

Survey of Agritourism including On-farm Direct Sales in the United States

Agritourism Revenue and Profitability

Between November 2019 and February 2020, 1834 farmers, ranchers, and vineyard operators representing all 50 states in the U.S. completed an online survey about agritourism including on-farm sales. For more information and additional summaries, visit <https://www.uvm.edu/vtrc/agritourism-survey>.

Revenues and profitability varied greatly depending on farm size, farm products, location, and the type of activities offered. Some agritourism activities are more likely to be profitable than others.

Positive revenue and profitability are most strongly associated with



Agritourism Revenue

As shown in the chart to the right, both agritourism and total farm revenues followed the same pattern, with almost half of respondents reporting between \$5,000 and \$100,000 from both.

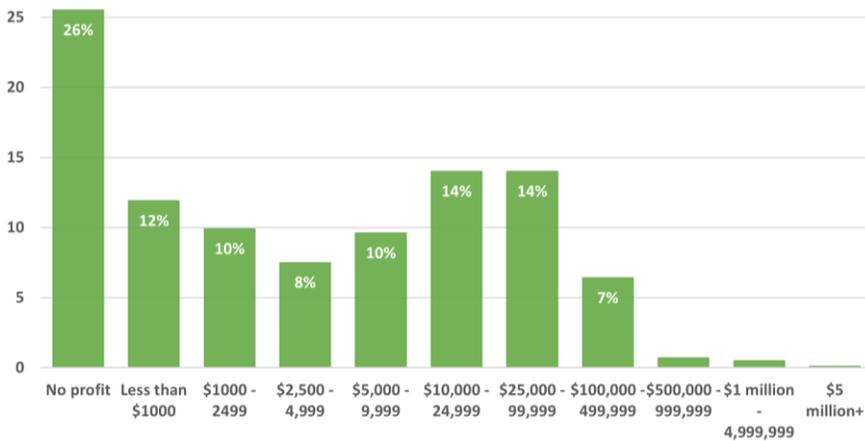
“We have been very successful at increasing revenues; profits, however, are tough.”

- cranberry farmer, Massachusetts

Percentage of Farms by Revenue Source



Percentage of Farms by Profit



The Profitability of Agritourism

Profit for individual farms can vary widely and is dependent on many factors. Over three-quarters of respondents reported positive profits for their agritourism enterprises. Not all farms ranked revenue generation as an important goal, and those who did were more likely to be profitable. Operators with more years of agritourism experience and farms with larger amounts of total farm revenue were more likely to be profitable with agritourism.

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