



marketing toolkit

itinerary building tips & examples

Visitors like itineraries. Itineraries are easy to follow and visitors don't need to do research or planning to enjoy these tours. The more itineraries we can create the more options we have to offer visitors.

Itinerary tips

- What is the goal of this itinerary?
- Remember the itinerary is telling a story of your area. Do you have a theme? (e.g., heritage, culture, hiking, wine)
- Name of itinerary – Think of something descriptive and attention grabbing
- List all the businesses/places in your area that fit into that theme and goal. You don't need to include them all in the itinerary.
- Create the itinerary through the visitor's eyes:
 - How will they get to each place (driving, cycling, bus?)
 - Where are they staying?
 - Are there any tips for their travels through your area? (e.g., bring a coat it can be cool in the forest)
- Make sure all stops along the itinerary are aware of their inclusion and visitor ready
- Follows a reasonable timeline and map
- Take into consideration time and what the visitor is interested

Example Itinerary #1

Day 1

Start the day with a hearty breakfast at [Babica Hen](#) in Dundee. Afterwards, stop by one of the many U-Pick farms for your pick of blueberries, apples, zucchinis, among other crops. At [Morning Shade Farm](#) you can pick blueberries, raspberries, gooseberries, Marionberries and Boysenberries. Fruit and veggies aren't the only u-pick options in Mt. Hood Territory. Fill your vases with aromatic treasures like lavender and tulips from places like the [Wooden Shoe Tulip Farm](#). One farm is never enough. Choose one of the many Farm loops to pull from including: Marion Farm Loop, Canby Farm Loop, and a portion of the Farmlandia Farm Loop.

After you've pick to your hearts content, stop to sample local wine at a boutique winery like [St. Josef's Winery](#), [AlexEli Vineyards](#), or [Beckham Estate](#). The winemaker behind Beckham Estates is also a talented potter; stop to browse the gallery adjacent to the tasting room, and sip wine that's been stored in hand-crafted clay amphora.

Lunch

Take Hwy 99W to **Yamhill County**. Stop by a favorite of hometown winemakers, [The Dundee Bistro](#). Like other area chefs, Dundee Bistro's chef takes great pride in using locally grown organic ingredients that showcase the bounty of Willamette Valley's farmers.

Afternoon Activities

As you enter the heart of Oregon's wine country, you'll find nearly 400 wineries ranging from large-producing estates to small, boutique artisans such as [WillaKenzie](#). For a taste of multiple small-batch wines, visit [Carlton Winemakers Studio](#), where you can sample hand-crafted wine made by independent winemakers. Stop by [Erath Vineyards Winery](#) to see one of the true pioneers of Oregon's wine industry.

Dinner

Yamhill County has become the culinary hot spot of Oregon's wine country – the perfect destination for any foodie. Enjoy innovative, seasonal dishes in a charming Victorian setting at [The Painted Lady Restaurant](#). [Nick's Italian Café](#) in McMinnville is a legendary restaurant championed by winemakers and travelers alike. Enjoy Chef Nick Peirano's handmade pasta and an extensive Oregon wine list. Or visit the [Joel Palmer House](#) in Dayton, where Chef Chris creates culinary works of art based on sustainable, regional ingredients – primarily wild mushrooms.



Lodging

You don't have to venture to the hills of Tuscany for an Italian retreat. Centrally located in the Red Hills of Dundee, the [Black Walnut Inn](#) is the perfect jumping off point for the area's numerous world-class wineries and wide range of activities. Or try a little Glamping at [The Vintages Trailer Resort](#).

Day 2

Breakfast

Enjoy a delicious breakfast at your hotel, or try the house-made granola at [Community Plate](#), made with Oregon-grown hazelnuts and served with yogurt and honey. Then take 99W south to [Corvallis](#). Saturday travelers will want to stop by the Downtown Waterfront to sample some of the region's freshest local produce at the [Farmers Market](#)

Lunch

Enjoy the best of the Pacific Northwest's fare at [Big River Restaurant](#), or go Italian at [American Dream Pizza](#). Or, get a taste of Asian fusion at [Magenta](#). Here dishes are influenced by the many different foods of Southeast Asia and incorporate wild, bold flavors while remaining simple and tasty.

Afternoon Activities

Continue south on Hwy 99 and arrive in Eugene, one of the Willamette Valley's southernmost cities in the heart of the [Eugene, Cascades & Coast](#). There's something for everyone here – from [world-class arts](#), to [outdoor adventure](#). Taste some of the valley's finest wine while enjoying spectacular views of the region at [King Estate](#). This grand winery features 1,033 acres of organic vines, trees, produce and flowers. After a tasting of Pinot gris, savor an estate-grown meal in the restaurant.

Lodging

[The Inn at the 5th](#), is a boutique hotel that includes a relaxing day spa, fine dining and the historic Fifth Street Public Market, full of artisan shops and eclectic restaurants.

Day 3

Breakfast

Begin your morning in Oregon's Emerald City with a hot cup of coffee or fresh juice and a visit to [Sweet Life Patisserie](#), an artisan bakery serving specialty breads, pastries, cookies and more using the Willamette Valley's freshest produce. Then depart Eugene by heading north on Interstate 5 towards, Albany. Take a walking **tour of Albany's** four historic districts or drive through this friendly town as you immerse yourself in the past.



Lunch

For lunch, eat at [First Burger](#), an old-fashioned hamburger place with Northwest flair. Buns are made from scratch in-house daily and all meat and produce are sourced from local farmers.

Depart Albany and head north on 1-5 and stop in for a visit to [Willamette Valley Vineyards](#). For over two decades they have been perfecting their craft, producing some of the best wines Oregon has to offer.

The [Salem area](#) is a nature lover's paradise. Enjoy one of Oregon's most popular destinations, The [Oregon Garden](#) in Silverton, where thousands of plants are displayed in more than 20 specialty gardens.

Finish your tour of Oregon's Wine Country at [Witness Tree Vineyard](#), Thursday through Sunday, or try a daily wine tasting, have a picnic, and pick up a salsa lesson at [Cubanisimo](#).

Example Itinerary #2

Morning

Start the day with a coffee and breakfast at [French Press Coffee and Crepes](#) in Salem. Afterwards, visit some of Salem's outstanding heritage locations. The 1896 [Deepwood Museum & Gardens](#) and the 1878 [Bush House Museum](#) are two beautifully preserved homes that share the story of prominent Salem families and feature gardens of rare delight. Deepwood's English Garden was created by the first female landscape architects, Elizabeth Lord and Edith Schryver; and the Bush's Pasture Park Rose Garden features heirloom roses that were brought across the Oregon Trail.



Lunch

Take a relaxing lunch break and play cornhole at [Gilgamesh Brewing](#). The food and the beer are both favorites amongst locals.

Afternoon Activities

Venture out into wine country. The region offers visitors experiences that discover [award-winning wines](#) and unique attractions.

Dinner

Wherever you turn in the Salem region, you will find outstanding food, so no need to travel far for a delightful dinner. In Polk County, west of Salem, [Latitude One](#) in Dallas and [The Valkyrie Wine Tavern](#) in Independence both offer high-quality eats in eclectic atmospheres. If you are east of Salem, in Marion County, take in authentic German culture in Mt. Angel and enjoy [Lou's Kitchen](#). If you are back in downtown Salem, enjoy local beer and live music at [Venti's Café](#) or indulge in fine dining and charming piano music at [DaVinci Ristorante](#).

Lodging

Salem's lodging offers many options - from hotels and bed & breakfasts to downtown lofts and winery stays. You can take your pick at [TravelSalem.com](#)

Other Example Itineraries:

<https://traveloregon.com/things-to-do/trip-ideas/road-trip-independence/>

<https://traveloregon.com/things-to-do/culture-history/historic-sites-oregon-trail/discovering-oregon-history-in-polk-county/>

<https://www.travelsalem.com/blog/indulge-your-senses-this-winter>

<https://www.travelsalem.com/blog/wine-and-gardens>

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