



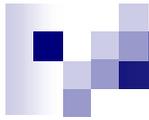
# Branding and Positioning your Enterprise: Marketing for Success

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# Overview

- Overview of Strategic Issues
- Setting the Stage for your Market
- The Elements of a Sound Marketing Plan



# Deliberate Planning

- The Mission is why we Exist
- The Objectives are where we want to be
- The Strategy is the best “road map” to attain your objectives while staying true to mission
- Actions are effective and realistic steps to achieve your strategy.



# Marketing Overview: *New Acronyms*

- Analyze strengths, weaknesses, opportunities and threats (SWOT)
  - Uses Internal and External Information
- Research customers, costs and competition (3 Cs)
  - Challenge for Agritourism relative to Commodity Agriculture
- Develop the marketing mix using product, price, place and promotion (4 Ps)



# SWOT Analysis

- Internal => External

Strengths => Opportunities

Weaknesses => Threats

- → Analyze:
  - Company perspective
  - Competition's perspective
  - What can be emulated or learned?

# SWOT Analysis

- Purpose to identify:

–Strengths

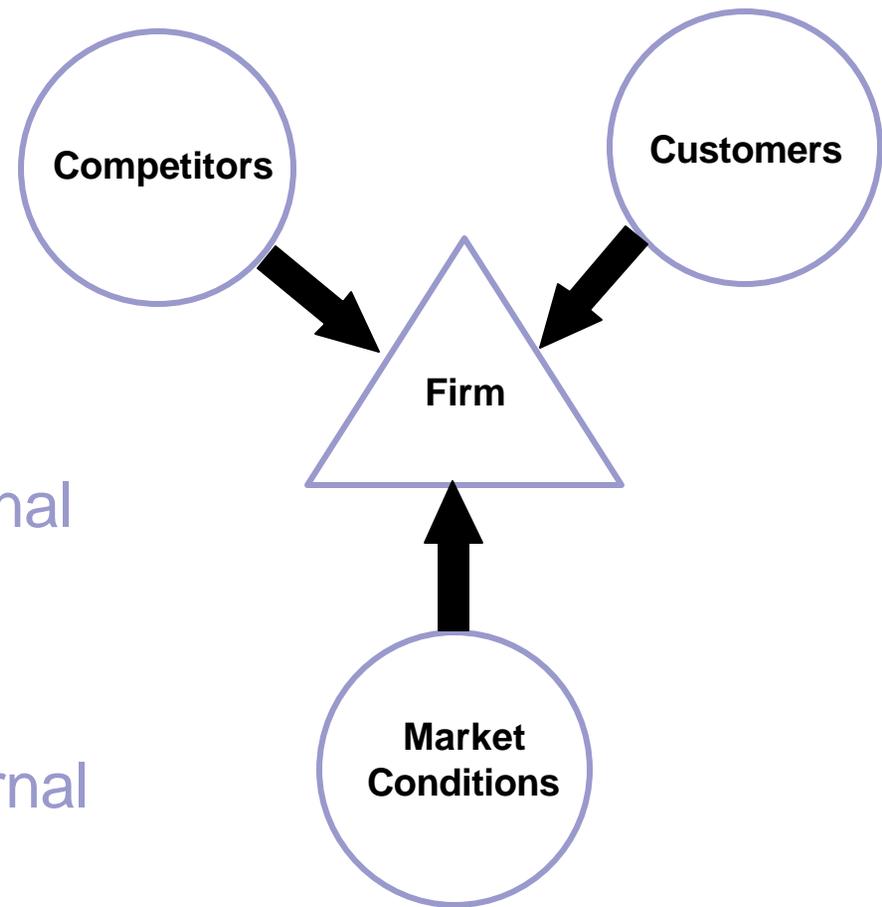
–Weaknesses

–Opportunities

–Threats

Internal

External





# Strengths and Weaknesses

Goal: objective assessment of your strengths and weaknesses to:

- identify, protect and deploy **resources**,
- understand **capabilities** and
- develop **core competencies**.

Assess strengths and weakness:

- Relative to your **competitors** and
- Important to your **customers**.

*Note: This is difficult to do well.*



# When to Decide?

- What does the Market Suggest?
  - Is market Signaling potential Growth?
  - Will you Lead new Trends? Follow others' Success?
    - This will affect your Strategy
- What are you Poised for?
  - Is Change Needed?
  - Do New or Slack Resource Allow Growth
  - Is This Alternative to Exit?



# ***CSU MARKET ANALYSIS: A RESOURCE FOR PLANNING***



# The Three Cs Of Marketing

- 1. Customer
- 2. Costs
- 3. Competition





# 1. The Customer

- What unique value does your product bring?
- Who are your customers/clients? Describe them.
  - Demographics: age, gender, income, etc.
  - Psychographics: motivations, interests, causes
  - Purchasing/consumption behavior: buying patterns
- Where do you find your customers?

# The Customers.....

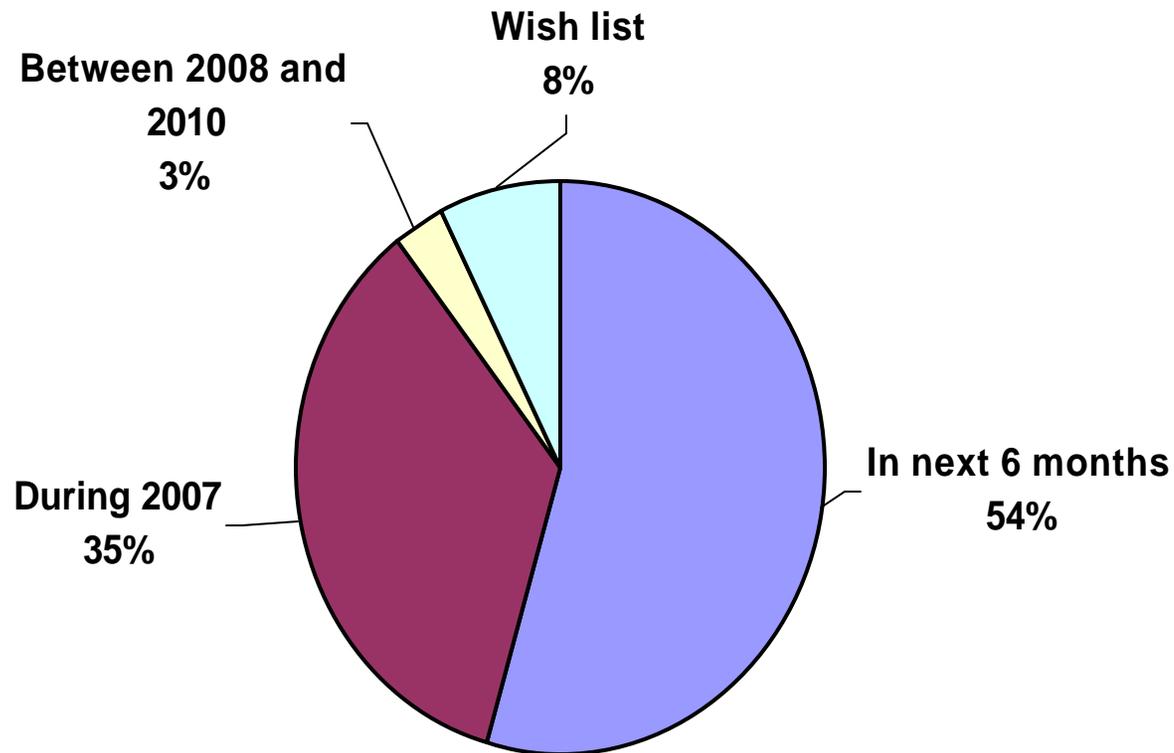




# Who are Colorado's "agritourists?"

- The Avg Traveler to Colorado agritourism in 2005-06
    - 57% out-of-state (AZ, NM or UT), varies by region
    - 37% had incomes over \$75,000/year while only 12% earned under \$30,000/year
    - 46 years old and 73% married:
      - 20% parents w/children under 6;  
while 22% have kids 6+ years old;
      - 15% are retired couples; 28% are younger couples, no kids
      - 15% are singles
    - 90% identified themselves as White (7% of these Hispanic)
  - But, this doesn't give us much information to understand & influence consumer behavior
- **Corresponds to other surveys on general & heritage traveler characteristics**

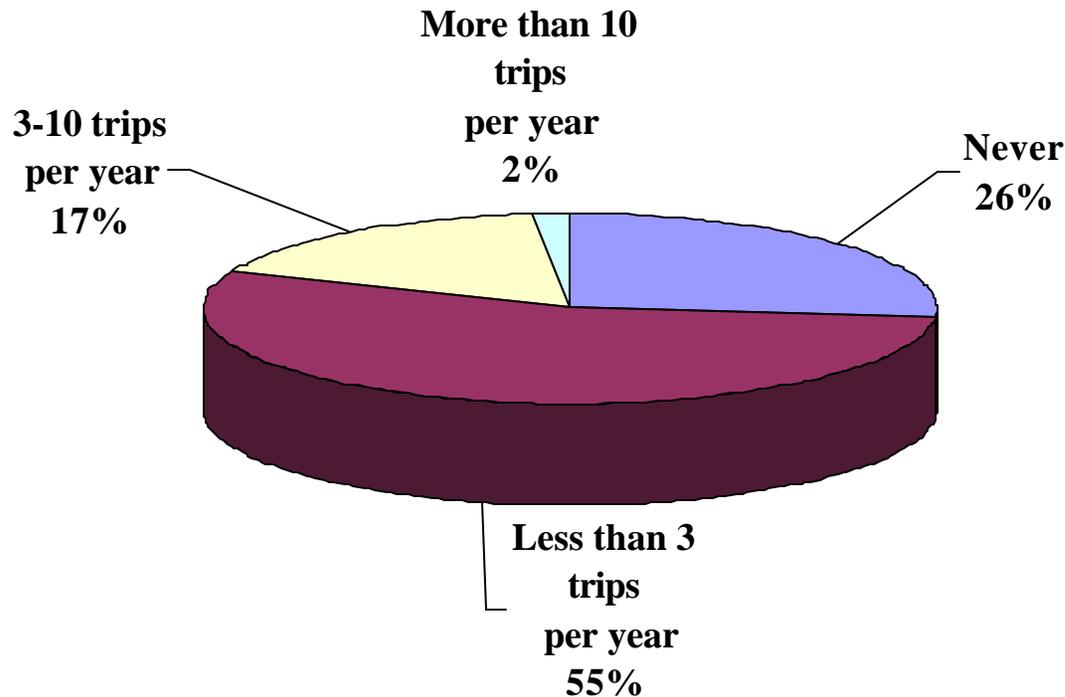
# Future plans to visit Colorado for Agritourism



**52% of all respondents who plan to visit Colorado (or an area of CO where they don't live) said agritourism would be a primary or secondary reason for their visit (n=524)**

# General participation in agritourism in CO:

- Almost 1 in 5 participated in agritourism 3 or more times per year



- 26% said they never participated in agritourism activities



# Target Segments

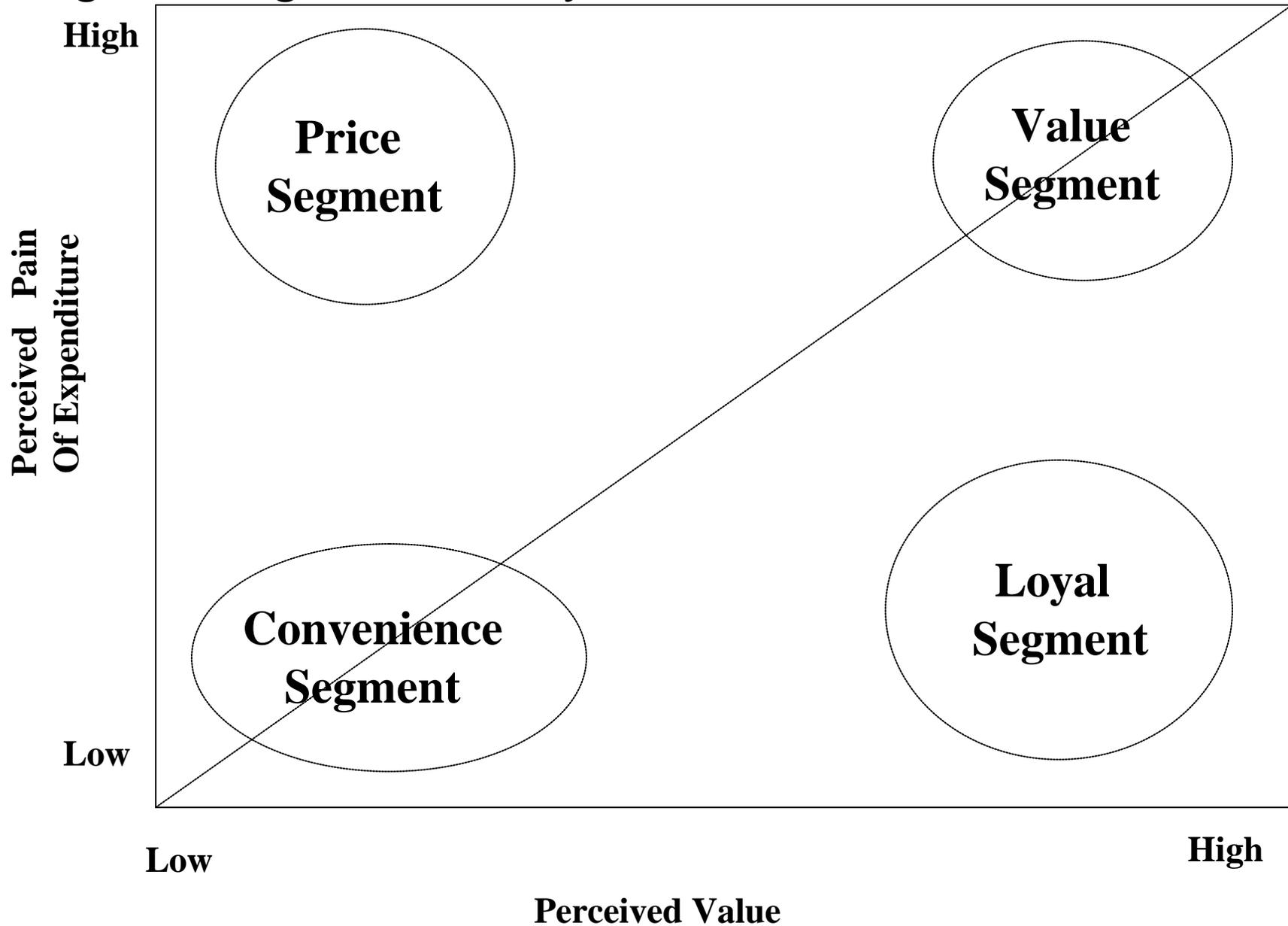
- Loyal are return customers and visitors...less worried about costs
- Value segment are hardest to keep happy, but do recognize and value quality
- Convenience segment are those you can get to make impulse buys/visits...less price sensitive
- Price segment is not too attractive unless you compete entirely on price
  - Let's explore Colorado's agritourists....

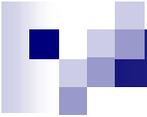


# Targeting Traveler Segments

- “Cluster” visitors by like characteristics
  - Planning
  - Mode of travel
  - Activities chosen
  - Expenditures, etc.
- Easier to develop cohesive marketing strategies than for “average” traveler
- We can define them...
  - .....target those with greatest potential
  - .....and create recommendations

# Segmenting Markets by Influencers





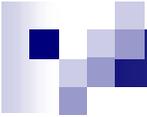
# ***Out-of-State Activity Seekers***

- 970,000 per year, 97% out-of-state travelers
  - Mid- to upper-middle class (parents, friends, couples)
  - Fly in, rent a car, stay mainly in hotels or with friends and family
  - Spend most per visit, mostly on lodging, for longer trips
- Rely heavily on Web resources to plan
  - Past experiences & in-state resources (Welcome Centers, CTO)
- Primary travel focus not agritourism, BUT 2/3 report unplanned activities
- Customer service greatly influences their trip;
  - Poor directional signage & lack of perceived value are trip detractors
- Important to make good use of in-state advertising and food-oriented events to attract



# ***In-State Explorers***

- 3.5 million+ visitors per year, 2/3 from in-state
  - Drive cars for long weekends, shorter trips, more often
  - 4 days on average, mostly winter, most without children
  - Stay in hotels, resorts, or w/friends & family
- Plan using past experiences & recommendations
  - 12% make agritourism trip focus; 25%+ unplanned
  - Culinary or educational/nature-based on-farm experiences
- Harder to target but:
  - Travel frequently and Open to spur of the moment
  - Most not tempted to spend more on agritourism, but on other amusement
- Attract through Savvy marketing and promotional investments
  - Tie into broader events (sporting events, heritage activities)



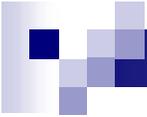
# ***Loyal Colorado Enthusiasts***

- 3.6 million+ travelers per year, 75% for leisure
- 2/3 in-state; 1/3 out-of-state; parents or couples
  - Return often (98% plan to visit again)
  - Camp or stay w/friends & family
  - Overall lower spenders, but 10% goes to local products
  - Plan based on past experiences, print materials, in-state resources
  - All participate in agritourism: 58% planned trips for agritourism
- Highest participation during the summer
  - Most activities per trip (3+) and More visits than two years earlier
- New agritourism activities interest them
- Use wide information gathering to tailor their trips
  - Need information from operators and communities to plan their travels → how to build their trip (will participate more with more info.)



# ***Family Ag Adventurers***

- 4.5 million travelers per year; 75% out-of-state
  - Middle income; higher spenders per trip
  - Travel long distances in their own vehicles, mostly in summer
  - Past experiences & recommendations, Web searches to plan
- All participate in agritourism; most activities unplanned
  - But, 25% pre-planned focusing on quality and value
  - Interests most diverse
    - But prefer educational & nature-based on-farm experiences
- Trips are commonly big family vacations
  - Unsure of visiting again in next several years (major factor is cost, then distance)
  - But indicate would participate in culinary activities on next trip

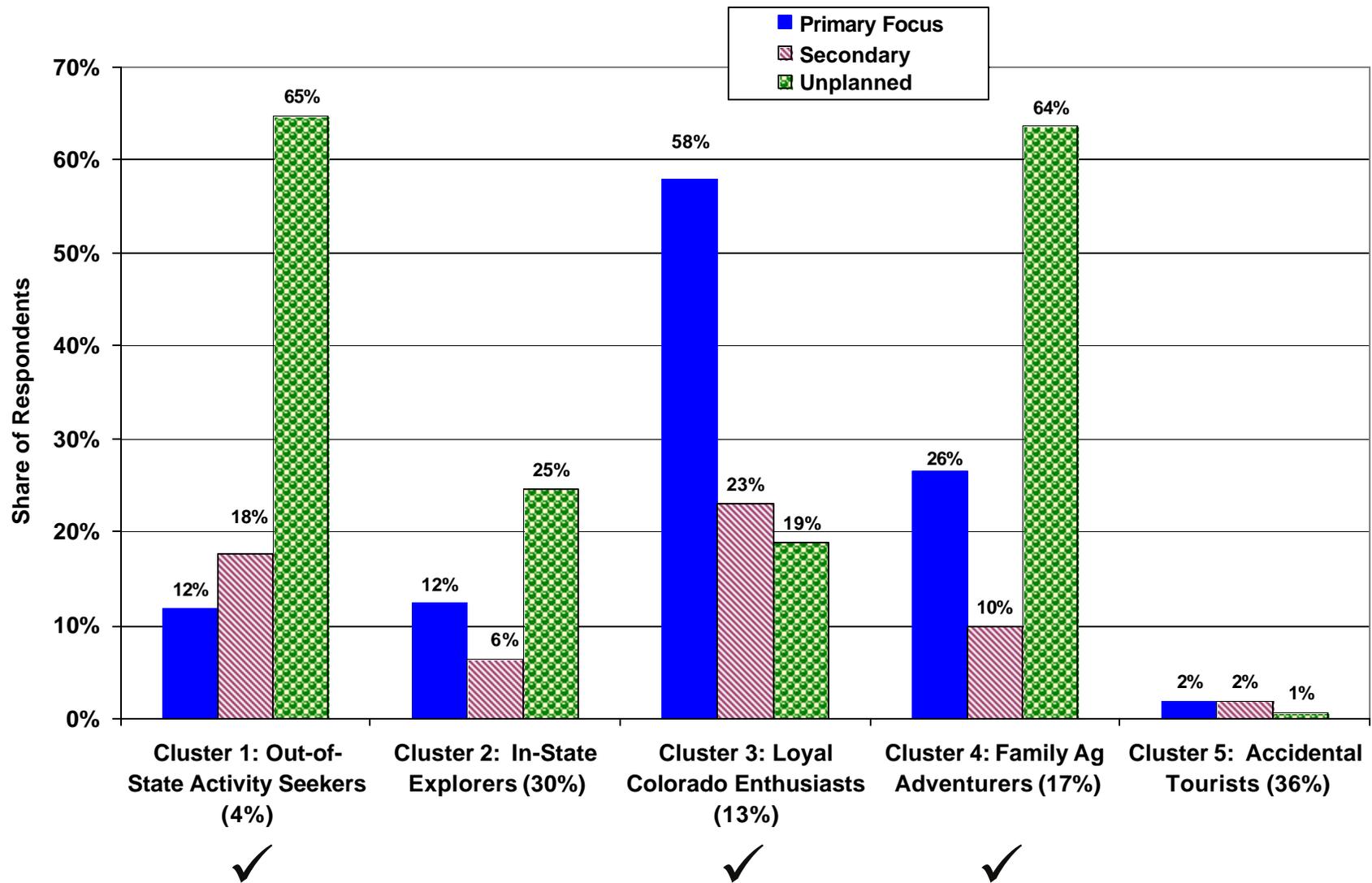


# ***Accidental Tourists***

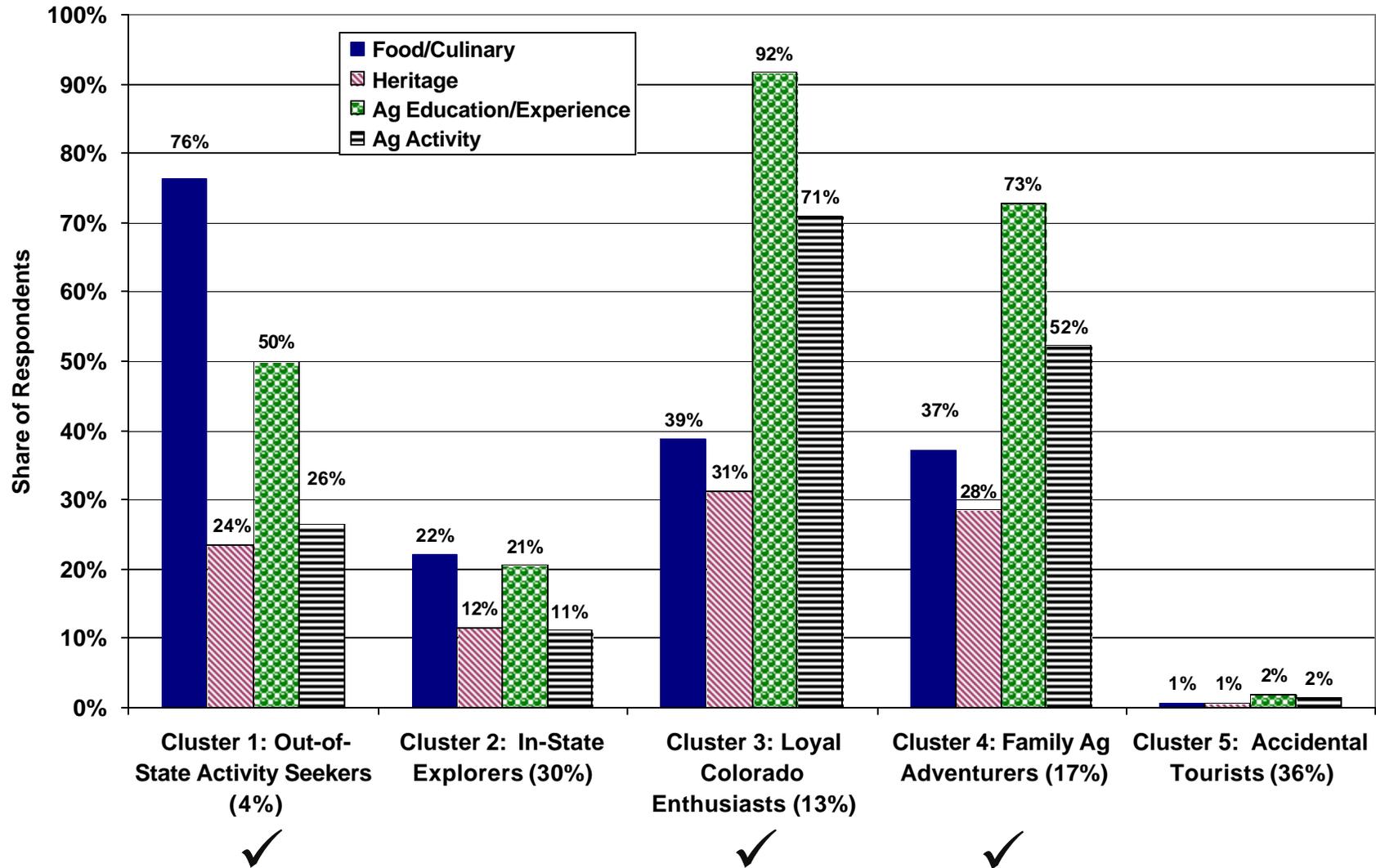
- Less than 500,000 travelers/year (small share of agritourists)
- Business/family matters bring them here
  - Visit for few days, mostly in summer and winter
  - Travel by car (own or rental) or by air, Stay mostly in hotels
  - Conduct less planning than other travelers
  - Spend very little relative to other travelers
- Small windows of leisure time (but want diversions)
  - They are not seeking agritourism activities
- Travelers learn about agritourism “just in time”
  - Activities need to be well-promoted and easily accessed due to the limited time: airports, hotel “brochure racks”
  - Future participation in agritourism would be linked to culinary or heritage activities
  - Good potential for operations near urban areas, especially if transportation is offered or activities can be packaged with hotels/shuttle services

# Importance of Agritourism to Visit

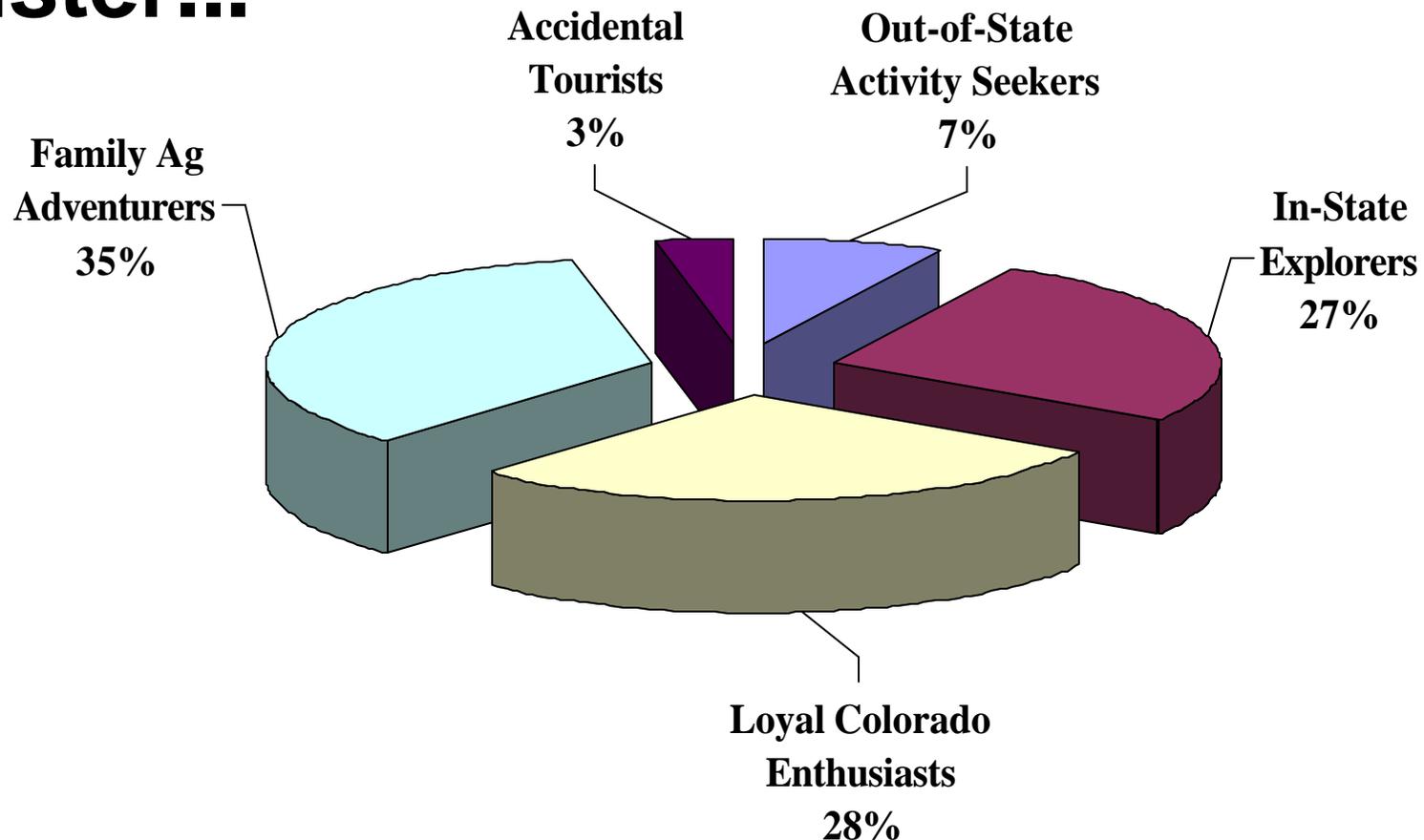
By Cluster, N=897



## Participation in Agritourism Activities by Cluster, n=897



# Percentage of agritourists in each cluster...



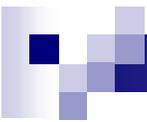
...But, let's look at what their travel patterns tell us

# Part of targeting explores travel behavior and Opportunities

- In-State Explorers, Enthusiasts and Adventurers do the most in Colorado
- Enthusiasts, Family Adventurers and Accidental Tourists show increasing interest

**Table 1: Travel Behavior among Segments, n=897**

	<b>Out-of-State Activity Seekers (30%)</b>	<b>In-State Explorers (4%)</b>	<b>Loyal Colorado Enthusiasts (13%)</b>	<b>Family Ag Adventurers (36%)</b>	<b>Accidental Tourists (17%)</b>
<b>Share of Agritourism Participation per Year</b>	3%	20%	47%	27%	24%
<b>Share of Agritourism Participation in Colorado</b>	7%	42%	65%	55%	24%
<b>Share who Note an Increase in Agritourism Visits as Compared to 2 Years Ago</b>	4%	11%	31%	21%	24%



## 2. Your Costs (and their Spending) \$ \$

- Know variable costs of producing your product
- Realize there are fixed costs that must be paid, whether you produce your product or not
- Use variable and fixed costs to calculate the break-even point where costs are covered
- Compare break-even with industry standards
- Financial analysis:
  - Given the numbers and value perceived by the customer, can you feasibly offer enterprise?

# Cornell 2000 Study

## ■ Various Agritourism Operators

- Average Income=\$101,041
- Average Gross Expenses=\$88,499
- Average Net Profit=\$12,347
- U-Pick most profitable on % basis
  - because of low capital and labor investment?

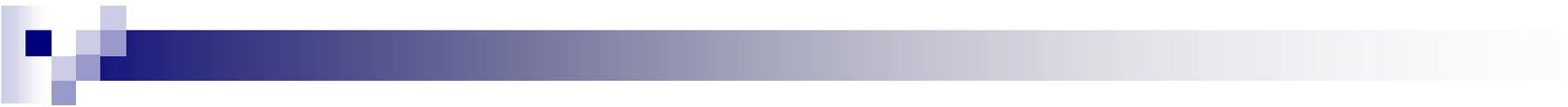
## ■ Dependent on Scale, cost per visitor.....

- One way to consider break even, if you consider visits as “yield”



# Potential Corn Maze Budget

Expenses	2006	2007	2008
Maze Contractor	\$5,000.00	\$5,000.00	\$5,000.00
Maze Maintenance	\$7,000.00	\$7,000.00	\$7,000.00
Carpark and ticket booth construction	\$500.00	\$500.00	\$500.00
Concessions unit rental	\$5,000.00	\$5,000.00	\$5,000.00
Concessions stock	\$50,000.00	\$54,166.67	\$58,333.33
Labor	\$45,360.00	\$45,360.00	\$32,256.00
Salaries	\$100,000.00	\$100,000.00	\$100,000.00
Insurance	\$6,000.00	\$6,000.00	\$6,000.00
Licensing	\$1,000.00	\$1,000.00	\$1,000.00
Restroom Upkeep	\$4,480.00	\$1,860.00	\$1,860.00
Advertising	\$30,000.00	\$30,000.00	\$30,000.00
Pumpkins	\$31,500.00	\$34,125.00	\$36,750.00
Miscellaneous	\$1,500.00	\$1,500.00	\$1,500.00
<b>Expenses</b>	<b>\$287,340.00</b>	<b>\$291,511.67</b>	<b>\$285,199.33</b>



# What does this mean?

- What are per visitor costs...
  - If 20,000 visit? Over \$14 per visitor
  - 60,000 visit? Less than \$5 per visit
  - Would some costs decrease with fewer visitors? This represents “scale efficiency”
- When you need many visitors or “yield” to cover high fixed costs, you may try different pricing strategies → more later

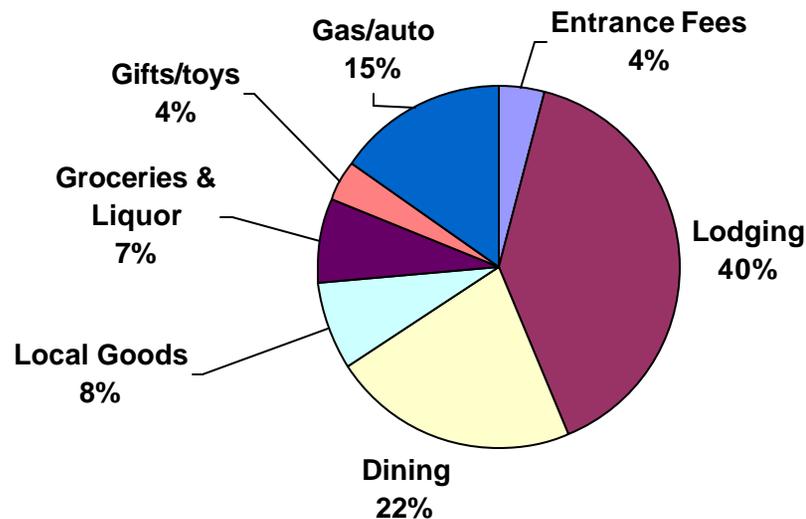


# Product Benefits and Costs

- Tangible Those product benefits (costs) that are easy to measure, “features.” Tangible attributes come through in the product design
- Intangible: attributes that are not easily measured. Sales and promotion will often be used to establish intangible attributes in lieu of product design.

# What are travelers spending?

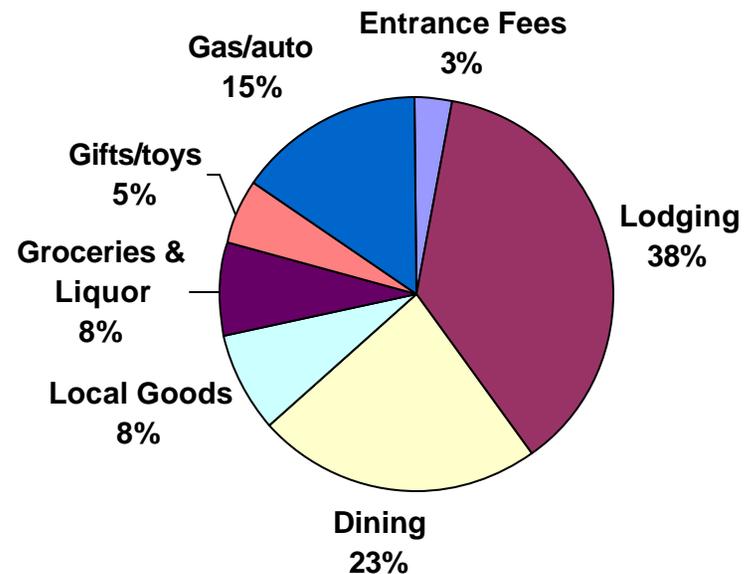
## Colorado Tourists



- Out-of-state tourists spent an average of \$887 on last trip to Colorado: important as it is a greater impact

- Colorado tourists spent an average of \$391 on last trip to Colorado that involved agritourism

## Out of State Tourists





# What are travelers spending?

	Total expenditures (\$)		Total expenditures per day (\$)	
	Mean	SD	Mean	SD
<b>Out-of-state</b>	<b>\$887.36*</b>	<b>1332.09</b>	<b>\$157.01*</b>	<b>207.53</b>
<b>In-state</b>	<b>\$391.25*</b>	<b>708.88</b>	<b>\$113.61*</b>	<b>153.00</b>
<b>Total</b>	<b>\$676.06</b>	<b>1136.05</b>	<b>\$138.61</b>	<b>187.29</b>

\* Significantly different at a 95% confidence level.

# What does the future hold?

- 52% of all respondents said they planned to visit CO in 2007
- And, 40% would plan their trip to include agritourism
  - Another 5% would include agritourism in 2008 – 2010

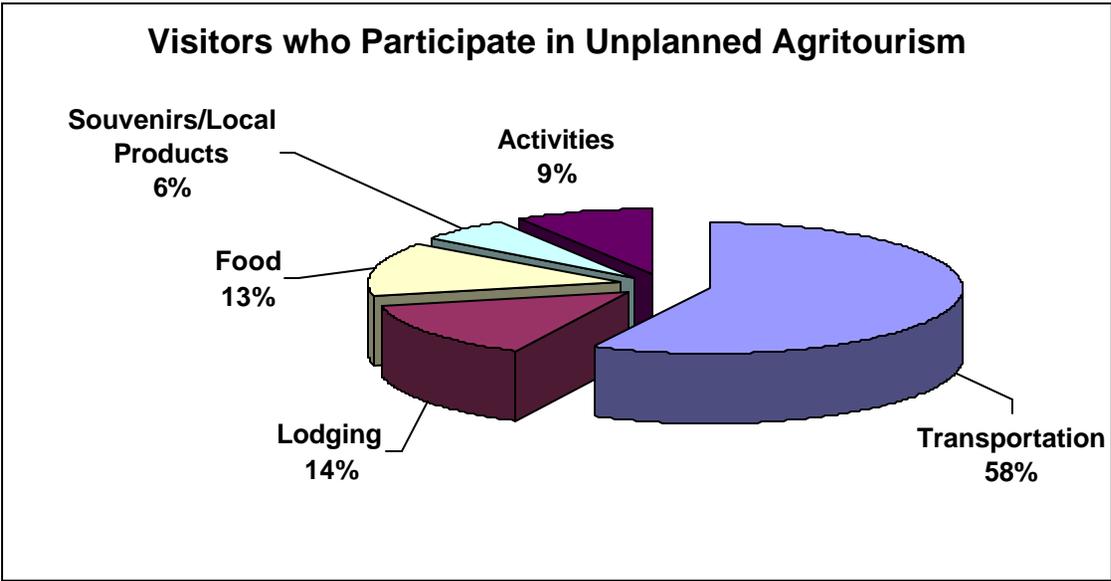
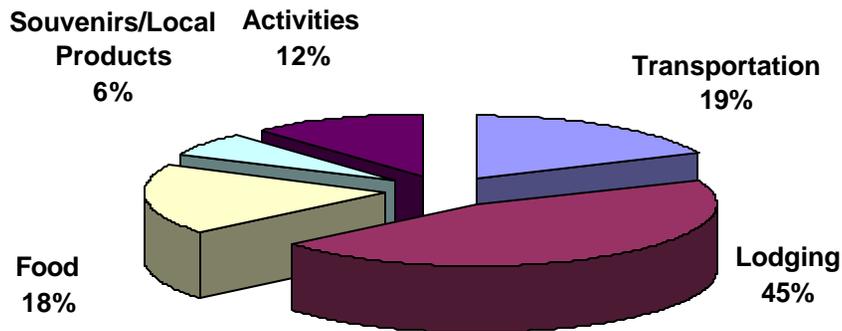
Those planning primarily for agritourism intend to spend more, especially out-of-state visitors

**Average expected total expenditures**

	<b>During 2007</b>	<b>After 2007</b>	
<b>Primary</b>	\$ 712.36	\$ 1,112.50	94
<b>In-state</b>	\$ 419.33	\$ 750.00	70
<b>Out-of-state</b>	\$ 1,776.53	\$ 1,185.00	24
<b>N</b>			
<b>Secondary</b>	\$ 823.22	\$ 1,123.50	45
<b>In-state</b>	\$ 595.39	\$ 184.00	19
<b>Out-of-state</b>	\$ 1,001.52	\$ 1,436.67	26
<b>N</b>	41	4	
<b>Unplanned</b>	\$ 757.01	\$ 997.50	90
<b>In-state</b>	\$ 520.00	\$ 750.00	41
<b>Out-of-state</b>	\$ 982.74	\$ 1,032.86	49
<b>N</b>	82	8	

# Travel Budgets for 2007 Visits (n=93,83)

Travelers who Report that Agritourism is Primary Purpose of Trip





# 3. The Competition ...and Other Challenges

- From SWOT analysis, assess your business' strengths and weaknesses compared to your competitor's
- Competition can be other operations, regions, types of recreation or leisure
- Emulate your competition's strengths and overcome their weaknesses
- Differentiate your product from the competition's



# The Real Competition . . .

- Other States and Regions....

- ...Colorado may be behind peer states and regions in their promotional campaigns

- Other travel activities

- Agritourism is relatively “hard to find” and plan compared to alternative excursions

- Other leisure activities

- Local and home activities may win out in times of economic downturn

# Average satisfaction with agritourism activities

(1=Extremely Satisfied, 5=Not at all Satisfied)

## On farm/ranch activities

Children's camp	1.00
Dude or guest ranch	1.00
Hay rides / sleigh rides	1.25
On farm/ranch get-a-way (quiet, scenic area)	1.25
Corporate/special events (weddings, retreats, reunions)	1.30
Off-road motorcycling, ATV, mountain biking	1.40
Wilderness guiding and outfitting	1.40
Photography / painting/nature based art	1.41
On-farm or ranch water activities	1.43
Camping / picnicking	1.49
Farm/ranch work experience	1.50
Snowmobiling, cross-country skiing	1.50
Guided tour of farm/ranch (archaeologic, historic sites)	1.50
Horseback riding	1.60
Bird watching & wildlife viewing	1.60
Bed & Breakfast (rural, historical, farm- based)	1.68
Seeing, handling farm/ranch animals	1.70
School & educational tours and activities	1.75
Fishing (including winter ice fishing)	1.81
Agritainment: corn maze, pumpkin patch, etc.	2.00
U-pick operation (produce, Christmas trees)	2.00
Hunting (guided or unguided)	2.11
Trap & skeet shooting	2.50

## Food-based activities

Farmer's markets	1.49
Harvest and food festivals	1.66
Other food and culinary experiences (cheese, jam, cider)	1.67
Microbrew tour, visit and/or tasting	1.67
Winery tour, visit and/or tasting	1.70

## Heritage activities

Barn dances, hoedowns, square dancing	1.25
Rodeo/livestock activity (Stock Show, county fair)	1.64
Historical museums and sites (ag history)	1.73
<b>Average Satisfaction with All Activities</b>	<b>1.58</b>

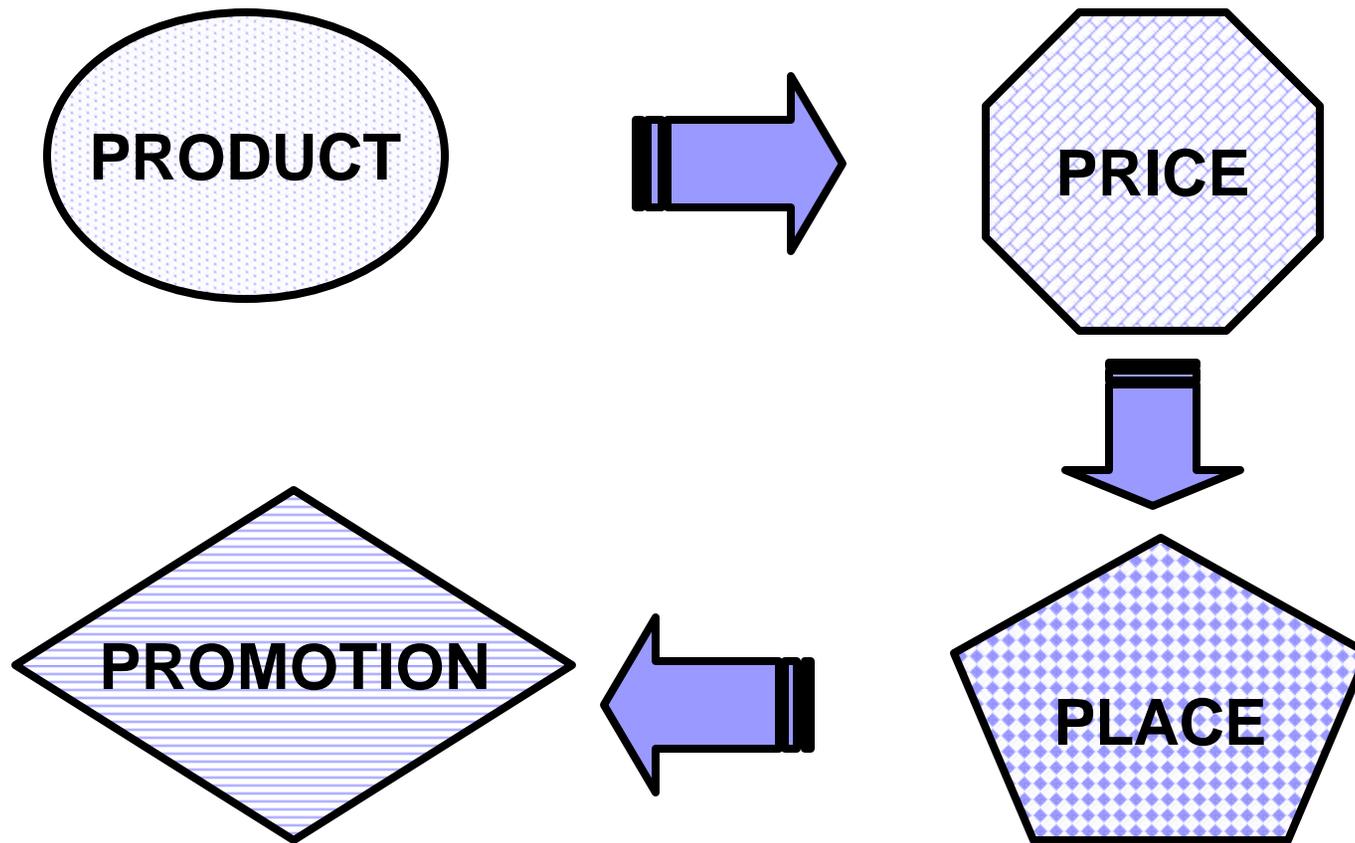
Generally, satisfaction was quite high for all activities  
 Red: Very high  
 Blue: Relatively low

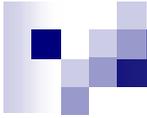


# Challenges:

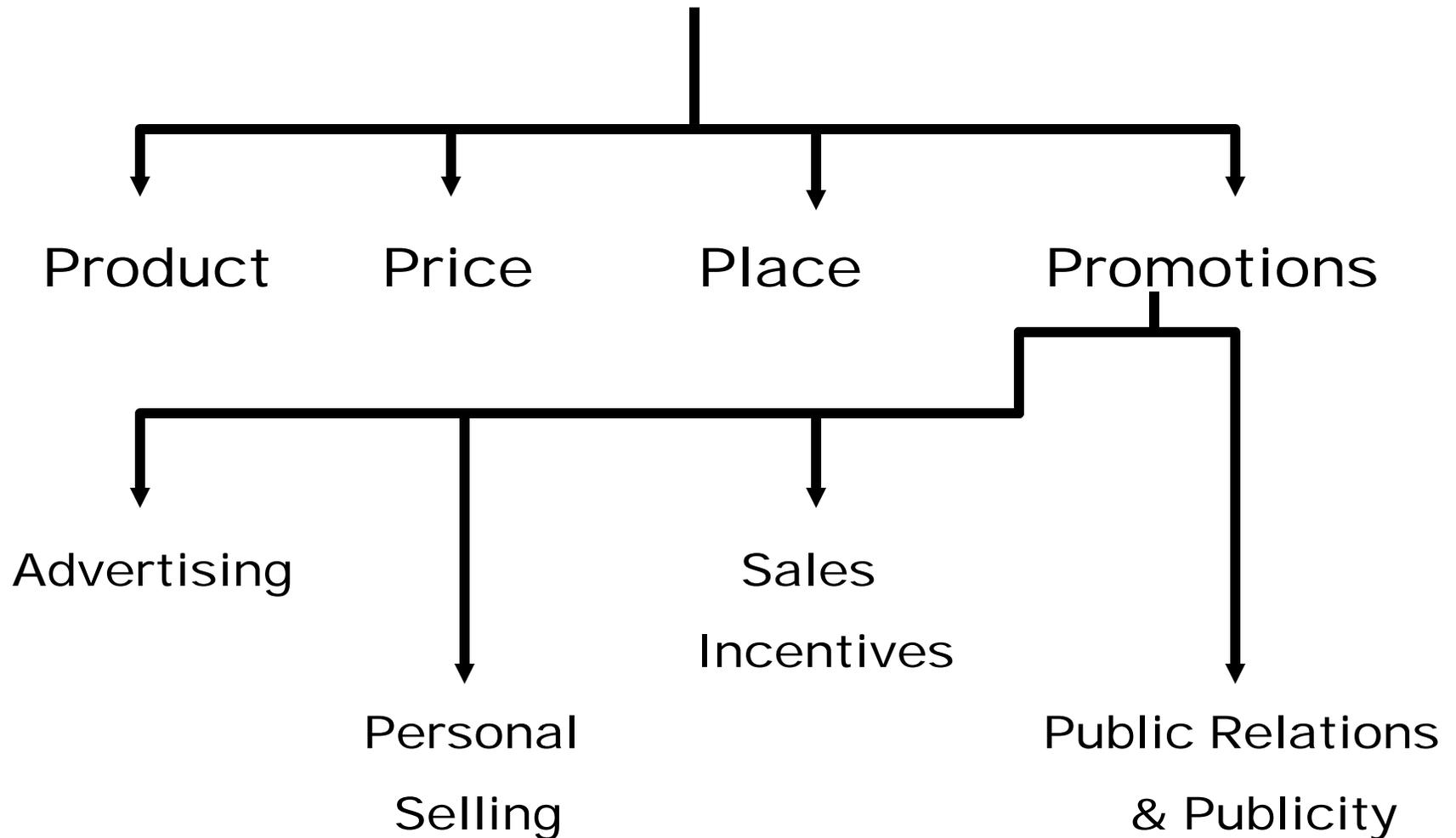
- Shifting visitors from unplanned to planned agritourism
  - Increases expenditures at local level
- Rounding out trips: 87% of all travelers were satisfied with their visits
  - But 13% would have liked more agritourism and other activities to round out their trip; would have paid for it
- Creating impression that Colorado is a “good value” trip for them, especially those with large expense to travel
  - Especially those for whom CO is a big, planned expense on leisure
- Improving tourism infrastructure for agritourism
  - Tying more on-farm & ranch activities to food-oriented events
  - Directional signage to make travelers more aware & directed
  - Interpretative signage for those wanting an educational experience

# The Marketing Mix: Implementation





# Marketing





# 1. Product (or Service)

■ Goods that satisfy the needs of a target market should have the following characteristics:

- Physical features (design and packaging)
- Branding and image/personality
- Degree of customer service: products and services
- Consistent quality, supply or experience
- Pricing to cover costs & generate required margins or returns

# Product Adoption and Diffusion

## ■ Stages of Adoption:

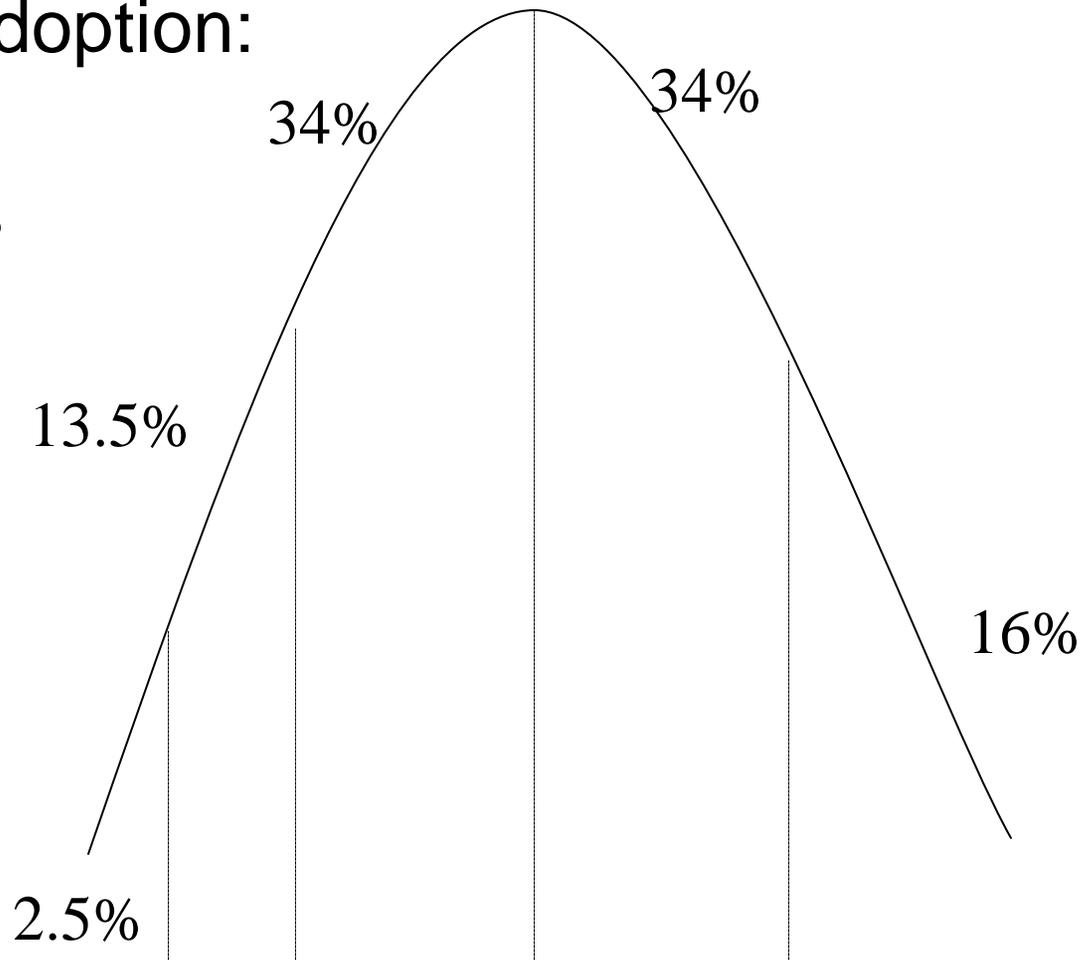
Awareness

Interest

Evaluation

Trial

Adoption





# Product Life Cycle

## ■ Stages

- Development
- Market Introduction
- Market Growth
- Market Maturity
- Sales Decline

## ■ Primary Activity

- Market Research
- Promotion
- Develop Customer Loyalty
- Pricing
- Shift, Adapt or Exit

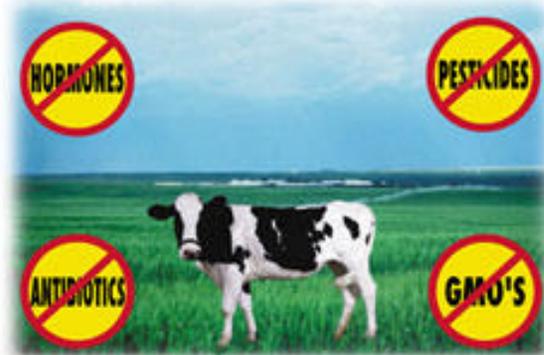
**Note that Market Research and Promotion are the Primary Focus in early Stages when you build Interest and Awareness**



# Horizon Dairy's Product Package

Organic-anti-"all the bad things"

- Happy Cows
- Fun for the kids
- Variety
- Convenience
- Advocating farms through education and policy

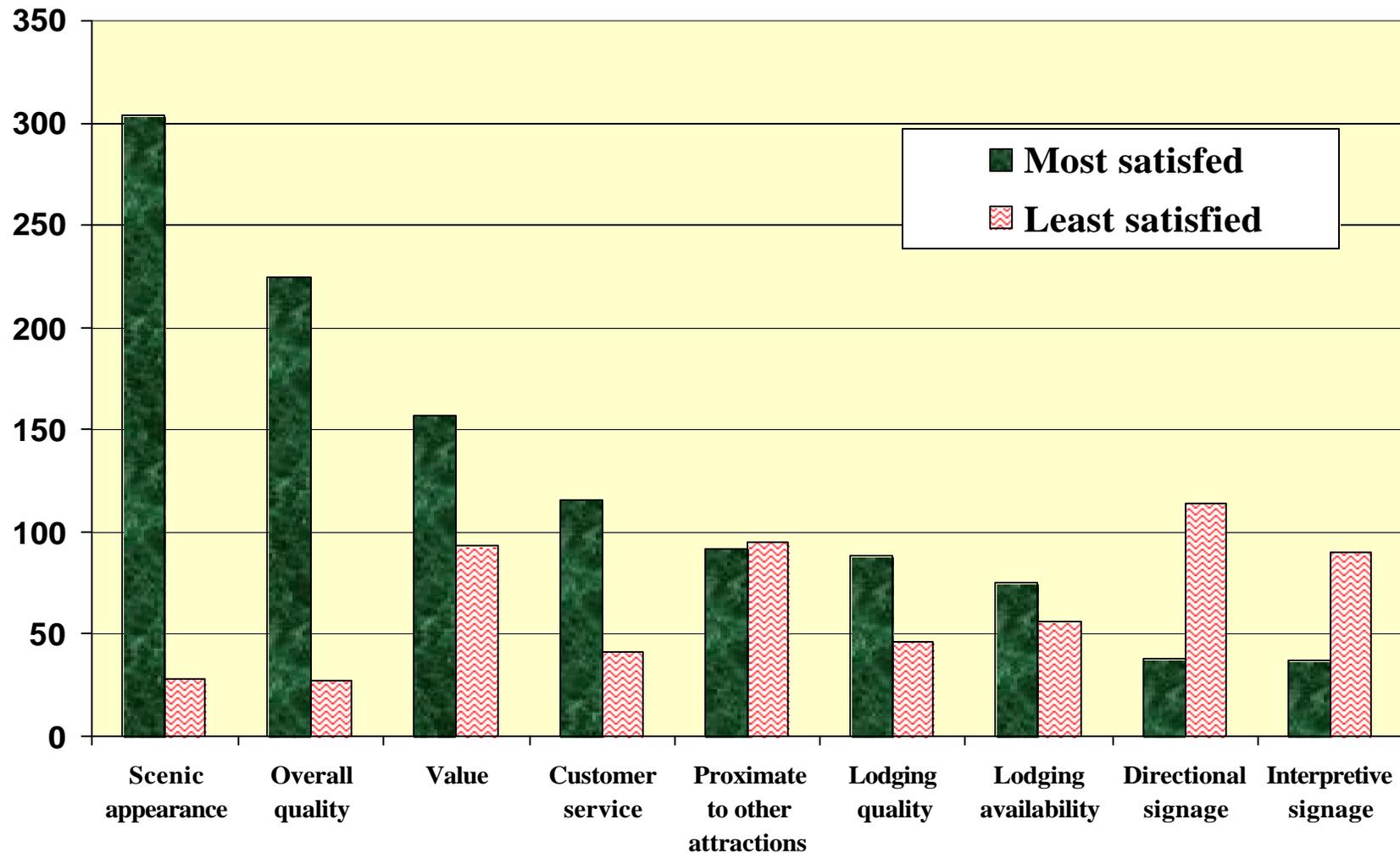


# Two Rivers Winery and Event Center

- Wine is Culture, with European Routes
- A Chateau among Mesas
- Wine in Every Room
- Grape Vines for Production or Ambience?



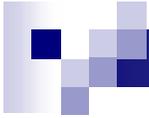
# Other factors influencing consumers' agritourism experience in CO





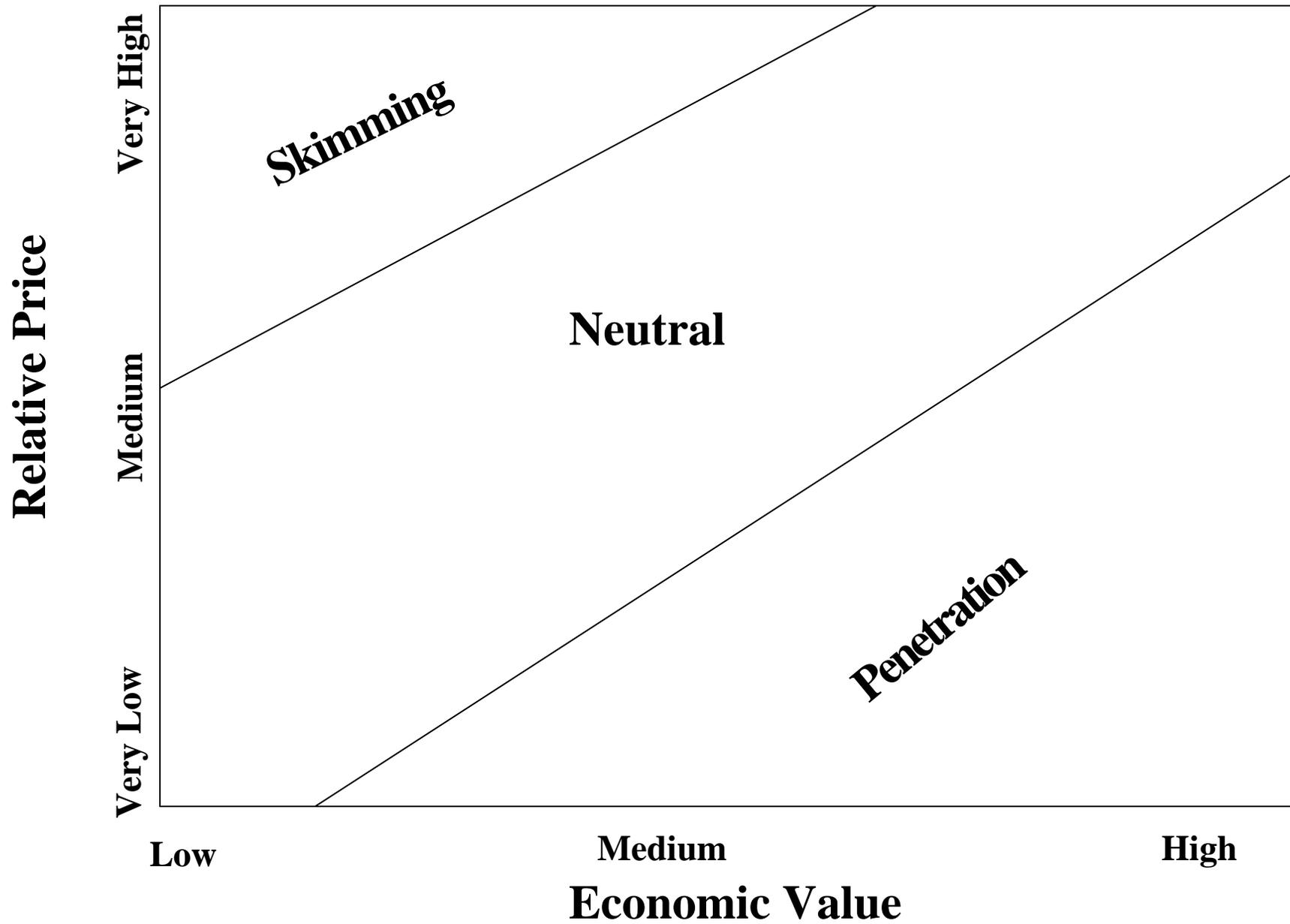
## 2. Price

- Set prices based on:
  - Value-based pricing (match price to perceived value by customer, brand loyalty, customer oriented price)
  - Competition-based pricing (match prices to similar products of your competition)
  - Cost-based pricing (set price dependent upon production costs)
- Use discounts or incentives to boost sales but with a specific goal in mind



# VALUE PRICING

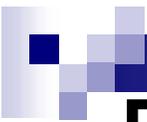
# Generic Pricing Strategies





# Pricing Strategies: Segments

- Loyal and Convenience consumers can be highest revenue potential...skimming
  - Our Loyal Colorado Enthusiasts are key to profits
  - Do Accidental Tourists fit here?
- First time buyers and visitors may be attracted through penetration
  - Low or at cost pricing to Cover Fixed Costs
  - Out of State Activity Seekers
- Good pricing strategies can help increase revenues from those less price sensitive
  - Family Ag Adventurers seeking once in lifetime experience



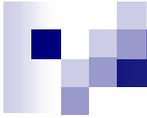
# Parade Rest Guest Ranch- Outside Yellowstone National Park

- "All Inclusive" rates include your lodging, 3 meals per day, horseback riding, fly-fishing on the ranch creek, and cookouts on Monday and Friday nights.
- Per night rates for 2008 season:
  - Adult 12 and older- \$189.54
  - 8-11 year olds - \$150.93
  - 5-7 year olds – \$107.64 Under 5 free
- Early and late season specials-penetration

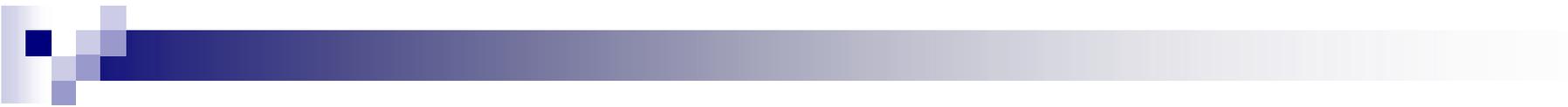
# Anderson Farms Fall Festival

- **2007 Group Rates-Save \$2 per person**
  - **September 22nd - October 11th  
or any Monday – Thursday**
  - **\$8 for Adults, \$6 Kids (4-12) & Seniors**
  - **\$1 more closer to Halloween**
- **Add a meal deal and receive a FREE  
small pumpkin!!**
  - **Hot Dog Meal Deal  
\$12.50 Adults, \$10.50 Kids**
- **Penetration, bundling, value**





# **COST PRICING**



# Contribution analysis

- The idea that every sale/visitor covers direct costs and Contributes to Overhead
- Per unit CTO=Price per unit-Variable costs
  - Per unit operating margin
- $CTO = \text{Per unit CTO} * \text{Units sold}$ 
  - Defines economies of scale in a way
- Breakeven quantity=
$$\frac{\text{Fixed Costs}}{\text{Price-Variable costs}}$$



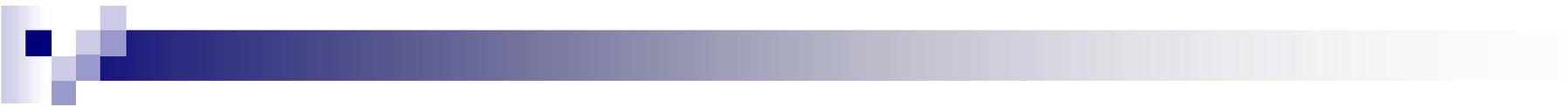
# Break Even Method

- Per unit contribution=price-variable costs
- Break-even Quantity=Fixed costs divided by Per unit contribution
- Any piece of this equation can be missing, leaving the manager to deduce appropriate strategy



# Break-Even Example

- Direct cost of a ranch visitor per day
  - \$25- includes food, labor, materials
  - You charge an average of \$125 per day
- Fixed costs are \$200,000
  - Includes facility improvements, management, marketing costs and administrative overhead
  - Breakeven= $200,000 / 125 - 25 = 2000$  visitor days
  - Any volume above this represents profits
- If under break-even goal, examine which part of the equation you have most control over
  - Price, variable costs, overhead or sales volume



# Competitor Pricing

- Straightforward comparison of your prices vs. competitors
- Trick may be assessing who you are competing against
  - Other agritourism? Other destinations? Staying home?
  - Informing customers about your value compared to competition

## **One Fremont County Farm**

- Admission: Free
- Tractor Rides: Free
- Wholesome Family Fun: Free
- Baskets/Boxes for picking: Free
- Tony's Personality: Free
- Deli Items: Reasonable !



Apples: Pick-your-own \$1.35 Lb.

Already picked Apples in the store vary by variety  
usually \$1.50 to \$1.77 a Lb.

Fresh Pressed Apple Cider: 1/2 Gallon \$3.00 Gallon \$6.00



- Blackberries : \$4.50 for 12 ounces\*\*      Raspberries : \$4.50 for 12 ounces\*\*
- **\*\* (The Price Of Berries In The Stores In Colorado Springs are \$3.99 For 6 Ounces!)**

- Please Note: Prices are subject to change...  
Except the Free ones!

# What can you say about Pricing



For the Following Events??



- **One general admission price includes all the "Olathe Sweet" Sweet corn you can eat, entertainment all day, plus the evening LEANN RIMES concert.**

- **General Admission**

- **Adult - Includes LEANN RIMES Concert - \$16 in Advance - \$19 at the Gate**
- **Seniors(60+) - \$5 discount**
- **Kids 3 to 12 - \$3**
- **Kids 2 and under are free.**



**FROM AN Illinois Culinary Operator:**

**<http://www.learngreatfoods.com/index.html>**

**Culinary Farm Tour**- \$95

*Visit two organic farms and gourmet food stops.  
(Includes cooking class and dinner).*

*Offered Northwest Illinois (and Wisc. and Iowa)  
and Northern Michigan, April-November.*



**Organic Culinary Retreat**- \$325

*Relax for the weekend with two cooking classes and food tours. Includes two nights lodging, double occupancy. (Includes tours, cooking classes and all meals). Single supplement: \$50.*

*Offered April-June, Sept.-Nov.*

**Food Travel Weeks** - \$1495

*Food adventures down under!*

*Travel weeks include in-country bus and van transfers, 7 nights lodging, most meals, cooking classes, central market shopping, and amazing adventures and introductions! Single supplement: \$300.*

*Offered Yucatan Peninsula, March and July 2008.*

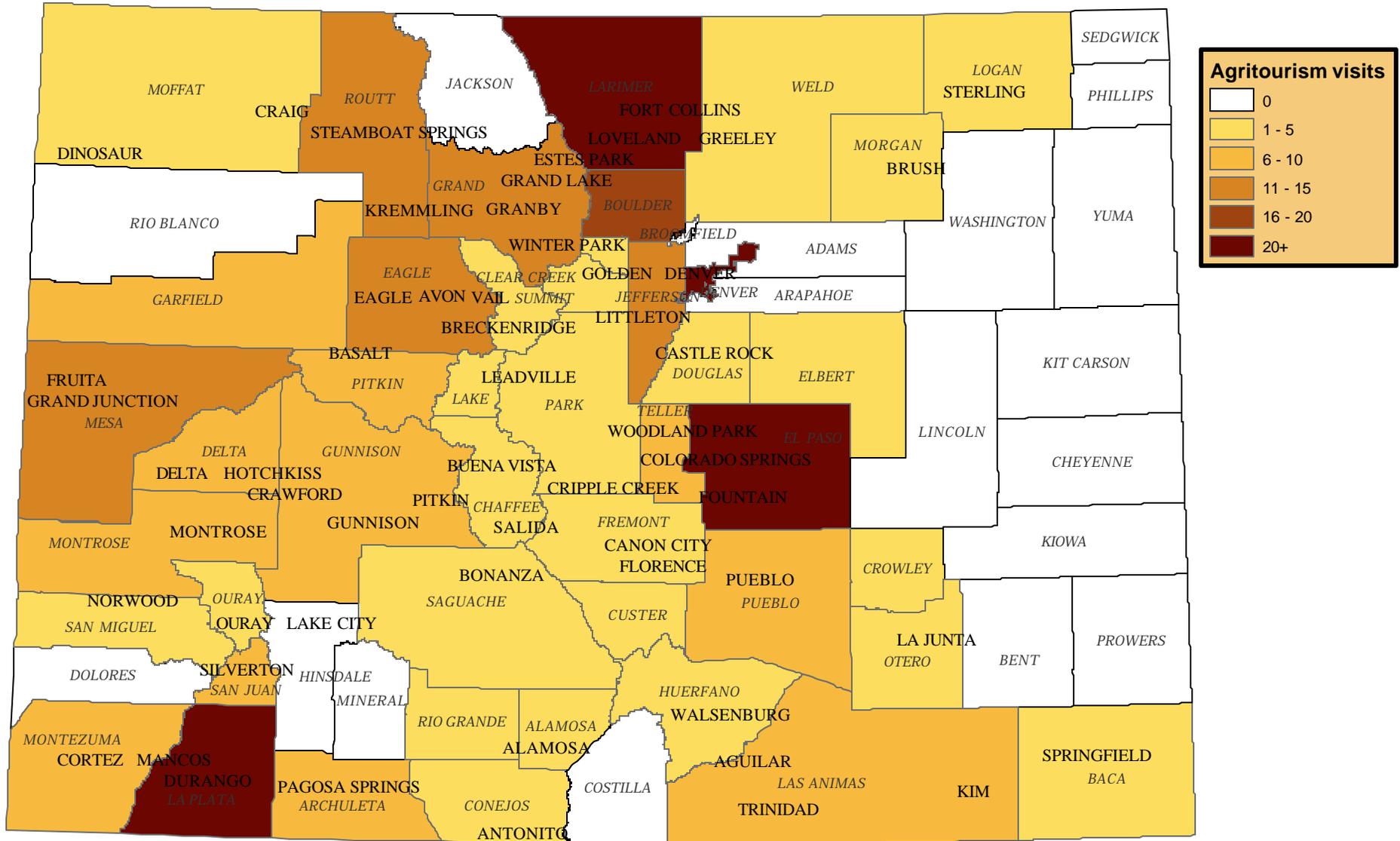
*Offered Mendoza Argentina, January-March 2008.*



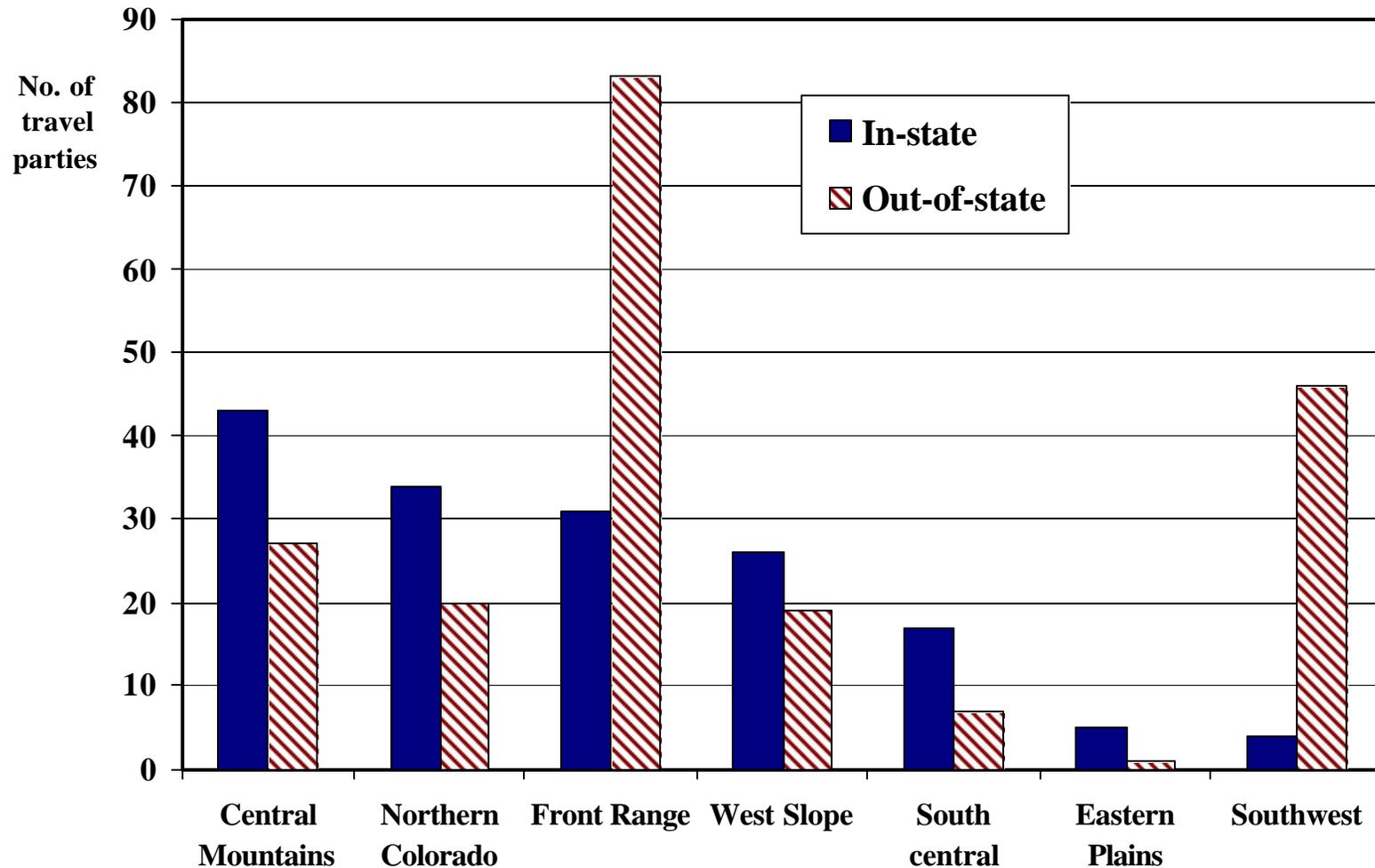
## 3. Place – Distribution Channel

- Strategic elements of location
- Where customers purchase product or service, how purchase is made
- Product must be at the right place, at the right time, in order to sell & provide profit to producer
- Channels include:
  - For food, Direct sales, internet sales, broker or distributor for food
  - For agritourism, may be where they plan trips
    - Hotels, Travel agents, Colorado Tourism Office

# Colorado Areas Visited for Agritourism



# Regional participation



\* Of Colorado's agritourists, 44% were Coloradans & 56% were from out-of-state.



# Other regional patterns...

- Length of visit
  - Longest in Central Mtns, shortest in East
- Agritourism activities
  - On-farm: Central Mtns, Northern CO, South Central
  - Culinary: Front Range & West Slope
  - Heritage: Eastern Plains & Southwest
- Spending:
  - Southwest greatest amount per trip, Eastern Plains lowest amount



# Key Point

- Marshall Fisher, Harvard Business Review
  - “***Functional Products*** require an efficient process; ***innovative products*** a responsive process.”
- For services, can you create revenue streams from understanding consumer needs/interests...sometimes on the spot
  - *Example: Pumpkins at corn mazes, local foods at wineries, food stands and farm tours along transportation corridors*



## 4. Promotion

- Includes advertising, public relations & sales promotions
- Influences attitudes & buying behaviors of customers in a target market
- Should encourage product purchase & market expansion
- Important for positioning a product in the market



# Promotional Objectives

- Stimulate sales
- Differentiate product offerings in varying markets
- Share information
- Accentuate value of product
- Stabilize seasonal demand

Source: Lou Pelton, David Strutton, & James Lumpkin. 1997.  
Marketing Channels: A Relationship Management Approach, pp 99-109.



# Promotional Methods

- Advertising: newspaper, television, magazine, radio, Internet, billboard
  - Does your business have a unique story?
- Public relations: community service or events
- Sales promotions: point-of-purchase displays, trade shows, exhibitions and demonstrations (free samples)
- Word of mouth

Source: Lou Pelton, David Strutton, & James Lumpkin. 1997.  
Marketing Channels: A Relationship Management Approach. pp 99-109.



# RIMROCK DUDE RANCH

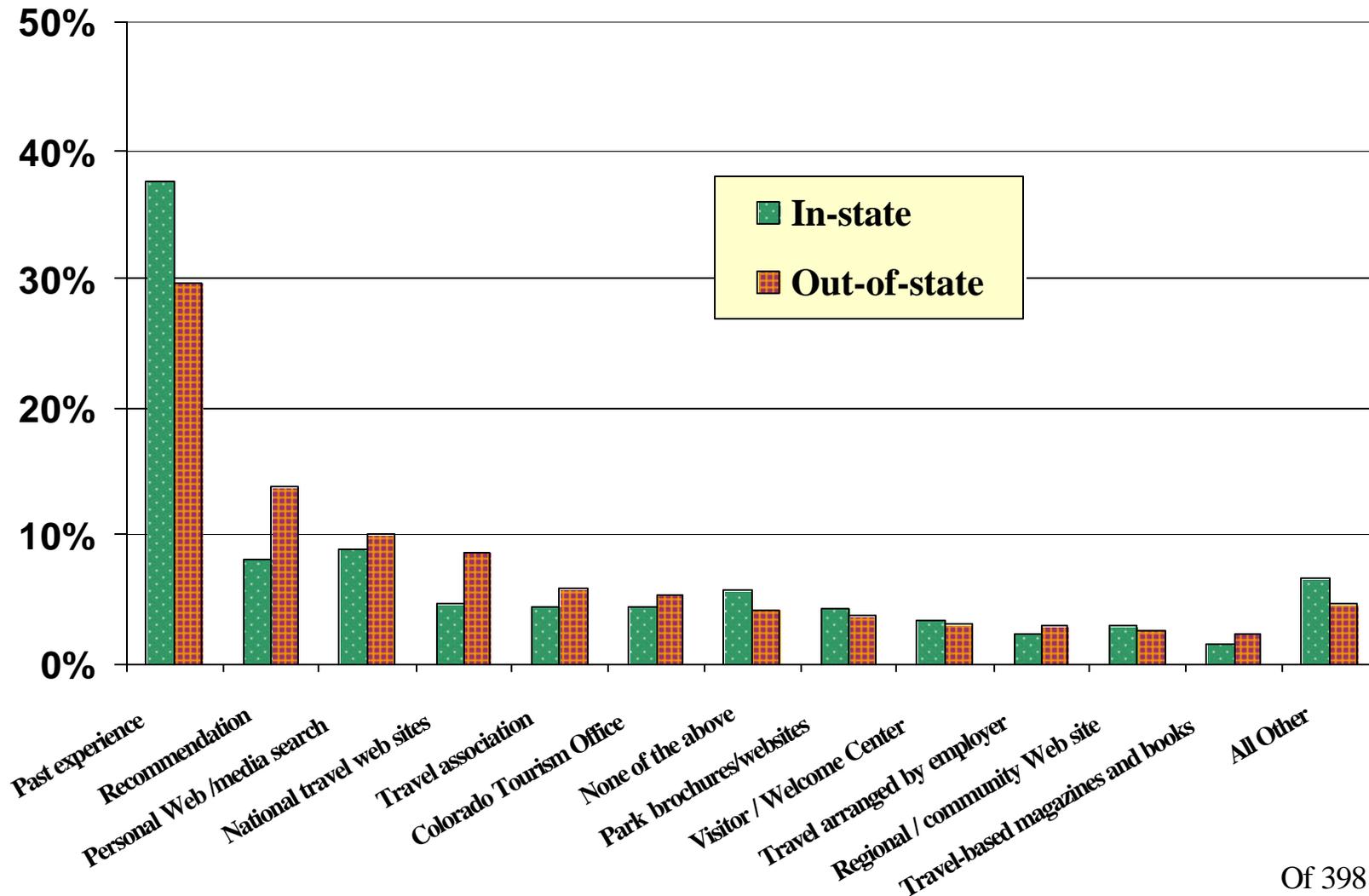
Member of The Dude Ranchers Association



- Ranch Vacation
- Wilderness Pack Trips
- Snowmobile Trips
- Hunting
- Fishing
- Photo Albums
- Area Maps
- General Area Info
- Send Postcard



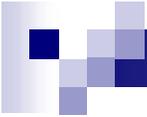
# Resources consulted prior to travel



Of 398 in-state;

500 out-of-state travelers.

54% used 1 information source; 18% used 2 sources; 11% used 3 different ones. Multiple responses given



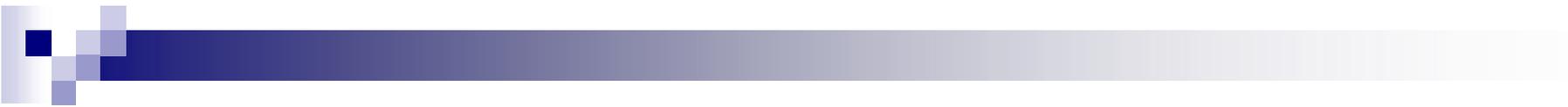
# When Promoting Your Product...

- Determine desired message you want your customers to have about your product
- Set goals promotion will accomplish - either public relations for your business, increasing product sales, or nurturing loyal customers
- Design a budget for promotional expenses; determine which promotional strategies will fit your budget and goals



# Your Marketing Plan

- Double Check:
  - Possible with Current Resources
  - Addresses a Market Opportunity
  - Balanced between Loose and Tight
  - Clear Objectives and Vision Behind Each Market Strategy Choice
- Which P will guide your Initial Energy?



# Monitoring Progress

- Lay out clear indicators you will measure
  - Number visitors, number of return visitors, referrals from community members, \$ spent per visitor, customer satisfaction
- Have key benchmarks in place
  - What signals will trigger changes or growth for your enterprise?
  - How often will benchmarks be considered?
    - Weekly? Monthly? Annually?



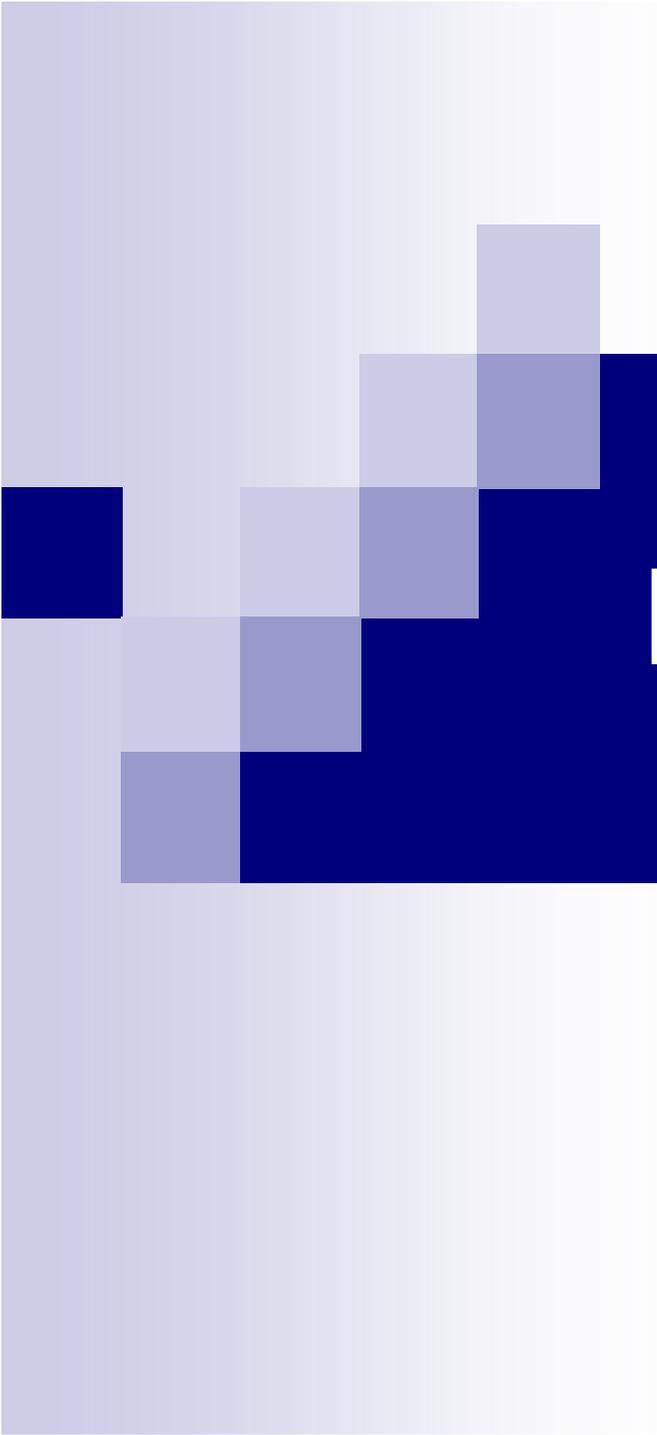
# What are the Outcomes?

- Agritourism requires new marketing strategies and resources
  - Outcomes may be multi-faceted
  - Revenues, farm image, income stability
- Clear idea of intended and desired outcomes
  - Will influence how you market, who you attract to your enterprise and the “brand” or image you have with your public



# Innovative Marketing Ideas

- If you are looking to diversify your operation by including agritourism activities on your farm/ranch, or food based business
- **Colorado Department of Agriculture**
  - <http://www.ag.state.co.us/mkt/agritourism/tours.html>
- **Agri-Business Council of Oregon, Workbook**
- **Agricultural Marketing Resource Center**
- **Agriculture Innovation Center**
- **Eckert AgriMarketing**
- **USDA-Natural Resources Conservation Service**



More Information



# CSU agritourism survey :

- January 27-Feb 1, 2007
- 1003 respondents total
  - 503 respondents in Colorado
  - 500 respondents in 3 metro areas
    - Salt Lake City, UT (98)
    - Albuquerque/Santa Fe, NM (125)
    - Phoenix, AZ (277)
- Consumer demographics, choices and experiences
- Market potential for future visits
- Public and private factors that contribute to consumer satisfaction



# In Colorado, agritourism includes:

- Outdoor recreation (fishing, hunting, wildlife photography, horseback riding).
- Educational experiences (farm and cannery tours, cooking classes, wine tasting, cattle drives, farm work).
- Entertainment (harvest festivals, corn mazes).
- Hospitality services (farm and ranch stays, guided tours, outfitter services).
- On-farm direct sales (u-pick operations, roadside stands).
- Off-the-farm direct sales (farmers' markets, county and state fairs, special events).



# Why Agritourism?

- The travel and tourism industry has become increasingly important in the Intermountain West:
  - In 2000, the industry contributed more to gross output than either agriculture or oil and gas extraction
  - 90% of total employment in some counties is in the industry
  - A total of 106 Western rural counties had more than 1,000 travel and tourism jobs in 2000
- From the early 1980s to the late 1990s, the basic travel and tourism industries' share of gross state product grew about 20 percent in Colorado.