

Presentation by Richard Buck B.A., Dipl. In Agriculture Tour Operators – Who they are and what they do!

About AgriTours Canada and CanAmera Specialty Tours

- AgriTours Canada and CanAmera Specialty Tours – since 1999
- Richard Buck – Inbound Receptive tour operator since 1983
- Serving clients from 56 countries
- Specialized and customized tours for agricultural, technical and cultural groups.

What is a Receptive Operator?

- A company or individual that **receives** Groups or FIT clients
- Provides meet and greet services to tour operators sending groups
- A Receptive's Clients' may be domestic or international
- A Package Provider for incoming guests
- A Partner with suppliers
- A company which extends marketing capabilities of suppliers
- A tourism resource
- Receptives offer tour planning services
- Receptives have multi-functional capabilities
- Receptives are tourism and travel service providers
- Provider of meet and greet services
- Marketers, who offers clients new and unique tourism opportunities

What is a Tour Operator?

- A company or individual that sells packages to outgoing groups or FIT clients
- A Tour Operator who may be domestic or international
- Tour Operators sell pre-packaged tours and nothing else.
- A Travel Package Provider for outbound travel or in country packages
- A Travel Partner with suppliers
- Could be an airline, motor coach company or travel company selling packages
- A company which extends marketing capabilities of suppliers
- Provide tours that are series or weekly departures, i.e. Florida, the Caribbean, Europe, etc.
- Tour Operator don't generally offer customized programs or packages UNLESS it is for corporate clients or such items as weddings, conferences, etc.
- Provider of meet and greet services in the destination country.

AgriTours Canada – Agricultural Tour Operator

- Specialists in providing agricultural tours to farmers and agricultural specialists from all sectors of agriculture.
- Providing specialized programs in cooperation with Agriculture Canada, Provincial Ministries of Agriculture in Canada, foreign Agriculture departments, and Canadian agribusinesses and farmers – selling Canadian products and services.
- Agri-vacations for farmers both actively farming and retired farmers.
- Agricultural Exhibitions and Trade Shows – specialized programs that include such events in the program – Icons that are the centre of the tours.
- Study tours for technical training and education of foreign farmers and agribusiness specialists
- Buying missions that foreign farmers with domestic farmers to sell genetics, livestock, farm equipments, computer software, farm management services, agricultural consulting, farm buildings, etc.
- Specialty agricultural programs that are custom designed for specific sectors of the agricultural industry.
- AgriTourism programs that give a broad based overview of agriculture in various provinces across Canada, custom designed upon request from foreign tour operators and agricultural special interest groups

Examples of specialty agritours...

- Ukrainian dairy specialists
- Russian Agricultural Risk Insurance Study tour
- Dutch Farmers' Union study tour of Ontario agriculture methodologies
- French Thoroughbred Horse Breeders
- English beef and sheep specialists
- Welsh sheep and beef specialists
- Irish Sugar Beet specialists
- Dutch Farmers' Association Agri-vacation
- German Maschinenring Study Tour (Farm mechanization)
- Finland Rural Extension Study Tour – use of computers by Canadian Agriculture
- US Graduate student study tour of dairy goat management
- Agri-Forestry Study Tours from Germany, Sweden, Australia
- Greenhouse management study tour from Australia
- Case IH Incentive Tour for Brazilian large scale cash crop farmers

Tourism Terminology Defined

The following terms, acronyms, and expressions are commonly used in the tourism industry. The explanations for the following terms and expressions will assist you in understanding the jargon that tour operators, destination management organizations and travel specialists use daily.

- DMO** Destination Management Organization – professional tourism specialists, hired to cooperatively promote tourism regions, goods and services.
- TIAC** Travel Industry Association of Canada – National Tourism Association
- VCB** Visitor and Convention Bureau – an organization that assists in cooperative marketing, advertising and promotional programs for its membership, and provides visitor information services for tourists, tour operators and other travel related organizations.
- ABA** American Bus Association – Motor coach operators professional association, dedicated to maintaining quality standards in the bus and motor coach charter industry.
- OMCA** Ontario Motor Coach Association – Provincial organization of motor coach company owners and tour operators.
- NTA** National Tour Association – Professional organization for tour operators, and those who provide tourism supplies and products. The NTA provides training and education programs as well as marketing and promotional assistance for members.
- OFCA** Ontario Farm and Country Accommodations – in the home, bed and breakfast and separate accommodations are offered in rural settings by the OFCA.
- FAM** Familiarization Tours provided by tourism regions or destinations to tour operators, travel agents and customers to introduce them to tourism goods and services in a region.
- FIT** Foreign Independent Traveler or Fully Independent Travelers are visitors, foreign or domestic, who travel by alone, or in small groups, and who do the tour and travel planning and arranging themselves or with the assistance of tourism suppliers.
- FOC** Free of Charge – Usually motor coach drivers and tour directors accompanying a group are given complimentary meals, or in the case of hotels, 1 FOC room for every 15 or 20 rooms sold. Drivers sometimes receive half price rooms.

HALF-BOARD Breakfasts and one other meal per day are included in the package.

FULL BOARD All meals are included in the package price.

FAB Full American Breakfast – standard of breakfast, which traditionally includes, eggs, bacon, sausage or ham, toast, juice and coffee or tea, occasionally includes hash brown potatoes.

PAX Passengers - the number of people on a train, plane or bus.

SHOULDER SEASON

The shoulder season is the period of time that is traditionally NOT the season when travelers take vacations – periods between November and mid-December, January until March-break, post March-break until mid-June. This seasonal delineation may vary depending on the destination. Winter sports obviously take place between January and March break, and in this case they could be considered to be in high season.

One of the difficulties in modern times is to try and keep up with the acronyms, short forms, buzz-words and terminology. One of the advantages of the English language over other languages, is that is categorized as a “living language”. This means it is evolving, can adapt to change and new words can be created and added to the list. This can be witnessed by the new computer terminology being used such as bits, bytes, RAM, microprocessor, software, hardware, gigabytes, Pentium III, viruses, Trojan Horses, and of course MAC and Microsoft.

In the tourism industry, one should never be afraid to ask for clarification of an acronym should one appear that you are unfamiliar with. This is not something one should be embarrassed about, but rather an opportunity to find a potential new “bit” of information that you can “byte” into, and possibly “RAM” some new business into your “Pentium IV triple microprocessor” so your bottom line on your “spread-sheet” reflects an increase in the number of “PAX” you have added to your “packages” AND your “BA” (bank account - gottcha)!

Rural / Agri-Tourism - products & services

“What is the difference between rural and agri-tourism? Is the difference significant? In what ways?”

Rural tourism development is in its infancy in many regions, and fully developed in others. Lessons can and have been learned from rural tourism development experiences, both positive and negative, and should be looked at closely by any region contemplating new or expanded rural tourism initiatives. It is important to have an understanding of what rural tourism is, what agri-tourism is, and how they differ or are similar to “regular tourism”. Once this understanding has been achieved, the goals and objectives for developing rural tourism based products and services will be more readily achievable.

In the case of individual or small business providers that are involved in rural tourism or agri-tourism, effective planning is essential to insure successful growth and longevity. Those involved in tourism have a common factor, which drives them, that being financial reward. Although this is often the main purpose, there are many other less obvious intrinsic rewards, which tourism providers receive from their efforts. Some of these benefits include; community pride, exposure to other cultures, rural beautification or the opportunity to educate and learn from visiting tourists. When these benefits are taken into consideration in the planning process and the community is the recipient of the economic and the intrinsic returns, the entire community as a whole benefits from tourism.

In many instances, rural tourism products and services “happen” without thought or planning, often because of natural wonders or features, or historical significance, or “faddism” such as occurs at events like Woodstock – the happening! In Michigan a study was done to try and identify how to take advantage of the many agricultural and natural resource products they have. They chose to define it as agri-tourism including natural resources in the mix. According to Dr. Edward Mahoney at Michigan State University, “Agriculture and Natural Resource Products tourism is a deliberate attempt to develop, package, merchandise and market Ag & NRP products, attractions, activities and events that enhance the diversity and quality of experiences available to tourists, to generate additional revenues for farm and natural resource producers and to contribute to sustainable economic development.”

This definition focuses on suppliers of agri-tourism and natural resources with the resulting benefits to the community, rather than on the tourists who participate in the activity. Although a philosophical difference from what has been classified, as “pure agri-tourism is farmer visiting farmer,” mentioned earlier in this Paper, it demonstrates that agriculture and natural resource products are becoming tourism products. In the broader sense, rural tourism encompasses all of the following niche markets, including: agri-tourism, natural resource tourism, historical tourism, eco-tourism, cultural tourism, farm tourism, green tourism and alternative tourism.

“Rural tourism is the act of leaving the urban environment and traveling into the rural regions, for the purpose of experiencing and enjoying the natural beauty, the agricultural diversity, the quaintness of small towns, the cultural richness; and to escape the pressures of urban lifestyles in order to have pleasurable experiences and improve the quality of life.”

Depending on which region or area one goes to, an area may be dominated by or have a predominance of natural beauty (or rural beauty), while a short distance away in another county, agri-tourism (or agricultural activity) is more prevalent. This must be taken into consideration and evaluated by tourism and economic development specialists who are trying to develop or enhance tourism activities. An inventory of what activities and features exist in a region is essential.

There are many new niche tourism markets being developed, some successfully and some not. Farmers and ranchers too are looking for new sources of income and other ways to market their agricultural products, services and information. Agri-tourism and rural tourism products and services, each have their own unique set of characteristics.

Service and product providers of traditional tourism products and services must learn more about the rural and agricultural communities and what they have to offer to the tourism industry. Representatives from the agricultural sector will also need to learn about the tourism industry. They need to learn what tourists look for and expect and how to effectively produce and market their services to the tourism industry. Agri-tourism will change the farm into something that is more than just a place for food production – it can also become a place for education and recreation. If this is to occur, farmers, ranchers, agricultural organizations and political leaders will need to work together and understand the pros and cons if they are to develop agri and/or rural tourism successfully.

Niche tourism markets are the fastest growing segment of the tourism industry. Baby boomers, junior seniors, members of the X-generation and international travelers are all looking for and paying for new forms of niche tourism products. Agri-tourism and rural tourism products have unique and sought after elements that take the tourist into areas of natural beauty, educational situations, tranquility, a family atmosphere and many other features not found in big city tourism. Learning how to capture and develop this market of rural tourists is the greatest challenge facing tourism suppliers in many regions.

“What are agri, agro or agra tourism products and services, and how are they different from rural tourism?”

Agri-tourism by any of its many names is actually a well-established form of tourism. However, to be properly understood it should be sub-divided into two distinct tourism client groups, those interested in “agri-tourism” and those interested in “rural tourism”. Are they the same thing just worded differently, or are they made of two distinctly different sets of criteria?

At first glance they appear to be the same subject, however, on further examination one sees that there are several important differences and also some similarities. Before getting involved in rural or agri-tourism, both types need to be looked at and studied so that the product or service provider can then best provide “tourists” with their tourism experience.

One must compare and understand the similarities and differences between each, to then best be able to introduce clients to the right products or services in the agricultural industry! If the tourism and agricultural industries can work in concert with each other, rather than independently, the resulting “niche market” can be very productive and effective. They will then be able market their particular type of ag-related tourism to the right customers successfully!

At **AgriTours Canada Inc.** and over 100 other specialized agricultural tour companies around the world, we define agritourism in a different manner from traditional tour operators. We are dealing with farmer to farmer visits, unlike a regular tour operator who is dealing with non-farmers visiting farmers. This make a huge difference in how we approach planning for our tours. The following pages will identify how and why we do agritourism in a different way than most tour operators.

Agricultural tour operators are specialized agri-tourism companies, and in order to satisfy their customers, they define “Agri-tourism” in its purest form. Agri-tourism customers are *“agriculturally oriented tourists who are from the farm, from agri-businesses OR who have*

retired from agricultural enterprises of some form and who want to see how the other guy does it". This is the group of tourists who have been involved in farming or some form of agricultural enterprises as a part of their life-style - either born and raised on the farm, or employed in some agricultural work. When they travel, they want to meet with and visit others in the same, similar or totally different forms of agriculture and food production activities.

Agri-tourists might also be farmers and agri-business people, domestic or international, who are visiting other counties, provinces, states, and countries to buy or sell products, and who at the same time might visit both agricultural and non-agricultural sites and attractions. Alternately, they might be traveling to far off places to attend or participate in agricultural trade shows, fairs, plowing competitions, conferences and the like!

"Pure agri-tourists make up a very small percentage of the world's population, only the 3-5% who are involved in agriculture and food production as a way of life."

Examples of agri-tourists include farm people who go to the state fair, the Farm Progress Show, Madison World Dairy Expo, on a Farm Bureau tour, a Twilight meeting at a neighbors farm, an agricultural convention outside their county, region, state or province, a visit to see a new barn at an "open house", an international agri-tour to Europe, and so on. All the people who participate in these activities are participating in various forms of agri-tourism, and the majority of them are from an agricultural or rural background.

"Rural-tourism" on the other hand defined earlier, as ***"those who travel to the country-side to experience the rural life-style, beauty and uniqueness that only the country-side can provide"***. This group of tourists consists of anyone interested in traveling to the rural environment for the purpose of learning about, experiencing, participating in, or purchasing goods and services from people who are living in the rural or small town settings.

The service providers for this form of rural tourism can be people involved in agricultural and/or activities but they can also be providers of non-agricultural products or services such as bed & breakfasts, conservation areas, bike trails, festivals, craft fairs, historic sites, etc.

"People who become rural tourists, potentially include 100% of the population, and includes anyone who visits or plans to visit the rural environment for a pleasurable, relaxing and memorable experience"

Examples of these "rural tourists" include anyone who; takes a country-side tour, buy honey from a local farm, visit orchards, cheese factories, greenhouses, pumpkin patches, road-side fruit and vegetable stands, or nurseries, etc. But don't forget about the autumn leaves colour tours, fishing in the local stream, river or lake, visiting a maple sugar bush in the spring, taking photographs of the beautiful scenery, painting the landscape, hiking along country trails, biking on abandoned rail lines, visiting conservation areas, provincial/state or national parks. All the people who participate in these activities are participating in various forms of rural tourism.

Whether you are a DMO (destination marketing organization), in the business of agriculture or a rural service or product provider, you will need to look at these two forms of tourism differently. Both the tourism and agricultural industries need to work together for the successful implementation of rural and/or agri-tourism programs. When tourism specialists try to force agri or rural tourism projects onto the agricultural or rural communities without consultation or cooperation, the results can be disastrous.

Agri-Tourism and rural tourism are both forms of education and entertainment. Regardless of which group of tourists you decide to target as your market, one thing should always be

remembered; tourism is people oriented and you have to like working with people to be successful. People are demanding. People want to feel like they get their money's worth! People have long memories! People are tourists!

Rural Tourism is by far the larger segment when compared with agri-tourism. Tourists who visit the rural environment come from all walks of life, all nationalities and all cultural backgrounds. Whether one is offering an agricultural experience or a non-agricultural experience to these people, they are being offered a rural experience when they leave their urban environment and become a tourist.

“Always remember the basic marketing principle that people can be your best OR your worst form of advertising, and that word-of-mouth marketing can either make you, or break you!”

When developing either rural or agri-tourism in a region, there are several extremely important details which must be looked at, in addition to the actual business plan for the service or product. An inventory should always be taken, of the other services in the region, which can either complement or compete with the new enterprise. By taking such an inventory, the new service or the existing tourism product, must look outside the bounds of their own enterprise, in order to identify what other products and services they can work with, promote or offer to their customers, partner with in marketing efforts, compete with for customers or learn from if they are successful or not so successful. This inventory is essential for the tourism provider, so that he or she can objectively evaluate their potential for success or failure. It is also important to proceed with full knowledge of “who else is out there” and who may be working towards the same or similar goals and objectives as you in agri or rural tourism or in other forms of tourism. Know the competition, know those who can complement what you do, and know what other goods and services your customers may need when they are in the region.

Agriculture and Tourism - Partnering for success!

Tourism industry professionals are always searching for new products that will bring tourists to their regions. Visitor and Convention Bureaus, Chambers of Commerce, local tourism committees, provincial and national departments of tourism, all have the responsibility to provide services that promote the tourism industry. Most regional or urban tourism agencies are member driven, meaning the membership pays them to promote their goods and services. They provide a multitude of services directly to the membership including such things as co-operative marketing, advertising, referral services, trade show representation, educational programs and liaison with other tourism agencies.

Destination marketing organizations also have as their role, taking new and existing products and assisting in their development. There are many new niche tourism markets being developed, some successfully and some not. Farmers too are looking for other sources of income and other ways to market their agricultural products, services and information. The problem is, most farmers and agricultural specialists are not trained or educated as tourism specialists. They are professionals too, but in agriculture, not agri-tourism. Many people who live in the rural community also have opportunities for providing tourism services. They too may or may not have experience or knowledge about this very tough, service orientated industry. Rural tourism is a growing, very attractive alternative to many traditional tourism attractions and services. Professionals in the tourism industry can be of assistance in both rural and agri-tourism development. The professional tourism specialists and the rural or agricultural tourism providers need to work together for mutually beneficial results.

“Agri” and “Rural” tourism products and services are being considered as new additions to the tourism repertoire in the competition for the tourist dollar. Destination management organizations must decide what they can do to assist such “new” tourism service providers as each type of product has its own unique set of characteristics. Both the tourism and agricultural industries will need to know the differences and similarities between each product and service type, in order to develop it successfully and sell it to the right tourism client market.

A tourism agency’s role is to encourage tourists to come to their region. The Suppliers should also be aware of who they can best service and handle as well. The job of identifying these target markets and the appropriate suppliers, is the job of the tourism experts who are hired to do the job of planning and marketing. Once the target group has been identified, it is the responsibility of the tourism group in the region to develop, implement and support any marketing efforts put in place and delivered by their representatives.

The goal of any tourism agency is to bring tourists to the region in order to benefit the community financially and socially. The residents of any region should learn about the benefits of tourism to their region and they should open their arms to such an influx of visitors and dollars. The regional government should do everything in its power to make it a pleasant experience by providing such things as proper road signs, which clearly tell non-residents where they are and where they are going. Any time somebody gets lost or gets frustrated by bad signage or poor quality roads or other such problems, the entire region’s reputation is at stake. In short, it is everybody’s responsibility to be sure that visitors to the region are treated as potential business to the region or to particular businesses in the area.

According to the findings of Professor Ed Mahoney of Michigan State University, noted specialists on rural tourism, there are many key benefits to rural tourism development projects. Southwestern Michigan undertook an exhaustive study of their region, identifying all aspects of rural and agri-tourism and developing not only an inventory of the services and products available, but also they developed a marketing strategy to utilize their resources. Professor Mahoney has developed a number of models that explain the interaction between the community, the tourist and the organizations both private and governmental, which need to interact cooperatively in order to affect positive outcomes. In the end, his research shows that a few innovative altruistic leaders and risk takers lead the way, and others both mimic and follow along or they fall behind.

An important aspect of tourism development is the concept of stakeholders. Successful tourism development regardless of whether or not it is tourism in general or niche tourism services is that those who are involved have a “stake” in the outcome of any tourism development plan. Their success or failure will determine their destiny, but in most, if not all cases they are linked with others in the community. These stakeholders must work cooperatively and develop bonds or relationships in order to grow the market, rather than trying to divide up what already exists. The practice of cooperative marketing does not come easily, but with the help of tourism agencies whose role it is to do just that, the individual tourism enterprises can not only utilize their own marketing and advertising programs, but expand that beyond their traditional boundaries or budget restrictions, by jointly funding larger, more aggressive marketing and promotional initiatives.

The realistic tourism business owners realize that the more they compete with each other, the more widespread the “word gets out” about not just their products and services, but all

the others in their region. When there is more for tourists to see, do and experience, the more such “customers” seek out those experiences, and of course business improves and the community experiences economic growth and development.

Developing an agritourism or rural tourism business plan

To answer this question, the service or product provider must study what they have to offer, then identify whom best to offer it to. But what if you don't even know or believe you have a product to sell? In fact many tourism services start off exactly this way. Some bed and breakfast operators started out with extra rooms in their home when their children grew up and left home – “What do we do with the extra rooms in the house?” they ask themselves, not thinking about using the space for income earning, but instead thinking of new “office space”, a guest room, or a work-out room, sewing room, etc. But if they are in an empty nest situation, in a location that has natural beauty, or they have something that might just be of interest to others – it can become a profitable and enjoyable way to “make use of the space” for the mutual benefit of themselves and any B & B visitors they take in.

Of course somebody doesn't just become a B & B operator, or an agri-tourism provider without investigating the potential and seeking out help and advice on how to get started. This is where organizations, associations, government agencies, or local business advisors can come in handy. Why reinvent the wheel when others out there can come to your assistance to help guide you through the developmental stages of the business. It does pay to have a business plan on paper, and to “pencil the numbers” before beginning. In preparation for this, there is a very simple formula, which identifies several aspects of business development, and in particular tourism business development, that brings to ones attention, key factors and important components that needed to be considered and planned for.

What kind of formula should one use to create and develop a marketable tourism experience?

Have you ever been told to mind your “p's and q's”? In the old days, this was an English teacher's way of teaching the difference between the small letter 'p' and the small letter 'q'. Simple - but effective! If one is to learn to read and right, the basic principles of the alphabet need to be studied and learned before successful reading and writing skills can be developed and the end result is “communication”. It is a basic, step by step formula for learning successfully and just like in school, one can be successful in tourism by learning your tourism “**P's and Q's + C's = \$'s**”

When one knows who the potential clients are, they must then select and then evaluate the best methods of reaching either the agri or rural tourists or both. Once the tourism experience has been developed, the product or service must be of such a high quality, as to be popular and enjoyable in order to reach its maximum income and repeat business potential. When someone has decided which form or style of tourism they are best suited to providing, they can then choose their marketing plan, partners and strategies - and then go after that market segment. The bottom line is “How many dollars can be earned?”, as in any other business. Whether the bottom line is in the black or in the red depends on knowing one's products or services, knowing the potential buyers, attracting that group of tourists, and then satisfy those buyers' real or perceived needs and desires one they arrive.

“The customers - who are they and which markets do you target?”

Tourism can be a conscious act or an unintended or unplanned experience. In either case, touristic experiences must be identifiable as being a pleasant or worthwhile experience, and it must be of high enough quality to create the desired effect of bringing in repeat business. People are constantly looking for new, unique, enjoyable and memorable experiences. There are expectations and perceptions of what recreational experience the tourist thinks they are going to have before, during and after such an experience. How does this impact on you - as the farmer, the market gardener, orchard owner, greenhouse owner or other rural or agri-tourism provider?

If you go to Iowa you will see “the field of dreams” from the movie by the same name. It actually exists just east of Waterloo, and indeed people do come! Why do they come? How did the “Field of Dreams” owners successfully take a Hollywood creation and turn it into a real life rural tourism destination? Because of the movie for sure, but tourists come because somebody actually planned and built it, then people heard about it, then they became curious and actually started to come to that imaginary - now turned real ball field, in the middle of an Iowa corn field. It has now outlived the movie and it is a must see on any tourists holiday planning list in that region of Iowa.

This is NOT an example of agri-tourism, even though it takes place in the country and surrounded by acres of corn, but it is a rural tourism experience because it is in the rural environment. It is just a small baseball field in the middle of nowhere but somebody took the theme of the movie - “build it and they will come” and they “grew” the idea until it became more than just story from a movie. Relating to tourism, that “build it and they will come” line, could actually be expanded to *“Build it, market it, advertise and promote it, make it accessible, provide a quality experience - and then they will come!”* Of course, the movie was talking about ghosts, but the actual field has maintained that eerie quality and sense of the unknown which the movie portrayed - and people still come! This is an example of rural-tourism and it was created because somebody saw the potential and capitalized on it.

Agri-Tourism vs. Rural Tourism Activities
Categories of Participants

“Rural Tourism” Categories		“Agri Tourism” Categories	
Rural Tourists Who they are?	Rural Tourism Attractions and sites	Agri-Tourists Who they are?	Agri-Tourism Attractions and sites
1. F.I.T. travelers	1. country roads	1. farmers-domestic and international	1. farms and greenhouses
2. bus tour groups	2. road-side fruit stands	2. incentive programs - business specific agricultural visits	2. agricultural colleges and universities
3. School children.	3. garden centres	3. trade association tour groups	3. research centres
4. Senior citizens	4. forests and woodlots	4. Buying missions, genetics, food, equipment, technology, etc.	4. garden centers
5. hunters	5. small towns	5. agricultural education and training study tours	5. A. I. Units
6. hikers	6. historic sites	6. convention and agricultural exhibition travel groups	6. agricultural conferences
7. bird-watchers	7. walking trails	7. Students on Ag. study tours	7. agricultural expositions
8. gardeners	8. swimming areas	8. student on-farm trainees	8. pick-your own farms
9. botanists	9. trailer resort parks	9. flying farmers	9. agri-businesses (grain elevators, feed companies, ag. supply companies)
10. snowmobilers	10. conservation areas	10.4-H, Young farmers	10. agricultural museums
11. cyclists	11. winery		11. farm equipment companies
12. farm stay visitors	12. scenic attractions		12. food processing companies
13. Sunday drivers	13. cultural centers (Mennonites, First nations, Amish)		13. maple syrup producers
14. wine-enthusiasts	14. Country homes, barns, mills, etc.		
15. photographers	15. pick-your own farms		
16. rally car drivers			
17. cross-country skiers			
18. Cottagers			

This list is by no means complete. Feel free to add more examples to the list that you may know or which potentially could be added to any of the 4 columns listed above.

Which category of 'agri' or 'rural' tourist do you want to attract?

Rural communities and/or suppliers need to know which categories of tourism they might be best suited to working with, or who they would “prefer” to work with. This is a very important distinction for a number of reasons. *Some* of these reasons in summary are as follows:

1. Domestic visitors usually don't have a language problem - international groups work through interpreter/translators and it takes 20-40% more time to conduct a tour. Technical terminology is more difficult to interpret. Cultural differences require culture specific services.
2. Tourists from agricultural backgrounds compared with non-agricultural visitors, are more aware of farm dangers, odors, and other farm related differences from regular tourism sites and attractions.
3. Agri-business and agricultural background visitors are also potential buyers of such things as breeding stock, seed materials, farm equipment, technology, etc. These people would be treated totally differently than non-agricultural groups and should visit different farm types.
4. Non-farm background visitors are somewhat more difficult to work with in regards to the “expectations” of the group members. This means that the farmers or rural suppliers have to do more educating before the group can fully understand and enjoy the tour. These people are more likely to enjoy a farm visit, which is geared to entertainment farming concepts, rather than hard-core farm visits or visits to specialty farms with such things as bison, emus, trout, deer, apples, etc.
5. Seniors tours are likely the group that most farm families can accommodate quite readily, so long as the farm is accessible and is not too filled with barriers to slower moving, sometimes mildly disabled individuals. These groups have some “historical” background that may relate to farming. The interest level of such groups is generally high when it comes to learning about the changes since they were younger. Farmers must be “entertainers” for groups such as this.
6. Agri-business groups are more intensive related visitors. These groups are going to want to see technologically advanced farms and agri-businesses that can offer them some new ideas and some new methodologies for possible applications back home on their own farm or in their own business.