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

- Festivals and Events
  - Conference/Trade Shows
  - Horse and Livestock Shows

- Fairs

- Rodeos
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 ...
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
Take the inside track on Alberta's skiing and snowboarding. ...more
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

Local Stakeholders
Resource People
Operators

More Profit From Ag Tourism in the Region
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
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
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 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
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

Hood River Valley’s Fruit Loop
2003 Visitor’s Guide

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
Potential Cluster Projects

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