



OKLAHOMA'S GROWING ADVENTURE

500+ FARM & RANCH ATTRACTIONS, VACATIONS & EVENTS!



Who are the Millennials?

Born between 1977 – 2000 (14 to 37 yr. olds)

Represent over 70 million in the current US population (2012 - 313.9 million)

Represent 36% of the workforce

29% identify as Liberals

28% identify as Conservatives

40% identify as Moderates

74% think new technology makes life easier

75% have social media profiles

14% use Twitter

88% text

63% Caucasian

20% Hispanic

13% African American

4% other



Mobile

Impatient if Delayed

Self-Expressive

Attracted to Large Social Movements

Global

Empowered

Quickly Bored

Multi-taskers

Confident

Highly Adaptable

Like Mentors

Expect Things Now (Not 5 minutes from now)

Trust Peer Reviews (Even if they don't know them)

Lack of trust in corporations and government

Focus on personal success

Short-term career perspective

Extremely independent

No clear boundaries between work and life

Empowered and optimistic

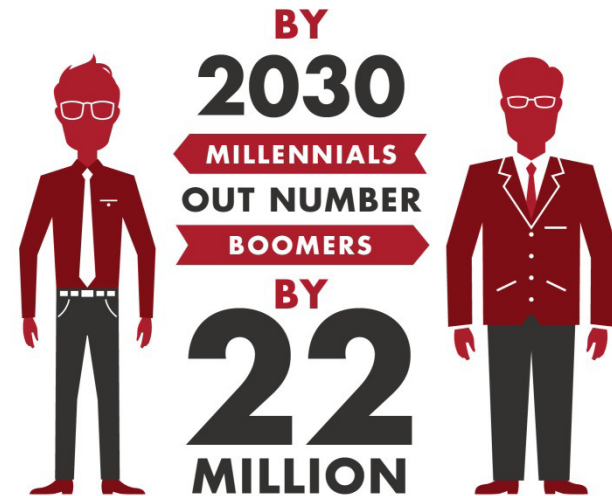
Sacrifice economic rewards for work-life balance

Expect to work anytime, anyplace

Connect with people in new and distinctive ways

Comfortable with globalization

Racially and culturally diverse

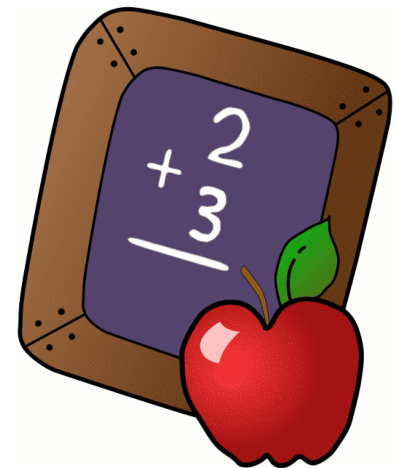


What Tools are Millennials Using to Make Decisions?

Google
Pinterest
Facebook
Instagram
Twitter
Blogs
QR Codes
Peer Reviews (Yelp, Urban Spoon, etc.)
Smart Phones
Laptop Computers
Mobile Devices



How do you
MARKET
to this generation?



Separate Your Personal Feelings from Your Objectives

Determine your Objectives:

- Entertain their kids or have them bring parents back
- Provide a fun field trip or capture \$ while they're there
- To use the field trip experience as a springboard to other activities

Create Ways to Overcome your Personal Feelings to Meet Your Objectives:

- Create photo opportunities using their own cell phones
- Offer instructions on how to rate their experience at your place
- Offer mobile discounts or coupons

Agritourism is the PERFECT way to bring together cultural and generational differences!

Agritourism is the practice of touring agricultural areas to see farms and participate in farm activities.

The average person is 3 to 5 generations removed from a family farm.



Use Field Trips to Your Agritourism Business to Increase Your Bottom Line



Instead of Telling Them What You Want Them to Hear:

Facilitate discussion

Allow participation

Share a compelling story

Touch their lives in a meaningful way

Use social media

Be part of the solution

Spark conversations

Use “Edutainment”

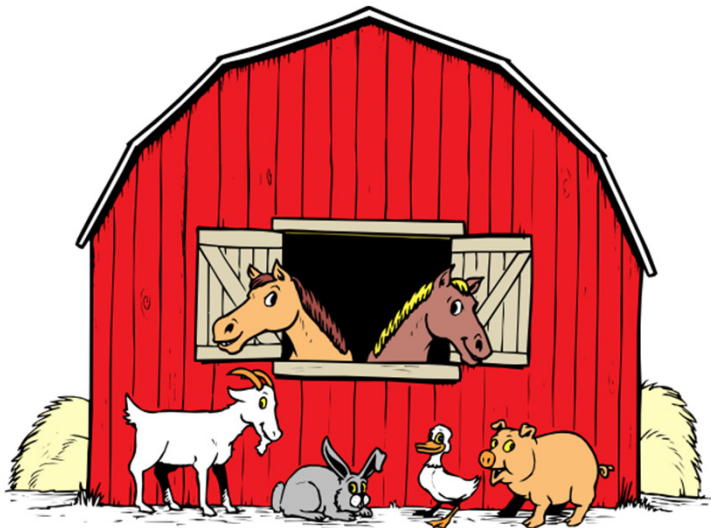
Be timely



Create a Transformative Experience

Bold
Purposeful
Collaborative
Innovative
Participatory
Mobile
Creative
Connected

Scholarship meets showmanship
Emotional before intellectual
Cinematic
Story empowers facts; Story precedes facts
Visual before verbal
Total immersion (be participatory!)
Tell less; Intrigue more
Technology is invisible
Create an emotional souvenir



TIRY

SOME THING

NEW