



AGRITOURISM

A KEY PART of SCOTLAND'S
FOOD TOURISM GROWTH



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Current Official Stats for from VS –

-
- Scottish Borders – 41
 - Dumfries & Galloway -65



Current Official Stats for from VS – Farm Shops (under Food and Drink)

- Scottish Borders - 1
- Dumfries & Galloway – 3



Current Official Stats for from VS – Visitor Attractions

- Scottish Borders - 1
- Dumfries & Galloway – 5



Jacksons at Jedburgh

Current Official Stats for from VS – Activity

- Scottish Borders – 0 (is 1 but under Visitor Attraction)
- Dumfries & Galloway – 1 (are 3 but under Visitor Attraction)



Current Official Stats for from VS – Accommodation

- Scottish Borders – 39
- Dumfries & Galloway – 54







15 Regional Shepherds

One flock all heading towards same goal



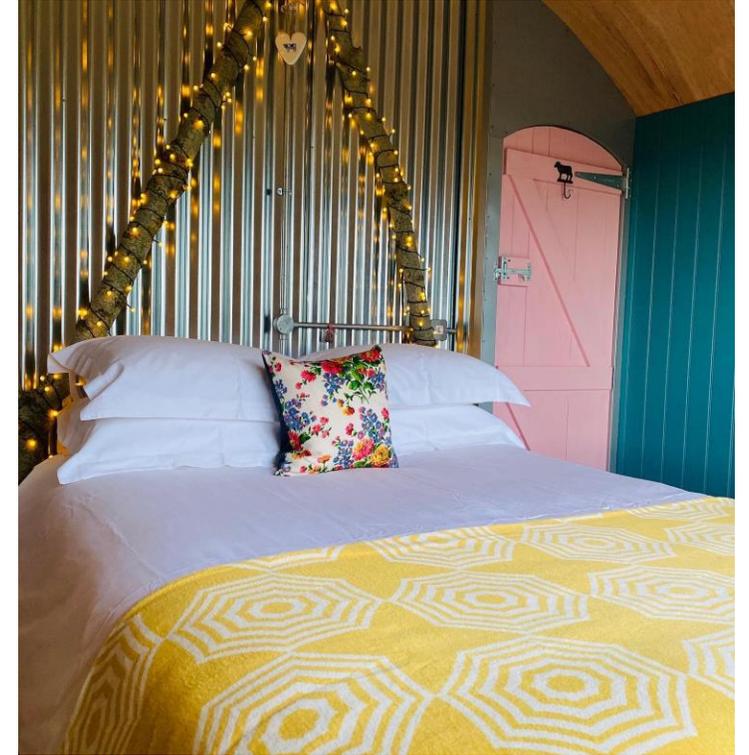
Agritourism in Scotland



Selling farm food & drink direct



Days out & Experiences
Meals in a farm cafe
Sports/Activities
Farm Tours/Other Tours
Events & Event Hire



Short Breaks and Holidays

Scottish Definition is being adopted globally

“Tourism or leisure on a **working** farm, croft or estate which produces **food**.”



Real farmers
Real farms
Rearing livestock
Growing crops

Are the core of Scottish Agritourism

No fakes!

Go Rural brand is guarantee

A STRONG GRASSROOTS NETWORK



scottishagritourism.co.uk - Over 200 Members in less than 3 years

SCOTTISH AGRITOURISM FOCUS



1. PEER to PEER SUPPORT
2. A STRONG VOICE
3. BUSINESS GROWTH
4. MARKETING VIA GO RURAL



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BOARD



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Agritourism Sector Growth Strategy Launched Nov 2021

New Growth Strategy for Agritourism in Scotland

<https://www.visitscotland.org/news/2021/agritourism-strategy>



50% of Scottish farms and crofts to offer their own food or drink

Significant increase in

- Farm cafes/restaurants
- Restaurants with rooms
- Pop up food events on farm
- Farm tours/experiences + lunch/afternoon tea/dinner
- Visit numbers, green tourism/sustainability accreditation, profit/turnover, investment

Who is doing what to grow Agritourism in Scotland?

Implementation Board Agencies

Scottish Government

Visit Scotland

Scotland Food and Drink

Local Authorities via SLAED

HIE

Scottish Enterprise

SOSE

Crofting Commission

NFU Scotland

Scottish Agritourism (private sector)

PLUS other agencies named in strategy delivery



Private Sector

- Investing
- Innovating new online bookable products/services

Caroline Millar

Sector Lead Strategy

Implementation Co-ordination

Role – Working with others

International

Global Agritourism Network

Regional Level Agencies

Local Authorities

Tourism DMOS

Local Food Groups & Food Tourism

Ambassadors

Scottish Agritourism Destination Leaders

Crofting Commission

October 2022

531 Official Agritourism Farms
and Crofts in Scotland

Working closely with
Visit Scotland

50 of our members do not
Have a listing and not
Counted in figures



Tuscany Learning Journey!



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Scottish Agritourism and SSSDA Regional Events 2023

- May 2023 in the Borders
- August 2023 in Dumfries and Galloway
- Scottish Agritourism Conference Perth – 21st and 22nd November 2023

Hope to see you there

