

Welcome to the National Extension Tourism Design Team webinar series!

<https://extensiontourism.net/net-webinar-series/>

Today's webinar:

**Agritourism around the US: Findings from a National Survey**

presented by Lisa Chase, Dee Singh-Knights, and Penny Leff



Hosted by the Northeast Regional Center for Rural Development | [nercrd.psu.edu](http://nercrd.psu.edu)

# SAVE THE DATE

## National Extension Tourism Conference

November 7–10, 2021 • Embassy Suites, Savannah GA

### Upcoming NET Webinars

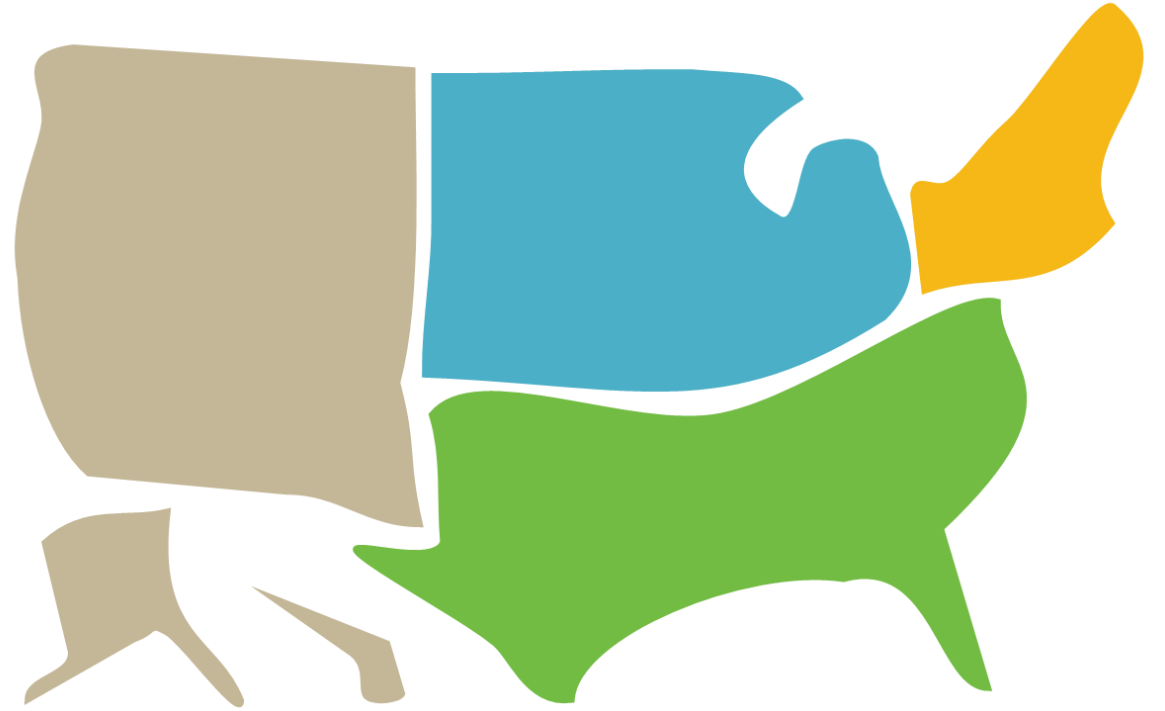
**March 18, 2021 at 3:00 p.m. ET/12:00 p.m. PT**

Community Discussion: *"Sustainable Tourism" — what does it mean, what are its core components, and what is Extension's role in promoting it?*

**Sign up for the NET-L listserv for forthcoming details! <http://bit.ly/NET-list>**

# Survey of Agritourism

including On-Farm Direct  
Sales in the United States



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**National Extension Tourism Network Webinar Series**  
January 28, 2021

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# Project Team

Lisa Chase, David Conner, Lindsay Quella, Weiwei Wang, Chadley Hollas | University of Vermont

Penny Leff, Gail Feenstra | University of California-Davis

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National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE

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# POLL: Describe yourself. Check all that apply.

- Extension / Service Provider
- Researcher
- Educator
- Producer / Farmer / Rancher
- Tourism Professional
- Business Owner / Manager
- Non-profit
- Government Agency
- Other



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# POLL: How often do you work with agritourism?

- Regularly
- Occasionally
- Rarely
- Not yet but planning to in the future
- Never



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# Interviews and Qualitative Analysis

- Semi-structured interviews with 25 agritourism operators from Vermont, California, Oregon, West Virginia and Minnesota conducted between Winter 2018 and Spring 2019.
- Maximum variation sampling method used to select farmers and ranchers from each state.
- Focused on 5 key questions about agritourism perceptions.
  - How important is agritourism to your farm or ranch?
  - How do you define and measure “success” in agritourism?
  - In what ways does agritourism bring other benefits?
  - What are the key factors to success in agritourism that you have identified?
  - What key lessons have you learned about agritourism?
- Results used to develop quantitative survey, along with literature and past surveys.

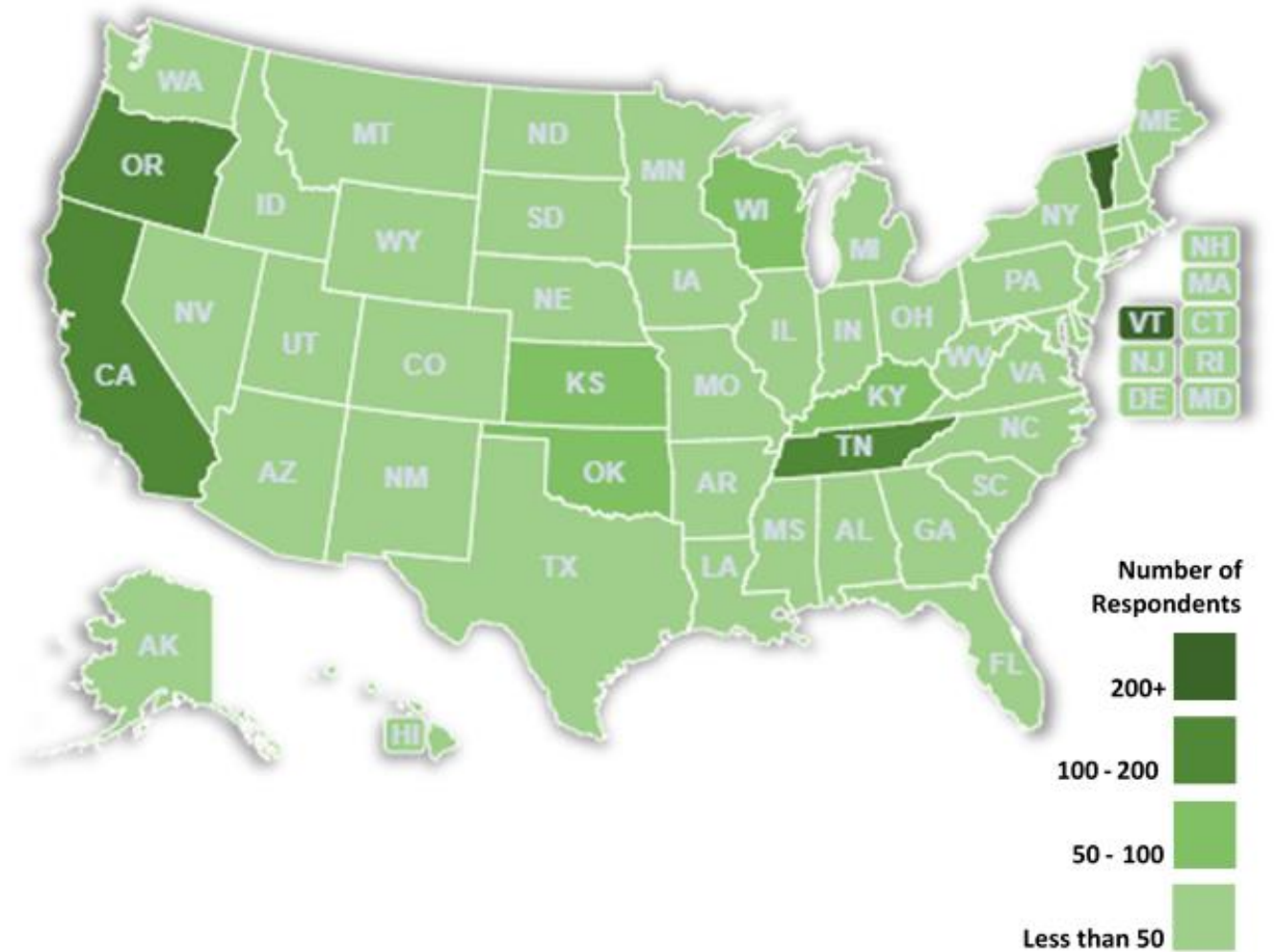


# Online Survey

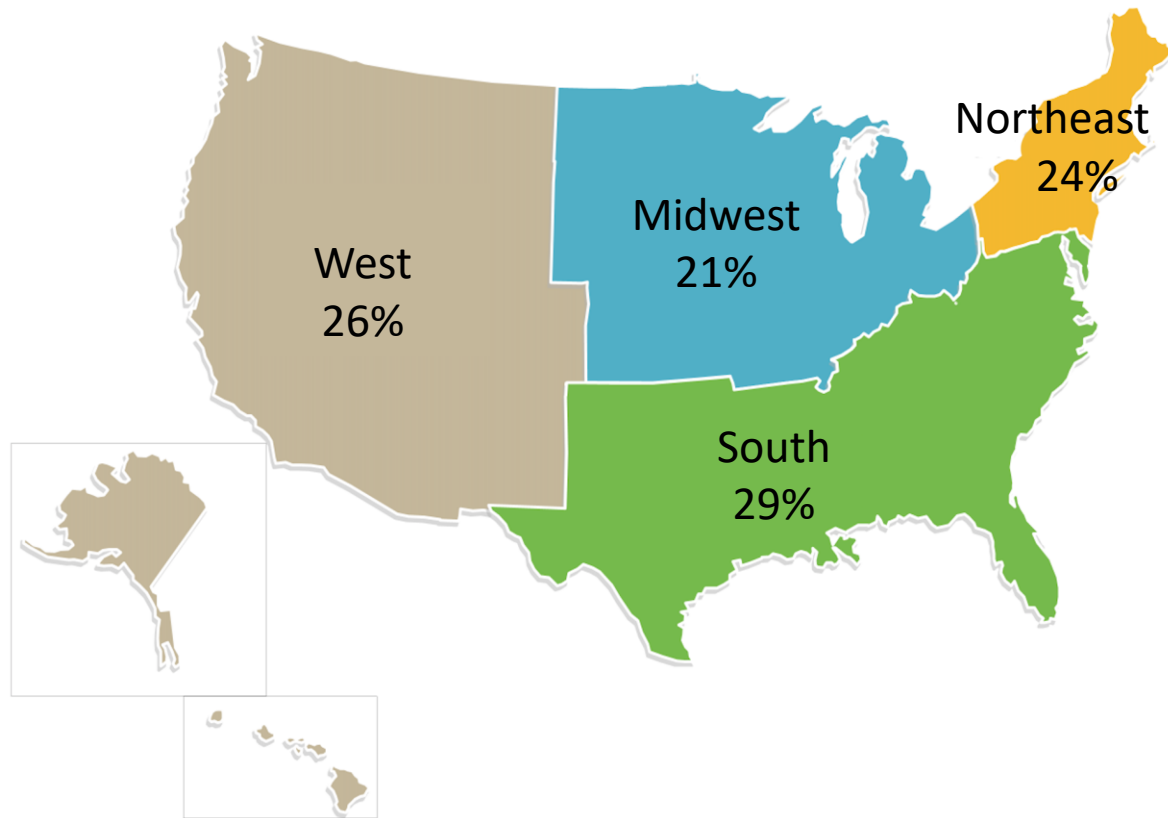
- Conducted November 2019 - February 2020
  - Pre-COVID responses
- 1834 respondents from all 50 states

## In the survey, we asked about:

- Products and activities
- Motivations
- Challenges
- Support systems
- Partnerships
- Plans for future
- Firmographics
- Demographics



# Results Overview



Survey response by US region, n=1491

Survey respondents:

**were 55 years old**  
(average age)

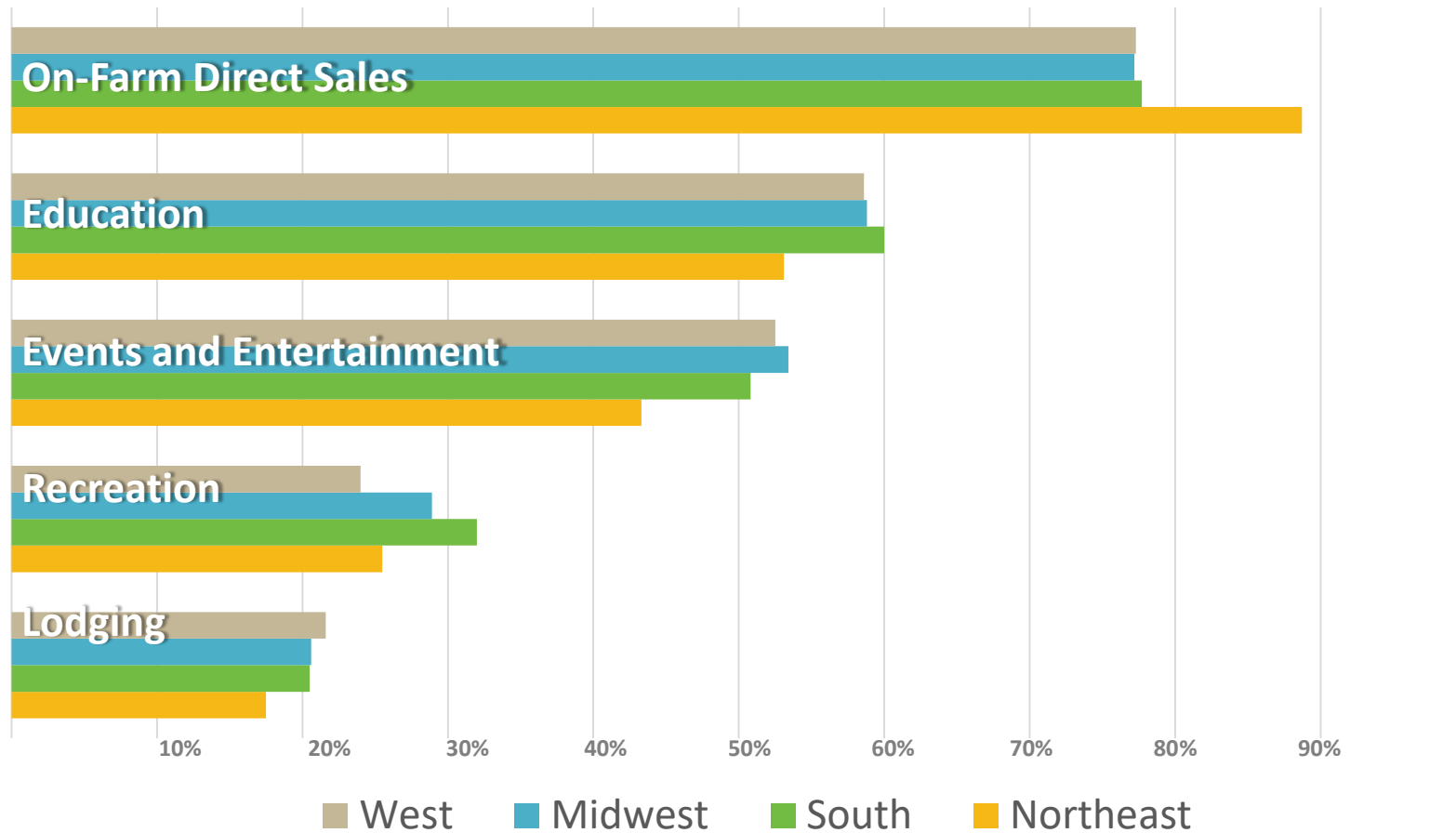
**were female**  
(58% of respondents)

**had a college degree**  
(70% of respondents)

**had 10+ years**  
experience in agritourism (53%)

**farmed 60 acres**  
(median farm size)

# Categories of Farm Experiences by Region



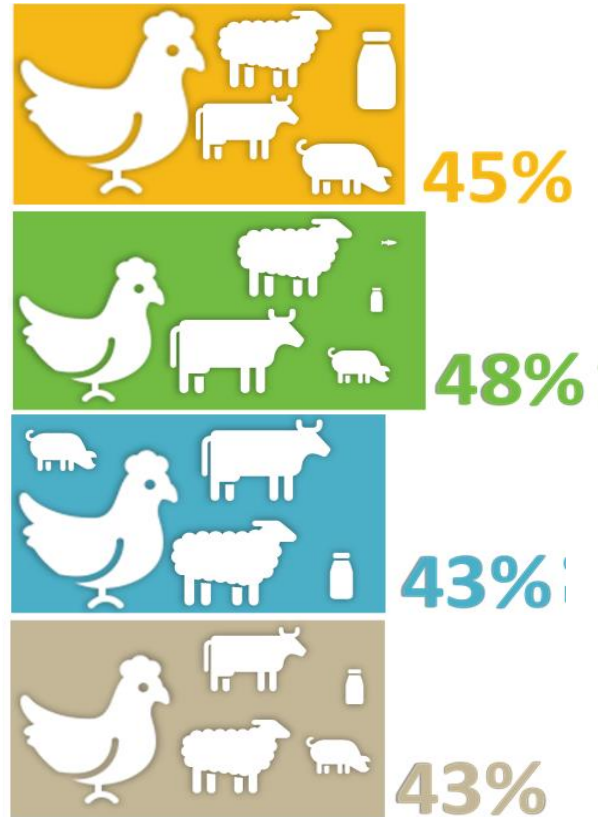
# Products by Region

■ West ■ Midwest ■ South ■ Northeast

## Crops



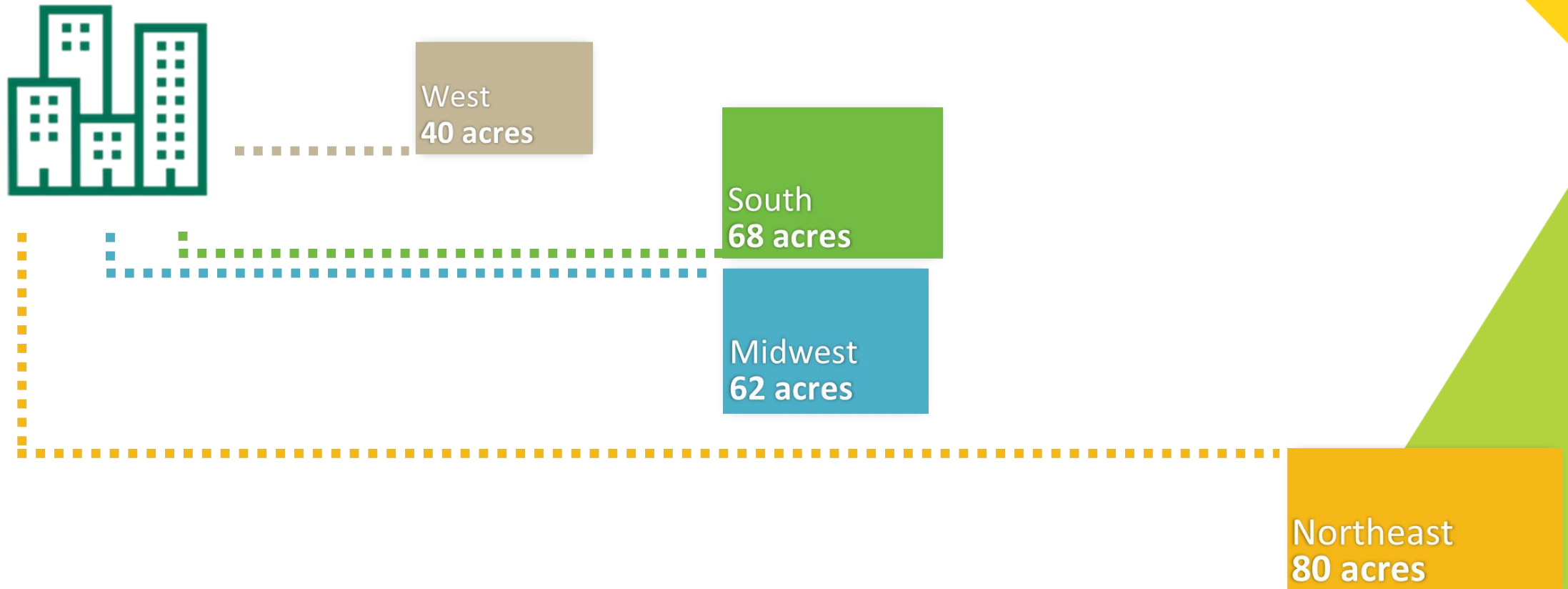
## Animals and Animal Products



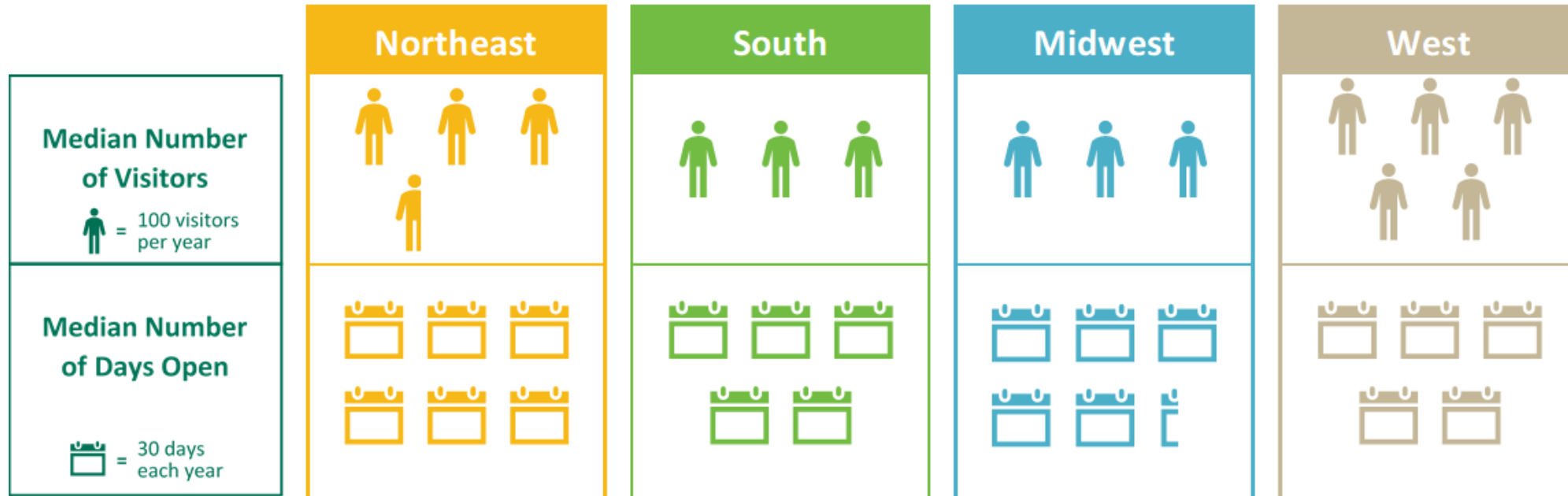
## Value-added Products



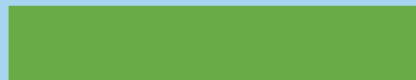
# Median Size of Farm and Proximity to a City (50,000+ people)



# Median Number of Visitors and Days Open



# Farm Revenue



Farm Revenue



Agritourism Revenue

# Operations by Revenue

While farmers with different amounts of agritourism revenue looked quite similar,

Mostly  
**Female**



Mostly  
**College-  
educated**



**their farms differed widely**

Farms with revenues of less than \$100,000 were mostly

**30+ miles**

away from a city of 50,000 or more people



Farms with revenues of more than \$100,000 were mostly

**less than 30 miles**

away from a city of 50,000 or more people



Farms with revenues of less than \$100,000 were

**closed**

on average for more than half of the year





Farms with revenues of more than \$100,000 were

**open**

on average for more than half of the year

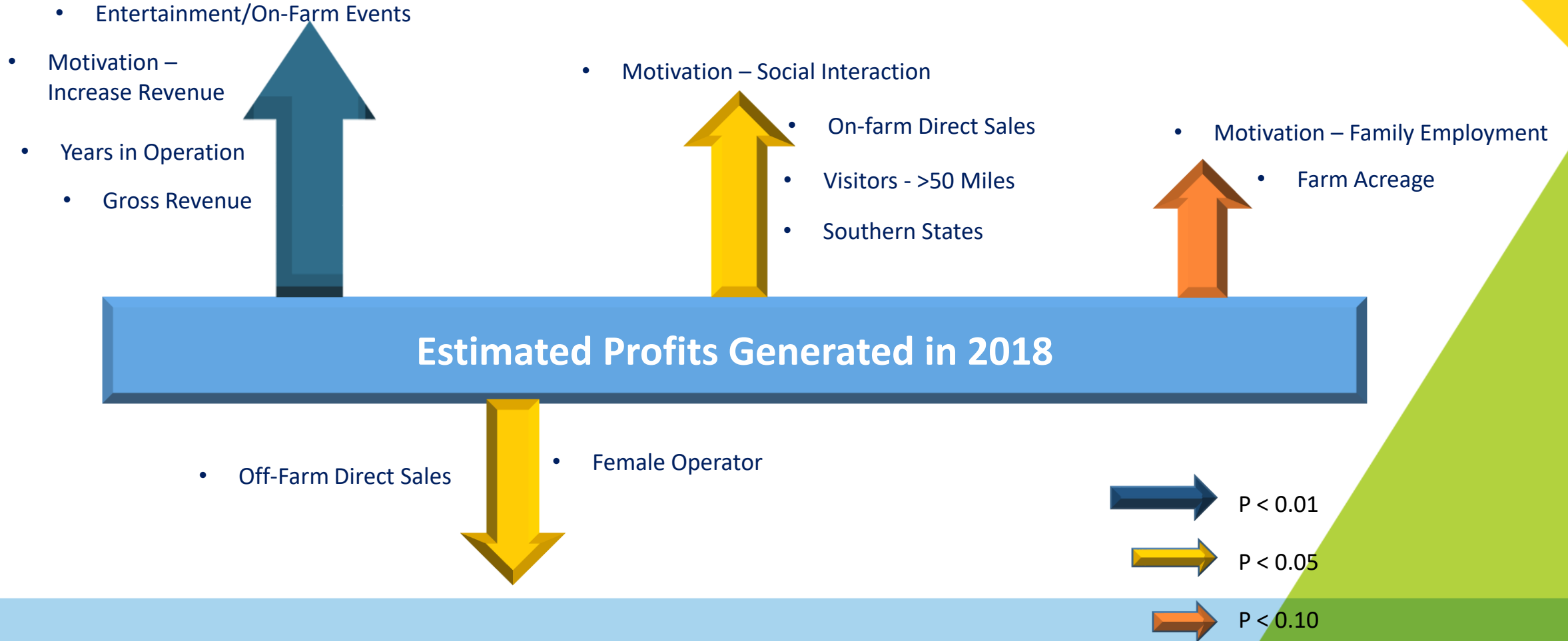


 Agritourism revenues of less than \$100,000

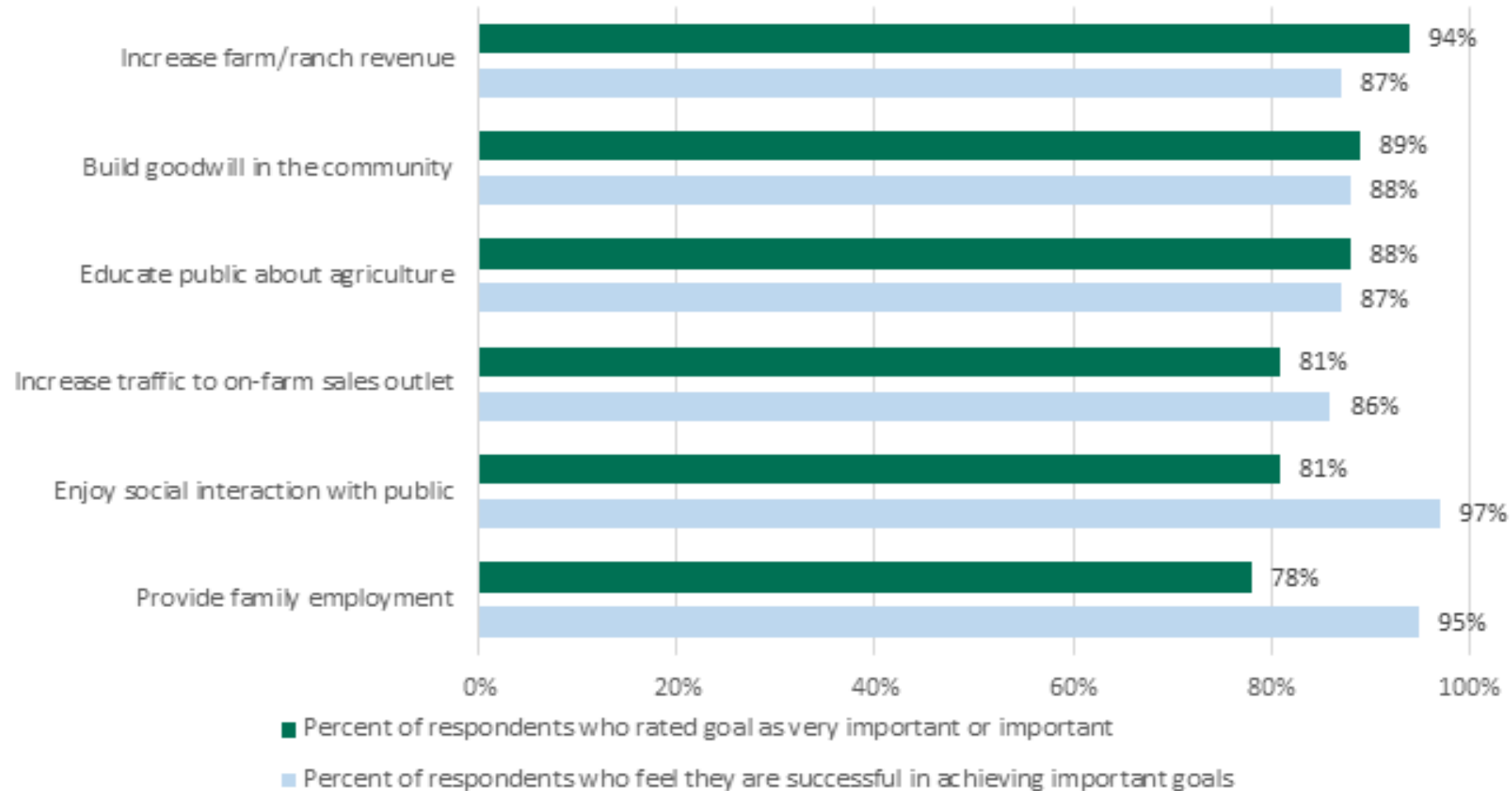
 Agritourism revenues of \$100,000 or more



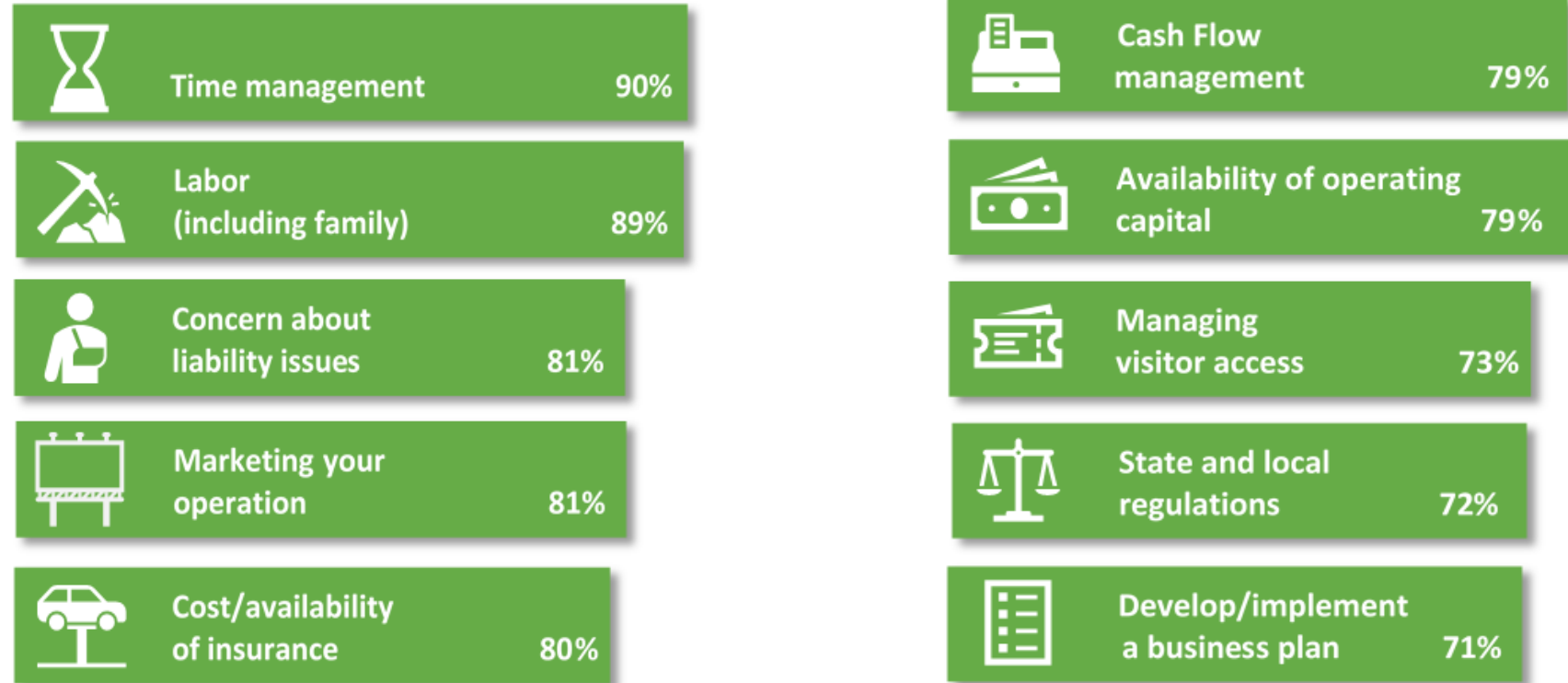
# Factors Contributing to Agritourism Profitability (Preliminary)



# Motivations and Goals



# Challenges



*"This has been one of the hardest jobs and ventures I have ever been involved in, and I make little to nothing to show for all the effort and work put into this business."*

*- West coast operator*

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# Challenges by Region



Liability issues were a top challenge for all four regions of the US.



Availability of capital was also a top challenge for all four regions.



Regulatory concerns such as taxes and zoning were of higher concern for the West, Northeast, and Midwest.



The South had the greatest challenges with e-connectivity.

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# The Future of Agritourism



**69%**

of respondents plan to expand their services



**55%**

of respondents plan to invest in more buildings or equipment

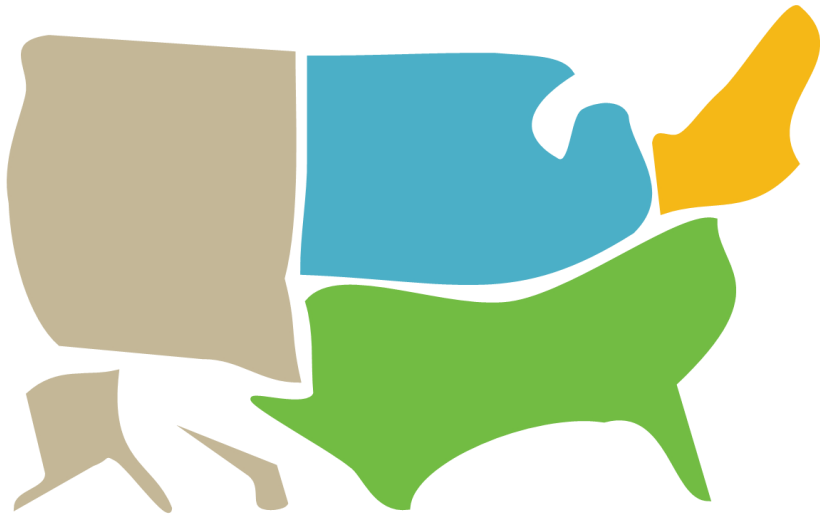


**36%**

of respondents plan to hire more employees

# Supports Needed





# Survey of Agritourism

including On-Farm Direct  
Sales in the United States

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<https://www.uvm.edu/vtrc/agritourism-survey>