

WHY AGRITOURISM?

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TRAVEL AND TOURISM INDUSTRY TRENDS In 2005

- In the U.S., Travel and Tourism is a \$1.3 trillion industry.
- Travel and Tourism generated in 2004, \$104.9 Billion in local, state, and federal government revenue.
- Travel and Tourism is one of the largest national employers with 7.5 million direct jobs.
- Dining is the most popular domestic trip activity accounting for 31% of domestic trips!



TRAVEL AND TOURISM INDUSTRY TRNDS IN 2004

- 80% of adult travelers (over 118 million people) have included historic and cultural activity while traveling. That number is about the combined population of Italy and the United Kingdom.
- Travel and Tourism industry is one of the nation's largest export industries. Creating a \$7.4 Billion surplus in travel for the U.S.
- SOURCE: Travel Industry Association of America



TRAVEL TRENDS THAT SUPPORT AGRITOURISM

- Tourists are increasingly traveling by car.
- Tourists are taking shorter trips and planning at the last minute.
- Travelers are looking for new experiences as part of their trips
- Families want to strengthen their relationships by being together



WHAT IS AGRITOURISM

- No formal definition.
- Agritourism can be summarized as anything that connects consumers with the heritage, natural resource or culinary experience unique to the agricultural industry or a particular region of the country's rural areas.

Source: Wilson, J., D. Thilmany, and M. Sullins.
"Agritourism: A Potential Driver in Rural West", Colorado State University Cooperative Extension, EDR-06-01, February 2006.



AGRITOURISM EXAMPLES

- Overnight Stays: Lodging and Camping
 - Bed and Breakfast
 - Camp Sites
 - Farm/ranch vacations
 - Rental Cabins
 - Weddings, Receptions, and Honeymoons



AGRITOURISM EXAMPLES

- Special Events and Festivals
 - Music Festivals
 - Holiday Celebrations
 - Harvest Festivals
- Off The Farm
 - Farmer's Markets
 - Vendors at County and State Fairs
 - Roadside Produce Stands



AGRITOURISM EXAMPLES

- Recreation Activities and Events
 - Fee Fishing
 - Fee Hunting
 - Corn Maze
- Tourism-Enhanced Direct Marketing
 - Pick Your Own Fruit/Vegetables
 - Sell Canned Foods on Farm
 - Sell Herbal/Organic Products, Candles, etc.



AGRITOURISM EXAMPLES

- Youth and/or Adult Education
 - Organized Tours
 - Agricultural Education Programs
 - Nature Education Programs
 - Demonstrations



WHY AGRITOURISM

- Fluctuating agricultural prices and increasing input costs for agricultural production.
- Globalization, Industrialization, and Development Encroachment
- Farmers and ranchers seeking second jobs or leaving farms or ranches altogether to obtain higher and stable household incomes.



WHY AGRITOURISM

- In Nevada, the number of farms from 1997 to 2002 declined by 209 farms or 42 farms per year.
- In California, the number of farms from 1997 to 2002 declined by 8,360 or 1,672 per year.



WHY AGRITOURISM

- In Nevada from 1997 to 2002, Nevada lost 3 farms between 0 to 49 acres or 1.4% of total farm loss.
- In Nevada from 1997 to 2002, Nevada lost 195 farms between 50 to 499 acres or 93.3% of total loss.



WHY AGRITOURISM

- In California from 1997 to 2002, California lost 6,630 farms between 0 to 49 acres or 79.3% of total farm loss.
- In California from 1997 to 2002, California lost 832 farms between 50 to 499 acres or 9.9% of total loss.



WHY AGRITOURISM

- U.S. Farm Production Expenses rose by 9.8% from 1997 to 2002.
- Nevada Farm Production Expenses rose by 19.4% from 1997 to 2002.
- California Farm Production Expenses rose by 20.1%.

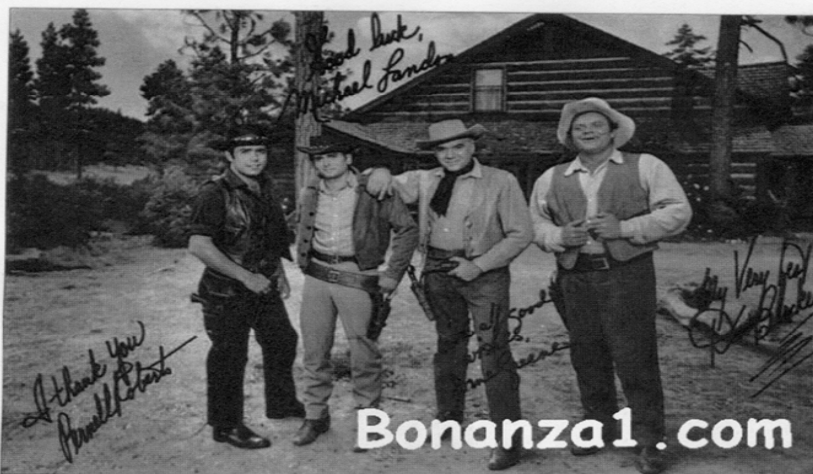


WHY AGRITOURISM

- Fewer Operators Are Reporting That Farming Is Their Primary Occupation.
- In the U.S., 832,348 operators reported working 200 or more days off farm in 2002 or 39.1% of all reporting operators.
- In Nevada, 1,074 operators reported working 200 or more days off farm in 2002 or 35.9% of all reporting operators.
- In California, 26,037 operators reported working 200 or more days off farm in 2002 or 32.7% of all reporting operators.



WHY AGRITOURISM IN NEVADA and NORTHERN CALIFORNIA?

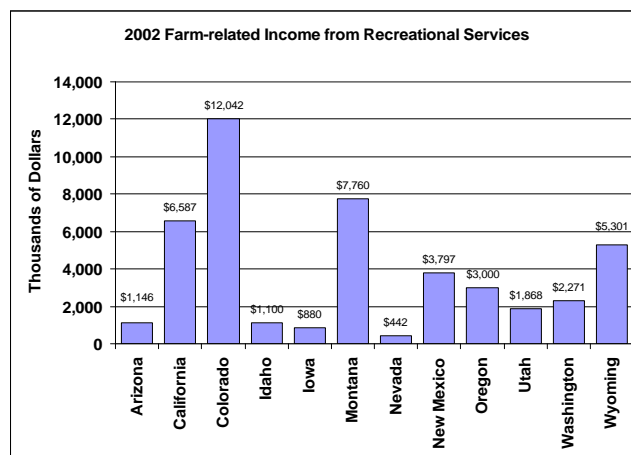


WHY AGRITOURISM IN NEVADA and NORTHERN CALIFORNIA?

- Large population centers and tourist destinations
- Opportunity to expand farm income and decrease risk through diversification
- Community economic development opportunities
- Satisfying interactions with learning motivated visitors



AGRITOURISM IN THE WEST



FARM/RANCH RELATED RECREATION INCOME

County	Farms Reporting Recreation Income (#)	Farm Recreational Income (\$)	Recreational Income/Total farm-related	Recreational Income/Total Farm Income	Urban Influence Code 2003	Natural Amenity Index
CHURCHILL	4	\$28,000	1.92%	0.05%	5	5.42
CLARK	1	(D)			1	4.86
DOUGLAS	0	-			5	7.61
ELKO	9	\$144,000	15.48%	0.31%	8	2.05
ESMERALDA	0	-			10	4.12
EUREKA	2	(D)			8	1.92
HUMBOLDT	16	\$94,000	3.60%	0.16%	11	3.87
LANDER	1	(D)			9	3.67
LINCOLN	4	(D)			4	3.86
LYON	2	(D)			6	5.70
MINERAL	0	-			9	5.71
NYE	1	(D)			3	4.97
PERSHING	3	\$6,000	0.84%	0.02%	7	4.23
STOREY	0	-			2	5.11
WASHOE	5	\$35,000	3.74%	0.19%	2	6.77
WHITE PINE	7	\$115,000	34.85%	0.15%	9	3.04
CARSON CITY	0	-			2	7.29



NEVADA FARM/RANCH RELATED INCOME

- In 2002, 55 Nevada farm and ranch businesses in 12 counties reported deriving income from recreational sources.
- Nevada counties with the largest number of farm or ranch businesses reporting income from recreational sources were Humboldt County (16), Elko County (9), White Pine County (7) and Washoe County (5).



CALIFORNIA FARM/RANCH RELATED INCOME

- In 2002, 499 California farm and ranch businesses in 52 counties reported deriving income from recreational sources.
- California counties with the largest number of farm or ranch businesses reporting income from recreational sources were Mendocino County (28), Monterey County (28), Colusa County (26), Butte County (23), and San Luis Obispo County (22).



WHERE DOES TOURISM FIT INTO MY FARM PLAN?

- SUPPLEMENTARY ENTERPRISE
- COMPLEMENTARY ENTERPRISE
- PRIMARY ENTERPRISE



QUESTION FOR PERSON CONSIDERING AGRITOURISM

- One primary question: Do you like working with people?
- This is a people business.
- Farmers/ranchers decide to go into agritourism must realize urban visitors are not accustomed to farm/ranch noise and smells.



CONSIDERATIONS

- Guest will be coming to your home to learn something new and have an enjoyable experience.
- The more smoothly the operation is run, the more enjoyable the experience.
- A pleasurable experience will create positive word of mouth advertising and a return of satisfied customers!



ADDITIONAL RESOURCES ON AGRITOURISM

- Curtis, Kynda and Joseph Monson, **Agritourism: Opportunity for Farm Diversification in Nevada**, University of Nevada Cooperative Extension Fact Sheet, FS 05-38, 2005.
- Echeverria, Tracy, William O. Champney, and Thomas R. Harris. **Operating a Guest Ranch in Nevada: Is It for You?**, University Center Technical Bulletin UCED99/2000-01, December 1999.
- The UC Davis Small Farms Center has publications on agritourism and a directory of agritourism sites in California. See <http://www.sfc.ucdavis.edu/agritourism/agritour.html>



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- NRC's publication: "Taking the First Step: Farm and Ranch Alternative Enterprise and Agritourism Resource Evaluation Guide"

