#### Caroline Millar

- Married to Ross, children Finlay 8 & Sophie 6
- Balkello Farm, 5 miles north of City of Dundee
- Businesses –
- The Hideaway Experience
- Rural business consultancy
- Go Rural Agritourism Campaign
- Nuffield Scholar
- Scottish Enterprise Rural Leader
- Farm 650 acres, 2 units, one cereal
- & one hill unit, 80 cows, 200 ewes







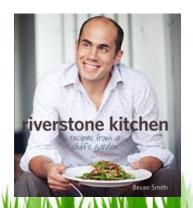
#### **Push Factors**

- CAP Reform
- High land prices
- Limited availability of land
- Low returns from traditional farming in relation to capital
- Pressure on land from increasing population
- Farmers living longer succession challenges

All of this means we have to do more with the assets we have.









### **Pull Factors**

Rising demand from domestic & international consumers for

- Authentic experiences
- Healthy outdoors an obese population
- Local food and drink understanding source
- An interaction with a real, live farmer!

Farming has never been "so in."

Are we ready to deliver to meet this rising consumer demand?



# Tourism & Farming Iconic Images of Scotland









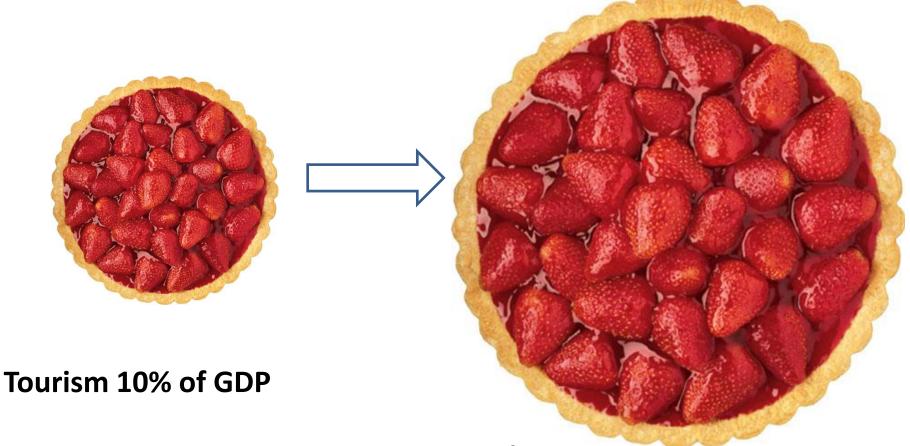


## What is Agritourism?

- Not defined in Scotland or UK
- Fundamentally for me, takes place on a working farm, estate or croft, where food production taking place
- Direct contact with a "Farmer" is integral to experience
- Some form of education (two way)
- For me, not a 3<sup>rd</sup> party operator using farmland



#### Tourism in Scotland



Tourism Strategy 2020, adding £1bn p/annum

What could growth in agritourism contribute?



## Hospitality

" The friendly and generous reception of guests, visitors, or strangers"



"No, the sign's not wrong. Most of our guests like to party all night."



# HIDEAWAY CO









#### **Economic Impact from 3 x 1 couple Hideaway**

Farm Business Subsidy	£140k £50k	650 acres	1.6 FTE
Plus Tourism Diversification	£140k	0.6 acres	2 FTE
Plus Collaboration commission	£2000	0 acres	0 FTE
Butcher, Restaurant, Activity Provider, Taxi booked by us Massage			£17,200 £10,000
Plus spend on transport, local area 1000 x £100 x 5 star guests			£100.000

Total £269,200 per annum



## Agritourism in Tuscany









## **Economic Impact of Agritourism in Italy**

- 20,000 registered on farm operators
- 200,000 beds available
- 50% are foreign guests
- Staying an average 4.5 nights
- 2 million guests per annum
- 9 million bed nights per annum
- Value estimated at £1bn directly (farm accom. only)
- Wider value in tourism supply chain £2.5bn
- Does not take into account food supply chain orexport value

#### What types of agritourism business will deliver growth?

#### **BUSINESS VENTURE**

Want to expand further, profitable business in demand

High levels customer service, quality, customer experience Awareness of bigger picture

#### **BUSINESS VENTURE**

Want to expand further – not sure where going wrong – wrong attributes/lacking skills

No customer focus, experience poor

#### **LIFESTYLE**

Could be more profitable, no ambitions to grow

Run good business 1 FTE – 2 FTE

High levels customer service, quality, customer experience –

#### LIFESTYLE

No growth prospects

Poor levels customer experience, poor facilities, customer service terrible



# Increasing returns on agriculture production - Parsons Family, Tasmania









### Is our (farming?) culture holding us back?

Some interesting post Nuffield feedback ....

- Farmer's can't communicate
- "It's ayewase been"
- The last thing we want is the public anywhere near us
- We don't have sun, infinity pools, wine or hot men so agritourism won't work in Scotland
- Our government implements only safe policies, nothing bold or radical
- (Good) Food and drink is not part of our culture

# Agritourism Development

- Developing the "Experience" skills & confidence Tuscany fam visits starting in May
- Scottish government via SE funding 2 monitor farms
- Consumer research consumer demands, level & detail
- Size and economic impact of current market study
- Collective voice for the sector lobbying
- Campaign for inclusion in 2020 Tourism Strategy
- Campaign for Visit Scotland to market agritourism internationally
- Integrated targeted & collaborative consumer campaigns raising awareness of farmers as well as driving tourism/leisure
- Marriage of 2 govt depts industry event February 2014

# Thank you

MILE AMERICANIAN

Please get in touch or come and see us Caroline and Ross Millar
Balkello Farm, Auchterhouse, By Dundee, DD30RA
Email caroline@goruralscotland.com

Twitter @luxuryhideaways @goruralscotland www.thehideawayexperience.co.uk www.goruralscotland.com