactive ale trail map for potential visitors. In addition, they promote several festivals and tastings throughout the year (Minnesota Craft Brewers Guild, 2013). Bend has also been successful at incorporating outdoor adventures as part of the ale trail and Bend experience (Anderson, 2013). The Bend Ale Trail can be done on foot, bicycle, or by car if they have a responsible and non-drinking driver. By combining outdoor adventures, nature, and beer, they have successfully found a way to market themselves from their competition, as well as promote the various industries that are in the community. Beer festivals are another great way for states to engage in brewery tourism.

Beer Festivals

Colorado may be the best known state for beer festivals, such as the Great American Beer Fest, but that does not mean that it cannot learn something from other states. California is known for hosting wine festivals in multiple cities, such as Ventura, San Diego, and Santa Cruz. In addition, they have been able to host a cruise dedicated to craft beers (California Beer Festival, 2013). By offering festivals in multiple cities featuring many different breweries, visitors can either hop festival to festival or pick one based on their favorite city. The California Beer Festival officials do not just offer beer, they also feature live entertainment and a BBQ competition. Beer festivals are a great way to promote multiple breweries in one location and can draw multiple tourists, similar to music festivals such as Coachella or Lollapalooza. Visitors

do not want to make the trip for one or two artists, but thousands will descend upon a city to see dozens of artists in one location. With beer festivals, vendors may be happy to join as a form of advertising and they may make money on the sales, a win-win for all parties. In addition to offering festivals and itineraries to tourists, it is important to understand the motivations for visitors when determining brewery tourism offerings.

Understanding Brewery Tourists

What are other states doing to promote brewery tourism and how should these locations promote their brewery tourism? A study based in North Carolina offers some insight into these questions. The study focused on understanding brewery tourists found that the majority of brewery visitors learned about the breweries from friends and family. In addition, a majority of tourists planned on visiting multiple breweries during their visit and favor locations with many breweries in close proximity. This suggests that visitors are more likely to engage in brewery tourism when multiple sites can be explored. Another key finding is that the majority of the visitors made plans to visit the brewery in a short amount of time, typically less than one week, signifying that these decisions to visit a brewery are impulsive (Francioni, Byrd, Canzini, & Gladwell, 2012). The research suggests splitting marketing efforts into three specific areas: locals; beer-focused visitors, from out of town; and, non-beer-focused visitors, from out of town locations. The study also found that 13% of tourists are specifically traveling to the area to experience the breweries in North Carolina, while the majority come for other reasons. Four main motivational factors were found in brewery tourists in North Carolina, these were: the craft brewing experience, enjoyment, socialization, and beer consumption. This study shows a starting point for understanding successful brewery tourism operations (Francioni et al., 2012). However, brewery tourism officials can gain knowledge from other industries as well.

Learning from Other Industries

Beer tourism would fall under the umbrella of food and beverage tourism, but more specifically beverage tourism. Beverage tourism is a broad category with many different segments, including many different types of tourists with different wants and needs. However, due to the similarities, campaigns that are successful in one of the industries may translate into another. Tourism bureaus that have these other forms of beverage tourism in their locales can offer valuable insight into the successes of their industries. These industries that are part of beverage tourism and could translate into beer tourism include wineries and distilleries, or wine tourism and alcoholic spirit tourism.

Wine Tourism

Wine tourism is much more developed than brewery tourism and has multiple facets. In addition, more research has been conducted on the subject and wine has an arguably higher following than beer. Similar to breweries, wineries and vineyards benefit from a networking effect. This means having more businesses in a geographic area, as visitors enjoy visiting multiple wineries in a single trip or over a few days. Wineries have been shown to benefit from tourism, through increased brand awareness and direct sales to the end customers, cutting out distributor and wholesale costs. However, engaging in tourism drives up marketing and other costs. These can be supplemented by direct sales, but revenues still need to cover the costs (Sevil & Yuncu, 2009). As a result, wineries have developed ways to increase revenues to cover the costs of offering a tourist attraction and breweries can benefit from this knowledge.

Tasting rooms are one of the best ways for wineries to gain a little extra revenue and allow visitors a chance to try wines before they buy a few bottles. A few vineyards have even starting pairing foods, such as cheeses or flavorful breads, in the tasting rooms in order to keep

their guests sober and give them a complement to the wine they are drinking. Other wineries make an event out of their tastings, featuring live music, appetizers, and a pleasant atmosphere. The tasting experience is taken very seriously by many vineyards and the dedication to the ambiance and a full explanation of the beverages are usually included in the wine tasting experience (Krigbaum, 2013). Another important aspect of the wine tourism is the experiential factor.

Many vineyards offer guests an experience, such as assessing leaf shape and cluster size of the many different types of grapes used in the various wines. Vineyards have the benefit of growing their products on site, enabling visitors to view the process from planting seeds in the dirt to the bottling and corking and all the steps in between. Vineyards also have the benefit of being very old or as a distinct part of the culture in a region. There are some vineyards in California that are over 100 years old and carry a lot of history with them. The idea that old vineyards can produce distinctive wines and have historical significance plays into their popularity as a both a producer of wine and as a tourist attraction (Isle, 2013). Many tourists are interested in the cultural heritage of these locations and are also excited to try new wines. Although breweries may not have the history that many vineyards do, they are still able to show a historical or cultural significance, in addition to showcasing how the beer is brewed and the processes going into the beverages. Brewery tourism bureaus can learn a few things from the tourism bureaus located in wine country, Tim Zahner (personal communication, November 8, 2013), the Chief Marketing Officer of the Sonoma County Tourism Office, offers insight into how the Sonoma County tourism bureau engages leisure travelers to take part in wine tourism. Wine tourism in Sonoma County is viewed as a primary draw to the region whereas Visit Denver views beer as a supplemental activity. For this reason, the Sonoma County tourism bureau treats

their wine tourists differently. The primary difference is that Sonoma County offers itineraries of must see attractions based on how long a tourist or group of tourists is visiting the region and the makeup of the group and their interests. For example, a girls' weekend itinerary would vary from suggestions for a couples' weekend. In addition, the tourism bureau understands that tourists may not be interested in just wine tourism and offer other activity suggestions such as outdoor adventures, sightseeing, or a day at one of the spas.

Much like Visit Denver, Sonoma County relies heavily on its website and tourism catalogues to communicate with potential visitors. The difference is that Sonoma's wine tourism is a primary attraction and they treat it as such, collecting market data and information about the wine tourists in order to better understand their needs. Visit Denver does not conduct market research on brewery tourism, but does collect some observational data to better understand the fledgling industry. Wineries and vineyards are not the only attractions that can teach breweries how to capitalize on tourists.

Distilleries or Spirit Tourism

As discussed in the literature review, the tours are a main part of the draw for visiting distilleries. Visitors engage in the low-tech industry of whiskey brewing and even get to be a part of process, whether it is checking ingredients, doing some mild labor, filling bottles, or even capping them. This gives the tourist a unique perspective of the industry and allows them to engage in an experiential part of the process (Lukas, 2004). Distilleries differ from breweries and wineries as they typically produce only one product. As a result, tastings and sampling is not as robust and the organizations must find other ways to engage their visitors. Experiential tourism has enabled them to fill this void, along with the cultural and historical significance of the distilleries. Breweries could take a few ideas from distilleries, especially if they do not have

a wide product line. By allowing visitors to be part of the process and to discuss the significance of the brewery in the community they are able to keep guests engaged.

Distilleries can also teach breweries about interacting with one another. In bourbon country, many distilleries are locating in close proximity, allowing visitors to tour multiple facilities in a single day, much like vineyards and ale trails. The Kentucky Bourbon Trail officials have developed a close relationship with the bourbon makers, such as Jim Bean. Maker's Mark, and Wild Turkey. In addition to the distilleries, the tourism bureau also has a relationship with the Kentucky Distiller's Association. By promoting the producers and the associations, tourism can be formed under one banner for the benefit of many. Breweries can benefit from this approach of promoting bourbon.

Guidelines and Marketing Suggestions for Tourism Bureaus

By taking advantage of the evolving trends in tourism and successful campaigns in other states and other industries, tourism bureaus in Colorado can learn how to best promote their breweries as a primary or supplemental attraction. By taking into account the different types of tourists that would be interest in brewery tourism, such as foodies, beer focused travelers, or cultural focused visitors, the tourism bureaus can develop campaigns specifically targeted to these tourists. The following section will offer suggestions and guidelines to tourism bureaus.

Tourism bureaus should take into account that there are different segments of brewery tourists. Some of the tourists are not interested in the beer per se, but are engaging in a social activity with friends and family. Tourism bureaus may utilize the following five segments and develop campaigns for each one. Primary segments would use beer as a main motivator to visit the region, whereas a supplemental tourist may or may not engage in these activities, but are visiting the destination for reasons not related to breweries:

- Primary - Beer-focused travelers: the motivation for this type of traveler is the brewery experience and beer consumption. They may be traveling in groups or alone and the main focus of the trip is the beer.
- Primary - Foodies: Foodies are looking for a food experience, they may be more interested in trying as many beers as possible or searching out the oddities breweries have to offer. Also, breweries should take notes from wineries by making the tasting rooms more of an experience. The décor and food accompaniments will go a long way to satisfying these tourists. Brewpubs are also in a great position to attract these types of tourists.
- Supplemental - Slow Food/Cultural: These types of tourists are interested in the local culture and cuisine. Breweries are in a position to attract these tourists as they are a part of the local culture. These tourists are also interested in the processes and experiential tourism pieces, such as how to select hops and barley, the brewing process itself and sourcing. Buying local is much more interesting than shipping it from a long ways away.
- Supplemental – Friends and Family: Just as wineries and distilleries make for a great group outing, breweries should position themselves as a social place for friends and families to visit, even though they may not be very interested in beer. By going on tours and tasting different beers, friends and family members have ample time to interact with each other as well as try out something new. In addition, the experiential focused tourists would be interested in being part of the process and having their friends and family members join in, take pictures, and engage in the experience.
- Supplemental – Piggybacking: This is currently what Visit Denver engages in. Brewery tourism may not be a primary draw, but it is a way to distinguish itself from other

destinations. By piggybacking on other forms of tourism, such as outdoor adventures, tourism bureaus can remind tourists to take a break from backpacking and enjoy one of the many breweries in the location.

Beer Trails, Brewery Tours and Itineraries

One of the campaigns used in multiple cities and industries is beer trails. Currently Colorado has two beer trails, one in downtown Denver and one in Fort Collins. These two beer trails only cover 26 of the 150+ breweries in the state. When considering that the beer triangle consists of Denver, Fort Collins, and the Boulder-Longmont area, there is no reason each of these locations should not have their own beer trail. In addition, there are many other breweries in Denver that are not part of the beer trail. Developing multiple beer trails within the city will give tourists a reason to come back to experience the others or allow them to engage in a beer trail even if they are not visiting downtown Denver or Fort Collins. Finally, offering tourists or locals a prize for visiting multiple breweries will encourage these tourists to visit the many different breweries and complete the beer trail, instead of just visiting a few. Contests usually spur participation.

Brewery tours could use some improvements. Wineries and distilleries offer more than a walkthrough of the plant and a sample of the beverage they produce at the end. Tourism bureaus can help develop or inspire unique tour experiences and even engage in experiential tourism at the breweries. By creating more ambiance in the tasting rooms and offering complementary appetizers, the tasting experience can be enhanced. With the tours, allowing guests to be part of the process, such as filling bottles, applying labels, or educating them on selecting hops or barley for the beers, can create a more memorable experience. Breweries that grow their own product for brewing onsite have a further advantage of explaining all the processes from dirt to table.

Sonoma County Tourism offers another great suggestion for Colorado's tourism bureaus, itineraries. Many times, tourists need ideas for their vacations and offering multiple itineraries based on the group can go a long way toward promoting beer tourism. An ambitious three day excursion of taking part in beer trails in each of the three beer triangle cities would be an example. Another great tour would be a guys' weekend getaway complete with brewery tours and a night viewing one of Colorado's sports teams would be another option. Couples' getaways similar to Sonoma County or a combination of outdoor adventures and brewery tours could be very satisfying for some tourists.

Selling the experience is another great way to engage tourists. By discussing the benefits of brewery tours as part of the local culture, or simply boasting about the great amounts of breweries in the region can make Colorado seem like the place to go for beer enthusiasts. Denver can promote beer festivals throughout the year, not just the Great American Beer Fest or Denver Beer Fest and other cities in Colorado should create festivals celebrating their local breweries.

Another suggestion or guideline is to greatly involve the associations or even promote the development of new associations. Colorado has the Brewers Association based in Boulder and the Colorado Brewer's Guild based in Denver. Having local chapters in different cities or city specific organizations that could perform market research and promote the breweries along with the tourism bureaus would be beneficial to the brewers and the local community.

The final suggestion is to collect market research regarding brewery tourism and the beer tourist. Not much is known about brewery tourists as most of the research conducted is observational. Tourism bureaus can recruit the associations to assist in this endeavor and gain a better understanding of the beer tourists in order to better cater to their needs. Discovering the

motivations and likes and dislikes would allow the bureaus to work with the breweries to create more favorable experiences.

Engaging the Breweries and Other Hospitality Organizations

The breweries are an important part of brewery tourism. Through associations and collaboration, the tourism bureaus can help them to promote their businesses and their importance in the Colorado communities. By helping develop beer trails, itineraries, and experiential tours, the tourism bureaus can engage and include the breweries in this tourism. At the very least, being part of a beer trail reduces the dedication and resources needed by the individual breweries and promotes them to visitors, hopefully generating sales, profits, and increasing brand awareness.

In order to properly involve the breweries, the benefits of engaging in brewery tourism need to be communicated. Brewery tourism is essentially a form of marketing for these producers. By having visitors sample different beers, the breweries can spur them to make future purchases when they go home. As the breweries sign on to beer trails, itineraries, or festivals, they increase their exposure to potential consumers and have the ability to increase their sales. From a community standpoint, more visitors to the locale improve aspects of the community, especially the segments of tourism. The breweries may also see an increase in sales as visitors will make purchases while visiting and at the restaurants or grocers in the area.

Tourism bureaus also have the task of incorporating restaurants, hotels, and other attractions with the breweries. Brewpubs have the advantage of having a restaurant along with their homemade beers, but visitors still need a place to sleep and may want to engage in other activities, or visiting the breweries may become the other activity. With the itineraries and beer trails, having special hotel and restaurant promotions could boost the organizations jumping on

the brewery tourism bandwagon. By engaging these companies and having them offer special promotions or even shuttling guests to and from the breweries could help build relationships between the breweries and the other local businesses. An example for a hotel would be to offer a weekend package that coincides with one of the itineraries, offering a small percentage off and shuttle service to the starting and ending points of a walking beer trail. Restaurants are also able to cater to these types of tourists.

Restaurants should also be encouraged to serve the beer of the local breweries in order to promote the local culture and cuisine. After a day of brewery hopping, a recently sampled beer with a nice meal is a great way to tie the day together for the tourist. In addition, offering a free dessert or appetizer for beer trail participants is a way to attract more business. Restaurants can also partner with a local brewery and provide pairings or tasting menus to complement the more popular beers. Even though beer does not belong everywhere, there are plenty of organizations that can serve the beverage in their restaurant or refreshment stands so the visitors can continue to sample new beers or try their favorites even if they are not at one of the breweries.

Conclusion

The marketing guidelines and suggestions are designed to help bolster the brewery tourism of a specific area. By offering itineraries and engaging tourists based on the interests, breweries and tourism bureaus will be able to effectively market the beer offerings of their region and develop or grow the special interest tourism within their locales. Additionally, as one aspect of the community sees a boost in economic activity, there will be a spillover effect. As guests travel to Colorado to take part in the breweries, they will also need a place to stay, food to eat, and may engage in shopping, outdoor adventures or other activities that require them to spend money in the location. This increase of tourism will help grow the community and creates

another draw to the community for certain types of tourists. It may also increase the length-of-stay to the region, creating an influx of dollars. Tourists interested in a backpacking trip or in town for a convention may stay a while longer to participate in a beer trail. All around, promoting new industries in their infant stages could very well grow into a vital part of the economy for a region, increase jobs, and benefit the overall community.

Although the focus of this research was Colorado, many of the guidelines and marketing campaigns can be translated into other regions. Cities and states throughout the United States with growing brewery industries can utilize some of the suggestions to boost their own communities. North Carolina, Pennsylvania, Maine, and even Nevada are in a position to see their craft and microbrewery industries grow. As a result they can investigate the merits of brewery tourism and begin promoting their own offerings to the community as an additional tourist attraction.

Recommendations

There are many opportunities for additional research, collaborations, and interactions between tourism bureaus, breweries, and other hospitality organizations. The beer tourist is not fully understood, nor are the motivations that bring visitors to breweries. Visit Denver has discussed brewery tourism as a supplemental activity, or a way to distinguish Denver from other cities. However it is unknown how much pull these factors have when tourists decide where to travel. In addition, part of the success of brewery tourism would be its ability to attract tourists to a location and partake in other activities or spend money in other areas. The success of brewery tourism will boost many organizations within a locale besides the brewery, hotels, restaurants, and retail stores should see a boost in traffic and sales.

Once initiatives are implemented by the tourism bureaus in their districts, monitoring the success or popularity of the beer trails, itineraries, or other measures would be necessary. The associations that are developed or brought on as partners will be able to help monitor the success of the campaigns, as well as interact with the visitors in order to make the campaigns or brewery tours better for the tourists. Brewery tourism is in its infant stage and needs to be nurtured in order to grow into an industry that can rival wine tourism and be a mutually beneficially part of its communities and their industries.

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