



idea
**FOOD EXCURSION
 "EATING & WALKING"**
 PROTOTYPE WITH INTEGRATED ACTION PLAN

project submitted by:
 PROFIT

more info:
WWW.PROFITTOURISM.EU

1. WHAT?



A combination of cycling and hiking, experience with picking fruits/harvesting regional products (for example apples, berries, fish/shellfish and crustaceans) and jointly preparing them.

This offers guests an experience of the DNA of the area, including a pro-active experience of local products. The joint preparation of a dish offers companionship. A tourism SME is able to offer something unique, which fits with the DNA of the region; an agrarian SME gets new guests and becomes part of the excursion. For tourism SMEs: Attracting more guests outside of the high season.

2. ASSETS & PROFITABILITY



- ▶ This excursion offers a new experience for guests, including a new discovery of the area (DNA).
- ▶ Guests can be actively busy (bicycling, hiking).
- ▶ Guests undertake activities with one another (in a group).
- ▶ This provides a new product for the SME, which can also be offered outside of the high season (reduction of seasonality).
- ▶ This makes it possible for the SME to realise a higher profitability.
- ▶ Tourism SMEs worked together with supporting SMEs from the surroundings (cooperation).

3. SUCCESS FACTORS



- ▶ The programme of the excursion must be easy to organise in cooperation with participating companies/farmers; they must have time to receive the guests and to accompany them in tasting/preparing regional products.
- ▶ A sufficient variety of agrarian products must be available to the guests, for picking/experiencing.
- ▶ Due to the programme that has been developed for the route of the excursion, an optimal experience of the region is ensured for the participants.
- ▶ The price of the excursion may not be too high, but the SMEs must have a sufficient yield (minimum number of participants).
- ▶ The location of the excursion must be easy to find (online) for participants.
- ▶ (Correct promotion channels).

4. PARTNERS



- ▶ SMEs in the tourism sector (accommodation)
- ▶ SMEs in supporting sectors
- ▶ Dutch Tourism Associations (VVV) / promotion channels



idea
FOOD EXCURSION "EATING & WALKING"

5. COMMUNICATION

- ▶ Offline promotion: By means of flyers for the accommodations, a ZeelandPas (a tourist passport) and stories told about the accommodations by guests.
- ▶ Online: By way of website accommodations, VVV Zeeland, websites of participating agrarian companies.

7. HOW DOES IT WORK?

- ▶ Agrarian SMEs will go searching for a suitable routes that pass by a number of different companies, which produce interesting regional products or provide regional stories, under the supervision of and with impulses from Zeeland/Know-how Centre for Coast Tourism, and also the sectorial organization of the agrarian sector (ZLTO).
- ▶ A route is then organized. The excursion takes place on the basis of a number of specific dates, which have been coordinated with agrarian companies, so as to ensure that regional products are really present.
- ▶ The excursion will be communicated via online and offline promotion channels.
- ▶ The guests buy a ticket for the excursion.
- ▶ The guests bicycle or hike along the route, where they, under the guidance of an agrarian SME, will be able to pick, taste and prepare regional products for a meal.

9. CHALLENGES

- ▶ It is difficult for agrarian entrepreneurs to make free time available in the harvest season and during regular working hours.
- ▶ Regional products may not be available, due to a failed harvest/weather circumstances.
- ▶ Insufficient registrations, or too large groups that want to participate in the excursion.

11. MONITORING & MEASURING

- ▶ Number of sold excursions
- ▶ Number of participants
- ▶ Satisfaction with the excursion (contents, route) is to be measured by a survey of the guests
- ▶ Satisfaction with the excursion (extra income, investments) to be measured via a survey of participating SMEs.

6. FOR WHOM?

- ▶ Empty nesters are the primary target group. Especially in the spring (March/April/May) and the fall (September/October).
- ▶ Other target groups can, however, also make use of the excursion.

8. TIMING

- ▶ Consultations will take place with entrepreneurs from the touristic and agrarian sectors in the near future, so as to examine which routes are suitable, what (price) agreements have to be made with the entrepreneurs, and how communications about the excursion will be designed (Oct. - Dec. 2018).
- ▶ Concept root ready (Jan. 2019).
- ▶ The definitive excursion programme is available via communications channels (Feb. 2019).

10. FINANCIAL

- ▶ Guests pay for the excursion (rates to be determined in detail by the entrepreneurs).
- ▶ Costs for promotion and communications: The excursion can included partially, in regular online promotion campaigns by VVV Zeeland; a budget will have to be planned for offline (for instance flyers) promotion.
- ▶ The costs of preparations (organization of consultations with participating SMEs/parties) will be for the account of Impuls Zeeland/Know-how Centre for Coast Tourism/ZLTO sector organization of agrarian entrepreneurs.