

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



Twitter @luxuryhideaways



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 3rd party operator using farmland



Tourism in Scotland



Tourism 10% of GDP

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.”

THE
HIDEAWAY 
experience™



Economic Impact from 3 x 1 couple Hideaway

Farm Business	£140k	650 acres	1.6 FTE
Subsidy	£50k		

Plus

Tourism Diversification	£140k	0.6 acres	2 FTE
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Plus

Collaboration commission	£2000	0 acres	0 FTE
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Butcher, Restaurant, Activity Provider, Taxi booked by us	£17,200
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Massage	£10,000
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Plus spend on transport, local area 1000 x £100 x 5 star guests	£100,000
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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 or export value



What types of agritourism business will deliver growth?

<p>BUSINESS VENTURE Want to expand further, profitable business in demand</p> <p>High levels customer service, quality, customer experience Awareness of bigger picture</p>	<p>BUSINESS VENTURE</p> <p>Want to expand further – not sure where going wrong – wrong attributes/lacking skills</p> <p>No customer focus, experience poor</p>
<p>LIFESTYLE</p> <p>Could be more profitable, no ambitions to grow</p> <p>Run good business 1 FTE – 2 FTE</p> <p>High levels customer service, quality, customer experience –</p>	<p>LIFESTYLE</p> <p>No growth prospects</p> <p>Poor levels customer experience, poor facilities, customer service terrible</p>

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

Please get in touch or come and see us -

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