



# Ag Tourism Cluster Development



# What is Ag Tourism?

# Ag Tourism Products



Attractions

Events

Services

# Attractions

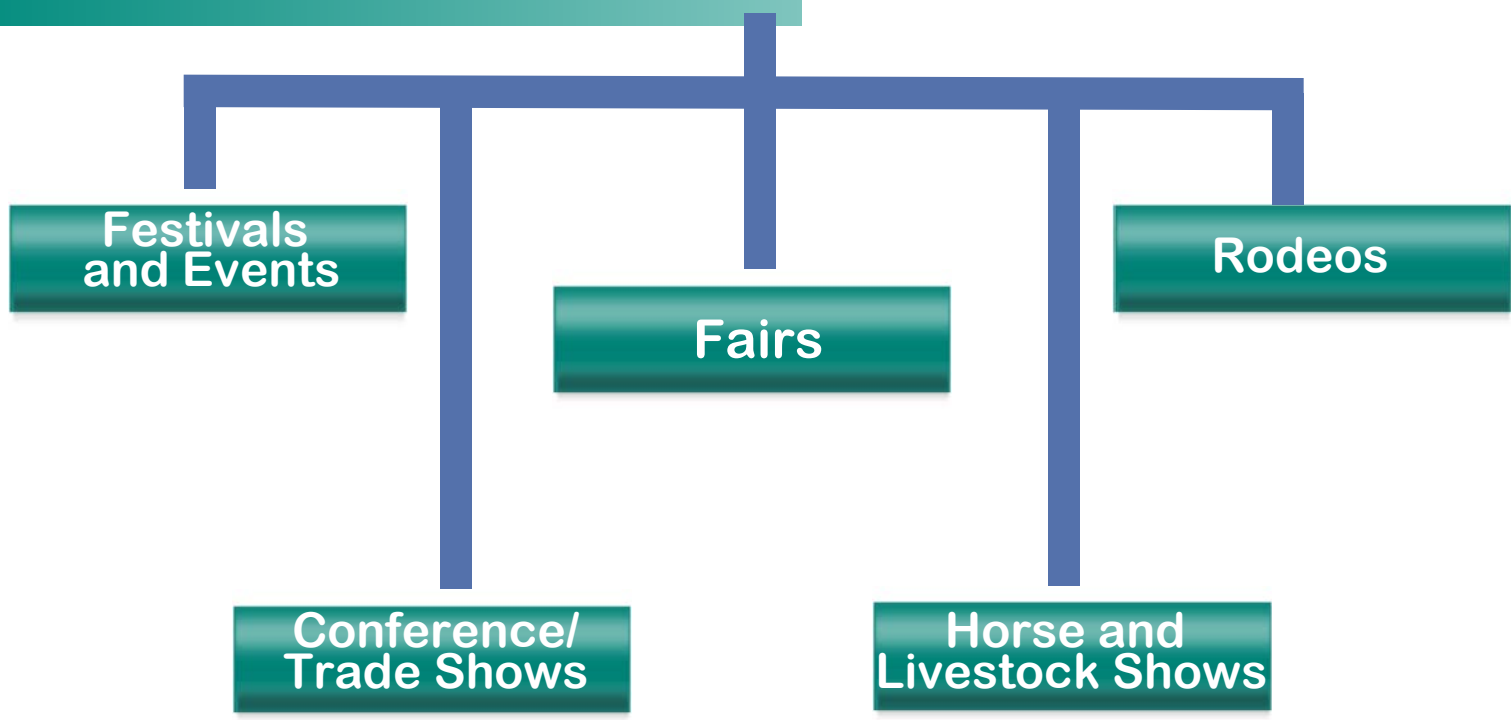


Heritage  
Farms/Ranches

Farm Visits  
& Recreation

Ag Industry  
Tours

# Events



# Services



Tour Operators

Accommodation

Retail

Food &  
Beverage

# Why Do Cluster Development?



- ➔ **Link dispersed products = IMPACT**
- ➔ **Use the Ag Tourism theme to tie assets together**
- ➔ **Tap into new markets**
- ➔ **Boost profile and awareness**
- ➔ **Build Word of Mouth (WOM)**
- ➔ **Ultimately - increase profit – new \$\$**

# The Ag Tourism Theme



- There's already an umbrella marketing campaign that Ag Tourism Cluster projects can fall under ...



- See [www.travelalberta.com](http://www.travelalberta.com), under Country Getaways for more ...





- Vacation Packages
- What's New!
- Travelling Around Alberta
- Free Vacation Guides
- Maps

THE BEST TIME EVER  Search



Choose an Experience

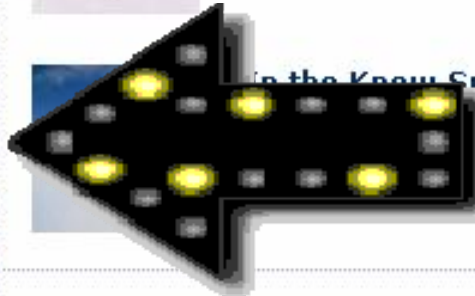
- Aboriginal Experiences**
- Accommodations
- Attractions
- Bus / Van Tours
- Camping
- Cities & Towns
- Country Getaways
- Dining & Shopping
- Events
- Golf



**Enter to Win**  
 Enter to win an exciting Winter/Spring Hot Holiday. But don't delay. Contest closes February 5, 2004. There are 8 fabulous prizes to be won! ...[more](#)



**Winter & Spring Hot Holidays**  
 Experience the best Alberta has to offer this winter and spring with 37 travel packages to suit all interests and budgets. ...[more](#)




**...in the Know Snow**  
 ... - Check out these latest side track on Alberta's skiing and ...[e](#)


Advanced Search


- Weather
- Road Reports
- Visitor Information Centres
- Photos & Videos
- Fun Facts About Alberta
- Travel Stories & Articles
- Just for Kids
- Travel Trade
- Travel Media
- Meeting Planner
- Tell Us What You Think
- Site Map
- Travel Itinerary

Western Activities



...SELECT A REGION

 [Speak Now With a Travel Specialist](#)

 [Change Your Place of Origin](#)

## Get Back to the Farm

Get a [list of farms](#) in Alberta that are open to tours, recreation, retail sales and accommodation.

Visit a working farm through the [Alberta Country Vacation Association](#).

Discover an [Alberta Hutterite Colony](#).

## Get Back to the Garden - Flowers & Plants, Fruits & Veggies

Stop and smell the roses, pick strawberries, dig potatoes, or indulge in the wholesome goodness of farm fresh produce at an [Alberta Market Garden](#).

Visit a [fruit growing farm](#) and treat yourself to fresh Saskatoon berries, black currants and other flavorful fruits.

## Get Back in the Saddle

Visit a working ranch and join in the fun. Learn how to horse whisper, go on a cattle drive, taste the delight of campfire cooking or simply ride the range with the [Alberta Country Vacation Association](#).

Saddle up and drive [The Cowboy Trail](#).

## Get Back Together at Alberta's Fairs, Rodeos & Farmers' Markets

Enjoy the atmosphere and bounty at one of [Alberta's Farmers' Markets](#) and [Alberta's Fairs and Rodeos](#).

For more information on rodeos in Alberta and beyond discover [Rodeo Canada](#).

## Get Back to Your Roots

Experience the way farming used to be at agricultural museums, historic sites and other

# Ag Tourism Development

## The Partnership Premise



# Cluster Development

## Through the Creation of “Sales Reps”



### ***See W.O.M. handout***

- Local community
- Local businesses
- Local tourism operators
- Local tourism “influencers”
- Regional tourism industry
- Provincial tourism industry
- Canadian Tourism Commission
- Travel Trade



**Bring the product to  
the market **or** the  
market to the product**

# Bring Market to Product



➡ How to bring the “consumer” market to the product  
*eg. driving route event*

➡ How to bring the “sales rep” market to the product  
*eg. FAM (familiarization) tour*

# Bring Product to Market



- ➔ **How to bring the product to the “consumer” market:**
  - eg. Sampling (*event showcase, tradeshow, demo*)
  - eg. Images (*travel guides – electronic or print*)
- ➔ **How to bring the product to the “sales rep” market:**
  - eg. Sampling



# What the Pilot Clusters Did In 2003 ...

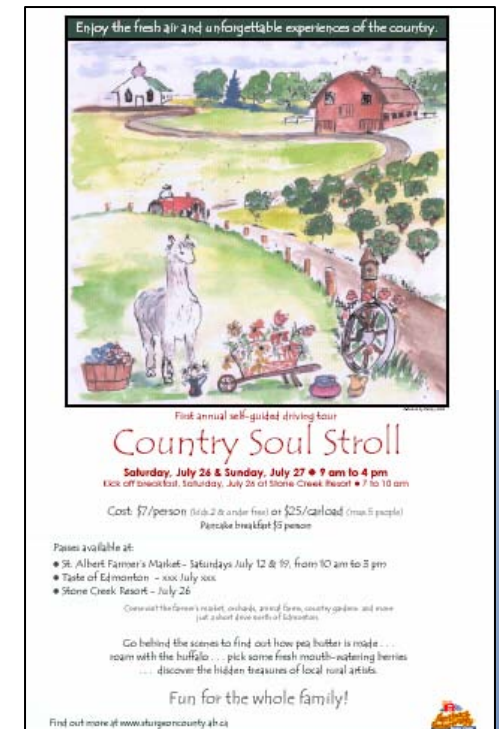


# Edmonton Area Cluster

## *Country Soul Stroll*



- ▶ Partners contribution 17 @ \$200
- ▶ 342 passes sold (\$25/car, \$7/pp)
- ▶ 15 Ag operators, 9 others
- ▶ 10 sponsors, 4 partners
- ▶ Graphics done by an operator
- ▶ Site assessment & conducting tours workshop held



# Edmonton Area Cluster

## *Fur & Feathers Farm Tour*



- Estimated 800 attendance, \$10/car, 198 passports sold
- 9 Ag operators, 3 food & beverage, 3 attractions
- Additional \$5400 sold on-site
- Signage and mapping well-done
- One partner offered info phone on the day of the event
- Evaluation – with prize incentive

**Strathcona County's  
Fur and Feathers  
Farm Tour**

September 20-21, 2003  
9 a.m. to 5 p.m.  
Rain or shine

**Load up the car for fun family activities.  
Cruise the countryside just east of Edmonton.**

- See a llama and alpaca up close
- Visit pheasants and wild turkeys
- Purchase meat at a bison ranch
- Enjoy horseback riding and a petting zoo
- Meet special horses, alpacas and goats
- See Shetland and Corriedale sheep
- See how injured birds are treated
- Tour a horse ranch on a hay wagon
- Watch an Arabian horse show
- Visit Sheltie and Papillon dogs
- Watch rawhide demonstrations
- Learn about birds from a wildlife guide
- View exotic pigeons and chickens
- View stunt agility dog demonstrations

**\$10 per car load (Maximum 5 people)**  
Registration includes an entry into a draw for  
four Canadian Finals Rodeo tickets

Contact Strathcona County  
for information and to purchase your passport  
780-464-8216 or 1-800-668-5894  
naturally@strathcona.ab.ca  
www.strathconacounty.com



# Edmonton Area Cluster

## *Harvest Festival of Foods*



- ➔ Sold out 250 tickets at \$50, and liquor license = profit
- ➔ All food products provided by 8 local producers
- ➔ Producer profile: door prizes, bookmarks, and Powerpoint presentation
- ➔ “Communities in Bloom” - decorating partners
- ➔ MLA, councilors in attendance



# Southwestern Alberta Cluster

## *Porcupine Hills FAM Tour*



- 7 country/ranch accommodations
- Target = Claresholm Chamber, town and M.D. elected officials
- Also Travel Alberta, VIC, museum and local media
- Glowing article and letter to the editor
- Asked to do it again!



# Southwestern Alberta Cluster

## *Countryside Adventures Tours*



- 6 core Ag operators
- Themed bus tours – ranch, water management, garden and harvest
- Worked with a Calgary travel agent
- Coupled with a local cowboy poetry event and an industry conference
- 25 attendants
- Now evolving – FIT market

# Southwestern Alberta Cluster

## *Garden Inspired Tourism*



- ▶ Workshop & site assessment with expert
- ▶ Strengths and gaps identified
- ▶ Decided to start small
- ▶ 2004 – partner with an existing event to showcase, + speaker to add appeal
- ▶ 2005 – garden inspired tour

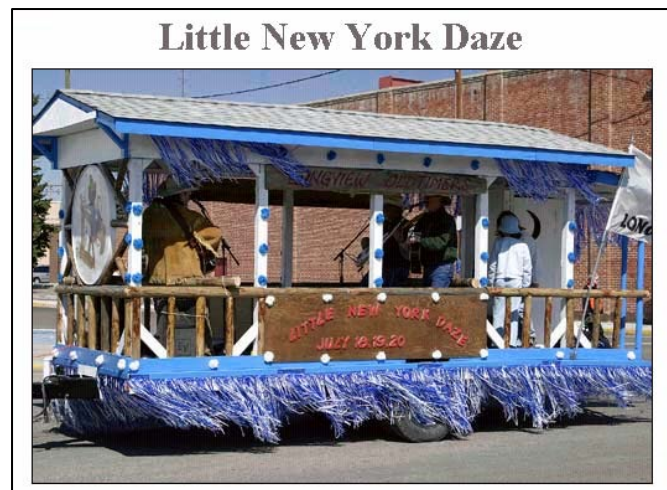
[www.gardeninspiredtourism.com](http://www.gardeninspiredtourism.com)

# Calgary Southwest Cluster

*Little New York Daze – Supplier Showcase*



- Partnership with existing event
- 11 operators created booth displays
- 180 prize ballots collected = database for future use
- Municipal support was key in making this happen



# Cluster Lessons Learned

## *Overall Successes*



- ▶ **The power and passion of the people in the partnerships!**
- ▶ **Municipal sector supporting private operators**
- ▶ **A champion and many helpers**
- ▶ **Not reinventing the wheel**
- ▶ **Building urban – rural bridge**
- ▶ **Sponsor involvement**
- ▶ **Picked something and ran with it!**



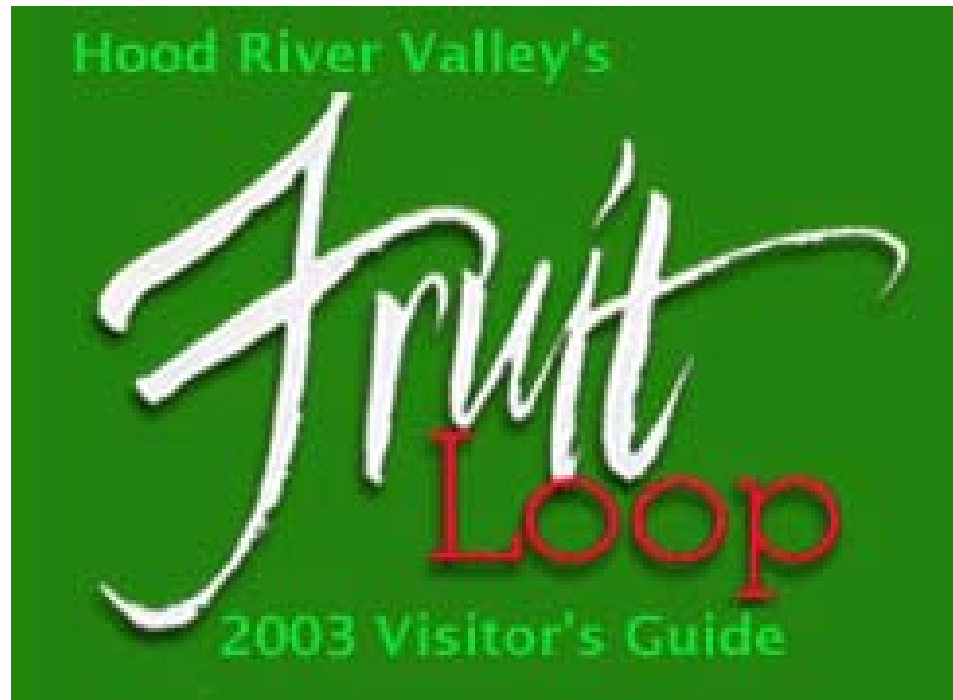
# Cluster Lessons Learned

*Potential improvements*



- Careful with “tour” wording – driving route better
- Track dollars and attendance
- Create overnight getaways
- Increase of sponsorship
- Group packages

# Good Example of Taking it to the Next Level



[www.hoodriverfruitloop.com](http://www.hoodriverfruitloop.com)

# Fruit Loop



- self-guided driving map
- connected the dots in a loop with distances
- mix of hours of operation
- done for 10 years
- county approach
- getaway packages
- web site, 1-800

# Fruit Loop



- behind the scenes group tours
- bike routes
- harvest season schedule
- return incentives
- 20-30% sales increase
- \$10,000 member fees; \$11,000 Associate fees



# See Partnership Examples Handout and Websites For Other Ideas

# Summary

## Potential Cluster Projects



- Inventory mapping
- FAM tours
- Driving route events
- Regional cuisine events
- Site assessment tour
- Event showcase for operators
- Cross promotion training

