

# **ENRICHMENT TOURISM**

## **“Experience IS the Difference”**



**Wisconsin Governor's Conference on Tourism**

**March 14, 2006**

**John Ivanko & Lisa Kivirist**

**Rural Renaissance, Inn Serendipity**

**& Renewing the Countryside**

# ITINERARY

- **Enrichment Tourism**
- **Ecotourism**
- **Agritourism**
- **Case Examples**
- **Q & A**



# **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](http://letacanada.com)

# DEFINITIONS

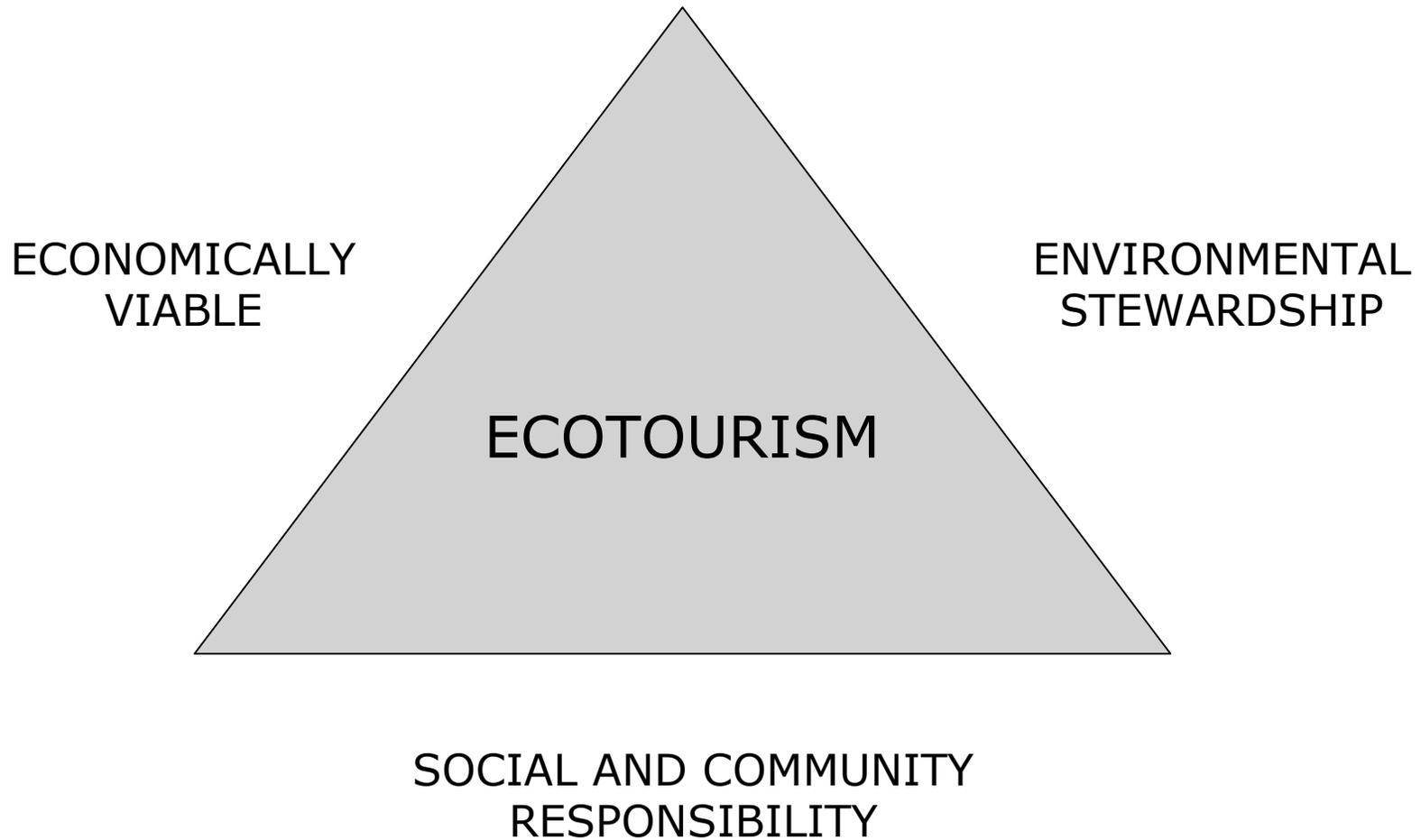
## Ecotourism

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



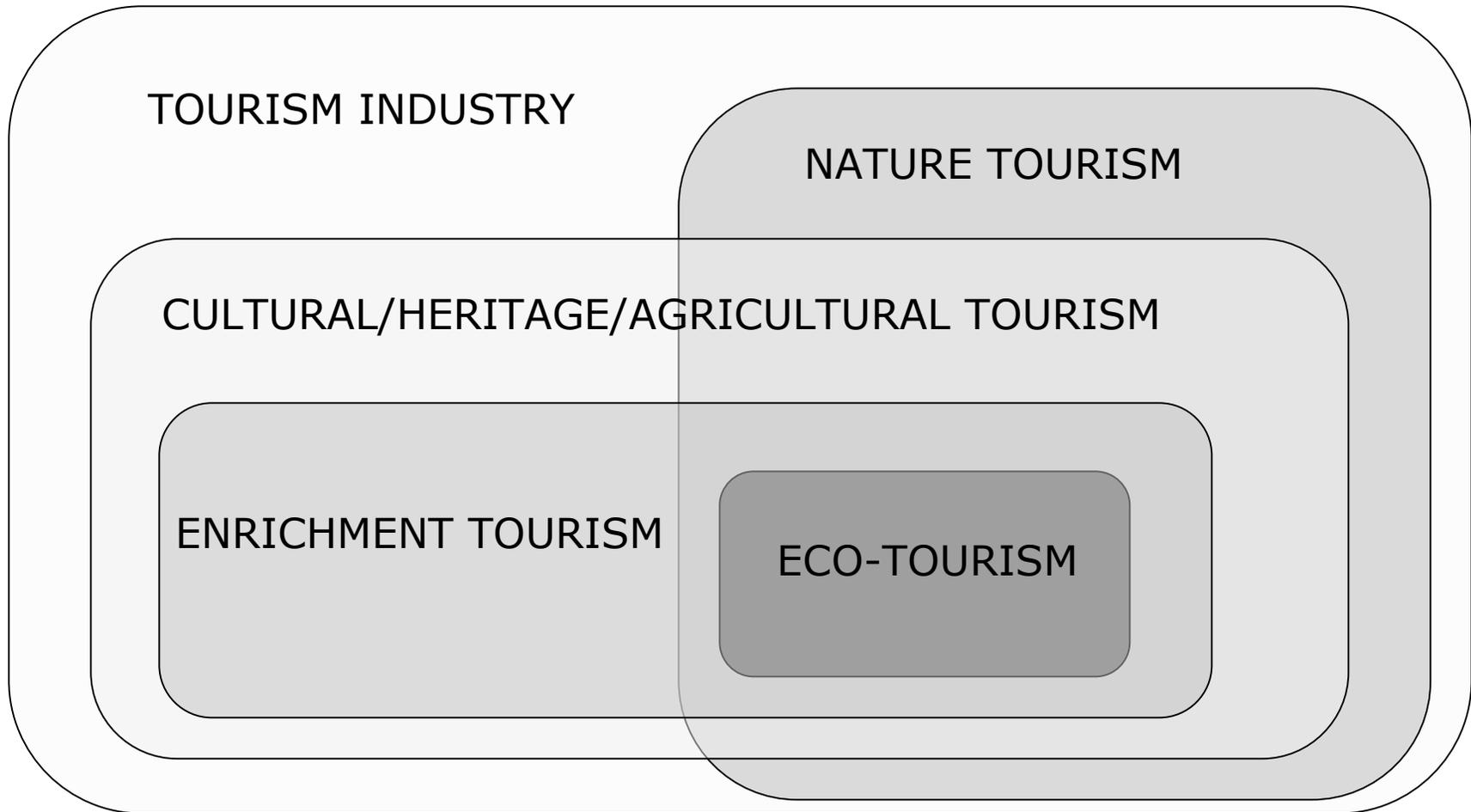
SOURCE: International Ecotourism Society, [ecotourism.org](http://ecotourism.org)

# WHAT IS ECOTOURISM?



SOURCE: Renewing the Countryside

# WHAT IS ENRICHMENT TOURISM & ECOTOURISM?



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](http://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)**
  - **Ecological lifestyles: ecotourism, eco-products & natural bldg. (Equal Exchange fair trade coffee, Co-op America’s Green Pages)**

SOURCE: Conscious Media ([www.lohas.com](http://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”**

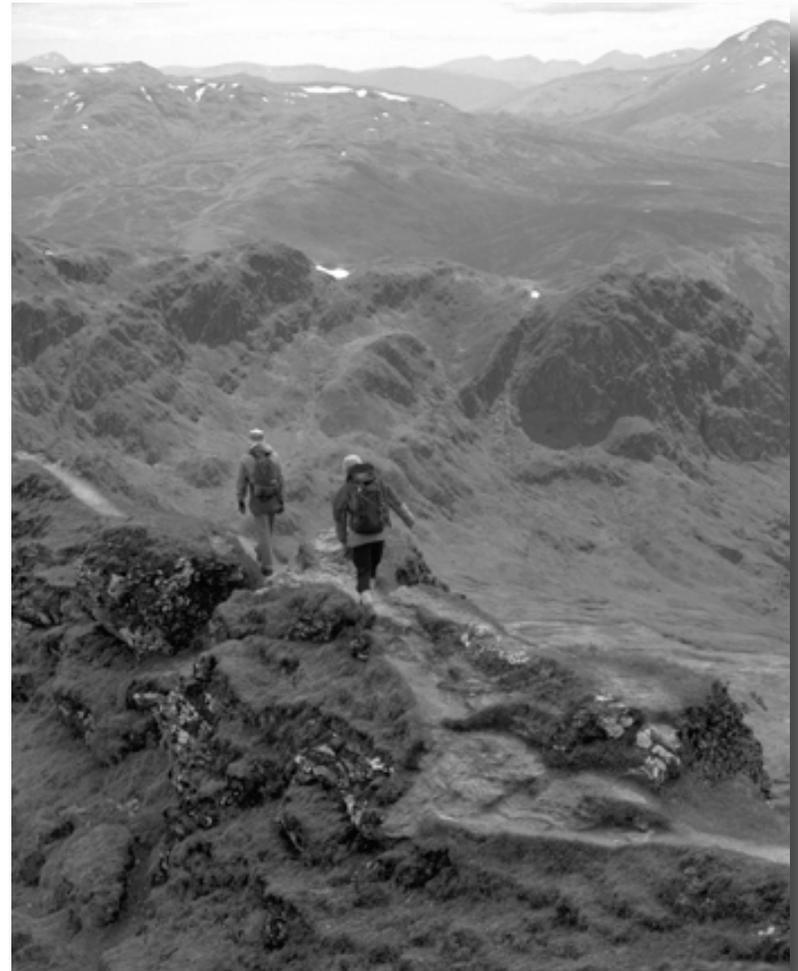
## **Scotland’s Green Tourism Business Scheme**

### **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](http://coopamerica.org))**
  - **members based on social & environmental criteria (hotels as well as other business sectors)**
- **Green Hotels Association ([greenhotels.com](http://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**

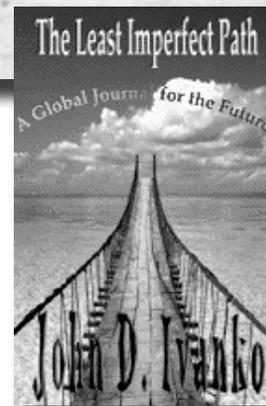


# CASE EXAMPLES

## EarthWatch Expeditions

**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](http://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](http://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

[www.renewingthecountryside.org](http://www.renewingthecountryside.org)





**[www.ruralrenaissance.org](http://www.ruralrenaissance.org)**  
**[www.innserendipity.com](http://www.innserendipity.com)**

***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.**

