

# Educational Support for Agritourism

## Findings from Evaluations of Webinars and Conferences

### Project Summary

An interdisciplinary team of researchers from the University of Vermont and Clemson University surveyed agritourism program participants to better understand their educational needs. The project included over 20 webinars and an international conference, reaching over 3200 agritourism operators, business owners, researchers, educators, and agritourism support professionals from 85 countries.



Multi-state,  
Interdisciplinary  
team of  
researchers



3200+  
people  
globally



Grew the  
international  
agritourism  
community

### Educational Needs of the Global Agritourism Community

The survey asked respondents their preferred formats and topics for agritourism events. The most popular event format was tours of agritourism operations, followed by online webinars and hybrid and in-person events. The most popular topics are listed in the chart below.

#### Topics of interest for agritourism events



The University of Vermont

CLEMSON  
UNIVERSITY

This material is based upon work supported by the National Science Foundation under Grant No. 2122374. Funding was provided by the Agriculture Marketing Resource Center (AgMRC), located at Iowa State University, [www.agmrc.org](http://www.agmrc.org). AgMRC is a national website dedicated to providing information to producers and service providers on value-added agriculture businesses. Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the United States Department of Agriculture. University of Vermont Extension, Burlington, Vermont. The University of Vermont is an Equal Opportunity/Affirmative Action Employer.

Recommended citation for this document: Whitehouse, C., Hollas, C.R., & Chase, L. Educational Support for Agritourism: Findings from Evaluations of Webinars and Conferences. Burlington, VT: University of Vermont, 2024. <https://go.uvm.edu/agritourism-education>. For more information, please contact Lisa Chase, [lisa.chase@uvm.edu](mailto:lisa.chase@uvm.edu).