Theme to Succeed!

Explore Direct
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Dr. Mahoneye . . . .

Successful Tourism Development Depends on Creating:

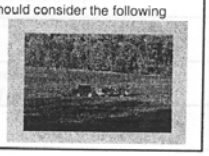
Sense of Place
Sense of Destination
Sense of Market
Sense of Product-line
Sense of Community

Dr. Mahoneye . . . .

The 4 P's of Marketing (Product, Place, Price, Promotion) do not work for Tourism and/or the Service Industry, they were developed for the Manufacturing industry.

Rather, tourism marketing should consider the following 5 elements:

- Anticipation
- Travel to Destination
- Customer Service
- Travel Back
- Memories and Recollection



Why Agri-Tourism fits Tourism Industry Needs?

- Need for new products = agri-tourism
- Product that already exists = agri-tourism
- Products with a proven track record
  - Sector products need to be developed and marketed appropriately.
  - Offers new experiences that lay down traditions (annual family outings to Fall Fair, U-Cut Christmas Tree, Halloween pumpkin, etc.)
  - Needs the right people "Passion and Personality"

People want to lay down family traditions

Agri-Tourism Research

- Increases with income, education unrelated
- Interest highest among Affluent Families, Mainstream Mature Couples, and Affluent Mature and Senior Couples
- Domestic travel increases likelihood (visitors vs. tourists)

Agri-Tourism Research

- Activities:
  - exploration and learning (Personal Explorers and Knowledge Seekers)
  - outdoor activities with nature theme
  - heritage
  - socializing with Friends and Family
  - tours of small towns and rural areas

What will it take to make your FARM stand out!

What will it take . . .

- Business planning mindset
- Market research and readiness
- Developing a niche
- Customer loyalty ('Farm of choice')
- Being part of the tourism mix
- Branding the product
- Great product and great service

AND. . .a consistent THEME

- What is a THEME:

A UNIFYING IDEA
- -TO UNIFY AMBIENCE, DÉCOR . . .

--To unify the uniqueness of your product, service, farm, skills & talents

AND. . .a consistent THEME

- Too often we try to be everything to everybody - this stretches your resources and can confuse your customers.
- We live in a world that is filled with uncertainty and confusion - keeping your theme or message simple and clear will build customer loyalty.

AND. . .a consistent THEME

- Have often seen operations adopt new ideas from conferences/tours with little success - did not do the research.
- Don't jump on the band wagon just because it appears to be working for others. Example: *On-farm Wineries in Ontario - high capital investment and later closed down.*

WHO'S DOING IT WELL

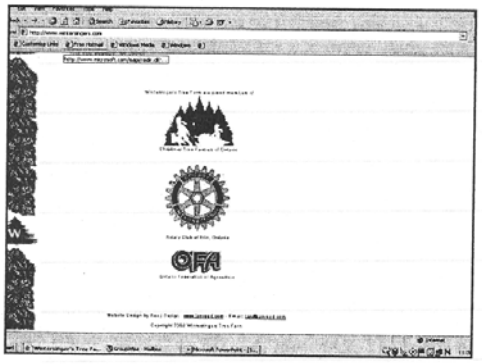
Springridge Farm
Home
FREE

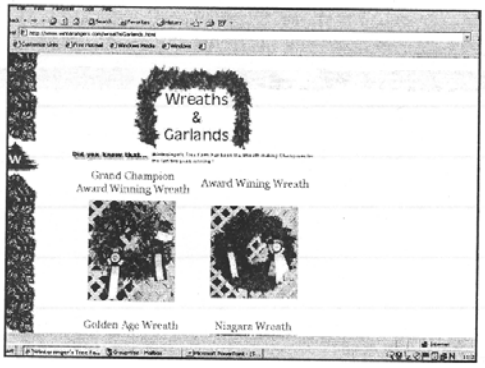
Springridge Farm
Home
Farm Market
FREE

Springridge Farm
Home
Gift Shop
FREE

Springridge Farm
FREE

Wintersinger's Tree Farm
MAP
Christmas Trees...
Choose and cut your own for a real family tradition
HERE'S WHAT YOU DO !
Custom Handmade
Wreaths and Garlands



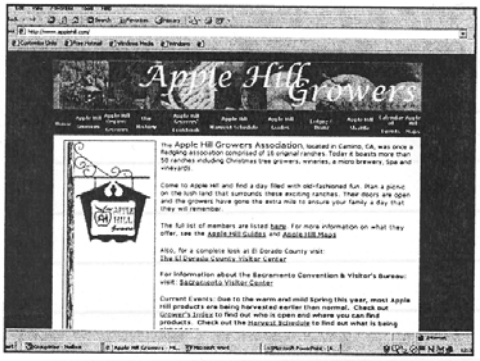

Wreaths
&
Garlands
Grand Champion
Award Winning Wreath
Award Wining Wreath
Golden Age Wreath
Niagara Wreath

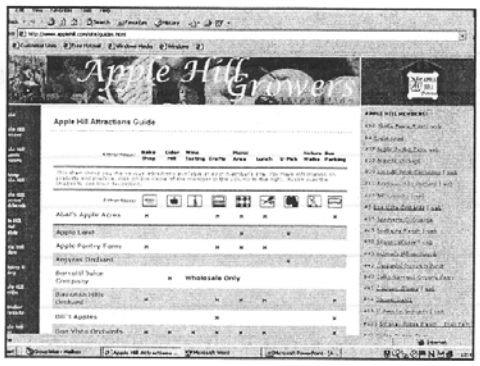
HERE'S WHAT YOU DO !
Custom Handmade
Wreaths and Garlands
A bit about our trees...
We supply excellent quality grown
Christmas Trees
and fresh Wreaths & Garlands.

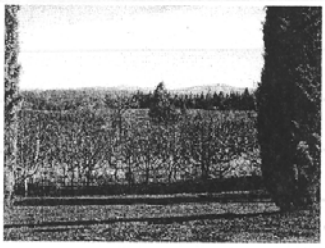
AmetView

Our Area

LISMORE SHEEP FARM
WOOL SHOP
Sheepskin Products
Wool Pro-Duds
Knitted Goods
Sundries
Yarn & Kits
Wooden Needles
About Us
Contact Us
Colour Chart
Links
New Products:
Nova Scotia Tartan
Pure Wool Throws
Ice Hockey Rink Seat Cushions
VISA


Apple Hill Growers





The PUMPKIN theme at NAFDMA
Alberta's own . . . .

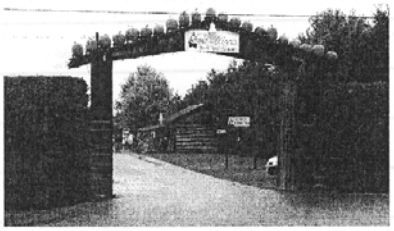
California Style - Western Theme

THEME: Hillbillies

Yee Haw Adventure Farm

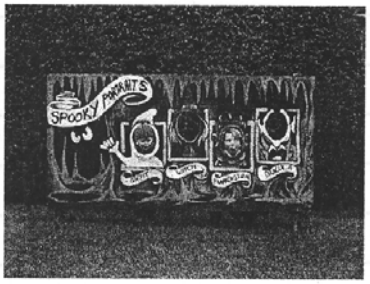
The Power of PUMPKINS

SAUNDERS FARM



Hayride

GHOST
STORIES


SPOOKY FAVORITES

Ghouls
Women

WHAT IS YOUR THEME?

SELF-ASSESSMENT

CAPITAL & SERVICE ASSESSMENT

CUSTOMER ASSESSMENT

TRENDS ASSESSMENT

WHAT IS YOUR THEME?

Refer to handout for
Assessment Exercise

Let's discuss

- Sharing findings from assessment exercise
- Questions and/or Concerns
- Thank you!

Themes support . . .

"The Experience Economy"

REFERENCES

Ontario Ministry of Tourism and Recreation (MTR) various reports:
- Travel Attitudes & Motivation Survey (TAMS)
- 2001 travel statistics

visit MTR's research website at: www.tourism.gov.on.ca/english/tourdiv/research/index

MTR's regional/provincial data:
visit website: www.tourism.gov.on.ca

Alberta Agriculture, Food and Rural Development
Ag-Entrepreneurship Division
Ag Tourism Initiative
www.agric.gov.ab.ca/diversify

REFERENCES

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