

Influences Affecting Agritourism Success in the Western US



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Project Overview



1. Multi-institutional interdisciplinary research group is surveying western agritourism operators as part of 3 year USDA grant: “Place-Based Innovation: An Integrated Look at Agritourism in the Western US”
2. Agritourism Producer Surveys conducted in both Colorado and California – completed June 2015
3. Also using data from project’s agri-tourist survey (all US), spatial data collection, and some producer case studies (2015 – 2016)

For this study, agritourism is:

- Any income-generating activity conducted on a **working** farm or ranch for the enjoyment and education of visitors



Agritourism activities include...

- **On-farm Direct Sales** (U-pick, farm stands, dairy, wine, beer, farm products, etc.).
- **Accommodations/Lodging** (farm stays, guest ranch, B&Bs, camping, cabins, etc.).
- **Entertainment/Special Events** (harvest festivals, corn mazes, farm dinners, weddings, parties, etc.).
- **Outdoor Recreation** (picnicking, swimming, hunting, fishing, photography, horseback riding, snowmobiling, biking, etc.).
- **Educational Activities** (farm or ranch work experience, camps, classes, tours, tastings, demonstrations, egg gathering, etc.).

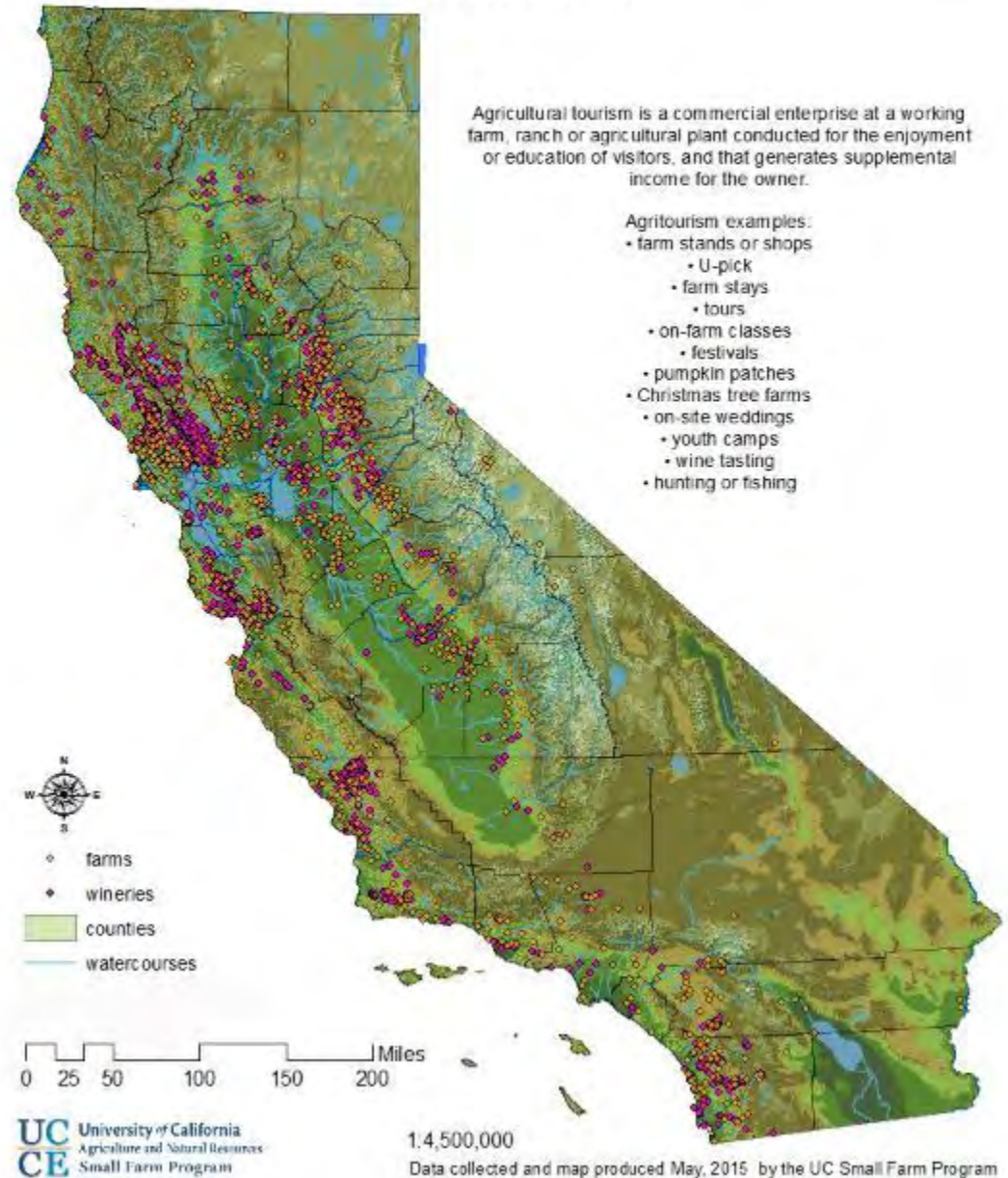


Survey of Likely Agritourism Operators

- Conducted online and through US mail:
February 2 – May 19, 2015
- 150 Colorado Producer Survey respondents total
 - 141 non-duplicated complete surveys
 - 71.6% (101) said Yes, they did offer agritourism products/services
 - 28.4% (40) said No, they did not offer agritourism products/services
- 243 California Producer Survey respondents total
 - 231 non-duplicated complete surveys from producers
 - 81.3% (187) said Yes, they did offer agritourism products/services
 - 18.7% (44) said No, they did not offer agritourism products/services

California Agritourism and Winery Operations

Agritourism in California



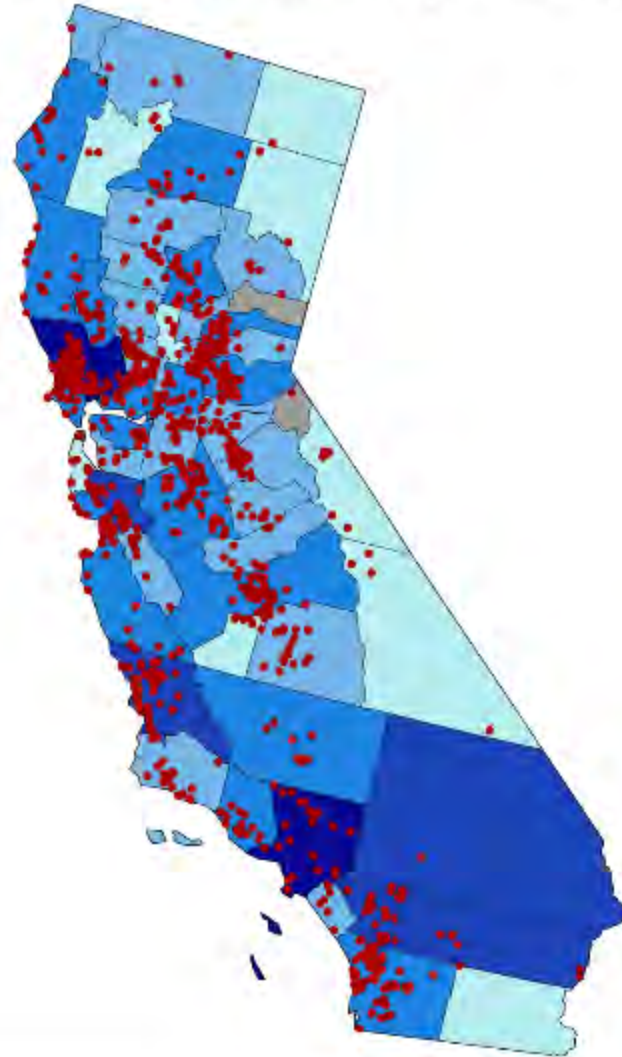
Agritourism in California

Census vs. Surveyed California Agritourism (2012/15)

Count of AgTrsm Farms/Ranches

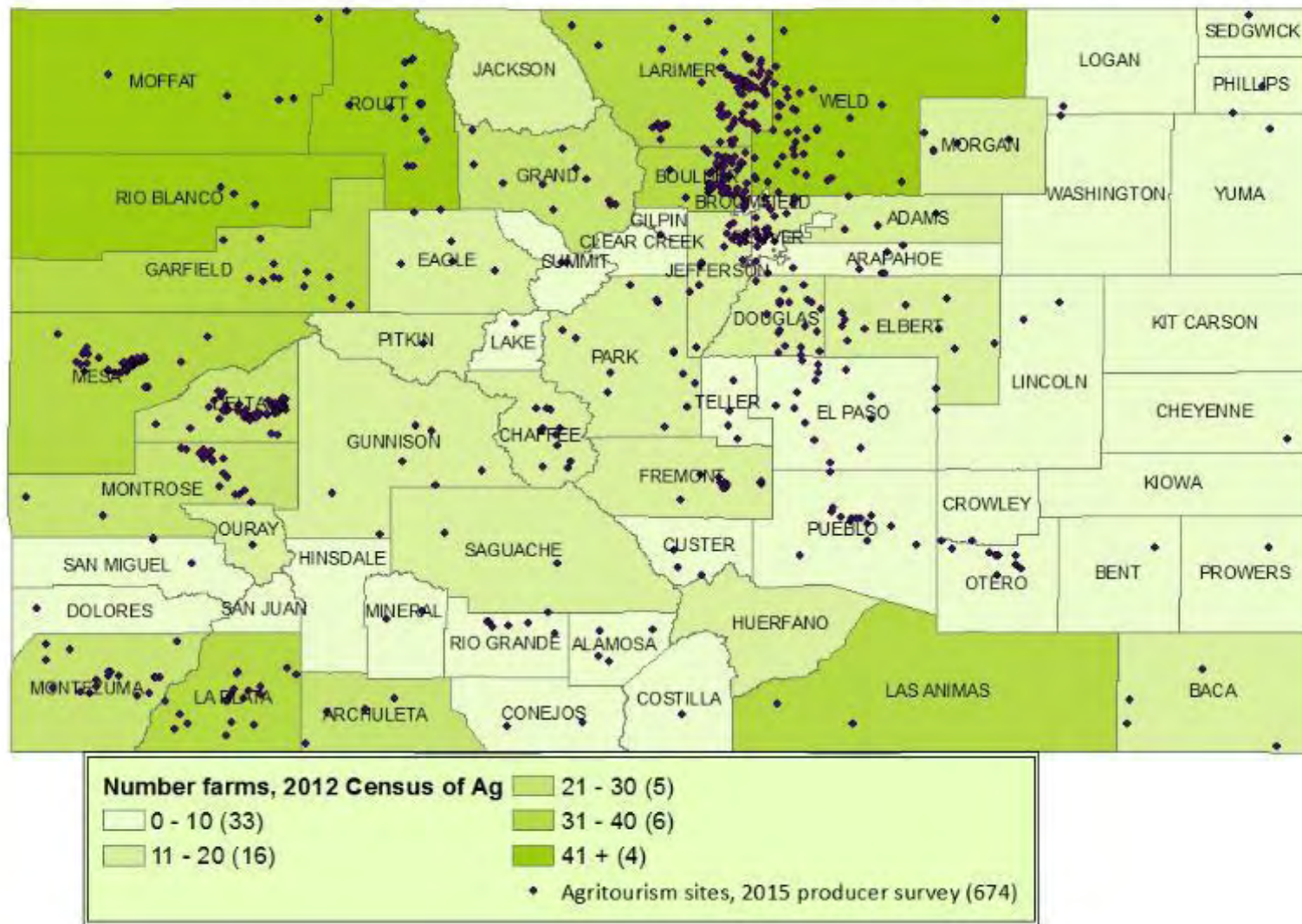
• Surveyed Agritourism Farms (2015)

Census Agritourism Farms (2012)

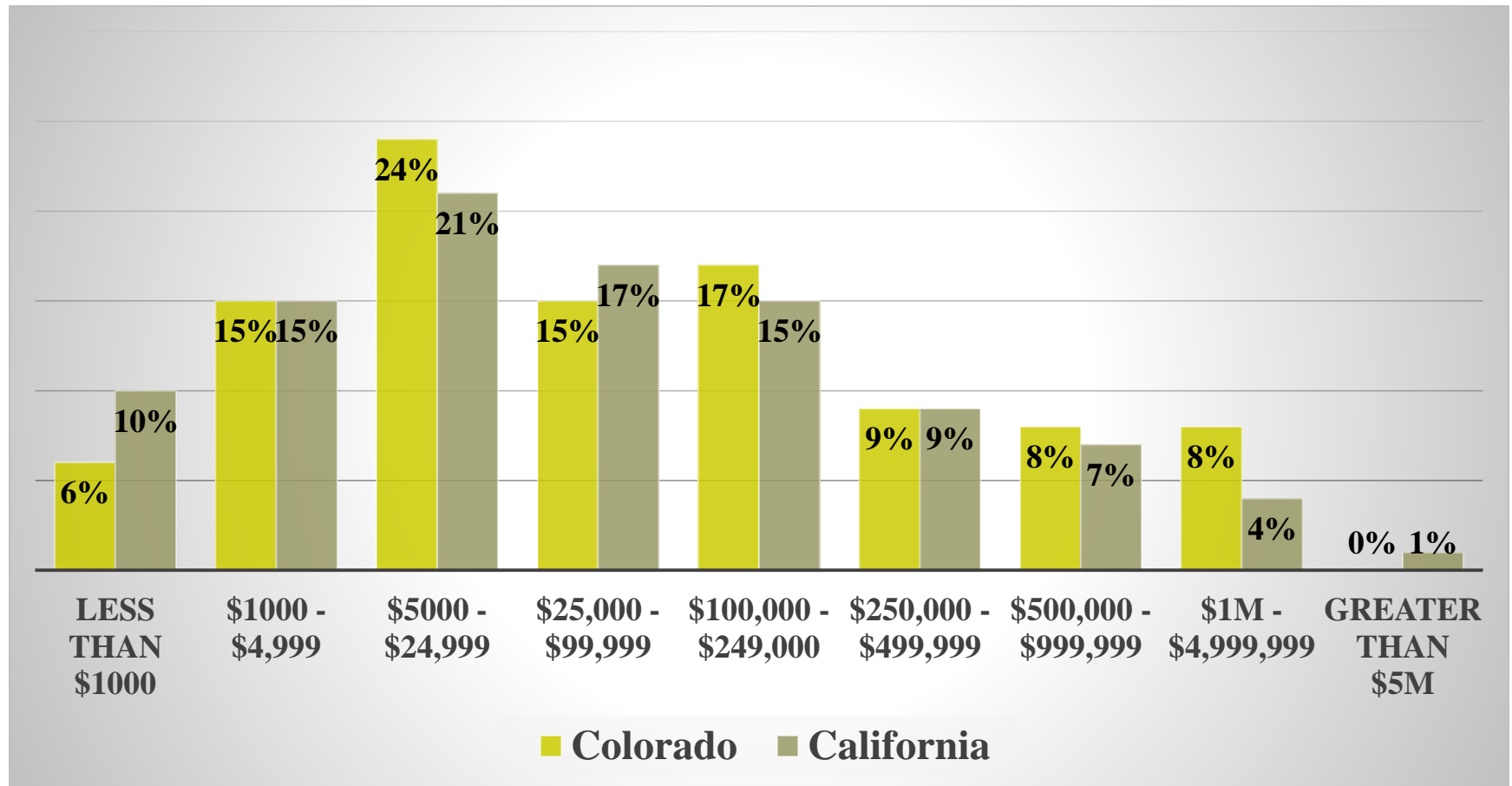


Agritourism in Colorado

Census vs Surveyed Colorado Agritourism (2012/2015)

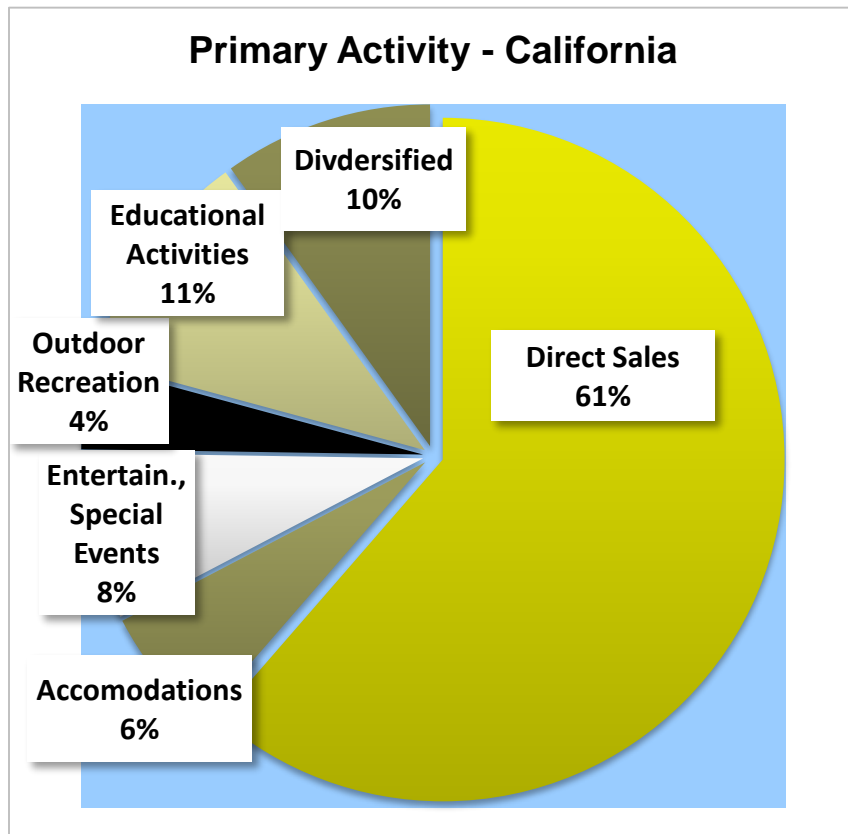


Agritourism Gross Revenue - 2014

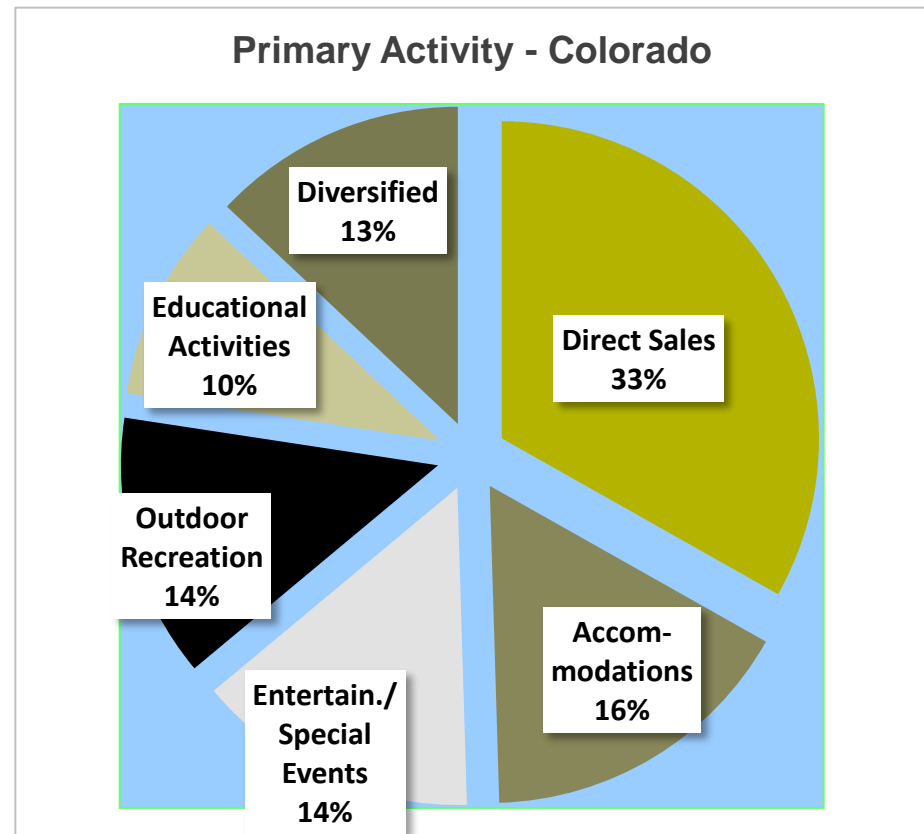


Main Sources of Agritourism Revenue

California:

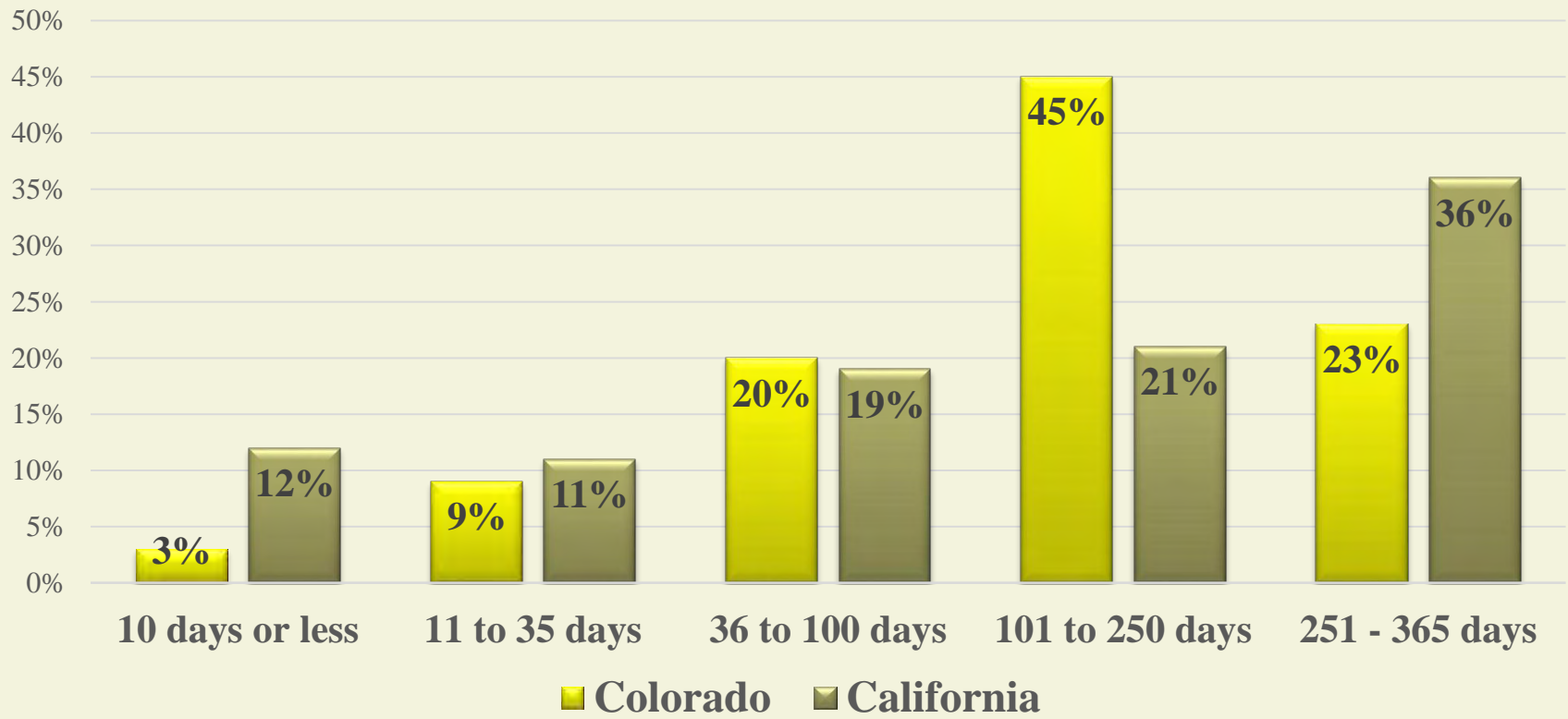


Colorado:

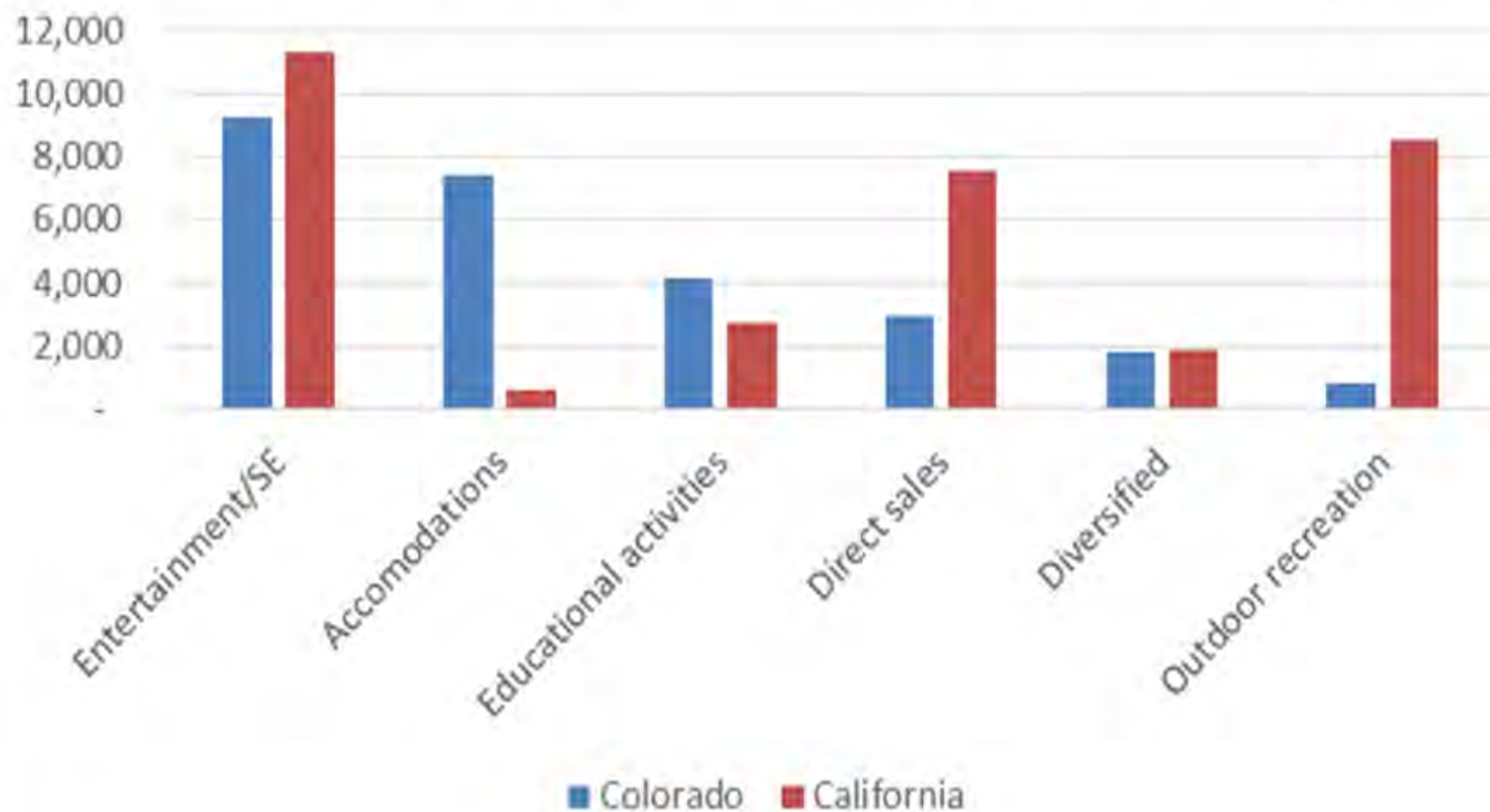


Days Agritourism Operations Open

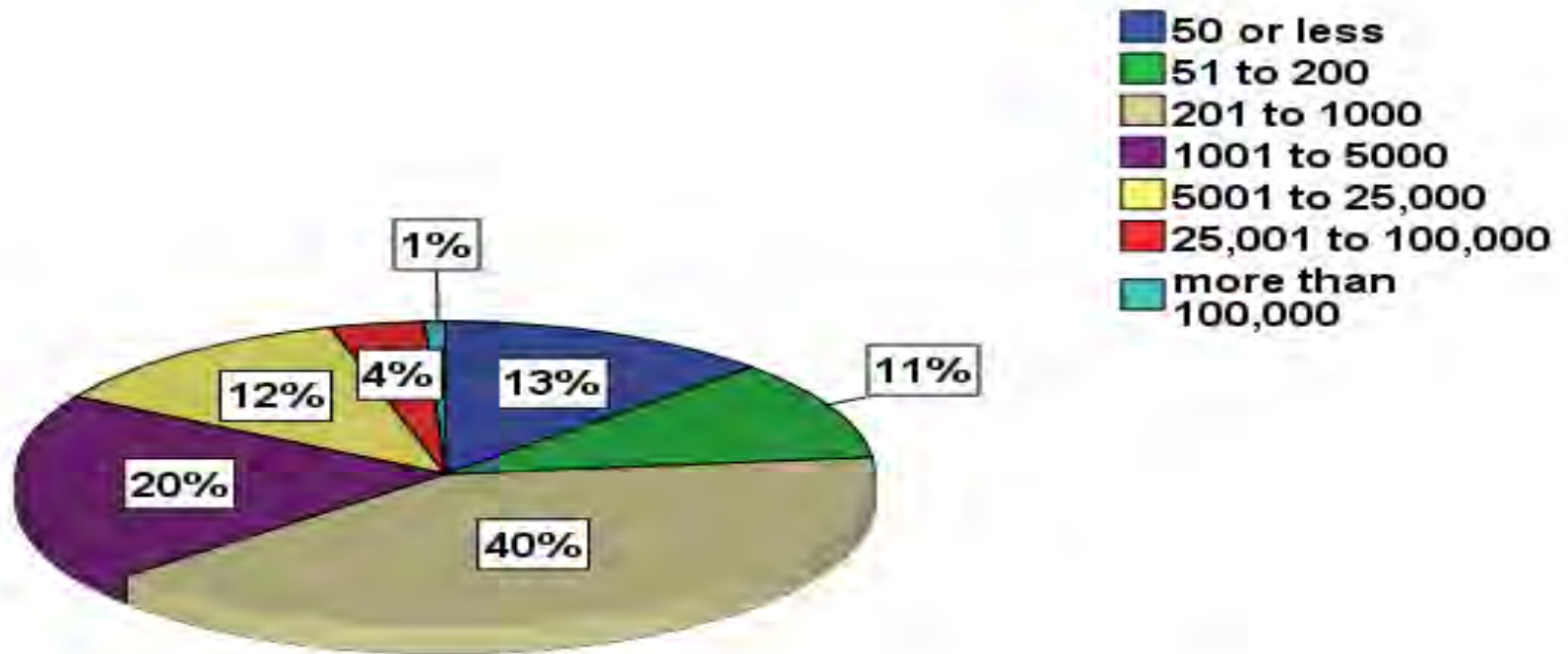
Number of days open in 2014



Average Number of Visitors by Primary Activity



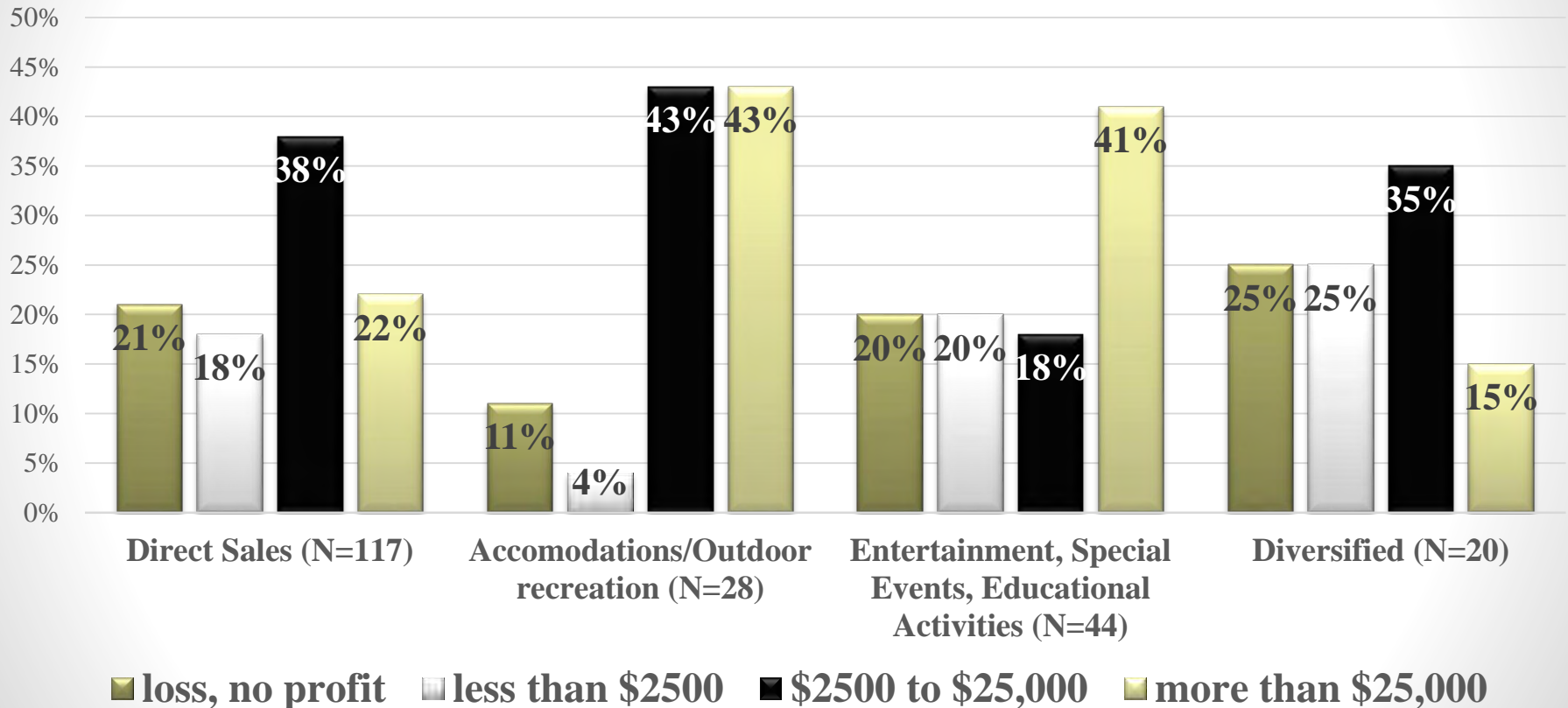
Number of Annual Visitors



Number of Visitors in 2014 (CO & CA combined)

Estimated Profit by Primary Activity

(CA & CO combined)

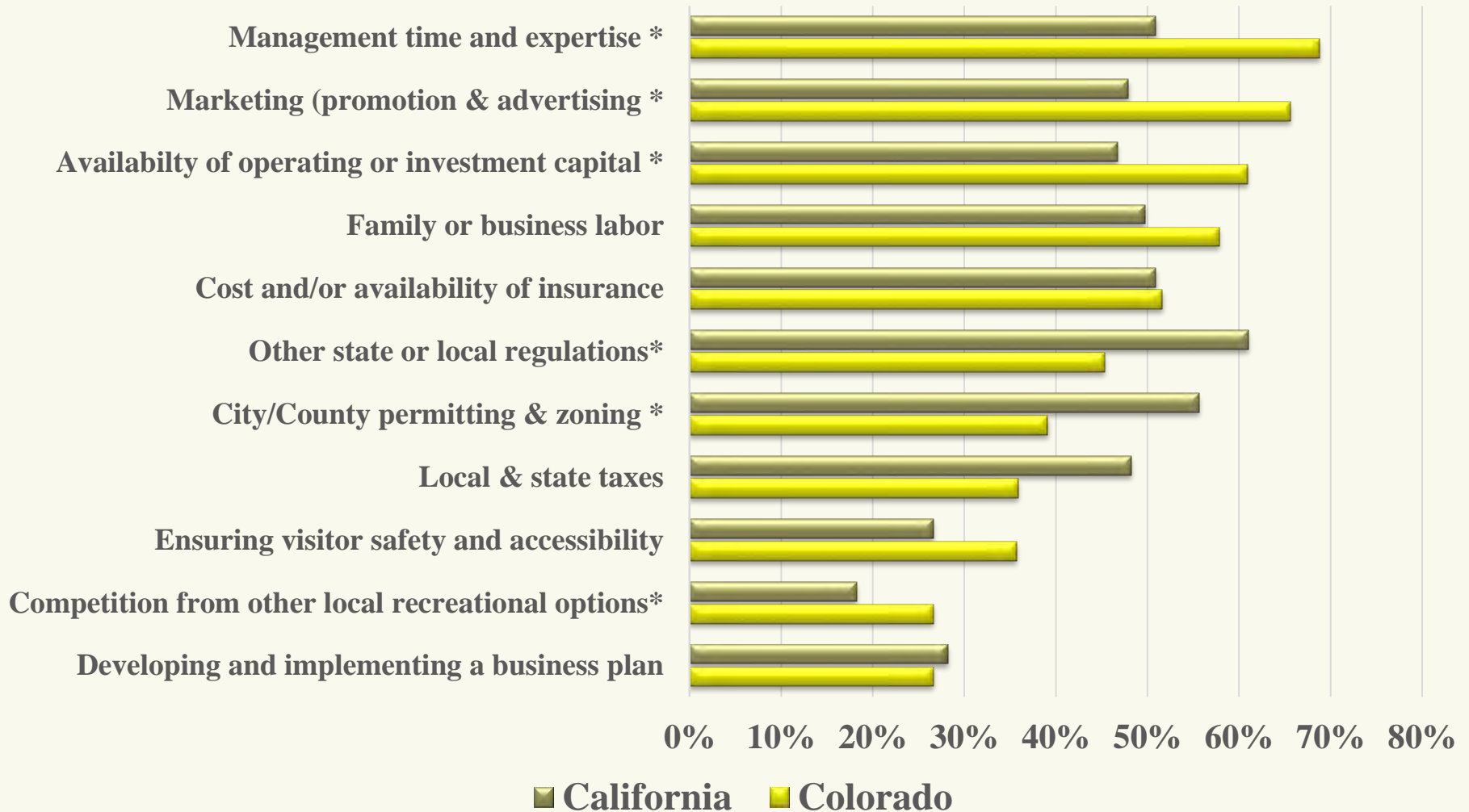


California: N=141

Colorado: N=71

Agritourism Challenges:

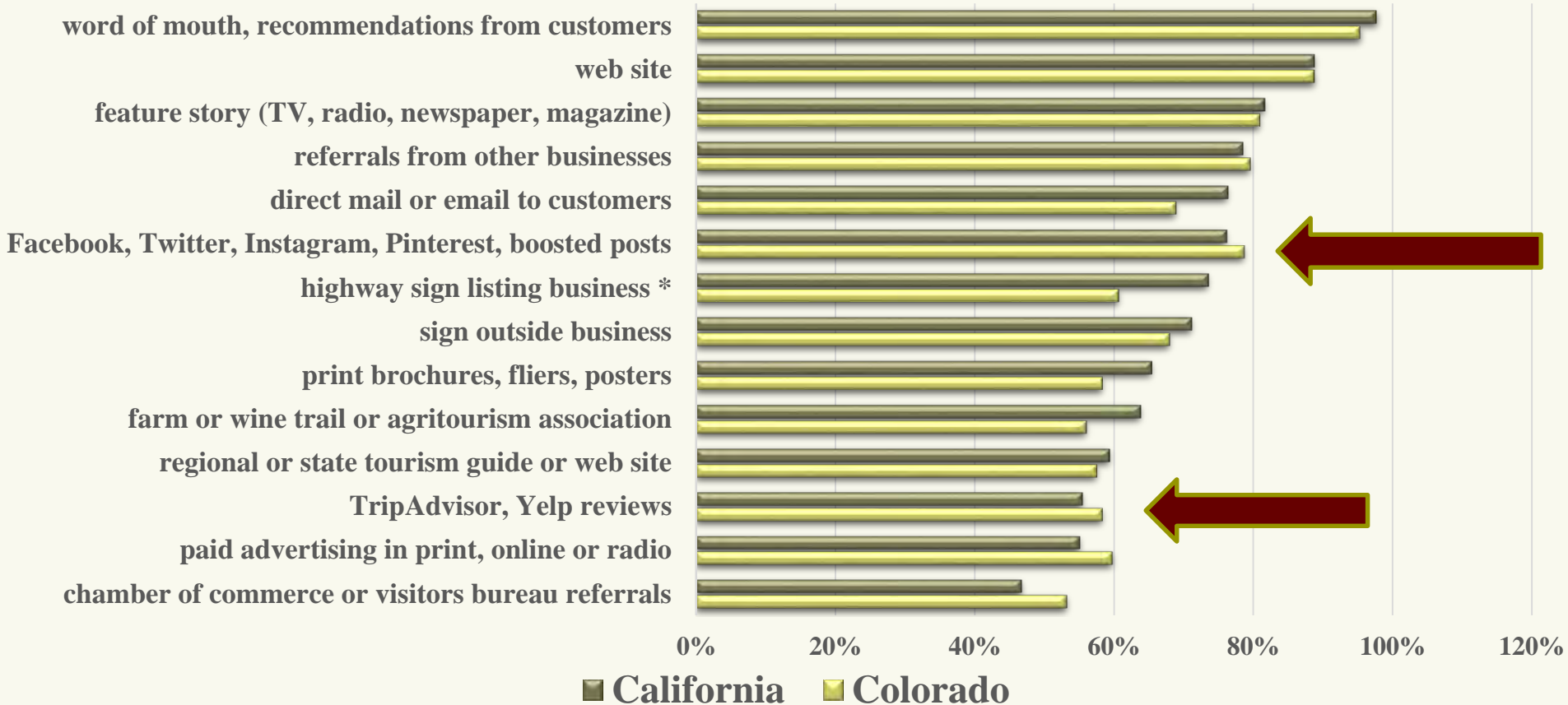
Percent of Respondents Rating Each Issue "Challenging" or "Very Challenging"



* Difference significant at 90% confidence level

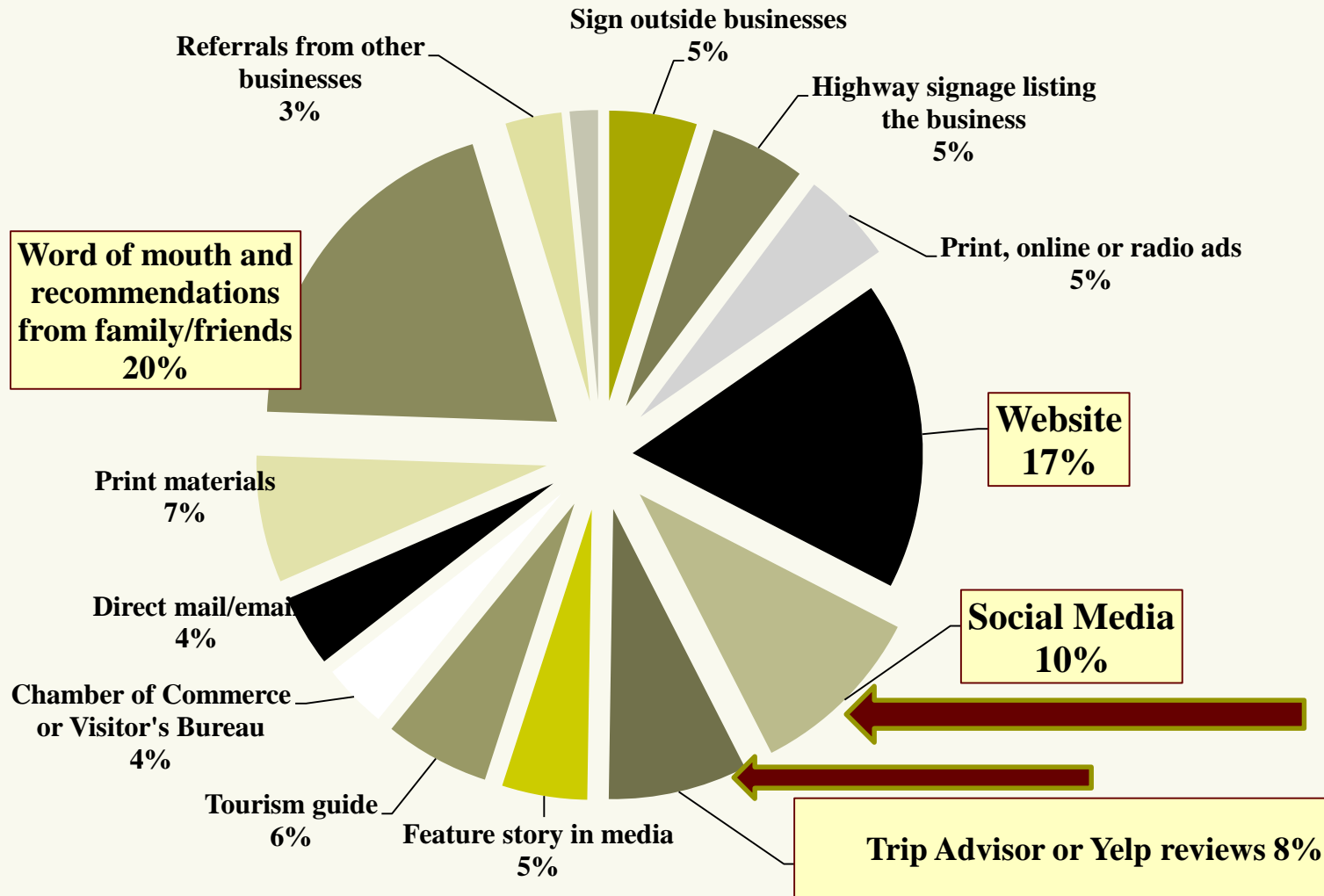
Perception of Marketing Strategy Effectiveness:

Percent of respondents rating each strategy "effective" or "very effective"



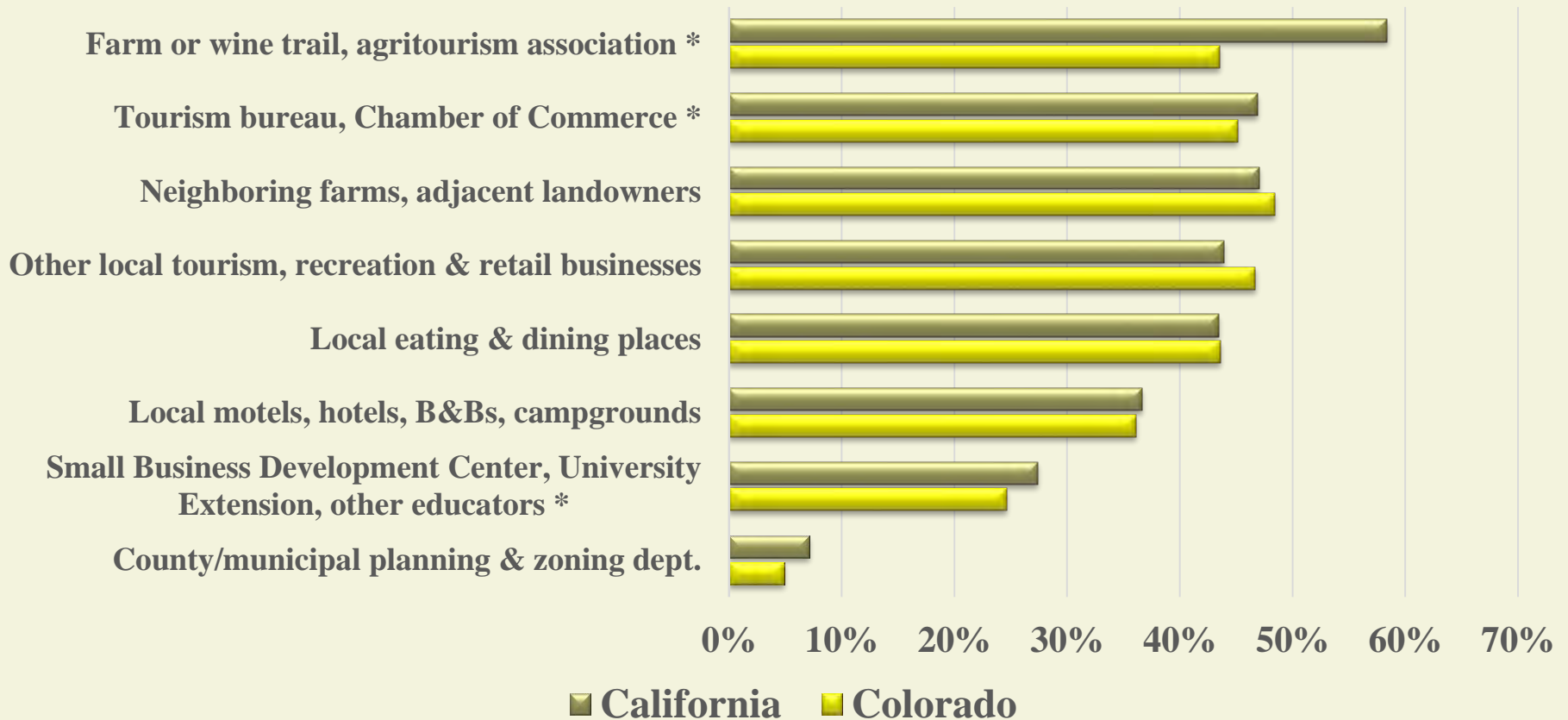
* Difference significant at 90% confidence level

Information Sources Used by Agritourists (from National Survey of Agritourism Visitors)



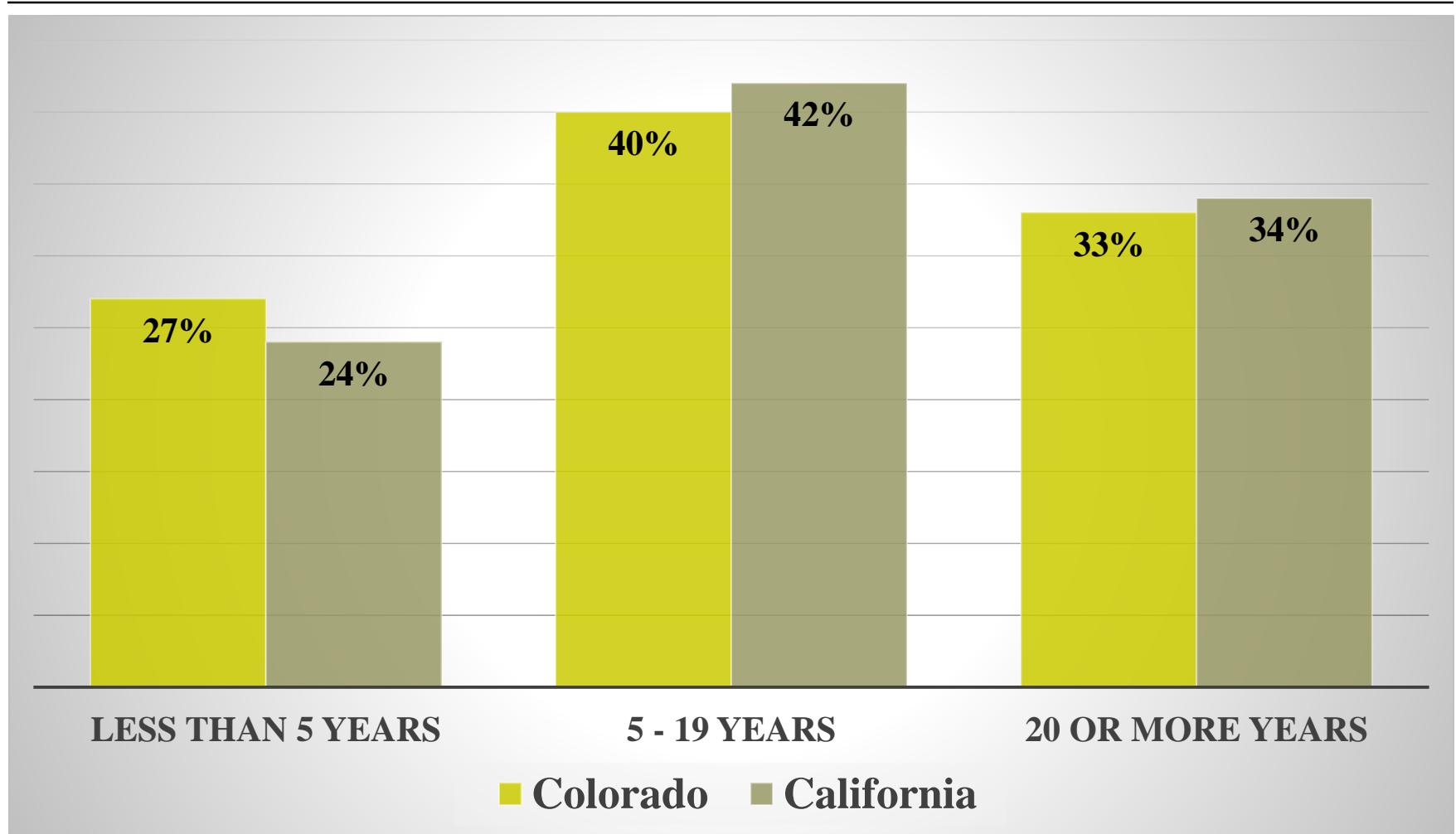
Helpfulness of Community Resources

Percent of respondents rating each "helpful" or "very helpful"



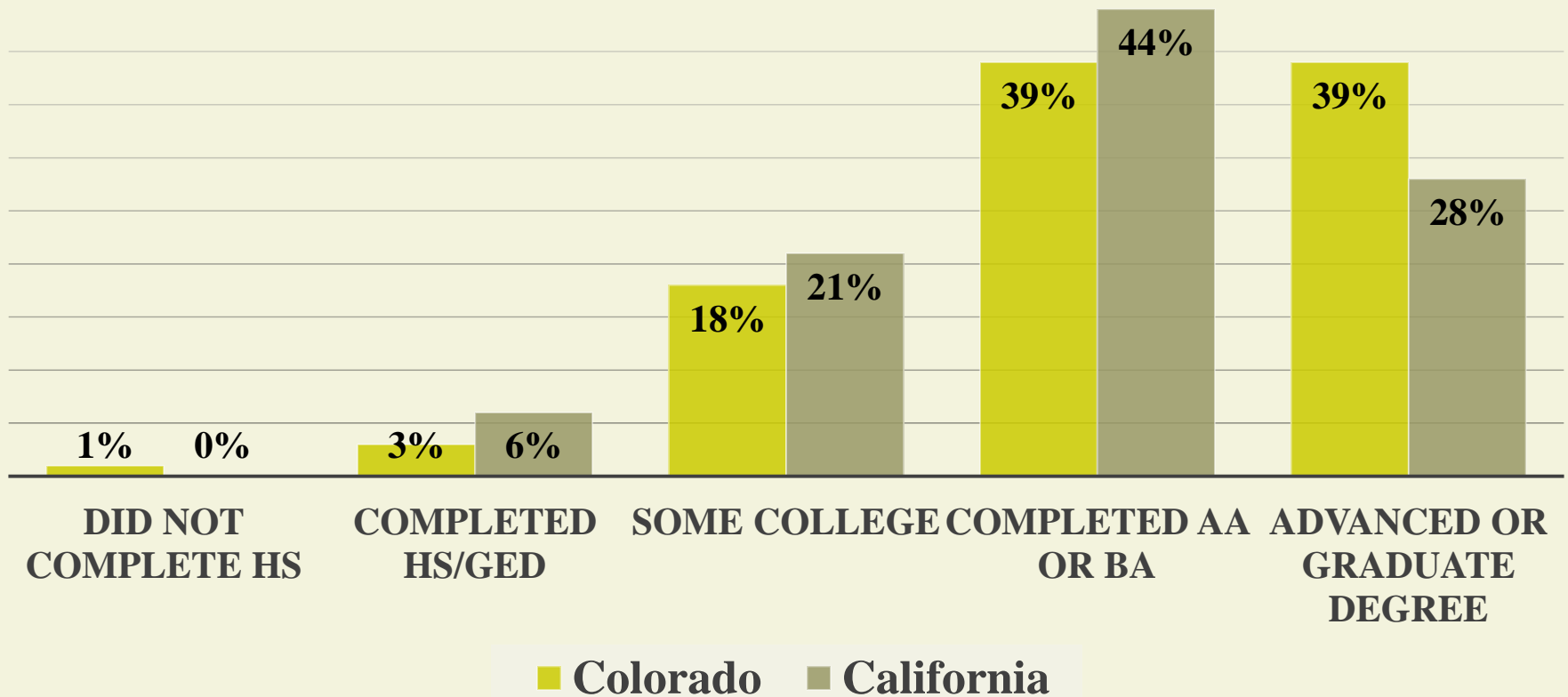
* Difference significant at 90% confidence level

Age of Agritourism Businesses

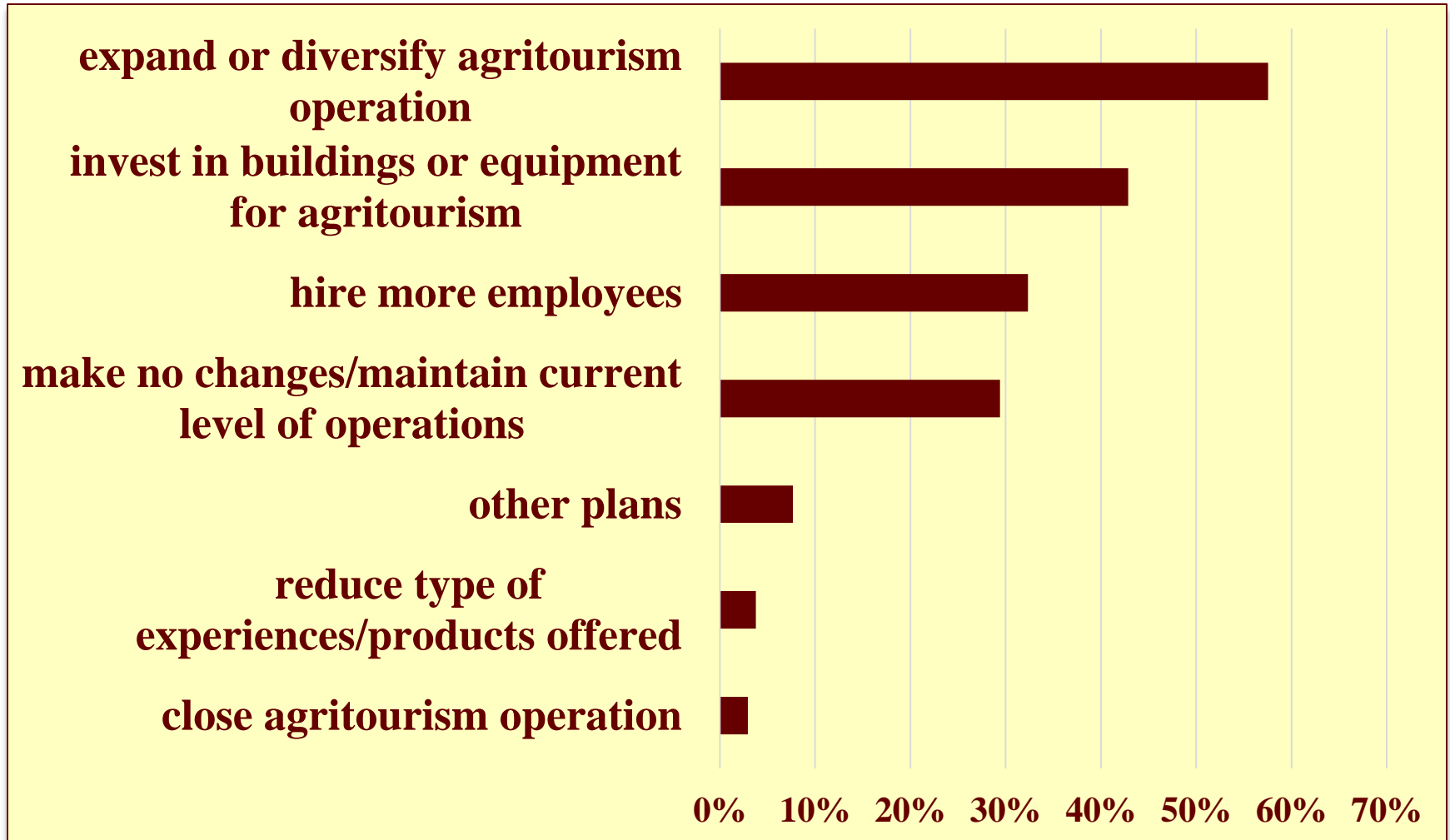


Education Level of Agritourism Operators

Education Level of Primary Agritourism Decision Maker



Future Plans (CA & CO combined)



Questions or Comments?

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- ❑ Thank you for your time and attention ☺