

# Agritourism as Economic Development



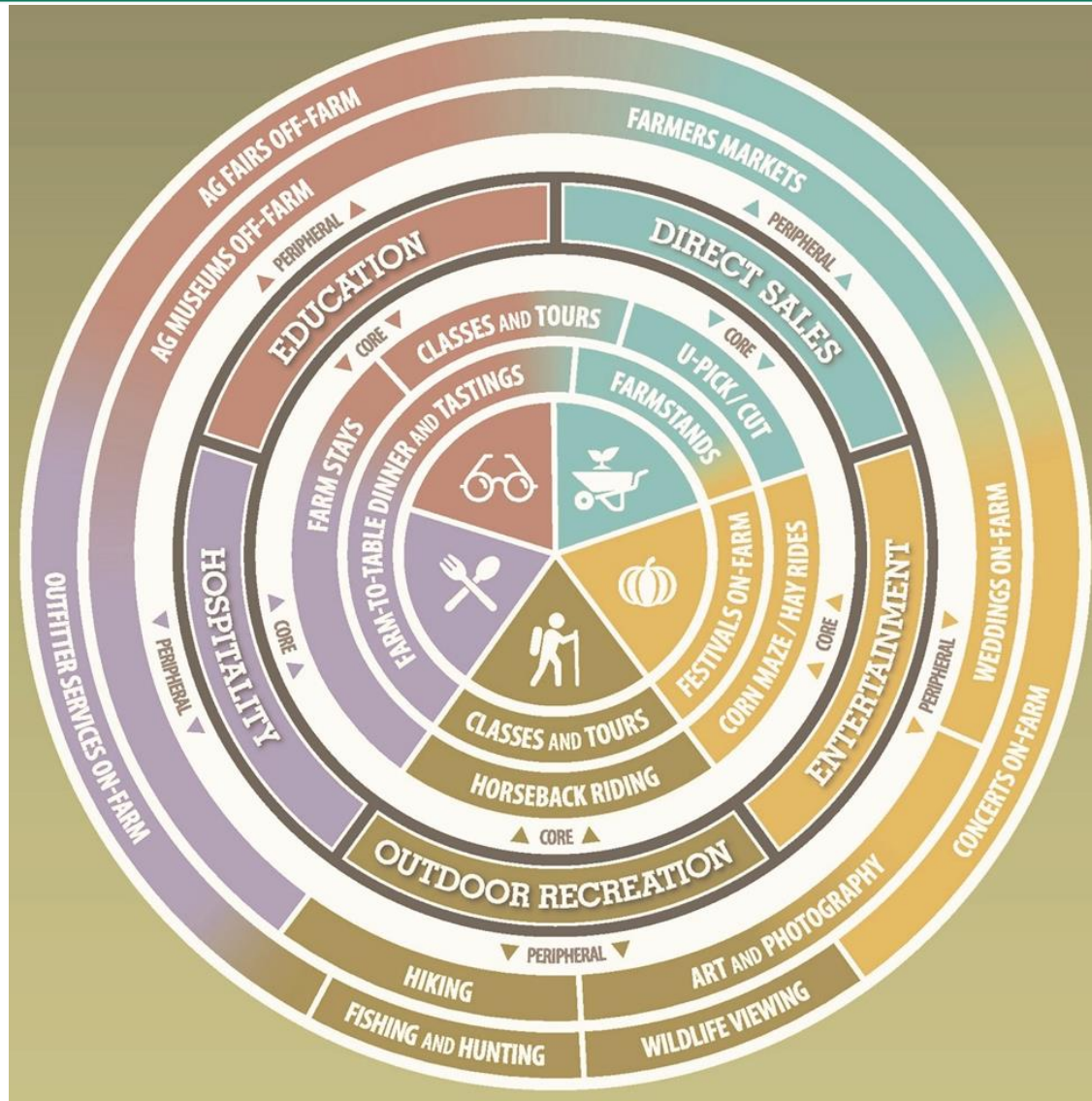
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# What is Agritourism?

- The core is **on-farm experiences and product sales** closely tied to agriculture such as harvest festivals, farm stays, pick-your-own, farm dinners, field trips, and farm stands.
- The Vermont Farm to Plate Agritourism Task Force also works with **farm-related experiences** such as farmers' markets and agricultural fairs as well as **culinary experiences that support Vermont agriculture** such as farm-to-table events.
- Authenticity is an important characteristic of high-quality agritourism.

Source of graphic: Chase, L. C., Stewart, M., Schilling, B., Smith, B., & Walk, M. (2018). Agritourism: Toward a Conceptual Framework for Industry Analysis. *Journal of Agriculture, Food Systems, and Community Development*, 8(1), 13-19.

<https://doi.org/10.5304/jafscd.2018.081.016>



# AGRITOURISM

→ across the globe

Global agritourism market size in **2018:**

**\$5.7 billion**

**12%**

PROJECTED COMPOUND ANNUAL GROWTH RATE FOR THE GLOBAL AGRITOURISM MARKET FROM 2018-2025

Projected market size for **2025:**

**\$12.9 billion**

## MARKET SHARE BY TYPE OF AGRITOURISM:

### EVENT & RECREATION

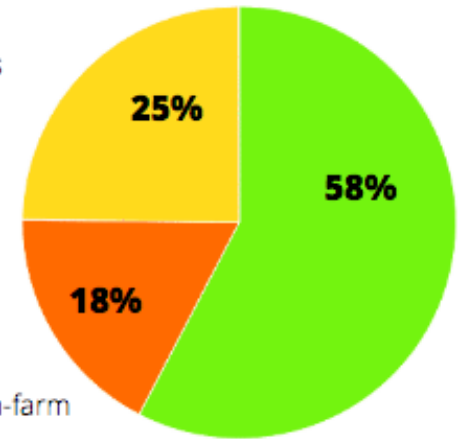
using farm land for marketable experiences such as festivals, hay rides, and corn mazes

### EXPERIENCE & EDUCATION

hands-on experiences that educate visitors about farm life, such as farm stays and tastings

### DIRECT MARKET

direct-to-consumer sales that take place on-farm or through farm stands and markets





# AGRITOURISM

in Vermont

# \$51.7 million

estimated total income from agritourism  
in Vermont in 2017

Agritourism income combines direct sales with  
agritourism & recreational services income data.

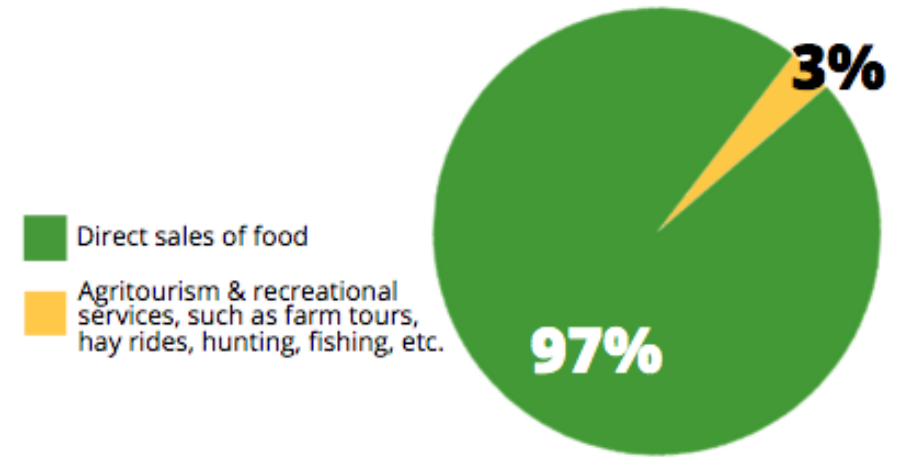
Vermont farms that sold food **directly to consumers** in 2017

# 1,833

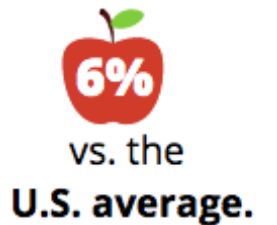
# 186

Vermont farms provided **agritourism & recreational services** in 2017

## VT AGRITOURISM INCOME IN 2017



The share of food sold from farms **directly to consumers** in Vermont:



Source: USDA Census of Agriculture (2017) Tables 2 and 7.  
<https://www.nass.usda.gov/Publications/AgCensus/2017/index.php>



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# INTERNATIONAL WORKSHOP ON AGRITOURISM

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# SAVE THE DATE!

October 27 - 29, 2020  
Burlington, Vermont, USA

Photo Courtesy of [Vermont Department of Tourism & Marketing](#)

<https://www.agritourismworkshop.com/>



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