

# **EU's CAP: Now and Beyond**

## **Malta, 14.6.2010**



## **Agri-Tourism**

## **Farm Holidays in Austria**

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*(incl. inputs by  
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and Farm Holidays)*

# Agri-Tourism in general

## ⇒ *Pre-conditions for a successful development of agrotourism (after Bernard Lane/University of Bristol/GB)*

- Attractive landscape and rich cultural heritage
- Easy accessibility from the (mainly rural) markets of origin
- Small and medium farms with interest in diversification
- Farms owned by the farmers
- Farms in relatively wealthy regions i.e. farmhouses are well
- Equipped; room for accommodating visitors available
- Local/regional tourism organisations for marketing and infrastructure
- Hospitality resp. tradition in hosting guests

# Agri-Tourism in Austria

## ⇒ Cornerstones

*(source: Statistik Austria, 2000, Tourism statistics 2005, Farm Holidays, 2006)*

- 2005 total of 5.1 Mio. nights on farms and in holiday apartments on farms
- → 4.2 % of all nights in Austria
- 14.5 % of beds in Austria
- 15.500 farm holiday enterprises (2000)
- Expenditure of farm-holiday visitors in rural areas approx. 1.000 – 1.200 Mio. Euro
- Increasing number of holiday apartments on farms - less classical private rooms with breakfast
- Increasing level of quality standards and specialisation

# Agri-Tourism in Austria

## ⇒ Cornerstones

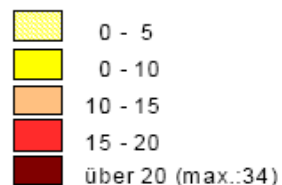
*(source: Statistik Austria, 2000, Tourism statistics 2005, Farm Holidays, 2006)*

- Average occupancy lower than in tourism enterprises/higher in holiday apartments
- Strong east-west divide
- 50 % of farm holiday enterprises in Salzburg and Tyrol
- Tyrol and Vorarlberg: 94 % foreign guests
- Eastern Austria: higher share of Austrian guests
- Average duration of stay: winter – 5.9/summer 6.9 days
- Regions with intensive agriculture – few holiday farms
- Mountainous regions – high share of holiday farms

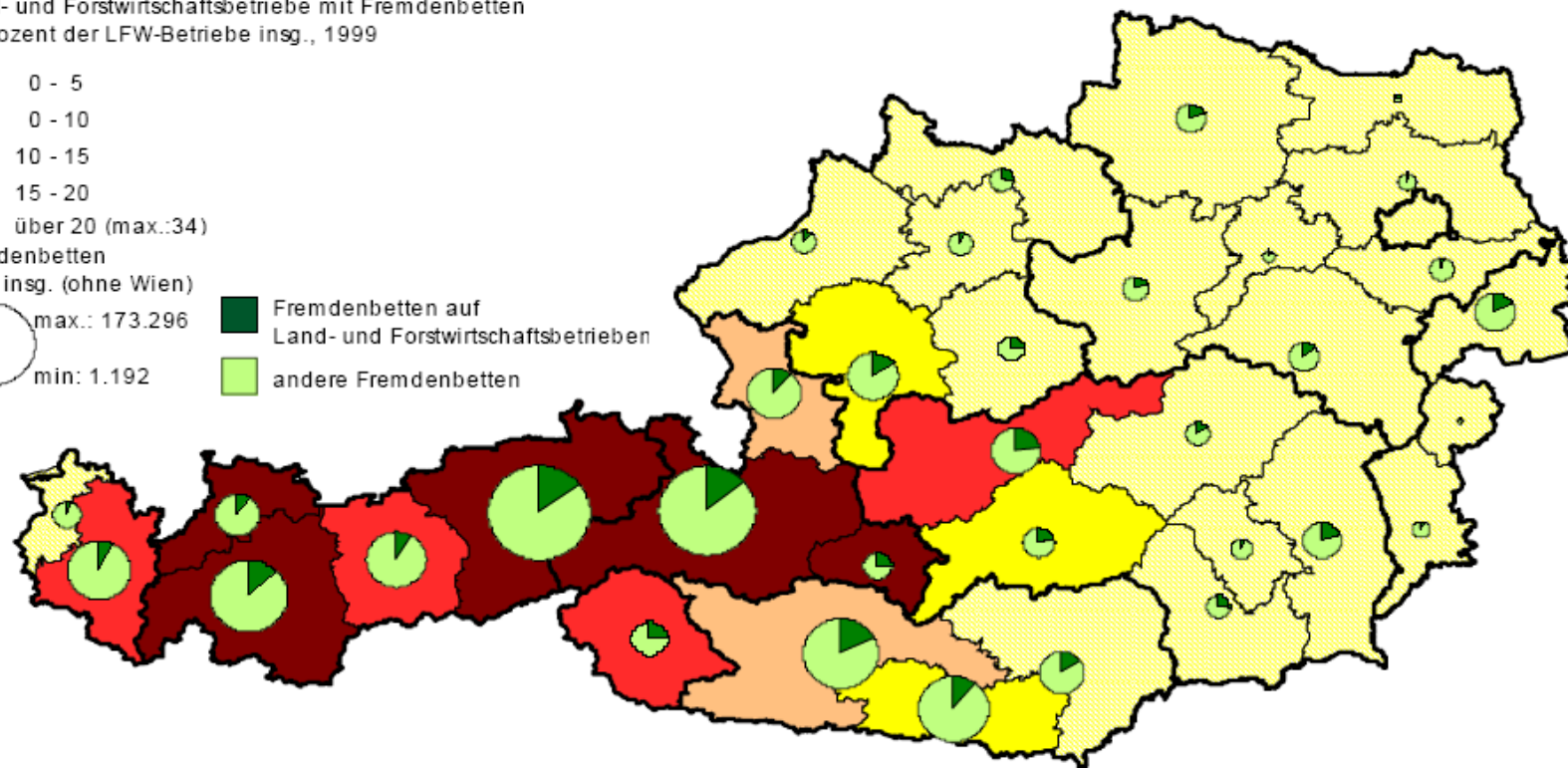
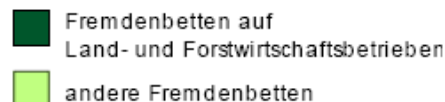
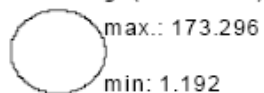
## Teilnahme der Land- und Forstwirtschaftsbetriebe an der Tourismuswirtschaft

Ausgewertet nach NUTS III Regionen für das Jahr 2000

Land- und Forstwirtschaftsbetriebe mit Fremdenbetten  
in Prozent der LFW-Betriebe insg., 1999



Fremdenbetten  
2000 insg. (ohne Wien)



— Grenze NUTS III



# Farm Holiday Association/Austria



## ⇒ *Farm Holiday Association*

- Out of 15.500 holiday enterprises 3200 (38.000 beds) organised in „Urlaub am Bauernhof“ (Farmholidays-association)
- 40,000 tourist beds
- About 50% repeat business
- Average business size: 12 beds
- Farmholiday-members: occupancy of 107,5 days/a (2006)
- 34,5 % of income generated from farm holidays

## ⇒ *Elements of a successful agritourism strategy*

- Organisation and cooperation
- Training, consultancy and information
- Branding
- Quality
- Theming, special interest
- Marketing



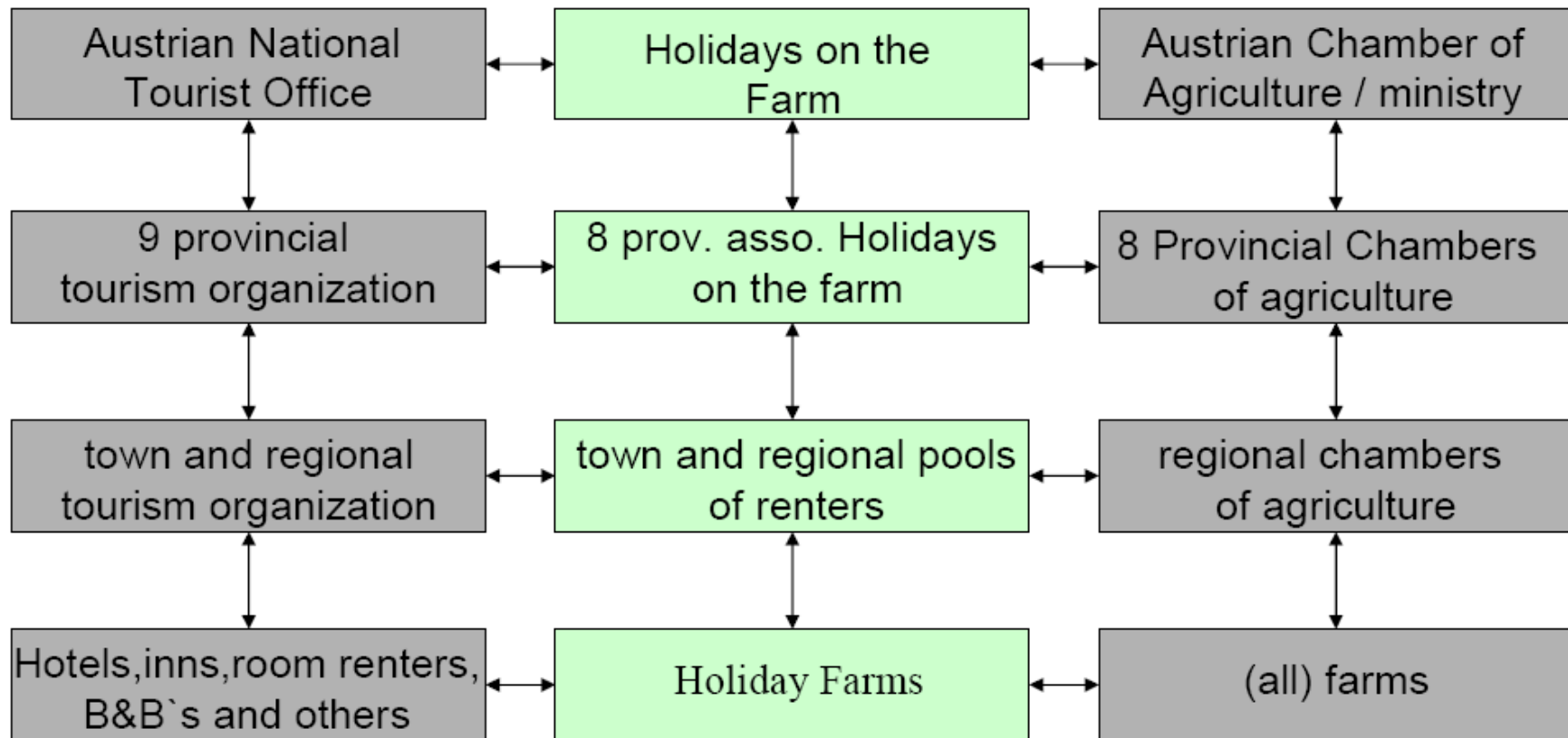
# Farm Holiday Association/Austria



task: marketing  
target: visitor

## Organization & Partners

task: development  
and training  
target: providers





# Farm Holiday Association/Austria



Brand „Holidays on the farm“

Quality categorization

Attractive Products for spec. target groups

Using common strengths

Promotion channel New markets accessible



*Significance of the brand*



# Farm Holiday Association/Austria



## ⇒ *Quality classification*

- Since 1993
- 1993 – 1996: focus on facilities (hardware)
- 1997-2000: emphasis on services (software)
- From 2001: focus on three areas
  - Farm quality
  - Facilities quality
  - Service quality
- Commission (3 persons)
- Advice and control
- Maximum duration: 4 years
- Classification part of branding strategy
- Basis: ~ 150 criteria in 3 areas – 2 to 4 flowers



# Farm Holiday Association/Austria



## ⇒ *Specialisation*

- Families with children 
- Barrier-free holidays 
- Seminars 
- Bicycle 
- Wine 
- Organic farms 
- Health 
- Horse riding 
- Herbs 



# Farm Holiday Association/Austria



## ⇒ *Target group specific marketing*

- Geographically:
  - Netherlands,
  - Hungary, Czech Republic, Poland
  - Germany
- Along specialisations, e.g.
  - Media cooperation for bio-health specialisation
  - Therapeutical riding in relation to barrier-free holidays
  - Cooperation with other horse riding providers, common fair presentation
  - Events for kids (Germany)
- General measures: print, press, e-marketing, brochures, e.g. advertisements in German newspapers
- Enterprise cooperation, e.g. outdoor-equipment, German railways, etc.
- Campaign on fine food
- Internet





# Farm Holiday Association/Austria



Browser address bar: <http://www.farmholidays.com/>

Navigation: ÖAR Webmail | Gmail - Inbox

Location: n Österreich: ...

Regionen: Österreich | Vorarlberg | Tirol | SalzburgerLand | Kärnten | Oberösterreich | Steiermark | Niederösterreich | Burgenland

## ECHTER URLAUB URLAUB AM BAUERNHOF

HOME | SUCHEN & BUCHEN | KATALOGE | URLAUBSTHEMEN | QUALITÄT | ÜBER UNS | SERVICE

Sommer | PRESSE | SITEMAP  
Winter | IMPRESSUM | INTERN

- KARTE
- PAUSCHALEN
- TERMINANFRAGE
- KATALOGBESTELLUNG
- ONLINE BUCHEN
- KONTAKT

→ WANDERANGEBOTE

→ LAST MINUTE

→ KULINARIKANGEBOTE

→ WINTERANGEBOTE

Newsletteranmeldung  
» HIER ANMELDEN

### PAUSCHAL

Pauschalangebote aus ganz Österreich

### URLAUBSPLANER

UrlaubamBauernhof.at  
Freie Zimmer zum Wunschtermin.

### Hofsuche

Name oder Hof oder Ort  
Lage  
Bundesland

> Suche starten  
> Zufallssuche

erweiterte Hofsuche

### Terminanfrage

### Online Buchen

### ECHTER URLAUB AM BAUERNHOF

Liebe Gäste und liebe Freunde!

### Österreich-Karte

Suchen Sie auf der Karte nach "Ihrer Winterlandschaft"!



# Farm Holiday Association/Austria



**FINDE DEINEN BAUERNHOF!**  
Gib den Namen oder den Ort ein!

Wo soll sich der Hof befinden?

Welche Tiere möchtest du besuchen?

**LOS GEHT'S!**

**PER ZUFALL SUCHEN**

Hallo ich bin Bertl, der Hofkater und möchte Dich auf deiner Entdeckungstour begleiten. Wie heißt Du?

**OK**

**SAG HALLO ZU KUH UND CO!**

<b>RINDER</b> 	<b>PFERDE</b> 	<b>HÜHNER</b> 	<b>SCHWEINE</b> 
<b>KANINCHEN</b> 	<b>MEERSCHWEINCHEN</b> 	<b>SCHAFE</b> 	<b>ZIEGEN</b> 

**SPIELECKE**

- BAUERNHOF SUDOKU**
- MALEN NACH ZAHLEN**
- RÄTSEL**
- KANINCHEN QUIZ**
- MEHR SPIELE**



# Farm Holiday Association/Austria



## ⇒ *Links between tourism and agriculture*

- Touristic activities often on farmers' land
- Communication of agriculture – tourism essential for integrated rural development in Austria
- Regional products in tourism contribute to character and identity of a region
- Farm is a socially valuable source of education (notably children)
- Marketing of farming products via farm holidays



# Farm Holiday Association/Austria



## ⇒ *Summary / Conclusions*

- farmers: need to actively and continuously develop own offer
- farms: create offer along own interests, strengths and resources
- Gap between active, dynamic providers and passive farmers
- Cooperations offer great chances and potential in product development and marketing
- Trend from rooms with b&b towards appartements
- Training/education is the key to success!
- Marketing costs money!
- Sound market potential for farm holidays in German speaking regions, markets with potential and future markets
- However: heavy competition on the tourism market



# Farm Holiday Association/Austria



## ⇒ *Summary / Conclusions II*

- High involvement of top group of providers
- Marketing: pooling of resources = necessity
- Internet/new media offer great chances for farm holidays (easy finding of perfect farm, direct booking)
- Potential weakness: lack of “farm character” in the product/decreasing number of farms in general
- Chance: close cooperation with tourism marketing and marketing of farming products
- Providers need a strong, professional organisation to be successful on the market!
- More and more funding in rural development than in agriculture
- UaB strategy 2020