

LESSONS IN AGRITOURISM: A NATIONAL PERSPECTIVE



Martha Glas
Executive Director, North Carolina Agritourism Networking Association
2015 Virginia Agritourism Conference
March 10 – 11 Staunton VA

THE NATIONAL PERSPECTIVE...

IS PRETTY MUCH THE SAME
AS WHAT YOU ALREADY KNOW
ABOUT **LOCAL** AGRITOURISM.

JUST PUT **YOUR OWN**
"BRAND" ON **YOUR FARM!**

LET'S START BY SEEING...

AMAZING FUN AT THE FARM!

"BRAND" YOUR FARM



PUT YOUR **LOGO**
EVERYWHERE



PUT YOUR **LOGO** ON
INEXPENSIVE
CAMERAS



FRAME IT ON POSTCARDS



AMAZING FUN AT THE FARM !

EACH SEASON YOU

- * PLAN FUN STAFF TRAINING
- * SPRUCE-UP SMART SIGNAGE
- * MAKE GROUNDS PICTURE-PERFECT
- * FEEL THE EXCITEMENT AROUND YOU
- * MODEL YOUR FUN TO YOUR VISITORS



AMAZING FUN AT THE FARM !

STAFF RULES – FUN TO LEARN



AMAZING FUN AT THE FARM !

SMART & SILLY SIGNAGE
ATTRACTIVE & HELPFUL



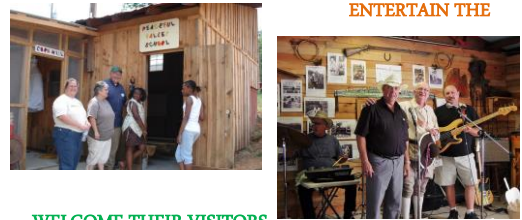
AMAZING FUN AT THE FARM !

PICTURE PERFECT GROUNDS



AMAZING FUN AT THE FARM !

RELAXED & HAPPY OWNERS



WELCOME THEIR VISITORS

ENTERTAIN THE

AMAZING FUN AT THE FARM !

DO YOU WANT TO DO SOMETHING NEW?

FARM VACATION or
WEEKEND RETREAT

UNIQUE SETTINGS
TO EXPLORE



AMAZING FUN AT THE FARM !

FUN FOR THE FAMILY



AMAZING FUN AT THE FARM !

MAZES, PUMPKINS, TRACTORS & MUMS



AMAZING FUN AT THE FARM !

CURIOS BARNYARD FRIENDS



AMAZING FUN AT THE FARM !

A LITTLE LEARNING ALONG THE WAY



13

AMAZING FUN AT THE FARM !

JUST HAVING FUN !



14

AMAZING FUN AT THE FARM !

THINKING OUTSIDE THE BARN



15

AMAZING FUN AT THE FARM !

UNIQUE IDEAS



16

AMAZING FUN AT THE FARM !

... AND MORE



17

AMAZING FUN AT THE FARM !

COLLABORATE WITH FARM FRIENDS

B & Bs



WEDDING



VINEYARDS & BARS



18

AMAZING FUN AT THE FARM !

CORPORATE RETREATS



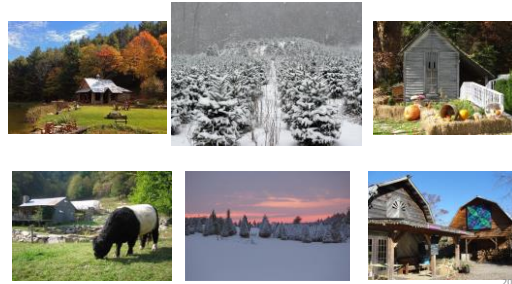
HOBBY CLASSES



19

AMAZING FUN AT THE FARM !

FUN WITH PHOTOGRAPHY



20

AMAZING FUN AT THE FARM !

CRAFT WEEKENDS

CIVIC



GIVE BACK TO YOUR COMMUNITY

21

AMAZING FUN AT THE FARM !

MARKET FOR SUCCESS



22

SAFE FUN AT THE FARM !

PROTECT YOUR INVESTMENT



RISK ASSESSMENT

LIABILITY



23

AMAZING FUN AT THE FARM !

CELEBRATE SUCCESS!

ALL YEAR LONG!



Martha Glass, Executive Director
North Carolina Agritourism Networking Association
martha.glass@nc-ana.com
www.NC-ANA.com
1-805-517-1617

24