

# 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, ranch or in a forest 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





## 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 law is strong, protecting both operators/producers and visitors. To be granted protection, **South Dakota Codified Law 20-9** requires both a warning sign and written contract be provided to visitors. This protection should not be considered a substitute for insurance. Prior to starting an agritourism enterprise, it is strongly recommended one seek advice and input from legal counsel, as well as an insurance provider, to ensure your business is properly covered.*

*Learn more at  
[SDvisit.com/agritourism](http://SDvisit.com/agritourism).*

## 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             |   |