“Agritourism 101: Farms, Food, Fun, Facts – and Funds”
Presentation developed by

Huck Boyd National Institute for Rural Development

www.huckboyd institute.org
Today:

- Agritourism basics
- Marketing your venue
- Becoming a cutting edge destination
Today:

Agritourism basics
Agriculture
Agriculture + Tourism =
Agriculture + Tourism = Agritourism!
Definitions:

Dictionary: The practice of touring agricultural areas to see farms and often to participate in farm activities

Wikipedia: Any agriculturally-based operation or activity which brings visitors to a farm or ranch.

Academic: A commercial enterprise at a working farm, ranch, or agricultural plant conducted for the enjoyment of visitors that generates supplemental income for the owner
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Why do agritourism?

- Expand farm revenue sources
- Diversify farm income
- Educate about agriculture
- Utilize existing assets
- Involve family
Why *not* do agritourism?

- High level of work
- High level of commitment
- Privacy
- Liability
- Regulations
- Skills different from farm operation
2004 Kansas Agritourism Operations

R=OPERATIONS REGISTERED FOR AGRITOURISM PROMOTION ACT
N=NON-REGISTERED OPERATIONS
T=TOTAL OPERATIONS IN COUNTY

Revised 12/3/04
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What is \textit{not} marketing?

- Selling (by itself)
- Advertising (by itself)
Marketing Your Venue

Think strategically – what are your assets?

Listen to customers

Target your market

Plan your approach

Tap local resources

Measure your results
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Cutting-Edge Destination:

- Think creatively
- Travel and gather ideas
- See through customer’s eyes
- Seek continuous improvement
www.kansasagritourism.com
http://napa-usandcanada.com
www.nafdma.com
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