

GROWING AGRITOURISM

in South Dakota

In 2017, the South Dakota Department of Tourism established agritourism as one of its niche areas of development. Since then, the department has helped establish the Agritourism Work Group, whose mission is to develop agritourism across South Dakota.



WHAT IS AGRITOURISM?

Any activity carried out on a farm or ranch, in a forest, or on an agribusiness operation that allows members of the general public to view or participate in agricultural activities for recreational, entertainment, or educational purposes.



TYPES OF AGRITOURISM

OUTDOOR RECREATION: Fishing, hunting, wildlife study, nature photography, horseback riding

EDUCATIONAL/EXPERIENTIAL: Cannery tours, gardening, cooking classes, guided tours

ENTERTAINMENT: Harvest festivals, fairs, reenactments, wine and beer tasting

HOSPITALITY SERVICES: Farm stays, meeting facilities, outfitter services, local foods

ON-FARM DIRECT SALES: U-pick operations, roadside stands



WHY AGRITOURISM?



AGRICULTURE AND TOURISM ARE OUR STATE'S BIGGEST INDUSTRIES.

TOURISM ECONOMIC IMPACT:

- 14.5 Million visitors
- \$4.1 Billion in visitor spending
- \$2.75 Billion in state GDP
- 55,157 jobs supported

Source: Tourism Economics, 2019 Economic Impact Report

AG AND AG-RELATED ECONOMIC IMPACT:

- \$32.5 Billion economic output
- 132,105 jobs supported
- 37 of South Dakota's counties derive at least half of their total output from ag and ag-related industries

Source: 2019 South Dakota Ag Economic Contribution Study



AGRITOURISM IS A GROWING INDUSTRY. FROM 2002-2017, THE VALUE OF AGRITOURISM MORE THAN TRIPLED, FROM \$200 MILLION TO ALMOST \$950 MILLION IN 2017.

Source: USDA, 2017 Census of Agriculture

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WHY AGRITOURISM? (continued)



TODAY'S VISITOR IS DIFFERENT.

- Travelers want to spend money on experiences, eat local foods, and learn something new
- They want to immerse themselves in a new culture and have an authentic experience
- They have interest in alternative lodging like cabins, B&B's and guest ranches



AGRITOURISM BENEFITS THE OPERATOR:

- Diversifies and adds additional income
- Can help family members remain in the business/return home
- Revitalizes the economy of small towns
- Provides supporting income to ag operations
- Educates visitors about South Dakota agriculture and value added products



PERSONAL ASSESSMENT QUESTIONS: IS AGRITOURISM RIGHT FOR YOU?

- Does my family like meeting all types of people?
- Do I like to entertain guests and share my stories?
- Do I mind giving up some of my privacy at home?
- Can I always be cheerful and helpful around my guests?
- Do I have the time and funding to invest in the business?
- Am I successful at managing and organizing my home and farm expenses?
- Am I prepared to handle additional scheduling and bookkeeping?
- Have I contacted my insurance agent to discuss liability?

"South Dakota's agritourism liability laws are strong and do a good job of protecting both the operator and the visitor. This protection should not be considered a substitute for insurance protection. Before starting any agritourism business it is recommended you speak to a lawyer or your insurance agent to ensure you're properly covered."

A.J. Franken
General Counsel
Governor's Office
2017

GET CONNECTED WITH THE DEPARTMENT OF TOURISM AND THE AGRITOURISM WORK GROUP



Sign up for the latest updates from the Agritourism Work Group by contacting:

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AGRITOURISM WORK GROUP MEMBERS

SD Department of Agriculture	USDA Rural Development
SD Specialty Producers	Southeast Technical Institute
SD Value Added Ag Development Center	Governor's Office of Economic Development
SDSU Extension	Experience Sioux Falls
Bed & Breakfast Innkeepers of SD	U.S. Small Business Administration
SD Department of Tourism	