



Diversifying with Agritourism



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What is Agritourism?



Agritourism is...

An activity carried out on a farm, ranch 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



Recreation



Education



Entertainment



Hospitality



On-Farm Sales



Cultural Events



Why Agritourism?



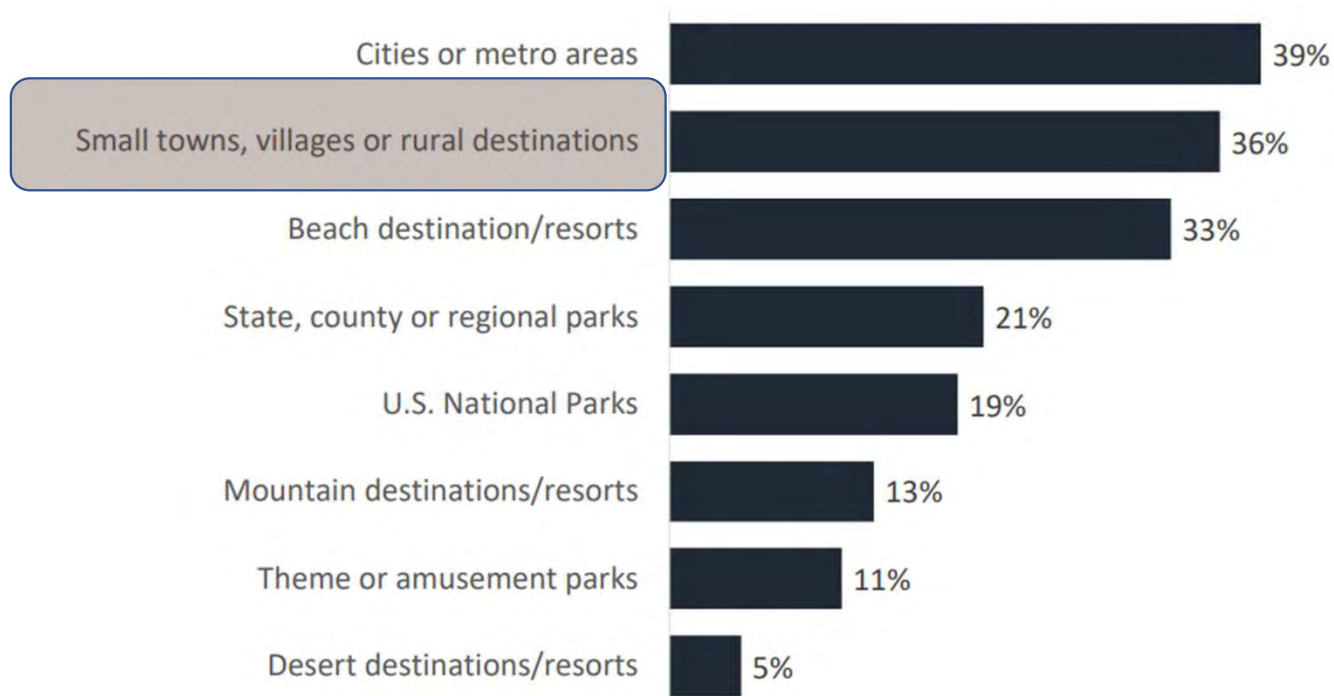
Today's Visitor is Different

Motivation for Vacation	2018	2019
Relaxation	88%	91%†
Exploration	78%	81%†
Experience different cultures	73%	75%
Experience new cuisines	70%	70%
Enhance existing relationships	68%	71%†
Self-discovery	52%	53%
Pursue a hobby	45%	46%
Meet new people	42%	45%†
Pursue wellness programs/lifestyles	32%	35%†
Play/participate in a sport	23%	24%

Today's Visitor is Different

DESTINATION TYPES

AMERICANS WHO PLAN TO VISIT IN THE NEXT THREE MONTHS



Travel Sentiment Study: Fielded on March 5-7, 2021*

Experience Local...not Tourism

“Only in the last half-decade have we begun to scratch the surface of what the **true value of travel can be: life-long learning....**

Learning at its best takes place not in a classroom, but out in the world interacting with new people, seeing new places and experiencing new things.”

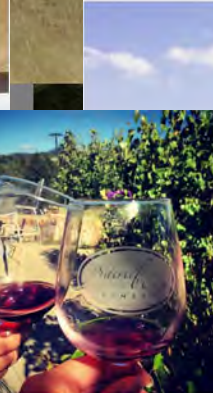
*Joah Spearman, CEO &
Co-Founder of Localeur*



Millennial Travelers...

- 86% want to fully immerse into new culture
- 78% want to **learn something new**
- 72% **spend money on experiences**
- 69% want to **eat local foods**
- 23% more likely to travel abroad





19 likes

definitelynotaddisonbennett Why yes, I am a man.
#LittleHouseOnThePrairie #day6
#DeSmetSouthDakota

1 like

angela_stro28 Great way to enjoy a break from riding- Good wine & great conversations

kestie77 Riding horses at the Ingalls homestead.
JULY 22, 2016

They want to Live Like a Local

“Actually, they strive for the most **authentic experience, wanting to live like a local** whatever destination they desire,” says Leavitt of Active Travels.”



South Dakota agriculture has the ingredients to create authentic experiences!



**History &
Culture**



**Nature
Contacts**



**Local
Foods**



**Local
Treasure
Hunting**



**Hands-on
Activities**



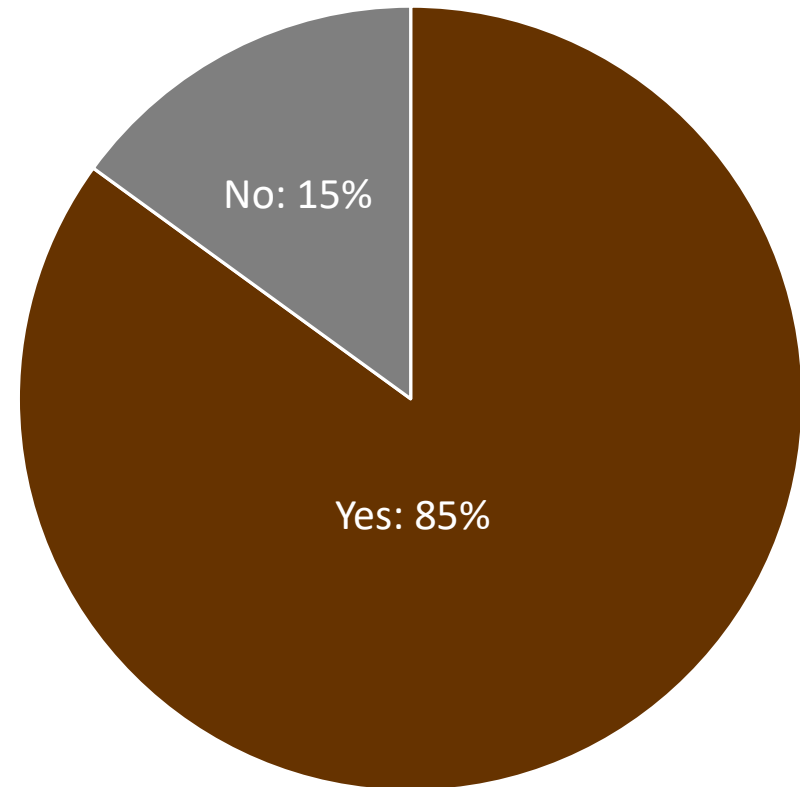
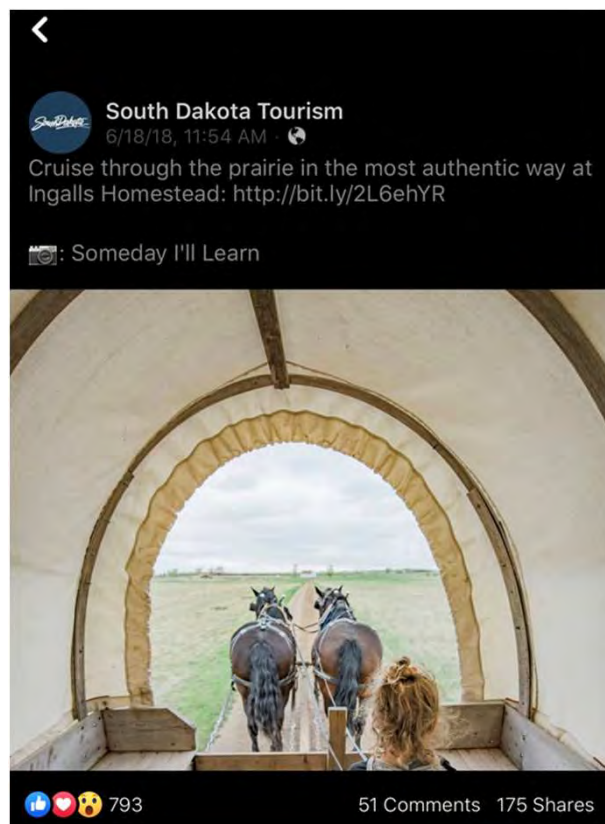
Agritourism Interest Survey



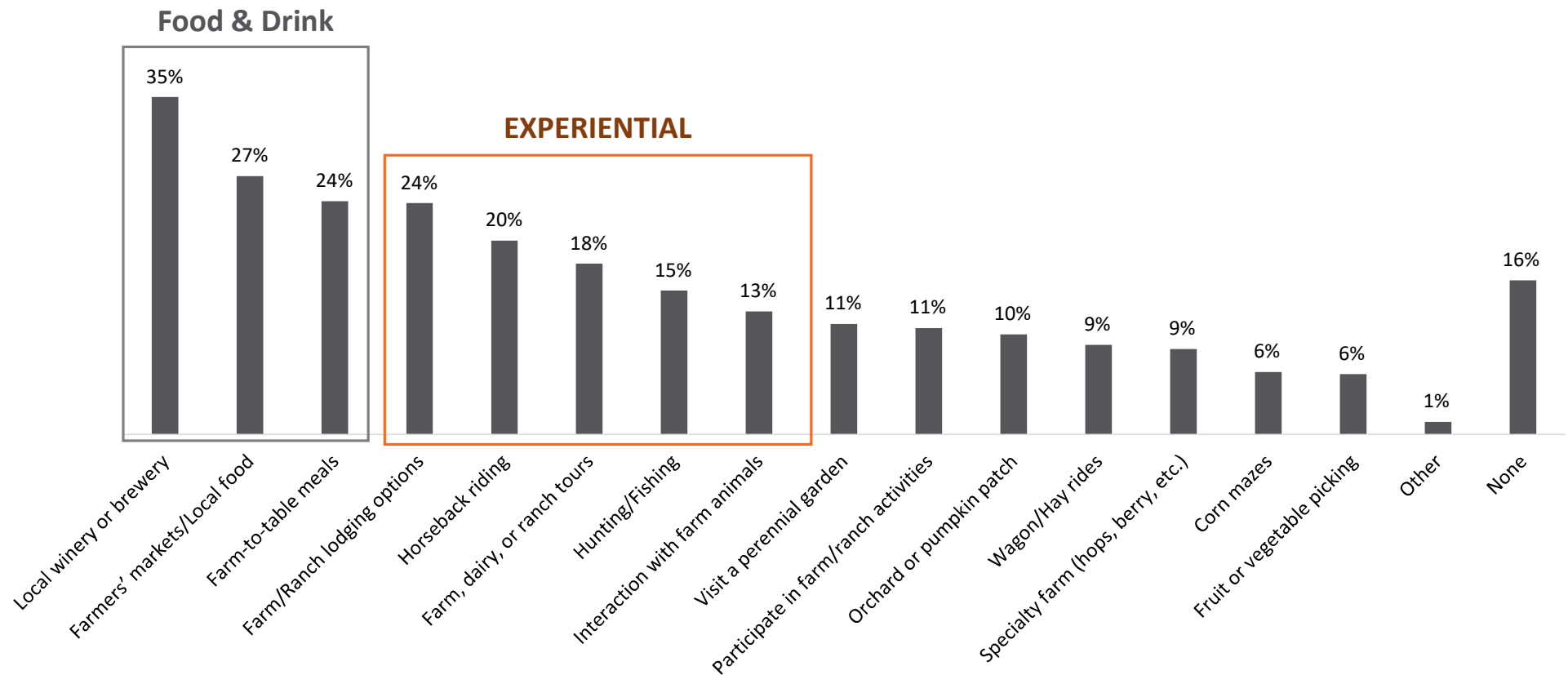
**Farming and ranching activities are top-of-mind activities
for those seeking agritourism opportunities
in South Dakota.**



Would you consider an agritourism experience or activity as part of a future vacation?



What types of agritourism activities would you be most interested in as part of a South Dakota vacation?



*Select up to three activities.



Benefits of Agritourism



Revitalizing Our Small Towns



Future Generations



Educating the Public

Farm-based education is one of the most effective and promising forms of environmental, experiential, and place-based education because of the innate ability in all people to connect to farms.

- Connects people to the environment, their community, and the role of agriculture in our lives.
- Reinforces that raising food is fundamental to our society and that all people should know about agriculture and where their food truly comes from.

Source: The Farm-Based Education Network

<http://www.farmbasededucation.org/page/our-guiding-language>



Agritourism as a Diversification Strategy

Supplementary enterprise

- Agritourism as a minor activity that supports other products on the farm.

Complementary enterprise

- Agritourism activities share equal footing with other enterprises in the farm's product mix.

Primary enterprise

- Agritourism as the dominant/primary activity on the farm.



Income from Farm-Related Sources: 2017

Item	2017	
	Farms	Value (\$1,000)
Agri-tourism and recreational services	532	12,572
Average per farm Dollars	(X)	23,632
Farms with receipts of-		
\$1 to \$999	104	36
\$1,000 to \$4,999	145	385
\$5,000 to \$9,999	87	591
\$10,000 to \$24,999	92	1,276
\$25,000 or more	104	10,284



Competition + Cooperation = Co-opetition



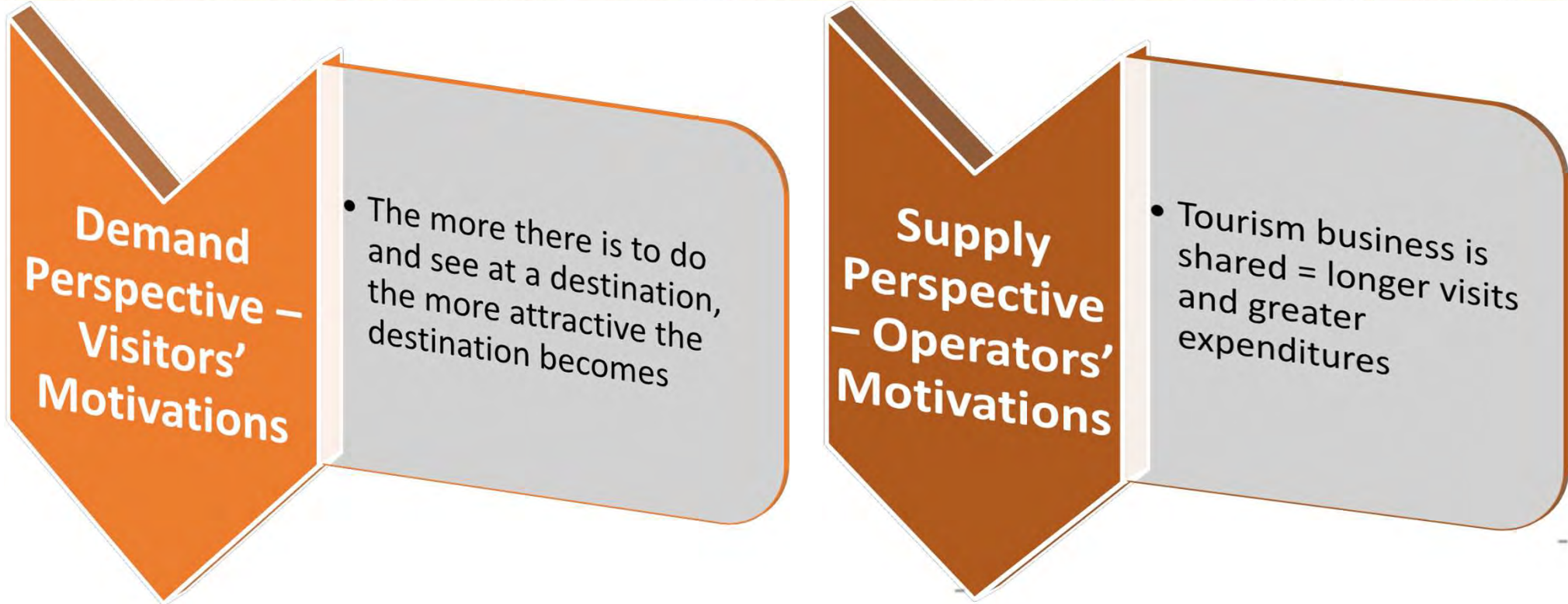
Working Together

Why Regional Marketing for multi-destination visits

- 70% of visitors want to visit more than one destination
- For every hour of driving plan for 2-3 hours of activity

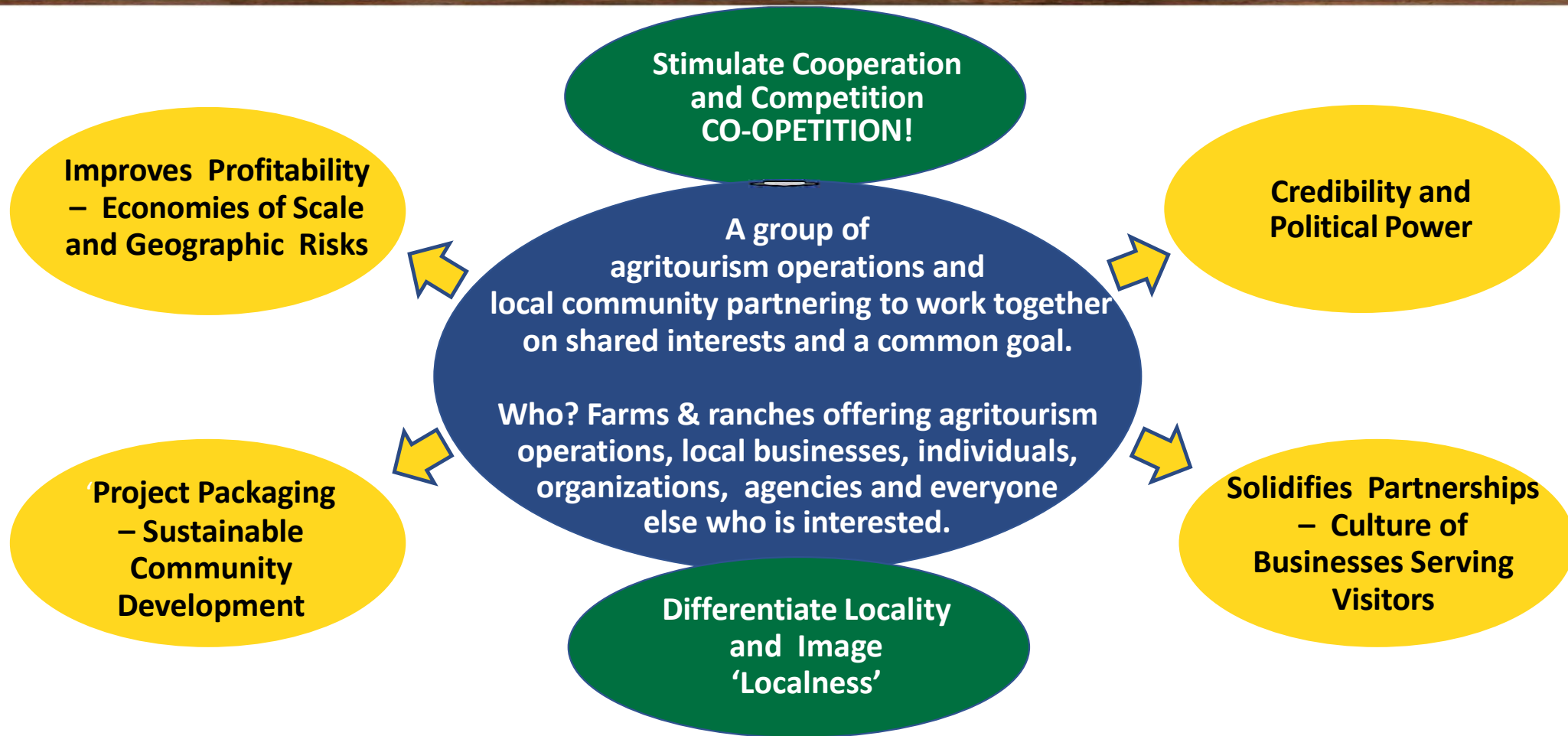


Why a multi-destination visit?



Most research suggests that an average of 70% of visitors to any destination engage in a multi-destination pattern rather than a single-destination pattern

A new paradigm: “hub” marketing and multi-destination visits



"Hub" Community



AgritourismSD Hubs

Faulkton

Timber Lake

Wall

- Community Coach
- HUB meetings over the life of the program
- Create regional marketing plans with & multi-destinations



Do We Have What They Want?



Wide Open Spaces



Rich Heritage



Family Friendly Attractions



Photo Credit – 6th Meridian Hops Farm

Hospitality



Authenticity



Agritourism in our Region



Watching Prairie Chickens Dance



Grassland Tours



Sunflowers



Unique Lodging



Texas BIG Tour comes to South Dakota



Tour participants enjoyed hearing from the South Dakota farmers and ranchers about their story and the uniqueness of their operations.



Texas BIG Tour comes to South Dakota





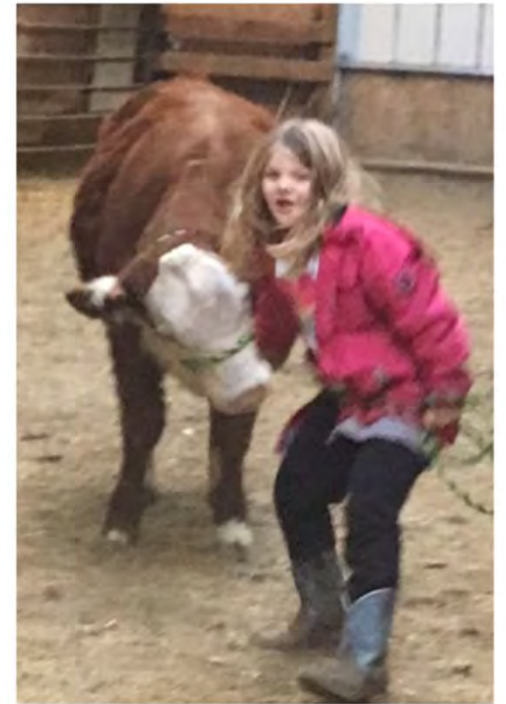
Is Agritourism Right For You?

Is Agritourism Right For Your Community?



Opportunities

What opportunities and experiences can you provide on your farm or ranch? What opportunities are available in the local community? How can they connect?



Challenges

**What keeps some farm or ranch operators from becoming involved in agritourism?
What may be challenges to our communities in making this connection?**





Goal - create a program for farmers and ranchers to help diversify their incomes by creating an agritourism enterprise



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

Program Basics



- ♦ Who should apply? Active farmers and ranchers with less than 10 years of agritourism experience.
- ♦ Accept 30 participants
- ♦ Start Summer 2021
- ♦ 2-year commitment
- ♦ 8 face to face in state and out of state meetings over 2 years
- ♦ Registration fee: \$1250 per person – payment plans available

Objectives



1. Understand and develop the 'big picture approach' to building a successful enterprise which includes a business plan.
2. Assess your agritourism potential and evaluate emerging opportunities in agritourism.
3. Identify and prioritize the legal liability issues affecting your business and develop a solid action plan for addressing these issues.
4. Develop innovative marketing strategies to effectively reach your target audience.
5. Understand the concept of 'co-opetition' and how to partner with others to build regional competitiveness.
6. Network with your peers and experts to share best practices and build confidence.

Program Components



Case studies of established agritourism businesses:

Food, Accommodations, Tours, Entertainment, Outdoors

Business education related to agritourism:

- Finding the Right Fit for Your Operation
- Risk Protection and Liability
- Finance - Pricing, Taxes and Licensing, Financing a Business
- Marketing
- Hospitality & Advocacy for Agriculture

Online components

Out of state trips

Networking – with others in your cohort, with agritourism operators and with resource providers in South Dakota.

Tentative Timeline



May 13-14, 2021	Education: Intro to AgritourismSD
July 12-15, 2021	TRIP – North Dakota
October 2021 – 3 days	Case Study & Education: Risk Protection & Liability
February 2021 – 5 days	TRIP – Nebraska
June 2022 – 2 days	Case Study & Education: Finance
October 2022 – 2 days	Education: Marketing
January 2023	Case Study & Education: Hospitality
May 2023	Education: Putting It All Together and Moving Forward

For more information



sdvisit.com

Industry Toolkit

AgritourismSD

What's Next



- Start thinking about and sharing ideas
- Apply to AgritourismSD



Questions?

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