

RURAL & AGRI-TOURISM TRENDS IMPACTS & BENEFITS FOR ABERDEENSHIRE

Q Autumnal colours of Glen Fenzie.

Jo Robinson, Regional Director

VALUE OF RURAL TOURISM TO SCOTLAND

22%

Of Domestic
Visitor Spend is in Rural
Destinations

2.6
million

Domestic
Visitor Trips
Per Year to Rural
Destinations

52%

Of International
Visitor Trips involve
visiting Rural or Coastal
Areas

£1.3
billion

Value of Domestic
Visitor Spend to
City Destinations

£633
million

Value of Domestic
Visitor Spend in
Rural Areas

21%

Of Domestic
Visitor Trips are to
Rural Areas

54%

Scottish Resident Share
of Domestic
Visitor Trips to Rural
Areas

5.7
million

Domestic Visitor Trips
Per Year to Cities

Sources: GBTS / IPS

THE IMPORTANCE OF RURAL TOURISM

Local Authority	% Rural Population	Tourism Employment as a percentage of total employment	Tourism GVA as a percentage of Total GVA
Aberdeenshire	65%	8.1%	2.3%
Argyle & Bute	82%	20.6%	10.5%
Dumfries & Galloway	54%	12.6%	4.7%
Eilean Siar	100%	13.4%	7.6%
Highlands	69%	16.3%	8.1%
Orkney	100%	16.9%	8.2%
Scottish Borders	53%	11.0%	6.6%
Shetland	100%	13.6%	5.2%
Scotland	22%	10.4%	3.4%

- Of the 32 Local Authorities, only 8 have a rural population over 50% of total.
- All but one have tourism employment and tourism GVA contribution greater than national average.
- Aberdeenshire differs from other rural authorities due to proximity to Aberdeen and broad industrial mix.

WHAT IS AGRI-TOURISM?

“...any practice developed on a **working farm** with the purpose of **attracting visitors**”

- Barbieri and Mshenga (2008)

“...**rural enterprises** which incorporate both a working farm environment and a commercial **tourism component**”

McGehee (2007)

Agritourism is **not** Rural Tourism **but** Rural Tourism can include Agritourism

AGRICULTURAL DIVERSITY PAYS

Diversified farm incomes were around £17,400 higher compared to those that have focussed on normal farming activity.

“Farmers that have expanded from traditional agricultural work, such as renting out holidays homes or building small wind farms to generate electricity, did better than those farms that haven’t.”

Source: Scottish Farm Income Statistics 2016-17 (<https://blogs.gov.scot/>)

RURAL & AGRI-TOURISM TREND CANVAS

BASIC NEED

Which deep consumer needs & desires does this trend address?

Connect
to
Nature

Sustainable
Quality

Value
for
Money

Unique
&
Authentic

DRIVERS OF CHANGE

Why is this trend emerging now? What's changing?

Urbanisation

Social
Media
Impact -
"Smosting"

Organic

Need for
simple
sophistication

Wellness
&
Mindful-
ness

Consumer
awareness
of food
provenance

EMERGING CONSUMER EXPECTATION

What new consumer needs, wants, and expectations are created by the changes identified above?
Where and how does this trends satisfy them?

- **UNIQUE EXPERIENCES - ACCOMMODATION, ATTRACTIONS, ACTIVITIES.**
- **ARTISANAL PRODUCE**
- **SUSTAINABLE FOOTPRINT**

INSPIRATION

How are other businesses applying this trend?

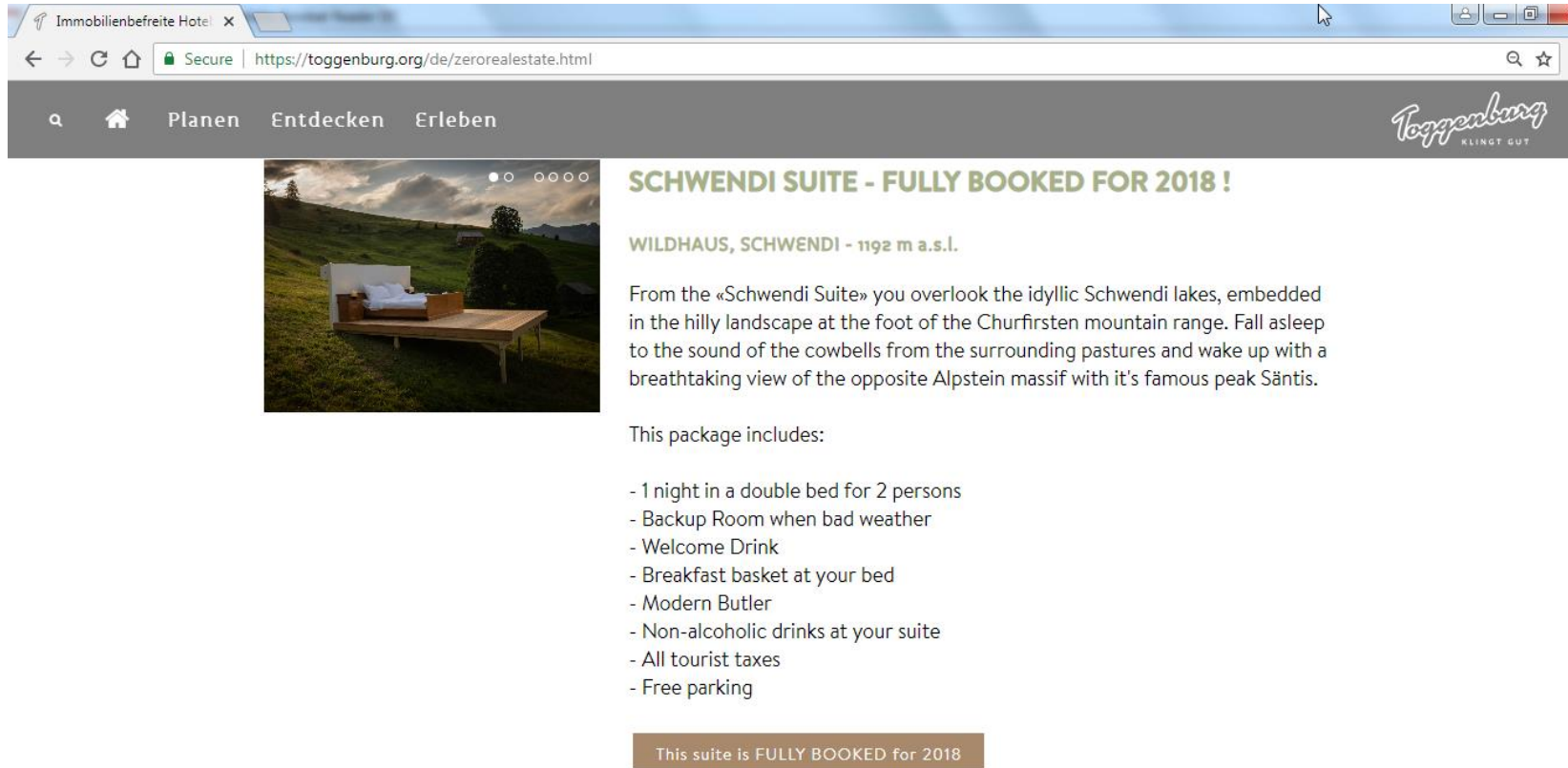
- **AGRITURISMO IN ITALY**
- **AUSTRIAN FARMSTAY**
- **POLISH ORGANIC FARMS**
- **USA - "DUDE" RANCH / CALIFORNIA VINEYARD TOURS**

AGRI-TOURISM OPPORTUNITY AREAS

- **Accommodation** such as Bed and Breakfast, self-catering, caravan or glamping.
- **Tours and activities** associated with production or value-added processing (e.g. Deer centre, petting farms, rare breeds, dairy operations such as cheese-making or ice-cream production) or scenic environments (e.g. botanical gardens, herb farms). These tours may be delivered by outside agencies or on-site farm operators.
- **Retail sales** associated with local produce and farm-processed products at the farm gate, Pick Your Own, Farms Shops (which may offer off-site produced gifts, crafts and baked goods).
- **Rural recreation activities not directly connected with the core farming activity:** golf-related, horseback riding, quad bikes, Land Rover safaris, clay pigeon shooting, birds of prey, tree top walks, zip wires, adventure play areas, adventure sports etc.
- **Event Space rental & Farm-to-Fork dinners:** Weddings, family gatherings, corporates. Providing provenance and connectivity between consumer and producers meeting dining trends for slow food, organic, sustainable, food miles.

Source: Scottish Enterprise / Huffington Post

ULTIMATE CONCEPT IN RURAL TOURISM?



Immobilienbefreite Hotel X

Secure | <https://toggenburg.org/de/zerorealestate.html>

Planen Entdecken Erleben

Toggenburg
KLINGT GUT

SCHWENDI SUITE - FULLY BOOKED FOR 2018 !

WILDHAUS, SCHWENDI - 1192 m a.s.l.

From the «Schwendi Suite» you overlook the idyllic Schwendi lakes, embedded in the hilly landscape at the foot of the Churfirsten mountain range. Fall asleep to the sound of the cowbells from the surrounding pastures and wake up with a breathtaking view of the opposite Alpstein massif with it's famous peak Säntis.

This package includes:


- 1 night in a double bed for 2 persons
- Backup Room when bad weather
- Welcome Drink
- Breakfast basket at your bed
- Modern Butler
- Non-alcoholic drinks at your suite
- All tourist taxes
- Free parking

This suite is FULLY BOOKED for 2018

Developed from the “Null Stern” or “No Stars” concept, takes the merger of tourism and rural to the next level. Elemental tourism provides luxury hospitality without the cumbersome need for walls.



THANK YOU

 St Cyrus beach - Aberdeenshire coast