



## **Global Agritourism Conference**

### **Information about the process for applying to host.**

With the Global Agritourism Network (GAN) formed in 2023, there is an exciting opportunity to raise the profile of the network and of agritourism as a force for good by hosting a Global Agritourism Conference (GAC) in different parts of the world.

The First World Congress on Agritourism was held in Bolzano, Italy in 2018, hosted by Eurac Research. In 2022, the University of Vermont hosted the International Workshop on Agritourism in Burlington, Vermont, USA. In 2024, the World Congress on Agritourism returned to Bolzano, Italy, once more hosted by Eurac. Since GAN was established in 2023, Eurac coordinated with GAN for certain aspects of the conference. In future years, GAN in partnership with a local organisation will host the Global Agritourism Conference, moving around to different countries, ensuring all world regions have the opportunity to host a conference.

### **Lead in Time and Conference Preparation**

Considering that organising a global conference takes a significant amount of planning, resources, and lead in time and to ensure that a country can prepare for hosting the Global Agritourism Conference, the application and selection process to host the next few years of conferences is underway.

Another reason for the lead in time is that two representatives of each upcoming conference and two from each of the previous two conferences will form an overall committee to ensure the smooth running of GAN conferences and to offer support to host countries.

## Selection Process Timescale

The selection process will take place as follows –

Wednesday 15 May 2024	Initial expression of interest application form launched. Complete the form online at <a href="#">Expression of Interest to Host Conference - Google Forms</a>
Wednesday 31 July 2024	Initial expression of interest applications close
Monday 9 September 2024	Launch of detailed bid process
Monday 9 December 2024	Detailed bid process closes
20-31 January 2025	Online interview process will take place
Friday 28 February 2025	Successful countries receive notification
Friday 28 March 2025	MOU with GAN signed to confirm arrangements

The Selection Process will consider the location of the Global Agritourism Conference to facilitate that it can move around continents or regions of the world, with a host country within that region.

## Application Process

The initial expression of interest form will capture initial details.

The tender document for the main bid will take two forms. One will be a document that addresses the criteria below; the other will be a 3-minute (maximum) video showing what the host country and venue has to offer. The following areas will be used for scoring proposals.

## Key Elements of a Global Agritourism Conference & Criteria

Scoring Element Criteria	Comment
<b>A WELL THOUGHT OUT DETAILED CONFERENCE PLAN FOR A 3-DAY CONFERENCE</b>	A detailed plan of how the conference will run and where different elements will be held. Including: <ul style="list-style-type: none"> <li>- All venues and break-out areas</li> <li>- Catering</li> <li>- Accommodation</li> <li>- I.T. and tech support</li> <li>- Agritourism farm field trips</li> </ul>
<b>A HOST COUNTRY ESTABLISHED IN AGRITOURISM &amp; PRIORITISING AGRITOURISM</b>	Describe why your country would be suitable to host the conference, especially highlighting its agritourism standing (e.g., offerings).

	<p>A suitable country will be, for example, one that:</p> <p>Has robust expertise in agritourism, either having a government prioritising agritourism and/or an academic research base in agritourism.</p> <p>Monitors agritourism standing and progress (e.g., growth) or can demonstrate the impact of policies to support growth.</p>
<b>LEADERSHIP</b>	<p>A country that has a strong presence in GAN. For example, it has members attending meetings, had attended previous world conferences, or who have provided leadership and voluntary time to GAN.</p>
<b>ORGANISATIONAL CAPABILITIES</b>	<p>The bid should include the costs of a professional event management company or team.</p> <p>The bid should detail the professional team who will deliver the organisation of the conference in advance and the conference during the actual event. It should state their expertise in running other large events, case studies of previous events held.</p>
<b>QUALITY AGRITOURISM FARM BUSINESSES TO VISIT ON PRE- AND POST-CONFERENCE TOURS</b>	<p>A country established in agritourism with quality businesses willing to host groups up to one coach size (40) for a farm visit.</p> <p>Enough interesting agritourism businesses to set up pre- and post-tours with the capacity to accommodate all conference attendees for a post conference tour. It is desirable that the bid outlines 1-day and 3-day pre and post conference tours.</p> <p>The pre and post tours should be organised by the main conference organiser, be vetted for quality and businesses to be visited should form part of the application.</p>

<p><b>HOST COUNTRY CAN RAISE SPONSORSHIP TO SUPPORT CONFERENCE</b></p>	<p>Either via Government support (e.g., event incentives) or via commercial sponsorship.</p>
<p><b>CONFERENCE VENUE</b></p>	<p>Professional conference venue which can accommodate minimum 500, ideally 700 and if possible, up to 1000 delegates</p> <p>A venue which is set up for accommodating that number and which is used to hosting large conferences each day/week</p>
<p><b>ACCOMMODATION</b></p>	<p>The bids should list hotel and other types of accommodation very close to the conference venue which can accommodate 500 to 1000 delegates.</p> <p>Demonstrating bed nights available either in venue connected to conference venue or very close.</p>
<p><b>INTERNATIONAL FLIGHT CONNECTIONS</b></p>	<p>Given the global nature of the conference, the main conference venue should be close to a main hub airport and/or train station.</p>
<p><b>QUALITY OF CONFERENCE FOOD &amp; BEVERAGE</b></p>	<p>Food and beverage should have a strong component of locally farmed and/or fished products to support local, regional, or national producers.</p> <p>Additional points will be given to bids with strong commitment and the ability to source menus directly from local farmers or fishermen/fisherwomen.</p> <p>Showcasing the local cuisine and employing local caterers throughout the event is expected. Bid should highlight examples of food and beverages from that country/region that would be included in the menus, catering arrangements (e.g., caterers).</p>

<p><b>COST FOR DELEGATES/VALUE FOR MONEY</b></p>	<p>Bids would have to outline an estimated full budget for 500 delegates including registration ticket cost per delegate, examples of accommodation costs, and other main budget items.</p> <p>While the baseline budget should be based on 500 delegates, options of what the budget looks like for more or less delegates than 500 should be demonstrated.</p> <p>The conference should aim to make a profit to disburse to GAN at least USD 15,000 to employ a paid support staff throughout the year. Other profit arrangements (e.g., proportional distribution) will also be considered. The profits distribution to GAN should be clearly outlined in the bid budget.</p> <p>The conference should include scholarships for delegates with limited resources who can contribute to the program and have much to gain from participation.</p>
<p><b>SUSTAINABILITY</b></p>	<p>Hosts should state their commitment to sustainability and the environment. Bids should state specific sustainable practices that will be adopted.</p>
<p><b>INTEGRATION WITH LOCAL COMMUNITY/CULTURE and CULTURAL/OFFICIAL WELCOME</b></p>	<p>State how the venue will bring local culture into the programme. This could include engagement with local authorities or organisations to understand the regional context supporting agritourism.</p> <p>Dedicate an evening or part of programme dedicated to local culture.</p>
<p><b>LETTERS OF SUPPORT</b></p>	<p>Letters of support from related organisations or individuals.</p>

## **Global Agritourism World Conference Best Practices**

### **GAN Conference Handbook/Template**

While a flavour of the country hosting the conference is welcomed, the conference should also contain some core elements for both good practice and consistency. A GAN conference handbook is being prepared with guidance for host countries.