



GUIDE BOOK

FOOD TOURISM SPACES

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!**

DRINK

DRINK

SSA MADE

AY





FOOD TOURISM THE UNTAPPED MARKET

More than other, more traditional tourism markets, interest in food tourism is new, growing and relatively untapped with massive potential. It represents a new kind of tourist, because culture has moved out of the museum and into real, tangible, local experiences.

Food has long been associated with cultural and national identity. In fact, tourism experiences that are striving for 'authenticity' are often embedded with local, regional food offerings. Food tourism is "...a utopia everyone can buy into. Food tourism cannot do any wrong, is all local, natural and something that brings communities together. It advocates villages, localism and cultural identity. [It] represents the geography of the place... [and can become a] sort of gaze for both producers and tourists to imagine a future in which stakeholders, communities and political groups bond together through a common language."¹

Food travellers want to learn about local culinary cultures and customs. They love storytelling and history. They travel near and far to find authentic food and beverage products and experiences. Your stories are already embedded in your brand, your location part of that story. Creating a tourism offering is merging continuing operation, managing safety and determining how much to show the tourist to offer authenticity in experience without impacting commercial operations.

Food tourism businesses can harness the authenticity built into place, culture and history, and be made unique under a strong banner of their own branding. Woven together, place and brand can generate completely unique offerings, stories can be unfolded and opportunities for unmissable experiences created.

1. <https://www.emerald.com/insight/content/doi/10.1108/JTF-12-2015-0051/full/html>





1

HOW MUCH SPACE?

Space needs can vary, yet there are a few commonalities.

Packaged food and beverage sales can account for a significant proportion of revenue for some brands, so your own product needs to be KING in your space.

Remember that the containers, bottles and packages themselves are what people buy, so tasting is not enough. People are more likely to buy if they can touch it, pick it up, so make it easy for people to have contact with the actual packaged product.

Give yourself space to bring complimentary products into your retail space, but make sure that the product is matched clearly with your brand and that it adds to the appeal of buying your product.

With the prevalence of technology, consider how you can integrate smart technology naturally into the space.

Universal access throughout your centre is good design, will ensure Australian Standards compliance, and provide access for everyone.

Tip: to accommodate standing room bar space you will need at least 1 m² per visitor, and if you want seating and tables, a minimum of 1.5 m². Don't forget that the larger your licensed area, the more toilets you will need to accommodate into your design.



2

BRAND AND IDENTITY WHAT MAKES YOU SO GREAT?

Brand is more than just a logo. It is the essence of what your product is about, what services you provide, and how you provide them. Brand creates recognition and separates you from your competitors making your business stand out and attract visitors.

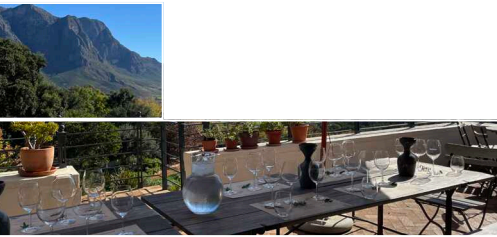
Branding your buildings, grounds and interiors needs to evoke the feeling you want your visitors to experience when they visit. This feeling should be revealed through your logo, website, services, style of language and communication, as well as your space design. Consistency assures your visitors that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

Great immersive branding can trigger people's sensory reflexes and loyalty instincts, making them more likely to spend more money, more often. It helps them understand what is SO GREAT about YOU and why they would want to be a part of that.

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.](#)



Pelargonium Citronellum
Citronella Geranium

The attractive and fragrant foliage of *Pelargonium Citronellum* makes this species an interesting subject for the garden.

It can also be grown as a primary herb or to flavour puddings. It can be used as a companion plant to repel pests, as the lemon scent has natural insecticidal properties. The leaves can also be used in potpourri and finger bowls.

Eriosephalus africanus
- Wild Rosemary -

Eriosephalus Africanus is one of the shrubs that most people in the Cape know because it is so common in the veld and easy to identify with its thin, grey leaves, which smell like Vicks when crushed.

It is also a well-known medicinal plant and an excellent shrub for the waterwise garden.

Agathosma ovata
- Buchu -

Agathosma Ovata produces dense clusters of pink flowers which cover the entire bush, a magnificent show.

The profusion of flower colour attracts pollinators as bees, and other insects.

*Nous ne
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de l'a
souh*



3

LEAD THEM IN

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.



4

SCALE + COMPLEXITY WHAT'S REALLY YOU?

Your space design is a 3-D branding puzzle.

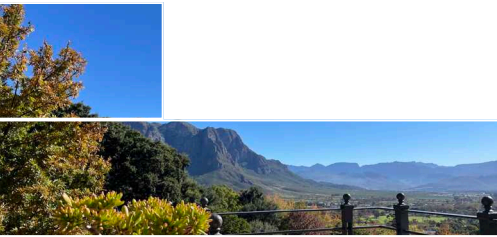
The size, proportion and organisation of spaces will have a subconscious effect on visitors and employees alike.

Movement through the buildings and grounds is orchestrated by how you welcome visitors and encourage product browsing.

Materials and colour selection of floors, walls and ceilings, and selection of lighting and sound should be consistent with your brand story.

The type, variation and placement of displays will entice and guide visitors not only through the tourism space but the entire experience of visiting. Haphazard merchandising reflects poorly upon your brand and will send the message that you don't care about selling products.

Focus on creating a successful lighting design that will enhance your visitors' experience and adjust to their needs. It will make them feel calm, focussed and confident in welcoming areas, and encourage browsing, lingering, and purchasing in the retail area. Provide good light levels locally in tasting spaces and work areas. Well-chosen lighting adheres to building standards and energy codes while assisting businesses to save money with energy efficient systems and lighting.



MISSION

WHEN DARK BERRY
LE, CHERRY & PLU
LAYERED WITH

MILK TART

R14.00

HAZELNUT PRALINE

R14.00

ALMOND COFFEE
CLUSTER

Vegan
R16.00

SALTED CARAMEL

R14.00

COFFEE
BON BONS

R14.00

COLIS

PREMIUM MILK CHOCOLATE &
1 FLAVOUR AS WELL AS
RASPBERRY & BLACKCURRANT
MIXED WITH DARK SPICE
AND A CREAM DARK CHOC
IF YOU A CHOC BOX

YELLOW ORANGE SAUVIGNON

THE BLACK PRALINE
WITH BLACKCURRANT,
CHERRY (BURNING)
AND ALMOND MARSH
MALLOW & CHERRY WITH
SALT-BOX PRESENT IN
BACKGROUND

1685 CAL SAUVIGNON

A FRESH, FRUITY, DRIVING
MIDNIGHT, SWEET &
SWEATING SWEET &
SWEET FRUIT

7
SALTY
ENTRÉE
WITH
RICHNESS

PLE

BLACKCURRANT
BON BONS

R14.00

RASPBERRY
BON BONS

R14.00

TANGERINE PRALINE

Vegan
R14.00

CHERRY PEPPER
BON BONS

R14.00

OREO
Almond Macadamia
chocolate praline
BON BONS

WINE PAIRING
SELECTION

R90.00

LEMON PEEL

R14.00



COMFORT HOW LONG ARE PEOPLE WELCOME TO STAY?

Create a comfortable 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 tasting 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 stations and tasting 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!

(08) 7231 5470

studio@s2architects.com.au





AVOID THE BOTTLENECK EXCUSE THE PUN!!

Where are visitors first welcomed?

Where can people taste your product?

Where is your point of sales cashier?

If they are all at reception this could cause bottle necking, which will create frustration for visitors, stress for staff and fewer sales — all of which will result in reduced revenue.

Consider handling the arrival of visitors and point of sale separately to the tourism experience space. This will separate the activities, create opportunities for staff to engage more casually with visitors, provide discretion for transactions, and eliminate the bottleneck. All of which lead to a smooth and friendly visitor experience and higher sales.







7

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.





8

BONUS TIP: TOURISM EXPERIENCES

Food tourism, while untapped, is growing. The best of food tourism around the globe captures draw cards around the local, the social, exploration and discovering something new, relaxation and welcome.

Current studies suggest that while the number one factor for food travel is taste, there are strong motivators particularly for food tourism. Food tourists are particularly looking for:

- Cultural experiences - surroundings that are abundant with authentic cultural and heritage features, unique shops and markets.
- Socialising - opportunities to make new friends, particularly other 'foodies', so they can compare notes and find out about great other experiences. And opportunities to eat with the locals, taste home cooked meals or get to know farmers or local chefs.
- Traditional food - visitors are attracted to places where there is a well known traditional food.
- Events that feature traditional food combined with other traditional activities, or opportunities to get involved and learn from a local.
- Visitor-friendly - to really enjoy food, the destination needs to be extremely visitor welcoming.

What experiences are popular with Foodies? Here's just a few:

Food Tours, Cooking Classes, Tastings, Producer Visit, Market Experience, On-location Dining, Factory Tour, Farm to Plate Experiences...





PATH TO PROFIT

How you lead your visitors through your space is critical to creating an environment that will attract more visitors, get them 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?

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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