ENRICHMENT TOURISM
“Experience IS the Difference”

Wisconsin Governor’s Conference on Tourism
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Rural Renaissance, Inn Serendipity
& Renewing the Countryside
ITINERARY

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WHY ENRICHMENT TRAVEL?

“Today’s traveler is looking for a travel experience which they can personally connect with…

One that features authentic experiences with activities and interactions that bring them closer to the people, culture, events and history of the places they visit.”

– Cathy Holler
Learning & Enrichment Travel Alliance
WHY ECO-TRAVEL?

"We're longing for gung-ho, do-something, learn-something, give-back-something vacations that will exhilarate us and leave us feeling good…

We want vacations that will allow us to experience intimately the people and places we visit, while not inadvertently polluting the environment … and perhaps make the world a better place."

– Daniel and Sally Wiener Grotta, *The Green Travel Sourcebook*
DEFINITIONS
Enrichment Travel

Refers to vacations with authentic, hands-on or interactive learning experiences featuring themes such as adventure, agriculture, archeology, arts, culture, cuisine, education, forestry, gardening, language, nature, science, sports, wine and wildlife.

SOURCE: Learning & Enrichment Travel, letacanada.com
DEFINITIONS
Ecotourism

*Responsible travel to natural areas that conserves the environment and improves the well-being of local people.*

SOURCE: International Ecotourism Society, ecotourism.org
WHAT IS ECOTOURISM?

- ECONOMICALLY VIABLE
- ENVIRONMENTAL STEWARDSHIP
- SOCIAL AND COMMUNITY RESPONSIBILITY

SOURCE: Renewing the Countryside
WHAT IS ENRICHMENT TOURISM & ECOTOURISM?

TOURISM INDUSTRY

NATURE TOURISM

CULTURAL/HERITAGE/AGRICULTURAL TOURISM

ENRICHMENT TOURISM

ECO-TOURISM

SOURCE: Renewing the Countryside
DEFINITIONS
Who Is the “Ecotourist”

Those who implement and participate in ecotourism activities strive to follow the following principles:

- Minimize impact
- Build environmental & cultural awareness
- Provide positive experiences for visitors & hosts
- Provide direct financial benefits for conservation
- Provide financial benefits & empowerment for local people
- Raise sensitivity to host countries' political, environmental & social climate

SOURCE: International Ecotourism Society, ecotourism.org
DEFINITIONS
Enrichment Travelers & Ecotourists

- Cultural Creatives
  - Search for authentic experience
    - Paul Ray/Sherry Anderson, Cultural Creatives

- Members of “Creative Class”
  - “Place is becoming the central organizing unit of our economy and society.”
    - Richard Florida, Rise of the Creative Class
DEFINITIONS
Enrichment Travelers & Ecotourists

Lifestyles of the Health & Sustainability (LOHAS)

• Integrate social, political and economic values with their actions in the marketplace

• Roughly 1 in every 3 people in U.S.; 58 million adults

• 5 key LOHAS market segments:
  - Sustainable economy: more self-sufficient, eco-friendly (includes socially responsible investing, i.e., Domini Social Investments)
  - Healthy living: organic & natural foods (Whole Foods Market)
  - Alternative healthcare: supplements & “alternative medicine”
  - Personal development: yoga & spas (Gaiam, Esalen Institute)

SOURCE: Conscious Media (www.lohas.com)
DEFINITIONS
Enrichment Travelers & Ecotourists

• Social innovators (often working in non-profit world)

• Highly involved parents

• Passionate about food & drink, art & culture

MOST OF ALL:
• Travel to experience, learn, grow & contribute
DEFINITIONS

Agritourism

Agritourism includes the direct marketing of agricultural products to customers:
• Roadside stands
• Farm stands & wineries
• U-pick operations
• Community supported agriculture
• Farmers' markets
• Farm visits & farm stays
• Petting stables
• Special events: corn mazes, sleigh
• Rides & haunted barns
DEFINITIONS

Agritourism

Tourism based on visitation of a working farm or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation.

SOURCE: Small Farm Center, University of California’s Division of Agriculture and Natural Resources
TRENDS
Enrichment Travel and Ecotourism

Growth based on travelers:

• Taking more and shorter trips
• Traveling more by car
• Looking for new experiences
• Adding diversity to experiences
• Traveling to help reconnect family
• Getting back to roots, food and land

SOURCE: Nature-based Tourism & Agritourism Trends, USDA/NRCS
TRENDS
Enrichment Travel

• “Travel with a purpose…the hottest trends and business ideas for 06”
  – Source: Entrepreneur Magazine, Dec. 05

• 30.2 million adults took an educational trip to learn a new skill, sport or hobby, in the past three years, and includes culinary travel and spa retreats.
  – Small segment of total tourism industry, but growing fast
  – Source: 04 Domestic Travel Market Report, TIA
TRENDS
Enrichment Travel

- 64% of 1,000 people polled said changing to learn new things was “very important” in planning leisure time, up from 51% a year earlier.
  - Source: 04 Roper Reports NOP survey, travel outlook

- 81% of all adults who travel, seek cultural and historical experiences. Additionally, these travelers spend more per trip than the average traveler, $625 vs. $456, excl. transportation.
  - Source: Historic/Cultural Traveler, 03 TIA & Smithsonian Magazine
TRENDS
Ecotourism/Nature-based

- Ecotourism increasing at annual rate of 10-30%, versus overall tourism 4% annual rate
  - Source: World Resources Institute
  - Still only 1/10th of total industry (WTO)

- 40-50% inbound US travelers are nature tourists;
  20-40% wildlife-related
  - Source: International Ecotourism Society

- Wildlife viewing, $108 billion global industry (more than total cash receipts of US livestock industry)
  - Source: Center for Study of Rural America/US Fish & Wildlife
TRENDS
Enrichment Travel & Ecotourism

• Lifestyles of Health and Sustainability (LOHAS)
  – Ecotourism includes green tourism, eco-volunteering (EarthWatch), active sports trip programs, educational trips
  – $77 billion market, or 5% of total US travel market
  – 17 million US travelers consider environmental factors when patronizing businesses
  – About half prefer trips with small-scale accommodations, run by locals
    Source: The International Ecotourism Society fact sheet, 12/05

• 55.1 million US travelers are “geo-tourists,” interested in nature, culture, and heritage tourism
  – Source: National Geographic Traveler/Travel Industry Assoc. of America, 03
WHAT MAKES AN OPERATION “GREEN”
Scotland’s Green Tourism Business Scheme

MANAGEMENT
• Environmental awareness training > 50% of staff
• Monitoring feedback from guests and visitors

COMMUNICATION
• Written environmental policy on display
• Up-to-date list of green tourism business scheme businesses
WHAT MAKES AN OPERATION “GREEN”
Scotland’s Green Tourism Business Scheme

ENERGY
• At least 50% of bulbs used are low energy bulbs
• Use low energy appliances

WATER
• Use low flush toilets
• Use drip irrigation systems
WHAT MAKES AN
OPERATION “GREEN”
Scotland’s Green Tourism Business Scheme

GREEN PURCHASING
• Home-grown or organically grown vegetables
• Local fish and meat

WASTE
• Reduce, Reuse, Recycle paper products
• Reduce, Reuse, Recycle electronics
WHAT MAKES AN OPERATION “GREEN”
Scotland’s Green Tourism Business Scheme

TRANSPORT
• Information on walking and bicycling routes
• Staff carpools to work

WILDLIFE & LANDSCAPE
• Business helps support wildlife or landscape initiative
• Business plants native trees and shrubs
CERTIFICATION IN WISCONSIN
Travel Green Wisconsin

No certification widely exists in USA…but launching in Wisconsin as “Travel Green Wisconsin,” leading the nation!

• Co-op America Business Network (coopamerica.org)
  - members based on social & environmental criteria (hotels as well as other business sectors)

• Green Hotels Association (greenhotels.com)
  - membership program for eco-hotels
ENRICHMENT TOURISM

Experiences ARE the Difference
CASE EXAMPLES
Learning & Enrichment Travel Alliance

Travel experiences that broaden the mind and enrich the soul.

- Travel directory for Canadian experiential tourism providers

- Among the options: First Nations, Agricultural, Arts, Canadian Heritage, Culinary, Multicultural, Festivals & Events, Ecotourism, Literary, Garden, Geological (pan for gold), Natural History, Wildlife, Wine, Military, Archeology, Architecture, Language, Wilderness Survival, Photography,

- Hands-on, interactive, educational and authentic
CASE EXAMPLES
Learning & Enrichment Travel Alliance

Example: First Nations Travel Experience

• Experience with the Plains Cree

• Learn how to build an igloo, participate in pow wow, tend a fire in a tee pee

• Excursions to historical sites, museums, galleries, archaeological digs, community artisan centers, etc.
CASE EXAMPLES
The Oneida Experiential & Adventure Program

People learn best through experience.

- Combines adventure-based educational programs that use activities that are challenging & fun to stimulate individual growth & team building skills
  - Kayaking, canoeing, rock climbing, scuba diving, snowshoe building
  - Team building, rope and challenge course, sports team training
Where do you want to make a difference?

- Travelers engaged in scientific research & education, over 150 projects from which to choose
- Pay $395 - $4,000 to serve as field researcher: archeologist, biologist, ethnobotanist, etc. for 2 weeks
- Small teams, personalized experiences, local food & lodging, detailed briefing reports before trip
CASE EXAMPLES
Smithsonian Journeys

Best in educational travel

- Trip leaders ranking -- often world-renowned -- experts

- One-of-a-kind itineraries with unique “back stage” access to people and places

- Small groups, engaging travel companions, personal attention
  - Wellness Retreat in France, to learn the “art of living”
CASE EXAMPLES
Access Travel

World-class coaching & instruction.

• Memorable travel experience plus satisfaction in mastering a new sport

• Snowboarding, surfing, skiing, rock climbing, mountain biking, kayaking

• “I wanted a travel experience in which I could challenge myself, learn something new and feel a sense of personal satisfaction.”

• Currently interested in “golf instruction” package, possibly in Wisconsin!
CASE EXAMPLES
Spa Getaways & Health or Wellness Retreats

Designed to improve health and well-being.

- Exercise, meditation, yoga, body and facial treatments -- all with specialized instructors, doctors or spiritual guides

- Food is often highly specialized, vegan, “raw food”, organic

- Lodging often employing natural building

- Example: Tree of Life, Patagonia, AZ - College of Living Arts, which offers the world's only Master's Degree in Live-Food and Vegan Nutrition
CASE EXAMPLES
New Glarus Community

“America’s Little Switzerland”

- Focus on Swiss cultural heritage, showcased by:
  - Architecture
  - Authentic Swiss cuisine
  - Shops with Swiss merchandise
  - Lodging featuring Swiss artwork and design
  - Festivals like Wilhem Tell, Heidi Festival & Schuezten Fest

- It’s as if you’ve traveled to a small town somewhere in the Swiss Alps
CASE EXAMPLES
Midwest Renewable Energy Association

World’s Largest Renewable Energy & Sustainable Living Fair

• Event as Enrichment Experience; In Custer, Wisconsin

• Over 16,000 visitors, from across the US

• Children’s programs, live entertainment, camping “village”

• Primary goal to learn more about renewable energy, conservation, sustainable living, etc.

• Organization also offers experiential workshops lasting 2 - 5 days
CASE EXAMPLES
Vocation Vacations

Test drive your dream job.

- 2 day experiences where traveler joins mentor to learn about new career
- Over 100 dream jobs
- Fees $500 - $1,000
- Cheesemaking, beer brewing, horse training, inn-keeping -- all in Wisconsin!
CASE EXAMPLES
Inn Serendipity Bed & Breakfast

- Agritourism & Ecotourism
- Two room B&B on farm, outside Monroe, Wisconsin
- 5.5 acres on ridge
- Extensive “kitchen gardens”
- Flock of free-range chickens
CASE EXAMPLES
Inn Serendipity Bed & Breakfast

Experience of farm life attractive to city/suburban dwellers

- Tours of garden & renewable energy systems key asset
- Some guests even help with chores!
- Educational visit
CASE EXAMPLES
Scottsdale Culinary Festival

“Eat, drink and be pretty”

• Various dinner themes (black-tie, reserve wine tasting) with featured chefs, different cuisines

• Culinary experiences paired with the arts & live entertainment

• International flavors, indigenous ingredients
CASE EXAMPLES
Farm to Feast Culinary Getaways

Packaged tour showcasing Swiss cuisine, award winning cheese and beer heritage, and local dairy farm.

- Offered in Monroe, Wisconsin during shoulder season
- Features cooking classes, cheese factory and brewery tours, and tour of dairy farm
- Fees (inclusive), $229 - $299 per person
- www.farmtofeast.com
CASE EXAMPLES
Elderhostel Expeditions

World’s largest educational travel operator for older adults.

- Educational and service trips around the world, designed for older adults
- 250,000 participants in 90 countries
- With retiring boomers, this segment of educational travel destined to grow especially rapidly
MARKETING
Enrichment Travel & Ecotourism

• Enhance revenues by cultivating authentic EXPERIENCES

• Celebrate the local community: unique sense of place

• Reach enrichment travelers where they gather: public radio, non-profit organizations, Internet, farmers’ markets

• Travel Green Wisconsin!
BUNDLING EXPERIENCES
“Green Rural Routes”

ECOLOGICAL RESPONSIBILITY
Protecting, conserving and/or enhancing nature and the physical environmental health of the life-sustaining ecosystem.

LOCAL ECONOMIC VITALITY
Supporting local economies, businesses and communities to ensure economic vitality and sustainability.

This is a pilot program by Renewing the Countryside in Minnesota.
BUNDLING EXPERIENCES
“Green Rural Routes”

CULTURAL SENSITIVITY
Respecting and appreciating cultures and cultural diversity to ensure the continued well-being of local or host cultures.

EXPERIENTIAL RICHNESS
Providing enriching and satisfying experiences through active, personal and meaningful participation in, and involvement with, nature, places and/or cultures.
Renewing the Countryside

Building awareness, support, and resources for farmers, artists, activists, entrepreneurs, educators, and others whose work is helping create healthy, diverse, and sustainable rural communities.

www.renewingthecountryside.org
### Awareness
- Sharing stories
- Illuminating issues
- Building interest
- Making connections

### Support
- Exploring new models e.g. “green-tourism”
- Developing media campaigns
- Strategic marketing

### Resources
- Model examples
- Marketing tools
- PR assistance
- Online resources
RENEWING THE COUNTRYSIDE
Projects

www.renewingthecountryside.org
Rural Renaissance: Renewing the Quest for the Good Life
By Lisa Kivirist & John Ivanko

Examples & how-to ideas on blending ecotourism, agritourism and enrichment travel, and why it matters.

CONFERENCE SPECIAL PRICE:
$19 (22% off list price)

$6 for The Least Imperfect Path by John Ivanko, a travelogue about an Earthwatch expedition and with ecotourism theme.