

# Successful Agritourism



**UC SMALL FARM PROGRAM  
JANUARY 18, 2012 GLENN COUNTY FARM  
BUREAU**

# My Background



- Degree in Hotel & Restaurant Administration from Washington State University
- Forty years of experience in hospitality operations
- Operated my own consulting practice over the past 18 years
- Specialize in the hotel sector
  - Feasibility studies
  - Advise hotel owners
  - Resort operations

# Focus of Today's Session



- **Visitor characteristics and expectations**
- **Collaboration**

# Travel Statistics



- **According to the U.S. Travel Association**
  1. Travel ranks number 1 among all U.S. industry exports
  2. 1 out of every 9 U.S. jobs rely on travel and tourism
  3. Travel is the 5<sup>th</sup> largest private employment sector and 14 million jobs are supported by travel expenditures
  4. Direct spending on leisure travel in the U.S. was \$526 billion in 2010 and the industry generated \$82 billion in tax revenue
  5. U.S. residents accounted for 1.5 billion person trips for leisure purposes

# Travel Statistics



The top five reasons for leisure travel were:

- a. Visiting relatives
- b. Shopping
- c. Visiting friends
- d. *Rural sightseeing*
- e. Beaches

***A survey by Ypartnership found that Americans treasure their leisure time and cited travel as their number two passion, behind family time.***

# Visitor Expectations



- One of the most powerful trends in tourism is “Experiential Travel”.
  - People want to be engaged and immersed in their travel experiences
  - They want to learn and explore new ideas

***Experiential Travel is all about building memories***

# Visitor Expectations



- **Characteristics of Experiential Travelers:**
  1. Family involvement; often multi-generational
  2. Desire to learn something new
  3. Story telling is important; they want to be entertained
  4. Active involvement
  5. Authenticity
  6. Social responsibility
    - ✦ Giving back
    - ✦ Sustainability

# Visitor Expectations



- Visitor Expectations will be dependent upon the experience that you offer
  - What is the time requirement for your visitor experience?
  - Are there product demonstrations and tastings?
  - Is there a hands-on component?
  - Does your visitor experience tell a story?
  - Why are you hosting visitors?

***You must match your experience to your visitor.***



# Service Issues



- **What are visitors looking for in terms of service?**
  - Personality; you are part of the product
  - Seamless service; from ticket sales to tour execution to answering questions and post-visit follow-up
  - A value proposition. The dollar value is not so important as the value of the memory

# Collaboration – Strength in Numbers



- **A destination market vs. a destination attraction**
- **Government supported programs**
  - Not very likely in today's economic environment
  - Uncertainty of grants and associations
- **Affiliation with educational institutions**
- **Build an association**
  - Sierra Oro Farm Trail
  - Tehama Trail

# Collaboration- Strength in Numbers



- **Product placement in local retail businesses and restaurants**
  - Need to provide consistent quality, availability and pricing
  - Provide packages through local lodging
    - ✦ What incentive will you provide them to book your experience?
- **Identify other sources of visitation to the area**
- **Develop relationships with other community groups**

# Successful Agritourism



***The ideas for promoting your business to attract visitors are endless. Unfortunately your time is not.***

***Know your visitor and what they want***

***Know where they came from***

***Focus your marketing and promotions***

***Monitor your results***