

Welcome to the **National Extension Tourism Design Team** webinar series!

<https://extensiontourism.net/net-webinar-series/>

Today's webinar:

Agritourism around the US: Findings from a National Survey

presented by Lisa Chase, Dee Singh-Knights, and Penny Leff



Hosted by the Northeast Regional Center for Rural Development | nercrd.psu.edu

SAVE THE DATE

National Extension Tourism Conference

November 7–10, 2021 • Embassy Suites, Savannah GA

Upcoming NET Webinars

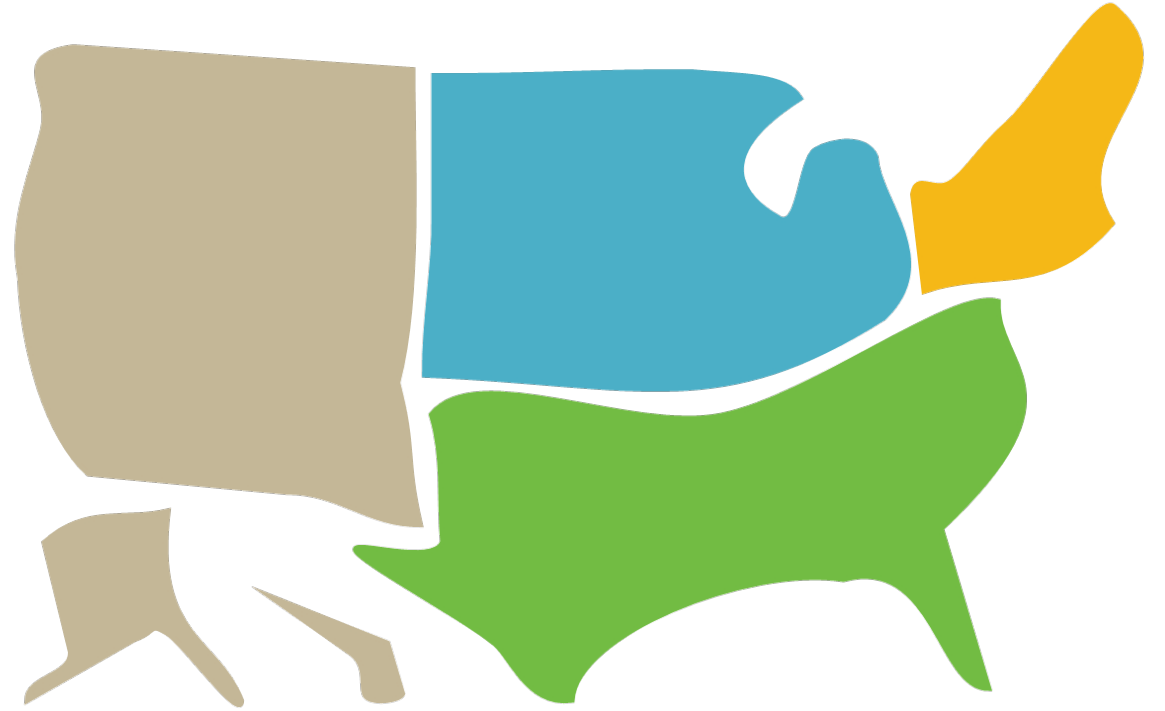
March 18, 2021 at 3:00 p.m. ET/12:00 p.m. PT

Community Discussion: *"Sustainable Tourism" — what does it mean, what are its core components, and what is Extension's role in promoting it?*

Sign up for the NET-L listserv for forthcoming details! <http://bit.ly/NET-list>

Survey of Agritourism

**including On-Farm Direct
Sales in the United States**



National Extension Tourism Network Webinar Series
January 28, 2021

Project Team

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This work is supported by Critical Agriculture Research and Extension (CARE) grant no. VTN32556 from the USDA National Institute of Food and Agriculture and by the Agriculture Marketing Resource Center (AgMRC), located at Iowa State University, www.agmrc.org. AgMRC is a US national website dedicated to providing information to producers and service providers on value-added agriculture business.



National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE

POLL: Describe yourself. Check all that apply.

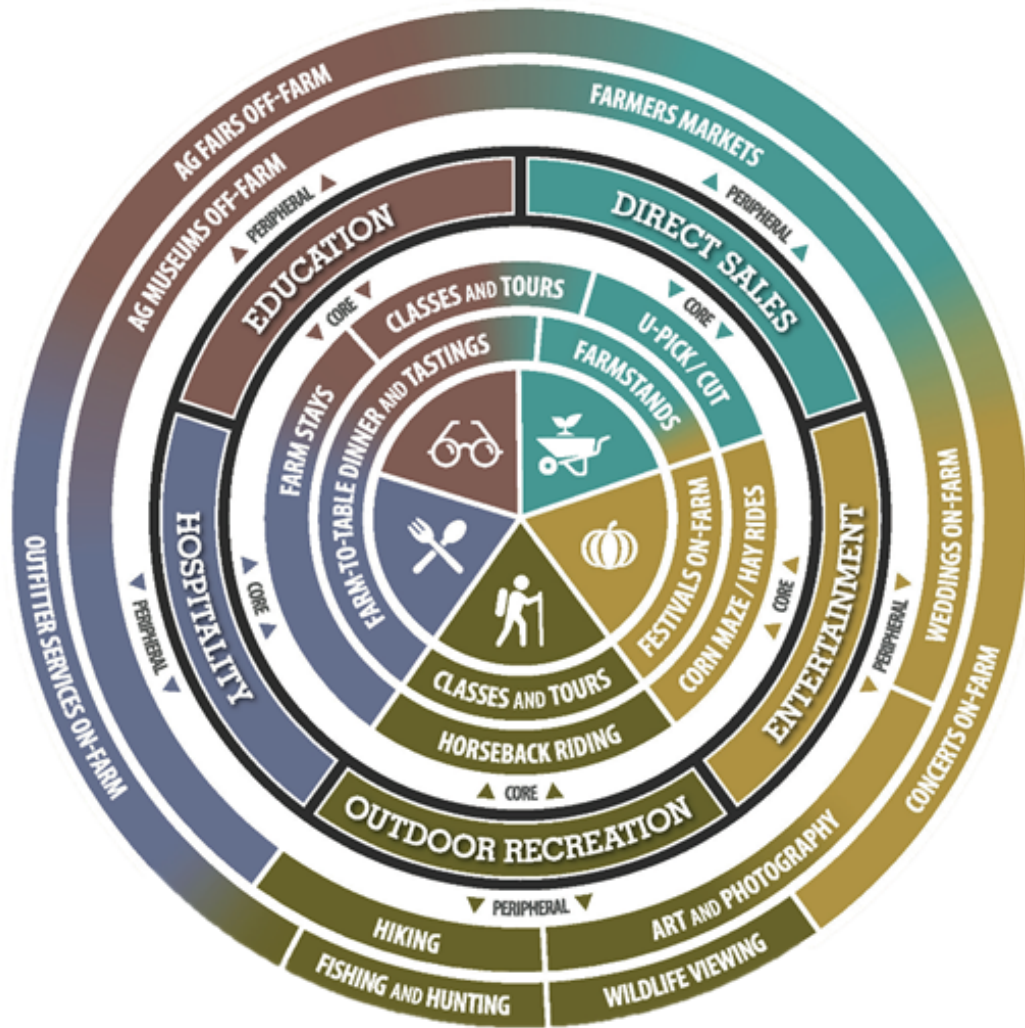
- ☐ Extension / Service Provider
- ☐ Researcher
- ☐ Educator
- ☐ Producer / Farmer / Rancher
- ☐ Tourism Professional
- ☐ Business Owner / Manager
- ☐ Non-profit
- ☐ Government Agency
- ☐ Other



POLL: How often do you work with agritourism?

- ☐ Regularly
- ☐ Occasionally
- ☐ Rarely
- ☐ Not yet but planning to in the future
- ☐ Never





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What is Agritourism?

- The core is **on-farm experiences and product sales** closely tied to agriculture such as overnight farm stays, harvest festivals on farms, pick-your-own, farm dinners, and educational field trips.
- The peripheral tiers include activities that may or may not be considered agritourism, depending on the place and situation.
- Categories of agritourism include hospitality, education, direct sales, entertainment and outdoor recreation.
- Includes farms, ranches, vineyards, and aquaculture.

Source: Chase, L. C., Stewart, M., Schilling, B., Smith, B., & Walk, M. (2018). Agritourism: Toward a Conceptual Framework for Industry Analysis. *Journal of Agriculture, Food Systems, and Community Development*, 8(1), 13-19.

<https://doi.org/10.5304/jafscd.2018.081.016>

Interviews and Qualitative Analysis

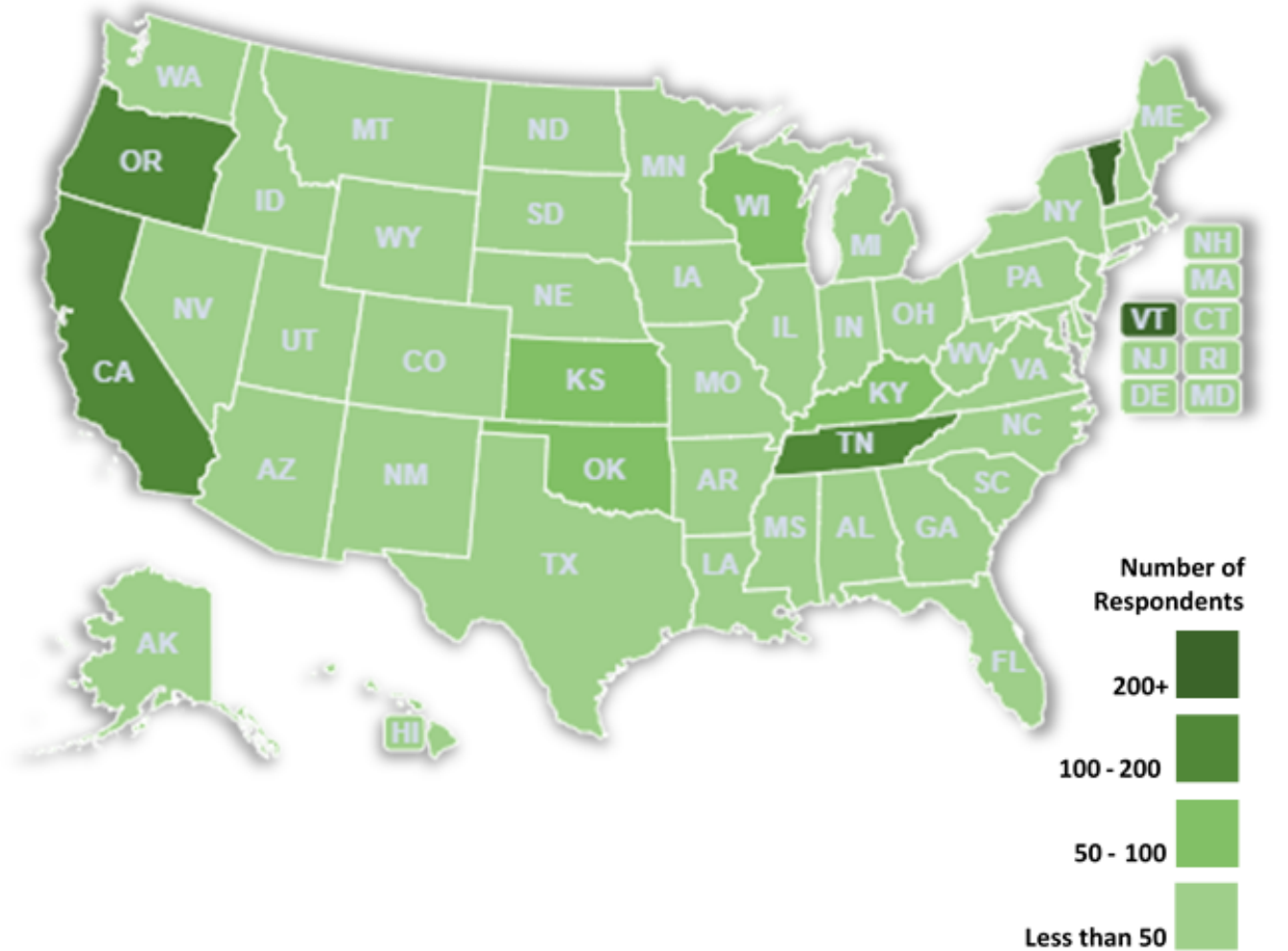
- Semi-structured interviews with 25 agritourism operators from Vermont, California, Oregon, West Virginia and Minnesota conducted between Winter 2018 and Spring 2019.
- Maximum variation sampling method used to select farmers and ranchers from each state.
- Focused on 5 key questions about agritourism perceptions.
 - How important is agritourism to your farm or ranch?
 - How do you define and measure “success” in agritourism?
 - In what ways does agritourism bring other benefits?
 - What are the key factors to success in agritourism that you have identified?
 - What key lessons have you learned about agritourism?
- Results used to develop quantitative survey, along with literature and past surveys.

Online Survey

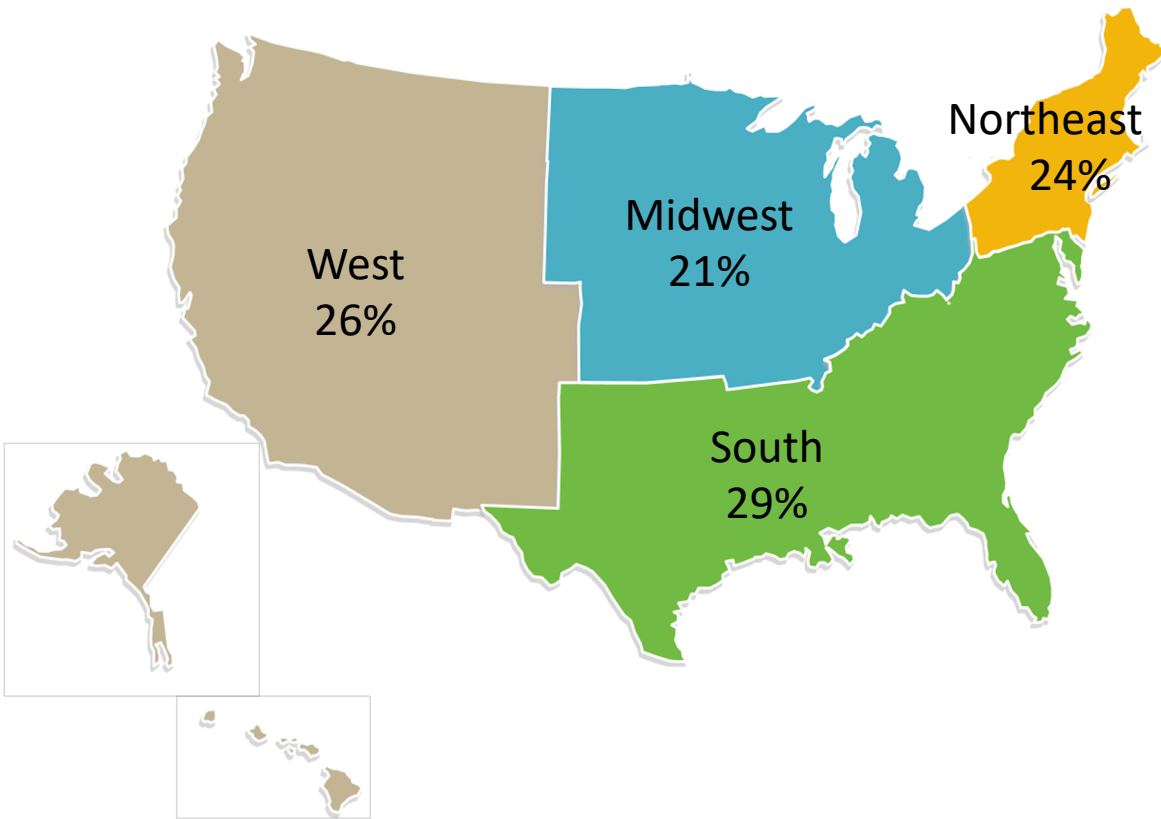
- Conducted November 2019 - February 2020
 - Pre-COVID responses
- 1834 respondents from all 50 states

In the survey, we asked about:

- Products and activities
- Motivations
- Challenges
- Support systems
- Partnerships
- Plans for future
- Firmographics
- Demographics



Results Overview



Survey response by US region, n=1491

Survey respondents:

were 55 years old
(average age)

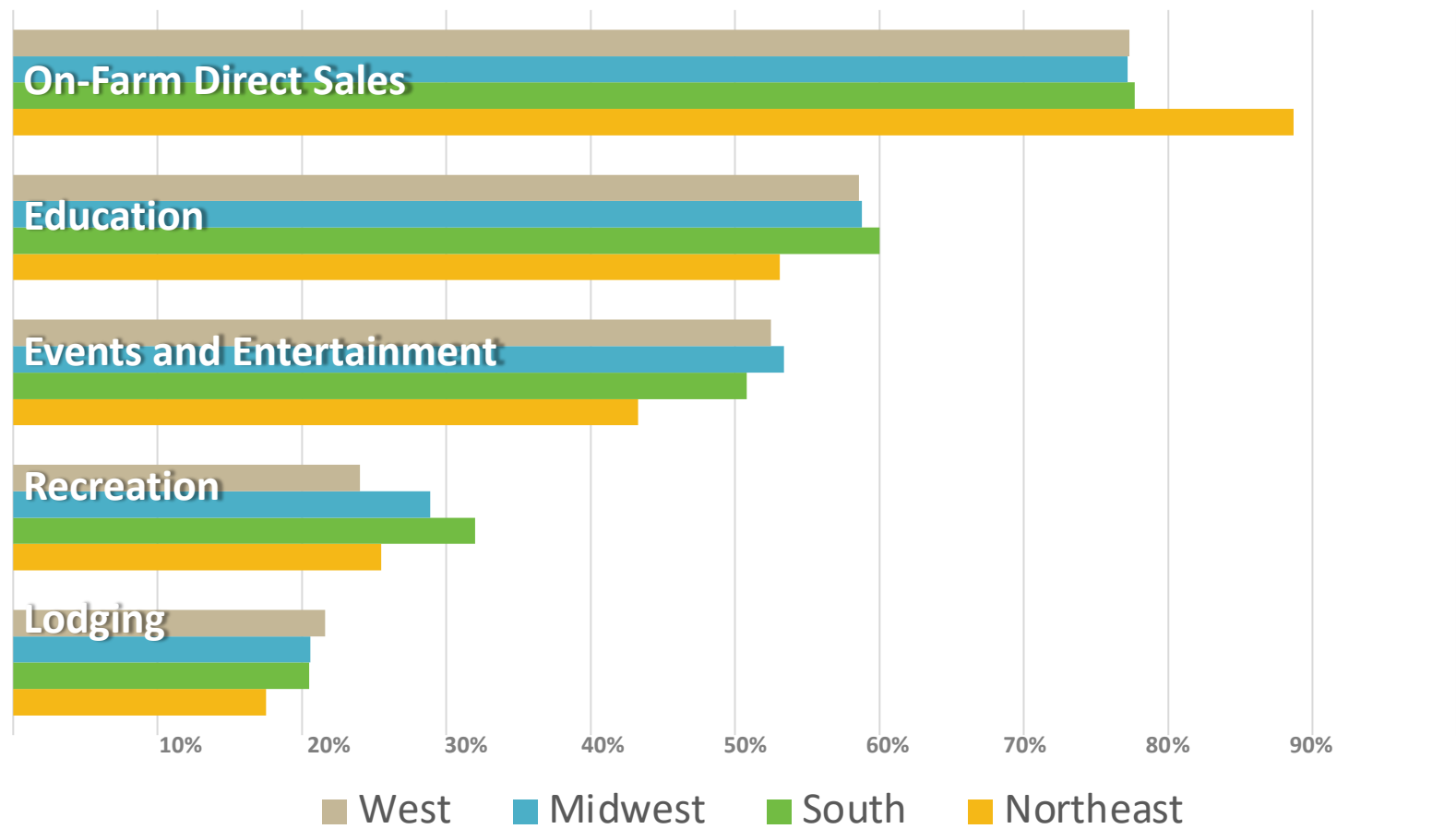
were female
(58% of respondents)

had a college degree
(70% of respondents)

had 10+ years
experience in agritourism (53%)

farmed 60 acres
(median farm size)

Categories of Farm Experiences by Region



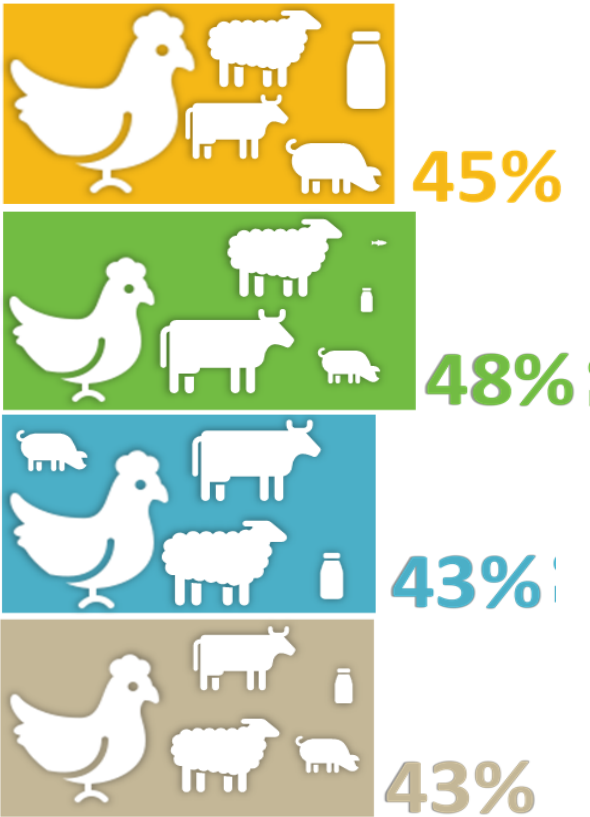
Products by Region

■ West ■ Midwest ■ South ■ Northeast

Crops



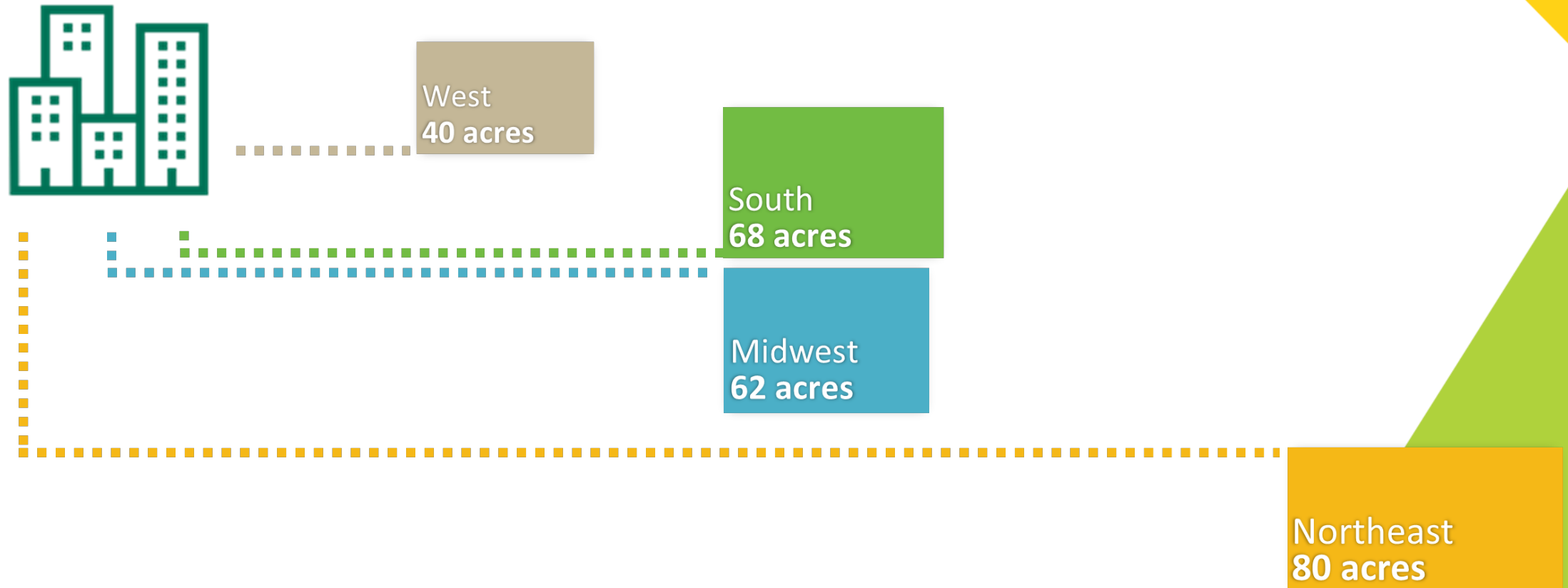
Animals and Animal Products



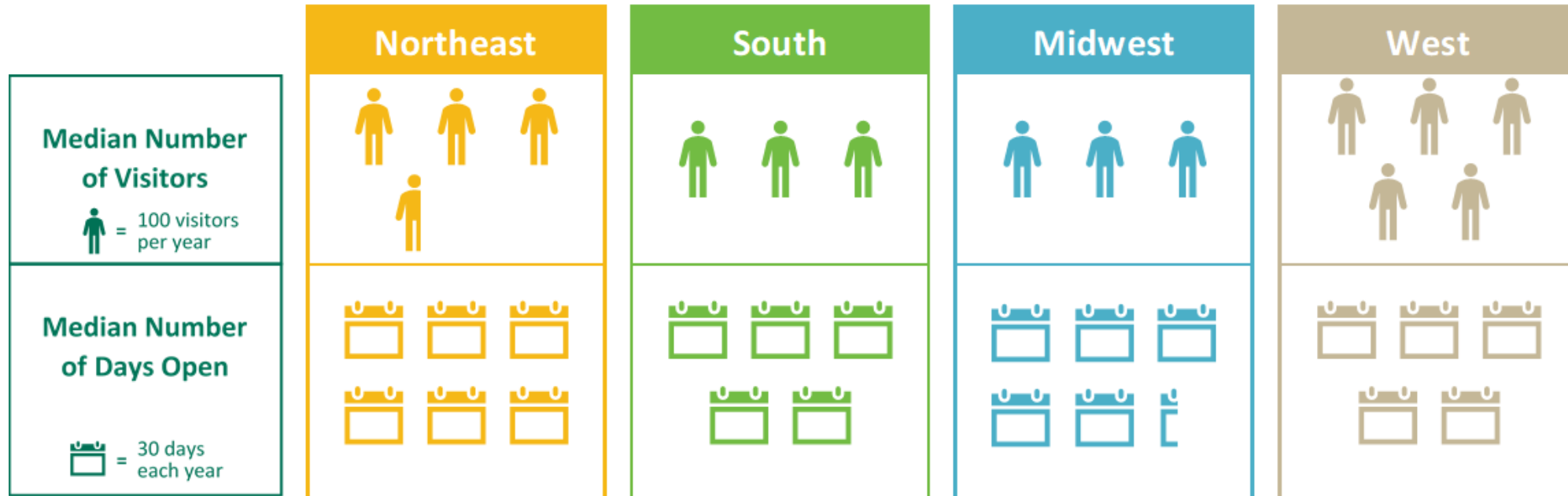
Value-added Products



Median Size of Farm and Proximity to a City (50,000+ people)



Median Number of Visitors and Days Open



Farm Revenue



Farm Revenue



Agritourism Revenue

Operations by Revenue

While farmers with different amounts of agritourism revenue looked quite similar,

Mostly
Female



Mostly
**College-
educated**



their farms differed widely

Farms with revenues of less
than \$100,000 were mostly

30+ miles

away from a city of
50,000 or more people



Farms with revenues of more
than \$100,000 were mostly

less than 30 miles

away from a city of
50,000 or more people



Farms with revenues of
less than \$100,000 were

closed

on average for more
than half of the year





Farms with revenues of
more than \$100,000 were

open

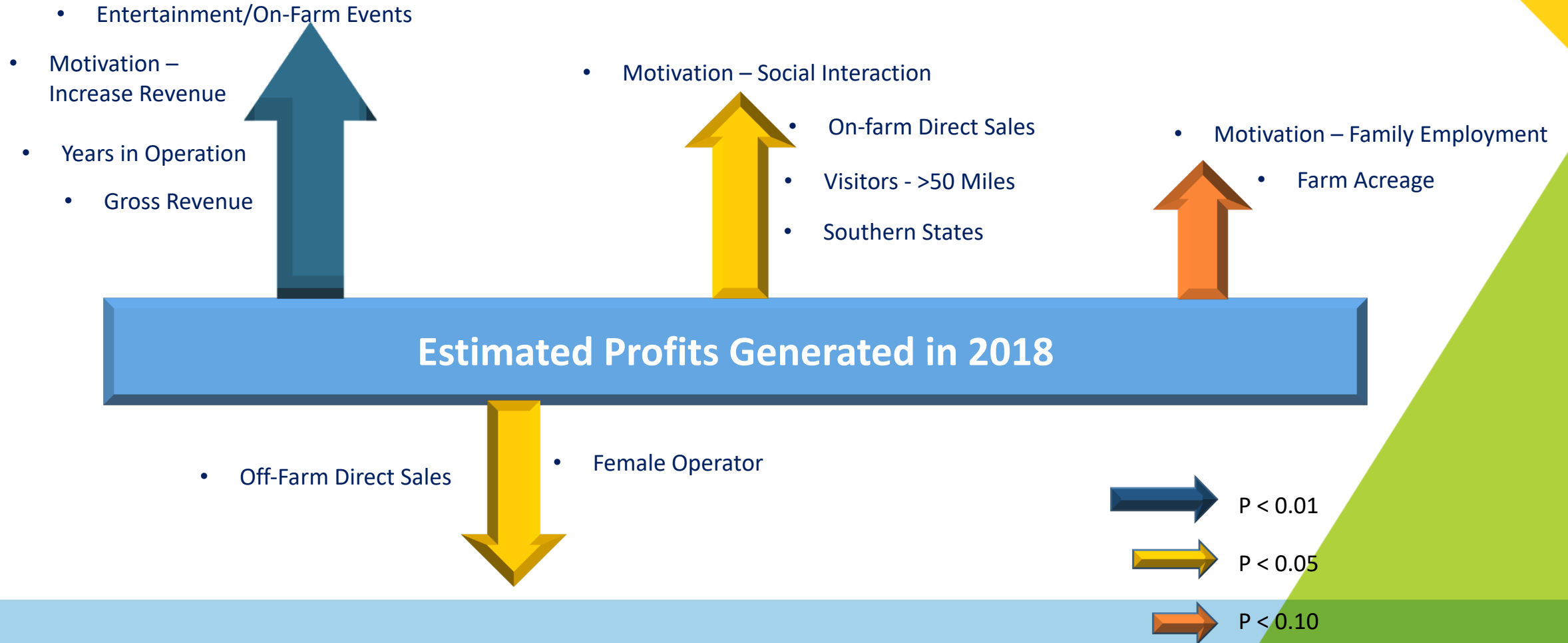
on average for more
than half of the year



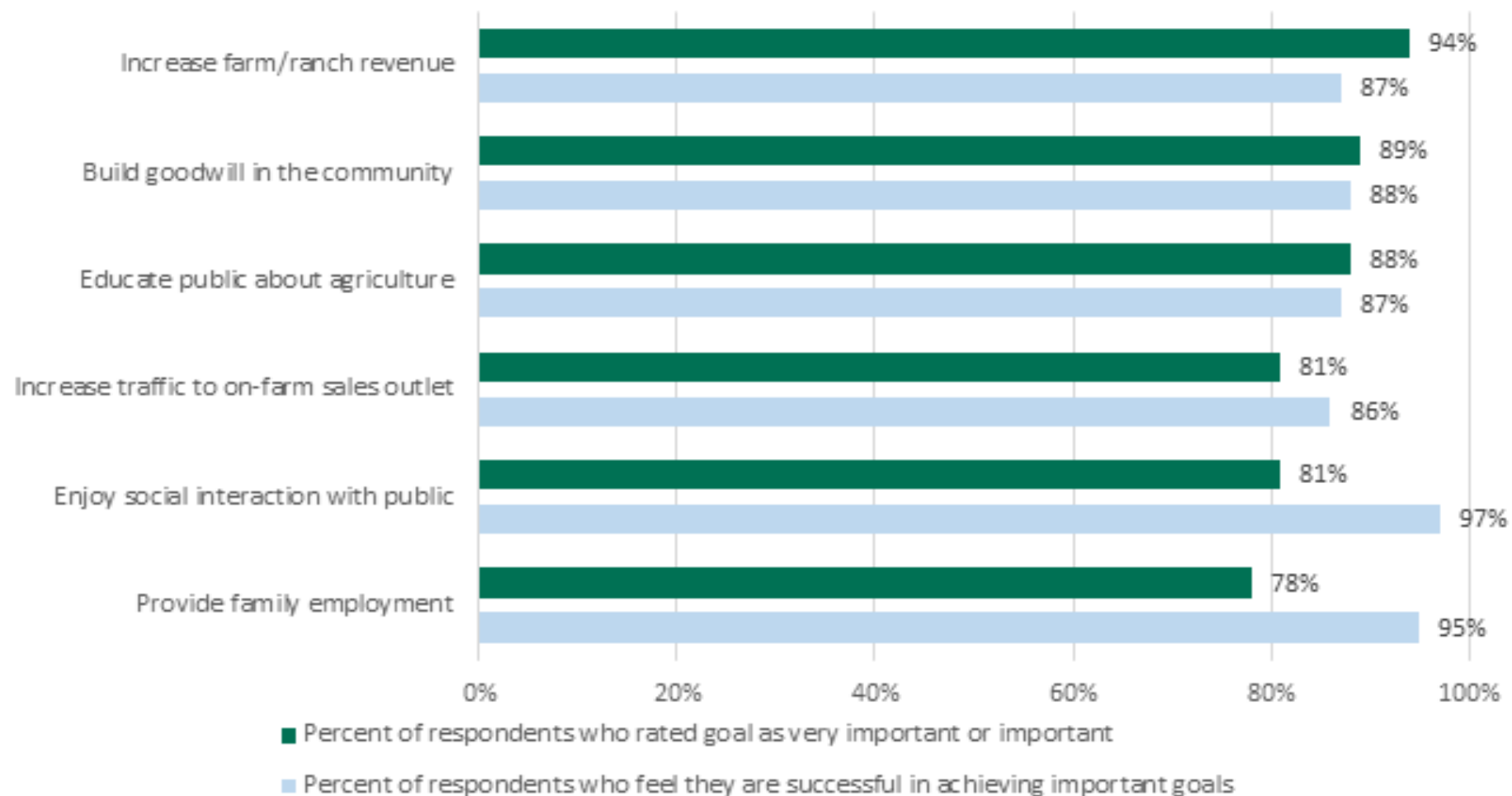
 Agritourism revenues of
less than \$100,000

 Agritourism revenues of
\$100,000 or more

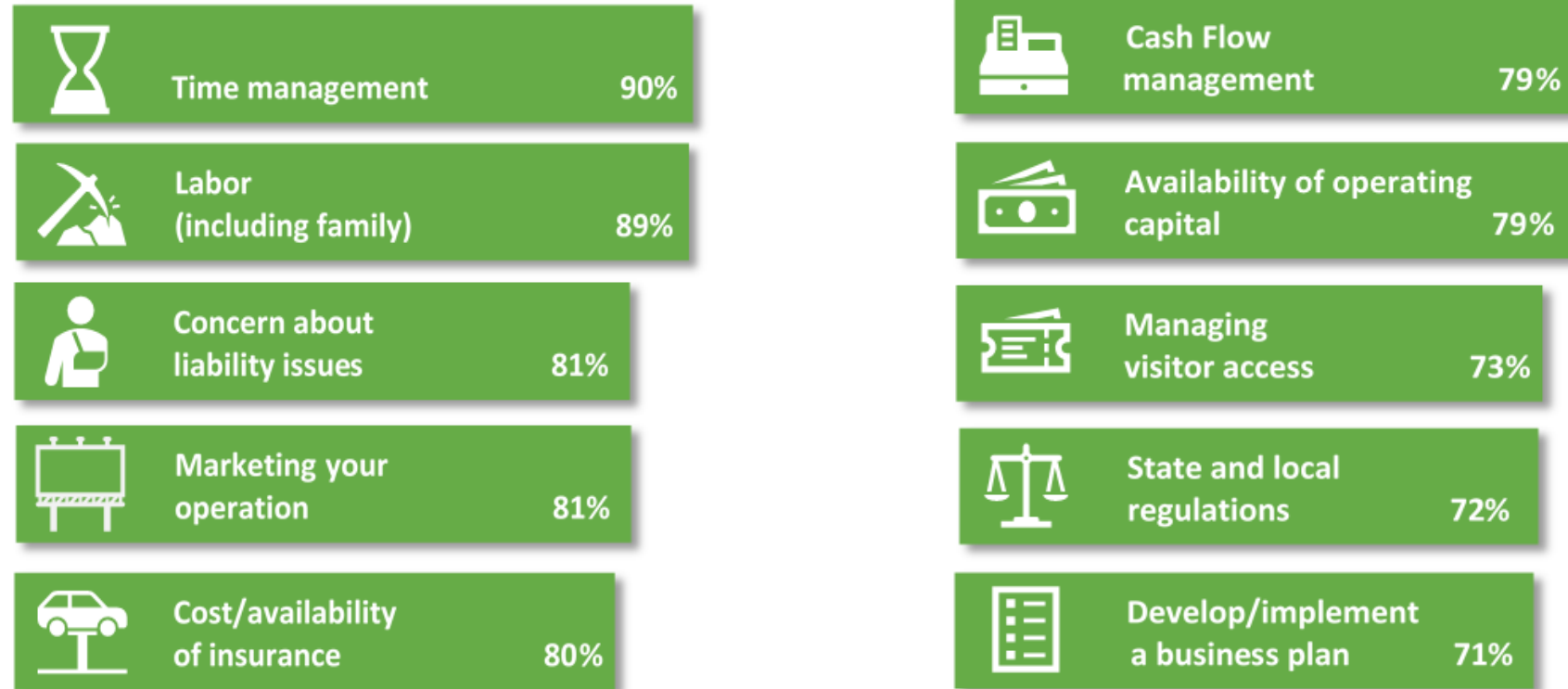
Factors Contributing to Agritourism Profitability (Preliminary)



Motivations and Goals



Challenges



"This has been one of the hardest jobs and ventures I have ever been involved in, and I make little to nothing to show for all the effort and work put into this business."

- West coast operator

Challenges by Region



Liability issues were a top challenge for all four regions of the US.



Availability of capital was also a top challenge for all four regions.



Regulatory concerns such as taxes and zoning were of higher concern for the West, Northeast, and Midwest.



The South had the greatest challenges with e-connectivity.

The Future of Agritourism



69%

of respondents plan to
expand their services



55%

of respondents plan to
invest in more buildings or
equipment

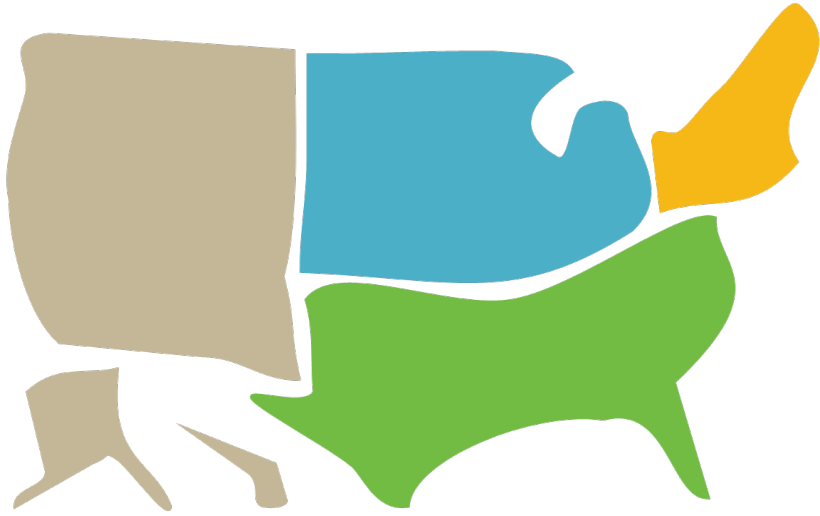


36%

of respondents plan to
hire more employees

Supports Needed





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including On-Farm Direct
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<https://www.uvm.edu/vtrc/agritourism-survey>