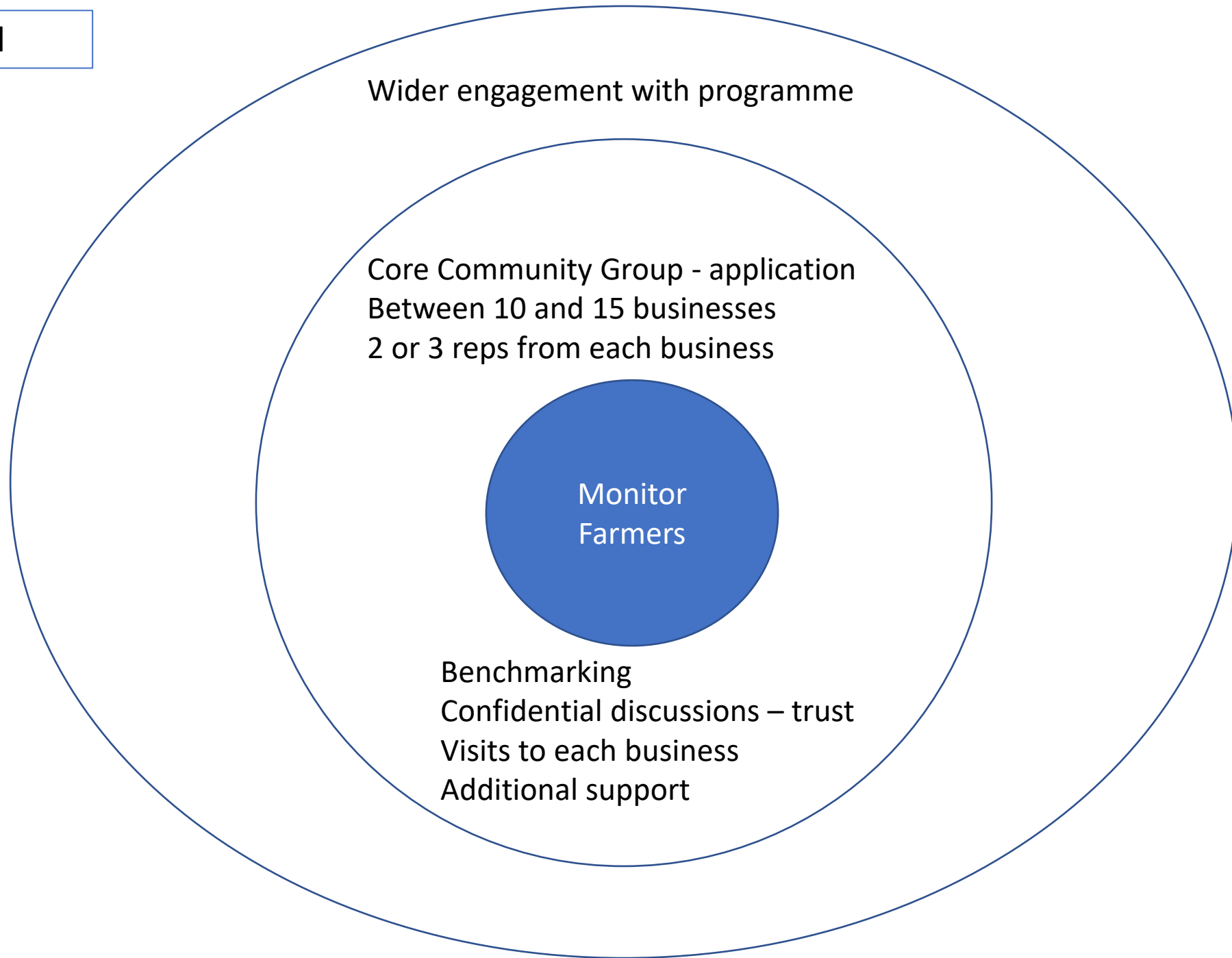


Scottish Enterprise Agritourism Monitor Farm Programme – Knowledge Exchange for Business Growth



Hybrid Model



Mrs McConchie – An Agritourism Legend

Scottish Pioneer of Agritourism





2014/15 18-month programme
McConchie Family
Dumfries and Galloway



Laggan Wedding venue, “Gather”
restaurant and “Snug” accommodation

Farm output has not decreased



2014/15 SE Monitor Farm Programme - Peel Farm, Angus



Gin Bothy, Glamis



2019/2022 SE MF Programme
Drift, East Lothian



2019/2022 Programme
Lennox of Lomond, Luss

“We couldn’t farm here without our agritourism business. My parents couldn’t farm on their own and it wouldn’t work without the agritourism income. My husband Dougie would be back working off farm, I would be working off-farm”

Kay Wilson – Lennox of Lomond



Visit Scotland Insights – Key Tourism Trends

- Localism and authentic experiences
- Adaptable adventure
- Workcations
- Artisanal retail and food and drink
- Voluntourism
- Wellness

Agritourism Demand from Travel Trade and consumers specifically from consumers focused on experiences, and food and drink/food and drink experiences – or accommodation + experience. Service becoming more and more important. Sustainability.

Scottish Government Agritourism Growth Strategy

- To work collaboratively to help deliver relevant government policy and economic and sustainable growth ambitions
- To work collaboratively to help deliver sector growth strategies such as 2030 Tourism Strategy <https://scottishtourismalliance.co.uk/scotland-outlook-2030-overview/> and Ambition 2030 Food and Drink Strategy <https://www.scotlandfoodanddrink.org/media/1465/ambition-2030.pdf>, Food Tourism Strategy, Good Food Nation, Agriculture Future CAP Reform
- To identify good practice from other countries which could be adapted to assist the growth of agritourism in Scotland
- To establish jointly what success would look like in 3 to 5 years, then by 2030 and to put in place interventions to support drive that success

Scottish Agritourism Conference

9th and 10th November 2021 – Perth Concert Hall



- We wish to focus on development of **quality, unique experiences**, not quantity
- Be able to **advise people entering the sector or growing**, what type of experiences/activities to offer – any future capital grant support to benefit overall quality offering of the sector
- Want to be an **international destination for agritourism**, using our high quality/welfare farm produce, history of farm hospitality, authentic people, stunning landscapes and farming culture to drive economic impact for the rural economy
- **We also want to be “go to” weekly** places to visit to buy farm food and drink, visit for exercise and to access green spaces, taste great food, helping visitors understand responsible tourism – **our local market and Scottish urban market is as important to us as UK and International**
- Wish to ensure that agritourism has a **strong agri, food and drink and experiential component** to stand out as a differentiated market offering and ensuring there is **AGRI in AGRITOURISM**
- We want to be the sales and marketing arm of Scottish agriculture by bringing thousands of people on to Scottish farms each year, **building demand for Scottish farm produce**

- We want to be leading the way in **net zero rural tourism** and complementing **environmental and biodiversity good practice** being taken in our farming businesses
- We want to help **sustain the future of the family farm in Scotland** by providing a vital additional income stream from an activity which supports and benefits agriculture, helping to alleviate impact of subsidy changes
- We wish to continue to play a key role in **facilitating women** to become a decision maker/owner in the farming business or connected tourism business to the farm
- For Scottish Agritourism and Go Rural to be **long-term sustainable sector bodies/campaigns to provide leadership and unite the sector's businesses, facilitating peer to peer learning** and working in collaboration with others to drive growth of a quality sector offering

DATA

- We **estimate about 500 businesses** in the sector currently
- 1st **Growth Tracker** just finished, data is being analysed
- Visit Scotland data on number of businesses on www.visitscotland.com as working farms, those known to VS via quality assurance and listings
- Local data via Councils on agritourism
- **Farms which have received capital grant funding** - Farm business development programme, SRDP, Leader funding to support agritourism development in past 20 years
- **Case study data** from Scottish Agritourism Members (125)

- **Case study data** from Scottish Enterprise Agritourism Monitor Farm Programme
- Visit Scotland insight for **consumer trends** <https://www.visitscotland.org/research-insights/trends/trends-for-tomorrow>
- **SE Agritourism MF impact reports**
- <https://agritourism-monitorfarm.com/wp-content/uploads/2020/06/Agritourism-MF-Year-1-Meeting-Report-FINAL-1.pdf>
- <https://agritourism-monitorfarm.com/wp-content/uploads/2021/05/Agritourism-Monitor-Farm-Final-Year-2-Report.pdf>
- 2016 Scottish Enterprise funded **economic impact report**

International data required

- International/European agritourism sector economic impact and policies which have supported that growth – **European benchmarking**
- We know Italy for example has around **1.5 billion euros per annum** from agritourism, **Austria around 1 billion** but specific policies to support growth of agritourism

650 acres, accommodation uses 1 acre
Farm still has same output as it did
Farm turnover ave £200k
Agritourism turnover £300k pre covid
Agritourism employs 6 staff
2500 x 5 star guests per annum



Scottish Definition

“Tourism or leisure on a **working** farm, croft or estate which produces **food**.”



Real farmers
Real farms
Rearing livestock
Growing crops

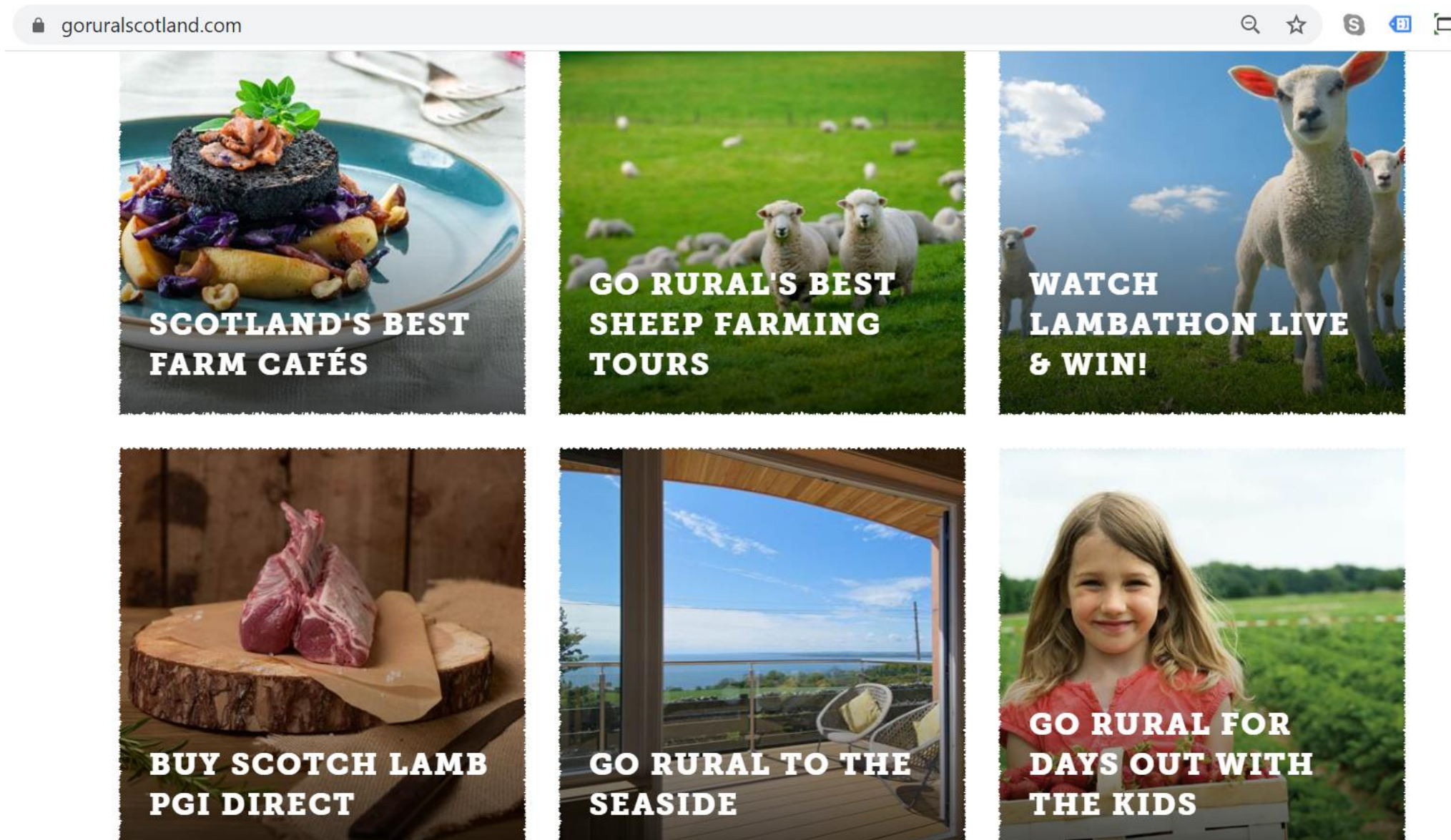
Are the core of Scottish Agritourism

Go Rural brand is guarantee

Working with Visit Scotland



Investment in new B2C Website – www.goruralscotland.com



Investment in B2B – Peer to Peer Support Website

- Going live start of October
- Knowledge hub – peer videos, blogs, tips – knowledge sharing
- Media hub for sector
- Search for network
- Peer to peer support forum
- Governance for Scottish Agritourism

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