



FOR IMMEDIATE RELEASE

CONTACT:
Sarah Elliman
(855) 423-4448
media@cellarpass.com

Marketing Roadshow for Beverage Industry Aims to Boost Tourism Across U.S.

Leading Online Guest Management Platform to Host Tourism Seminars for Wineries, Breweries, Distilleries and Cideries in California, New York, Oregon, Texas, Virginia and Washington

Napa, CA, February 16, 2017 – CellarPass, the leading online booking and guest management platform for the fine beverage industry announces their first-ever national roadshow, hosting tourism seminars designed for winery and tasting room owners in California, Oregon, Washington, Texas, New York and Virginia.

What makes this series unique is that it combines the forces of renowned wine industry digital marketing agency Astra, with online reviews behemoth Yelp and craft beverage event registration leader CellarPass. Executives from all three companies will speak about how wineries, breweries, craft distillers and cider makers can significantly boost tourism by integrating all three services into their digital strategy.

The roadshow will appear in some of the fastest-growing wine and craft beverage regions in the U.S. including California, which has more than 40% of the wineries in the U.S., Willamette Valley in Oregon, Walla Walla, Washington, two regions in Texas which will include Fredericksburg and Grapevine. The tour will continue through New York and Virginia.

CellarPass helps buoy craft beverage producers by simplifying the reservation and booking process for tasting room visitors. “For the past 5 years, we have perfected our guest management platform with the leading, most-respected wine brands in the U.S.,” says Sarah Elliman, co-founder of CellarPass. “The roadshow is designed for the small to medium-sized winery and tasting room owners who are looking to learn how the latest online marketing strategies can significantly boost visitors and ultimately tourism in their local communities,” continues Elliman. “A little investment on their part will go a long way towards wineries, breweries and spirit makers meeting their 2017 sales goals and objectives,” continues Elliman.

More information about the upcoming seminars and registration details are available at <http://www.cellarpass.com/cellarpass-events-events>

More...



About CellarPass

Launched in 2012, CellarPass is the leading real-time winery, distillery and brewery tour and tasting reservation service that offers consumers easy and free access to confirmed tickets and reservations, online or through a mobile-friendly website.

With offices in Napa, California and Seattle, Washington, CellarPass provides a robust guest management platform that provides wineries, distilleries, cideries and breweries an enterprise-level guest management and marketing platform to promote their events nationwide while connecting with guests, enhancing the visitor experience and building long-lasting relationships.

For more information about CellarPass, visit www.cellarpass.com. Follow CellarPass on Facebook at <http://facebook.com/cellarpass>, on Twitter at <http://twitter.com/cellarpass> and on Instagram at <http://instagram.com/cellarpass> to get fresh updates.

###