

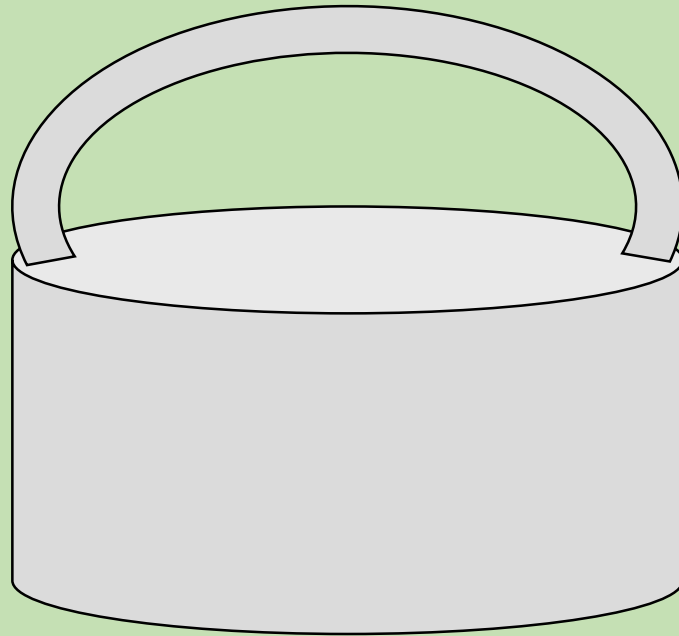
Making Your Case with the Numbers

Vince Magnini, Ph.D.

This Virginia Agritourism fiscal impact study is a multi-agency and county partnership:

- Funded by The Governor's Agriculture and Forestry Industries Development (AFID) Fund through the Virginia Department of Agriculture and Consumer Services
- Supported financially by the Virginia Tourism Corporation and the Counties of Augusta, Halifax, Loudoun and Rockingham
- Managed by the New River Valley Regional Commission
- Coordinated by Virginia Cooperative Extension
- Supported by the 34 member State Agritourism Study Committee (listed on pages 5-6 of report)

Build your advocacy basket...



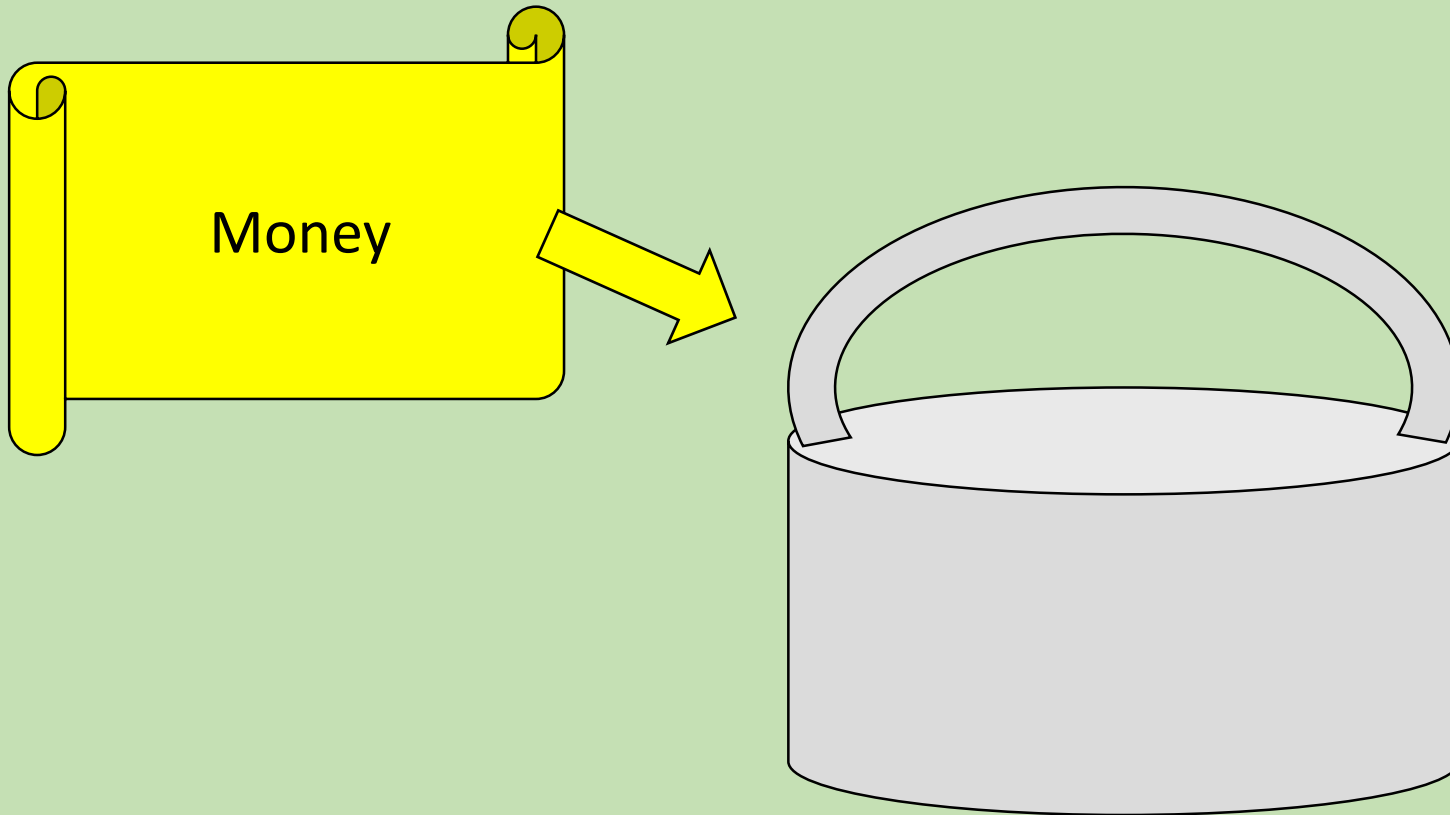
Top 25:
Did you knows...

~~Top 25:~~
Did you knows...

25:

Did you knows...

Build your advocacy basket...



#1

Did you know...

Each year visitors to Virginia's agritourism farm businesses spend more than \$1.5B throughout the state.



#2

Did you know...

Each year visitors to Virginia's agritourism farm businesses spend approximately one-quarter of a billion dollars in hotels around the state.



#3

Did you know...

Each year visitors to Virginia's agritourism farm businesses spend about one-quarter of a billion dollars in restaurants around the state.

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#4

Did you know...

Each year the total economic activity stimulated by Virginia's agritourism sector is more than \$2.2B.



#5

Did you know...

XX of Virginia's agritourism businesses are located within our XX region.

To locate this information, please reference page 16 of the report.

#6

Did you know...

Each year visitors to agritourism venues in the XX region spend more than \$XX during those visits.*

*Includes on-farm and off-farm spending.

To locate this information, please reference page 25 of the report.

#7

Did you know...

In term of agritourism's contribution to the gross domestic product of Virginia, our region ranked XX of the state's 10 tourism regions.



To locate this information, please reference page 28 of the report.

#8

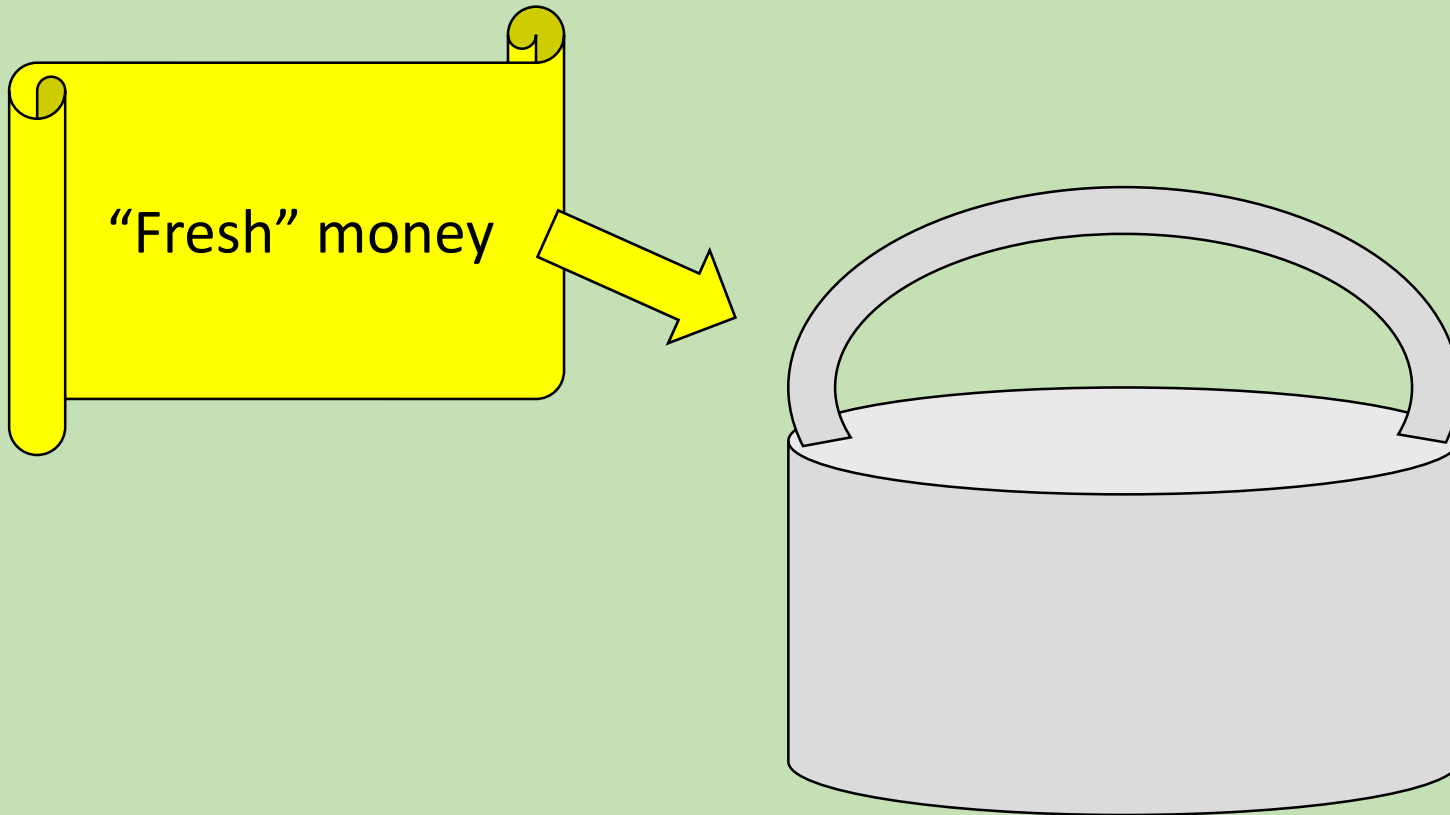
Did you know...

In term of agritourism's contribution to the gross domestic product of Virginia, our region ranked XX, on a per capita basis, of the state's 10 tourism regions.



To locate this information, please reference page 28 of the report.

Build your advocacy basket...



#9

Did you know...

The *economic impact from tourists* [defined as those traveling 50 miles or more (one way) to an agritourism venue] was approximately \$1.0B during 2015. This *economic impact from tourists* represents the “fresh money” infused into an area economy.*

*Subset of the total economic activity attributed to agritourism venues.

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#10

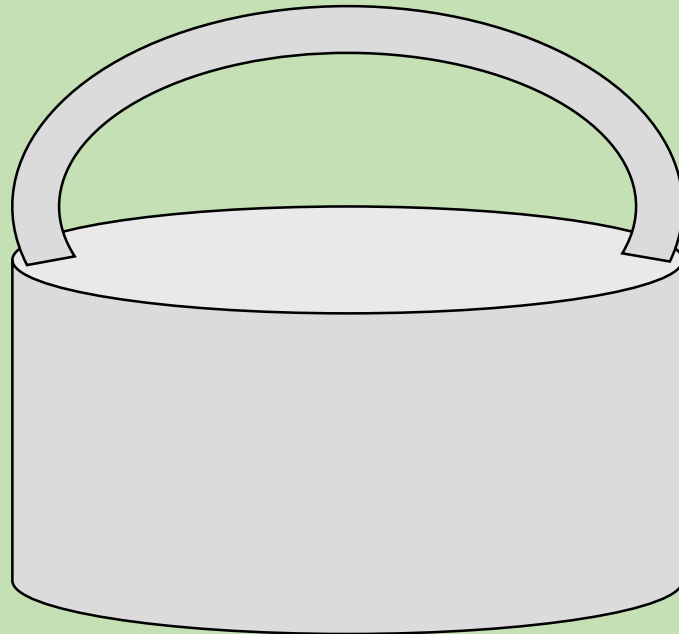
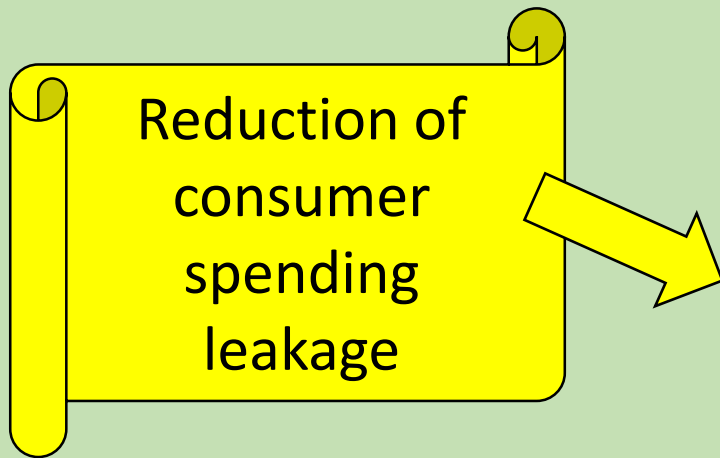
Did you know...

Agritourism was associated with approximately \$XX in “fresh money” spending within our XX region during 2015.*

*Fresh money is the spending by those individuals who traveled 50 miles or more (one-way) to the agritourism venue.

To locate this information, please reference page 27 of the report.

Build your advocacy basket...



#11

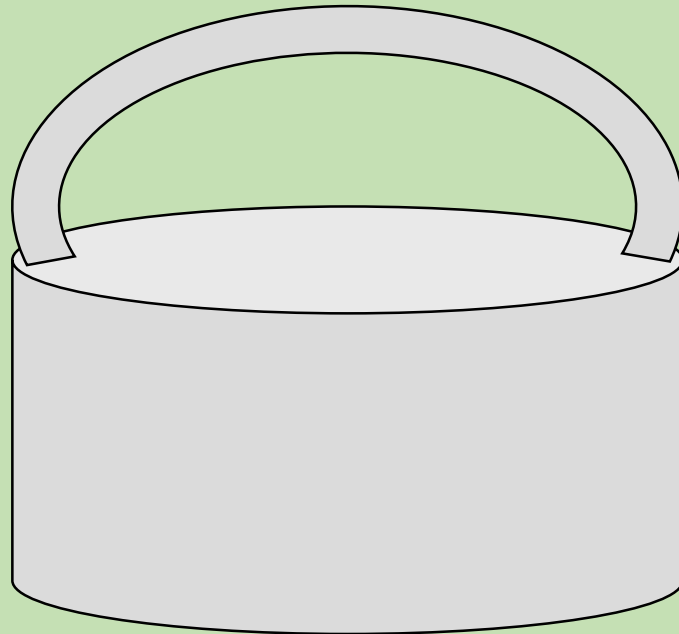
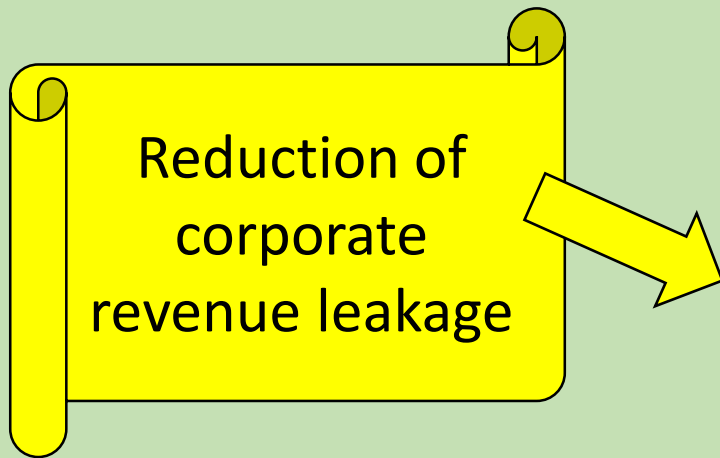
Did you know...

Most visitors to Virginia's agritourism venues are locals:

Having offerings available within a region such as Christmas tree farms, pumpkin patches, and wineries reduces spending leakage by local residents outside the area.



Build your advocacy basket...



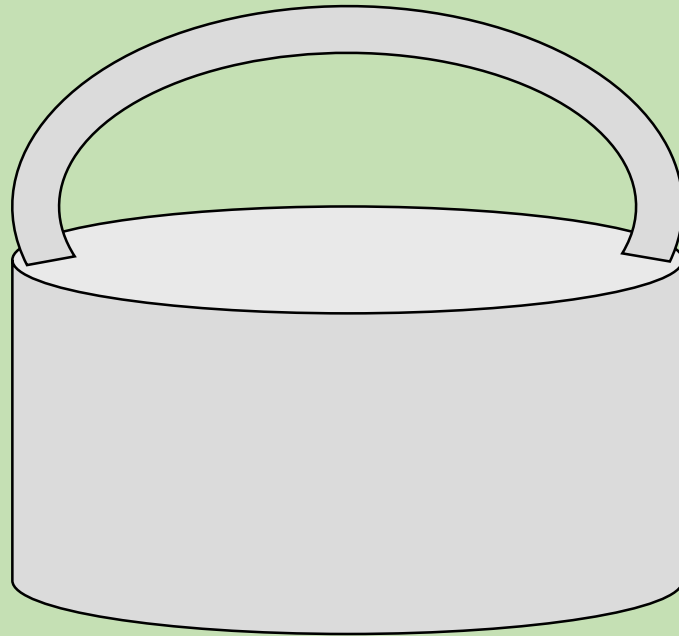
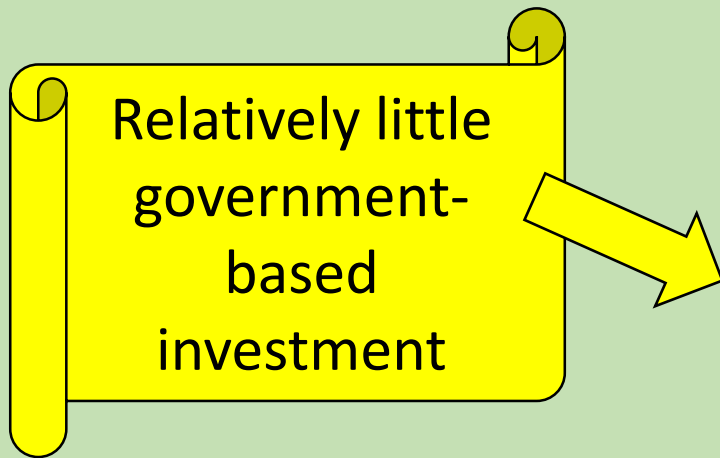
#12

Did you know...

Nearly all of visitors' direct spending at agritourism venues remains within the local economy.



Build your advocacy basket...



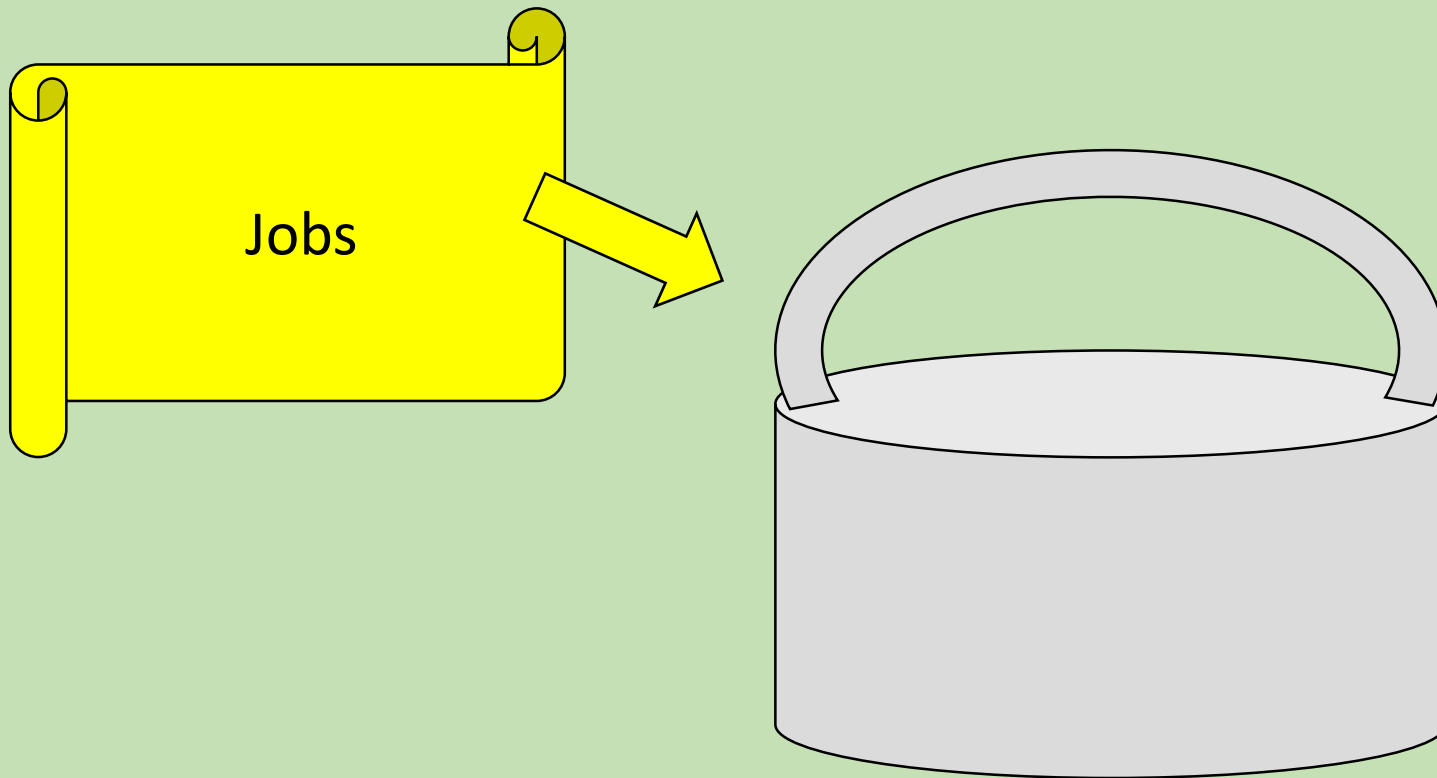
#13

Did you know...

In comparison to many other types of community amenities (e.g. libraries, museums, public-private hotels, etc...) agritourism venues rely on very little government-based investment.



Build your advocacy basket...



#14

Did you know...

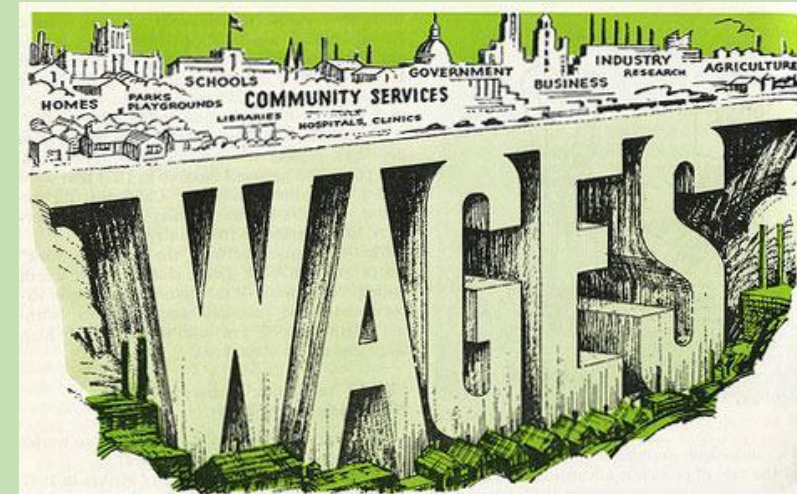
The economic activity attributed to Virginia's agritourism sector supports more than 22,000 full-time equivalent jobs in the state.



#15

Did you know...

Each year the economic activity spawned by Virginia's agritourism sector is responsible for more than \$839M in wage and salary income.



#16

Did you know...

The economic activity stimulated by the XX region's agritourism sector supported XX full-time equivalent jobs around the Commonwealth in 2015.

To locate this information, please reference page 28 of the report.

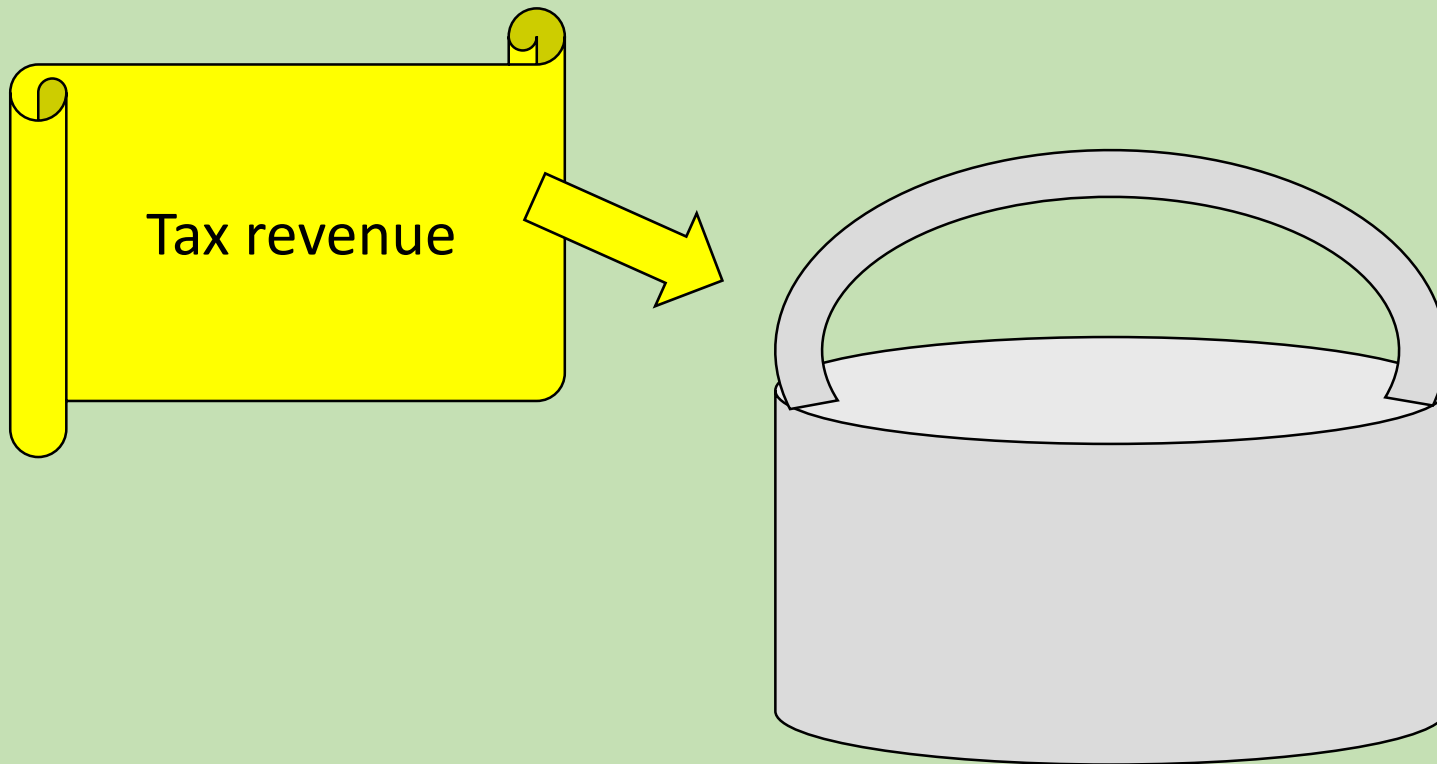
#17

Did you know...

The economic activity stimulated by the XX region's agritourism sector supported approximately \$XX wages and salaries around the Commonwealth in 2015.

To locate this information, please reference page 28 of the report.

Build your advocacy basket...



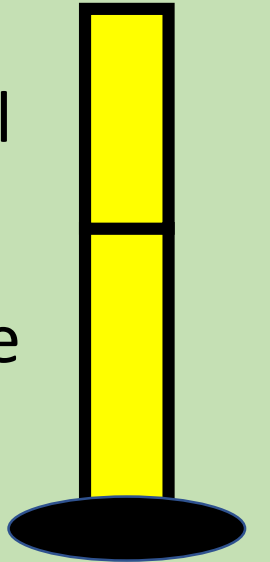
#18

Did you know...

Economic activity stimulated by Virginia's agritourism sector generated approximately \$134.7M in state and local tax revenues during 2015.

≈ 40% local

≈ 60% state



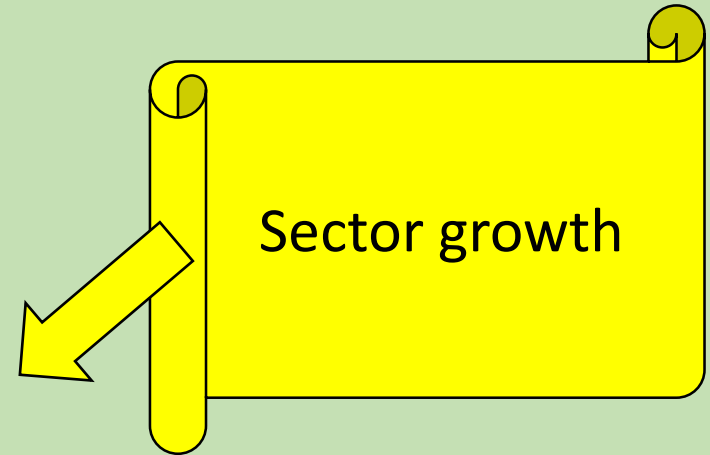
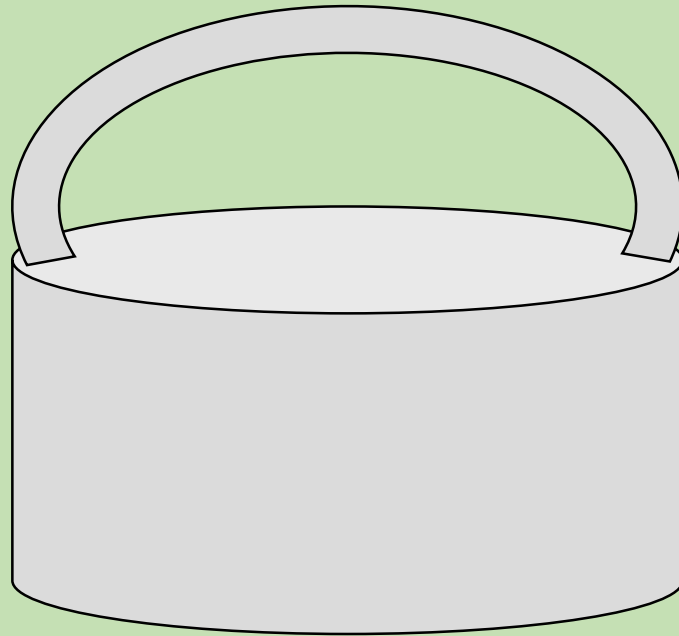
#19

Did you know...

The economic activity stimulated by the XX region's agritourism sector generated roughly \$XX in state and local tax revenues in 2015.

To locate this information, please reference page 29 of the report.

Build your advocacy basket...



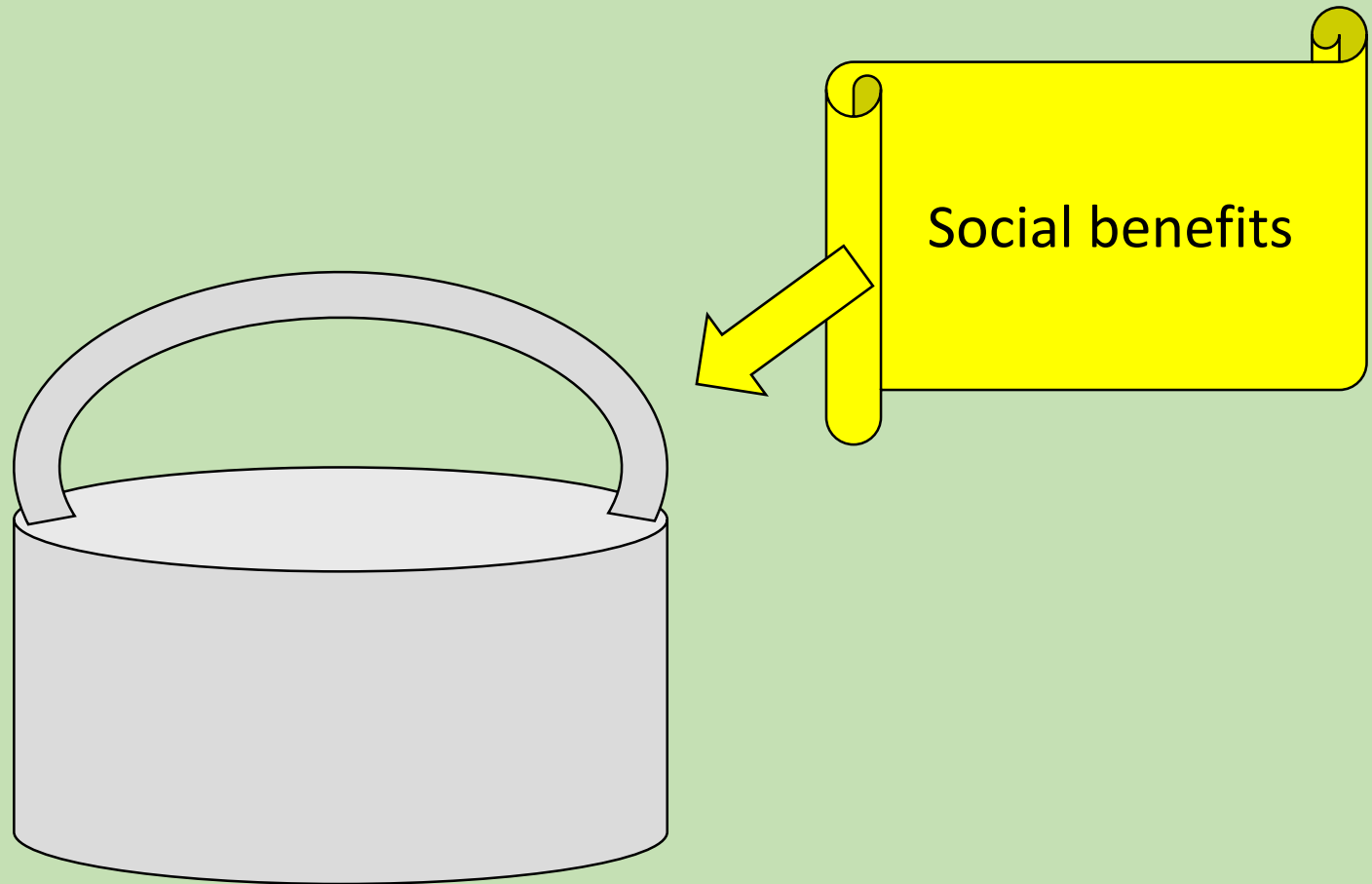
#20

Did you know...

More than one-third of Virginia's agritourism businesses have come into operation since 2010.



Build your advocacy basket...



#21

Did you know...

A leading motivation to visit agritourism venues is to bond with family and friends.



#22

Did you know...

A leading motivation to visit agritourism venues is the educational component of the experience.



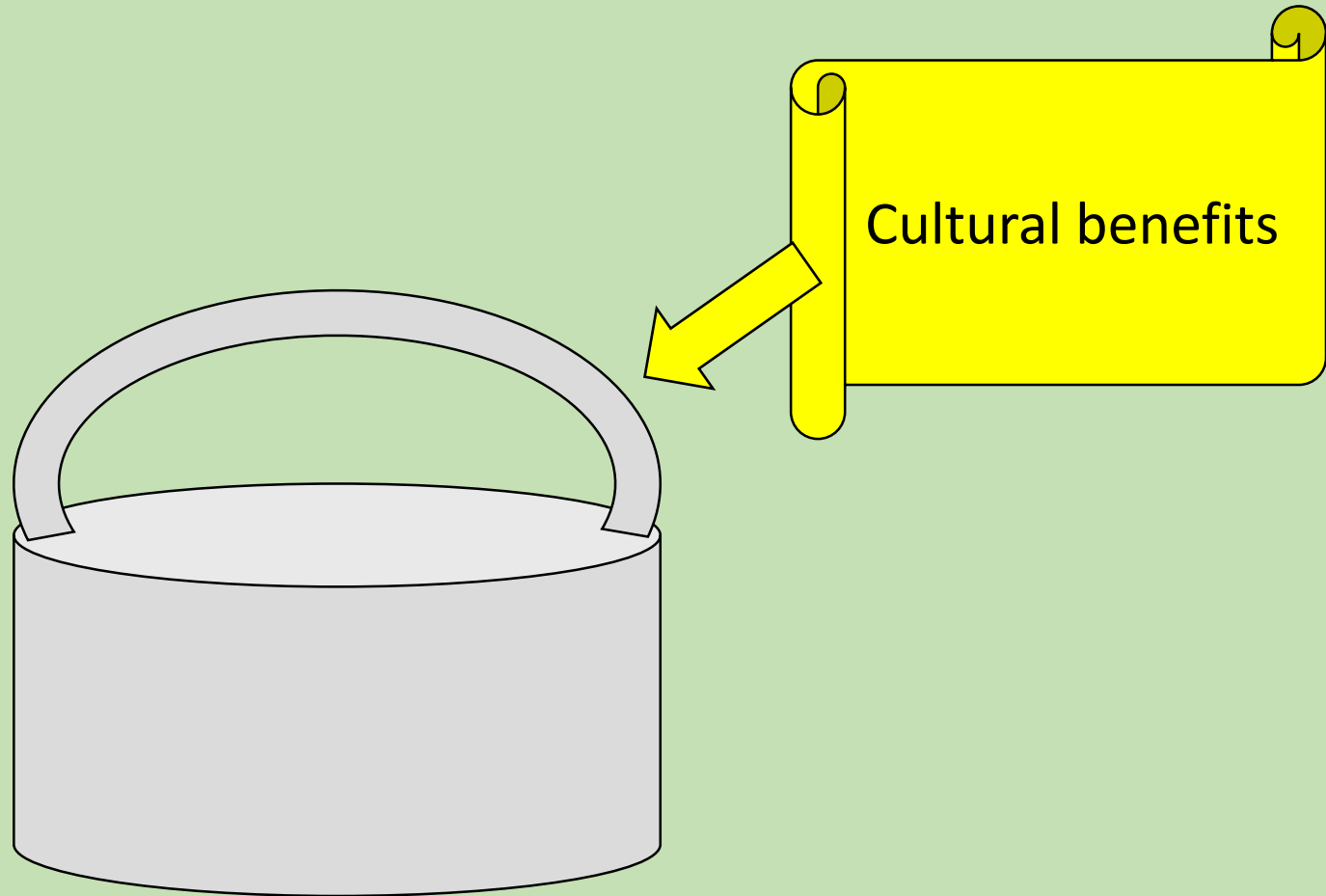
#23

Did you know...

Agritourism venues increase local access to fresh and healthy foods.



Build your advocacy basket...



#24

Did you know...

Farming in Virginia since 1614

The #1 motivation for farm businesses to add an agritourism component to their business model is to supplement their revenue streams. Doing so, helps keep the farm operation financially viable.

#25

Did you know...

Farming in Virginia since 1614

A leading motivation for farm businesses to add an agritourism component to:

“share a lifestyle or way of life with others.”

Would having these slides
help you develop your
advocacy piece?

One size does not fit all.

The style of your advocacy piece
matters...

perhaps even more than we
realize.

Thank you!

Vince:

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