



2008 AGRITOURISM

Cultivating Farm Revenue Conference

January 17-18
Paris Landing State Park
and Conference Center

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 2008 *Agritourism: Cultivating Farm Revenue* conference was held January 17-18 at Paris Landing State Park in Buchanan, Tennessee. In conjunction with the conference, the Southeast Region Agritourism Forum, a group of agritourism service providers from southern states, held a meeting.

A total of 249 people attended the conference. Seventy-nine percent of conference attendees were from Tennessee. The remaining 21 percent (53 participants) were from 13 other states.

Participants were asked to complete a form to evaluate their experiences at the 2008 conference and, if they had attended the 2005 and 2007 conferences, determine impacts to date. Completed forms totaled 102 for a 41 percent response rate.

Agritourism operators and farmers interested in agritourism accounted for 84 percent of respondents (42 percent each). Tourism industry professionals accounted for 5 percent, and agricultural industry professionals and/or educators made up 7 percent of respondents.

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*. Scores for sessions ranged from a high of 91 percent to a low of 71 percent with an average of 84 percent. The top three cumulative effectiveness scores were received by *Sales Tax Considerations for Agritourism Operators* (91 percent), *Agritourism in Action: Chaney's Dairy Barn* (90 percent), and *How to Gain and Maintain a Competitive Advantage* (89 percent).

Respondents were also asked to rate several components of the conference on a scale of: 1=Poor, to 5=Excellent. All components (registration, conference notebook, Thursday evening event, conference facilities, value for the enterprise, selection of topics, meals and trade show) received a score of 4.27 or higher.

Impacts of the 2008 conference included:

- 74 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
- 43 percent reported they gained knowledge and/or skills to manage risk
- 74 percent reported they gained knowledge and/or skills to market their enterprise

- 73 percent reported they gained knowledge and/or skills improving returns from their agritourism operation

Respondents were asked to describe how they planned to use the information learned at the conference. The most responses, 29, were received on two topics related to “*improving, expanding and operating an existing enterprise*” and “*planning, evaluating or starting a new enterprise*.” Fourteen respondents planned to use the information learned to “*share information or educate others*.” “*Marketing*” and “*networking*” were topics related to four and five comments, respectively.

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.

Eighty percent of respondents were “very likely” to attend a similar conference next year, and 18 percent were “likely” to attend. A variety of topics were suggested for future trainings including business planning/management, government resources, laws/regulations, enterprise specific topics, risk management and others.

The evaluation also asked questions about attendance at previous conferences. Fifteen respondents had attended both the 2005 and 2007 conferences. Eleven respondents attended only the 2005 conference or only the 2007 conference. First time-attendees totaled 61 respondents.

Impacts of the 2007 conference included:

- 39 percent of respondents indicated they used the information to expand attractions for their existing operations
- 39 percent reported and analyzed the potential of a new agritourism enterprise
- 32 percent indicated they used the information to assist agritourism operators and farmers interested in agritourism
- 32 percent implemented new or improved marketing strategies
- 29 percent used the information to implement new or improved strategies to manage risk on their agritourism enterprise
- 13 percent used information learned at the 2007 conference to develop and open a new agritourism enterprise
- 11 respondents indicated their 2007 agritourism net income (8 respondents reported increases in net revenue estimated at a total of \$88,000)
- 4 respondents indicated that they added 25 additional personnel to their enterprise.

Conference Overview¹

The 2008 *Agritourism: Cultivating Farm Revenue* conference was held January 17-18 at Paris Landing State Park in Buchanan, Tennessee. In conjunction with the conference on January 16, the Southeast Region Agritourism Forum, a group of agritourism service providers from southern states, held their first meeting of 2008.

A total of 249 people attended the conference. Seventy-nine percent of conference attendees were from Tennessee. The remaining 21 percent (53 participants) were from 13 other states including Alabama, Arkansas, Florida, Georgia, Kentucky, Missouri, Mississippi, North Carolina, New York, Utah, Virginia, Wisconsin and West Virginia.



Conference attendees learn about Tennessee Department of Transportation Signage Programs from Joseph Sweat during a general session.

The conference provided an opportunity for participants to learn through educational sessions, a trade show, networking opportunities and educational materials. The Monday evening banquet entertainment was provided by ventriloquist David Turner.



Participants also had access to a trade show with 25 exhibitors who showcased products and services available for agritourism entrepreneurs. For the second year, the “Agritourism in Action: Show Your Stuff Exhibit” allowed agritourism operators to bring pictures and marketing materials to display.

Participants were provided with a conference notebook (cover pictured at left), which included session materials, speaker contact information and a list of participants.

Participants were asked to complete a form to evaluate their experiences at the 2008 conference, if they had

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

attended the 2005 and 2007 conferences and determine impacts to date. Completed forms totaled 102 for a 41 percent response rate. Questions from the evaluation form are listed in the appendix.

Evaluation of the 2008 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 improvement of conference
- Suggestions for future program topics

Participant Role and Interest in Agritourism



Conference attendees included agritourism operators, farmers interested in agritourism, Extension agents, government employees, tourism professionals, trade show vendors and more.

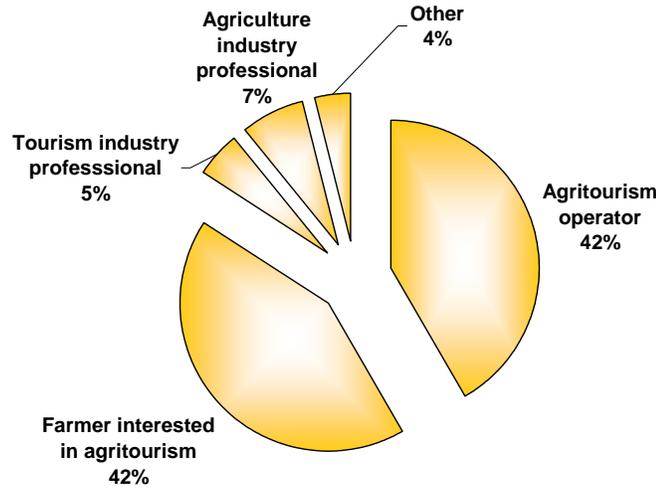
The evaluation form first asked respondents to indicate the best term that described their role and interest in agritourism from a list of five responses. Potential responses included *agritourism operator, farmer interested in agritourism, tourism industry professional, agriculture industry professional/educator* and *other*.

Agritourism operators and farmers interested in agritourism made up 84

percent of respondents (42

percent each) (Figure 1). *Tourism industry professionals* accounted for 5 percent, and *agricultural industry professionals and/or educators* made up 7 percent of respondents. Four percent of respondents considered themselves in a category *other* than those given on the evaluation form.

Figure 1. Participant Role and Interest in Agritourism (n=101)



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 *Sales Tax Considerations for Agritourism Operators* (9.03), *Agritourism in Action: Chaney's Dairy Barn* (8.96) and *How to Gain and Maintain a Competitive Advantage* (8.79). For usefulness of sessions, the top three were *Sales Tax Considerations for Agritourism Operators* (9.24), *How to Gain and Maintain a Competitive Advantage* (8.68) and *Agritourism in Action: Beggs Family Farm* (8.58). The top three sessions in quality of instruction were *Agritourism in Action: Chaney's Dairy Barn* (9.41), *How to Gain and Maintain a Competitive Advantage* (9.21) and *Sales Tax Considerations for Agritourism Operators* (9.03).

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 91 percent to a low of 71 percent. The average cumulative effectiveness score was 84 percent. The top three cumulative effectiveness scores were received by *Sales Tax Considerations for Agritourism Operators* (91 percent), *Agritourism in Action: Chaney's Dairy Barn* (90 percent), and *How to Gain and Maintain a Competitive Advantage* (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	
Thursday General Sessions					
<i>Agritourism in Action: Beggs Family Farm</i>	81	8.68	8.58	8.84	87%
<i>What Flew and What Flopped</i>	66	6.94	6.91	7.35	71%
Concurrent Sessions					
<i>Agritourism in Action: Entrepreneur Experiences — Mazes and Haunted Attractions</i>	56	8.48	8.28	8.67	85%
<i>Agritourism in Action: Entrepreneur Experiences — Farm Tours and Festivals</i>	64	8.63	8.49	8.79	86%
<i>Agritourism in Action: Entrepreneur Experiences — Incorporating Farm Resources</i>	58	8.02	8.14	8.49	82%
<i>Agritourism in Action: Entrepreneur Experiences — On-Farm Retail</i>	48	8.29	8.15	8.46	83%
<i>Agriculture in the Classroom: Ideas to Educate and Entertain on the Farm</i>	59	8.24	8.07	8.64	83%
<i>How to Gain and Maintain a Competitive Advantage</i>	38	8.79	8.68	9.21	89%
Friday General Sessions					
<i>Signage Programs and Considerations</i>	77	8.30	8.23	8.29	83%
<i>Increasing Agritourism Revenue with Retail</i>	73	8.04	8.00	8.15	81%
<i>How to Set-Up and Run a Retail Shop</i>	66	8.03	8.03	8.01	80%
<i>Sales Tax Considerations for Agritourism Operators</i>	34	9.03	9.24	9.03	91%
<i>Agritourism in Action: Chaney's Dairy Barn</i>	28	8.96	8.55	9.41	90%



Agritourism operators Thelma and Johnny Ring (left) steal the show during Thursday evenings performance by ventriloquist, David Turner.

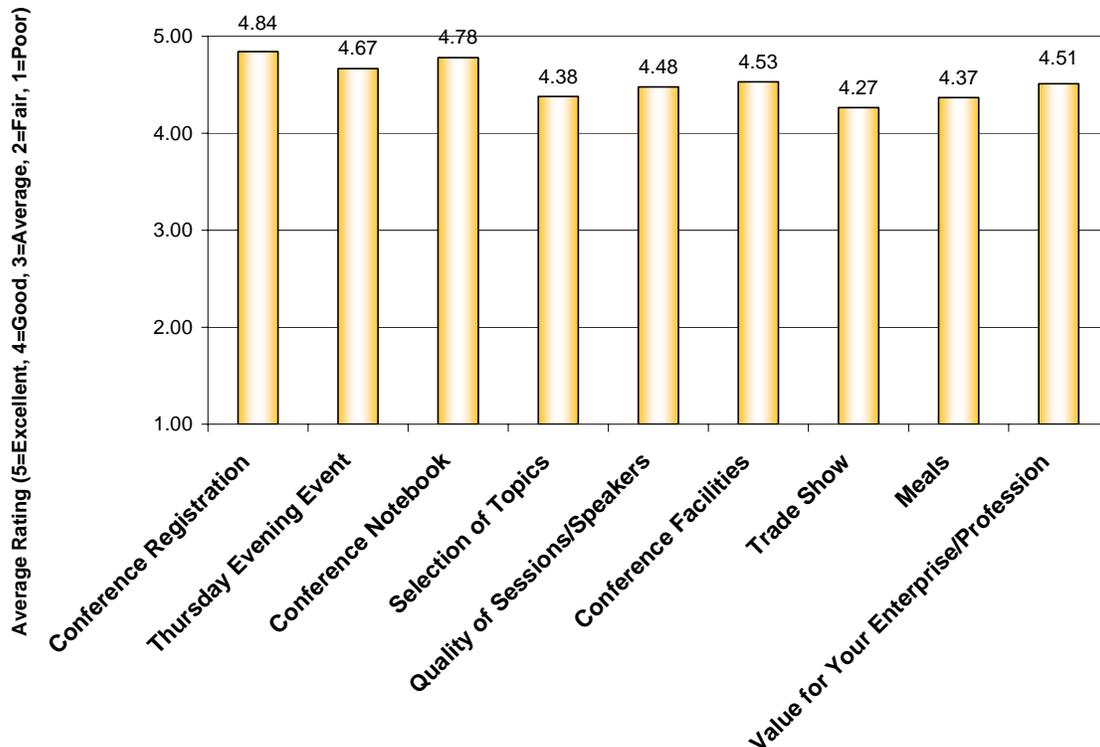
Respondents were also asked to rate several components of the conference on the following scale: 1=Poor, 2=Fair, 3=Average, 4=Good and 5=Excellent. Components inquired about on the evaluation form included conference registration, conference notebook, selection of topics, quality of sessions/speakers,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

As shown in Figure 2, all components received a score of 4.27 or higher.

Registration received the highest average

rating with 4.84. The conference notebook received an average rating of 4.78, and the Thursday evening event was rated at 4.67. Conference facilities received an average rating of 4.53, and the value for the enterprise/profession received a 4.51. The selection of topics and meals were rated on average at 4.38 and 4.37, respectively. The average rating for the trade show was 4.27.

Figure 2. Average Ratings for Conference Components



Short-term Impacts



Conference participants try Agriculture in the Classroom activities during a concurrent session presented by Chris Fleming and Kristy Taylor from the Tennessee Farm Bureau Federation.

Participants were asked to indicate whether or not the conference experience had increased their awareness of agritourism as an economic development opportunity and increased their knowledge in managing risk, marketing their enterprise and improving returns from their operation. Results included the following:

- ☑ 74 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
- ☑ 43 percent reported they gained knowledge and/or skills to manage risk
- ☑ 74 percent reported they gained knowledge and/or skills to market their enterprise
- ☑ 73 percent reported they gained knowledge and/or skills 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 76 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, 29, were received on two topics related to “*improving, expanding and operating an existing enterprise*” and “*planning, evaluating or starting a new enterprise.*” Fourteen respondents planned to use the information learned to “*share information or educate others.*” “*Marketing*” and “*networking*” were topics related to four and five comments, respectively.



Agritourism operators Nancy Ritter (left) and Jeff Alsup talk to trade show vendors about available products.

Table 2. Planned Use of Information Learned

Topic and Example Comment	Number of Comments
Improve/Expand <ul style="list-style-type: none"> ▪ “Make changes to our gift shop area. Better signage for specific stations. Adding more attractions to entertain our guests.” ▪ “To help my farm business grow by listening to people who have already done what I’m about to try.” 	29
Plan/Evaluate/Start <ul style="list-style-type: none"> ▪ “This has been a valuable tool in determining whether agritourism is really the route I want to take or whether to sell my products elsewhere such as a local market or direct to consumers.” ▪ “We will use this information to determine if we want to attempt an agritourism venture on our family farm.” 	29
Share Information/Educate Others <ul style="list-style-type: none"> ▪ “Work with agritourism operations in our county. To help them expand/improve which will help the county as a whole.” ▪ “Assist producers who want to evaluate feasibility of an agritourism venue – assist with marketing, record-keeping, networking and general idea generation.” 	14
Marketing <ul style="list-style-type: none"> ▪ “Improve our marketing efforts.” 	5
Networking <ul style="list-style-type: none"> ▪ “We made great contacts that will help us grow our business.” 	4

Suggestions for Improvement of Conference

Respondents were asked to indicate how the conference could have been improved. Fifty-five respondents provided suggestions. Suggestions from respondents for ways to improve the conference are summarized into three topic categories in Table 3 including considerations for sessions, conference logistics and trade show. Several suggestions for future session topics were provided, and these suggestions are in Table 6, a summary of suggestions for future program topics.

Table 3. Summary of Suggestions for Conference Improvement

Category	Summary of Comments
<p>Considerations on Sessions (15 comments)</p>	<ul style="list-style-type: none"> ▪ Improve sound system and utilize runners with wireless mics for questions. ▪ Incorporate a broader base of panel speakers (more enterprise types, divide by small-large operations). ▪ More panel discussions from those doing it. ▪ Fewer entrepreneur experiences panels – replace them with one speaker with a specific topic. It was interesting to hear about their businesses, but I did not find the panel sessions particularly educational. ▪ The “What Flew and What Flopped” – better planning with people who had experiences to share (put speakers/panelists up front for open discussion). ▪ Add tours and hands-on activities. ▪ Break into smaller more specialized groups for some sessions (enterprise types, parts of a business). ▪ The morning session on Thursday could have been more varied in the content. ▪ It might have been beneficial to have “good” and “bad” retail displays set up as examples. More than just theory and more visuals.
<p>Conference Logistics (13 comments)</p>	<ul style="list-style-type: none"> ▪ Keep it [the conference activities] in one building ▪ Don’t plan additional activities on Thursday when we have already been at it since 8 am that day. Don’t plan other workshops at lunch time (we need a break). ▪ Make specifics of the hospitality room available if all invited. ▪ Information overload can be avoided by shortening day 2; maybe doubling up on more sessions. ▪ Meal times and places advertised at hotel or/and in programs. ▪ Bottled water from Tennessee.
<p>Trade Show (8 comments)</p>	<ul style="list-style-type: none"> ▪ More vendors in the trade show, where to purchase supplies or logo items. ▪ Have booths for agritourism insurance. ▪ Make trade show exhibitors stay until close. Some were packing up Friday morning.

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 29 respondents. Nineteen respondents learned of the conference through the *Tennessee Agritourism Today* newsletter. Friends referred 16 respondents. Newspapers and direct mail informed 15 and 12 respondents, respectively. Thirty-three 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 Respondents (n=98)	Notes
Direct E-mail	29	30	
<i>Tennessee Agritourism Today</i> Newsletter	19	19	
Referred by friend	16	16	
Newspaper article	15	15	
Direct postal mail	12	12	
Other	33	34	Included Tennessee Agritourism Association, Direct Contacts with TDA and CPA Personnel, North Carolina Agritourism Director, TDA and CPA Web Sites.
Total	124		Some respondents learned of the conference through more than one media category

Likelihood of Attending Similar Conference Next Year

Respondents were also asked how likely they were to attend a similar conference next year. Eighty percent of respondents indicated they were “very likely” to attend and 18 percent indicated they were “somewhat likely” to attend (Table 5). Only 2 percent of respondents indicated they were “somewhat unlikely” or “very unlikely” to attend a similar conference next year.

Table 5. Likelihood of Attending Similar Conference Next Year

Likelihood	Number	Percent
Very Likely	80	80
Somewhat Likely	18	18
Somewhat Unlikely	1	1
Very Unlikely	1	1
Total	100	100

Suggestions for Future Program Topics

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 seven major topic categories and summarized in Table 6.

Table 6. Suggestions of Topics for Future Programs

Government Laws/Regulations
<ul style="list-style-type: none">▪ Regulations for hunting, lodging, zoning, concession stands, sales tax, animals▪ Licensing/permits▪ Regulations for hand-washing, hayrides, serving food▪ Laws an agritourism operator needs to know
Government Resources (Funding and Assistance)
<ul style="list-style-type: none">▪ More in-depth on funding programs▪ Grant/loan availability
Risk Management
<ul style="list-style-type: none">▪ Risk management for services to children▪ Insurance (liability and events coverage)▪ Safety – handling people, crowds, food safety
Business Planning/Management
<ul style="list-style-type: none">▪ Planning and managing an operation – building placement, regulations, agencies to help▪ Business structures▪ How to use technology to enhance an operation – POS software, bar codes▪ Managing people/guests – how to determine who paid for what activity▪ How to do a business plan▪ Employee training and handbook▪ Effective record-keeping▪ Handling payroll, tax withholding, workmen’s compensation, etc.)▪ How-to (set-up and expenses)▪ Start-up costs, operating expenses for various activities
Marketing
<ul style="list-style-type: none">▪ Working with local tourism organizations▪ Decorating your farm▪ How to determine pricing▪ Marketing your product – getting people to the farm▪ Repeat the brochures workshop
Enterprise-Specific Topics
<ul style="list-style-type: none">▪ CSAs▪ Horse-related opportunities▪ More details on games, activities▪ Wildlife-related, hunting and fishing▪ Weddings▪ Farm tours – tour program development▪ Corn maze (how to design and cut your own)▪ Lights and sound for enterprises▪ Fall festival (how to advertise, set up, hire employees, handle unruly children, etc.▪ Management of a zoo operation▪ More information on how to use animals in agritourism
Other
<ul style="list-style-type: none">▪ More flew and flops▪ Growing crops▪ More advice from those who have actual experience in this industry▪ How to handle parking▪ More detailed advanced session for established operators (marketing, Web sites, specialized tours)

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.

Table 7. Summary of Other Comments and Suggestions

Sessions

- The Ag in Action sections were great for multiple reasons! It would have been advantageous to allocate more time to the Marty Jacknis. Make sure some one is a good presenter (Dynamic - visual interest).
 - If references are made for specific licenses or agencies - include address and requirements.
 - More pictures and ideas of what really work. More info on where to get wholesale.
 - Make sessions more specific to certain topics of the business. Example: one person may be interested in Christmas tree farming or B&Bs but others may be interested in fall festivals for families, corn mazes, etc.
 - Need more "what flew - what flopped" stories!
 - Good to have concrete info on signs and presentations to get folks to think more about retail. The notecards for questions really works great.
 - Please have speakers that are succeeding at agritourism without adding the haunted and carnival type activities. Some of us focus on agriculture and education and need help building these areas.
 - Have more presenters like Mr. Todd on taxes and Mr. Jacknis management and personal dynamics.
 - I thought the presentation about the B&B was an interesting, different approach to the agritourism theme. I'm sure there are others that are other than the animal petting, tractor ride variety - I'd like to hear more about them.
 - In the question and answer period the question from the floor need to be repeated over the PA system so all could hear and gain from the questions. Very good conference!
-

Conference Logistics

- Provide recycle bins for cans, bottles and plastic. Provide water produced in Tennessee. Brighter light on panel members - manage lighting - dim for screen - then bright for speakers.
 - Great place to have conference. Staff at Paris Landing very nice.
 - Invite TWRA. Good contacts and exchange of info - thanks!
 - Post slide shows on the website. Compile a directory of suppliers and incubator kitchens to hand out. Bring back the topic tables.
 - Get programs info into hands of attendees before conference - Times – subjects.
 - Market your brand. Develop an agritourism display with sign. Take pictures of each attendee and get their name and county newspaper. Send their picture with caption and your news release to their paper. Most newspapers will run anything they get from Jan 1 – Mar 1.
 - LOVE having contact info on vendors and attendees in back of book.
 - Loved amount of time for networking. Shorter lunch and earlier start on Friday to get out a little earlier.
 - Great job. Thanks for keeping the costs down. Have you considered doing the conference on a Friday and Saturday or Sunday and Monday? Many of us have full time jobs as well as farms.
 - The entertainment on Thurs night was most enjoyable!! FANTASTIC! A great way to end the day.
 - Silent auction, microphones for questions from audience ask presenter to repeat the question.
 - Very good - much better speakers than previous one. I like having only 2 sessions per breakout. Great to have food included! Many people had no idea of start time Thursday. Hotel front desk had no idea either.
 - Wheelbarrows to wheel us out - the food was so good!
-

Other

- The 2008 conference was excellent but aimed at too large an audience - If you separate the large operations from small family farms your conference objectives would be easier to implement.
 - I think more friendliness. I was very disappointed. The staff was not friendly - only to the farmers they knew!
 - Great Job! A wonderful conference full of ideas and information. Why is the TN Association of Fairs not involved in this program? Ag fairs are Agtourism! Thank you!
-

Overall Comments on Conference

- Thanks for an informative conference!
 - Ya'll did a great job! The entertainment was wonderful. I made a lot of networking contacts.
 - We attended the first one in Franklin and this one was just as good, if not better. Thanks!
 - Thanks for the opportunity! And, thanks for the always -wonderful Tennessee hospitality.
 - Very impressed with state employees involvement/leadership and agritourism assn. Good Job!
 - Great Job! Enjoyed my 3rd conference. Food - WOW! - that's all I can say!
-

Previous Conference Experience and Impact

Respondents were asked to indicate whether or not they had attended the 2005 and 2007 conferences. Fifteen respondents had attended both the 2005 and 2007 conferences (Table 8). Eleven respondents attended only the 2005 conference, and 11 additional respondents had attended only the 2007 conference. First time-attendees, those who had attended only the 2008 conference, totaled 61 respondents.

Table 8: Number of Respondents Attending 2005, 2007 and 2008 Conferences

Conferences Attended	Number
Attended 2005 Only	11
Attended 2007 Only	11
Attended 2005 and 2007	15
Attended 2008 Only	61
Total	98

Another objective of the 2008 conference evaluation form was to determine if attendees who had attended the *2007 Agritourism: Cultivating Farm Revenue Conference* in Pigeon Forge, TN had experienced any intermediate or long-term impacts from that conference. Those that had attended the 2007 conference were asked to answer three additional questions about how they used the information and results encountered since last January.

The respondents were asked how they had used information learned at the 2007 conference by selecting all that applied from a list of six options (Table 9). Thirty-one people provided responses. Thirty-nine percent of respondents indicated they used the information to expand attractions for their existing operations and analyzed the potential of a new agritourism enterprise. Thirty-two percent of respondents indicated they used the information to assist agritourism operators and farmers interested in agritourism and implemented new or improved marketing strategies. Twenty-nine percent used the information to implement new or improved strategies to manage risk on their agritourism enterprise. Thirteen percent used information learned at the 2007 conference to develop and open a new agritourism enterprise.

Table 9. Number and Percent of Respondents Using 2007 Conference Information by Type of Use

Description of Use	Number	Percent
Expanded the attractions on your existing agritourism enterprise	12	39%
Analyzed the potential for a new agritourism enterprise	12	39%
Assisted agritourism operators or farmers' interested in agritourism	10	32%
Implemented new or improved marketing strategies on your agritourism enterprise	10	32%
Implemented new or improved strategies to manage risk on your agritourism enterprise (safety, insurance, etc.)	9	29%
Developed and opened a new agritourism enterprise	4	13%

Eleven respondents indicated their 2007 agritourism net income increased due to information learned at the conference. Eight respondent reported increases in net revenue valued at \$50,000, \$25,000+, \$3,000 (2 responses), \$2,000 (2 responses) and \$1,000 to \$2,000 (2 responses) for an estimated total of \$88,000. One respondent estimated increased net revenue at 18 percent.

Four respondents indicated that they added additional personnel to their enterprise following the 2007 conference. A total of 25 jobs were reportedly added by these enterprises. An additional respondent reported “increased efficiency” from existing personnel.

**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.**

Appendix

2008 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 to facilitators at the final general session.

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 (Extension, TDA, etc.)
- Other (Please specify.) _____

2. Which of the following conferences have you attended in the past?

- 2007 Agritourism Cultivating Farm Revenue Conference – Pigeon Forge
- 2005 Agritourism Cultivating Farm Revenue Conference – Franklin
- None of the above

If you attended the 2007 conference, continue with question #3. If not, skip to #6.

3. Which of the following did you do with information you learned from the 2007 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 2007 conference, did your 2007 agritourism net income increase? Yes → How much? \$ _____

No

5. Following the 2007 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)---		
Thursday General Sessions			
<i>Get the Most from Your Conference Experience</i>			
<i>Agritourism in Action: Beggs Family Farm</i>			
<i>What Flew and What Flopped</i>			
Concurrent Sessions			
<i>Agritourism in Action: Entrepreneur Experiences — Mazes and Haunted Attractions</i>			
<i>Agritourism in Action: Entrepreneur Experiences — Farm Tours and Festivals</i>			
<i>Agritourism in Action: Entrepreneur Experiences — Incorporating Farm Resources</i>			
<i>Agritourism in Action: Entrepreneur Experiences — On-Farm Retail</i>			
<i>Agriculture in the Classroom: Ideas to Educate and Entertain on the Farm</i>			
<i>How to Gain and Maintain a Competitive Advantage</i>			
Friday General Sessions			
<i>Signage Programs and Considerations</i>			
<i>Increasing Agritourism Revenue with Retail</i>			
<i>How to Set-Up and Run a Retail Shop</i>			
<i>Sales Tax Considerations for Agritourism Operators</i>			
<i>Agritourism in Action: Chaney's Dairy Barn</i>			

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
Thursday Evening 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 market my enterprise.
- 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. How likely are you to attend a similar conference next year?

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Very Unlikely

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.
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