



GUIDE BOOK

AGRI-TOURISM &
MANUFACTURE

INTRODUCTION

Inside a tourism business brews a story you must share.

The story is about your business and your place, and it is an amazing place to visit. The distinctive personality, values and passion that are embedded in your brand make it one of a kind. It is a place where your brand is so tangible that visitors feel that they could almost be a part of it, and where people understand the value of what you do so completely that purchasing from you is the obvious choice.

**Do you want people to spend more money at your place?
Clueless how to get people to remember your brand?
Do you need an edge over your competitors?**

Whether you are emerging or established, starting or already running a successful food tourism, beverage tasting or farm to plate space, this guide will help you.

You will discover how to make tourism space work effectively. Visitors will understand, remember and purchase from you. Staff will work better to engage visitors, impart information and sell product.

We wrote this book because tourism is all about visiting a physical place. You asked us how you can make a visit to your tasting space different to everyone else - a 'must see' destination, an unmissable experience. You asked how to use your space differently so that visitors buy more, and staff sell more. You asked how to tell a story through buildings. Each page gives you short, no-nonsense tool to get people immersed in your brand through your buildings and grounds, in touch with your product in a physical and emotional way, and enthusiastic to buy.

With your passion, intention, attention and patience, you can achieve a place that is alive with your brand – buildings and grounds that tell stories that bring people back time and time again. You will unlock untapped revenue, gain a following of brand loyalists, and create a niche market (with you as the only destination). You'll love the adventure and sense of achievement. Bringing your brand to life through your buildings will surround you and your employees with a sense of what you are working toward and keep you focussed and motivated to be the best you can be.

**So turn the page, let your imagination roam,
and begin down your path to profit now!**





AGRI- & MANUFACTURE TOURS FOR LOYALTY SAKE

Sometimes tourism businesses are not born from the traditional stock of tourist attractions. Some businesses wear many hats – the grower, manufacturer, creator, educator, region advocate, marketer, retailer... Many of these businesses are seeing the opportunity to grow into unexpected and untapped tourism markets using what they are already doing as the attraction and creating unique, highly branded and unmissable experiences.

For many farming, production and manufacture businesses, branching into offering tourism experiences is a new and intimidating possibility. But we only need to look to the wine industry of the past to see how successfully growing and production can translate into a strong tourism economy - from grower to manufacturer, craftsman to seller and retailer, from sampling to tourism.

The advantage for farming and manufacture businesses is that the success story of wine tourism is proven, and you can use what they have learned to shape your own offering.

Truly successful tourism businesses have utilised their history, culture, values, place and space to develop an understanding of what makes them unique. They understand that being honest and authentic about what they do is what builds trust and loyalty, but that the public doesn't need to see EVERYTHING. They have brought to life a story and a brand, made it recognisable across every facet of their business.

Their efforts drove growth and high profits, and are rewarded with loyal customers, a great reputation, productive and happy staff, and a sustainable, flourishing business.

So what are their secrets? Read on to discover some design tools to create your unmissable tourism experience...





1

EXPECTATIONS & IMPRESSIONS

Planning an experience

When you are planning your tourism experience, understand your target market - their needs, physical abilities and interests. Tailor the offering in line with that market, so that most of the people you attract will actually enjoy the experience.

Provide information before they arrive

Communicate what to expect. Take bookings, collect contact details and let them know what to wear, what to expect, and what else is on offer.

Share general information

A visit to a factory starts before the visit. General information about the company and the tour should be accessible online. If your factory produces products with particular target market, a professional factory visit web page is needed. Some regions even offer portals for agri-tourism, farm stay or manufacture that can help you cross promote and gain tourism exposure.

Create an entrance

At the very least, provide clear instructions on how to get to the factory, where to park your car, where to enter.

Be welcoming and proud of what you do

Take pride in being welcoming and in what you do. Your visitors are there to enjoy getting to know you, and they are likely to already be familiar with your brand, so celebrate your successes, talk about your challenges and where you are making improvements.

Involving employees

Nobody can be better—or worse—ambassadors for a business. If employees are smiling and hospitable, a visit cannot end badly. If they are overly stressed and have no free time on their hands, the impression will never be top-notch. Check out our blog on improving workplace culture here... <https://www.s2architects.com.au/all/buildings-that-improve-workplace-culture/>



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SAFETY FIRST

You might think your biggest problem will be keeping them on the safe path. While best practice involves delineated walkways, high vis gear, noise and eye protection, often keeping your visitors engaged and interested is the key, so planning a really engaging tour is vital.

Some companies show a safety video (and some even require the visitors to take a written safety exam afterwards...) Remember that this is a tourism experience - it can be interesting, fascinating, informative, and create anticipation for a great tourism experience to come. A well crafted safety demonstration can go a long way to communicating your brand story too - take the Qantas Airline safety demonstration video for example.

Safety PPE

Nothing really says "I care about you" more than a strong and visual focus on safety in a factory, but it doesn't have to be boring and uncomfortable. Safety information can be handed out at the greeting point or a dedicated tourism space, together with needed safety equipment. Make the PPE fun if your brand character is cheeky, sleek if you are purists, luscious if your place is romantic... Don't forget the departure will leave a lasting impression, so create an easy way to collect the gear at the end (make it easy to staff, sort and clean - everyone will thank you for it).

When it is simply not safe

When it comes to major safety concerns, our advice is simple. Not every part of the process needs to be visible. If it isn't safe to take people in, keep them out, and find a creative way to let them feel like they are behind the scenes without compromising safety.

Biosecurity and hygiene requirements

Manufacture and agriculture are often restricted by biosecurity and hygiene or food safety requirements. Understand and comply with these measures by being creative with what you can offer: behind glass tours, how-to classes, in-vehicle tours, etc.



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SAMPLES & RETAIL

Display your products

If you have good products (which of course you have), then show them. If you have complex products, show a cross-section of some of them. A transmission manufacturer in Sweden displayed their transmissions cut in half with plexiglas as windows into the interior. An engine manufacturer in Japan did the same, and even colored the different channels of the engine to explain the paths for fluids and air. Vehicle manufacturers often park the coolest of their products outside.

Nidar chocolate factory in Trondheim, Norway, gives the visitors unlimited access to samples of goodies directly from the line. And, unbeaten to this day, the Samuel Adams Brewery in Boston invites to free flow of freshly brewed beer after the free-of-charge old brewery tour.

If you offer samples

Take the wine tourism model. If you are going to offer samples, make them count. For wine, you need three sips to fully appreciate the wine qualities. Assess what type or quantity of sample is appropriate to your place. Offer them in a brand appropriate vessel, where the experience of sampling is part of the overall experience.

Sell your product

Direct to consumer is often the most profitable sales channel, so make it easy and appealing to purchase at the end of the tour or visit. We don't know of many tourists who don't want some kind of souvenir, so be proud to offer your product and take the opportunity to use your space to display it to optimise its appeal.





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LEAD THEM IN

Entrances to factories, farms and industrial areas are not typically publicly accessible - in fact they are usually quite restricted to the public. To make visitors feel welcome, but also to keep them on the safe public path, as your visitors transition from the street, the path needs to be obvious..

Clearly mark your entry, and ensure it is clear when you are OPEN, and when you are CLOSED.

Delineate car parks and the front door to your tourism space with shape and paths, not just signage.

Communicate with obvious direction rather than written text and make the space naturally readable.

Keep the entry and immediate space as you enter clear. People need to pause to take stock before moving into the space. As people move further into a space, 90% of your customers will unconsciously turn right. What they see will have a high-impact impression. Pay special attention to what and how to display highly valued items on this "power" wall.

Next, create a path along merchandise for them to follow to your reception. Greet new visitors then lead them to the area to further browse while waiting for their turn for tasting, tours, classes, etc.

An efficient and welcoming process from entry, browsing and purchasing will demonstrate your professionalism and care, creating a greater level of trust leading to customer loyalty, a great reputation, and a higher sales rate.



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APPEARANCE MATTERS WHAT'S REALLY YOU?

How it looks is a proxy for how well-run the place is. If it looks good, it probably is good. Cleanliness also means something for how attractive it is to work in the factory. It is fairly simple to upgrade: Some white painting on the walls, proper floors, and good lighting conditions help much in making the place appear much better. Some manufacturers are extremely good in giving an unforgettable impression using tricks like this. One good example is Aarbakke AS, a Norwegian supplier to the offshore oil and gas industry located in Jæren, Norway. Aarbakke has painted the plant in its corporate colors red and white. On the shop floor there are orange trees that grows due to the heat from the machines (in Norway!). This is not just a play for the gallery: a nice plant sells more products.

The size, proportion, character and organisation of spaces will have a subconscious effect on visitors and employees alike. Materials and colour selection of floors, walls and ceilings, and selection of lighting and sound should be consistent with your brand story.

Branding your buildings, grounds and interiors needs to evoke the feeling you want your visitors to experience when they visit. This feeling should be revealed through your logo, website, services, style of language and communication, as well as your space design. Consistency assures your visitors that they made the right decision in choosing you over the competition.

Identify the personality of your brand and what story you want to tell. Decide what colours, materials, atmosphere and style are right for your brand, and apply that character to your whole business.

Discover your brand personality with our quiz.

[To take our quiz now, click here.](#)







COMFORT PLEASE MOVE ALONG, OR WELCOME TO STAY?

Create an atmosphere for visitors and employees that promotes the activity you desire, and encourages visitors to stay for the amount of time you actually want them - not more and not less.

Inviting, brand appropriate seating in tourism areas facing merchandise will keep your product top of mind. Comfortable seating in dining spaces that overlook interesting aspects of your manufacturing process (ideally something that is constantly moving or changing) will encourage people to linger longer, whereas hard stools will move people through more quickly.

Ample personal space in display areas will encourage browsing.

Work spaces should be designed for comfort and productivity, and to promote the style of communication you want for your brand.

Use an energy efficient heating, air conditioning and ventilation (HVAC) system to provide good room air quality at a comfortable temperature. Make sure not to locate supply vents directly over work areas and visitor areas to avoid unpleasant drafts or damage to your product.

The music you play in your space has a profound yet subtle effect, so select your play list in line with what you are trying to sell. Take care not to create too much reverberation or echo as it can make it unpleasant and difficult to communicate.



BEGIN YOUR PROJECT WITH CONFIDENCE

Working on your buildings and grounds is a big deal. There is a lot of money and time at stake and it can be difficult to know how to get it right.

What will add value? What are the priorities? How do you tell a brand story, use brand character to shape your buildings and make them work for you?

Are you confident in your choices and decisions?

Can you make it an unmissable tourism experience?

The S2 Architects pre-design confidence package is structured to help you work out if the project is feasible, what the priorities and characteristics should be, whether council will allow you to do what you want to do, and give you an idea of costs and time frames before you make the big commitment.

THE PRE-DESIGN PACKAGE MAY INCLUDE:

- an on-site meeting
- a professional opinion on the feasibility of your project.
- an outline brief describing functions, uses, spaces, and operational requirements.
- a review of current site conditions.
- tourism brand character and style assessment.
- a preliminary project budget and time line.
- explanation of the process, people and time involved with professional fee indicators.

This is a stand-alone, fixed price & no-obligation package. Bookings confirmed upon receipt of payment.

Investment from \$3,000 + GST (conditions apply, price subject to change)

BOOK NOW!

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PROMISE & EXPECTATION

We've all had that tourism experience where the advertising in no way meets the website photography. Your advertising, street frontage, building, interiors, service style, tourism experience offerings, toilets... they all communicate a promise about what a visitor can expect.

You've made lots of promises. How do you best meet and exceed expectations?

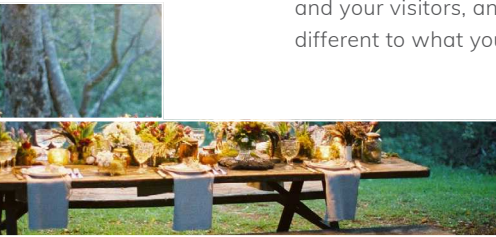
Greet people with the same language as your marketing (be consistent across your branding). If it's quirky, awesome, be quirky everywhere - from your front gate to your toilets and the way the receptionist answers the phone. But if it's cool and calm, keep it all that way.

Keep your grounds in line or above quality and price point. Exceeding expectations on cleanliness, maintenance and newness is delightful, failing to meet them is brand damaging.

Be clear on what you are offering and who it is ideal for, create an experience that matches that ideal visitor. While you want to appeal; to as many as possible, if you try to appeal to everyone, you will end up with disappointed visitors.

Communicate what to expect. Take bookings, collect contact details and let them know what to wear, what to expect, and what else is on offer.

Be consistent. Be consistent. Be consistent. Mixing up and communicating different things via different channels is the best way to confuse yourself and your visitors, and create a situation where you promise something different to what you deliver for most people.





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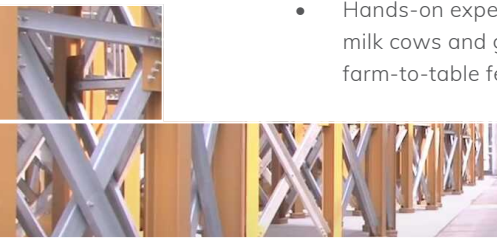
BONUS TIP: TOURISM EXPERIENCES

Farm and Manufacture tourism is well tested in factory tours and farm stays globally. In fact, a sub-culture has been identified in the tourism market - “factory infatuation” - where tourists are increasingly interested in industry as large as power plants and manufacturing plants.

Current studies suggest that the quality of welcome spaces and dining facilities, accessibility, safety and emergency systems, on-site attractions and information services are significant factors to tourist satisfaction.

What experiences are farm and manufacture businesses offering?
Here’s just a few:

- Night cruises that tour factories around the Tokyo Bay. Sights may include the huge, brightly lit Kawasaki oil refinery or the JFE Steel Corporation. Several factories (including JFE) offer tours inside their facilities.
- The Chantiers de l’Atlantique shipyard tour gives visitors a rare look into ship construction.
- Belle Isle is a simultaneously eerie and peaceful place to explore. The park itself is an odd amalgamation of natural and unnatural, with trees, cliffs, hiking trails and wildlife co-existing alongside abandoned industrial structures.
- BMW Plant in Munich tours lead visitors throughout the automobile factory, allowing them to witness how parts are produced, how engines are built and how cars are assembled. Tours include visits to the BMW press shop, body shop, paint shop and engine assembly area.
- Hands-on experiences strawberry farms to overnights where you can milk cows and gather eggs—or just sit down to an artfully-rendered farm-to-table feast.





PATH TO PROFIT

How you lead your visitors through your space is critical to creating an environment that will attract more visitors, get them interested in your place, browsing more products, increase sales, and draw customers back to your business in the future. It is vital to keep in mind that from the moment someone enters your grounds, smart design decisions make a significant difference in the sales and the impression your visitors leave with.

So here's our advice:

Map your visitor's path from first advertisement, through your place, and how you will keep them coming back.

Make it easy, and make it obvious. For your visitors as well as your staff.

Be consistent across your language, quality, price point, story and tourism experiences offerings.

Create something that is really you, because that's what is authentic and unique, and keeps attracting tourists, time after time.



TIME TO PUT YOUR NEW TOOLS TO GOOD USE

S2 Architects are not your average design team. We specialise in tourism because we love it - we live and breathe tourism and we have a network of connections as well as insight into the industry because we spend so much time digging around behind the scenes. It is our delight to be able to provide you the latest information about how buildings can attract visitors, meet and exceed demand and drive growth for your business, and connect you with a team of people who can help bring it all together.

Need help to design your space and place?

DOWNLOAD THE WORKBOOK TO ASSESS YOUR EXISTING SPACE!

[Click here to download now!](#)

ACCESS OUR OTHER RESOURCES

s2architects.com.au

TAKE OUR QUIZ! [Click here](#) or visit:

s2architects.com.au/resources/quiz/

NEED HELP?

Let's just start with a coffee

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