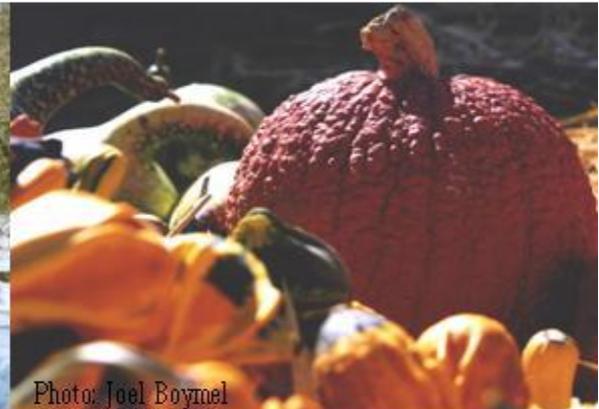
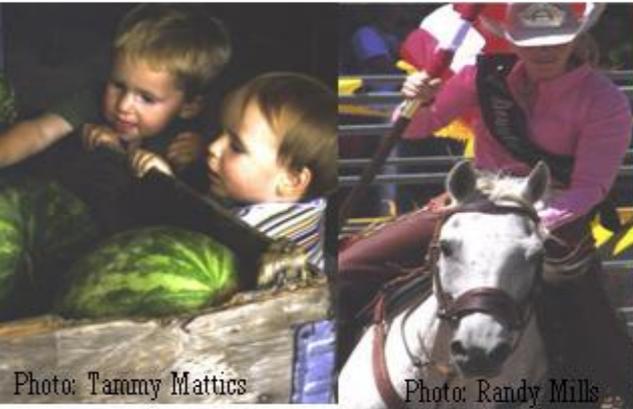


# **Growing an Agritourism Business.... .....And Destination**



## **Project Partners:**

**Sarah Low, USDA-ERS**

**Diane Gaede, University of Northern Colorado**

**Penny Leff, Shermain Hardesty & Marcella Valentine – University of California**

**Dawn Thilmann, Rebecca Hill, Martha Sullins & Anders Van Sandt – Colorado State University**

# Overview

- ❖ An Overview of Agritourism in Colorado
- ❖ Marketing & Operator Insights
- ❖ Community-Based Agritourism Development



# What is agritourism?

Direct to consumer sales



Outdoor recreation



Education



Photo: Tammy Mattics

Entertainment and events



Photo: Randy Mills

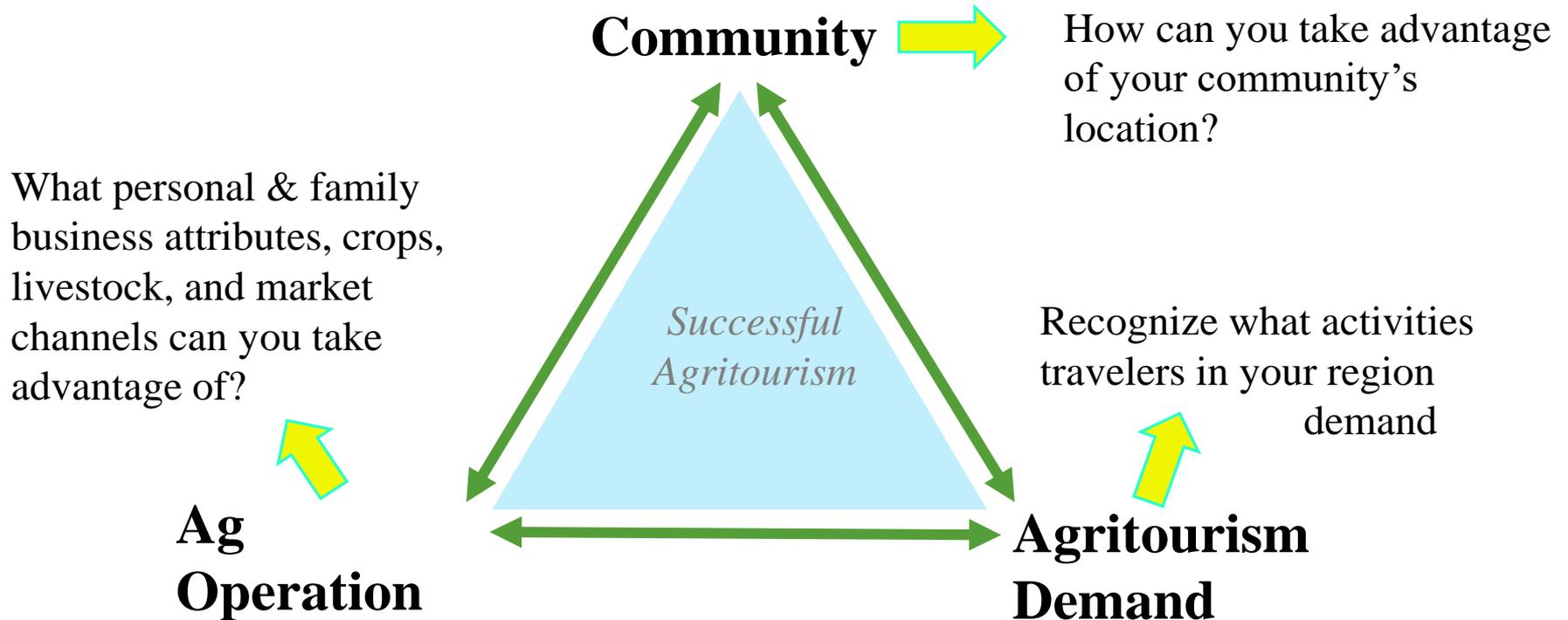
## **Agritourism: The farmer's side-hustle**

...the businesses have realized they're in it together as much as they are competing, leading to the cooperative efforts of building different wine and beer trails through the valley.

Walker agreed this communal effort is crucial to understanding the industry. She added that with more attractions, people come in from farther out if there is more to do in a day.

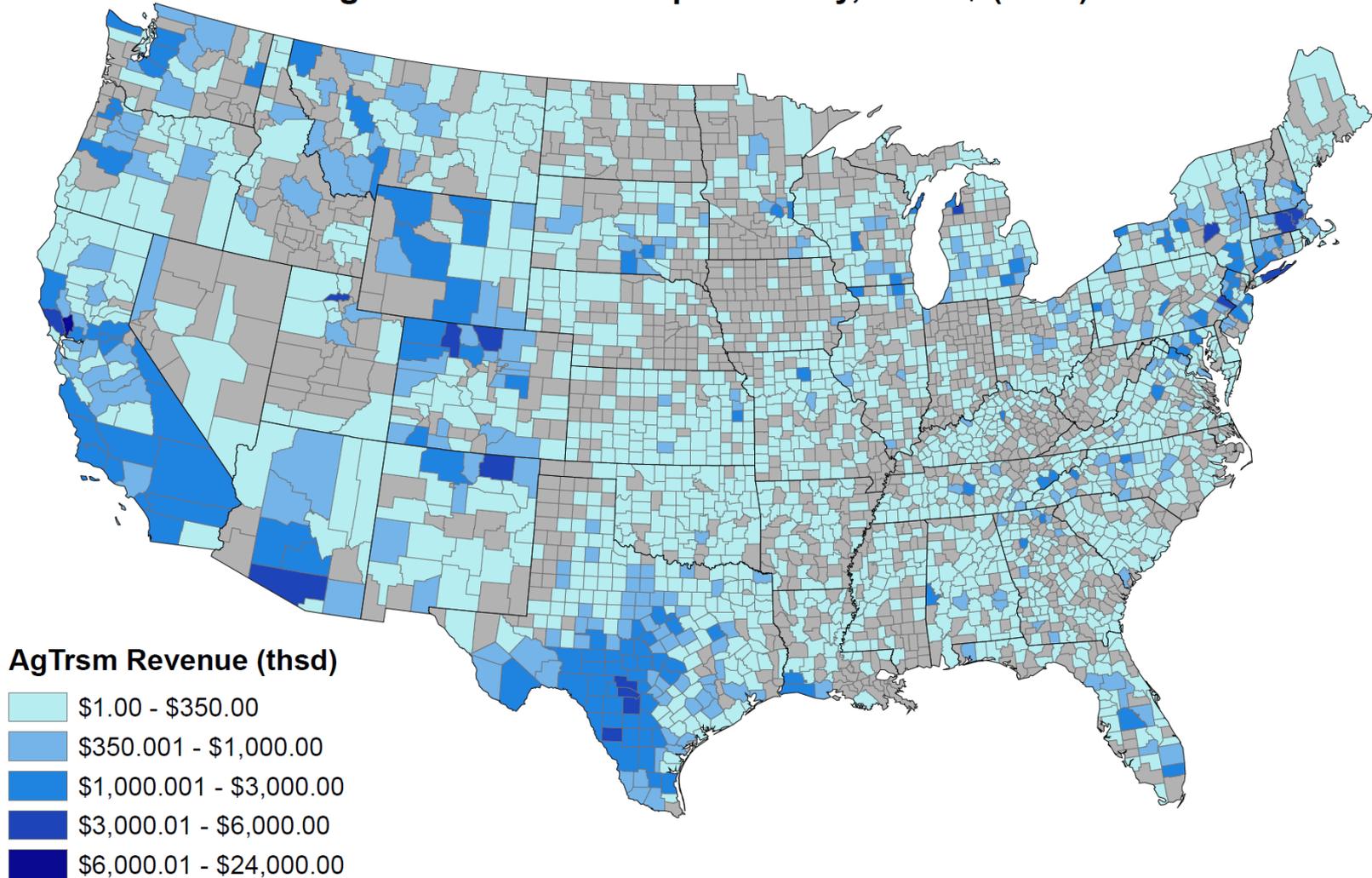
“Wineries want to be able to send people elsewhere,” she said. “Networking between agritourism businesses is important so they can make a day out of it for tourists.”

# Leveraging Your Strengths



# Place Matters for Agritourism

Agritourism Revenue per County, Thsd \$ (2012)



# Agritourism business development in the US

US Agritourism 28,575 farms reporting  
\$949,323,000

- Down from 33,161 farms
- But up from \$704,038,000 in 2012 (35% increase)

Colorado 1,056 farms up from 864 in 2012

- \$64 million up from \$28 million (127% increase)
- 3rd highest in the US (behind Texas and California)

# Updated 2017 Census Numbers

## Some activity but room for growth in South Central Colorado

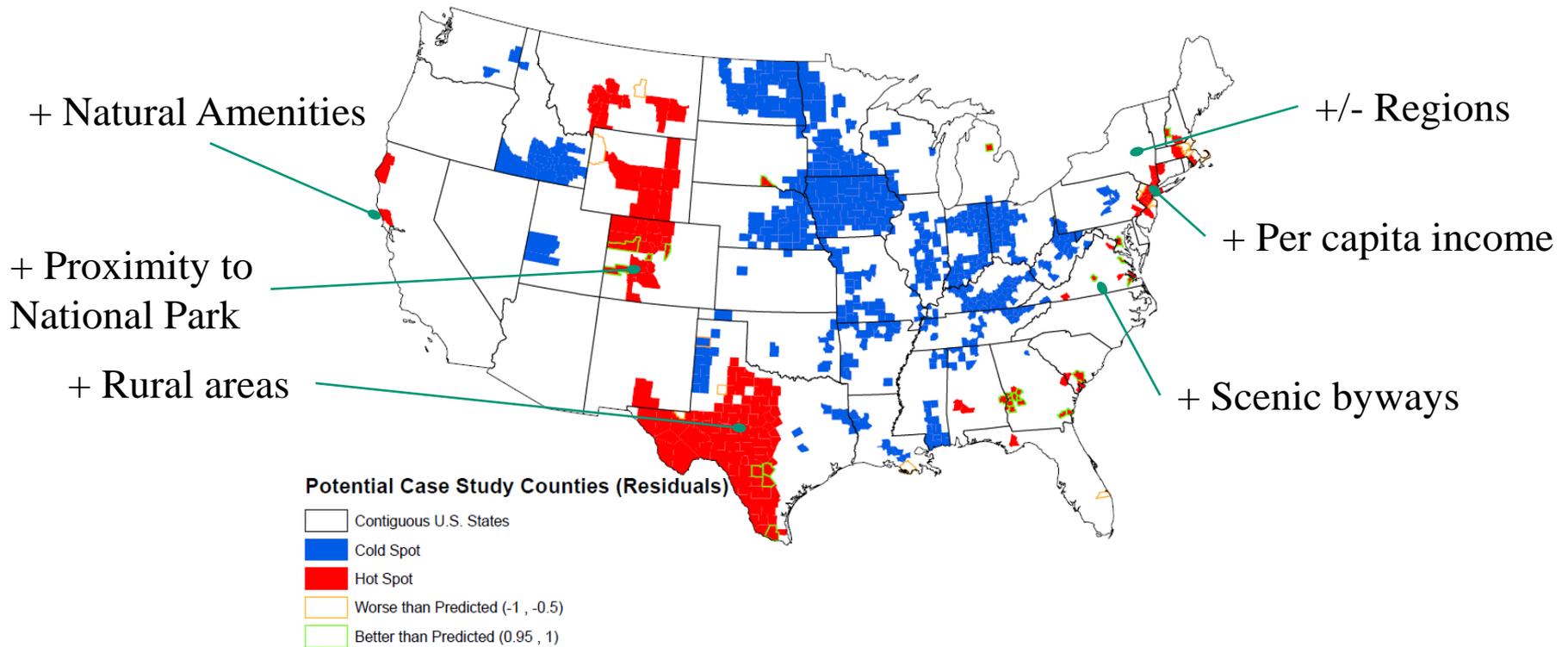
- Some counties have no data/too little to share
- Huerfano \$41,000 (down from \$406k), loss of farm/ranch?
- Las Animas \$1.4 million up from \$596k

## Central mountains seem to be more engaged in this sector

- Pueblo Chaffee \$3.5 million (up from 350,000), Custer \$1.6 million, Fremont \$500,000 (up 200%), Gunnison over \$500,000 (doubled), Park \$833,000 (tripled) and Saguache \$372,000 (up 1/3)
- Linkages to make/grow?

# Exploring Agritourism HotSpots

Agritourism Hot Spots and Potential Case Study Counties

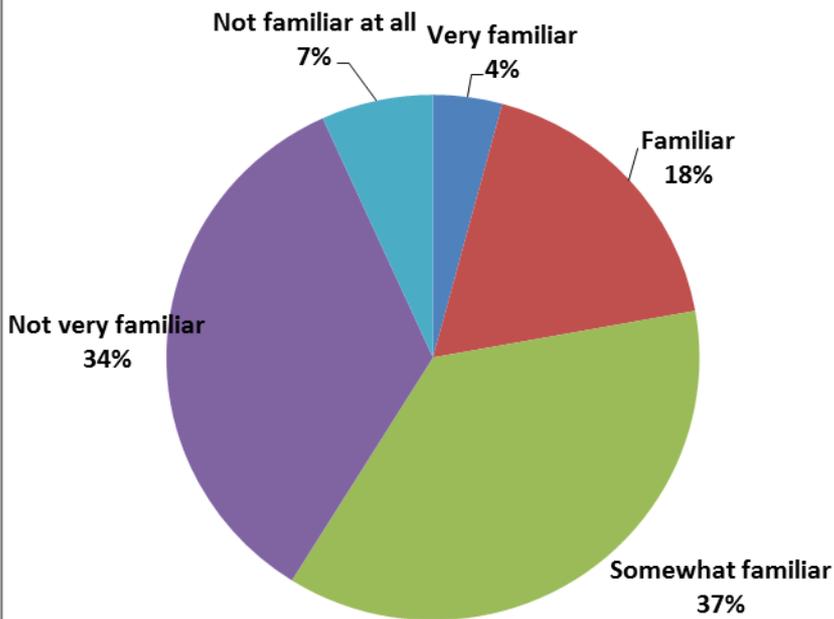


## Successful Agritourism:

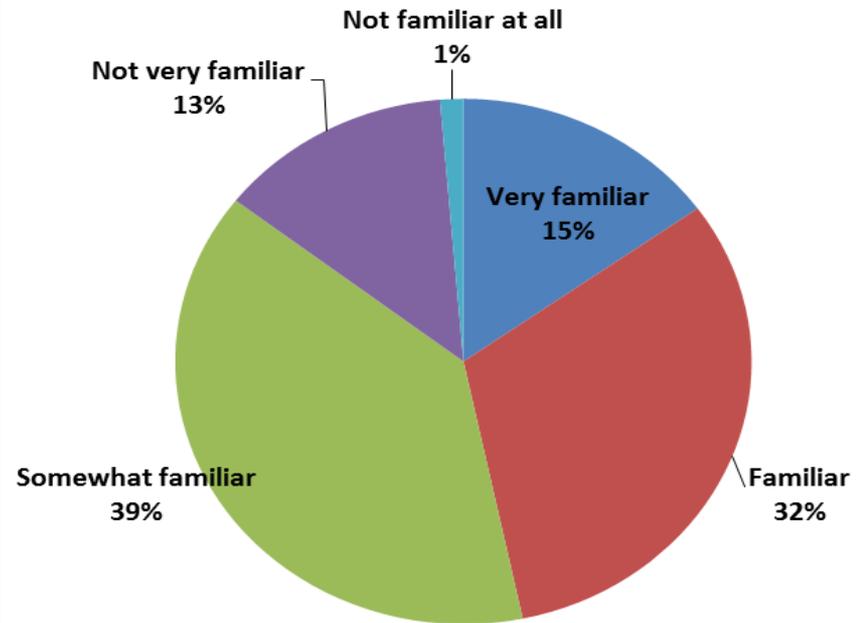
- *Fruit, grapes, nuts, specialty livestock*
- *Value added products*
- *Drivable from towns/cities*
- *Scenic surroundings*
- *Drivable from National Parks*
- *Experienced farmers and ranchers*

# Familiarity with Ag by Traveler Type

## National Travelers



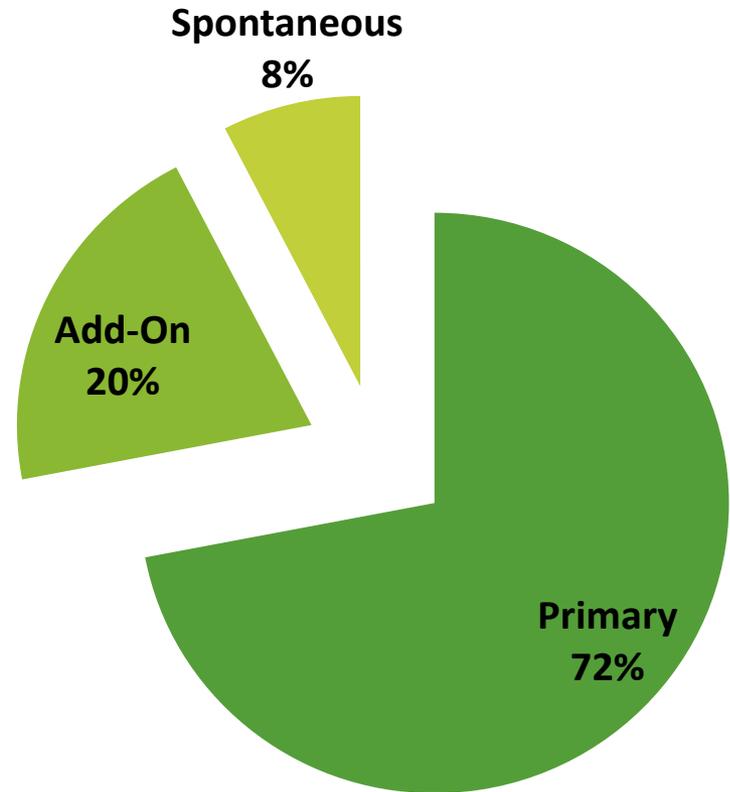
## Regional Agritourists



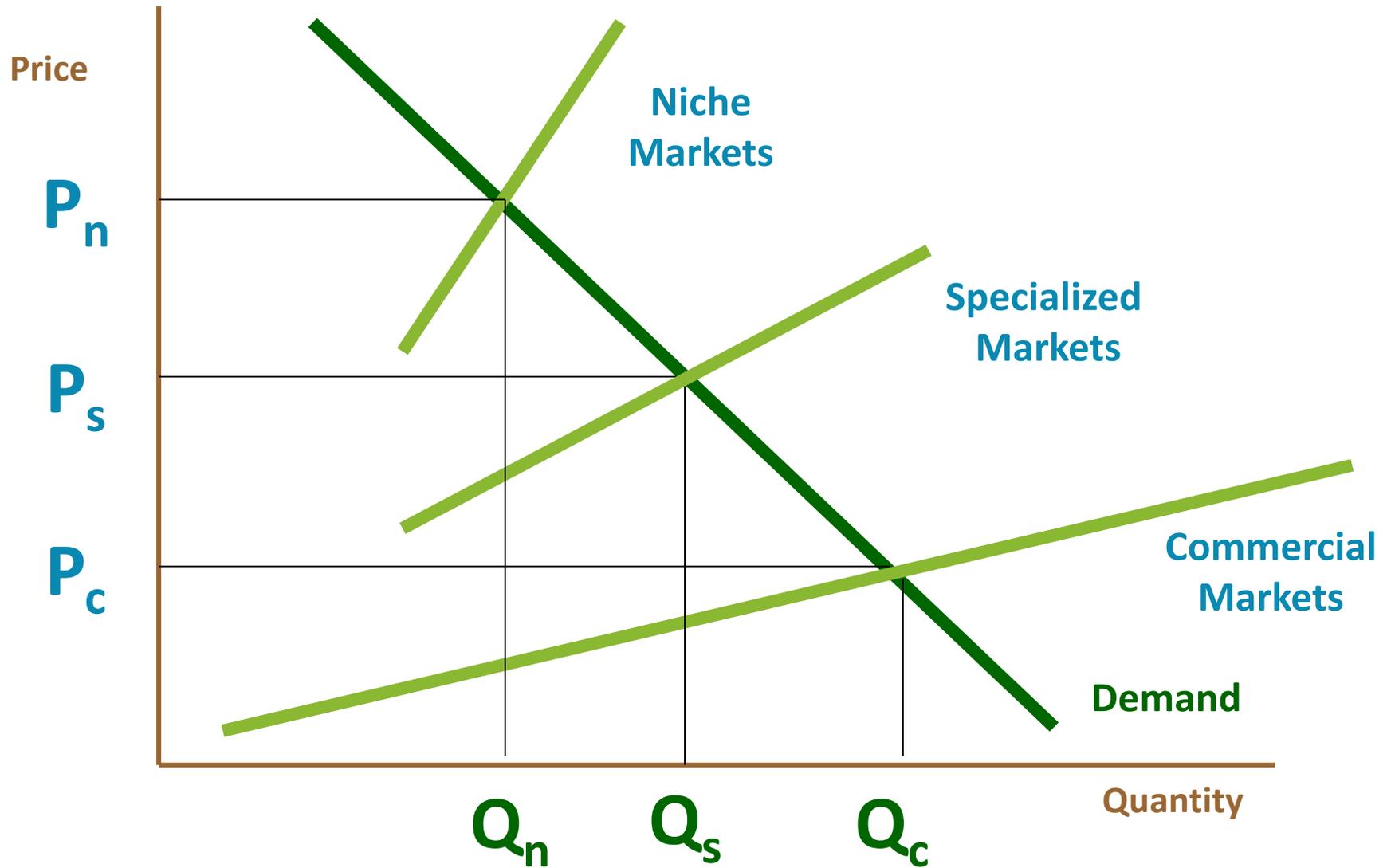
# Role of Agritourism in Most Recent Trip

**Miles Traveled, by Importance of Agritourism to Most Recent Trip**

<b>Primary</b>		<b>488</b>
<b>Add-On</b>		<b>713</b>
<b>Spontaneous</b>		<b>914</b>

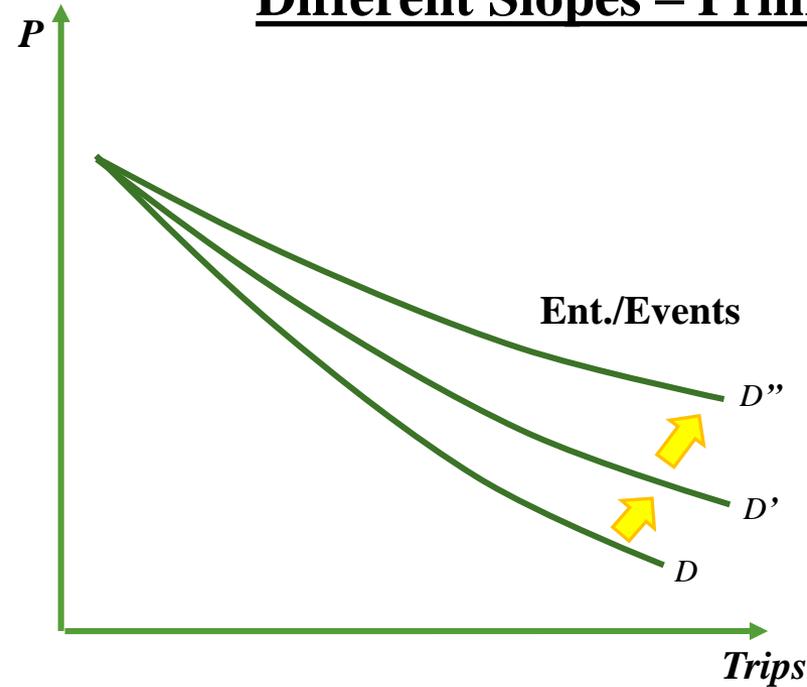


# Market-Based Economies: Supply & Demand Set Price

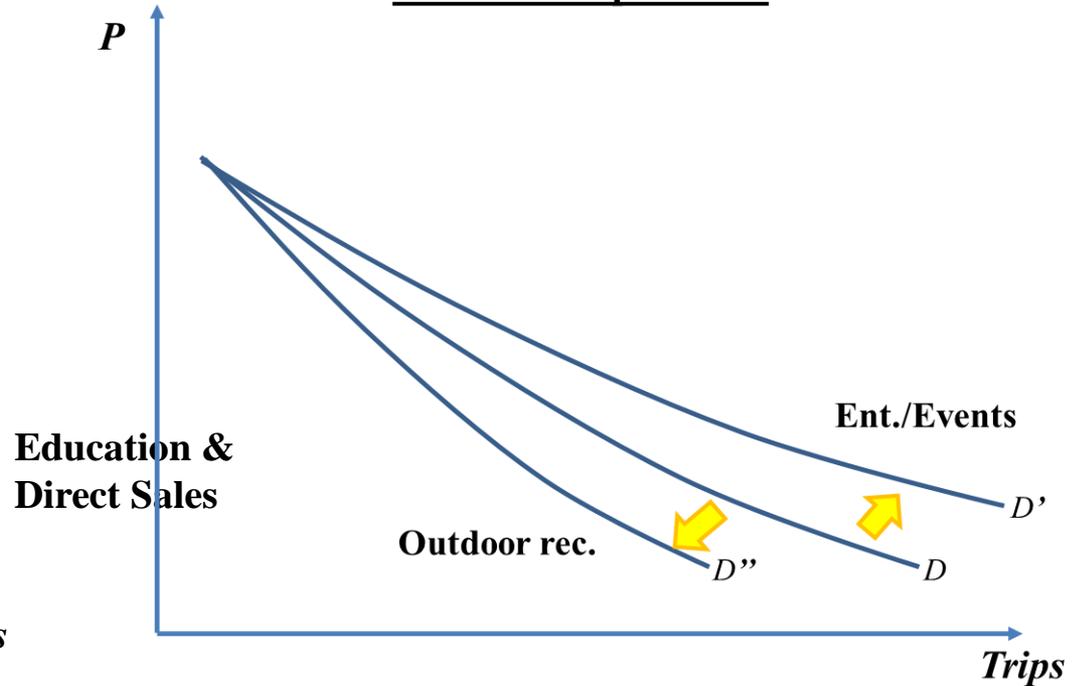


# What do we know about demand?

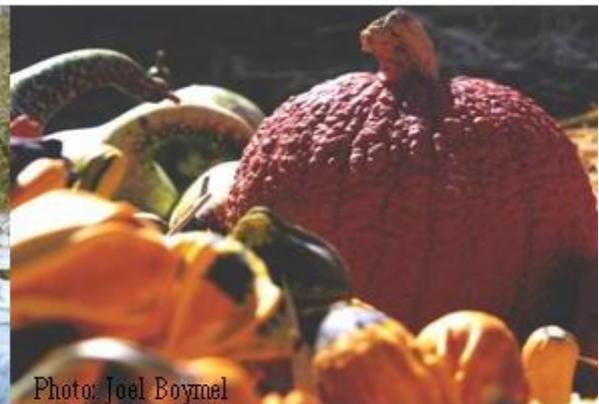
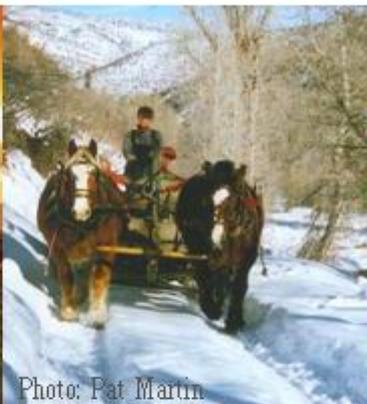
## Different Slopes – Primary Travelers



## Different Slopes - MD



# Insights from Colorado's Agritourism Producers



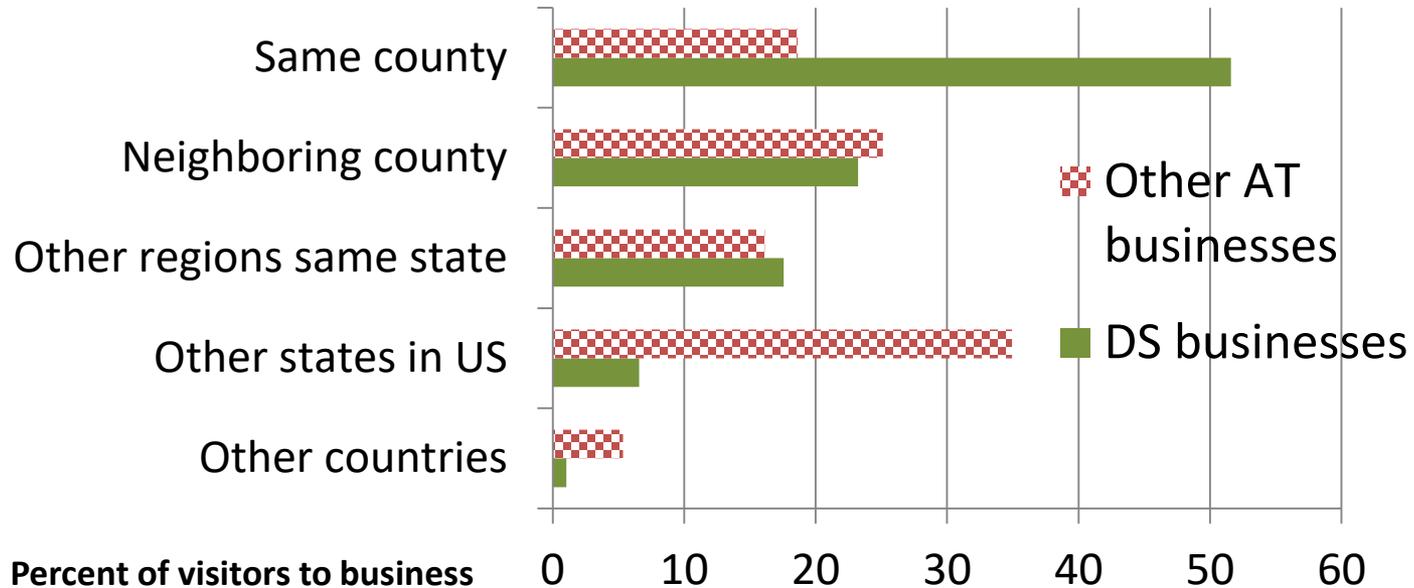
# What did we learn about agritourism operators and their businesses?

- Three levels of business profitability:
  1. <\$1,000 per year (35%)
  2. \$1,000-\$9,999 per year (33%)
  3. >=\$10,000 per year (32%)



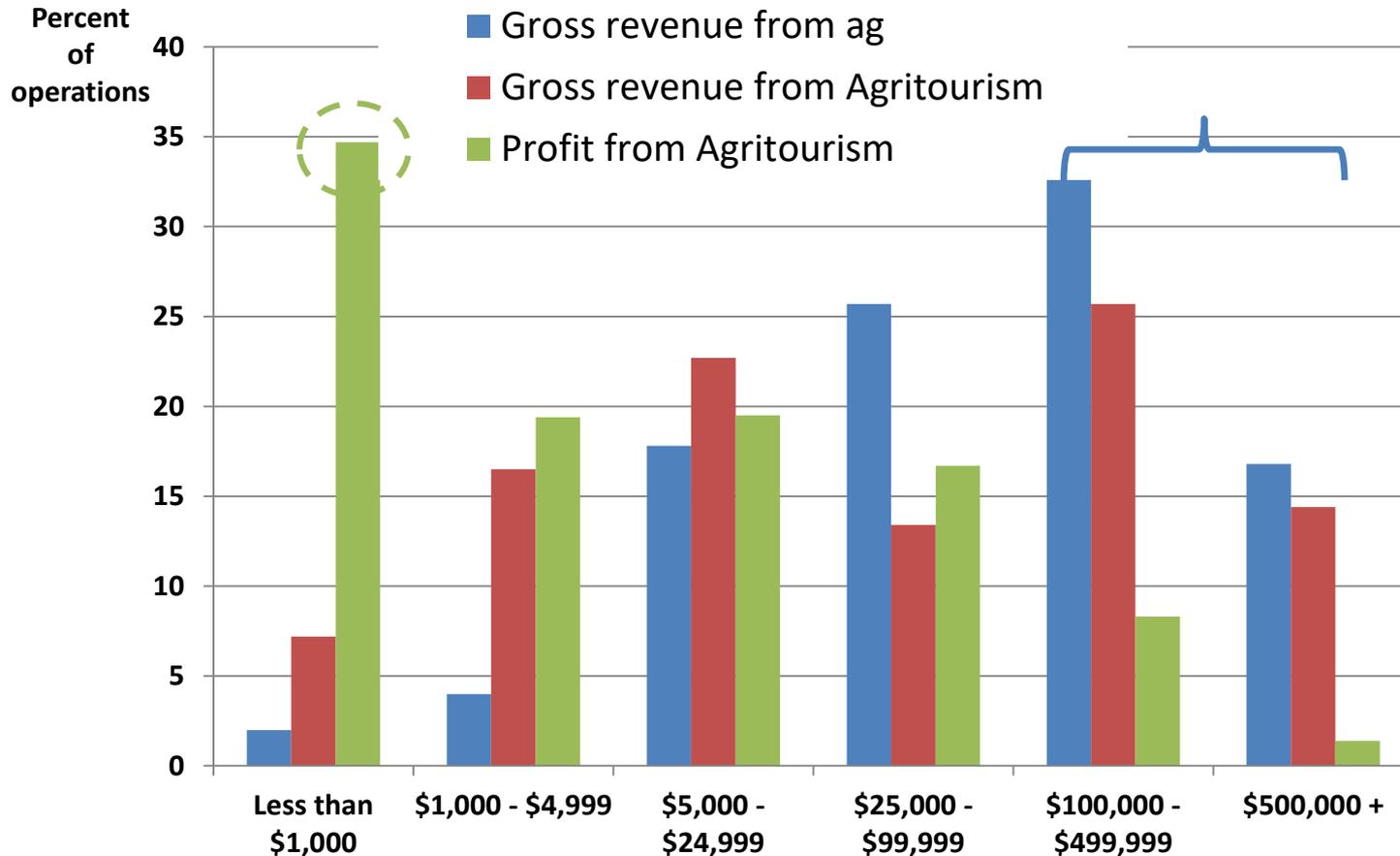
- Age of operator and education level were not important indicators of profitability
  - CO operators' average age was 55;
  - Most had 2- or 4-year college degrees

# Nearly 75% of visitors to businesses anchored by direct sales are local



	Annual visitors, range	Ave. annual number of visitors
Direct sales as primary AT business	10 – 17,212	2,937
Other AT businesses	10 – 40,000	6,121

# Income from ag & agritourism



- 50% had more than \$100,000 in sales from ag (7%>\$1M)
- 40% had revenue from AT exceeding \$100,000
- More than 1/3 made less than \$1,000 in annual profit from AT

# More than half of Colorado's farms and ranches rely on direct sales of agritourism products and services

Primary source of agritourism revenue	Percent of respondents
Direct sales	56%
Entertainment/ Special Events	13%
Accommodations	9%
Diversified	8%
Outdoor recreation	6%
Educational activities	6%
Other activities	3%

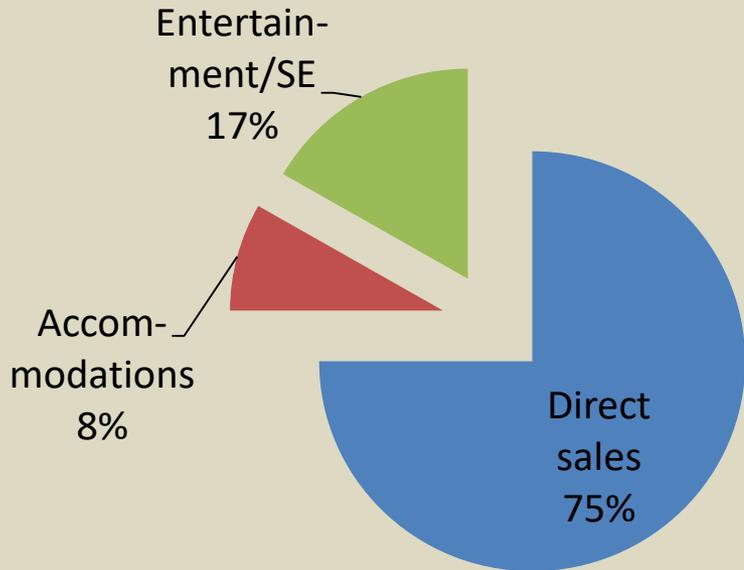
## Of those DS producers:

- ✓ Producers' stated motivations:
  - ensure farm/ranch legacy for heirs (66%)
  - better connect farm/ranch with customers (60%)
  - improve family financial situation (50%)
- ✓ Mean AT expenses=\$20,500
- ✓ 47% say they made less than \$2,500 per year in profit in 2014

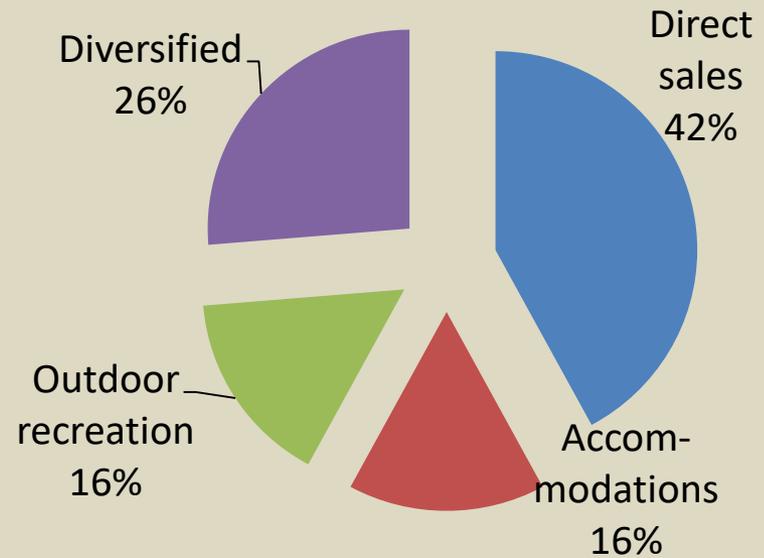
**Agritourism producers' primary market activities**

# Enterprise diversification may change with experience

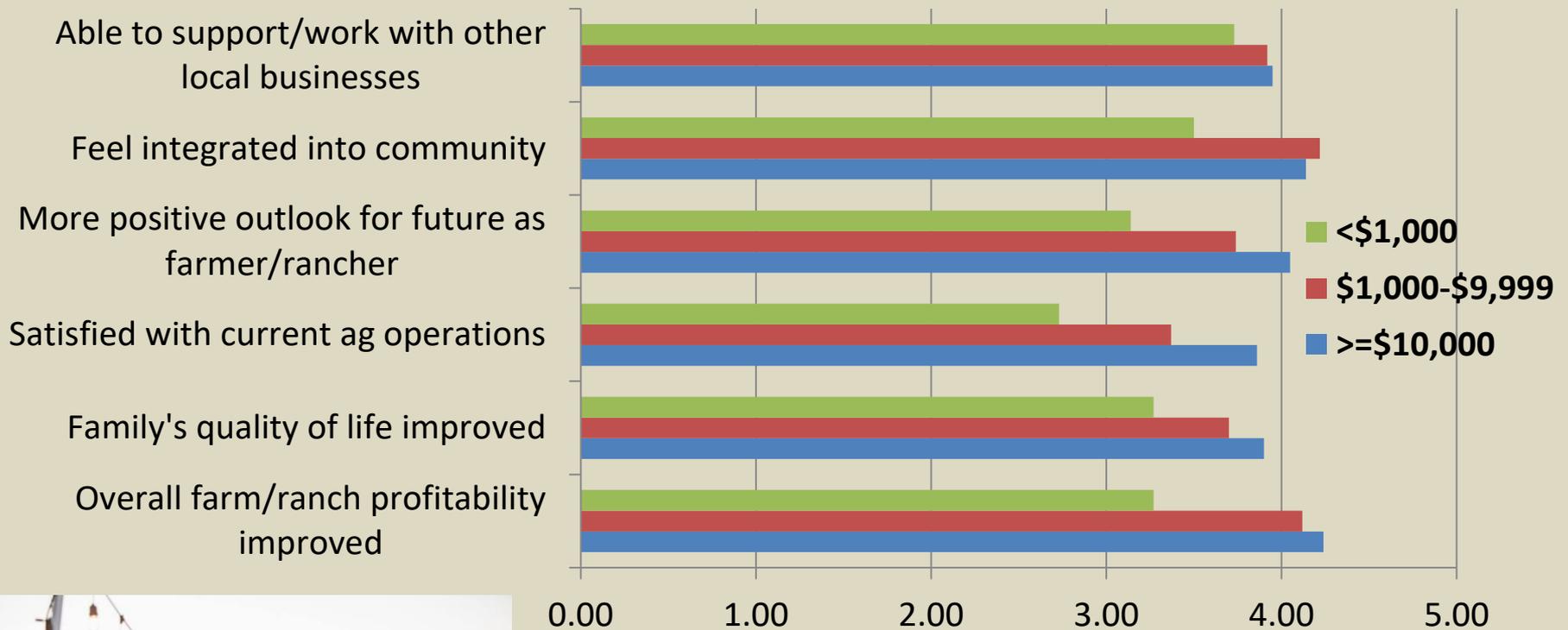
**Newer businesses (<5 years)**



**Established businesses (20+ years)**



# What does success look like?



# Community resources contributing to success

1	Neighboring farms/adjacent landowners	3.23
2	Local eating and dining places	3.19
3	Other local tourism, recreation & retail businesses	3.18
4	Farm or wine trail, agritourism association	3.05
5	Tourism bureau, visitors center, chamber of commerce	3.02
6	Local motels, hotels, B&Bs, campgrounds	2.93
7	Small Business Development Centers, University Extension, other educators	2.52
8	County/municipal planning and zoning dept.	1.97

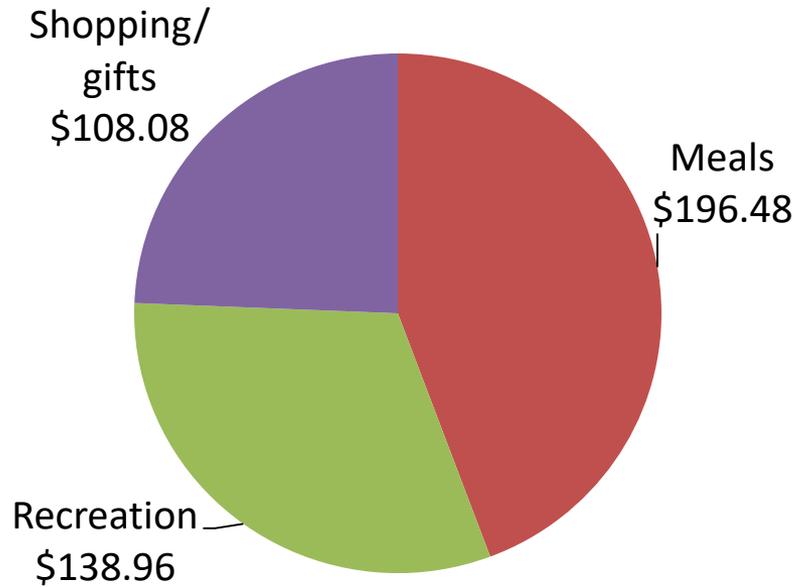
## Other useful resources agritourism operators reported:

- Schools
- Forest Service
- Partnering with local businesses
- Recreation District
- Farmers market



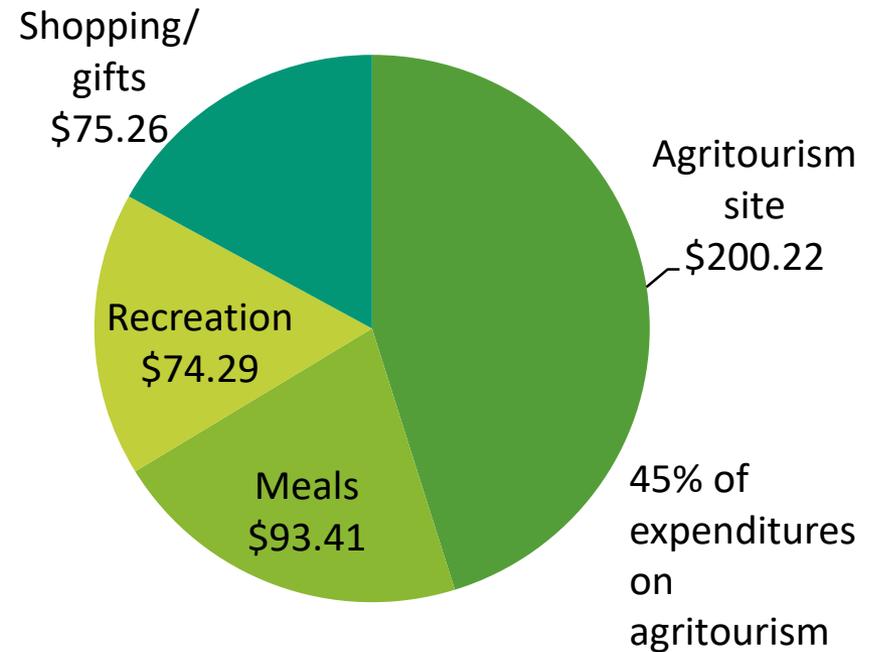
# Expenditures: Where is traveler money going?

## National travelers



**\$443.52**

## Western agritourists



**\$443.18**

Overall Western region travelers spent an average of \$450.54 on lodging for agritourism;

- Compared to national travelers who spend \$971.58 on lodging

Among Western region agritourists, however:

Agritourist	No. respondents	Percent of sample	Average total lodging costs
• Primary	720	72%	\$483.22
• Add-on	204	20%	\$357.98
• Spontaneous	76	8%	\$397.93
	1000		\$450.54



**5 Fridges Farm**  
Wheat Ridge, CO

Rate: \$200  
Units: 1  
Capacity: 4

Save

**Jefferson Farms Natural Fibers**  
Salida, CO

Rate: \$150-\$224  
Units: 1  
Capacity: 5

Save



## Member Benefits and Pricing Options

We are farmers promoting and advocating for farmers. We welcome all working farms, ranches and vineyards offering overnight accommodations.

The association is more than just a website. We offer all paid members support in best practices, accreditation, insurance, regulatory issues, a private member forum, and more.

# Promotional Objectives

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

# Promotion Examples



- Spanish Peaks Website
- Colorado MarketMaker
- Colorado Dept c
- Social Media



**Colorado Corn Maze & Pumpkin Patch**

LISTING FORM



SPANISH PEAKS  
COUNTRY

HOME ABOUT ▾ EXPERIENCES ▾ ITINERARIES ▾



WHERE  
LEGENDS  
ROAM...

FULL DAY ITINERARIES



**BLOOD PUMPING FUN**  
Full Day Itinerary, Itinerary

Kick your outdoor adventures up a notch in Spanish Peaks Country. Among our mountains and alongside our rivers and lakes, you can ride an ATV or a mountain bike on fun and challenging trails sure to get your blood pumping. Activity #1 - ATV Cuchara Recreation Area head to the Cuchara Recreation Area for a morning [...]

Tags: atv, riding, biking, Indian Creek Trail, mountain biking, ohv, riding, Spring Creek Trail, utv

[READ MORE >](#)



**DRIVE A SCENIC BYWAY**  
Full Day Itinerary, Itinerary

Cover some serious ground in one day by traveling along a Colorado Scenic Byway. Lucky for Spanish Peaks Country visitors, two of Colorado's 11 designated scenic byways pass through Spanish County. Take in the geological wonders of the Highway of Legends, which starts in Trinidad, heads west into Stonevale, and then north into La Veta. Or, breathe in [...]

Tags: frontier pathways, Highway of Legends, scenic byways, scenic drive, scenic drives

[READ MORE >](#)



**FOR ANIMAL LOVERS**  
Full Day Itinerary, Itinerary

Do you gush over four-legged, furry friends? Do you stop mid-sentence to admire a bird that's flown by? Do you talk to a horse [...]



**A GREAT DAY FOR A HIKE**  
Full Day Itinerary, Itinerary

Improve your blood pressure, build muscle strength, boost your mood, and more by taking a hike. Hit the trails in Spanish Peaks Country where Colorado hiking is taken to a whole new level. Thanks to the unique geological features that dot the landscape and mountain views that fill the backdrop, Waldenburg, La Veta, and Cuchara [...]

Tags: Hikes, hiking, trails

[READ MORE >](#)



**FOR ART LOVERS**  
Full Day Itinerary, Itinerary

For visitors looking to explore art and theater, Spanish Peaks Country often comes as a pleasant surprise. From our art galleries to the Museum and Friends and our theatrical performances, this little pocket of Southern Colorado is sure to please each and every art enthusiast. Activity #1 - Museum of Friends The Museum of Friends [...]

Tags: art, art classes, galleries, la veta, museums, theater, Waldenburg

[READ MORE >](#)



**A FAMILY ADVENTURE**  
Full Day Itinerary, Itinerary

Fill your day with adventure at the Great Sand Dunes National Park and Preserve, just a quick drive from Waldenburg. After [...]



**VISIT A HISTORIC CITY**  
Full Day Itinerary, Itinerary

Wuerfano County is uniquely situated between two Colorado cities, each with their own storied past. Trinidad, roughly 30 minutes south of Waldenburg, is an almost perfectly preserved Victorian city with a historic downtown adorned with Italianate stone-work facades that give the city a European look. Pueblo, 45 minutes north of Waldenburg, is known for cultivating [...]

Tags: cities, city, pueblo, trinidad

[READ MORE >](#)



**FOR HISTORY BUFFS**  
Full Day Itinerary, Itinerary

History buffs can dig deep into Spanish Peaks Country's rich history at any one of our history museums and historic sites. The following are some of the region's most popular places to learn about Southern Colorado's heritage. Activity #1 - Wuerfano Heritage Center The Wuerfano Heritage Center is home to the Wuerfano County Historical Society. [...]

Tags: heritage, historic district, history, mining, museum

[READ MORE >](#)



**FAMILY FUN IN SPANISH PEAKS COUNTRY**  
Full Day Itinerary, Itinerary

Spanish Peaks Country is awesome for families. We've got [...]



- Half-and Full-day itineraries
- Listing of businesses and events is a best practice?
- What are surrounding areas doing to link to?



## FOR ANIMAL LOVERS

Full Day Itineraries, Itineraries

Do you gush over four-legged, furry friends? Do you stop mid-sentence to admire a bird that's flown by? Do you talk to a horse as though it will talk back? If you answered yes to any of these questions, then our Animal Lovers full-day itinerary is for you! Start your day at the beautiful and [...]

Tags: animals, bird trail, birding, birds, horseback riding, mission wolf, wolves

# Promotional Resource

MarketMaker is a free tool that:

- **Helps** consumers find producers
- **Aides** producers in promoting their operations and products
- **Assesses** the food and agriculture of an area by providing an inventory and a networking resource

# COLORADO MARKETMAKER™

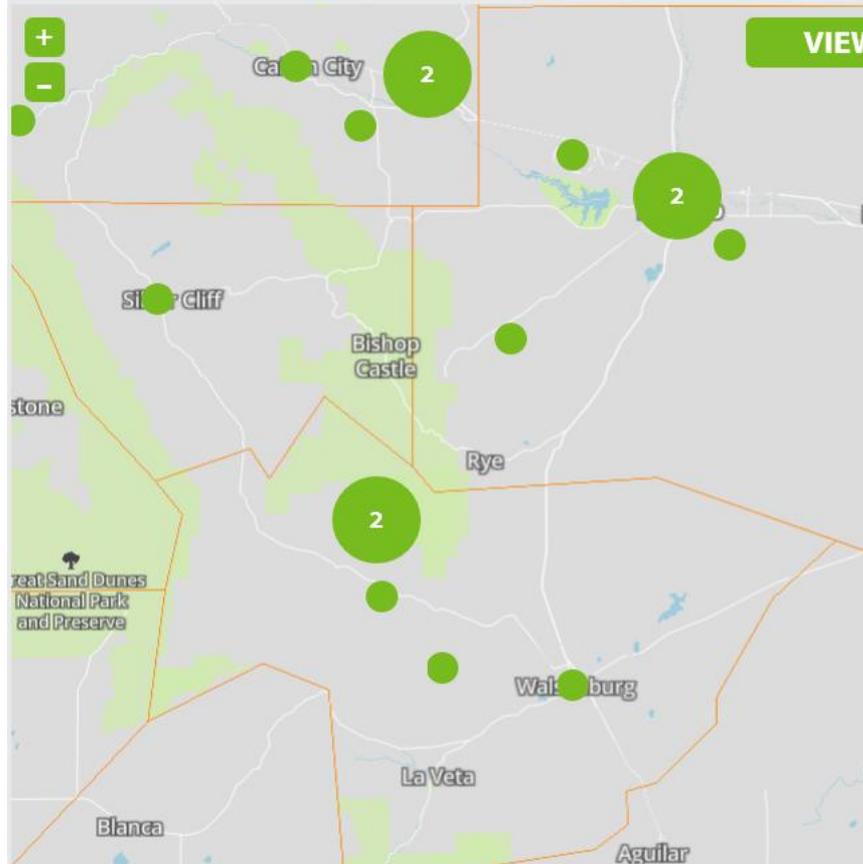
Linking Agricultural Markets

✦ **Farmers Market** business type

SEARCH

CLEAR

Press control/command-enter to search.



Press control/command-enter to search.

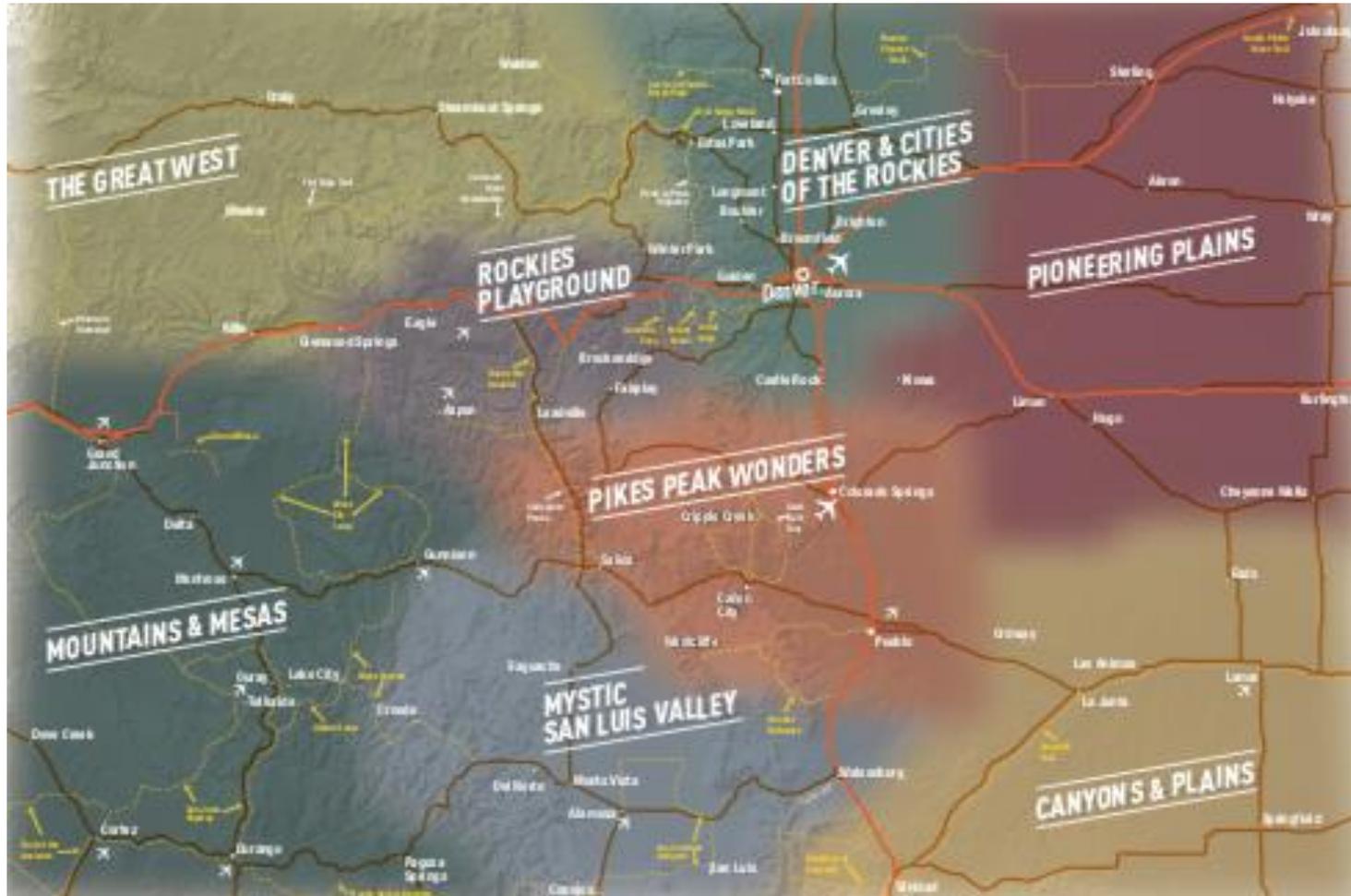
Sort by:  Relevance  Name

195 businesses

- Family Tree Market, Aurora, Colorado 
- El Paso County Conservation District, Colorado Springs, Colorado 
- Revolution Barbecue, Thornton, Colorado 
- The Co-op at 1st, Denver, Colorado 
- High Altitude Rhubarb--Organic Farm & Nursery, Black Forest, Colorado 
- Just What Grows Gardens, Brush, Colorado 
- Southern Roots Farm, Pagosa Springs, Colorado 
- High Plains Food Co-op, Wray, Colorado 



# New Colorado Region Brands



# Regional Profile: Mystic San Luis Valley

## Key Defining Attributes:



## Supporting Attributes:

- Alpine Desert
- Alpine Valley
- Community Spirit
- Crime
- Cultured
- Curiosities
- Different
- Diverse
- Drugs
- Eclectic
- Economically Depressed
- History
- Mountains
- Origin Place
- Peaceful
- Protected
- Religious
- Rio Grande
- Rio Grande Headwaters
- Rooted
- San Luis Valley
- Sky
- Slow To Change

## Defining Attributes

### DNA DRIVERS

- Mountains
- Lakes and rivers
- History
- Forests and wildlife
- Unique way of life

### IDENTITY DRIVERS

- Diverse
- Slow paced
- Rural
- Happy
- Friendly

### DNA OVER-INDEXING

- Lakes and rivers (+25%)
- History (+18%)
- Plains and/or deserts (+18%)
- Mountains (+11%)
- Native people (+8%)

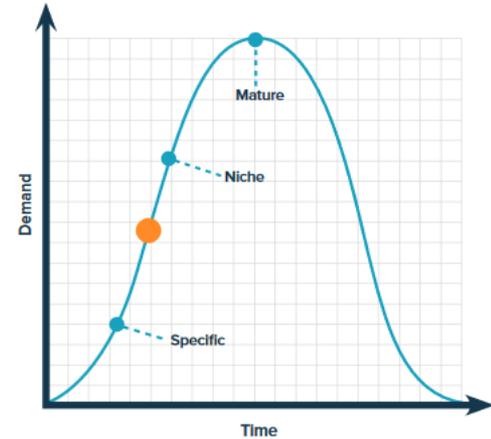
### IDENTIFY DIFFERENCE FROM CO

- Rural (+46%)
- Place of the past (+41%)
- Slow paced (+38%)
- Established (+28%)
- Unspoiled (+24%)

### CONSUMER SENTIMENT DRIVERS

Great Sand Dunes National Park Camping, Hiking + Trails, Attractions

## Destination Lifecycle



Visitor spending

**\$87.5M**

(>1%)

2017 Visitor Spending as provided by The Colorado Tourism Office.

# Regional Profile: Pikes Peak Wonders

## Key Defining Attributes:



## Supporting Attributes:

- Active
- Art
- Culture
- Developed
- Diverse
- Exceptional
- Front Range
- Garden of the Gods
- Gold Rush
- Headwaters
- Lively
- Mature
- Military
- Mountains
- Natural Wonders
- Olympics
- Outdoor Adventure
- Pikes Peak
- Quintessential American
- Royal Gorge
- Rugged
- Tourist Friendly
- Urban
- Vibrant

## Defining Attributes

### DNA DRIVERS

- Mountains
- Climate
- Forests and wildlife
- Parks
- Festivals and events

### IDENTITY DRIVERS

- Authentic
- Beautiful
- Happy
- Friendly
- Honest

### DNA OVER-INDEXING

- History (+7%)
- Mountains (+6%)
- Forests and wildlife (+6%)
- Climate (+3%)
- Artists (+2%)

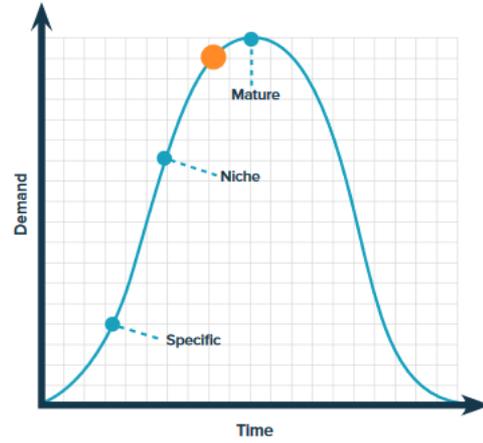
### IDENTIFY DIFFERENCE FROM CO

- Liberal (+14%)
- Open minded (+11%)
- Young at heart (+10%)
- Unsafe (+9%)
- White collar (+8%)

### CONSUMER SENTIMENT DRIVERS

Pueblo	Museums, Entertainment, Festivals
Colorado Springs	Hiking + Trails, Hot Air Balloon Tours, Horseback, Shopping, Restaurants, Attractions, Entertainment, Nightlife
Manitou Springs	Hiking + Trails, Shopping, Restaurants, Attractions
Cañon City	Fishing, Kayaking + Canoeing, Rivers & Beaches, Museums, Shopping, Attractions, Entertainment, Nightlife

## Destination Lifecycle

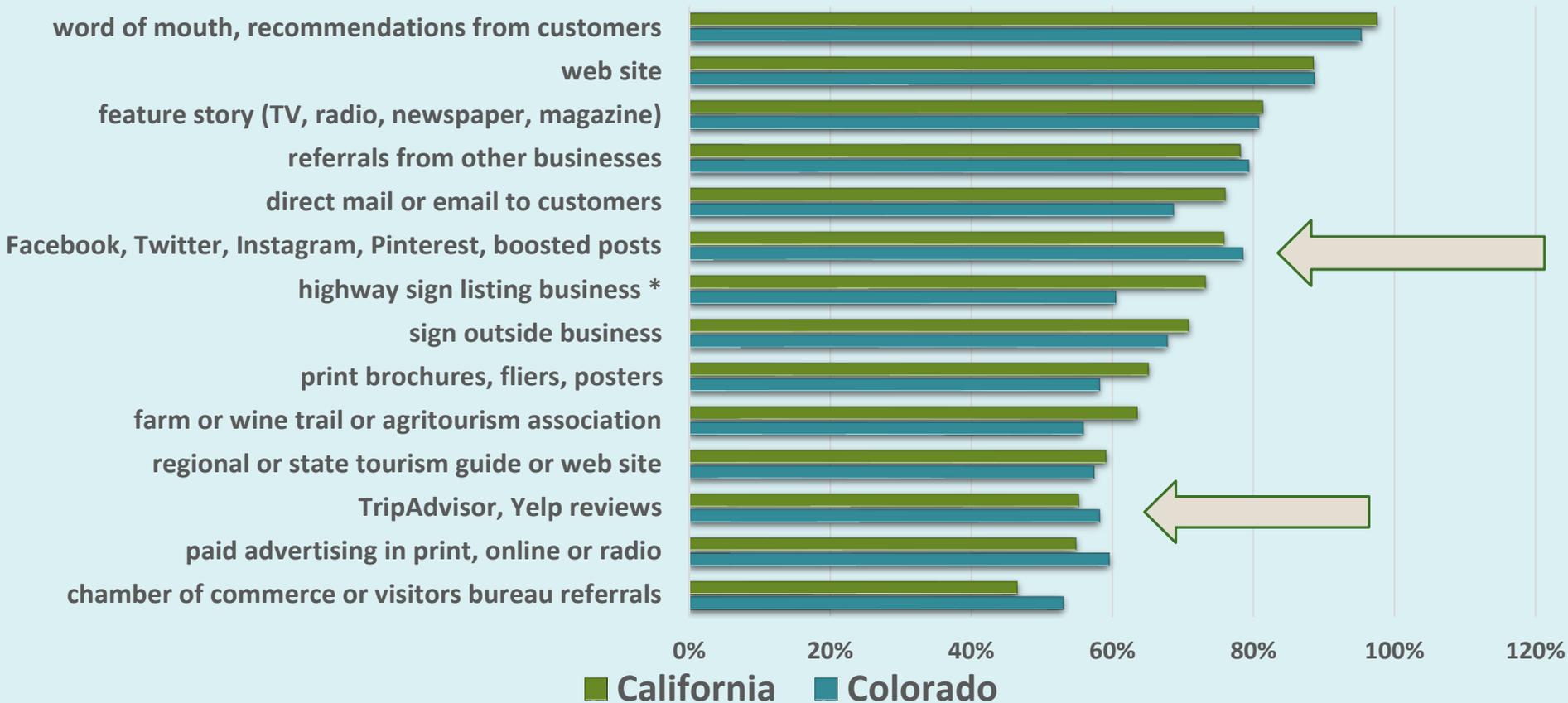


Visitor spending  
**\$1.96B**  
 (11%)

2017 Visitor Spending as provided by The Colorado Tourism Office.

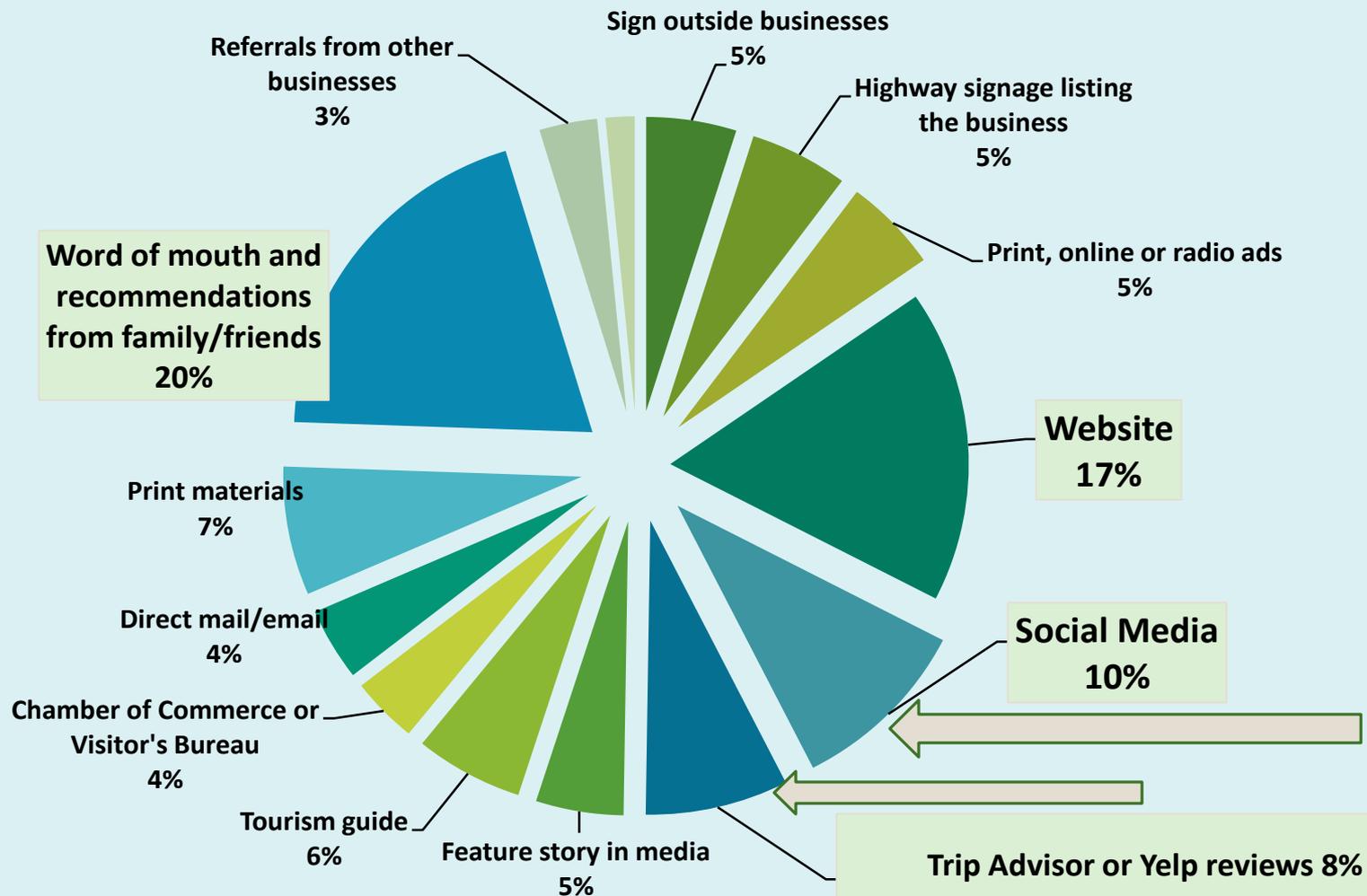
# Perception of Marketing Strategy Effectiveness:

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

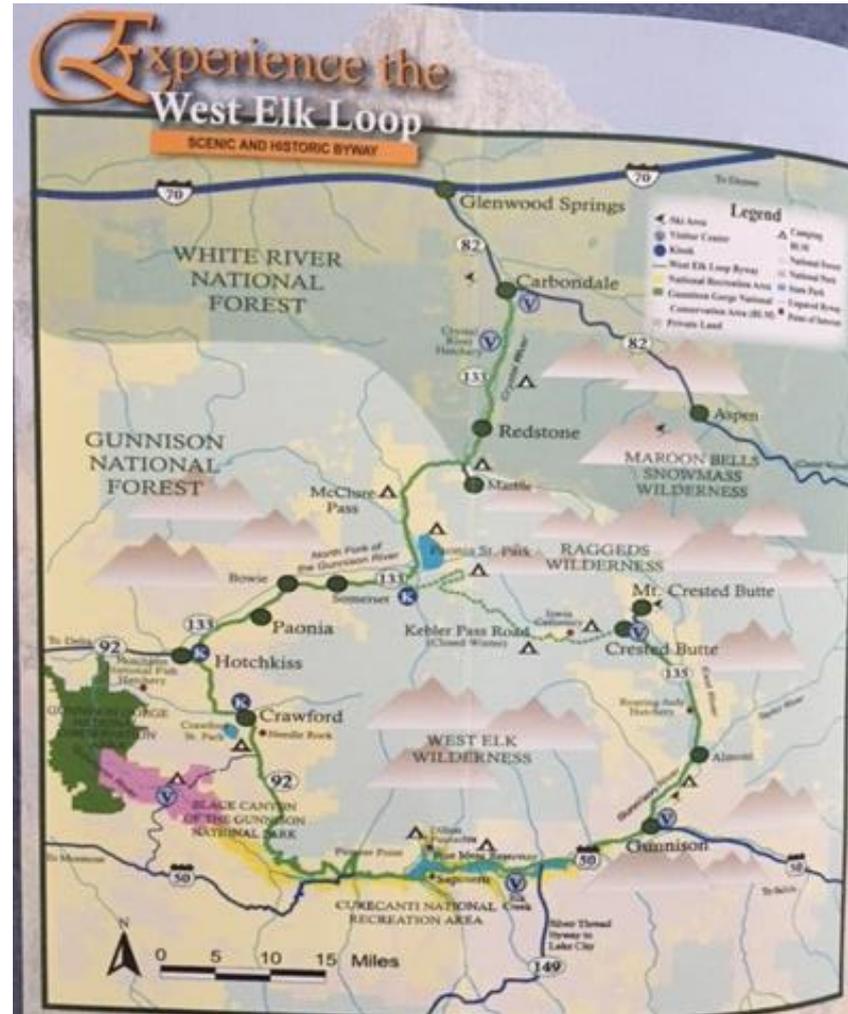


\* Difference significant at 90% confidence level

# Information sources used by agritourists (from National Survey of Agritourism Visitors)

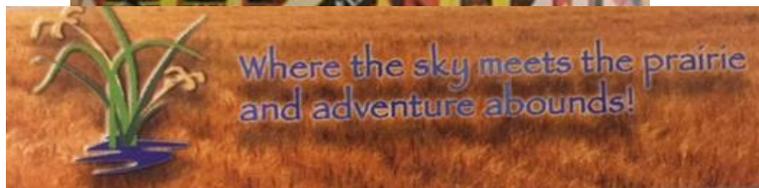


# Discover your regional/local assets



Experience  
**Northeastern  
 Colorado**

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 theastcoloradotourism.com



# True West is Due East

AURORA • WATKINS • BENNETT • STRASBURG • BYERS • DEER TRAIL

Real Life Fun.  
 THE COLORADO HIGH PLAINS ADVENTURE

EVENTS • DESTINATIONS • DAY TRIPS

## Your Adventure Guide to Colorado's High Plains.

The Colorado High Plains Adventure. It's the promise of real-life fun. Discover festivals, fairs and farmer's markets, motorsports, artisan workshops, history museums, rodeos, sacred sites, schedule a farm visit, music, munchies, meals—and the all-time best view of the Front Range this side of the Rocky Mountains.

### Plan a Day Trip for Family Fun!

We're the source for adventure destinations, activities and events—and GPS maps to get you there. Start with a field trip to a working ranch. Cruise over to see a buffalo herd. Get face-to-face with alpacas and llamas. Loop in lunch, then get your hands-on filling baskets with just-picked freshness. Time to head for the heritage museum, or hit the air show at Watkins Airport. Your day's adventure is up to you—all just yonder, 30 minutes from DIA! Ready kids? Let's roll!

To start your high plains adventure check us out at:  
[www.coloradohighplainsadventure.com](http://www.coloradohighplainsadventure.com)

Connect with us: Colorado High Plains Adventure  
 P.O. Box 711, Strasburg, Colorado, 81358  
 E-mail: [adventure@hpa.com](mailto:adventure@hpa.com)

**NIFA AGRITOURISM**

- HOME
- ABOUT THE PROJECT
- QUICK FACTS
- PRESENTATIONS WORKSHOPS
- PUBLICATIONS
- WORKSHEETS
- FLYERS
- RESOURCES AND PARTNERS
- ABOUT THE TEAM
- CONNECT

**PLACED BASED INNOVATION:**  
An Integrated Look at Agritourism in the Western US

As of 2012, **33,000 farms** integrated agritourism and

On-farm agritourism activities represent **\$704**

# A Look at Colorado & Western US: Rural Entrepreneurs and Agritourism

**COLORADO STATE UNIVERSITY** | REGIONAL ECONOMIC DEVELOPMENT INSTITUTE

Background Bios and Contact Engaged Research **REDI Reports** What's New

Home > REDI Reports

REDI features bi-monthly briefs on issues impacting the Colorado and national economy

- December 2017: [Regional Field Sanitation Risk in the U.S. Agriculture Sector](#), by
- October 2017: [The Decline of Local Banking in the United States](#), by Luke Petach
- August 2017: [Colorado's New Gig](#), by Jacob Moore
- June 2017: [The Great Recession and the Startup Slowdown](#), by Nicholas Kacher
- April 2017: [Inside the Rise of the Gig Economy](#), by Nicholas Kacher and Stephan

<https://redi.colostate.edu/>

<https://agritourism.localfoodeconomics.com/>



# Agritourism Management

Graduate Certificate

[Certificate Overview](#)

[Curriculum](#)

[How to Apply](#)

## Certificate at a Glance

**Delivery**

[Online](#)



## Curriculum

This graduate certificate program requires the completion of six courses. Please note, you must be admitted to this program for the certificate to appear on your official University transcript.

### Required Courses

- **NRRT 541** – Overview and Trends of Agritourism Management (2 cr.)
- **NRRT 542** – Spatial and Community Dimensions of Agritourism (2 cr.)
- **NRRT 545** – Culinary Tourism (2 cr.)
- **NRRT 548** – Agritourism Enterprise Management (2 cr.)
- **NRRT 650** – Financial Management in Tourism (2 cr.)
- **RRM 520** – Lodging Management (2 cr.)



WHAT WE DO ▾ WORK WITH US ▾ |

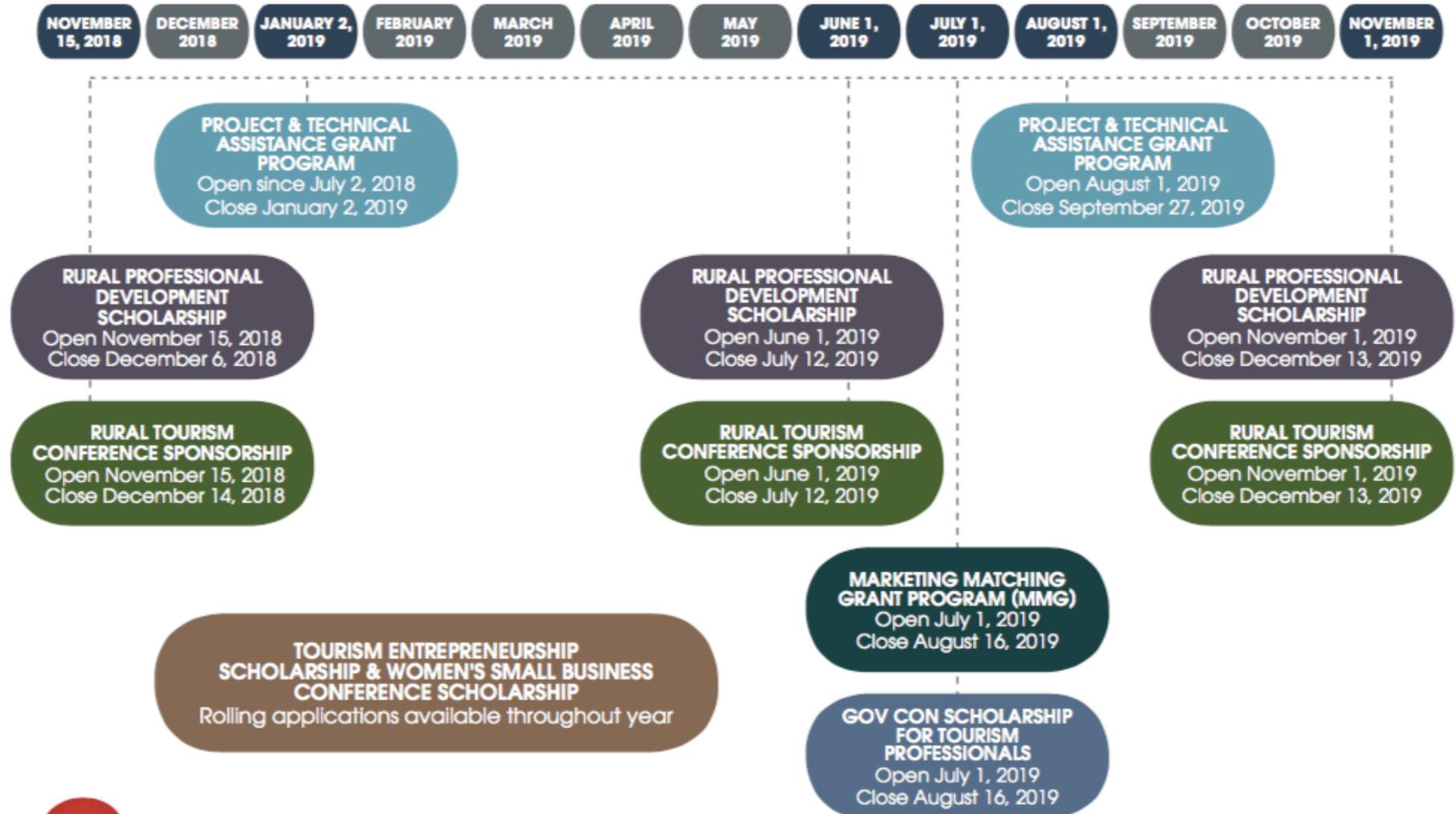
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## Colorado Rural Academy For Tourism (CRAFT)



The CRAFT program was founded in 2018 by the Colorado Tourism Office to offer training and support for rural economic development through creation and branding of new or enhanced traveler experiences.

# APPLICATION TIMELINE: 2019 DESTINATION DEVELOPMENT GRANT & FUNDING OPPORTUNITIES





COLLEGE OF  
AGRICULTURAL SCIENCES  
COLORADO STATE UNIVERSITY

## The Colorado Blueprint of Agriculture and Food



Key assets, emerging  
issues, and shared  
priorities for future  
investments in food  
and agriculture  
around the state



Dawn Thilmany  
Becca Jablonski  
Gregory Graff

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Learn more:  
[FoodSystems.colostate  
.edu](https://FoodSystems.colostate.edu)

Share on Twitter  
[#COFoodBlueprint](https://twitter.com/COFoodBlueprint)



COLLEGE OF  
AGRICULTURAL SCIENCES  
COLORADO STATE UNIVERSITY

# Project Overview: Research, Instruction, Outreach

## 1. Multi-faceted research approach

- a. Spatial analysis
- b. Traveler survey-travel cost, traveler behavior, choice set for attribute valuation
- c. Producer survey-operator characteristics, personal, business and community-level opportunities and constraints

## 2. Instruction

- a. Two undergraduate courses (UNC)
- b. Three, 2-credit graduate courses-hosted at CSU

## 3. Outreach and engagement

- a. Community-based case studies
- b. Website and fact sheets (<http://agritourism.localfoodeconomics.com/>)
- c. Workshops

