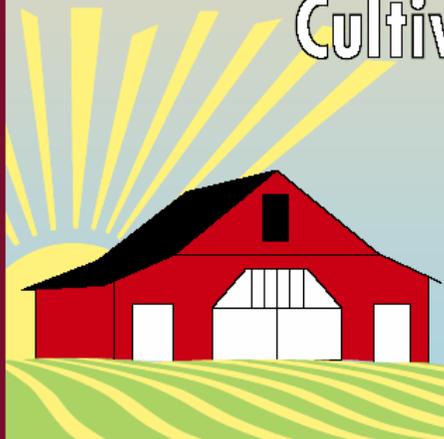


# Tennessee

## AGRI-tourism:

### Cultivating Farm Revenue



THE 2005 CONFERENCE  
FOR TENNESSEE'S  
CURRENT AND POTENTIAL  
AGRI-TOURISM OPERATORS

## Conference Evaluation Summary

Prepared for the Tennessee Agritourism Initiative  
Steering Committee by

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Marketing Specialist



## Executive Summary

The *Agritourism: Cultivating Farm Revenue* conference was held November 7-9, 2005 at the Embassy Suites Hotel in Franklin, Tennessee. Sponsored by the Tennessee Agritourism Initiative partners, the conference was one of the culminating efforts of the initiative.

A total of 284 participants attended the event. While over 90 percent of participants were from Tennessee, attendees also traveled from Alabama, California, Florida, Georgia, Iowa, Kentucky, Mississippi, North Carolina, Ohio and Virginia for the event. A total of 117 evaluation forms were completed and collected for a response rate from participants of 41 percent.

More than a third of respondents, 36 percent, indicated the term *agritourism operator* best described them. *Farmers interested in agritourism* followed closely with 32 percent of respondents. Agriculture industry professionals/educators and tourism industry professionals accounted for another 19 percent and 8 percent respectively.

Respondents were asked to rate the overall conference on its effectiveness in *improving knowledge, usefulness* and *quality of instruction* by utilizing a rating scale ranging from 1 (not effective) to 10 (very effective). On average, respondents rated the conference an 8.66 in improving knowledge, an 8.75 in usefulness and an 8.86 in quality of instruction.

Evaluation form respondents were also asked to rate several components of the conference on the following scale: 1=Poor, 2=Fair, 3=Average, 4=Good and 5=Excellent. The conference notebook received the highest average rating with a 4.79 (Figure 2). The conference facilities earned an average rating of 4.65. Selection of topics was rated at 4.47, and value for the enterprise/ profession received a 4.46. Conference registration and quality of sessions/speakers followed with 4.44 and 4.43 respectfully. Meals received an average rating of 4.29, and the trade show earned an average rating of 3.77.

The top three sessions based on average ratings for effectiveness in improving knowledge, usefulness and quality of instruction were *Cultivate Revenue through Excellent Customer Service*, *Update of Tennessee Liability Laws* and *Marketing for the Marketing Impaired*.

Seventy-six respondents indicated they would take away between one and 300 ideas from the conference for a total of 1,309 ideas, an average of 17 ideas per respondent. Thirty-three respondents indicated the ideas would bring them up to \$50,000 in monetary value within one year. The sum of estimates from the 33 respondents for monetary value they expect to realize within one year totaled \$330,900, with an average of just over \$10,000 per respondent. Within five years, respondents expected to realize monetary value between \$2,500 and \$500,000 for a total value of almost \$2 million. On average, respondents expected to realize more than \$60,000 within five years from ideas learned at the conference.

Respondents were asked to describe how they would use the information learned at the conference. The most responses, 24, were received on the topic related to *sharing of the information with others*. *To better or improve their enterprise* and *marketing* received 20 and 19 comments each. Nine comments were made related to *ideas for enterprises* and *grants/funding*. *Business planning* and *networking* each received eight comments. Respondents also planned to use the information they learned at the conference to *diversify or grow their enterprise, start or set-up an enterprise, to pursue sponsors* and in *decision-making*.

Respondents were asked to indicate how the conference could have been improved. Eighty-five respondents provided suggestions on everything from the length of the conference and how to improve sessions to cost of the conference and how to make the conference rooms more comfortable.

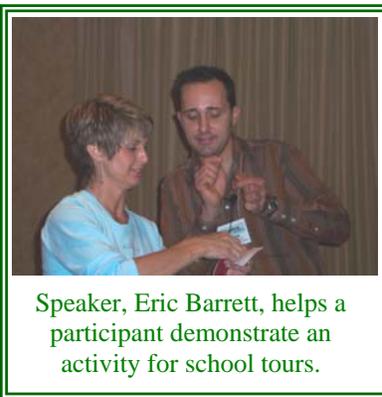
All respondents indicated that some type of educational event was needed in the future. Ninety-two respondents, 79 percent, indicated a similar conference should be an annual event.

Suggestions for topics to be included in future educational programs were also requested from respondents. *Insurance and liability issues* were mentioned the most often with nine related comments. *Grants and grant writing strategies, legal aspects* and *marketing* topics each received seven related comments. Five respondents suggested the same topics as this conference with reemphasis and updates.

## Conference Overview

The *Agritourism: Cultivating Farm Revenue* conference was held November 7-9, 2005 at the Embassy Suites Hotel in Franklin, Tennessee. Sponsored by the Tennessee Agritourism Initiative partners, the conference was one of the culminating efforts of the initiative.

A total of 284 participants attended the event. While over 90 percent of participants were from Tennessee, attendees also traveled from Alabama, California, Florida, Georgia, Iowa, Kentucky, Mississippi, North Carolina, Ohio and Virginia for the event.



The conference provided an opportunity for participants to learn through educational sessions, a trade show, networking opportunities and educational materials. The conference offered 18 educational sessions with presentations by 25 speakers and assistance of three moderators. Participants also had access to a trade show with 17 exhibitors who showcased products and services available for agritourism entrepreneurs. Networking was encouraged during sessions, breaks and meal events. Participants were provided with a conference notebook which included session materials and speaker contact

information. Participants were also given a copy of the new agritourism guide for Tennessee farmers called *Agritourism in Focus*. Materials from the conference notebook and the *Agritourism in Focus* publication have been made available on the Center for Profitable Agriculture Web site at <http://cpa.utk.edu>.

Each participant was asked to complete a form evaluating the effectiveness of the conference and provide information to direct future programs.<sup>1</sup> A total of 117 evaluation forms were completed and collected for a response rate from participants of 41 percent. This document serves to summarize the results from the completed evaluation forms.



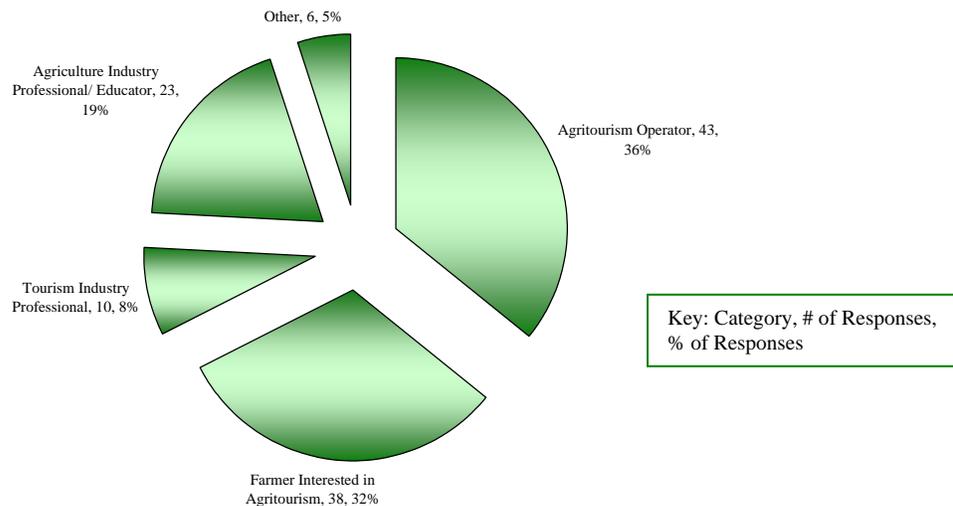
<sup>1</sup> A copy of the evaluation form is included as an appendix.

## Participant Role and Interest in Agritourism

The evaluation form first asked respondents to indicate the best term that described their role and interest in agritourism from a list of given responses. Potential responses included *agritourism operator*, *farmer interested in agritourism*, *tourism industry professional*, *agriculture industry professional/ educator* and *other*. More than a third of respondents, 36 percent, indicated the term *agritourism operator* best described their role and interest in agritourism (Figure 1). *Farmers interested in agritourism* followed closely with 32 percent of respondents. Agriculture industry professionals/educators and tourism industry professionals accounted for another 19 percent and 8 percent respectively.



**Figure 1. Participant Role and Interest in Agritourism**

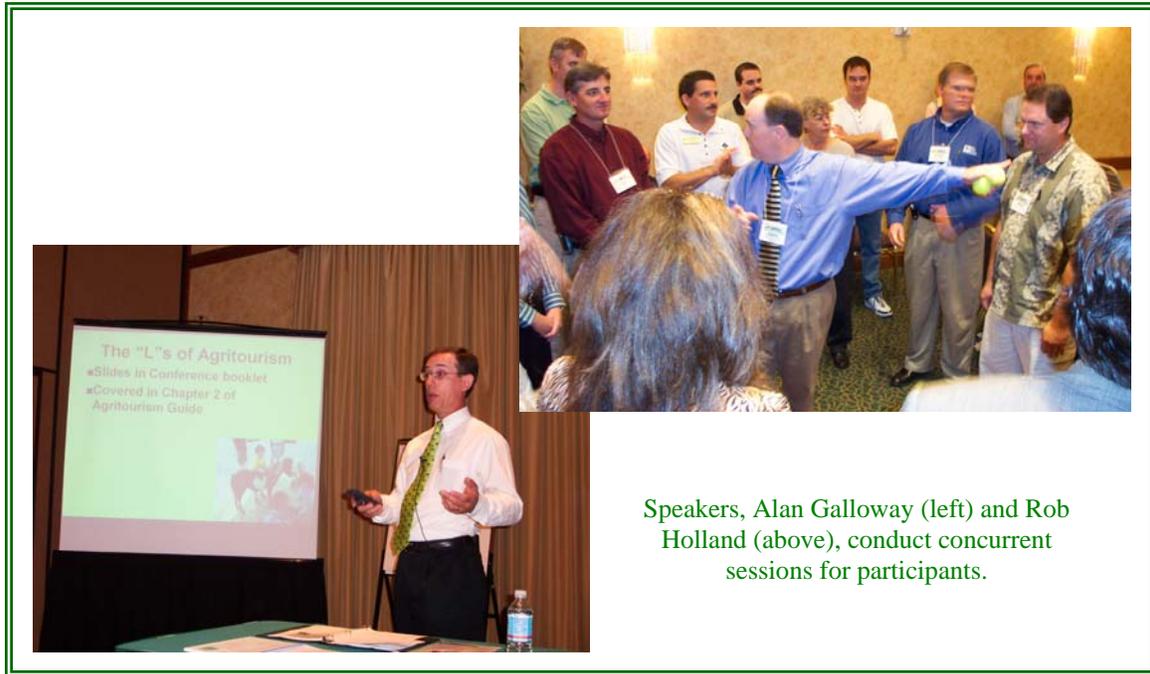


## Session Effectiveness

Respondents were asked to indicate the effectiveness of each session they attended in *improving knowledge*, *usefulness* and *quality of instruction* by utilizing a rating scale ranging from 1 (not effective) to 10 (very effective). Between 27 and 84 participants responded to the question for each session (Table 1).

Average effectiveness ratings for the sessions in each of the three categories (improving knowledge, usefulness and quality of instruction) are listed in Table 1. For effectiveness

in improving knowledge, the top three sessions included *Update of Tennessee Liability Laws* (8.93), *Good to Go! – Getting to Yes with Agritourism* (8.74) and *Cultivate Revenue through Excellent Customer Service* (8.67). For usefulness of sessions, the top three were *Cultivate Revenue through Excellent Customer Service* (9.03), *Update of Tennessee Liability Laws* (8.79) and *Marketing for the Marketing Impaired* (8.75). The top three sessions in quality of instruction were *Cultivate Revenue through Excellent Customer Service* (9.48), *Marketing for the Marketing Impaired* (9.11) and *Update of Tennessee Liability Laws* (8.89).



Speakers, Alan Galloway (left) and Rob Holland (above), conduct concurrent sessions for participants.

*Cumulative effectiveness scores* for the sessions have been calculated in percentage terms and used to evaluate the combined effectiveness including *improving knowledge*, *usefulness* and *quality of instruction*. The scores were calculated by adding the average rankings for each of the three categories and then dividing by the highest possible score (30=10 possible points per category x 3 categories). The top three cumulative effectiveness scores were received by *Cultivate Revenue through Excellent Customer Service* (91%), *Update of Tennessee Liability Laws* (89%) and *Marketing for the Marketing Impaired* (88%).



Attendees participate in a concurrent session at the conference.

**Table 1. Session Effectiveness**

<i>Sessions</i>	<i>Number Responding</i>	<i>Average Rating on a scale of 1 (Not Effective) to 10 (Very Effective)</i>			<i>Cumulative Effectiveness Score</i>
		<b>Improved Knowledge</b>	<b>Usefulness</b>	<b>Quality of Instruction</b>	
<i>Cows, Crops, Kids and Cash!</i>	84	8.55	8.49	8.37	85%
<i>Agritourism: Cultivating Farm Revenue</i>	44	7.66	7.75	8.17	79%
<b>Concurrent Session I</b>					
<i>Good to Go! – Getting to Yes with Agritourism</i>	57	8.74	8.65	8.85	87%
<i>Making Your Web Site Work For You</i>	31	8.45	8.44	8.81	86%
<i>Cultivate Revenue through Excellent Customer Service</i>	30	8.67	9.03	9.48	91%
<b>Concurrent Session II</b>					
<i>Making Teachers Love Your Farm</i>	42	8.36	8.74	8.88	87%
<i>Evaluating Your Resources</i>	36	7.89	7.91	8.65	82%
<i>Unwritten Rules of Success</i>	35	7.43	7.73	8.18	78%
<b>Concurrent Session III</b>					
<i>Marketing for the Marketing Impaired</i>	28	8.46	8.75	9.11	88%
<i>The Realities of Agritourism</i>	54	7.28	7.36	7.20	73%
<i>Safety and Health</i>	29	7.38	7.64	7.57	75%
<b>Concurrent Session IV</b>					
<i>Creating Strategic Alliances that Pay</i>	27	8.22	7.92	7.80	80%
<i>Financing Your Enterprise</i>	54	8.30	8.45	8.50	84%
<i>Pumpkins and Print, Tomatoes and TV</i>	26	8.27	8.35	8.65	84%
<b>Wednesday Morning General Sessions</b>					
<i>The Tennessee Tourism News Bureau</i>	62	8.42	8.40	8.02	83%
<i>Update on Tennessee Liability Laws</i>	54	8.93	8.79	8.89	89%
<i>An Agritourism Success Story</i>	43	8.47	8.26	8.21	83%

## Conference Effectiveness

Respondents were asked to rate the overall conference on its effectiveness in *improving knowledge, usefulness and quality of instruction* by utilizing a rating scale ranging from 1 (not effective) to 10 (very effective). Average ratings from 108 respondents are presented in Table 2.

On average, respondents rated the conference an 8.66 in improving knowledge, an 8.75 in usefulness and an 8.86 in quality of instruction. The cumulative effectiveness score for the conference based on these ratings is 88 percent.



Participants network while enjoying an evening at Ellington Agricultural Center.

**Table 2. Conference Effectiveness**

	<i>Number Responding</i>	<i>Average Rating on a scale of 1 (Not Effective) to 10 (Very Effective)</i>			<i>Cumulative Effectiveness Score</i>
		<b>Improved Knowledge</b>	<b>Usefulness</b>	<b>Quality of Instruction</b>	
<i>Conference</i>	108	8.66	8.75	8.86	88%

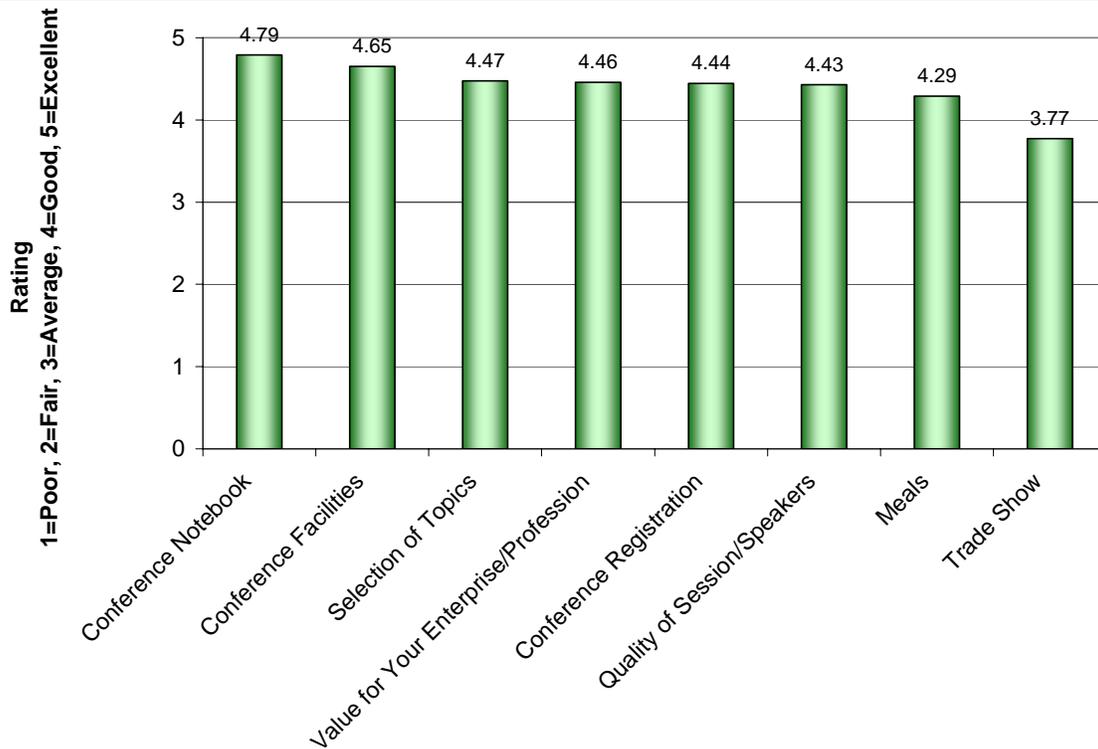
Respondents were also asked to rate several components of the conference on the following scale: 1=Poor, 2=Fair, 3=Average, 4=Good and 5=Excellent. Components inquired about included conference registration, conference notebook, selection of topics, quality of sessions/speakers, conference facilities, trade show, meals and value for the respondents' enterprise/profession.



Speaker, Amanda Ziehl, informs concurrent session attendees about *The Secrets to Grants and Loans*.

The conference notebook received the highest average rating with a 4.79 (Figure 2). The conference facilities earned an average rating of 4.65. Selection of topics was rated at 4.47, and value for the enterprise/ profession received a 4.46. Conference registration and quality of sessions/speakers followed with 4.44 and 4.43 respectively. Meals received an average rating of 4.29, and the trade show earned an average rating of 3.77.

**Figure 2. Average Ratings for Conference Components**



**Estimated Number and Value of Ideas**

The evaluation form requested that respondents estimate the number of ideas they would take away from the conference and apply to their enterprise/profession and the potential monetary savings or gain they expect to realize from these ideas within one and five years. Seventy-six respondents indicated they would take away between one and 300 ideas from the conference for a total of 1,309 ideas, an average of 17 ideas per respondent (Table 3). Thirty-three respondents indicated the ideas would bring them up to \$50,000 in monetary value within one year. The sum of estimates from the 33 respondents for monetary value they expect to realize within one year totaled \$330,900, with an average of just over \$10,000 per respondent. Within five years, respondents expected to realize monetary value between \$2,500 and \$500,000 for a total value of almost \$2 million. On average, respondents expected to realize more than \$60,000 within five years from ideas learned at the conference.

**Table 3. Number of Ideas and Estimated Monetary Value**

	<b>Number of Ideas</b>	<b>Estimated Monetary Value within 1 Year</b>	<b>Estimated Monetary Value within 5 Years</b>
Number of Responses	76	33	33
Minimum	1	\$ 0	\$ 2,500
Maximum	300	\$ 50,000	\$ 500,000
Average	17	\$ 10,027	\$ 60,439
Sum	1,309	\$ 330,900	\$ 1,994,500

## Use of Information Learned

Respondents were asked to describe how they would use the information learned at the conference. Responses were provided by 102 participants and covered a variety of topics. Comments were grouped according to related topics and counted. Topics, example comments and number of comments received are listed in Table 4.

The most responses, 24, were received on the topic related to *sharing of the information with others*. *To better or improve their enterprise* and *marketing* received 20 and 19 comments each. Nine comments were made related to *ideas for enterprises* and *grants/funding*. *Business planning* and *networking* each received eight comments. Respondents also planned to use the information they learned at the conference to *diversify or grow their enterprise*, *start or set-up an enterprise*, *pursue sponsors* and in *decision-making*.

**Table 4. Use of Information Learned**

Topic and Example Comment	Number of Comments
<p><b><i>Share Information/Educate Others</i></b></p> <ul style="list-style-type: none"> <li>➤ “Work with current agritourism farms to improve net income. Share information with farmers interested in pursuing agritourism enterprises.”</li> </ul>	24
<p><b><i>Better/Improve Enterprise</i></b></p> <ul style="list-style-type: none"> <li>➤ “To critique our operation and fine tune what we are doing in agritourism.”</li> </ul>	20
<p><b><i>Marketing</i></b></p> <ul style="list-style-type: none"> <li>➤ “Improve Web site usefulness.”</li> <li>➤ “Continue to try to look at our business from the customers’ point of view.”</li> </ul>	19
<p><b><i>Ideas for Enterprises</i></b></p> <ul style="list-style-type: none"> <li>➤ “To explore the possibility of agritourism on my farm. And many ideas of how to implement them.”</li> </ul>	9
<p><b><i>Funding/Grants</i></b></p> <ul style="list-style-type: none"> <li>➤ “Expand business through grant program and ideas learned at conference.”</li> </ul>	9
<p><b><i>Business Planning</i></b></p> <ul style="list-style-type: none"> <li>➤ “Develop a 1, 5 and 10 year plan for our business.”</li> </ul>	8
<p><b><i>Networking</i></b></p> <ul style="list-style-type: none"> <li>➤ “Networking helps a great deal.”</li> <li>➤ “To be able to contact proper people.”</li> </ul>	8
<p><b><i>Diversify/Grow</i></b></p> <ul style="list-style-type: none"> <li>➤ “To better diversify my agritainment enterprise.”</li> </ul>	6
<p><b><i>Start/Set-up an Enterprise</i></b></p> <ul style="list-style-type: none"> <li>➤ “To help set up a winery and growing grapes.”</li> </ul>	5
<p><b><i>Sponsorships</i></b></p> <ul style="list-style-type: none"> <li>➤ “...sponsors will be pursued.”</li> </ul>	2
<p><b><i>Decision-making</i></b></p> <ul style="list-style-type: none"> <li>➤ “To make more informed decisions.”</li> </ul>	2

## Suggestions for Improvement

Respondents were asked to indicate how the conference could have been improved. Eighty-five respondents provided suggestions on everything from the length of the conference and how to improve sessions to cost of the conference and how to make the conference rooms more comfortable. Suggestions from respondents for ways to improve the conference are summarized into categories including *pre-conference marketing, conference details, sessions, cost* and *facility* and are listed in Table 5.

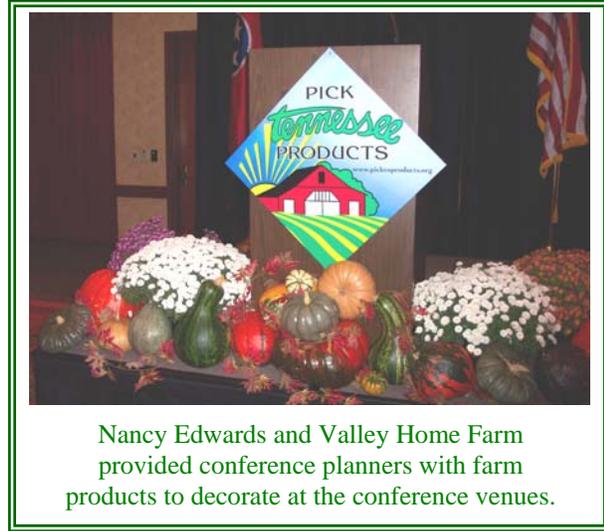


**Table 5. Suggestions for Improvement**

<b>Topic</b>	<b>➤ Summary of Comments</b>
<b><i>Pre-Conference Marketing</i></b>	<ul style="list-style-type: none"> <li>➤ Better communicate start times</li> <li>➤ Better communicate purpose (thought more than just agritourism from marketing materials)</li> <li>➤ Learned about conference from out-of-state friends</li> </ul>
<b><i>Conference Details</i></b>	<ul style="list-style-type: none"> <li>➤ 1 to 2 day conference (only spend 1 night)</li> <li>➤ Provide attendees with participants' contact information</li> <li>➤ Number pages in conference notebook</li> <li>➤ Start later in the morning (8:30am, 9am, 10am)</li> <li>➤ End at 3:30pm and break for dinner</li> <li>➤ Refreshments needed at breaks</li> <li>➤ Include city on name tag</li> <li>➤ Move conference around the state</li> <li>➤ Have a square dance</li> </ul>
<b><i>Sessions</i></b>	<ul style="list-style-type: none"> <li>➤ Couldn't attend all sessions desired (offer multiple times)</li> <li>➤ Shorter sessions needed (45 minutes to 1 hour)</li> <li>➤ Break during long sessions (10 minutes)</li> <li>➤ More actual operators on the program</li> <li>➤ Insurance people on the program</li> <li>➤ Presenters not read from slides</li> <li>➤ Too much "back-slapping"/thank you</li> <li>➤ Include tours/field trips</li> </ul>
<b><i>Cost</i></b>	<ul style="list-style-type: none"> <li>➤ Cheaper hotel/venue so could stay</li> <li>➤ Keep price affordable</li> </ul>
<b><i>Facility</i></b>	<ul style="list-style-type: none"> <li>➤ Chairs too close to comfortably take notes</li> <li>➤ Tables needed in sessions</li> <li>➤ Crowded rooms and trade show area</li> <li>➤ Room temperature sometimes cold</li> </ul>

## Future Educational Needs

Respondents were also asked to provide some insight into their future educational needs by answering questions related to future types of events and topics for future programs. All respondents indicated that some type of educational event was needed in the future. Ninety-two respondents indicated a similar conference should be an annual event (Table 6). Another 19 respondents signified that a similar conference should be held every other year. Regional, single-day workshops were preferred by 10 respondents.<sup>2</sup>



**Table 6. Future Educational Events**

Type of Event	Number	Percent
A similar conference should be an annual event.	92	79%
A similar conference should be held every other year.	19	16%
Regional, single-day workshops would be better.	10	9%
Further agritourism education or training is not needed.	0	0%

Suggestions for topics to be included in future educational programs were also requested from respondents. Sixty-nine participants responded to this question. **Insurance and liability issues** were mentioned the most often with nine related comments. **Grants and grant writing strategies, legal aspects and marketing topics** each received seven related comments. Five respondents suggested the **same topics as this conference with reemphasis and updates**. A number of other subjects were also recommended and are all listed in Table 7.



<sup>2</sup> The number of responses sum to more than the total number of evaluation forms collected because some respondents selected more than one option.

**Table 7. Topics for Future Programs**

Topics	Number of Comments
➤ Insurance/liability issues including insurance company representation	9
➤ Grants and grant writing strategies ➤ Legal aspects such as labor laws, signage, zoning, and taxes ➤ Marketing/advertising/publicity including working with local media, marketing on a limited budget and Web sites	7
➤ Same topics with reemphasis and updates	5
➤ In-depth enterprise details of several different enterprises/attractions ➤ Highlighted businesses/operators/success stories	4
➤ Educational programming for school tours/working with schools	3
➤ Detailed business planning ➤ Pricing products and services ➤ Tours of agritourism enterprises	2
➤ Ideas to grow – playgrounds, attractions ➤ How to define own strengths and weaknesses with actual examples comparing good-bad experiences ➤ Specific information on financial benefits to an area ➤ Farm vacations – individual family targeted entertainment ➤ Financial planning for future financing needs ➤ How to get help locally ➤ How to get coach tours ➤ Look at agritourism beyond school tour audiences ➤ Ag business opportunities such as participating in international trade or getting product exposure to corporate or expanded markets ➤ Motivational ➤ Organic farming, community supported agriculture and pick-your-own as an agritourism options ➤ Problems and solutions discussion ➤ Crop production ➤ Interactive workshops ➤ Operations, finances and marketing for retail stores ➤ People management (communications, public relations) ➤ “How to” workshops ➤ Record keeping ➤ How to make the most of a seasonal business ➤ Partnering with other enterprises ➤ Tourism session ➤ Roundtable discussions ➤ Profit ranges for different business operations – what sells best ➤ Bring professional tour operators to learn what farms have to offer ➤ Have a session where farm operators can talk directly to politicians, lawmakers and educators to describe/discuss our needs	1

*Appreciation is extended to Rob Holland Extension Specialist with the Center for Profitable Agriculture for reviewing this publication. Thank you also to Kim Martinez, Principle Secretary for the Center, for her assistance with data entry.*

**Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development. University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating. UT Extension provides equal opportunities in programs and employment.**

## Agri-tourism: Cultivating Farm Revenue Conference Evaluation Form

*Please help evaluate the conference by completing this form. Return the completed form to the conference registration desk or other designated area and receive a ticket for entry in a drawing for a special gift.*

1. Which one of the following terms best describes your role and interest in agritourism?
- |   |   |
|---|---|
| <input type="checkbox"/> Agritourism operator             | <input type="checkbox"/> Agriculture industry professional/ |
| <input type="checkbox"/> Farmer interested in agritourism | educator  |
| <input type="checkbox"/> Tourism industry professional    | <input type="checkbox"/> Other (Please specify.)            |
- \_\_\_\_\_

2. Please indicate the effectiveness of each session you attended, on a scale of 1 (not effective) to 10 (very effective), in improving knowledge, usefulness and quality of instruction.

<i>Sessions</i>	<i>Improved Knowledge</i>	<i>Usefulness</i>	<i>Quality of Instruction</i>
---Rate on a scale of 1 (Not Effective) to 10 (Very Effective)---			
<i>Cows, Crops, Kids and Cash!</i> —Darren Schmall			
<i>Agritourism: Cultivating Farm Revenue</i> —Megan Bruch			
<b>Concurrent Session I</b>			
<i>Good to Go! – Getting to Yes with Agritourism</i> —Eric Barrett			
<i>Making Your Web Site Work For You</i> —John Toman			
<i>Cultivate Revenue through Excellent Customer Service</i> —Ramay Winchester			
<b>Concurrent Session II</b>			
<i>Making Teachers Love Your Farm</i> —Eric Barrett			
<i>Evaluating Your Resources</i> —Alan Galloway			
<i>Unwritten Rules of Success</i> —Rob Holland & Amanda Ziehl			
<b>Concurrent Session III</b>			
<i>Marketing for the Marketing Impaired</i> —Charlie Hall			
<i>The Realities of Agritourism</i> —Jerri Lynn Sims & Agritourism Operator Panel			
<i>Safety and Health</i> —Tim Prather			
<b>Concurrent Session IV</b>			
<i>Creating Strategic Alliances that Pay</i> —Darren Schmall & Barbara Tanimoto-Schmall			
<i>Financing Your Enterprise</i> —Amanda Ziehl			
<i>Pumpkins and Print, Tomatoes and TV</i> —Patricia McDaniels, Chuck Denney & Doug Edlund			
<b>Wednesday Morning General Sessions</b>			
<i>The Tennessee Tourism News Bureau</i> —Keith Britt & Phyllis Qualls-Brooks			
<i>Update on Tennessee Liability Laws</i> —Pat Clark			
<i>An Agritourism Success Story</i> —Mary Vollmer			

(Please continue on reverse.)

3. On a scale of 1 (not effective) to 10 (very effective), indicate the overall effectiveness of the conference in improving knowledge, usefulness and quality of instruction.

	<i>Improved Knowledge</i>	<i>Usefulness</i>	<i>Quality of Instruction</i>
	---Rate on a scale of 1 (Not Effective) to 10 (Very Effective)---		
Conference			

4. Please rate the following by circling the number corresponding to the applicable rating:

	Excellent	Good	Average	Fair	Poor
Conference Registration	5	4	3	2	1
Conference Notebook	5	4	3	2	1
Selection of Topics	5	4	3	2	1
Quality of Sessions/Speakers	5	4	3	2	1
Conference Facilities	5	4	3	2	1
Trade Show	5	4	3	2	1
Meals	5	4	3	2	1
Value for Your Enterprise/Profession	5	4	3	2	1

5. Estimate the number of ideas you will take away from this conference to apply to your enterprise/profession and the potential monetary savings and/or gain you expect to realize from these ideas within one year and five years.

Estimated Number of Ideas	
Estimated Monetary Value within 1 Year	\$
Estimated Monetary Value within 5 Years	\$

6. How will you use the information you learned at this conference?

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7. How could this conference have been improved?

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8. Should a similar conference be held again in the future?

- Yes, a similar conference should be an annual event.  
 Yes, a similar conference should be held every other year.  
 No, regional, single-day workshops would be better.  
 No, further agritourism education or training is not needed.

9. If additional educational workshops or conferences are held, what topics should be included on the program?

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*Thank you for providing us with your valuable feedback. Have a safe trip home!*