

# **Influences Affecting Agritourism Success in the Western US**



Photo: Tammy Mattics

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# Project Overview



1. Multi-institutional interdisciplinary research group is surveying western agritourism operators as part of 3 year USDA grant: “Place-Based Innovation: An Integrated Look at Agritourism in the Western US”
2. Agritourism Producer Surveys conducted in both Colorado and California – completed June 2015
3. Also using data from project’s agri-tourist survey (all US), spatial data collection, and some producer case studies (2015 – 2016)

# For this study, agritourism is:

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- Any income-generating activity conducted on a **working** farm or ranch for the enjoyment and education of visitors



# Agritourism activities include...

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- **On-farm Direct Sales** (U-pick, farm stands, dairy, wine, beer, farm products, etc.).
- **Accommodations/Lodging** (farm stays, guest ranch, B&Bs, camping, cabins, etc.).
- **Entertainment/Special Events** (harvest festivals, corn mazes, farm dinners, weddings, parties, etc.).
- **Outdoor Recreation** (picnicking, swimming, hunting, fishing, photography, horseback riding, snowmobiling, biking, etc.)
- **Educational Activities** (farm or ranch work experience, camps, classes, tours, tastings, demonstrations, egg gathering, etc).



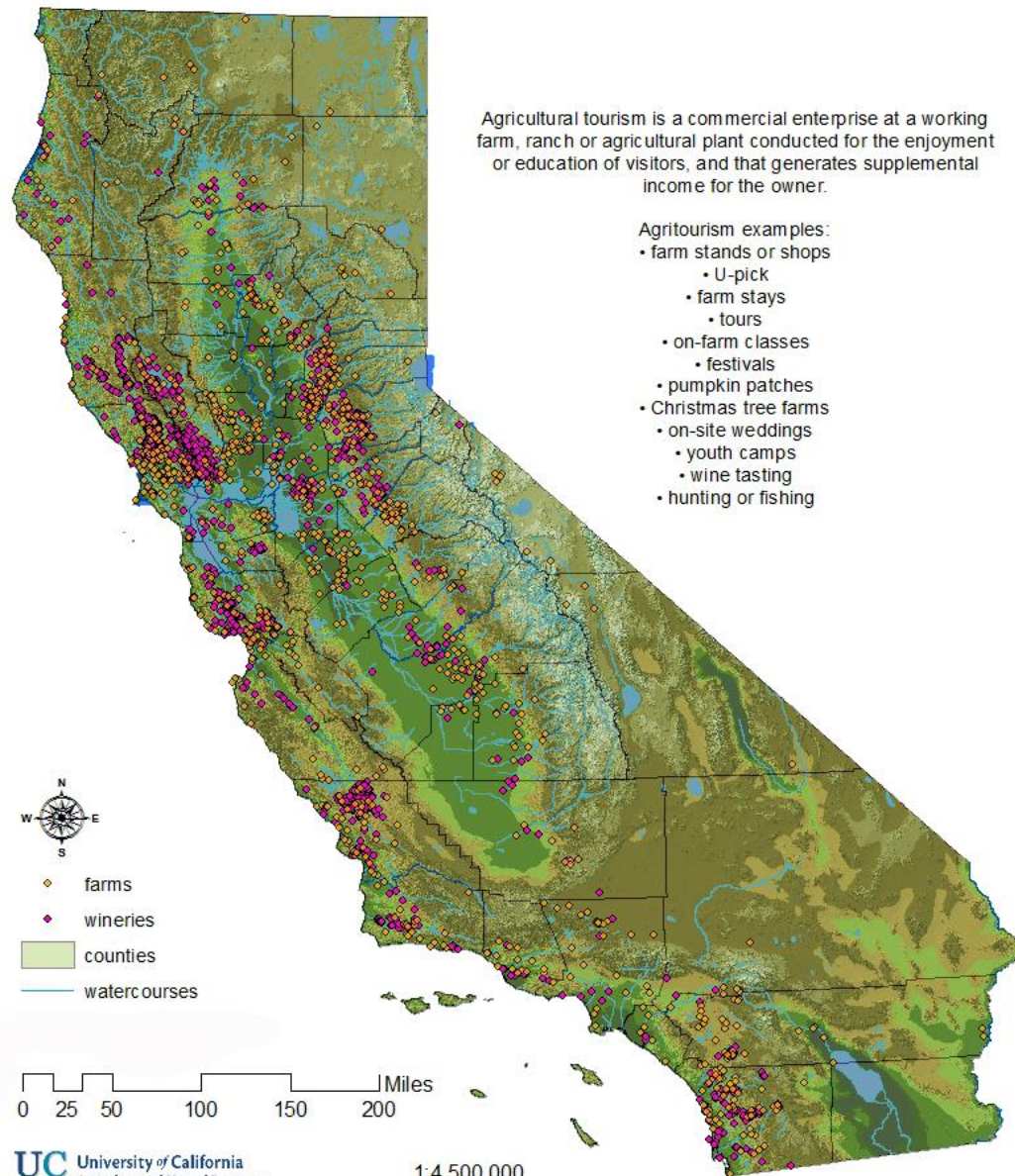
# Survey of Likely Agritourism Operators

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- Conducted online and through US mail:  
February 2 – May 19, 2015
  
- 150 Colorado Producer Survey respondents total
  - 141 non-duplicated complete surveys
    - 71.6% (101) said Yes, they did offer agritourism products/services
    - 28.4% (40) said No, they did not offer agritourism products/services
  
- 243 California Producer Survey respondents total
  - 231 non-duplicated complete surveys from producers
    - 81.3% (187) said Yes, they did offer agritourism products/services
    - 18.7% (44) said No, they did not offer agritourism products/services

# California Agritourism and Winery Operations

## Agritourism in California



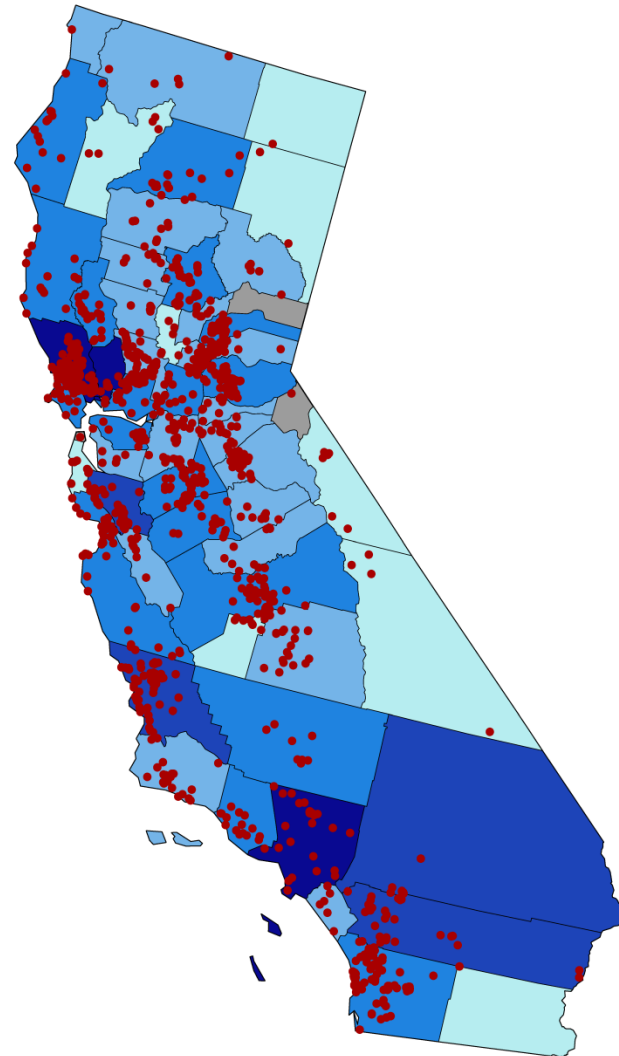
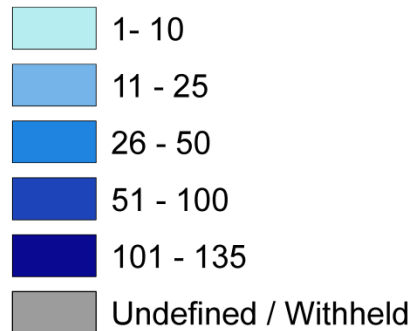
# Agritourism in California

Census vs. Surveyed California Agritourism (2012/15)

## Count of AgTrsm Farms/Ranches

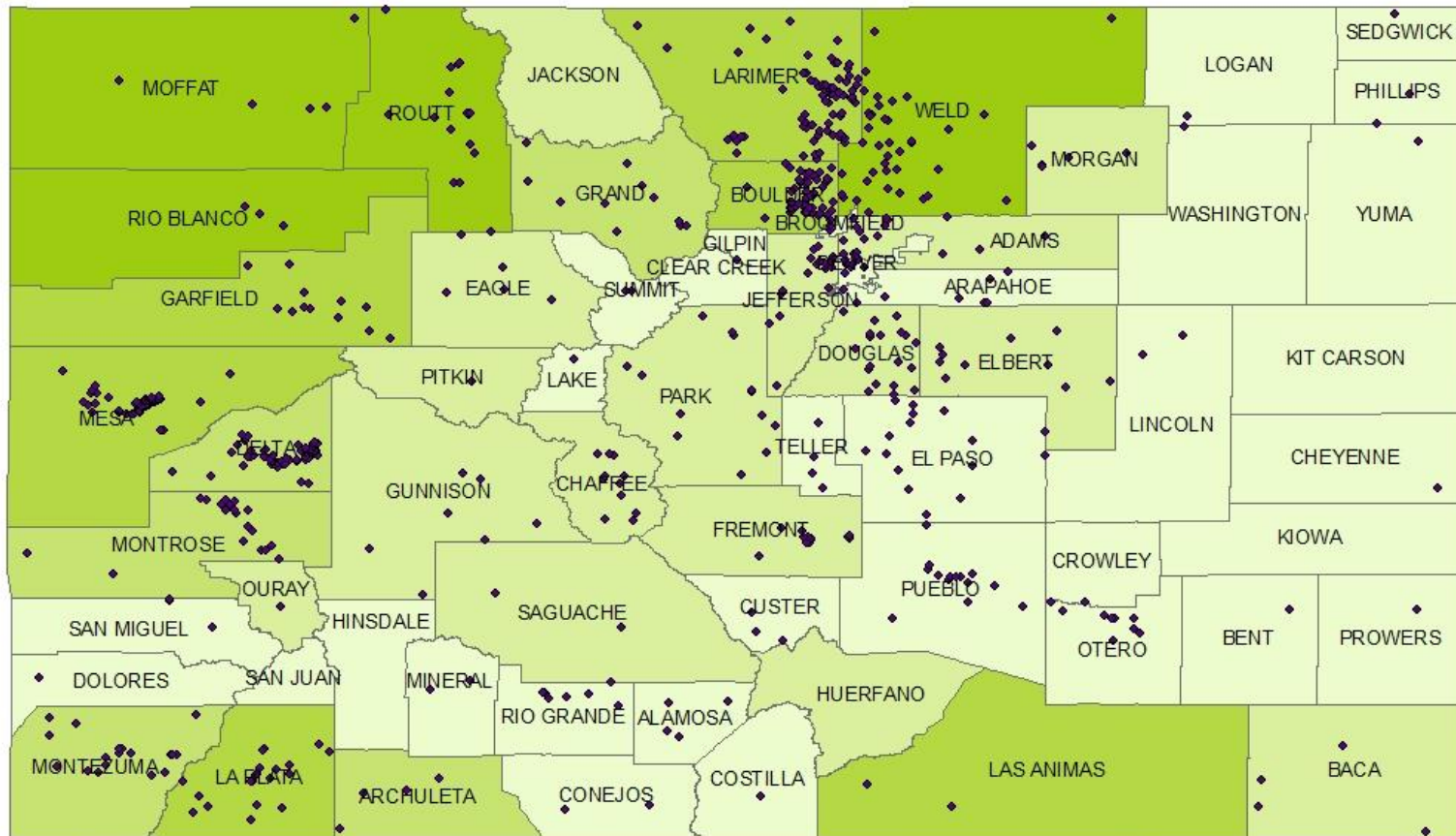
• Surveyed Agritourism Farms (2015)

## Census Agritourism Farms (2012)



# Agritourism in Colorado

## Census vs Surveyed Colorado Agritourism (2012/2015)



**Number farms, 2012 Census of Ag**

0 - 10 (33)

11 - 20 (16)

21 - 30 (5)

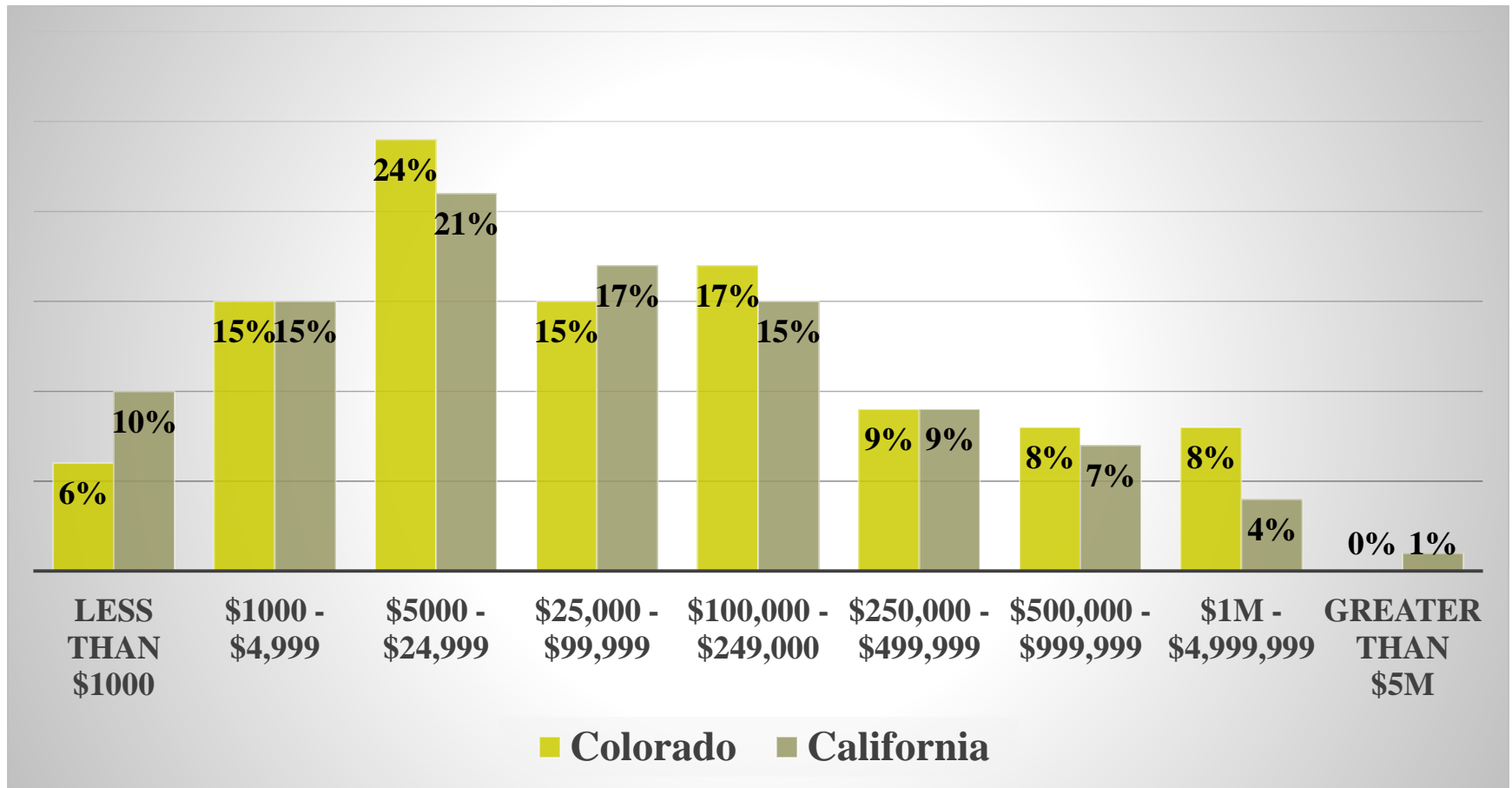
31 - 40 (6)

41 + (4)

◆ Agritourism sites, 2015 producer survey (674)



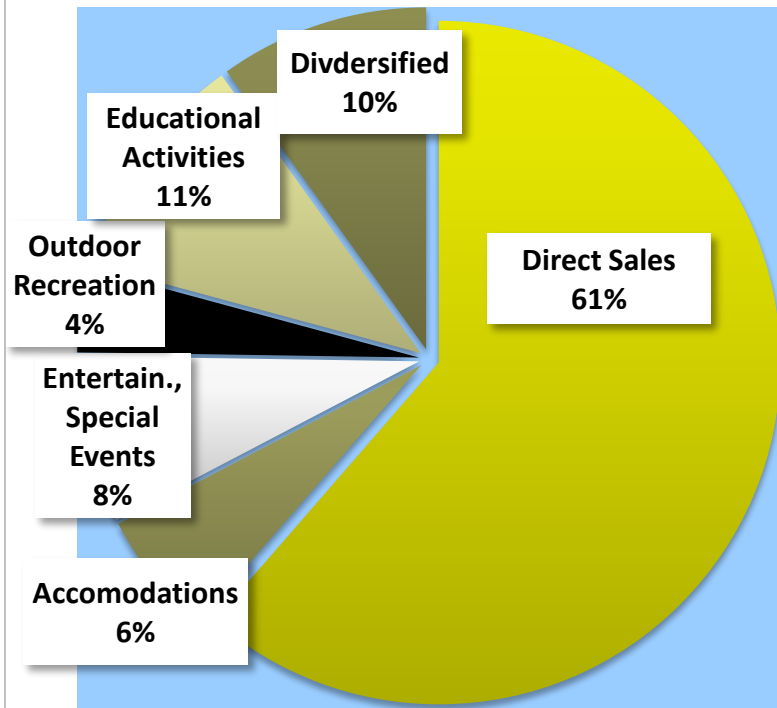
# Agritourism Gross Revenue - 2014



# Main Sources of Agritourism Revenue

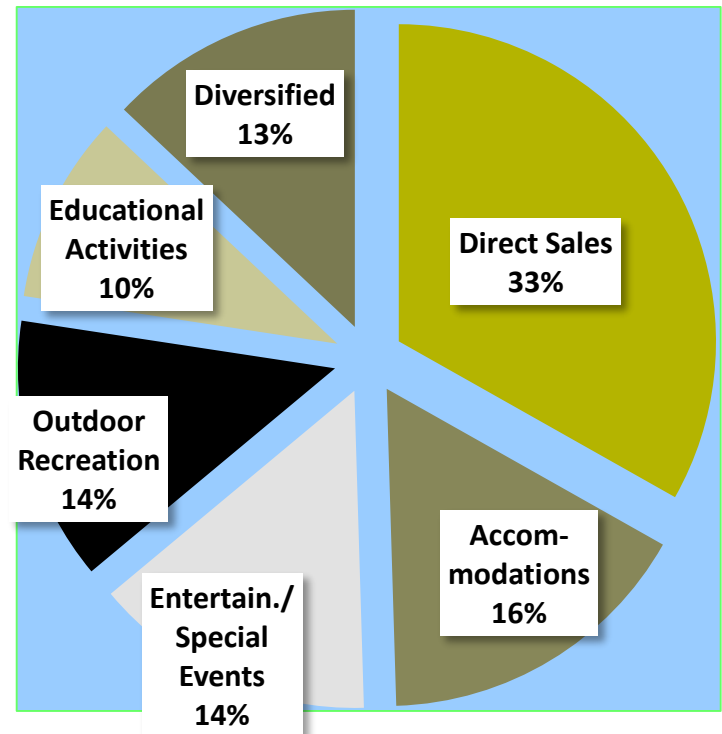
## California:

Primary Activity - California



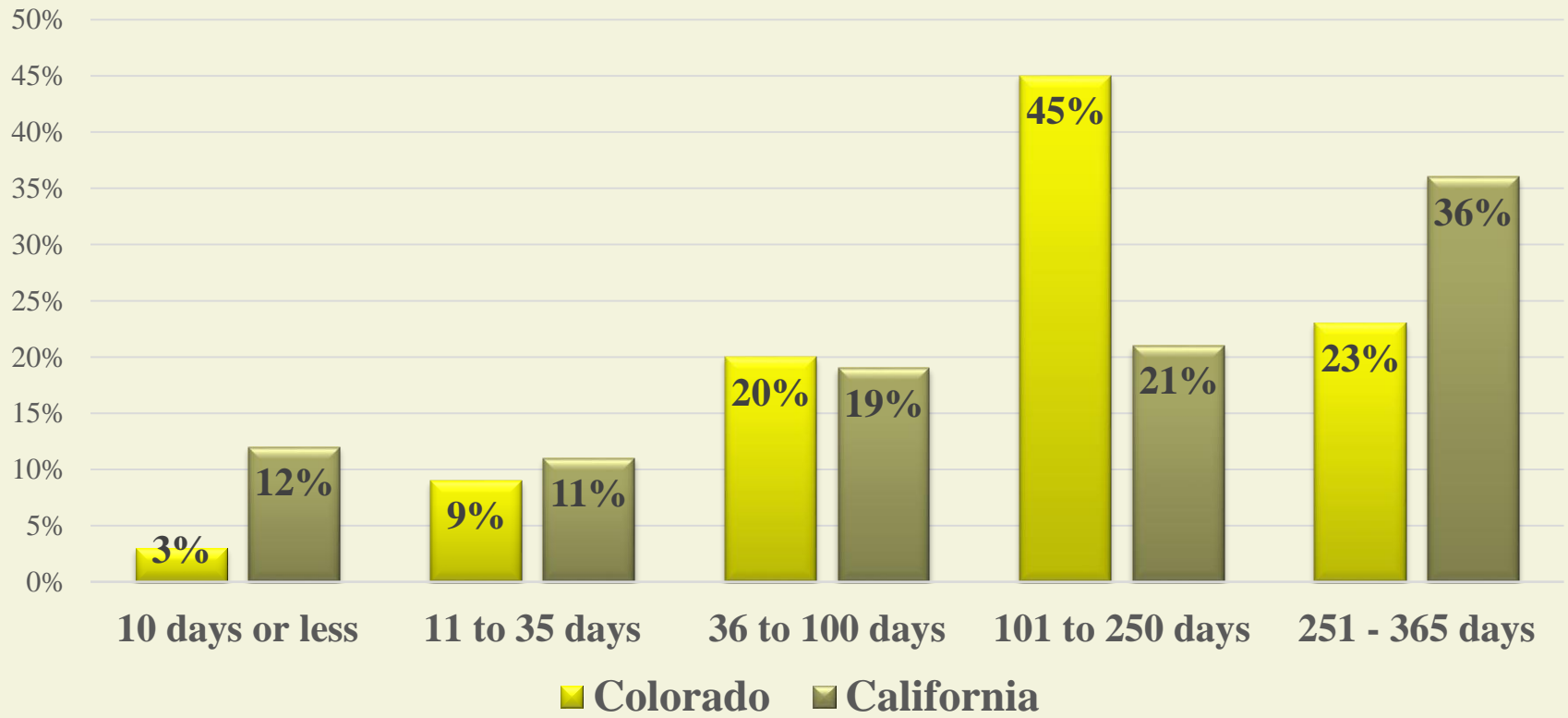
## Colorado:

Primary Activity - Colorado

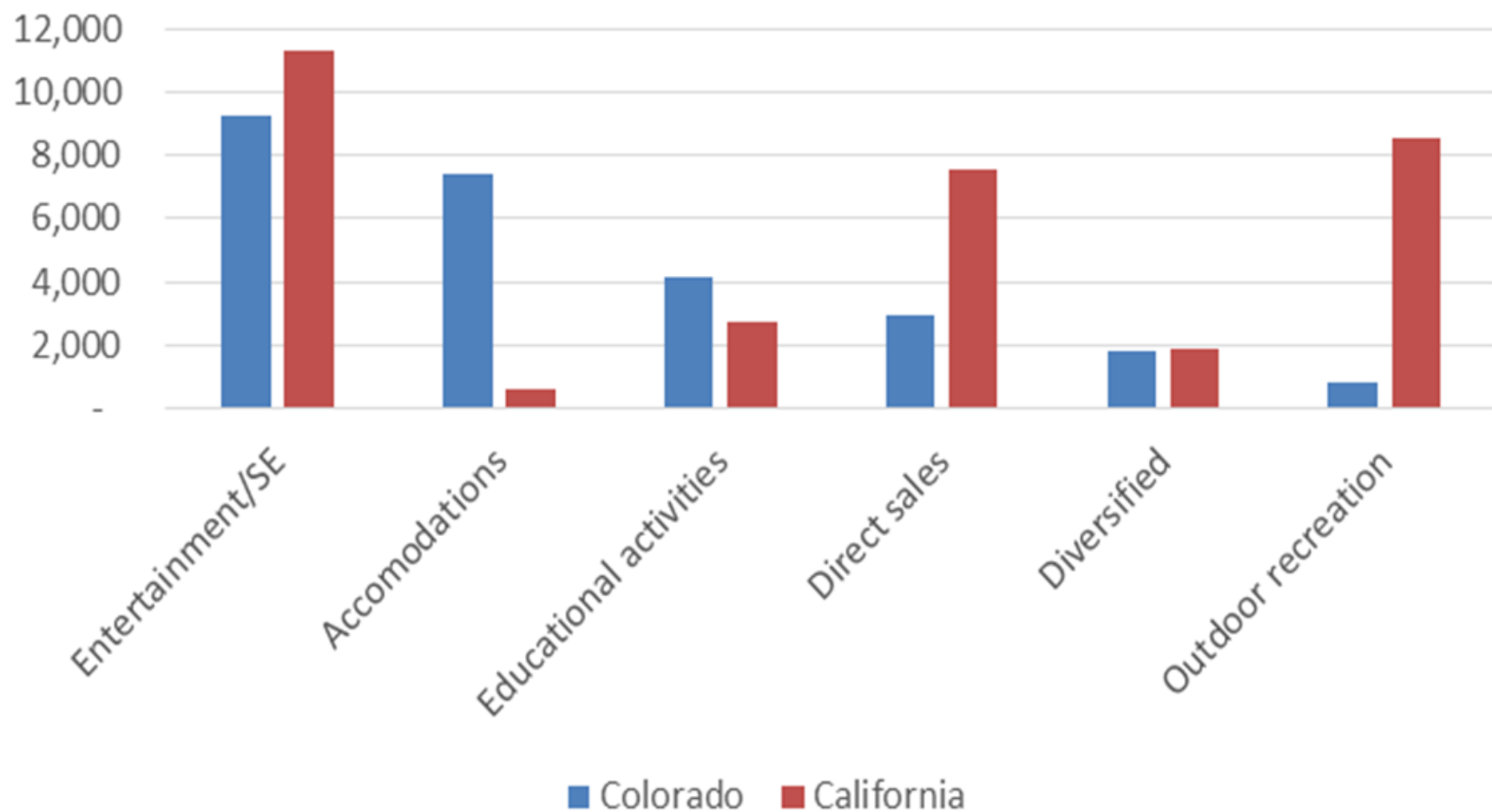


# Days Agritourism Operations Open

Number of days open in 2014

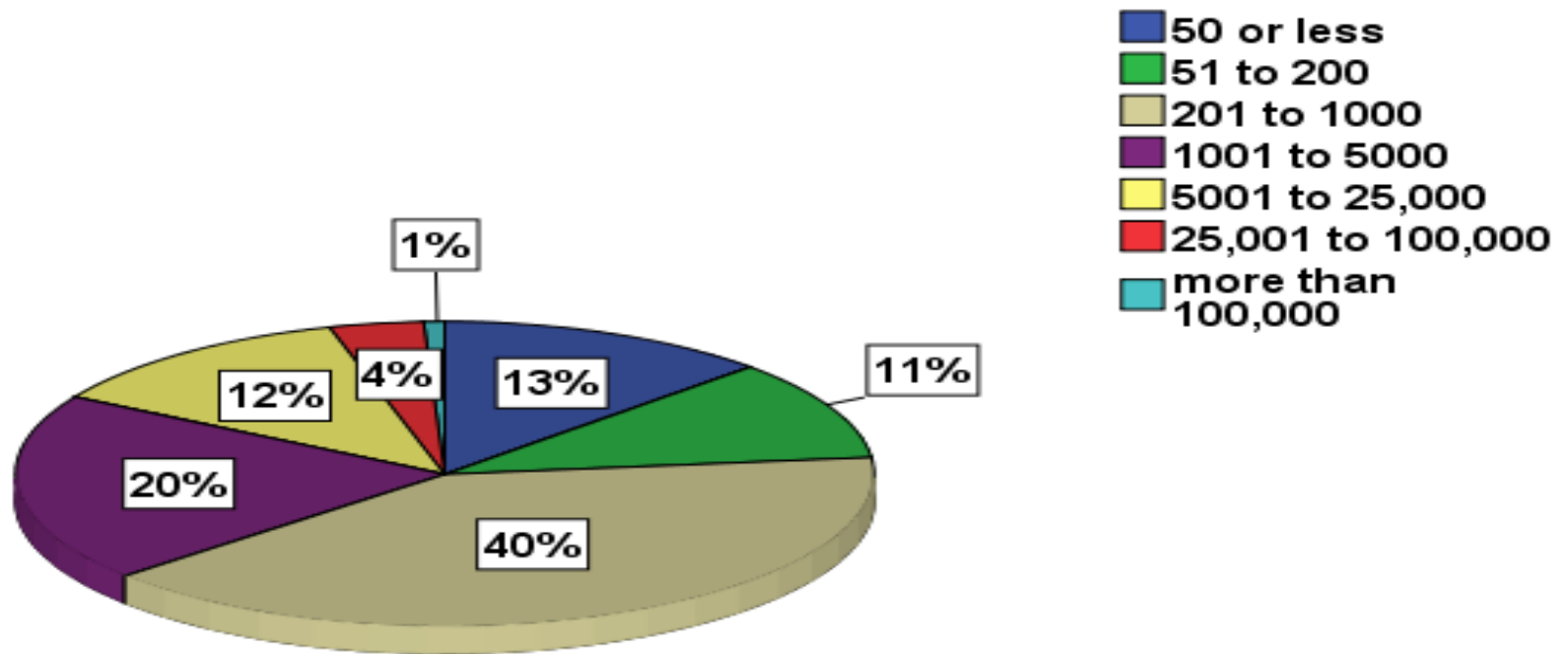


## Average Number of Visitors by Primary Activity



# Number of Annual Visitors

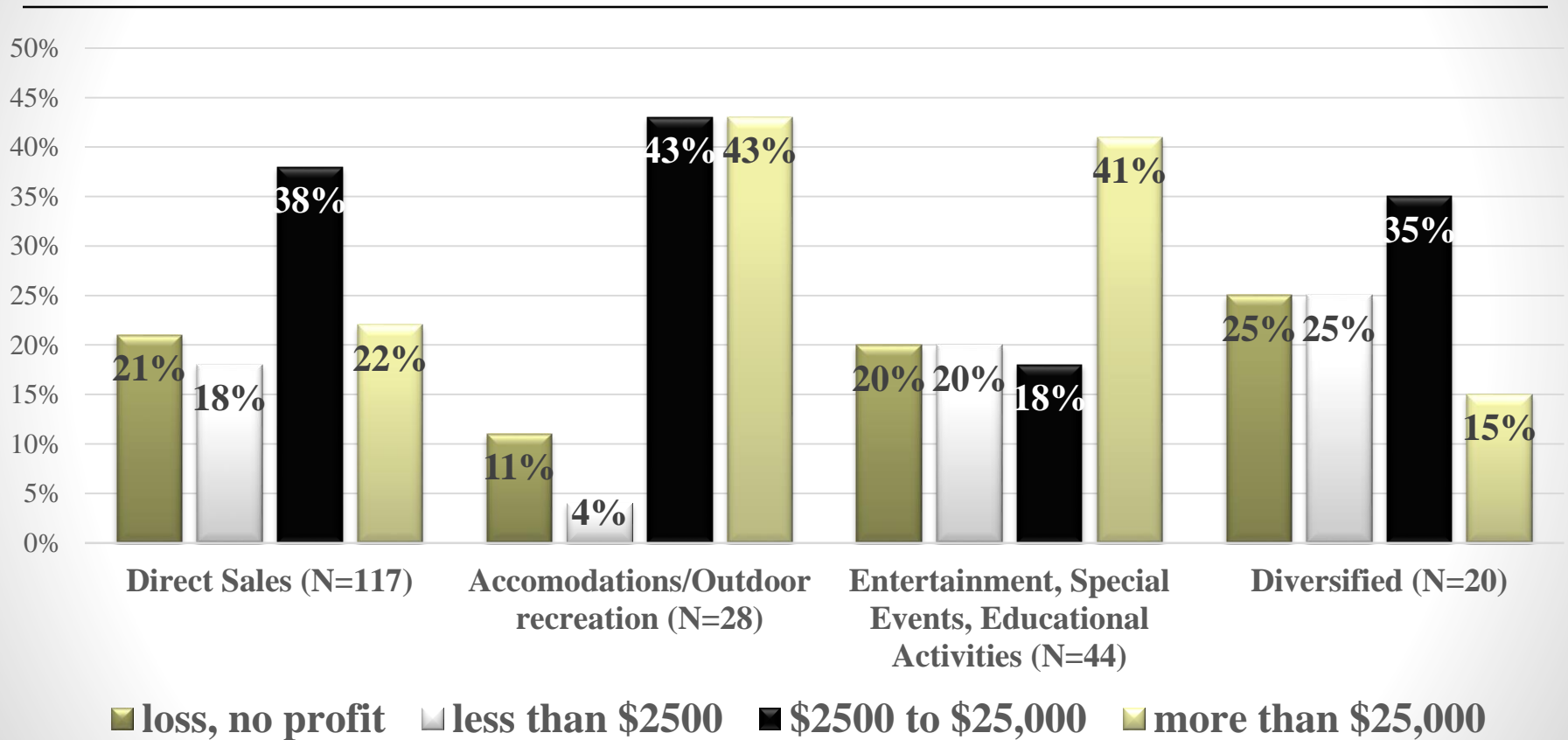
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Number of Visitors in 2014 (CO & CA combined)

# Estimated Profit by Primary Activity

(CA & CO combined)

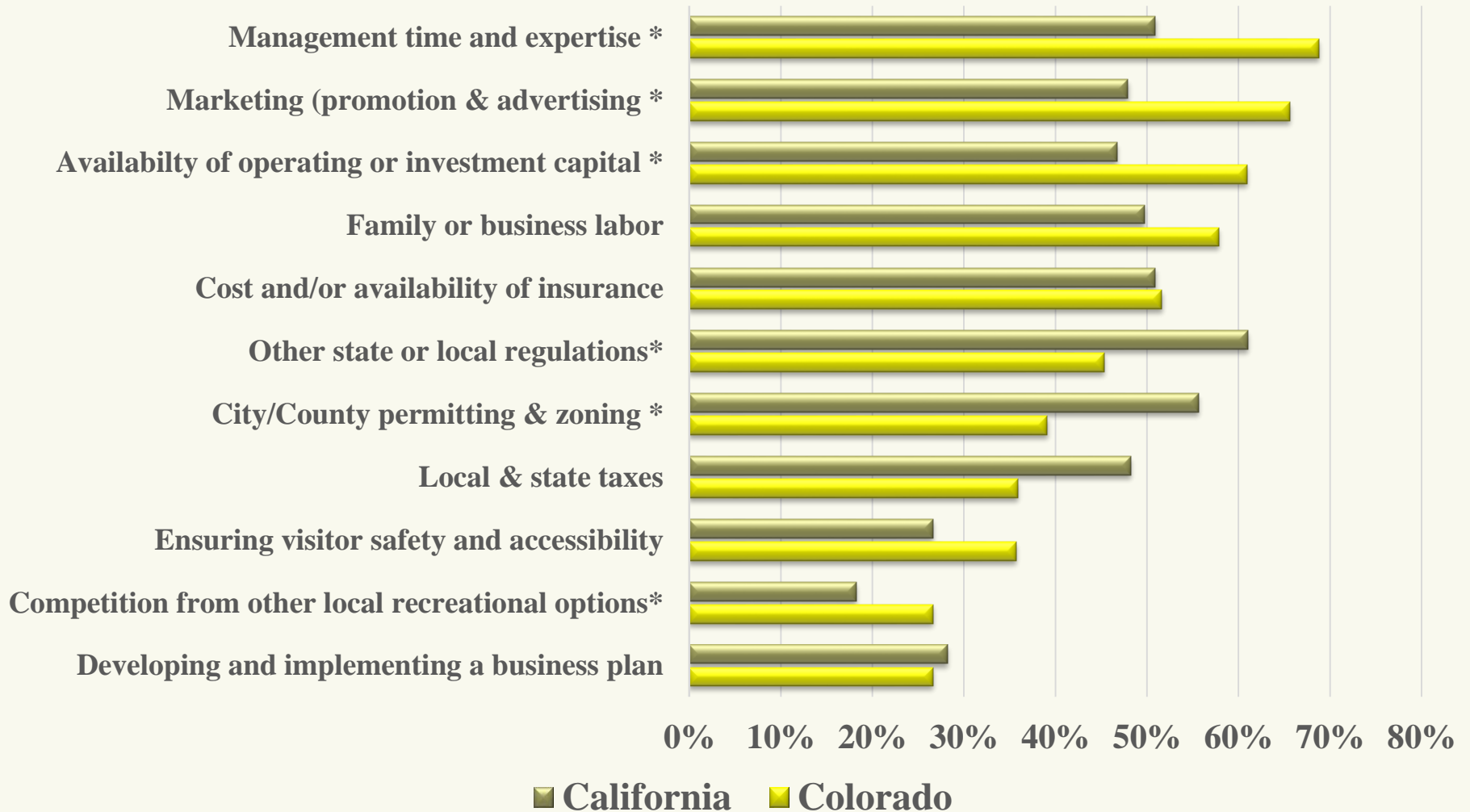


**California: N=141**

**Colorado: N=71**

# Agritourism Challenges:

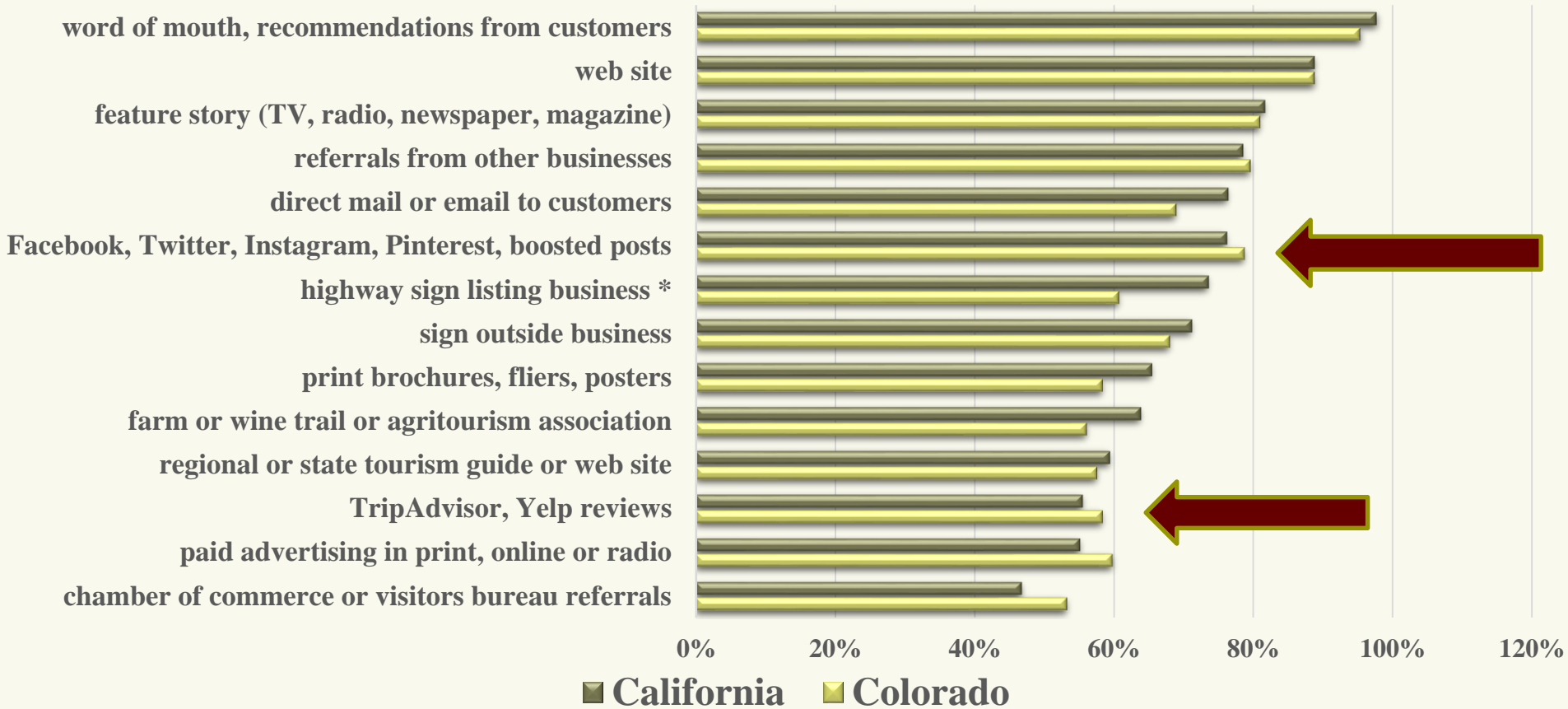
Percent of Respondents Rating Each Issue "Challenging" or "Very Challenging"



\* Difference significant at 90% confidence level

# Perception of Marketing Strategy Effectiveness:

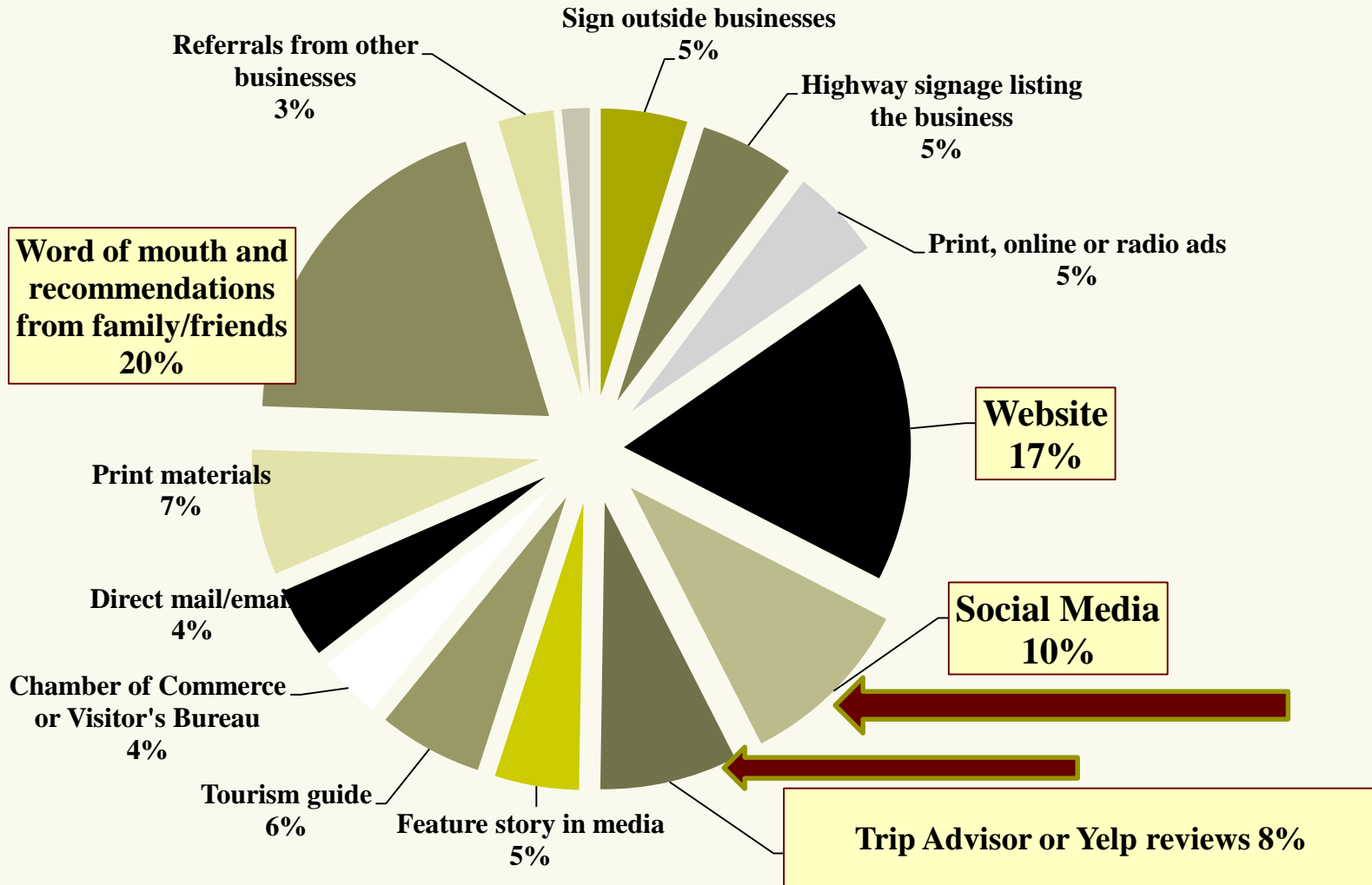
Percent of respondents rating each strategy "effective" or "very effective"



\* Difference significant at 90% confidence level

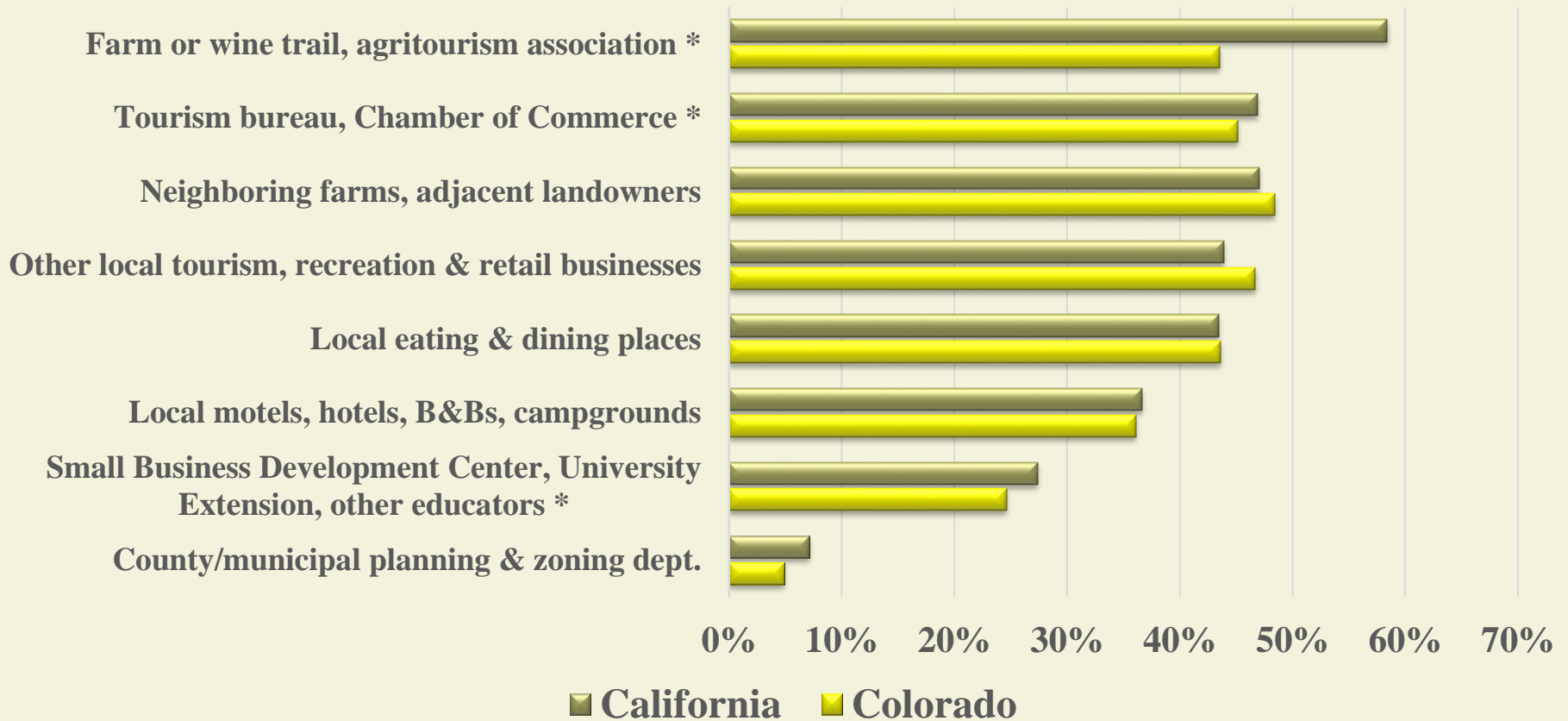


# Information Sources Used by Agritourists (from National Survey of Agritourism Visitors)



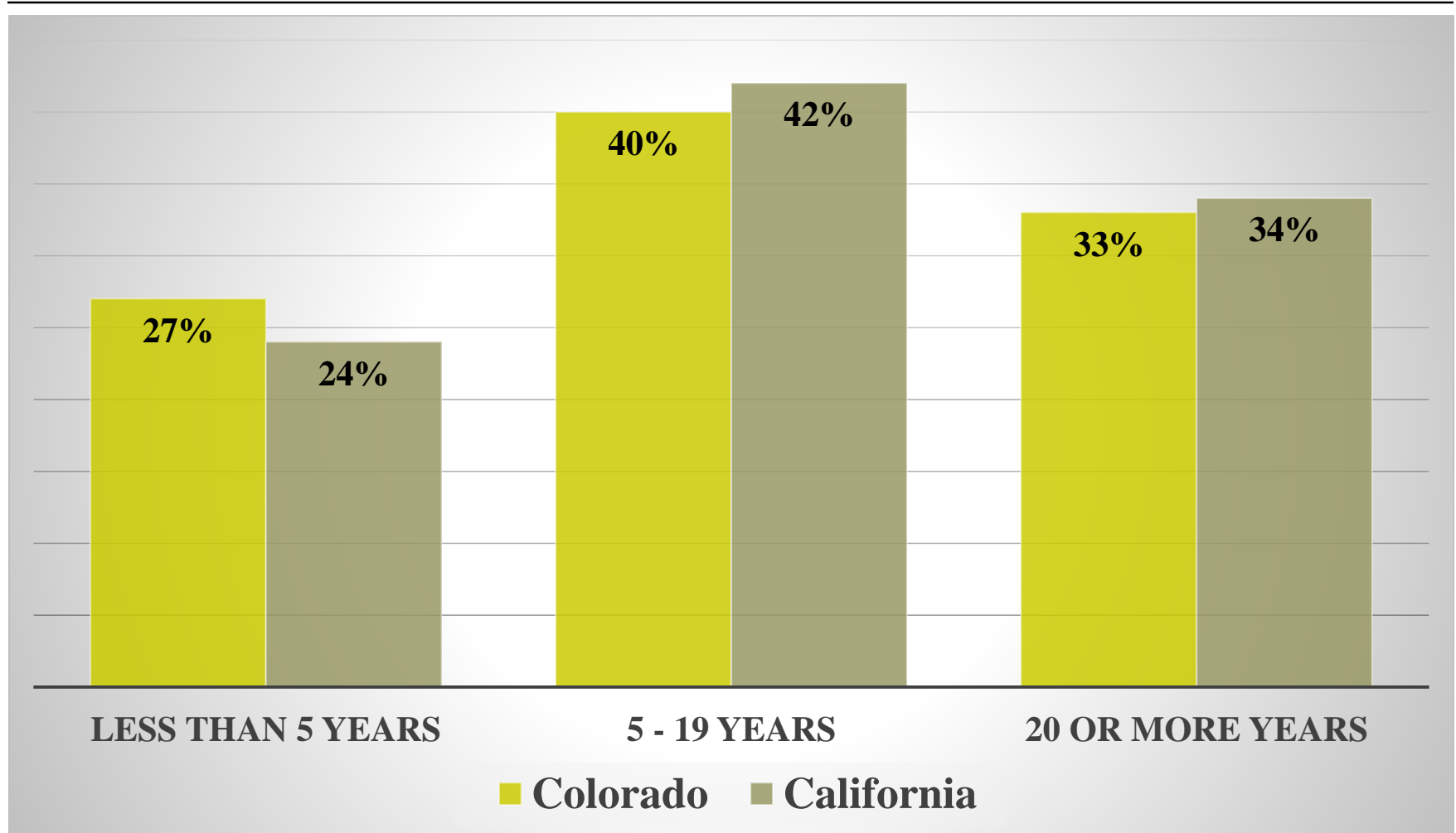
# Helpfulness of Community Resources

Percent of respondents rating each "helpful" or "very helpful"



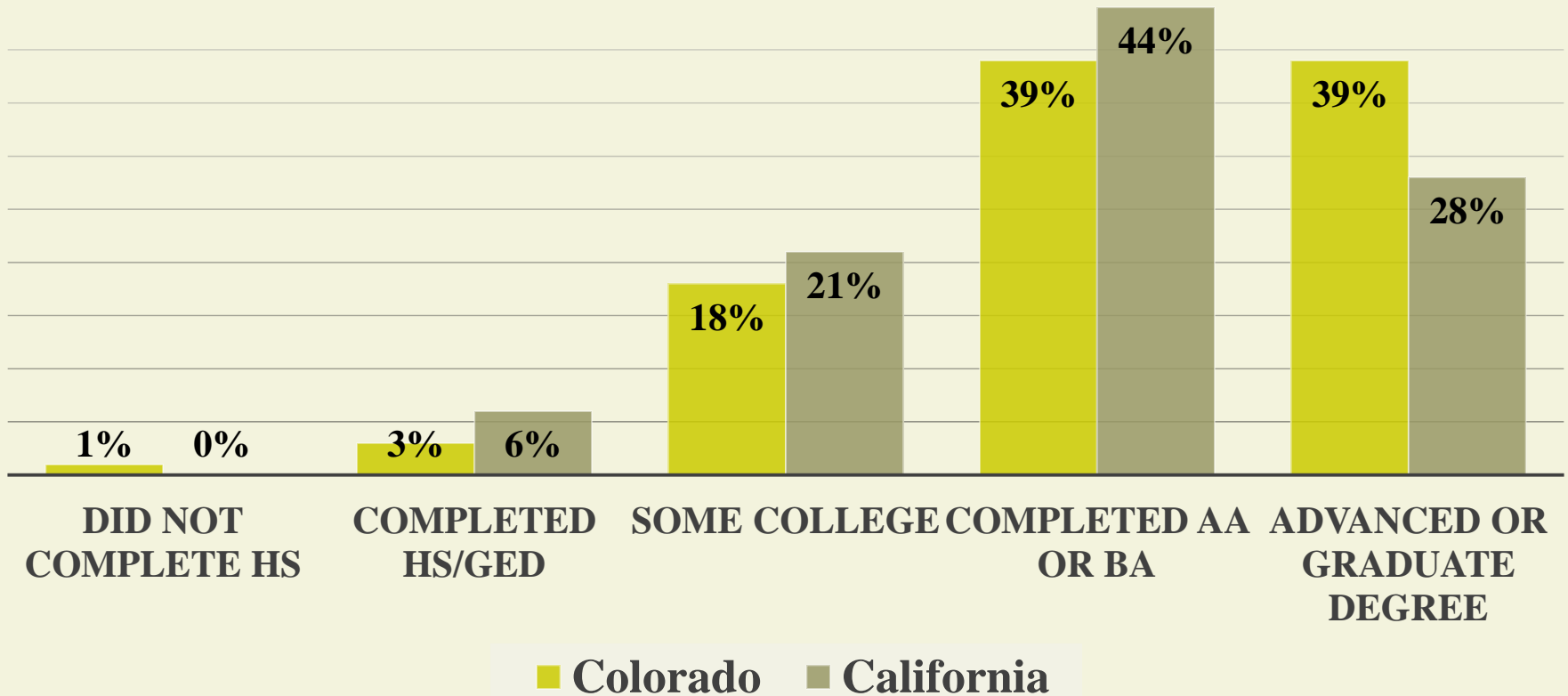
\* Difference significant at 90% confidence level

# Age of Agritourism Businesses

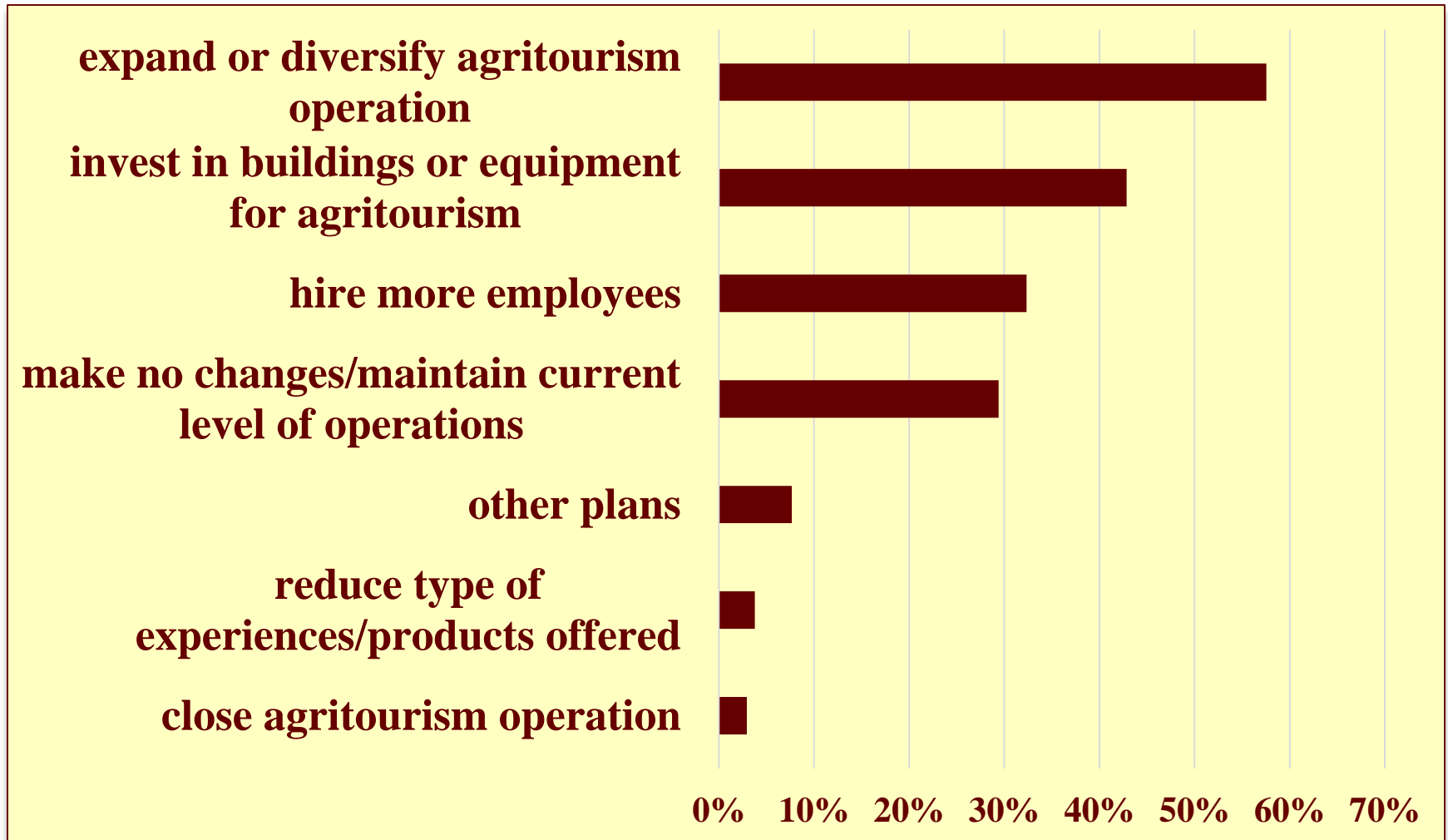


# Education Level of Agritourism Operators

Education Level of Primary Agritourism Decision Maker



# Future Plans (CA & CO combined)



# Questions or Comments?

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- [diane.gaede@unco.edu](mailto:diane.gaede@unco.edu)
- Thank you for your time and attention 😊