



# ADRIAN AWARDS

## THE ABC's of the ALMOND BLOSSOM CRUISE

*Public Relations / Communications*

*Feature Placement: Online or Print Consumer Media*

# Expanding the ABC Target

As the gem of the Central Valley, Modesto California's tourism industry heavily focuses on agritourism, specifically almonds. While the production of the almond is the main source of income for almond farmers, the community was in need of more year-round visitation. Leaning into the beauty of the white blossoms that bloom on almond trees each winter, Visit Modesto created a driving tour to highlight the region. In years past, the "Almond Blossom Cruise" had mostly been visited by drive markets for short day trips, however we saw an opportunity to introduce the season to a new audience that would extend to an overnight visit.

Our goals were to align with national publications that could offer insight into not just the viral beauty of the almond blossoms, but what a comprehensive visit to Modesto could offer. Through our work we hoped to achieve an understanding of the almond product and its importance to the region, geographic awareness of Modesto's location, and destination product offerings for an overnight visitor.

Additionally, as this was an investment back into the community, we wanted our farms and hospitality partners to feel direct impacts from visitor spending and increase driving tour sales and awareness.





# ▷ Telling The Whole Story

We interviewed multiple farms and stakeholders invested in the Almond Blossom Cruise project. Additionally we prepared sample itineraries and packages specifically geared towards overnight travelers to utilize in our pitching efforts.

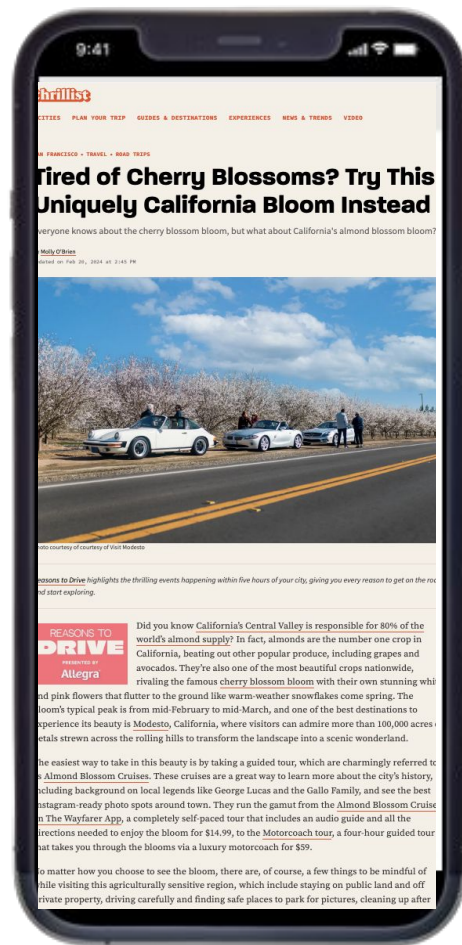
Through research we built a database of more than 70 writers identifying key story alignment and interest in similar product offerings across other destinations.

Through a relationship we built with industry freelancer Molly O'Brien, we utilized the research and travel packages to help her curate a focused article about the almond blossoms in Thrillist.

Going past just a write up about when and where the almond blossoms would happen, Molly utilized data we provided to link directly to hotel partners, farms, audio tours and the Visit Modesto website. These key details also included pricing and information on how to get to Modesto that provided a potential overnight traveler with information on how to experience these blooms.

Media monitoring services estimate the impact of the article at the following statistics:

Readership: 3,115,477



# Destination-Wide Impact

This placement not only garnered national attention, but curated local pride in showcasing the city's product in an established publication. Additionally, community members and Visit Modesto saw incredible results following the national coverage.

- A record number of Wayfarer Audio Tours sold in the first weekend of the cruise
- Visit Modesto's website saw over 10,000 users on the Visit Modesto website in just one week.
- The bus tour sold out for the first time in Almond Blossom history.
- One of the orchards mentioned in the Thrillist piece broke their record of "almond butter milkshakes sold in a day."
- Paid traffic also saw a 122% increase in click through rates on their "Places to Stay" "What to Do" and "Hotel Listings" pages



# ▶ Continuing the Momentum

Find the Full Article Here:

[\*"Tired of the Cherry Blossoms? Try Out This Uniquely California Bloom Instead"\*](#)

- Readership: 31,15,477
- Social shares: 26
- Advertising value: \$26,366.63



**VISIT**  
**MODESTO**  
**CALIFORNIA**



**MADDEN**