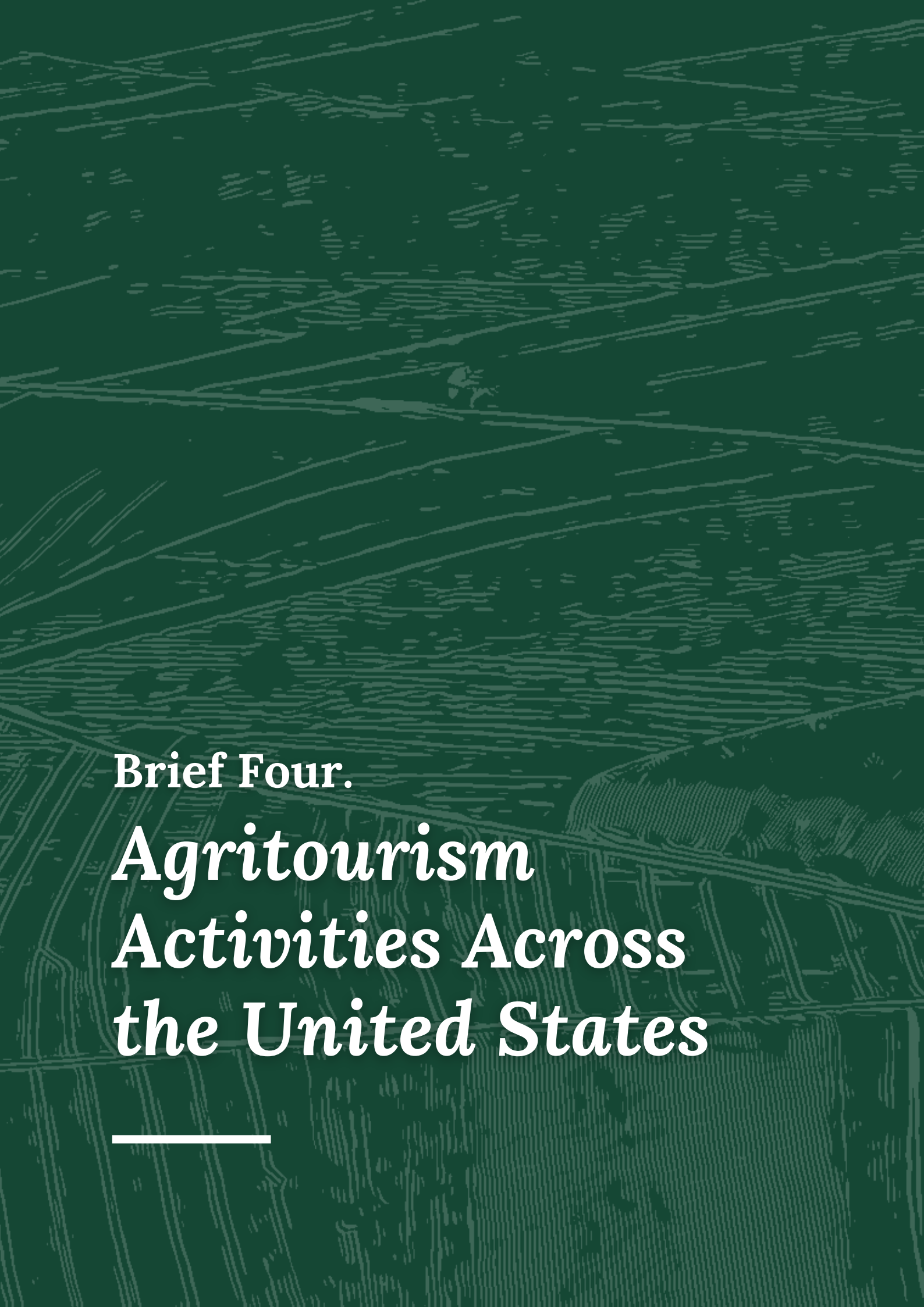


An aerial photograph of a lush green agricultural landscape. A winding road or path cuts through the fields, and a small, light-colored building is visible in the lower right quadrant. The overall scene is rural and verdant.

Brief Four.

Agritourism Activities Across the United States

4. Agritourism Activities Across the United States

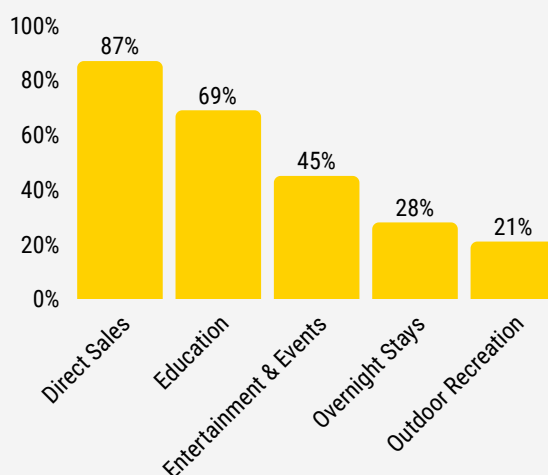
Types of Agritourism Activities

The study divided agritourism into five main categories, following the framework set out by Chase et al. (2018):

- 1 Sales of Your Products on Your Operation:** Farmstands and farm stores, CSA on-farm pickup, pick-your-own
- 2 Overnight Stays:** Bed & breakfasts, inns, home rental, cabins, yurts, camping
- 3 Educational Experiences:** Tours, tastings, demonstrations, workshops, field trips, summer camps
- 4 Entertainment and Events:** Farm dinners, festivals, arts events, sporting events, mazes, weddings, venue rental
- 5 Outdoor Recreation:** Hunting, fishing, hiking, skiing, biking, horseback riding

Survey respondents first selected what categories of agritourism they practiced from the list above, then answered a follow-up question about the specific activities they offered for each category they selected. The majority of respondents had on-site direct sales (87%) and educational activities (69%). The top ten specific activities are shown in Figure 5.

Figure 5. Agritourism Activity Types Reported by Survey Respondents



N = 1,064

Table 2. Top Ten Agritourism Experiences Across All Categories

Activity	% of Total
Farm Stand or Farm Store	67%
Tours	56%
Student Group & Field Trip Programs	45%
U-Pick	40%
Adult Classes and/or Workshops	29%
Demonstrations	29%
Work or Volunteer Experience	25%
Other Venue Rental	22%

N = 1,065

Figure 6. Experience Type by State

Figure 6.1. Direct Sales

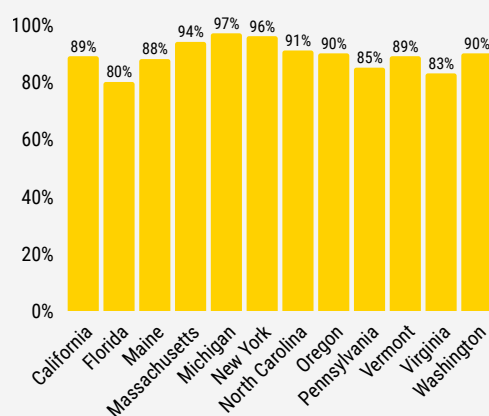


Figure 6.2. Overnight Stays

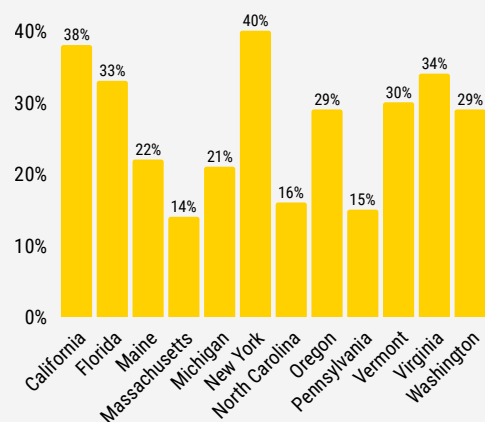


Figure 6.3. Education

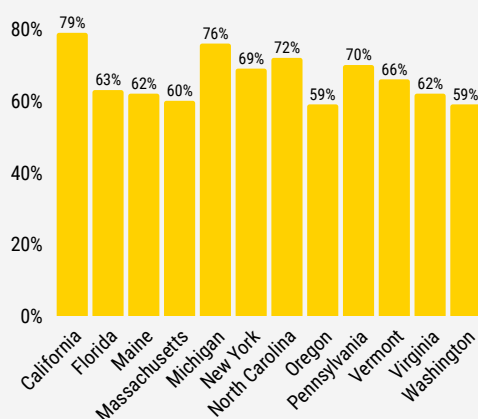


Figure 6.4. Entertainment & Events

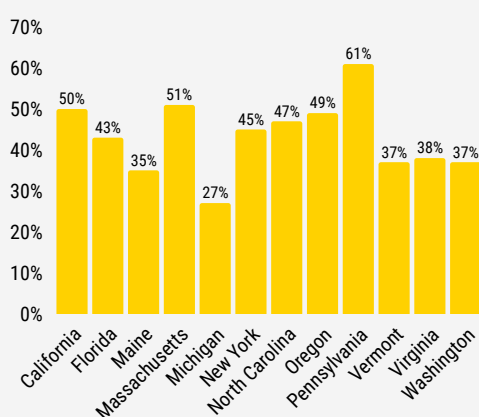
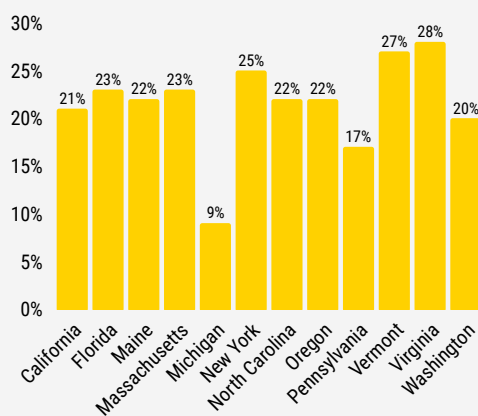


Figure 6.5. Outdoor Recreation



N =

56 = California

30 = Florida

68 = Maine

35 = Massachusetts

33 = Michigan

55 = New York

32 = North Carolina

51 = Oregon

46 = Pennsylvania

103 = Vermont

47 = Virginia

41 = Washington

Direct Sales: $\chi^2 = 11.828$, $df = 11$, $p = 0.377$

Overnight Stays: $\chi^2 = 19.459$, $df = 11$, $p = 0.053$

Education: $\chi^2 = 10.123$, $df = 11$, $p = 0.519$

Entertainment & Events: $\chi^2 = 16.879$, $df = 11$, $p = 0.112$

Outdoor Recreation: $\chi^2 = 6.692$, $df = 11$, $p = 0.823$

Agritourism and Geography

Agritourism activities of all types are happening across the United States. We tested survey responses from the 12 states with at least 30 responses and did not find any significant relationship between respondent state and the 5 categories of agritourism described in the pervious page (Figure 6). Further analysis is necessary to see if there is a relationship between state and specific agritourism activities, and future data collection is needed to expand this analysis to more states.

There was a significant relationship between types of agritourism and how far visitors traveled to get to the farm. Farms with onsite direct sales were a little less likely to have more out-of-town visitors, farms with outdoor recreation were a little more likely to have more out-of-town visitors, and farms that hosted overnight stays were five times more likely to have a greater proportion of out-of-town visitors. This makes sense: direct sales attract local community members looking for groceries and other farm products, and overnight stays attract people who don't live nearby. Out-of-town visitors may also be more likely to seek out recreation activities. Education, entertainment, and events had no relationship with visitor distance, suggesting that these offerings are attractive to both groups.

What Kinds of Agritourism Activities Are Right for Me?

Remember this farmer's advice: "Don't do something unless it's something that you really enjoy." There is no one answer to what kinds of agritourism activities are right for your farm. Based on advice from participating farmers, you should consider the following:



What do you enjoy doing?

There are many ways to diversify your farm revenue. Choose the adventure you're excited to go on!



What makes your farm special?

Think about what you can offer that's unique for your local area or might make you the special destination on a visitor's vacation.



What kinds of visitors do you want to attract?

Do you want to attract local community members or out-of-town tourists? Families with children, older adults, groups of young people, or school groups? Different kinds of visitors have distinct interests and needs. Think about what kinds of activities you can offer to attract the visitors you want, and how you can make their experience joyful and easy.



What's the start up cost?

Start small and build out infrastructure slowly as your agritourism business grows.