



Eddy Alexander

GROWTH  STRATEGY




Why Agritourism?

FACTS AND FIGURES

- According to the U.S. Travel Association, travel and tourism is a \$1,036 billion industry in the United States
- U.S. Census of Agriculture shows that Agritourism is a fast growing sector of agricultural revenue, and the rural U.S. is a popular tourist destination
- Nationally, income per farm from agritourism has doubled since 2002
- Among all farms reporting recreational income, the household net worth of farm operators with recreational income is higher than average, with a median net worth of about \$794,000 versus \$457,000 without recreation.

[HTTPS://NATURETOURISM.TAMU.EDU/FILES/2011/07/AGRITOURISMBESTMANAGEMENT.PDF](https://naturetourism.tamu.edu/files/2011/07/agritourismbestmanagement.pdf)

**Agriculture is
Virginia's largest
private industry,
contributing \$70
Billion annually to
the commonwealth**



Tourism industry trends
show increasing demand for
experiential, hands-on,
non-conventional activities.

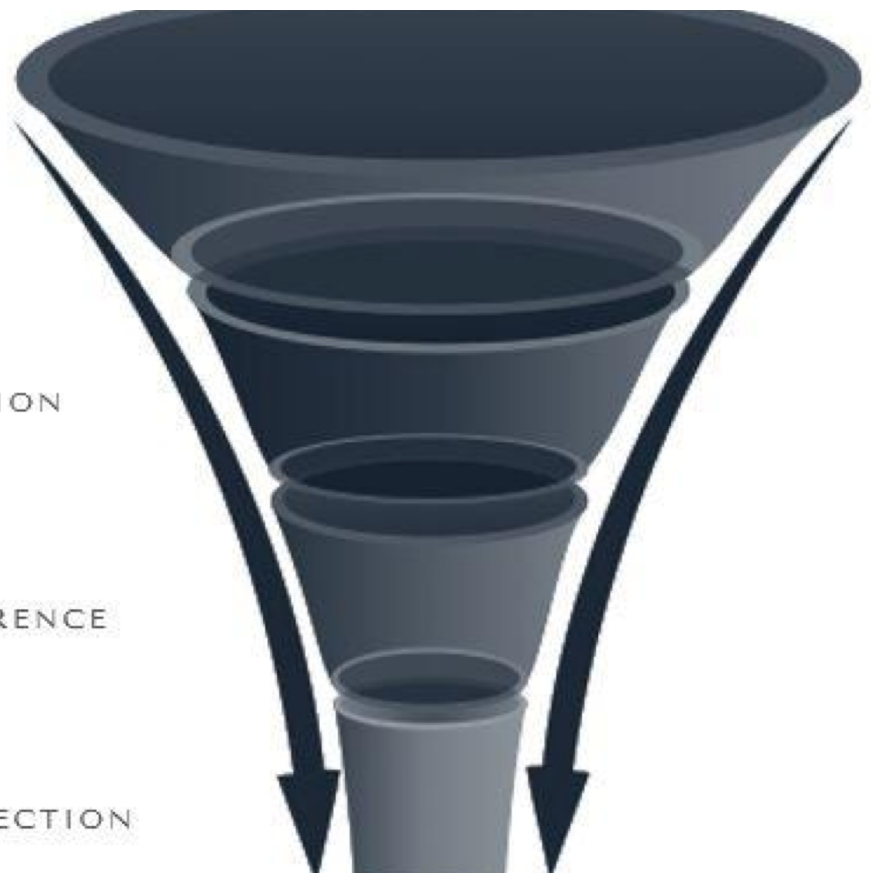


AWARENESS

CONSIDERATION

PREFERENCE

SELECTION





**ARE YOU
THINKING
BIG
ENOUGH?**



What Experiences Can You Create?



Utilize the 5 senses when thinking about the experience you want to give your customers.

What will they gaze upon as they enjoy a hayride on the rolling hills of the Blue Ridge?

Will they smell the orchard apples on the crisp fall air?

Will they hear the beats of a local folk band as they sip Virginia wine?

Can they hold the clippers as they learn to shear a sheep?



Create Robust Experiences Your Customers Will Tell Everyone About

The most popular agritourism activities:

1. Bed and breakfasts
2. Meals featuring farm products
3. Hayrides
4. Farm/ranch tours
5. Direct sales (e.g. roadside vegetable stands and pick-your-own produce).

WHAT ARE YOU OFFERING THAT GETS PEOPLE EXCITED?

WHO DO YOU WANT TO PARTICIPATE?

DOES YOUR EVENT OR ACTIVITY HAVE A “VIBE”?

(CAN YOU GIVE IT ONE?)

ARE YOU MAKING IT EASY/ FUN TO SHARE THE EXPERIENCE?

ARE YOU ENCOURAGING THE AFTERGLOW?

**GREAT
EVENTS
ARE
WORTH
TALKING
ABOUT**

Who Can Help You Achieve it?



**JOURNALISTS &
BLOGGERS**



**GOVERNMENT, NON-PROFITS,
& UNIVERSITIES**



**PLANNING PARTNERS
& ATTENDEES**

Nearly everyone has followers
&
Every customer AND EVERY PARTNER can be an influencer.



There is Power in Partnership

- Word of mouth is the #1 marketing tool for agritourism businesses
- Agritourism can bring in new revenue streams, for both farms, vendors, businesses and their surrounding communities
- Agritourism presents a unique opportunity to combine aspects of the tourism and agriculture industries to provide a number of financial, educational, and social benefits to tourists, producers, and communities.
- According to a 2017 economic impact study, production agriculture employs nearly 54,000 farmers and workers in Virginia and generates approximately \$3.8 billion in total output
- Focus on experience creation

Partnering with local businesses, vendors and other tourism stakeholders will increase the likelihood of gaining market share for your farm products



BEST PRACTICES

CREATE AUTHENTIC EXPERIENCES

EMBRACE THE AUTHENTICITY OF YOUR REGION THROUGH NICHE EXPERIENCES AND ACTIVITIES



TREAT PARTNERS AS PARTNERS

CREATE MUTUALLY BENEFICIAL RELATIONSHIPS FOR BOTH YOU AND BUSINESSES WITHIN YOUR COMMUNITY



CONNECT WITH YOUR COMMUNITY

PROVIDE OPPORTUNITIES FOR LOCAL GROUPS AND INFLUENCERS TO EXPERIENCE YOUR AGRIBUSINESS AND SHARE IN YOUR SUCCESS

CASE STUDIES IN REGIONAL
AGRITOURISM PARTNERSHIP
MARKETING

Agritourism Benefits Agriculture in San Diego

- The Flower Fields in Carlsbad
- A survey was given to visitors of The Flower Fields to estimate the economic impact of the attraction on the economy of Carlsbad and San Diego County.

Neighborhood Co-op Grocery of Carbondale, IL

- Hosted a Fall Farm Crawl to showcase the diversity and abundance of small family farms in Southern Illinois
- This event was the largest organized farm tour to take place in this region