



Rounding Up Resources to Grow Ranch Tourism

Insight: bulls-eye promotion

Creating a sellable visitor experience is important when you are planning tours or events on your ranch. Increase in satisfaction equals increase in repeat visitation and recommendations to your operation. In order to create an exceptional experience that is sellable to your customers you need to know what your customers are looking for.

A diverse group of ranchers were interviewed from across North America about their Ranch Tourism operations to help create a report on Sustainable Ranch Tourism smart practices. A few things they found visitors seemed to be most interested in were the following areas:

- **Family History:** of the ranch, multigenerational operations, and the area.
- **Environment and Conservation efforts:** such as solar water pumping stations, and sustainable grazing techniques that are happening on your operation.
- **The Cowboy Mystique:** such as watching cowboys in action. They are also interested in things like old barns, old style tools, fishing and hunting.
- **Working Ranch practices:** such as how the animals are handled and fed.
- **Real Experiences/Hands on:** such as wagon rides, cooking over an open fire, and campfire coffee.
- **Activities for Children/ Games:** interactive explanations, visuals, petting animals, bird species bingo while on wagon ride.
- **Demonstrations:** like Horse training, roping, branding as well as demonstrations of using old tools and artefacts.
- **Story Telling:** about family history, and the house or area history.
- **Wildlife:** watching from special wildlife viewing blinds.

Ranchers also mentioned that they found that their visitors tend to be looking for the following experiences:

Have you talked to your customers? Have they told you what they are looking for or what would enhance their experiences? For full report visit: [Sustainable Ranch Tourism Smart Practices](#)

Wanderin' the Web:

Check out the [Sustainable Ranch Tourism Smart Practices](#) report at www.agtourism.ca (very bottom of the resource section.)

www.yololandcattle.com

To check out the [public health act: Food regulation](#) visit http://www.qp.alberta.ca/laws_online.cfm & type in food regulation.



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Ideas: feed bag

Yolo Land and Cattle co. is a ranch to explore!

www.yololandcattle.com

While maintaining one of the top commercial herds in California the Stone family also offer a wide variety of events and tours for guests to enjoy. Tours are given on modern cattle management practices, how they restore

riparian habitat, and enhance grazing patterns. Guests also have the chance to watch roping demonstrations, partake in activities such as cow pie toss, shop for unique souvenirs like beef sticks and jump into the saddle for picture opportunities. To create and sell a well rounded package, Yolo partners with other

local operators, like a winery and museum, to attract more visitors to their area. Take a peak at their website to see what types of activities they offer and what types of unique souvenirs they sell. Notice other techniques they use to sell their merchandise like promoting them as the perfect fundraiser item.

Intelligence: what's in the corral

Tips for successful ranch based events and tours from experienced ranchers.

Gaining knowledge from the experiences of others is a great cheap tool in improving your own operation. In the summer of 2008 12 diverse Ranchers from across North America were interviewed on their ranch tourism operations.

Some words of wisdom that were suggested to consider when doing tours:

Keep it Simple. With simpler logistics there is a better chance that the tour will be successful.

Work with others when you can to promote your area or event/tour. This can reduce the amount of administration and time away from your ranch work as well as attract and keep more tourists in your area longer.

Only take a group when you have time. Planning

ahead is important in determining when you can and cannot accept visitors.

Have a story to tell. "People want to know your story..." Who is your family, how was the ranch created? "You are selling yourself as much as your product."

There is a role for all family members when providing ranch tours/events. Look at what strengths you have within your own family and incorporate them into your operation.

Have a people person on board. When giving tours it is important that your story is told not only accurately but presented in a way that people can relate to and understand it.

Spend time at the beginning of the tour to introduce yourself and your farm. This provides the people with no ranching background the information needed to understand the tour.

Also to keep in mind that many people enjoy having a family member lead the tours as it adds a more personal tone.

Incorporating food in your tour/event is popular. Food can increase the satisfaction of visitors as well as allows ranchers to charge more for the experience. People tend to pay more for food than any other activity. (Make sure to look into the requirements of having food on your site if deciding to incorporate it in your tour/event). [Public Health Act : FOOD REGULATION](#)



For full report visit: [Sustainable Ranch Tourism Smart Practices](#)



Why reinvent the wheel when the wheel has already been invented and is operating smoothly?

Inspiration: howdy partner!

In addition to hosting many events on their property Goss Ranch (also known as Pitchfork cattle co.) in California have been offering ranch tours for about 40 years .

Their main reason for offering tours is to educate people about agriculture, the ranching lifestyle and where their meat comes from.

Along with their regular ranch aspects of their tour they also include many other educational components such as games and sheep dog demonstrations.

There is no way the family themselves could have the time and energy to pull off so many components within a tour. So all activities are lead by the local cattlemen's association, the Cowbelles. By working with this group the family is able to deal with the daily operations of the farm and focus on presenting the parts of the tour that they are the experts in.



Why not work with others to get the job done!