



**Agritourism in the South of Scotland**



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23 Carfrae Farm

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26 Bowmuir Farm Holidays

27 Errington Cheese

**The Scottish Borders**

28 Blairhope Alpacas

29 Hallruie Farms

30 Balnakeil Farm

31 Stouatie Snugs Luxury Farm Glamp

32 Wilson's Farm and Kitchen

**Dumfries & Galloway**

33 Little Huts

34 Balnab Farm

35 Bongaire

36 Patterland Smokery



# Agritourism and Farm Retail in The Scottish Borders

## Current Numbers & Targets

- January 2024 = **42 Farms officially** Visit Scotland listings
- This equates to 42/614 or 7% of all agritourism/farm retail in Scotland
- Assuming target for new entrants is 300 businesses across Scotland, Scottish Borders target is **21 by 2030**
- Of the additional 71 businesses who we assume exist but don't have a Visit Scotland listing, 5% of those would equate to an **additional 6 farms**
- Giving Scottish Borders a total of **69 farms** in Agritourism/Farm Retail by 2030



# Agritourism and Farm Retail in D&G

## Current Numbers & Targets

- January 2024 = **87 Farms officially** Visit Scotland listings
- This equates to 87/614 or 14% of all agritourism/farm retail in Scotland
- Assuming target for new entrants is 300 businesses across Scotland, D&G target is **42 by 2030**
- Of the additional 71 businesses who we assume exist but don't have a Visit Scotland listing, 7% of those would equate to an **additional 10 farms**
- Giving Scottish Borders a total of **139 farms** in Agritourism/Farm Retail by 2030



# Critical Elements for South of Scotland Agritourism Development

- The South of Scotland is well represented currently in the national Agritourism figures, 21% of the farms and crofts in Scotland in Agritourism or Farm Retail
- Are the growth targets realistic?
- The mix in this area of offering is very skewed towards accommodation compared to other areas
- There are low numbers of farm cafes, farm shops and farm experiences in particular compared to other regions of Scotland
- There are less scaled up businesses in agritourism and farm retail than other regions
- Wish to look more currently at employment numbers, visitor numbers and other statistics to build up a more detailed picture of the area currently and what future success looks like

# Go Rural Map 2024/25

