

New video showcases the best of East Lothian's 'agritourism'

Agritourism is a growing trend, with visitors seeking out authentic experiences that connect them to the countryside and Scotland's natural larder. Showcasing the best of this thriving sector, a [new video](#) has been launched that highlights the rich agritourism offering in East Lothian and the region's diverse farm-based experiences.

Agritourism is defined as tourism or leisure on a working farm, croft or estate which produces food. This can include accommodation such as farmhouses, glamping, tours and experiences, events and buying fresh local produce direct from a farm shop. The [video](#) shines a spotlight on some of East Lothian's local farmers who offer distinctive stays, immersive experiences, and high-quality food and drink, contributing to East Lothian's growing reputation as a must-visit destination.

Councillor John McMillan, Cabinet Spokesperson for Environment, Economic Development and Tourism, said: "Under the banner of Visit East Lothian, East Lothian Council is delighted to be shining a light on our farming community who operate in the agritourism sector. Growing the visitor economy and supporting the sustainable growth of the tourism sector are key components of the East Lothian Local Economy Strategy and it is encouraging to see the progress being made by the Economic Development Team working with the industry to further these aims."

Claire Dutton, Visit East Lothian Tourism Officer, said: "This project is the first marketing initiative in a campaign to highlight the agritourism sector in East Lothian. There are some great options for visitors here and we wanted to produce something engaging and appealing to visitors which also highlighted the people behind the products. This video does just that and we hope that it will encourage visitors to Visit East Lothian – where adventures await!"

Visitors to East Lothian can choose from a range of distinctive farm stays, including converted buses, charming cottages and stylish glamping pods. Beyond accommodation, the farms provide a variety of activities such as afternoon tea with goats, forest bathing, and other immersive experiences. A visit to farm shops and cafes offers the perfect opportunity to purchase and savour fresh, local delicacies while supporting local producers.

Jo McNicol, owner of Drift, a cafe located on Castleton Farm near North Berwick and Scottish Agritourism board member, said: “It was great to be part of the East Lothian filming to raise awareness of the different agritourism businesses across East Lothian. The sector is delivering amazing opportunities for on-farm visits to eat, stay, play and shop and East Lothian has all of these. I really hope everyone enjoys the film and we look forward to welcoming you.”

Caroline Miller, Scottish Agritourism Sector Lead, said: “Agritourism is making a real contribution to the rural economy, for example creating jobs and sustainable family businesses, as well as more opportunities to educate consumers on farming and where their food comes from. East Lothian is a stunning area and the agritourism in the area is of exceptional quality. Scottish Agritourism is delighted to see Visit East Lothian developing content that highlights the fabulous offering in the region and showcases some of our favourite Scottish agritourism businesses.”

The [Visit East Lothian site](#) has more information on our local agritourism. If you operate in the sector in East Lothian or are a farm interested in diversifying into agritourism contact visit@eastlothian.gov.uk

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Issued by Pauline Gray, Communications Adviser. East Lothian Council Tel: 01620 827800.