

Rounding Up Resources to Grow Ranch Tourism

Insight: bulls-eye promotion

Many of you have no doubt taken the “TRUE COLOURS” personality test and discovered whether you are dominantly an orange, blue, gold or green. But have you done anything with this knowledge? The book, *Colourful Personalities*, by George J. Boelcke, is a practical guide to understanding these 4 personality types. Your clients sort into these 4 major categories and communicating so they will listen is a powerful tool.

It’s much more about knowing what your customers want and value than how you sell.

Greens want to explore and accomplish. In order to make a

purchasing decision they enjoy information and lots of it, with details and the ability to ask questions.

Oranges want fun, cool action and lots of options but make it quick and convenient. Deals really appeal.

Blues want to build a personal relationship, engage in sharing and caring and have social interaction time.

Golds want demonstrated value for money as well as experienced tried and true dependability. They feel secure with a well-planned, well-organized itinerary. Things better be efficient and on time.



Who do you cater to? Your visitor promotion material, your wording and images should reflect personality type values and speak consistently so each type will listen - not a mishmash of rainbow colour phrases/images. **Are you speaking their language?**

www.vantageseminars.com

Wanderin’ the Web:

www.vantageseminars.com

www.marblemountainranch.com

www.bearbranch.com

www.swansoncowboyography.com

Contact:

Bill Reynolds

Ag Tourism Team
 Alberta Agriculture and Food
 7000-113 St.
 Edmonton, Alberta
 T6H 5T6

bill.reynolds@gov.ab.ca

780-427-4424

It is all about connecting with your customer. Marble Mountain Ranch knows that a good proportion of their clientele loves horses so they really focus on the horse and even have a section called guess what ... ‘HORSE’, on the website main page. They understand this is a selling feature of their operation and sets the stage for the visitor.

This operation’s novel approach called “let’s meet some of the gang,” has photos and bios of the many horses like Silk, Sugar, and Max. You the reader and prospective trail ride/pack trip buyer has just been delivered the feeling of care and attention (**blues** especially), that this outfit has for their operation and it has set your expectations for your trip.

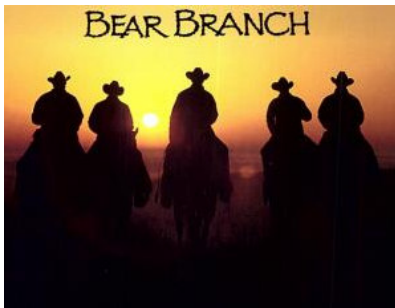
You get a sense that you will be in good hands when the lead sentence is “*Since most of our horses are foaled at Marble Mountain Ranch, then imprinted, raised and trained by us, we consider them extensions of our family and we know their personalities intimately.*” **How many of you employ your equine “staff” as a selling feature to the customer?**

www.marblemountainranch.com

Aussi disponible en français

RENEWAL.

Ideas: feed bag



www.bearbranch.com

Chosen by Western Horseman Magazine readers in "The Top 5 Best Places to Ride!"

Bear Branch horse camping claims they have the ultimate trail ride as they ford creeks, travel down rock canyons, climb high bluffs under waterfalls and into large caves. This landscape descriptor

combined with the eye grabbing testimonial from a recognized magazine lends credibility and interest to their operation. The potential trail ride purchaser (greens especially) is enticed to read on discovering they have a rustic log cabin restaurant, tack shop and 40 box stalls in a barn.

When you appear in a magazine or have been given an accolade by a tourism/business association, give it a prominent position in your promotional material. It is not about boasting but about providing a comfort level for your customer who values their time. **What awards are you proud to display to prospective clients?**

Innovation: expand your horizons

Sales have increased substantially since they attached a label proclaiming them as Handmade in the West by Tex.

This smells like an opportunity. A ranch couple run the manufacturing and exporting business called Fort Radisson Trading Post near Herbert, Saskatchewan. They have a product line of 430 pieces of western décor and giftware with the horseshoe or spur as the core style item. Tex makes practical stuff like:

- cowboy toilet paper holders
- cowboy table sets (salt, pepper, toothpicks and napkins),
- cowboy candle holders
- tailor made wine bottle

holders to suit every rodeo discipline.

He can't keep up with the orders. The allure of handmade and home grown is a strong sales magnet.

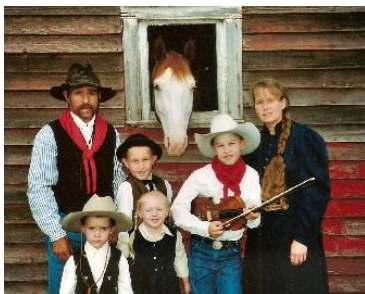
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Guest ranches and restaurants seem to be natural spots to display these. They are a great 'little piece of the ranch' option for the visitor to take home with them. With a little

imagination they could be personalized with your businesses name on it. Not only does it act as a reminder to book another return trip but it's a great conversation piece for friends and relatives promotion. **What homemade cowboy themed gift are your visitors taking home with them?**

Is anybody doing this successfully and would like to share their story with other ranch tourism folks? **Let me know** (see contact info on front) and I'll share with you on the next edition.

Inspiration : howdy partner!



www.swansoncowboyography.com

Cowboyography, anyone? What if a family appeared at a fair or festival and set up a cowboy camp so the public could come and visit? They would engage the willing participants in:

- rope spinning
- whip cracking
- dutch oven cooking and
- classic old cowboy tunes

What if a living history lesson came to a school near you where you could try on and try out real cowboy gear-all the rodeo and range clothes and equipment your little cowpoke desires?

How about a western heritage themed reading program at the library?

All great examples of how different venues could

cooperate to boost the ranching profile. Well the Swanson family do just that south of the border.

Using an interpretive approach and exposing potential clients to a ranch experience on the client's turf can be a powerful bridging of cultures and potent form of marketing.