



# AGRITOURISM

## in Vermont



The State of Vermont does not have a commonly accepted definition for agritourism, but many groups use this:

Agritourism is the business of establishing **farms as destinations for education, hospitality, entertainment, recreation, and the purchase of farm products**. A farm visitor could be from a city far away, or a neighboring town. Examples of agritourism include farm tours, tastings, dinners-in-the-field, farm stays, workshops, festivals, and the direct sale of products through farm stands, pick-your-own, community supported agriculture, and other avenues. Agritourism is an important economic driver and connects visitors to Vermont's iconic working landscape.

## THE SCOPE

IN 2017,  
**13.1 MILLION VISITORS**  
BROUGHT IN  
**\$2.8 BILLION.**<sup>1</sup>

### WHY?

ACCORDING TO THE 2014 VERMONT  
VISITOR'S SURVEY...<sup>2</sup>

**73%**  
came for  
sight-seeing

**39%**  
participated in  
food & drink experiences

**58%**  
intended to buy  
VT products

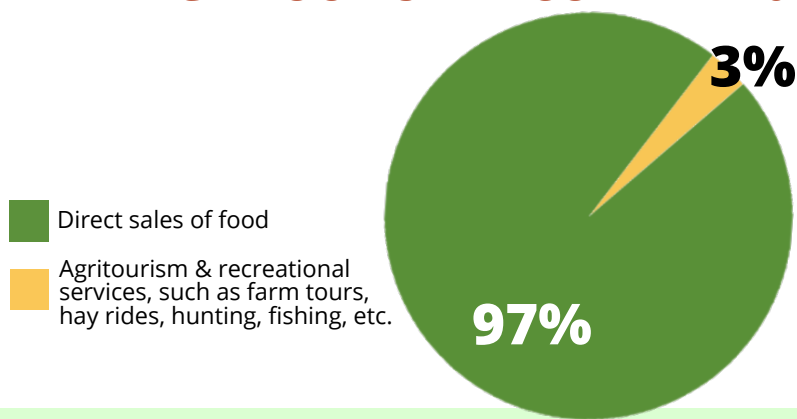
**35%**  
visited farms or  
farm markets

# \$51.7 million

estimated total income from agritourism  
in Vermont in 2017

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

### VT AGRITOURISM INCOME IN 2017<sup>3</sup>



Vermont farms that sold food **directly to consumers** in 2017<sup>3</sup>

# 1,833

# 186

Vermont farms provided **agritourism & recreational services** in 2017<sup>3</sup>

<sup>1</sup> Vermont Department of Tourism & Marketing (2017) *2017 Benchmark Study*. <https://accd.vermont.gov/sites/accdnew/files/documents/VDTM/BenchmarkStudy/VDTM-Research-2017BenchmarkStudyFullReport.pdf>

<sup>2</sup> UVM Vermont Tourism Research Center (2014) *Vermont Visitor Survey 2014*. <https://accd.vermont.gov/sites/accdnew/files/documents/VDTM-Research-2014VisitorSurveyFullReport.pdf>

<sup>3</sup> USDA Census of Agriculture (2017) Tables 2 and 7. <https://www.nass.usda.gov/Publications/AgCensus/2017/index.php>



[www.uvm.edu/vtagritourism](http://www.uvm.edu/vtagritourism)  
best practices & how-to  
guide for farmers



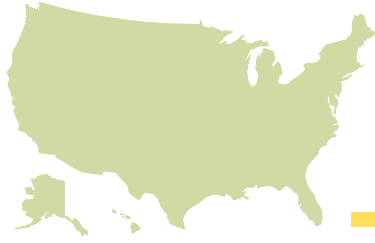
[www.diginvt.com](http://www.diginvt.com)  
ag & culinary experiences  
across VT



[www.vermontvacation.com](http://www.vermontvacation.com)  
experiences & events on  
farms by season



DESIGN  
1/2020



# AGRITOURISM in the U.S.

# \$3.7 billion

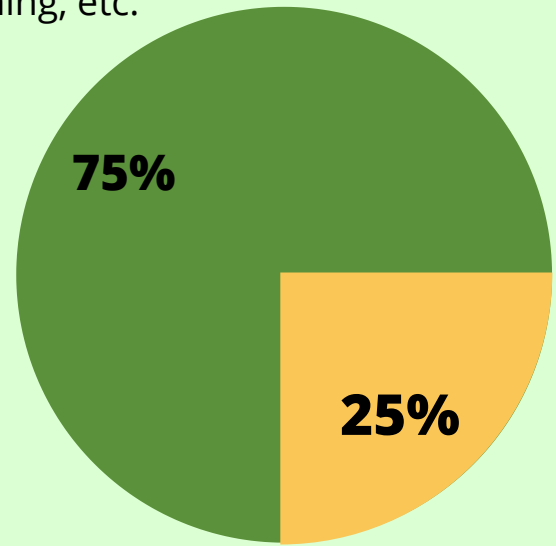
estimated total  
income from  
agritourism in the  
U.S. in 2017 <sup>1</sup>

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



## U.S. AGRITOURISM INCOME IN 2017 <sup>1</sup>

- Direct sales of food
- Agritourism & recreational services, such as farm tours, hay rides, hunting, fishing, etc.



farms that sold food **directly to consumers** in 2017 <sup>1</sup>

# 130,056

# 28,575

farms provided **agritourism and recreational services** in 2017 <sup>1</sup>

<sup>1</sup> USDA Census of Agriculture. (2017) Tables 2 and 7.  
[https://www.nass.usda.gov/Publications/AgCensus/2017/Full\\_Report/Volume\\_1,\\_Chapter\\_1\\_US/](https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1,_Chapter_1_US/)

<sup>2</sup> U.S. Travel Association (2019, June) U.S. Travel and Tourism Overview Fact Sheet.  
[https://www.ustravel.org/system/files/media\\_root/document/Research\\_Fact-Sheet\\_US-Travel-and-Tourism-Overview.pdf](https://www.ustravel.org/system/files/media_root/document/Research_Fact-Sheet_US-Travel-and-Tourism-Overview.pdf)



[www.uvm.edu/vtagritourism](http://www.uvm.edu/vtagritourism)



[www.diginvt.com](http://www.diginvt.com)



[www.vermontvacation.com](http://www.vermontvacation.com)



DESIGN  
1/2020



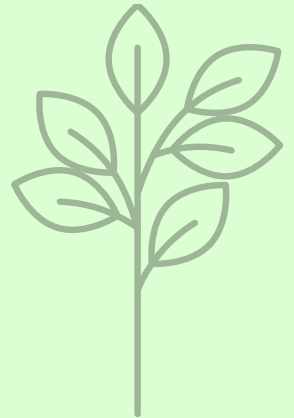
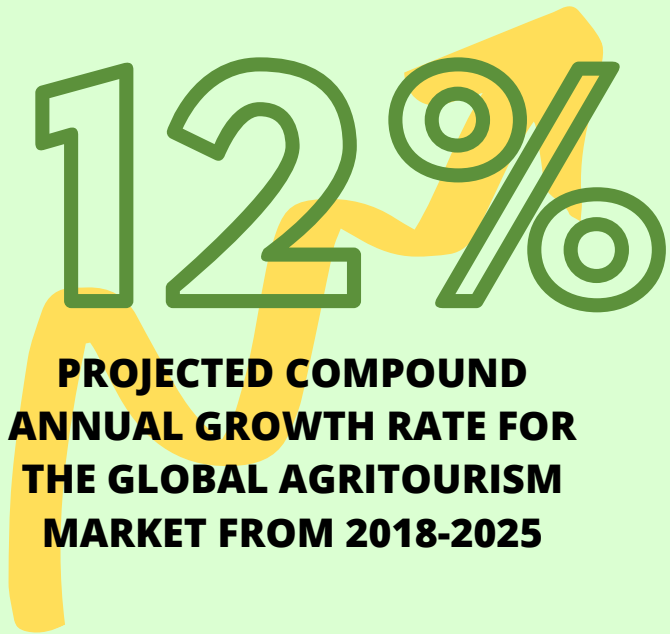
# AGRITOURISM

→ across the globe

## MARKET TRENDS

Global agritourism market size in **2018**:

**\$5.7 billion**



Projected market size for **2025**:

**\$12.9 billion**

### MARKET SHARE BY TYPE OF AGRITOURISM:

#### EVENT & RECREATION

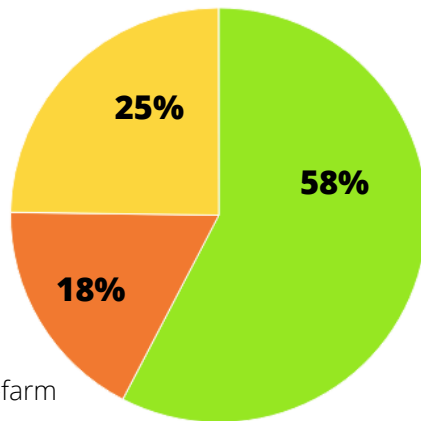
using farm land for marketable experiences such as festivals, hay rides, and corn mazes

#### EXPERIENCE & EDUCATION

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

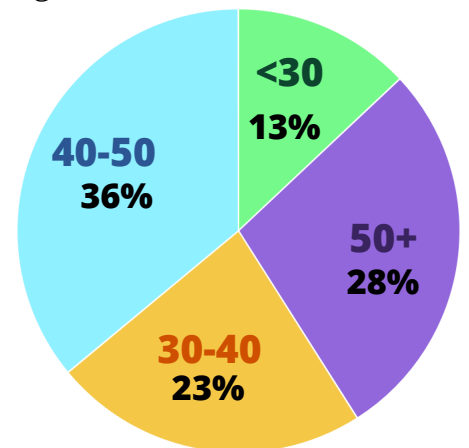
#### DIRECT MARKET

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



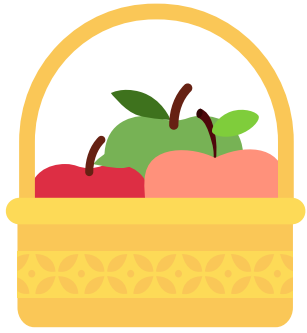
### MARKET SHARE BY AGE:

Agritourism appeals to people of all ages, with **40-50 year olds** holding the highest share of the market.



Source: Peihong, Zhao and Zheng Yali. March 2019. Global Agritourism Market Report, History and Forecast 2014-2025, Breakdown Data by Companies, Key Regions, Types and Applications. Published by QY Research, Beijing, China.





# AGRITOURISM

in action

## DEFINITIONS

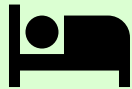
Agritourism activities fit within at least one of five main categories:

1. **Direct sales:** consumers buy directly from farmers.
2. **Education:** learning experiences, such as school tours.
3. **Hospitality:** includes farm stays, on-farm dinners.
4. **Outdoor recreation:** outdoor farm experiences.
5. **Entertainment:** on-farm activities such as festivals.

### examples:



tastings



farm stays



pick-your-own



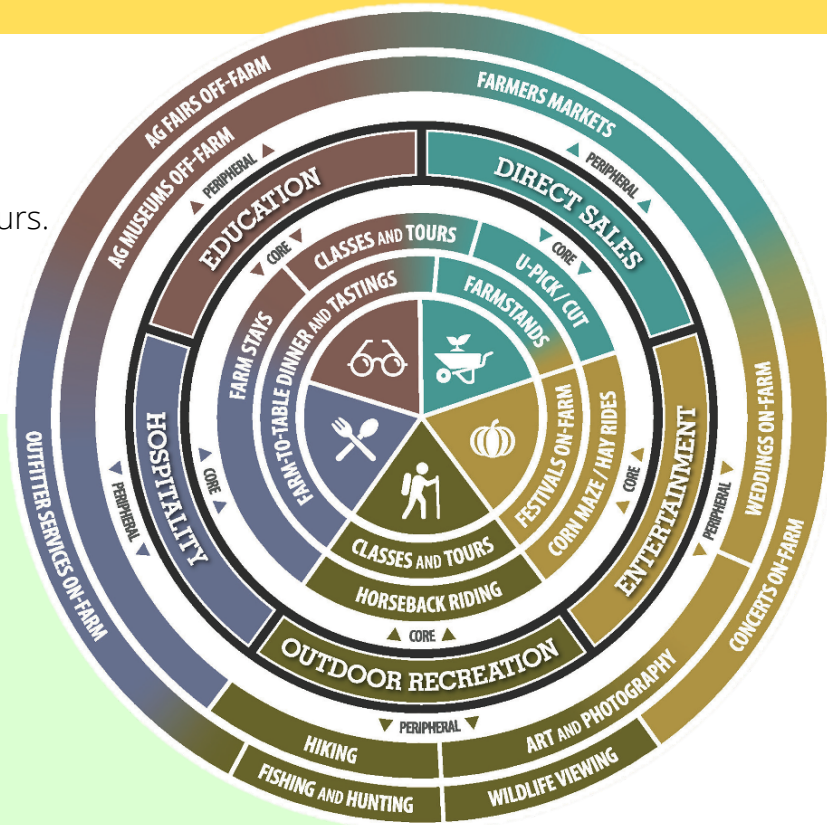
farm markets



festivals



horseback riding



### AGRITURISMO IN ITALY

*Agriturismo* is a way for **small farms** to stay in business and preserve their rich agricultural traditions. Farm stays are a legally recognized practice in Italy.



### WINE ROUTES OF SOUTH AFRICA

South Africa is home to **23 different wine trails**. Research on these trails says that **setting** plays a major role in attracting tourists to wine routes.



## AGRITOURISM IS...



**ENHANCING PROFITABILITY OF SMALL TO MEDIUM-SIZED FARMS**



**BOOSTING THE TOURISM ECONOMY IN RURAL AREAS OF THE WORLD**



**INCREASING PARTICIPATION IN THE LOCAL FOOD MOVEMENT**



**CONTRIBUTING TO SUSTAINABLE AGRICULTURAL PRACTICES**

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>

Visit Winelands. *South African Wine Routes Map*. [https://www.visitwinelands.co.za/images/South\\_African\\_Wine\\_Routes\\_Map\\_Visit\\_Winelands.pdf](https://www.visitwinelands.co.za/images/South_African_Wine_Routes_Map_Visit_Winelands.pdf)