



Conference Evaluation Summary

Prepared for the Tennessee Department of Agriculture
and the Tennessee Agritourism Initiative Steering Committee
by

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Executive Summary

The 2007 *Agritourism: Cultivating Farm Revenue* conference was held January 22-23 at the Music Road Hotel and Convention Center in Pigeon Forge, Tennessee. A meeting of the Southeast Region Agritourism Forum was also held in conjunction with the conference on January 24.

A total of 205 people attended the conference with 16 attending the Southeast Region Agritourism Forum. Eighty percent of conference attendees were from Tennessee. The remaining 20 percent were from 13 other states (Alabama, Arkansas, Georgia, Illinois, Indiana, Kentucky, Mississippi, North Carolina, Ohio, Pennsylvania, South Carolina, Virginia and West Virginia).

Participants were asked to complete a form to evaluate their experiences at the conference. Eighty completed forms were returned for a 39 percent response rate.

Almost half of respondents identified themselves as agritourism operators, and 18 percent were farmers interested in agritourism. Tourism industry professionals accounted for 16 percent, and agricultural industry professionals and/or educators made up 11 percent of respondents.

Cumulative effectiveness scores for the sessions were calculated in percentage terms and used to evaluate the combined effectiveness of session for respondents' ratings of *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). Cumulative effectiveness scores for sessions ranged from a high of 95 percent to a low of 59 percent. The average cumulative effectiveness score was 83 percent. The top three cumulative effectiveness scores were received by *Developing a Brand for Your Enterprise* (95 percent), *Effective Agritourism Marketing* (91 percent), and *Agritourism in Action: The Apple Barn* and *Agritourism in Action: Flippens Fruit Farm* (89 percent).

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. Eight components received a score of 4 or higher: registration, the conference notebook, facilities, value for the enterprise/profession, quality of sessions/speakers, selection of topics, the Monday night event and the trade show. Meals received the lowest average rating of 3.78.

Impacts of the conference included:

- ☑ 80 percent of respondents reported that they increased their awareness of agritourism as an opportunity to add value to farm resources and foster rural economic development
- ☑ 68 percent reported they gained knowledge and/or skills to manage risk
- ☑ 70 percent reported they gained knowledge and/or skills to improve financial returns

Respondents were asked to describe how they planned to use the information learned at the conference. Comments were grouped according to related topics and counted. The most responses, 38, were received on the topic related to *improving an existing enterprise* through improved marketing and branding; safety and risk management; and customer service. Sixteen comments indicated respondents would *share information learned to educate others*. Seven comments were made related to *evaluating, starting or setting up a new enterprise*. *Promoting agritourism* was the topic of four comments.

Respondents were asked to indicate how the conference could have been improved. Thirty respondents provided suggestion on topics such as considerations for future sessions, thoughts on sessions offered at this conference, conference details and conference materials.

Respondents were asked to indicate how they learned about the conference. Direct e-mail, the *Tennessee Agritourism Today* newsletter, and referrals by friends were the most effective means of notification.

Regarding future educational events, a significant majority of respondents favored similar conferences on an annual basis. A variety of topics were suggested for future trainings including marketing issues, enterprise specific topics, regulatory/legal issues and others.

The evaluation also sought information from respondents about their attendance at the 2005 conference, how information learned at that conference was used and impacts made. Responses from 30 people who attended the 2005 conference indicated they used the information learned at that conference to assist others, improve their enterprises and start new enterprises. Five respondents reported increased income totaling \$16,500 with one more doubling income from the previous year. Ten entrepreneurs reported adding a total of 26 personnel to their operations.

Conference Overview¹

The 2007 *Agritourism: Cultivating Farm Revenue* conference was held January 22-23 at the Music Road Hotel and Convention Center in Pigeon Forge, Tennessee. In conjunction with the conference on January 24, the Southeast Region Agritourism Forum, a group of agritourism service providers from southern states, held their 2007 meeting.

A total of 205 people attended the conference with 16 attending the Southeast Region Agritourism Forum meeting. Eighty percent of conference attendees were from Tennessee. The remaining 20 percent (42 participants) were from 13 other states including Alabama, Arkansas, Georgia, Illinois, Indiana, Kentucky, Mississippi, North Carolina, Ohio, Pennsylvania, South Carolina, Virginia and West Virginia.

The conference provided an opportunity for participants to learn through educational sessions, a trade show, networking opportunities and educational materials. The conference offered five general session presentations and eight breakout session options. These sessions featured 16 speakers. The Monday evening banquet entertainment was provided by storyteller Doc McConnell.

Participants also had access to a trade show with 21 exhibitors who showcased products and services available for agritourism entrepreneurs. New this year in the trade show was an “Agritourism in Action: Show Your Stuff Exhibit” where agritourism operators could bring pictures and marketing materials to display.

Networking was encouraged during sessions, breaks and meal events. Lunch featured “networking topics tables” where participants could sit at marked tables to discuss a particular issue related to agritourism.



Participants were provided with a conference notebook (cover pictured at left), which included session materials and speaker contact information. Materials from the conference notebook have been made available on the Center for Profitable Agriculture Web site at <http://cpa.utk.edu>.

Participants were asked to complete a form to evaluate their experiences at the 2007 conference and, if they had attended the 2005 conference, determine impacts to date. Eighty completed forms were returned for a 39 percent response rate. Questions from the evaluation form are listed in the appendix.

¹ Special thanks is extended to Kim Martinez, Principle Secretary, for her assistance with data entry from completed evaluation forms and to Rob Holland, Extension Specialist, for assistance in reviewing this publication. Both are members of the *Center for Profitable Agriculture* staff.

Evaluation of the 2007 Conference Experience

The primary goal of the evaluation form was to collect information from participants so organizers could evaluate the effectiveness of the conference, determine short-term impacts and improve future events. Information collected from the evaluation is summarized into seven sections:

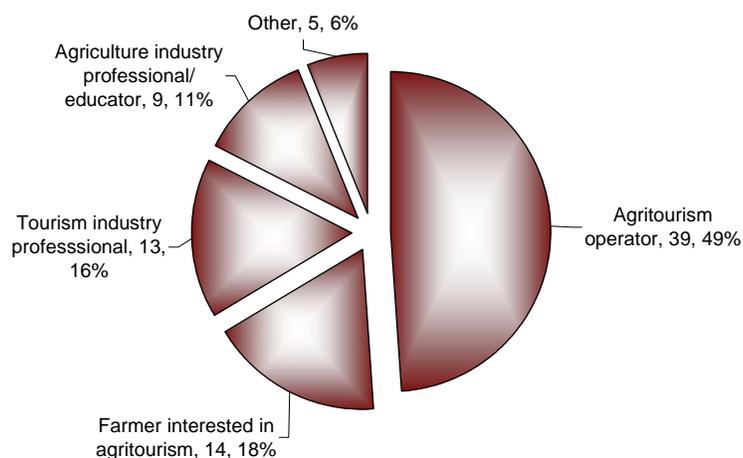
- ◆ Participant role and interest in agritourism
- ◆ Conference effectiveness
- ◆ Short-term impacts
- ◆ Planned use of information learned
- ◆ Suggestions for improvement of conference
- ◆ Effectiveness of conference promotions
- ◆ Suggestions for future events

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 five responses. Potential responses included *agritourism operator*, *farmer interested in agritourism*, *tourism industry professional*, *agriculture industry profession/educator* and *other*.

Almost half of respondents identified themselves as agritourism operators, and 18 percent were farmers interested in agritourism (Figure 1). Tourism industry professionals accounted for 16 percent, and agricultural industry professionals and/or educators made up 11 percent of respondents. Six percent of respondents considered themselves in a category other than those given on the evaluation form.

Figure 1. Participant Role and Interest in Agritourism



Conference 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.

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 *Effective Agritourism Marketing* (9.36), *Developing a Brand for Your Enterprise* (9.22) and *Agritourism in Action: Flippens Fruit Farm* (9.15). For usefulness of sessions, the top three were *Developing a Brand for Your Enterprise* (9.46), *Effective Agritourism Marketing* (9.32) and *Agritourism in Action: Flippens Fruit Farm* (9.12). The top three sessions in quality of instruction were *Developing a Brand for Your Enterprise* (9.67), *Effective Agritourism Marketing* (9.54) and *Agritourism in Action: Flippens Fruit Farm* (9.35).

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 cumulative effectiveness scores are also listed in Table 1.

Cumulative effectiveness scores for sessions ranged from a high of 95 percent to a low of 59 percent. The average cumulative effectiveness score was 83 percent. The top three cumulative effectiveness scores were received by *Developing a Brand for Your Enterprise* (95 percent), *Effectiveness Agritourism Marketing* (91 percent), and *Agritourism in Action: The Apple Barn* and *Agritourism in Action: Flippens Fruit Farm* (89 percent).

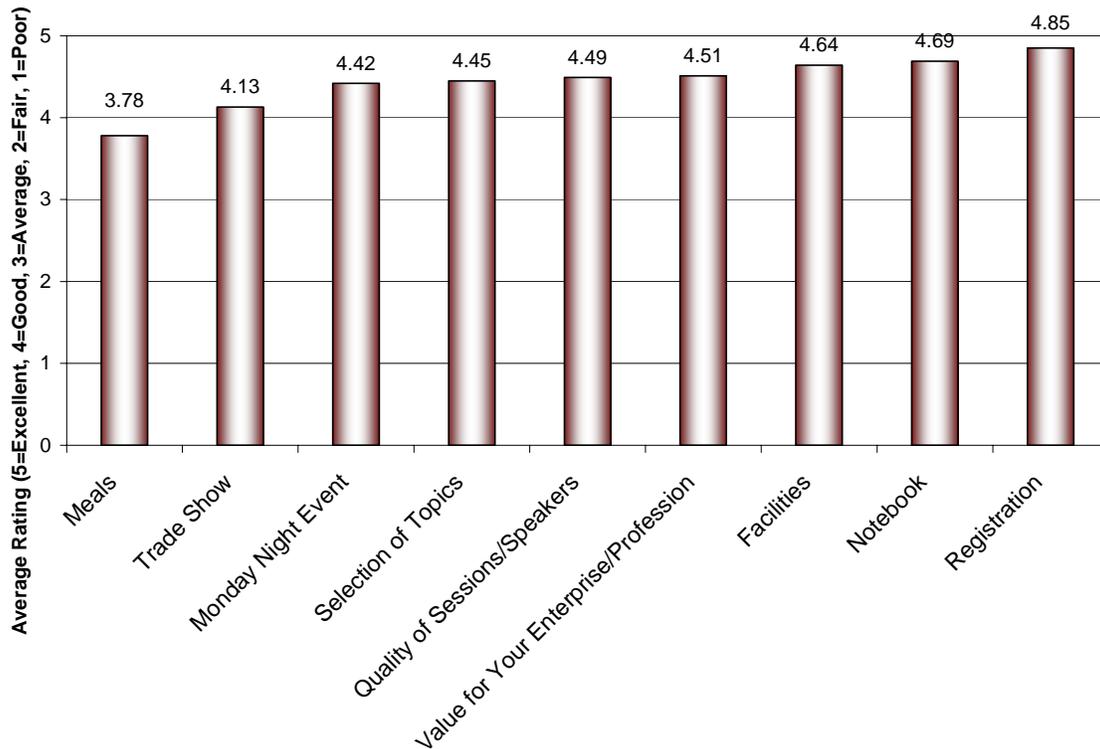
Table 1. Session Effectiveness

Sessions	Number Responding	Average Rating on a scale of 1 (Not Effective) to 10 (Very Effective)			Cumulative Effectiveness Score
		Improved Knowledge	Usefulness	Quality of Instruction	
Monday Opening General Session					
<i>Agritourism in Action: The Apple Barn</i>	70	8.74	8.68	9.16	89%
<i>Developing a Brand for Your Enterprise</i>	69	9.22	9.46	9.67	95%
Concurrent Sessions					
<i>Agritourism in Action: Entrepreneur Experiences</i>	52	8.60	8.44	8.54	85%
<i>Effective Agritourism Marketing: Advertising, Marketing & PR</i>	59	9.36	9.32	9.54	91%
<i>Evaluating Your Resources</i>	34	8.47	8.66	9.18	88%
<i>Growing Your Enterprise</i>	18	7.78	8.24	8.39	81%
<i>Hospitality Counts</i>	35	5.97	6.31	5.46	59%
<i>Pricing: An Essential Small Business Strategy</i>	31	7.61	7.65	8.40	79%
<i>Safety and Health: Regulations and Experiences of Agritourism Operators</i>	19	7.63	7.90	8.11	79%
<i>Tennessee Agritourism Visitors' Preferences and Demographics</i>	37	8.51	8.46	8.86	86%
Tuesday General Sessions					
<i>Risk Identification and Management in an Uncertain World</i>	61	7.78	7.69	8.28	79%
<i>Agritourism in Action: Flippens Fruit Farm</i>	65	9.15	9.12	8.35	89%
<i>Understanding Liability and Insurance: A Panel Discussion</i>	24	8.25	8.52	8.50	84%

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 on the evaluation form included conference registration, conference notebook, selection of topics, quality of sessions/speakers, conference facilities, trade show, meals, Monday night event and value for the respondents' enterprise/profession.

As shown in Figure 2, all components received a score of 4 or higher except for meals (3.78). Registration received the highest average rating with 4.85. The conference notebook received an average rating of 4.69, and facilities were rated at 4.64. Value for the enterprise/profession received an average rating of 4.51, and the quality of sessions/speakers received a 4.49. The selection of topics and Monday night event were rated on average at 4.45 and 4.42, respectively. The average rating for the trade show was 4.13.

Figure 2. Average Ratings for Conference Components



Short-term Impacts

Participants were asked to indicate whether or not the conference experience had increased their awareness of agritourism as an economic develop opportunity and learned how to manage risk or improve returns from their operation. Results included the following:

- ☑ 80 percent reported that the conference had increased their awareness of agritourism as an opportunity to add value to farm resources and foster rural economic development
- ☑ 68 percent reported they gained knowledge and/or skills to manage risk
- ☑ 70 percent reported they gained knowledge and/or skills to improve returns from their agritourism operation

Planned Use of Information Learned

Respondents were asked to describe how they would use the information learned at the conference. Responses were provided by 56 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 2.

The most responses, 38, were received on the topic related to *improving an existing enterprise* through improved marketing and branding; safety and risk management; and customer service. Sixteen comments indicated respondents would *share information learned to educate others*. Seven comments were made related to *evaluating, starting or setting up a new enterprise*. *Promoting agritourism* was the topic of four comments.

Table 2. Planned Use of Information Learned

Topic and Example Comment	Number of Comments
Improve Existing Enterprise <ul style="list-style-type: none"> ➤ “I will improve my marketing efforts and improve my service to customers.” ➤ “Evaluate and implement new ideas to increase revenue and manage risk.” 	38
Share Information/Educate Others <ul style="list-style-type: none"> ➤ “Assist entrepreneurs in developing and maintaining agritourism venues. This has provided me with additional tools and questions to assist them in their decisions.” 	16
Evaluate/Start/Set-up an Enterprise <ul style="list-style-type: none"> ➤ “Establish business plan, develop contacts and set up agritourism operation.” 	7
Promote Agritourism in Tennessee <ul style="list-style-type: none"> ➤ “Promote agritourism through Chamber of Commerce in --- County.” 	4

Suggestions for Improvement of Conference

Respondents were asked to indicate how the conference could have been improved. Thirty respondents provided suggestions. Suggestions from respondents for ways to improve the conference are summarized into four topic categories in Table 3 including considerations for future sessions, thoughts on sessions offered at this conference, conference details and conference materials.

Table 3. Summary of Suggestions for Conference Improvement

Category	Summary of Comments
Considerations for Future Sessions	<ul style="list-style-type: none"> ➤ Include more agritourism operators on the program (6 comments) ➤ Include tours of operations (4 comments) ➤ Include more topics on the program (1 comment) ➤ Include actual workshops/exercises in the sessions ➤ Create and offer videos of sessions
Thoughts on Sessions Offered at This Conference	<ul style="list-style-type: none"> ➤ Move insurance session to the first day because of importance (1 comment) ➤ Presentations skills of a couple of speakers could be improved ➤ Hospitality session could have been improved ➤ Some presentations could have provided more “take home” messages for participants
Conference Details	<ul style="list-style-type: none"> ➤ Longer breaks needed for networking and visiting trade show (2 comments) ➤ Better meals needed ➤ Cooperate with other organizations for more attendees and trade show exhibits ➤ More trade show exhibits ➤ Give a tote bag to participants at registration (1 comment) ➤ Networking lunch a good idea but too many topics spread attendees too thin ➤ Discussion tables with subjects during registration time
Conference Materials	<ul style="list-style-type: none"> ➤ Make sure there is consistency in names of sessions in the agenda and evaluation form (1 comment) ➤ Include a list of conference attendees ➤ Include page numbers in handbook ➤ Provide more coupons for Pigeon Forge stores/events

Effectiveness of Conference Promotions

Respondents were asked to indicate how they learned about the conference by checking all that applied from a list of six possible choices (Table 4). Direct e-mail notified 41 percent of respondents, the most of any category. Nineteen percent of respondents learned of the conference through the *Tennessee Agritourism Today* newsletter. Friends referred 14 percent of respondents. Newspapers and direct mail informed three percent of respondents each. Nineteen percent of respondents indicated they learned of the conference through “other” methods.

Table 4. Number and Percent of Respondents Learning of the Conference through Media Categories

Media	Number	Percent of Total
Direct E-mail	39	41
<i>Tennessee Agritourism Today</i> Newsletter	18	19
Referred by friend	13	14
Newspaper article	3	3
Direct postal mail	3	3
Other	18	19
Total	94	100

Suggestions for Future Events

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, except one, indicated that some type of educational event was needed in the future (Table 5). More than three quarters of respondents indicated a similar conference should be an annual event (Table 5). Another (20 percent) signified that a similar conference should be held every other year. Regional, single-day workshops were preferred by two percent of respondents.

Table 5. Future Educational Events

Type of Event	Number	Percent
A similar conference should be an annual event.	63	77
A similar conference should be held every other year.	16	20
Regional, single-day workshops would be better.	2	2
Further agritourism education or training is not needed.	1	1

When asked to provide suggestions of topics to include on future program, respondents gave a wide variety of responses. These responses have been grouped into five major topic categories (regulatory/legal issues, marketing issues, enterprise-specific issues, available resources and other) and summarized in Table 6. Marketing and enterprise specific issues were each suggested by 17 respondents. Twelve suggestions were made related to regulatory or legal issues. Topics related to available resources were suggested by four respondents, and three other suggestions were made.

Table 6. Suggestions of Topics for Future Programs

Categories	Number of Comments
Marketing Issues	17 total
♦ Marketing	4
♦ Designing advertising and promotional materials	2
♦ More information on hospitality	2
♦ Partners/sponsors	2
♦ Web sites	2
♦ Helping find your target market	1
♦ Improving retail sales and selecting merchandise	1
♦ Branding – hands on	1
♦ Storytelling	1
♦ Information to tell you if an area can withstand another enterprise	1
Enterprise-Specific Issues	17 total
♦ Making teachers love your farm (activities and products)	3
♦ Enterprise-specific lectures (pumpkin patch, Christmas trees, etc.)	3
♦ Entrepreneur experiences/panels	2
♦ How to design and cut a corn maze	1
♦ On-farm transportation methods	1
♦ On-farm communication	1
♦ Attractions/activities to add value to enterprises	1
♦ Extending season through special events	1
♦ Innovative ideas across the U.S.	1
♦ Tours	1
Regulatory/Legal Issues	12 total
♦ Sales tax and other tax issues	3
♦ TDOT signage	3
♦ Business start-up licenses/permits	1
♦ Intellectual properties issues	1
♦ Zoning	1
♦ Labor regulations	1
♦ Business structures	1
♦ Domestic/commercial kitchen rules	1
Available Resources	4 total
♦ Legal resources	1
♦ TDA assistance and programs	1
♦ USDA and other government programs	1
♦ Useful Web sites	1
Other	3 total
♦ Safety and risk management	1
♦ Basics of insurance	1
♦ Working with local/state officials	1

Respondents were given the opportunity to make other comments and suggestions on the evaluation form. These comments were grouped by category and included in Table 7. Categories of comments include conference organization and implementation, sessions, and conference facilities/services.

Table 7. Summary of Other Comments and Suggestions

Conference Organization and Implementation

- ♦ How about making this a multi-state or regional conference! Thanks to all who worked to make this event happen! Great job!
 - ♦ I think you need to put the fruit and vegetable growers together in one meeting to make a larger conference.
 - ♦ Learned a lot and met lots of wonderful people who were very forthcoming in sharing their ideas and experiences
 - ♦ The conference was wonderful with many great comments. Good Job! What does it take or how can we draw younger entrepreneurs or younger individuals interested in agritourism?
 - ♦ Wonderful opportunity to gather knowledge, share experiences. Thank you!
 - ♦ Thank you! This is probably the best training I will receive this year!
 - ♦ Exhibits were great.
 - ♦ Group the agribusiness subjects on display tables - one table for Pumpkin Patch/Maze - one table for Christmas Trees and one for U-Pick one for misc. Outstanding conference.
 - ♦ I appreciated having meals included - both convenient and cost saving.
 - ♦ Access to food/beverages (sodas) throughout the day during breaks.
 - ♦ Conference notebook is great!!
 - ♦ I think your idea of table top “topics for discussion” was a great idea.
 - ♦ Topic tables - have a designated facilitator at each table, hopefully someone with knowledge.
 - ♦ This was one of the most well-planned and profitable workshop I've ever attended. GREAT JOB!!! I appreciate the time for networking. Enjoyed both days of lunch topics. Bring in UT Tourism Institute to mix.
 - ♦ Maybe 1/2 day longer.
 - ♦ Regional Conferences.
 - ♦ Maybe print an attendee list.
 - ♦ Would have liked a list of attendees their farm names and locations.
 - ♦ Directory of resources should be included.
 - ♦ Print names - business names list. Email addresses etc. of all attendees pre-registered.
 - ♦ Maybe email PDF's of slides that weren't printed to attendees.
-

Sessions

- ♦ The speakers were all very knowledgeable on their topics and had the ability to make me look at our upcoming strawberry season in a different light. The importance for a generation of children to know about a farm's usefulness in today's world is essential for farm life to survive and this conference helps promote this and other ideas. Thanks for an inspiring two days!
 - ♦ Well organized. This was a super conference. Great Job! Couldn't get to all of the concurrent sessions, but got to see the ones that were most important to me. Thanks!
 - ♦ Panel discussions great.
 - ♦ Good conference. Have more “doers.” Those who are in the business need to be at the program more for "real-life" - not just "teachers.”
 - ♦ "Farm Site" stories are wonderful not so much "academia" presentations.
 - ♦ Allow time at the end of presentations for questions!!! Have all speakers the quality of Kilpatrick, Barrett.
 - ♦ Continue with the producer panels and presentations by actual producers. This is a great aspect and people value what they say.
 - ♦ Topics seemed quite similar to last year. Agritourism in Action speakers are a great addition and should be continued!
 - ♦ Allow purchase of cassettes from key note speakers (in particular).
 - ♦ I learned a lot, but wish there had been more time for Q&A.
 - ♦ Alan Galloway is an excellent speaker and really down to earth on what works. He really enjoys his job.
 - ♦ Not enough for non-pumpkin or berry folks.
 - ♦ Offer classes geared toward organic growers and sustainable agriculture techniques.
 - ♦ The fewer government speakers the better.
-

(Table 7 continued on the following page.)

Table 7. Summary of Other Comments and Suggestions (continued)

Conference Facilities/Services

- ◆ The entire conference was well planned and moved smoothly. Rooms in the hotel were very spacious and comfortable. The hotel staff was courteous and helpful without fail.
 - ◆ Country cooking.
 - ◆ Accommodations were great - thanks!
 - ◆ FYI: The kitchen workers made a lot of noise next to the Dulcimer Room during K. Jensen's talk.
 - ◆ The Dulcimer room was next to the kitchen and sometimes made hearing difficult. (Not your problem but may need to check out before next conference room location)
 - ◆ The room next to the trade show and kitchen was too noisy for the breakout session.
 - ◆ Great location.
 - ◆ A session just prior to lunch in a room next to the kitchen is not a good idea (very noisy from kitchen).
 - ◆ Food was not good!
 - ◆ Better quality of food needed.
 - ◆ Meeting rooms were too cool at times. Did not appreciate catering staff cleaning up during Monday's dinner presentation.
 - ◆ Nothing to do with conference, but on Monday night wait staff should have waited until speaker was through before clearing tables.
-

Impact of 2005 Conference

A secondary objective of the 2007 conference evaluation form was to determine if attendees who had attended the *2005 Agritourism: Cultivating Farm Revenue Conference* in Franklin, TN had experienced any intermediate or long-term impacts from that conference. Evaluation form respondents were asked to indicate whether or not they had attended the 2005 conference. Those that had attended the conference were asked to answer three additional questions about how they used the information and results encountered in the 14 months since the 2005 conference.

Thirty of the respondents indicated they had attended the 2005 conference. The respondents were asked how they had used information learned at the 2005 conference by selecting all that applied from a list of six options (Table 8). Two thirds of respondents indicated they used the information to assist agritourism operators and farmers interested in agritourism. Half of respondents indicated they used the information to expand attractions for their existing operations. Thirty-seven percent used the information to implement new or improved strategies to manage risk on their agritourism enterprise. A third of respondents indicated they implemented new or improved marketing strategies for their enterprise. Information was used by 27 percent of respondents to analyze the potential for a new agritourism enterprise, and ten percent used information learned at the 2005 conference to develop and open a new agritourism enterprise.

Table 8. Number and Percent of Respondents Using 2005 Conference Information by Type of Use

Description of Use	Number	Percent
Assisted agritourism operators or farmers' interested in agritourism	20	67
Expanded the attractions on your existing agritourism enterprise	15	50
Implemented new or improved strategies to manage risk on your agritourism enterprise (safety, insurance, etc.)	11	37
Implemented new or improved marketing strategies on your agritourism enterprise	10	33
Analyzed the potential for a new agritourism enterprise	8	27
Developed and opened a new agritourism enterprise	3	10

Twelve respondents (40 percent) indicated their 2006 agritourism net income increased due to information learned at the conference. One respondent reported that their net income increased by 100 percent. Four respondents reported net income increases of \$4,000, and one reported increases of \$500.

Ten respondents (33 percent) indicated that they added additional personnel to their enterprise. Nine respondents reported adding between one and six personnel for a total of 26 jobs created.

Appendix

2007 Agritourism: Cultivating Farm Revenue Conference Evaluation

Please help evaluate the conference by completing this form. Return the completed form to the conference registration desk or other area designated in announcements and be entered in a special drawing.

1. Which one of the following terms best describes your role and interest in agritourism?

- Agritourism operator
- Farmer interested in agritourism
- Tourism industry professional
- Agriculture industry professional/ educator
- Other (Please specify.) _____

2. Did you attend the 2005 Agritourism: Cultivating Farm Revenue Conference in Franklin, Tennessee?

- Yes (Continue with Question 3.) No (Skip to Question 6.)

3. Which of the following did you do with information you learned from the 2005 agritourism conference? (Check all that apply.)

- Analyzed the potential for a new agritourism enterprise
- Developed and opened a new agritourism enterprise
- Expanded the attractions on your existing agritourism enterprise
- Implemented new or improved strategies to manage risk on your agritourism enterprise (safety measures, insurance coverage, etc.)
- Implemented new or improved marketing strategies on your agritourism enterprise
- Assisted agritourism operators or farmers' interested in agritourism

4. With information you learned at the 2005 conference, did your 2006 agritourism net income increase? Yes → How much? \$ _____

No

5. Following the 2005 conference, did you add additional personnel/jobs to your agritourism enterprise? Yes → How many? _____

No

Please continue with Question 6.

6. For the 2007 conference, 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)---		
Monday Opening General Session			
<i>Agritourism in Action: The Apple Barn</i> — Kilpatrick			
<i>Developing a Brand for Your Enterprise</i> — Eric Barrett			
Concurrent Sessions			
<i>Agritourism in Action: Entrepreneur Experiences</i> — Dan Strasser and Entrepreneurs			
<i>Effective Agritourism Marketing: Advertising, Marketing & PR</i> — Eric Barrett			
<i>Evaluating Your Resources</i> — Alan Galloway			
<i>Growing Your Enterprise</i> — Maria Marshall			
<i>Hospitality Counts</i> — Patty Rai Smith			
<i>Pricing: An Essential Small Business Strategy</i> — Maria Marshall			
<i>Safety and Health: Regulations and Experiences of Agritourism Operators</i> — Tim Prather			
<i>Tennessee Agritourism Visitors' Preferences and Demographics</i> — Jamey Menard			
Tuesday General Sessions			
<i>Risk Identification and Management in an Uncertain World</i> — Delton Gerloff			
<i>Agritourism in Action: Flippens Fruit Farm</i> — Pam Killion			
<i>Understanding Liability and Insurance: A Panel Discussion</i> — Dan Strasser, Phyllis Childs and Tom Brown			

7. 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
Monday Night Event	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

8. Which of the following did you accomplish at this conference? (Check all that apply.)

- I increased my awareness of agritourism as an opportunity to add value to farm resources and foster rural economic development.
- I gained knowledge and/or skills to manage risk.
- I gained knowledge and/or skills to improve returns from my agritourism operation.

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

10. How could this conference have been improved?

11. How did you learn about the conference? (Check all that apply.)

- Tennessee Agritourism Today* Newsletter
- Newspaper article
- Direct postal mail
- Direct e-mail
- Referred by friend
- Other (Please specify.) _____

12. 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.

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

14. Other comments and suggestions:

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

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.