

Beyond the Pumpkin Patch & Corn Maze



AGENDA

- Agritourism Trends
- Examples & Opportunities
- Starting With Your Farmers & Extension
- Defining the Experience

TOURISMWORKS

TOURISM SIMPLIFIED

*We help you achieve your goals by breaking
tourism into bite-sized, manageable steps.*





FLEX SUPPORT

Flexible staffing solutions to meet your tourism needs

W AYFINDER    
TOURISM ASSESSMENT // TOURISM ASSET INVENTORY
TOURISM STRATEGY & ACTION PLAN // TOURISM PLANNING

O RGANIZER     
ITINERARY BUILDING // JUMPSTARTING YOUR TOURISM IDEAS
BUSINESS PLANNING // TOURISM INCUBATOR & ACCELERATOR // EXPERIENCE DESIGN

R ESEARCHER   
MARKET MENTALITY // TOURISM RESOURCE HUB // REACHING NICHE AUDIENCES

K ICKSTARTER   
REGENERATIVE TOURISM // VISITOR DONATION PROGRAM
SUSTAINABILITY INNOVATION LAB (Co-Created with the BeSMART Platform)

S TORYTELLER    
HELLO'S & HIGHLIGHTS VIDEOS // HOSTING FAMILIARIZATION TOURS
MANAGING GUESTS & TELLING YOUR STORY // TOURISM AMBASSADOR PROGRAM

OUR PROGRAMS

AGRITOURISM

- Visitor experiences on a working farm or agricultural setting.
 - Real farm!
 - Open to public
 - Educational, experiential or recreational



AGRITOURISM TRENDS

Trends in Travel

- Travelers seek authentic, engaging experiences
- Escape the crowds
- Reconnect with nature and rural areas
- Meaningful connections with farmers & rural communities



AGRITOURISM TRENDS

US Agritourism

- Projected to grow 11.2% annually (2025 to 2030)
- Average \$44,000 in gross revenue / year
- Someone from 81% of U.S. households participated in agritourism activities in 2024 (5% growth from 2023)



AGRITOURISM TRENDS

VA Agritourism

- 7.5 million visitors (60% local)
- ~1,400 Agritourism sites - 56% open year round
- ~\$250 million on-farm visitor spending
- \$2.2 billion in economic activity
- Over 22,000 jobs



AGRITOURISM TRENDS

Farmer Motivations:

- Additional income
- New markets for products
- Share/educate
- Social Connections

Traveler Motivations:

- Bonding with family or friends
- Educational / experiential
- Enjoying the outdoors
- Connecting to food system
- Purchasing food / drinks
- Proximity



Agritourism Examples



- Farm Stands
- Tours
- Pick / Gather Your Own

- Educational Tours
- Petting Zoo
- Pumpkin Patch



- Festivals / Events
- In-depth experiences & classes
- Camping

- Cabins
- Farm Vacations
- Winery



Level of development / Involvement



Low Investment

Higher Investment

Agritourism Examples



Agritourism Examples



Farm Experiences



Tours



Workshops



Cabins



FarmDays



Events

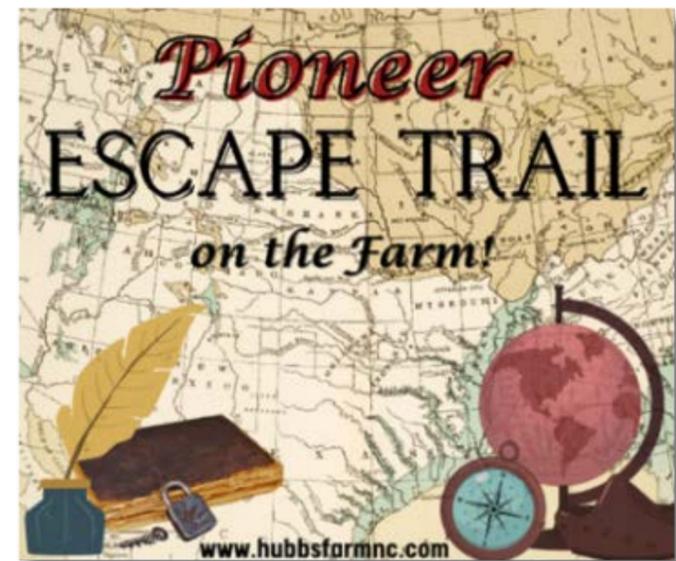
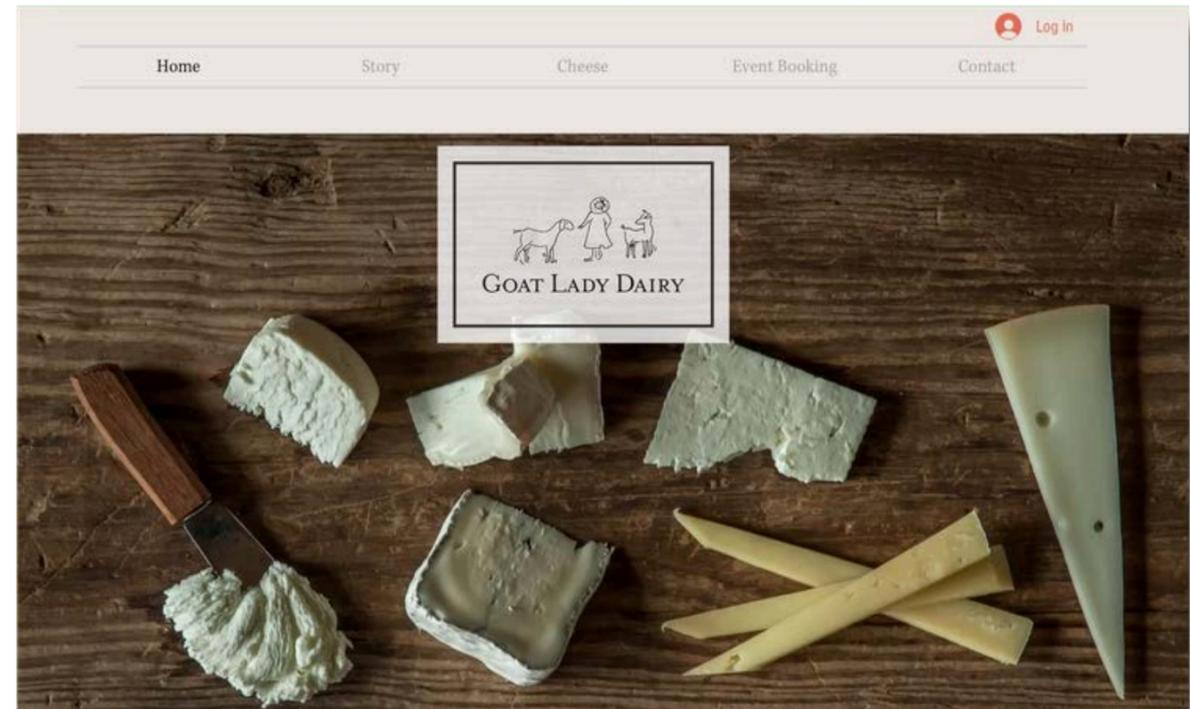
Hidden Creek Farm offers many wonderful Farm Experiences.

Click on the icons above to be linked directly to your choice.



ACTIVITIES

- Seasonal & special events
- Partnerships (craft, restaurants, etc.)
- Workshops / Day in the Life...
- Regenerative Tourism
- Team building / meetings
- Tours / hike / bike (e.g. gravel biking) / ride



Critical mass, with differentiation!

Agritourism Examples

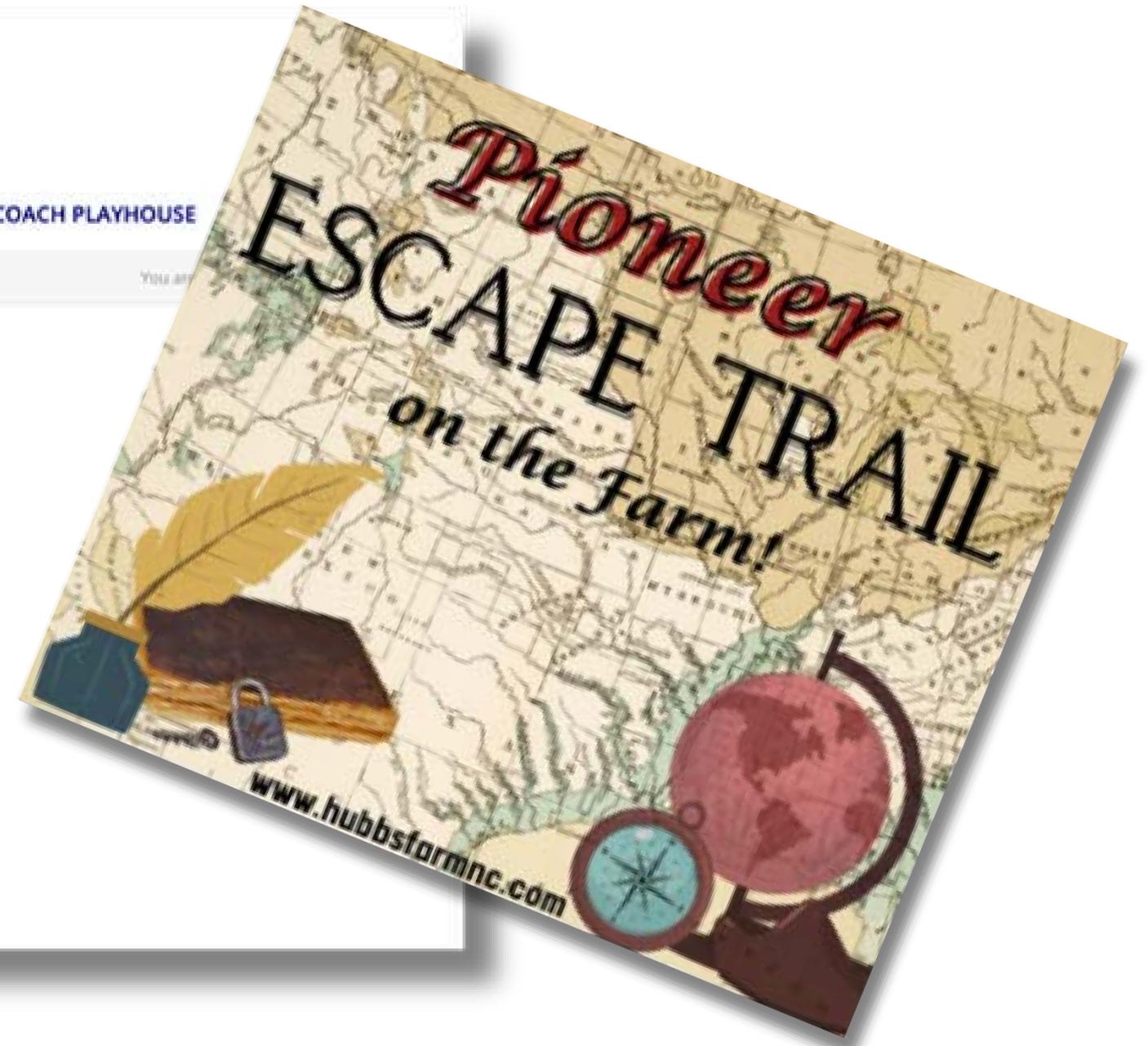


CLASSES/CAMPS MURDER MYSTERIES/DINNERS PRODUCTIONS MAGIC/COMEDY SHOWS EVENTS TICKETS STAGECOACH PLAYHOUSE

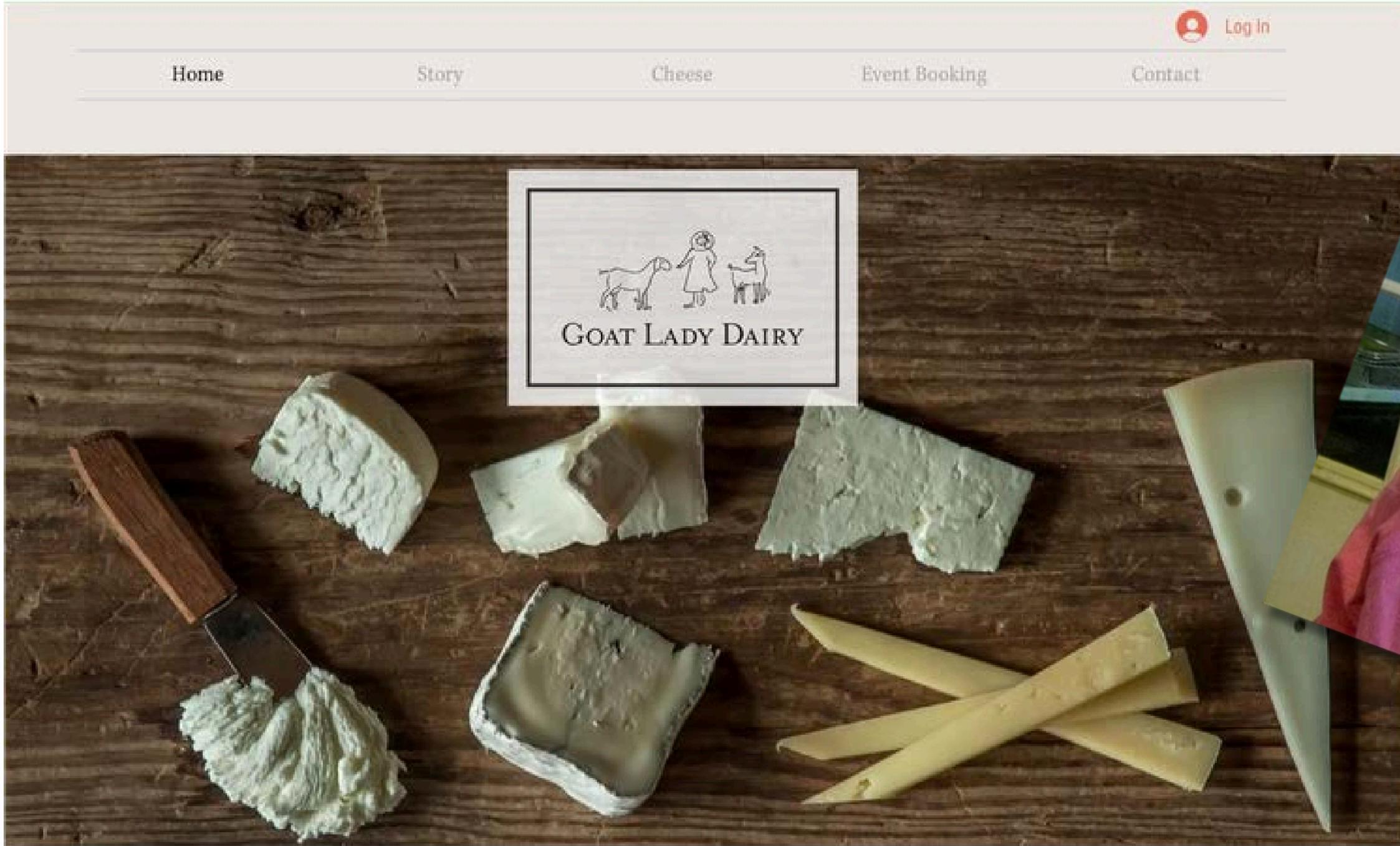
Murder Mysteries

Click the links below to be directed to the show page.

[A Vintage to Die For](#) - September - November 2025



Agritourism Examples



ACCOMMODATION

- **Hipcamp** (land, fairly easy to establish)
- **Getaway** (75 acres, matching needed)
- **Zookcabins** (glamping / cabin kits)
- **Glampitect** (start-to-finish galmping business setup)

HIPCAMP

Getaway

ZOOK
Dwell Beyond
the Ordinary **Cabins**

Glampitect
NORTH AMERICA



PACKAGES

- Oyster Trail
- Wine Trails
- Biking Trails (e.g. VA Creeper Trail)
- Music Trail (e.g. Crooked Trail)
- Farmers Market Trail
- Equestrian Trail
- Itineraries with other attractions



Agritourism Examples



The screenshot shows the homepage of the Floyd Farm Trail website. The background is a scenic landscape with trees and a stone wall. On the left, there is a graphic of a tractor with the text 'FLOYD FARM TRAIL' and a red heart. The navigation menu at the top includes: HOME, THE FARMS, VISIT, EVENTS, ARTICLES, ABOUT, CONTACT, a search icon, and social media icons for Facebook and Instagram. The main heading is 'Welcome to the Floyd Farm Trail', followed by a paragraph: 'Floyd County is home to a vibrant base of agritourism venues and opportunities for visitors including workshops, farm stores, unique lodging and other on-farm experiences.' Below this is a red button that says 'Explore Our Farms →'. The lower section is titled 'Upcoming Events' and lists three events:

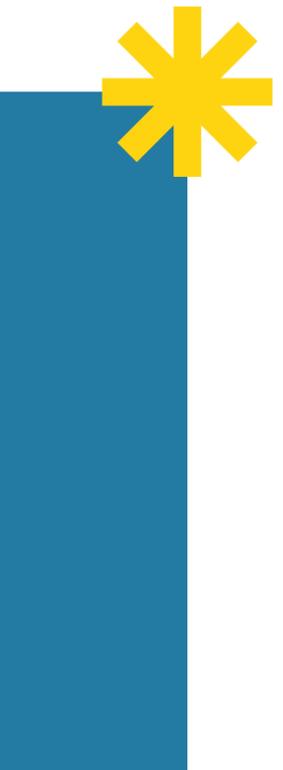
- NOV November 20 at 12:00 pm – November 23 at 4:00 pm 
20 Five Mile Mountain Distillery Tasting Room
- NOV November 21 at 1:00 pm – November 23 at 5:00 pm 
21 Dobbins Hollow Winery and Cidery Tasting Yurt
- NOV 9:00 am – 1:00 pm 
22 Floyd Farmers Market

Agritourism Examples





EXAMPLES YOU HAVE SEEN / EXPERIENCED



Starting with your Farmers & your Extension Office

1. Understanding the farmers needs
2. Mapping the farmers assets
3. Level of investment & involvement
4. How do visitors get to the farm
5. Who is hosting and interfacing with visitors
6. Who are the markets

Farmer led process

Starting with your Farmers & your Extension Office

1. Understanding the farmers needs
2. Mapping the farmers assets
3. Level of investment & involvement
4. How do visitors get to the farm
5. Who is hosting and interfacing with visitors
6. Who are the markets

Plus who is the support network!

THE ELEMENTS OF A VISITOR EXPERIENCE

*Observe or listen,
without directly
affecting it.*



*Learn and
engage your mind
in reflection.*

*Play an active role
& participate in
the experience.*



*You're immersed in an
activity and actively
participating*







EXPERIENCE DESIGN

*What makes the
experience unique?*

- **Start by building trust**
- Identifying the unique value proposition
- Name & describing the experience



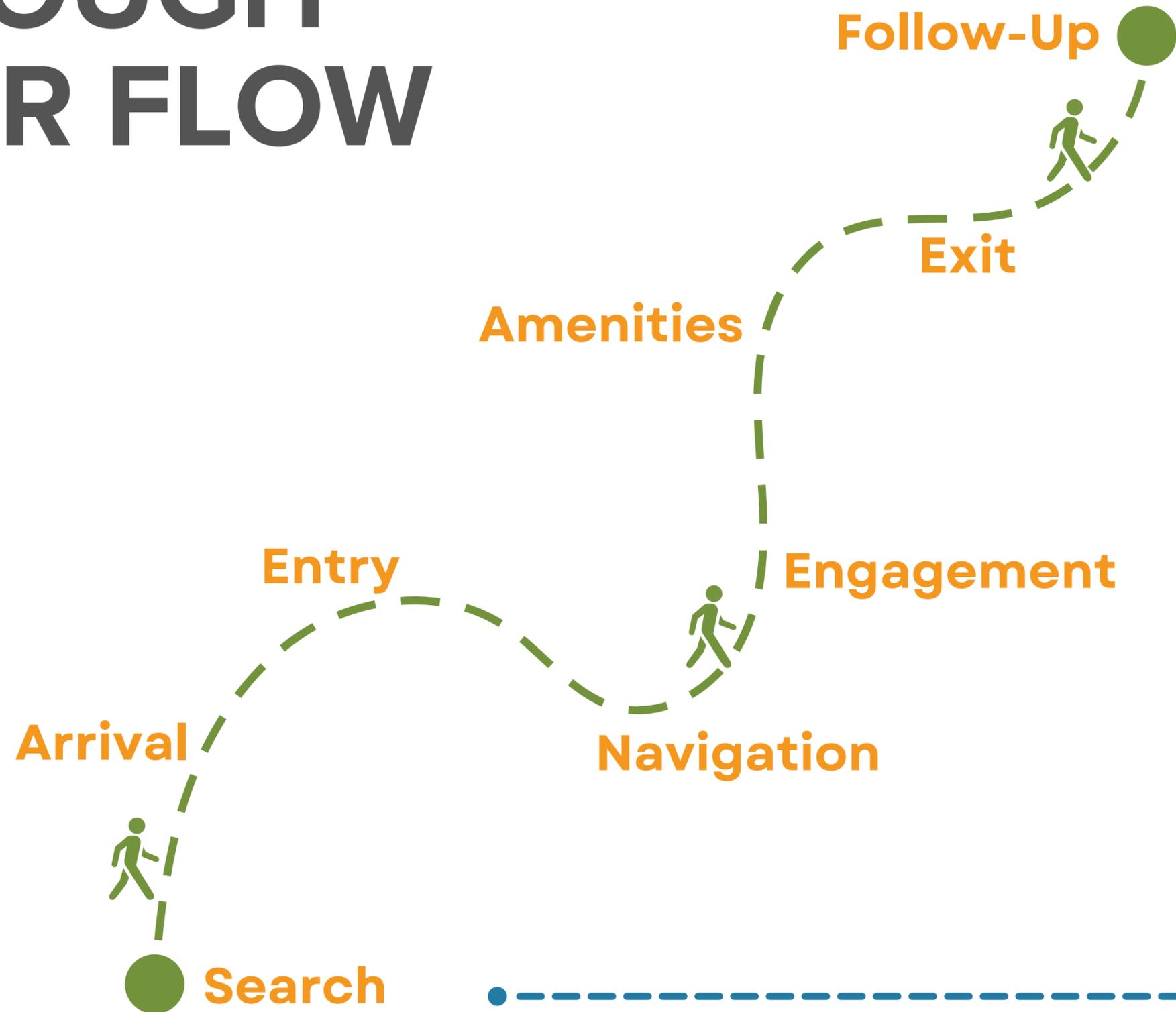
PRACTICAL CONSIDERATIONS

- Seasonality
- Timing & length
- Location / space
- ID anchor activities
- Stories & tip-bits
- Relaxation time!
- Bathrooms & water
- Equipment
- Restrictions & limitations
- Risk and mitigation
- Insurance



THINK THROUGH THE VISITOR FLOW

From pre-arrival
to post-departure





OPPORTUNITIES IN YOUR DESTINATION?



THANK YOU!

Simon Jones

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