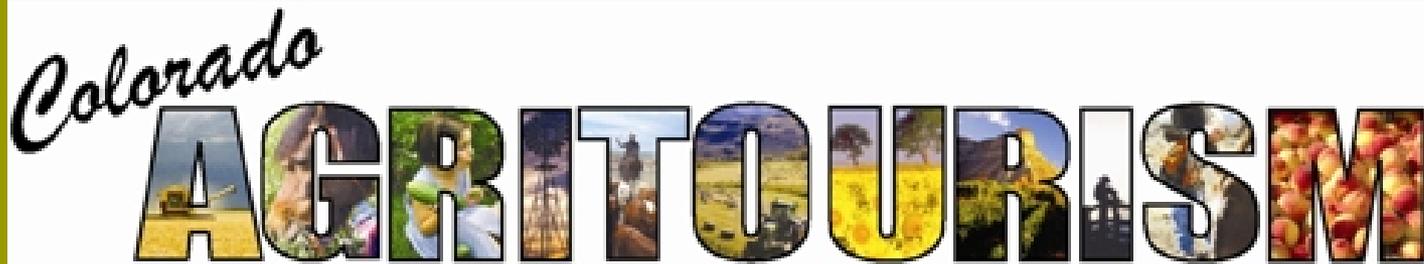


What About



Martha Sullins

Colorado State University Extension

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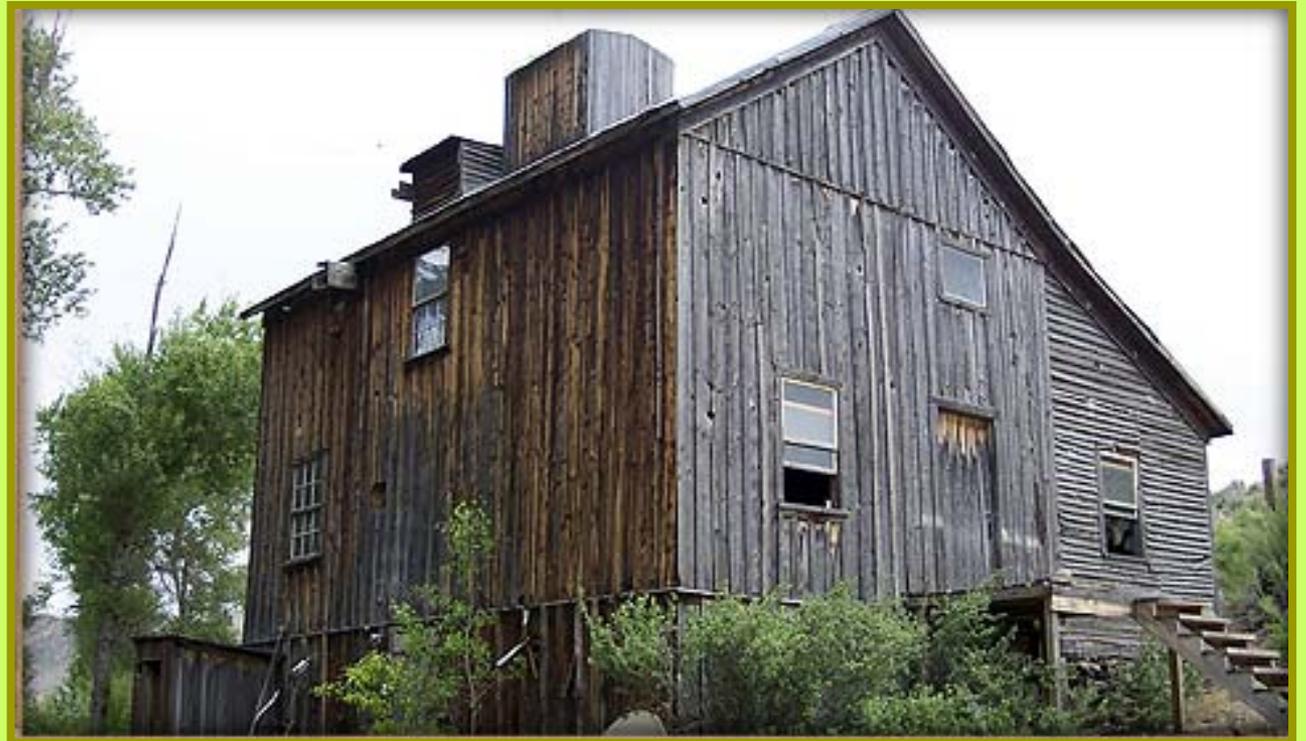
- ✓ What is agritourism?
- ✓ What are the opportunities for entrepreneurs today?
- ✓ What are the keys to a successful agritourism business?
- ✓ What are the first steps to starting an agritourism business?



Photo: Jim Deeds

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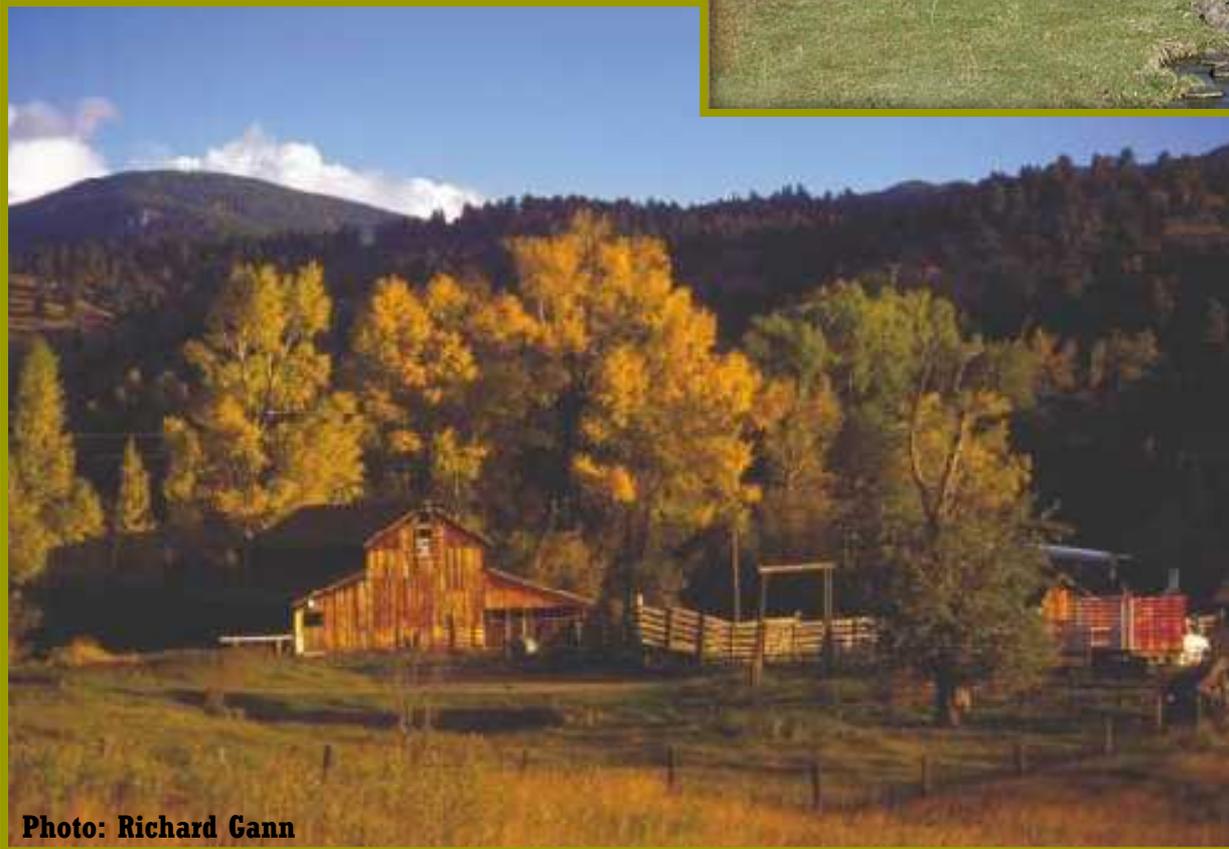


Photo: Richard Gann

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Photo: Robert Hirko

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Photo: Elizabeth Thaler



Photo: Tina Beedy



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Photo: Susan Hickel

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**Agritourism is a
visitor
experience...!**

A combination of...

- Recreational & educational



- Food-based



products & services

- Heritage





Why agritourism ???

- ❑ Showcase agricultural & cultural heritage of southern Colorado
 - Share what you have
 - ❑ Re-introduce more urban people to farming & ranching
 - Meet new people, have them try new foods & experiences
 - ❑ Create new income streams/diversify your business
 - Reduce risk
 - Keep more work at home, on the farm or ranch
- and...

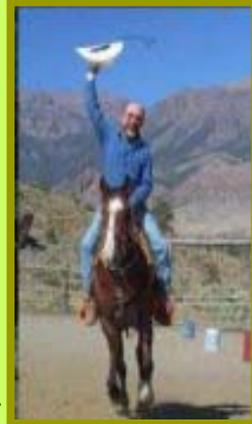
Visitors are looking for what you might already have...

One-of-a-kind experience



Adventure travel

Cultural events/
festivals



Educational travel



Outdoor recreation

Historical places/museums



Unique setting for family reunions, weddings



Shopping



Weekend travel



The potential? ↗

Economic contribution of agritourism, Estimated for Colorado for 2006

- Travel for agritourism = 4.1 million visitors spending \$807 million
 - 1.9 million visitors in-state and 2.2 million out-of-state

- Unplanned agritourism = 6.7 million visitors spending \$189 million
 - 5.4 million visitors in-state and 1.3 million out-of-state



Photo: Sue Hodgson

Agritourism Visits to South-Central Colorado

- visitors stayed 4.7 days on average
- Half of visitors planned their trips around agritourism (more in-state than out-of-state)
- Spent an average of \$121 per day (most on lodging); highest in Southwest CO at \$173/day
 - skiers - \$140/day
 - people on city trips - \$109/day
 - special event attendees - \$93/day
 - touring vacationers - \$95/day
 - outdoor vacationers - \$65/day

The reality check... What do you need to know to get started?



Critical factors for success:

About your business ⇨

1. Location (proximity to other attractions)
2. Financial/enterprise analysis

About you ⇨

3. Marketing/understanding customer needs and expectations
4. Ability to match core assets with customer requirements
5. Passion for learning
6. Strong social skills
7. Creativity
8. Ability to manage the visitor experience



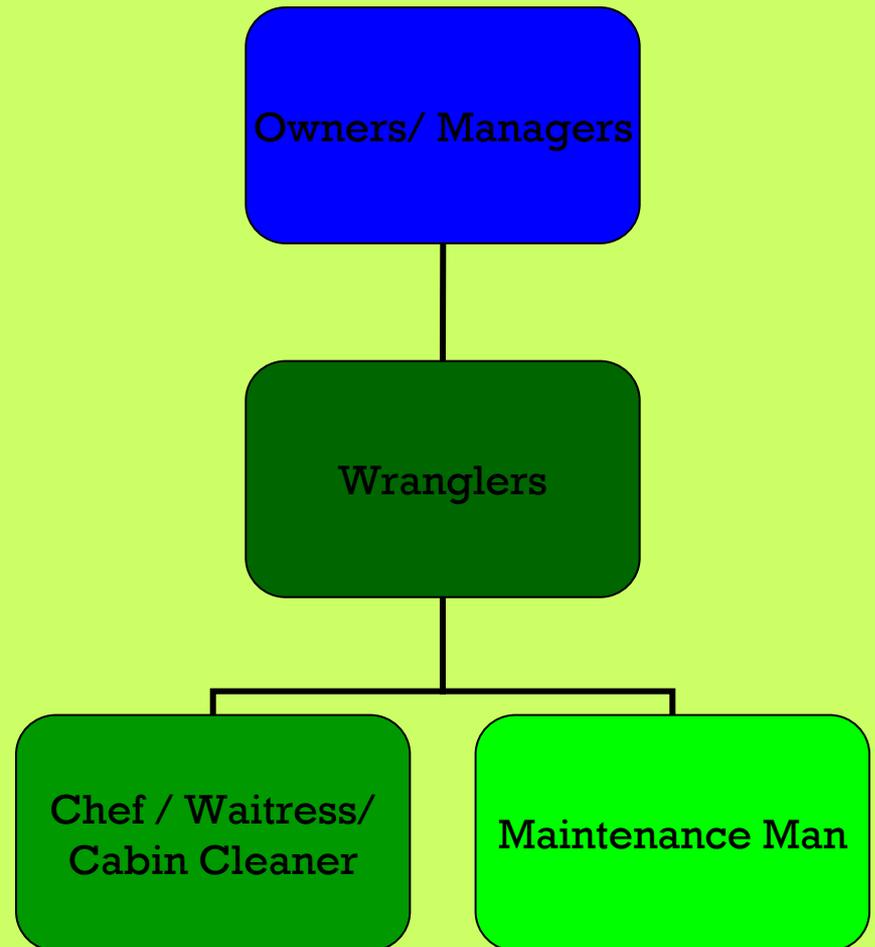
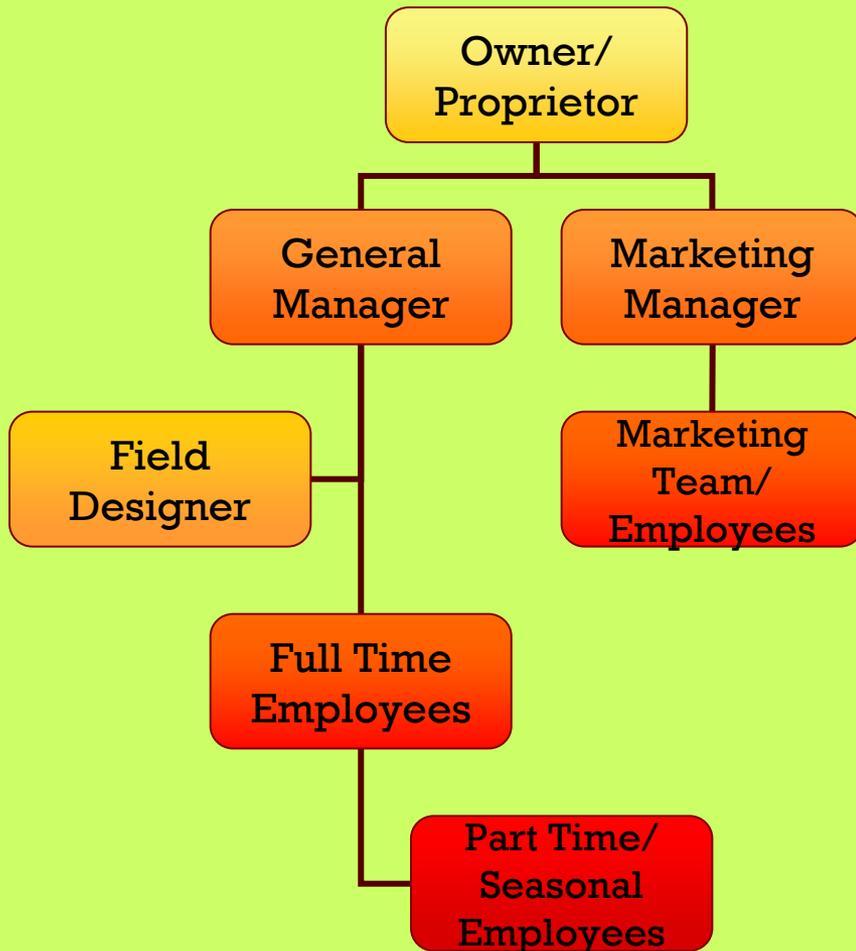
Source: Institute for Integrated Rural Tourism, undated.

✓ Resource assessment:

- What do you want to get out of this venture?
- What is your service/product? How is agritourism different?
- When & where will it happen?
- What resources are in your community?
- Are you the right person for the job?
- Assess your risk tolerance & that of your business partner(s)

Multi-activity, high-volume agritainment business

Ranch offering pack trips, trail rides, lodging



Task Analysis – Guest Ranch

- ⇒ Will one person have the final say in a business decision? If so, who will that person be?
- ⇒ Who will manage the kitchen?
- ⇒ Who will do the general household cleaning?
- ⇒ Who will handle reservations and guest arrivals and departures?
- ⇒ How will requests for information and guest reservations be handled?
- ⇒ Who will do the bookkeeping?
- ⇒ Who will manage entertainment?
- ⇒ Who will manage the guest ranch livestock & tack?
- ⇒ Who will oversee safety & emergency preparedness on the property?
- ⇒ Who will be responsible for specific guest activities? For example, decide who will show them how to ride, take them fishing, etc.

✓ You need a plan:

- Mission
- Values
- Vision
- Goals
- History & Current Situation
- Production Plan
- Management Plan
- Marketing Plan
- Monitoring Checkpoints



- ✓ Free
- ✓ Develop your own business plan
- ✓ Learn what you need to include in your plan with tips & resources
- ✓ View sample business plans for ideas
- ✓ Share your plan—print, download and work with your own reviewers

<https://www.agplan.umn.edu/>

Evaluating potential enterprises

- Resource assessment
 - Site-specific assessment of resource base (water, land fragmentation, adjacent practices, views, accessibility)
 - Management
 - Timing within your existing work plan

- Risk assessment
 - Assess your risk tolerance & that of your business partner(s)

- Capital costs of starting a new enterprise
 - What do you already have (cabin, kitchen) that you can start with?

- What resources are already available in your community?
 - Marketing, partnering, technical assistance

What about it ??

- ❑ Not for everyone, need to evaluate your interest in and ability to manage it
- ❑ Look at options from low risk/"low maintenance" to high risk/"high maintenance"
- ❑ Evaluate what resources you have without adding a significant amount of inputs





Photo: Spencer George

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