



**RURAL
FEMMES**
ERASMUS+ PROGRAM

Rural Tourism: Activities, Attractions & Adventures in Tourism

The 'Something To Do'



What Motivates Consumers:

- ▶ Vibe of the City - fresh, exciting and stimulating experiences and attractions in a lively atmosphere
- ▶ Living Historical Stories - interesting and informative experiences and attractions in urban and rural areas
- ▶ Awakening the Senses - stimulating and profound experiences within natural and unspoiled landscapes
- ▶ Getting Active in Nature - revitalising and energising experiences and activities in the spectacular outdoors



Market Research: What do Tourists do in Ireland?

What tourists do in Ireland?

- 72% explore
- 72% enjoy the landscape
- 70% spend time with family
- 65% have fun and laughter
- 60% soak up atmosphere
- 60% spontaneity
- 60% want peace and quiet
- 45% want to experience activity
- 41% visit a craft fair
- 42% attend a cultural event

In what activities do tourists partake while in Ireland?

1.2 million	Walking
290,000	Cycling
176,000	Golfing
168,000	Angling
86,000	Watersports
82,000	Equestrian



List of Activities

Getting outside (less risk)	Getting Wet (more risk)	Getting High (more risk)	Getting Faster/adventurous (more risk)
<ul style="list-style-type: none"> ▶ <u>Walking</u> ▶ Cycling ▶ Open farms/farm shops/tea shops ▶ Craft/cookery schools and courses ▶ Gardens ▶ Organic food ▶ Health retreats ▶ Nature trails ▶ Bird watching ▶ Heritage and cultural activities ▶ Maize ▶ Local events/festivals 	<ul style="list-style-type: none"> ▶ Surfing ▶ Angling ▶ Canoeing – touring, rental and expedition services ▶ Kite surfing ▶ Wakeboarding ▶ Skateboarding ▶ White-water rafting ▶ Caving ▶ Water skiing ▶ Diving ▶ Windsurfing ▶ Kayaking 	<ul style="list-style-type: none"> ▶ Flying ▶ Gliding ▶ Paragliding ▶ Ballooning ▶ Rock climbing ▶ High rope ▶ Micro-lighting ▶ Zorbing ▶ Mountaineering ▶ Abseiling 	<ul style="list-style-type: none"> ▶ Archery ▶ Karting ▶ Mountain biking and expeditions ▶ Paintballing ▶ Land boarding ▶ Rallying ▶ Clay pigeon shooting ▶ Horse riding/trekking ▶ Bubble soccer

Telling the story... but also let them explore the story

- ▶ What is your story? (Research it)
- ▶ Deliver your story. (Bring the story to life)
- ▶ Live your story. (Show passion and a sense of exploration)
- ▶ Stories can include:
 - ▶ Archaeological past (artefacts, ancient buildings, monuments)
 - ▶ Architecture (buildings of historical interest, castles)
 - ▶ Landscape (rivers, lakes, canals, ecological features)
 - ▶ Scientific interest (bogs, habitats, flora and fauna)
 - ▶ Attributes of a society (folklore, traditions, language)
- ▶ For today's tourists, apart from telling the story, it is vital to engage the visitor, allow them the chance to explore (EXPERIENTIAL/HANDS-ON TOURISM)



What to Consider with Adventure Tourism

Protection and insurance against claims for damage caused to persons partaking.
Insurance costs may be high, but ROI may be higher

MINIMISE EXPOSURE TO RISK

- ▶ Training and equipment to provide supervision, safety and guidance
- ▶ Legal requirements and regulations from the relevant activity coordinating body



Webinars from Teagasc - Farm Business Options

Farm Diversification in Kildare

Stephen Morrison, So earth projects (eco-wellness retreat)

<https://www.teagasc.ie/publications/2020/farm-business-options-webinar---the-farm-feeding-the-mind-and-body.php> (min 3.15-5.55)

James Fennell, Green Barn at Burtown House in Athy (gardens and organic restaurant)

<https://www.teagasc.ie/publications/2020/farm-business-options-webinar---the-farm-feeding-the-mind-and-body.php> (min 15.20-21.15)

**QUESTION: Can you did the idea generate? What do you have
to consider to generate the idea?**

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Essential steps in developing your tourism idea

1. Identify success stories in rural tourism
2. Visit a number of products/services at home and abroad and stay in them
3. Ask questions about the product/service
4. Evaluate it yourself. What do you think of the experience?
5. What changes would you made if you were providing the same service?
6. Market research (who are your customers and what do they want)
6. How are others promoting themselves (website, word of mouth...)
7. Identify agencies that can help in the form of training, advice, regulation, funding, marketing ... (banks, LEOs, LEADER, Failte Ireland)
8. Be clear and convincing about your ideas before approaching any agencies
9. Remember your business plan is your guide

