

AGRITOURISM MARKET

Reference Guide

What is Agritourism?

Agritourism is the packaging of tourism-related products and services with an agriculture-based operation or activity for the primary purposes of providing enjoyment, education, or agribusiness expertise and practices for the public. Agritourism destinations most commonly include working farms, ranches, vineyards, orchards and horticulture sites. Consumers of agritourism typically include leisure travelers, families, schools, universities, civic groups, farmers, ranchers and agriculture professionals or specialists. Agritourism often assists in drawing new travelers to a region, building local economies, creating employment opportunities, increasing visibility of particular agricultural products or establishments and providing additional sources of income to the agricultural venues themselves.

Agritourism Market Facts

- 26% of NTA tour operators offer agritourism product.
- More than 33,000 farms provide agritourism services valued at \$704 million. (Source: 2012 U.S. Census of Agriculture; most recent survey to date)
- 62 million people visit or overnight each year on farms, ranches and wineries.
- 2.4 million people visited California farms and ranches generating more than \$35 million in revenue. (Source: *California Agriculture Journal*)

Types of Agritourism Activities

- Technical tours of an agribusiness operations
- Professional workshops or instruction on new agriculture techniques or technologies
- Tours of a farm, orchard or vineyard
- Picking fruit or vegetables on a farm, orchard or vineyard
- Lectures and educational experiences about farming machinery and equipment
- Guest stays on a farm or B&B
- Farm-work experiences
- Walking through a corn maze
- Petting and feeding animals
- Sleigh, wagon, hay and horseback rides
- Observing beehives and honey production
- Watching a cheese-making process
- Pumpkin patch picking
- Participating in a cattle drive
- Planting, gardening, harvesting
- Researching a site's operations and facilities for educational or business purposes
- Attending a local agribusiness expo, tradeshow or event

Quotes from the Industry

"The desire to explore new agricultural techniques and technologies has become very popular in recent years. What the travelers love most is meeting farmers who are producing the same products they produce halfway around the world. They want to see firsthand what science is in the making, what equipment will soon be available and what the future of agriculture will look like." —Cathy Greteman, president of Star Destinations



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As Seen in *Courier*

[Silos & Smokestacks Highlights Iowa's Agricultural Bounty](#) May 2015

[A Vermont Agritourism Sampler](#) Oct. 2014

[Farm to Fork in Durham, North Carolina](#) Sept. 2014

[Big Flavors on the Big Island](#) Aug. 2014

[Getting Goaty](#) Aug. 2014

[Savoring the Flavors of South Africa's Wine Capital](#) May 2014

[Pints and Pumpkins in Wisconsin Dells](#) May 2014

[Baja's Culinary Bounty](#) April 2014

[A Taste of Arkansas Wine Country](#) April 2014

[Taste Touring in the Bountiful Berkshires](#) April 2014

[A Rhode Island Smorgasbord](#) April 2014

[Sip Tripping Around the World March](#) March 2014

[Cultivate Your Knowledge: Agritourism in Ukraine](#) Feb. 2014

[Along the Wine Trails of the Okanagan Valley](#) Feb. 2014

[A Taste of Billings' Cowboy Culture](#) Dec. 2013

[Tour Operator Spotlight](#) Nov. 2013

[Discovering the World of Food Travel](#) Oct. 2013

[Outstanding in Fields](#) June 2013

[Field Farm Tours](#) April 2013

[Gather 'Round the Table](#) April 2013

Seminars, Forums and Webinars

[Growth Markets: Agritourism, Ecotours and Sports](#) 2015

[Agritourism Market Product Development](#) 2014

[Discover the World of Food Travel](#) 2014

Media Releases and NTA in the News

[Member Voices: Greteman and Maxcy on Agritourism](#) June 2013

[Inbound Specialty Markets Yield Business for Tour Operators](#) June 2013

[NTA, WFTA Form 'Perfect Blend' of Professionals](#) June 2013

Why Join NTA?

With members in more than 40 countries, NTA is the leading business-building association for travel professionals interested in the North American market—inbound, outbound and within the continent.

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