

## **Storytelling Workshop – Thursday 4<sup>th</sup> June 2015**

### **Features of Agritourism**

1. Unique experience
2. Honesty
3. Local
4. Hand-made
5. Farm fresh food and drink
6. Personal touch
7. History
8. Access to Scotland's land
9. Green Grass
10. Weather
11. Seasonal
12. Farming
13. Fresh Air
14. Fun
15. Outdoors
16. Space
17. Wildlife
18. Passion
19. Provenance

### **Benefits**

1. Engaging and connecting
2. Culture and stories
3. Real
4. Welcomed behind the curtain
5. Bragging rights
6. Knowledge
7. Memories
8. Freedom
9. Opportunity
10. Grounded
11. Physical and mental health well-being (eating fresh food, emotional well-being, exercise)
12. De-stress
13. Escape

14. Mindfulness
15. Authentic
16. Well-being
17. Tranquillity
18. Peace
19. Relaxation

### **One word to describe output on Agritourism from morning session**

1. Passion
2. Pride
3. Connecting
4. Family
5. Real
6. Personal
7. Emotion
8. Authentic
9. Inspiring
10. Grittiness
11. Power
12. Engaging
13. Strength

### **Scotland is... session**

Scotland is .. a

1. Colour
2. Sound
3. Animal
4. Plant/Tree
5. Drink
6. Bowl
7. Song

### **The thing about Scottish Agritourism is...**

The thing about Scottish Agritourism is the unique experience you receive, whether it is accommodation, food or leisure your experience will be real and honest.

The thing about Scottish Agritourism is that it re-connects you with the land. The smell of the earth on a sunny day, the sound of birds in the hedgerows and the taste of real food. (Kim Gall)

The thing about Scottish Agritourism is it is in an honest, hard-working environment that is full of experience, history, knowledge and pride. It is an industry eager to share all of this with its guests. (Mo Samson)

The thing about Scottish Agritourism is it connects and engages with honesty, integrity and trust delivering a wholesome experience reflecting Scotland's uniqueness. (Robin Niven)

The thing about Scottish Agritourism is that it allows you to tap into extremely decent, warm and engaging people in a wonderful refreshing environment. (Robert Ramsay).

The thing about Scottish Agritourism is the personal experience that we share with our visitors. Learn about working our farm, its origins and unique stories. (Mark Irwin)

The thing about Scottish Agritourism is the personal experience that we share with our visitors. Learn about our working farm, its origins and unique stories.

The thing about Scottish Agritourism is the unique opportunity to experience the life of family farms, to see the views, taste the views and enjoy life of peace of the countryside. (Shirley Clarke)

The thing about Scottish Agritourism is a sensory experience to "re-calculate" your sense of well-being with a sprinkle of adventure and learning experience, seasoned with culture and tradition. (Moira Henderson)

The thing about Scottish Agritourism is real, honest, friendly, outdoor experience with heart and soul (Neil Picken).

The thing about Scottish Agritourism is it offers a chance for adventure and the ability to connect with real people who produce our nation's food and drink. (Caroline Millar)

The thing about Scottish Agritourism is the opportunity for connection with the hard working people on the land, sharing their daily lives and those of their families through warmth, passion and determination. (Lou Nicol)

The thing about Scottish Agritourism is it's a real experience, fresh air, beautiful scenery with home grown, handmade food and drink created by passionate, local people in a quality environment.

The thing about Scottish Agritourism is its full of "F" words – farming, family, fresh food, fresh air, freedom and friendship. (Gail Forbes)

### **You should come to us..**

You should come to us because you can engage with real farmers doing a real job on a real farm.

You should come to us because we provide real, honest experiences delivered by people with a passion for delivering an experience they would expect to receive themselves.

You should come to us because we will welcome you to our farms with passion, trust and respect. You will leave having found yourself again.

You should come to us because every visit is unique, you will have the opportunity to experience life on a real farm, to see the passion and care that is behind each individual business. (Mo Samson)

You should to come to us because we deliver an authentic connection with nature and the environment offering an experience unique to rural life in Scotland. (Robin Niven)

You should come to us because only here will your senses be so stimulated that you will at your very, very best. (Robert Ramsay).

You should come to us because we have a welcoming and open nature and want to share our incredible experiences of farming with you. These unique memories will be with you forever and ignite your senses. (Mark Irwin).

You should come to us because there is no other place as beautiful to relax, feel welcome and make memories. (Shirley Clarke)

You should come to us because we care about you, we want to share our passion with you to enrich our lives and have a taste of our culture. (Moira Henderson).

You should come to us because you will experience real values and a unique way of life. (Neil Picken).

You should come to us because we offer a 5 star luxury hotel suite in a field where you have time alone to enjoy each other in complete privacy, while engaging with nature, farming, food, fresh air and starry skies. (Caroline Millar)

You should come to us because every day sees a new challenge on the land where you can re-connect with your soul and experience the warmth and authenticity of simple pleasures. (Lou Nicol).

You should come to us because we offer you a unique experience, the things memories are made of, a freedom to enjoy the simple things that Scotland can offer.

You should come to us because we are unique, honest and true and will always take care of you. (Gail Forbes).

### **One word to describe Agritourism in Scotland**

Passion x 4

Unique

Real

Family

Authentic

Sharing/openness

Heritage

People

Values

Spirit

### **What we wanted out of the day (said at the start)**

1. Clarity of message
2. Simple buzz words and phrases
3. Food and drink stories to promote via PR to consumers
4. Ability to have a conversation with influencers and government
5. Definition of agritourism
6. Tools to highlight the sector and pull us together as a key industry
7. Defining the story

8. Stronger voice for sector
9. Telling our story in an engaging way, sector is at crossroads, we need a stronger voice to tell our story in an engaging way
10. Defining agritourism to improve consumer trust in us as farmers
11. Defining sector, pulling sector together to draw down investment in sector

### **Actions**

1. Best agritourism story competition.
2. Give Go Rural your best story across 3 topics –
  - a) The origin of your business/foundation of your business story (e.g. like Fiona described setting up Ardross)
  - b) Sharing your farming/life experience with visitors (e.g. like Lou described with Scott's farm tours/dressing up in kilt)
  - c) Generosity of spirit (e.g. like Robin giving his clothes to visitors who were soaked)