



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.¹

WHY?

ACCORDING TO THE 2014 VERMONT VISITOR'S SURVEY...²

73%
came for sight-seeing

39%
participated in food & drink experiences

58%
intended to buy VT products

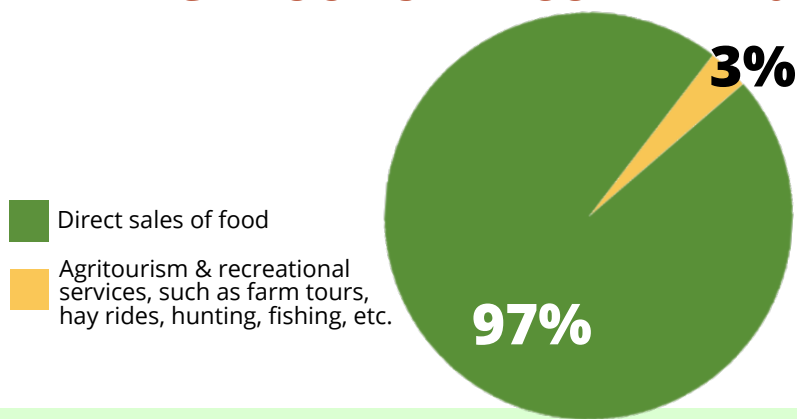
35%
visited farms or farm markets

\$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 2017³



Vermont farms that sold food **directly to consumers** in 2017³

1,833

186

Vermont farms provided **agritourism & recreational services** in 2017³

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

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

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



www.uvm.edu/vtagritourism
best practices & how-to guide for farmers



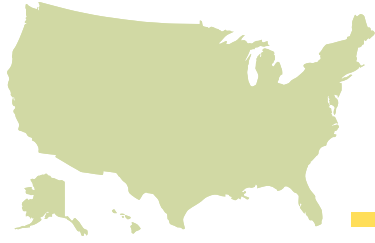
www.diginvt.com
ag & culinary experiences across VT



www.vermontvacation.com
experiences & events on farms by season



DESIGN
1/2020



AGRITOURISM in the U.S.

\$3.7 billion

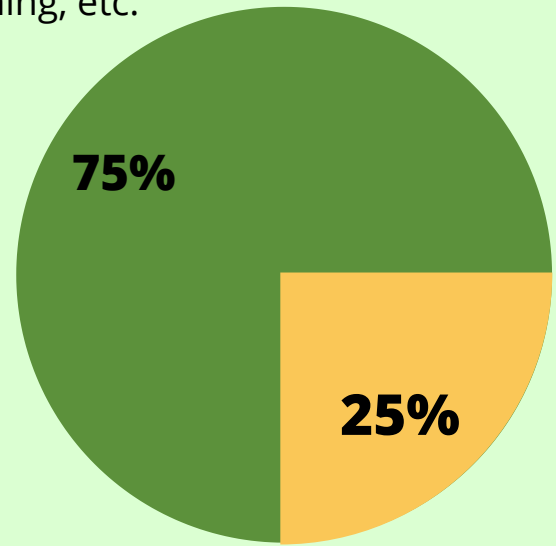
estimated total
income from
agritourism in the
U.S. in 2017 ¹

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



U.S. AGRITOURISM INCOME IN 2017 ¹

- 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 ¹

130,056

28,575

farms provided **agritourism and recreational services** in 2017 ¹

¹ USDA Census of Agriculture. (2017) Tables 2 and 7.
https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1,_Chapter_1_US/

² 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



www.uvm.edu/vtagritourism



www.diginvt.com



www.vermontvacation.com





AGRITOURISM

across the globe

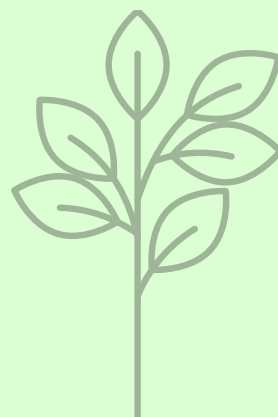
MARKET TRENDS

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

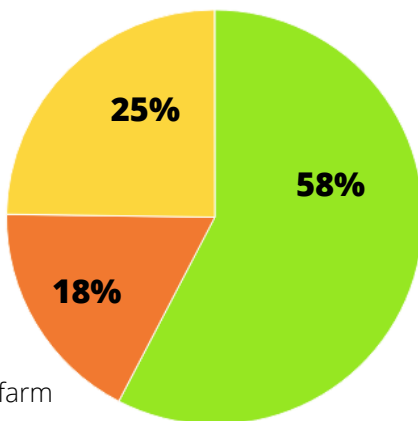
using farm land for marketable experiences such as festivals, hay rides, and corn mazes

EXPERIENCE & EDUCATION

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

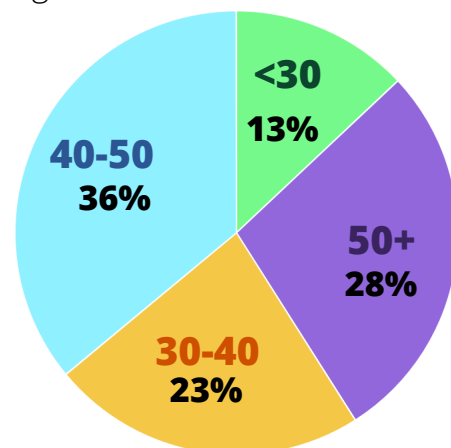
DIRECT MARKET

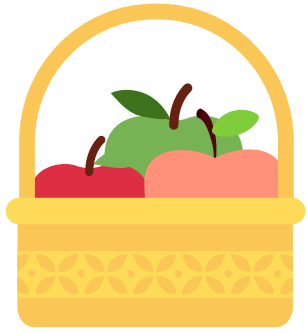
direct-to-consumer sales that take place on-farm or through farm stands and markets



MARKET SHARE BY AGE:

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





AGRITOURISM

in action

DEFINITIONS

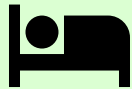
Agritourism activities fit within at least one of five main categories:

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



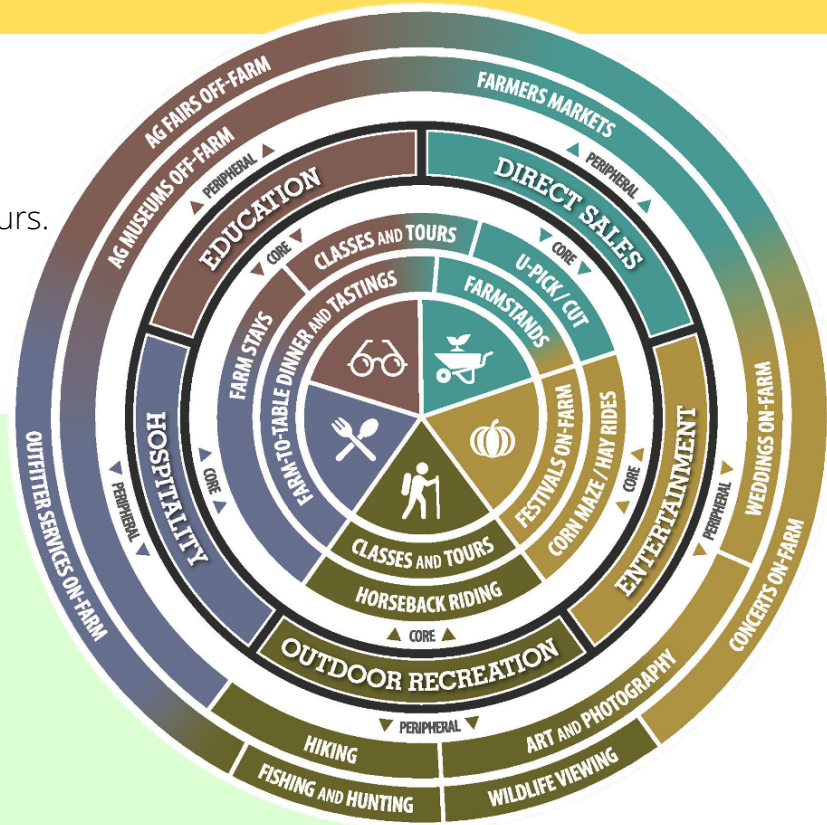
farm markets



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