

AGRITOURISM TRAVEL MARKET

REFERENCE GUIDE

What is Agritourism?

Agritourism is the packaging of tourism-related products and services with an agriculture-based operation or activity for the primary purposes of providing enjoyment, education, or agribusiness expertise and practices for the public. Agritourism destinations most commonly include working farms, ranches, vineyards, orchards and horticulture sites. Consumers of agritourism typically include leisure travelers, families, schools, universities, civic groups, farmers, ranchers and agriculture professionals or specialists. Agritourism often assists in drawing new travelers to a region, building local economies, creating employment opportunities, increasing visibility of particular agricultural products or establishments and providing additional sources of income to the agricultural venues themselves.

Facts about the Agritourism Travel Market

- 26% of NTA tour operators offer agritourism product.
- More than 33,000 farms provide agritourism services valued at \$704 million. (Source: 2012 U.S. Census of Agriculture; most recent survey to date)
- 62 million people visit or overnight each year on farms, ranches and wineries.
- 2.4 million people visited California farms and ranches generating more than \$35 million in revenue. (Source: California Agriculture Journal)

Types of Agritourism Trips

- Technical tours of an agribusiness operations
- Professional workshops or instruction on new agriculture techniques or technologies
- Picking fruit or vegetables on a farm, orchard or vineyard
- Lectures and educational experiences about farming machinery and equipment
- Guest stays on a farm or B&B
- Farm-work experiences
- Walking through a corn maze
- Petting and feeding animals
- Sleigh, wagon, hay and horseback rides
- Observing beehives and honey production
- Watching a cheese-making process
- Pumpkin patch picking
- Participating in a cattle drive
- Planting, gardening, harvesting
- Researching a site's operations and facilities for educational or business purposes
- Attending a local agribusiness expo, trade-show or event



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Colorado is "king" when it comes to adventure, whatever time of year. Tour operators can appeal to all adventure types with beautiful scenic itineraries that include mountain biking and hiking, photography, rock or ice climbing, snowshoeing, horseback-riding, zip-lines, rafting, dog-sledding, train rides, wildlife watching, or hot-air ballooning. Let us help plan your adventure packed tour in Colorado. colorado.com/meetings-and-tours



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As Seen in Courier

[Sowing the seeds of agritourism in Nebraska](#) October 2016

[Palisade: Agritourism in Colorado](#) March 2016

[Silos & Smokestacks Highlights Iowa's Agricultural Bounty](#)
May 2015

Quotes from the Industry

“The desire to explore new agricultural techniques and technologies has become very popular in recent years. What the travelers love most is meeting farmers who are producing the same products they produce halfway around the world. They want to see firsthand what science is in the making, what equipment will soon be available and what the future of agriculture will look like.”

—Cathy Greteman, president of Star Destinations



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Why Join NTA?

With members in more than 40 countries, NTA is the leading business-building association for travel professionals interested in the North American market—inbound, outbound and within the continent.

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