

Agritourism in Virginia

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Objectives

Virginia Agritourism:

- Definition
- Importance & impact
- Example of Agritourism
- Opportunities
- Safety
- Questions



Agriculture + Tourism

“Any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farming, wineries, ranching, historical, cultural, harvest-your-own activities, or natural activities and attractions. An activity is an agritourism activity whether or not the participant paid to participate in the activity.” (Code of Virginia § 3.2-6400).

Virginia Decoded. (2008). Definitions. Retrieved January 16, 2017, from <https://vacode.org/2016/3.2/V/64/3.2-6400/>.



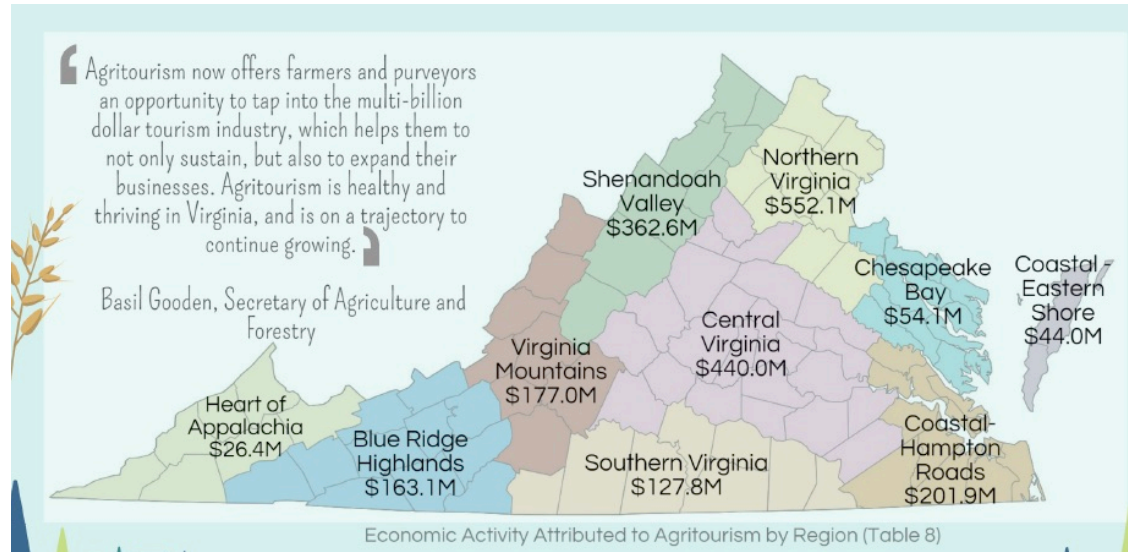
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Agritourism

- 📖 Bed & breakfast
- 📖 Trail rides
- 📖 Breweries & wineries
- 📖 Fall festivals
- 📖 Corn mazes
- 📖 Hay rides
- 📖 U-picks or cut your own
- 📖 Farm stores & markets
- 📖 Weddings



Walker, M. (2009). Agritourism: Ideas and Resources. Retrieved January 16, 2017, from <https://pubs.ext.vt.edu/310/310-004/310-004.html>.

Magnini, V., Calvert, E., & Walker, M. (2017). The Economic and Fiscal Impacts of Agritourism in Virginia. Retrieved on March 4, 2017, from <https://www.vatc.org/wp-content/uploads/2017/06/TheEconomicAndFiscalImpactsOfAgritourismInVirginia.pdf>.



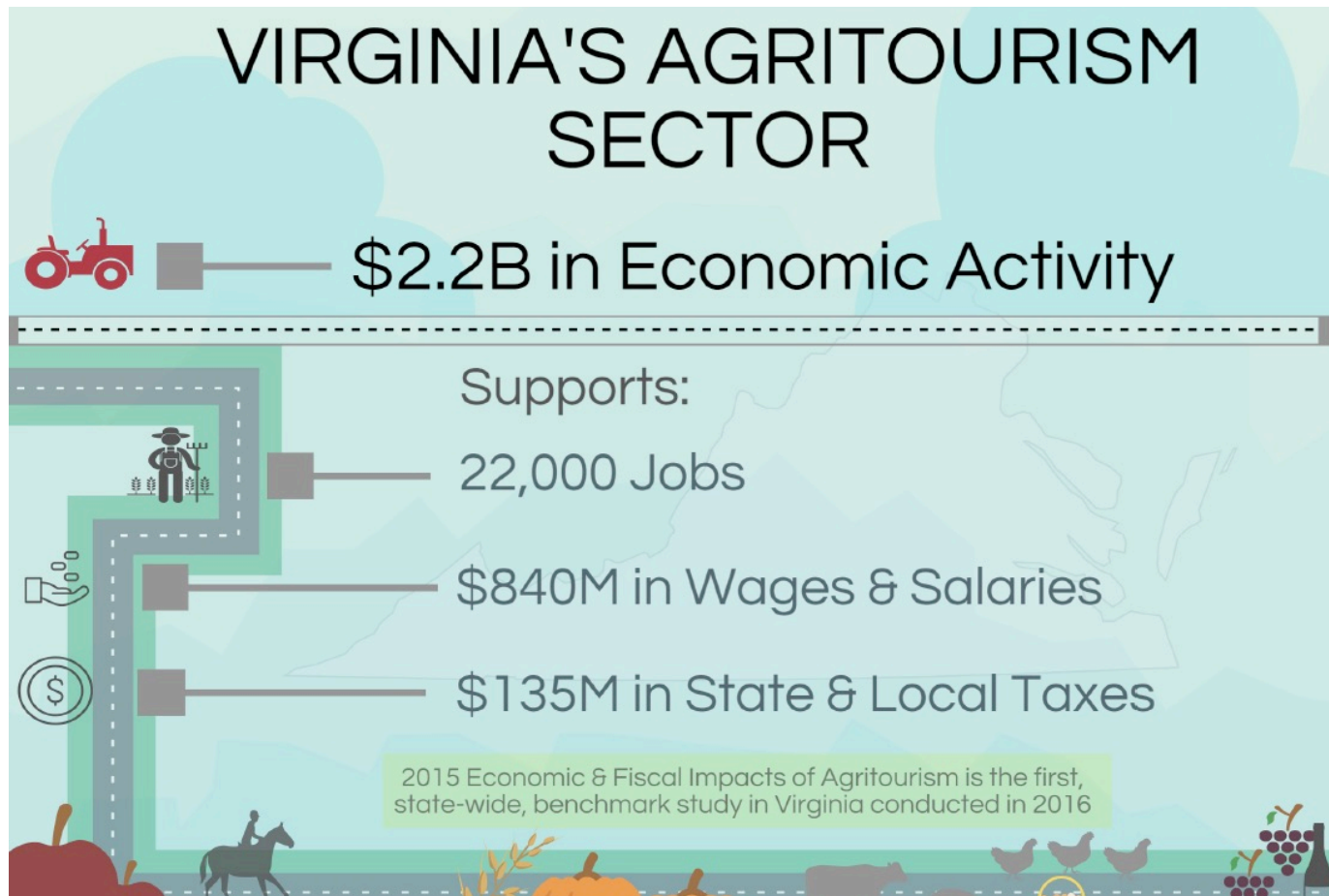
Why Agritourism?

- Additional income
- Market farm products
- Share a lifestyle
 - Enjoy the outdoors
 - Fun/Entertainment
- Provide service/opportunity to the community
- Availability of good food, fiber, and/or wine
- Bonding with family and friends or try something new




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Impact






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VIRGINIA'S AGRITOURISM SECTOR

 **\$2.2B in Economic Activity**

Supports:

-  22,000 Jobs
-  \$840M in Wages & Salaries
-  \$135M in State & Local Taxes

2015 Economic & Fiscal Impact of Agritourism is the first, state-wide, benchmark study in Virginia conducted in 2016


"Agritourism now offers farmers a new perspective as opportunity to tap into the multi-billion dollar tourism industry, which helps them to not only sustain, but also to expand their business. Agritourism is healthy and thriving in Virginia, and is a trajectory that can't be denied."

Paul Seaton, Secretary of Agriculture and Forestry



Economic Activity Attributed to Agritourism by Region (Table 6)

Full report is available at www.ext.vt.edu. The Center for Agriculture and Rural Leadership (CARL) is a non-profit organization that provides research and technical assistance to the agricultural and rural communities in Virginia. The study was conducted by The Center for Agriculture and Rural Leadership (CARL) and Virginia Tech. The study was funded by the VTC and the University of Virginia. The study was conducted by The Center for Agriculture and Rural Leadership (CARL) and Virginia Tech. The study was funded by the VTC and the University of Virginia.

-  7.5M Visitors
-  \$1.5B Total Economic Impact
-  40% of Visitors are Non-Local 



On-Farm \$80-Billion Spending Attributed to Agritourism (Table 4 & 5)

-  3.2M Travelers
-  \$1.0B Total Economic Impact

The total economic impact from travelers supports the "fresh money" injected into local economies and the subset of the total economic activity attributed to agritourism visitors.



Total Economic Impact from Travelers by Region (Table 6)

Opportunities

⚠️ Liability

⚠️ Insurance

⚠️ Safety



WARNING



Under Virginia law, there is no liability for an injury to or death of a participant in an agritourism activity conducted at this agritourism location if such injury or death results from the inherent risks of the agritourism activity. Inherent risks of agritourism activities include, among others, risks of injury inherent to land, equipment, and animals, as well as the potential for you to act in a negligent manner that may contribute to your injury or death. You are assuming the risk of participating in this agritourism activity.



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Things to consider...

- 🍏 Farm layout
- 🍏 Customer service
- 🍏 Target market & demographics
- 🍏 Labor
- 🍏 Insurance
- 🍏 County/city permits and regulations
- 🍏 Type of activity



Resources

 <https://ext.vt.edu/agriculture/agritourism.html>

 <https://safeagritourism.org/>



If you are interested...

- ✿ Go visit other farms for ideas
- ✿ Check with your county/city codes
 - ✿ Get permits/license if needed
- ✿ Talk to your local extension agent
- ✿ Talk to your insurance agent
 - ✿ Have a business plan and emergency plan
 - ✿ Have appropriate signage/walkthrough
- ✿ Remember your target audience/market
 - ✿ What will people pay for and interested in?
 - ✿ Create a website and social media accounts
- ✿ Don't be afraid to try new things
- ✿ Stay positive and have fun! 😊

Takeaway Points

- ⚠ Agritourism must be on a farm
- ⚠ Several considerations before starting
- ⚠ Do your research!!!
- ⚠ Don't be afraid to ask questions???
- ⚠ Have fun! 😊



Virginia Tech Resources



<https://ext.vt.edu/agriculture/agritourism.html>

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Thank you!

“Virginia is a top ten destination for travelers, largely due to the diversity of product and the authenticity of offered experiences and agriculture is a key part of that variety. From aquaculture operations along our coastlines to wineries along the slopes of our mountains, travelers in Virginia can truly immerse themselves through sight, touch, and taste of all that Virginia agriculture has to offer. These authentic, experiential moments make it easy for travelers to discover why Virginia is for Lovers.”

-Todd Haymore, Secretary of Commerce and Trade



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