



LOCAL SOLUTIONS

Turn your local food product into a tourist experience

This tool is intended for companies. You might be a producer or an artisan processor wanting to promote your production activity to tourists and visitors. How do you transform your product into tourist merchandise?

DESIGNED FOR

PRODUCERS AND
ENTREPRENEURS

LOCAL EXPERIENCES



TOURISM AND THE OYSTERS OF BOHUSLÄN

There is a wide range of nature experiences on offer along the west coast of Sweden. One of them is the oysters, mussels and other types of seafood which tourists are invited to gather along with local fishermen.

Sweden's production of oysters and other bivalves is limited compared to that of other European countries. The Pacific oyster is considered an invasive species which first made an appearance in 2007. It is prohibited to cultivate these oysters, but in Sweden they have the cold waters, the nutrients and all the space they need to grow in the wild.

Tourist activity has developed around the Pacific oyster, as it is a new arrival in this area and not exploited commercially.

Local companies now offer tourist excursions related to the oyster for both visitors and local residents. By talking about the history and the environment of this unusual product and engaging in awareness-raising activities to establish the authenticity of the oyster, these companies have managed to add value to a limited resource.

And by following social media sites such as Kalvö Ostron on Instagram, their loyal customers can extend the experience.

The Lysekil Ostron och Musslor company offers



sightseeing trips in a traditional boat around a small island in the archipelago. They use local hotels and get other partners involved in the tours, which creates added value for both themselves and their partners in the local hospitality trade. Watch this inspirational film: www.kalvoostron.se and visit the website at www.lysekilsostronomusslor.se which tells the story of these companies. The promotional website for Swedish regions also offers tours based on seafood products: www.vastsverige.com/en/seafood-safaris/

SOURCES AND REFERENCES

Website for Swedish regional promotion:
<https://www.vastsverige.com/en/seafood-safaris/>

ADDING VALUE TO YOUR PRODUCT

DO

IDENTIFY THE KEY VALUES OF YOUR PRODUCT

- Sensory attributes: taste, smell, appearance, texture
- Health: nutritional value, lifestyle, functional foods (e.g. probiotics)
- Other advantages: price, trustworthiness, identity, well-being, hope

IDENTIFY THE COMPLEMENTARY VALUES OF YOUR PRODUCT

- Sustainable development: little transport required, few or no pesticides, social conscience, fair return for producers
- Links with the culture, heritage, music and architecture of the region
- Local production, creation of local jobs, social links

OFFERING NOT JUST A PRODUCT, BUT AN EXPERIENCE

- Share what you know
- Offer a cordial welcome
- Create experiences
- Connect the experience to the product's values and history: local food culture, authenticity
- Be creative (videos, tools, images, stories, games).....
- Offer guided tours of the production or manufacturing site

PACKAGING AND TAKING YOUR PRODUCT TO MARKET

CREATE AN IMAGE FOR YOUR PRODUCT

- Start with your core values
- Add some personal aspects
- Stay true to your image and your team
- Dare to be different

WORK OUT A PRICE: FAIR, AFFORDABLE AND PROFITABLE

- The perceived value should always be greater than the price
- The price should always cover your costs, plus a margin
- A fair price can be calculated against similar products or services.....
- The margin must be enough to ensure continuity of production and sales
- The price may differ depending on the retailer/customer

BUSINESS MODEL: SUSTAINABLE DEVELOPMENT FOR YOUR BUSINESS (ECONOMIC, SOCIAL, ENVIRONMENTAL)

- Share the benefits along the value chain
- Assess your ecological footprint and impact on the environment.....
- Connect with business networks
- Recruit local employees
- Work out your business development strategy.....

TAILORING YOUR PACKAGING TO THE TYPE OF CUSTOMER

- Innovative packaging for different types of customers (e.g. small packs suitable for cabin luggage).....
- Gift or souvenir wrapping
- Product lines for local museums/hotels (museum chocolates, a special beer for your local hotel, etc.).....

WELCOMING VISITORS SAFELY WITHIN A QUALITY SYSTEM: THE USER EXPERIENCE

COMPLIANCE WITH REGULATIONS (IN THE SHOP, ON-SITE VISITS, ETC.)

- Accessibility (disabled access, etc.).....
- Safety regulations (minimum number of seats, emergency exits, regulations applicable to boarding passengers on a boat, risk assessments)
- Regulations relating to food handling, animal health, alcohol, etc
- Other authorisations.....



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WELCOMING VISITORS SAFELY WITHIN A QUALITY SYSTEM: THE USER EXPERIENCE

DO

PROVIDING A QUALITY SERVICE

- Friendly, efficient service (tell a story, be approachable and efficient)
- Tailor the experience to the size and interests of your target audience.....
- Convenient opening hours (daily hours, weekends, extended season).....
- Space and duration of visit adapted to customers

PARTNERSHIPS

DESIGNING A PROJECT IN CONJUNCTION WITH TOURISM PROFESSIONALS

- Joint marketing (online, printed brochures, campaigns).....
- Development projects - collaboration with tour operators to create experiences (culinary activities, gastronomic tours)

PRODUCT DISTRIBUTION VIA TOURIST OPERATORS

- Gift shops
- Hotel shops
- Local restaurant menus (provide stories for promotion)

CONNECTING WITH OTHERS INVOLVED IN THE TOURIST TRADE

- Partnerships with hotels, museum shops, guides, events, local tourism promoters, tour operators and coach companies
- Networking for added value, ideas, support and mentoring



TOOL SHEET 2 - TURN YOUR LOCAL FOOD PRODUCT INTO A TOURIST EXPERIENCE

