

A Snapshot of Tennessee Agritourism: Results from the 2003 Enterprise Inventory

CPA

Center For Profitable Agriculture

A University of Tennessee - Farm Bureau Partnership

Megan L. Bruch
Extension Specialist

2004 Extension Staff Development Conference
November 10, 2004



Session Snapshot

- **Define Agritourism**
- **Describe the Tennessee Agritourism Initiative**
- **Discuss the 2003 Enterprise Inventory Project and Results**
- **Announce Future Training Opportunities**



What is agritourism?



What is Agritourism?

An enterprise which combines elements of agriculture and tourism



Example Attractions

- **On-farm**
 - Retail Markets
 - Petting zoos
 - Horseback riding
 - Fee-fishing
 - Festivals and fairs
 - Bed and Breakfasts
 - Vacations
 - Tours
- **Pick-your-own/
Cut-your-own**
- **Wineries**
- **Agriculture-related
museums**
- **Farmers' markets**
- **Agriculture related
festivals and fairs**

Potential Target Markets

- School Teachers/School Groups
- Youth Civic and Church Groups
- Adult Civic and Church Groups
- Garden Clubs
- Business Groups/Retreats
- Birthday Party Groups
- Brides and Grooms To Be/Weddings
- Married Couples
- Local Families with Children
- Families on Vacation
- Business Travelers
- Fair and Festival Goers
- Teenagers
- History Buffs
- Wine Connoisseurs
- Hunters
- Wildlife Watchers
- Landscape and Wildlife Photographers
- Outdoor Enthusiasts (Hikers, Bikers, Boaters, Rafters, etc.)
- Equine Enthusiasts
- Travel/Tour Firms

Terminology

- *Enterprise*
 - Refers to the overall agritourism operation
 - Operation includes 1+ attractions
 - Example: Smith's Farm
- *Attraction*
 - Refers to the individual activities offered by the enterprise
 - Examples: Pumpkin patch, Corn maze, Hay ride

The Tennessee Agritourism Initiative





Initiative Partners

- **Tennessee Department of Agriculture**
- **Tennessee Department of Tourist Development**
- **Tennessee Department of Economic and Community Development**
- **Tennessee Farm Bureau Federation**
- **University of Tennessee Extension**
- **USDA Rural Development**

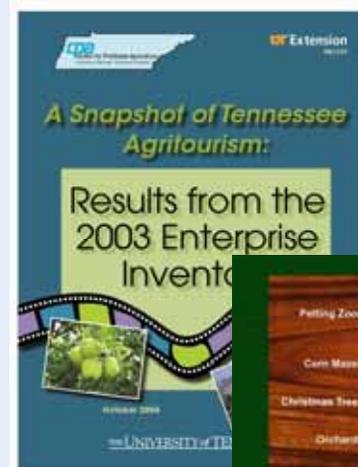


Initiative Goals

- 1. Build farm income through agritourism**
- 2. Expand tourism income within rural communities**
- 3. Establish a sustainable, long-term program**

Initiative Activities

- Research and investigations
- Promotions
- Teaching and outreach activities/events



The 2003 Enterprise Inventory





Objectives

- 1. Identify existing agritourism enterprises**
- 2. Collect information to include in promotions**
- 3. Identify characteristics of the agritourism industry in Tennessee**
- 4. Identify issues/obstacles faced that may be addressed through research, teaching and outreach**

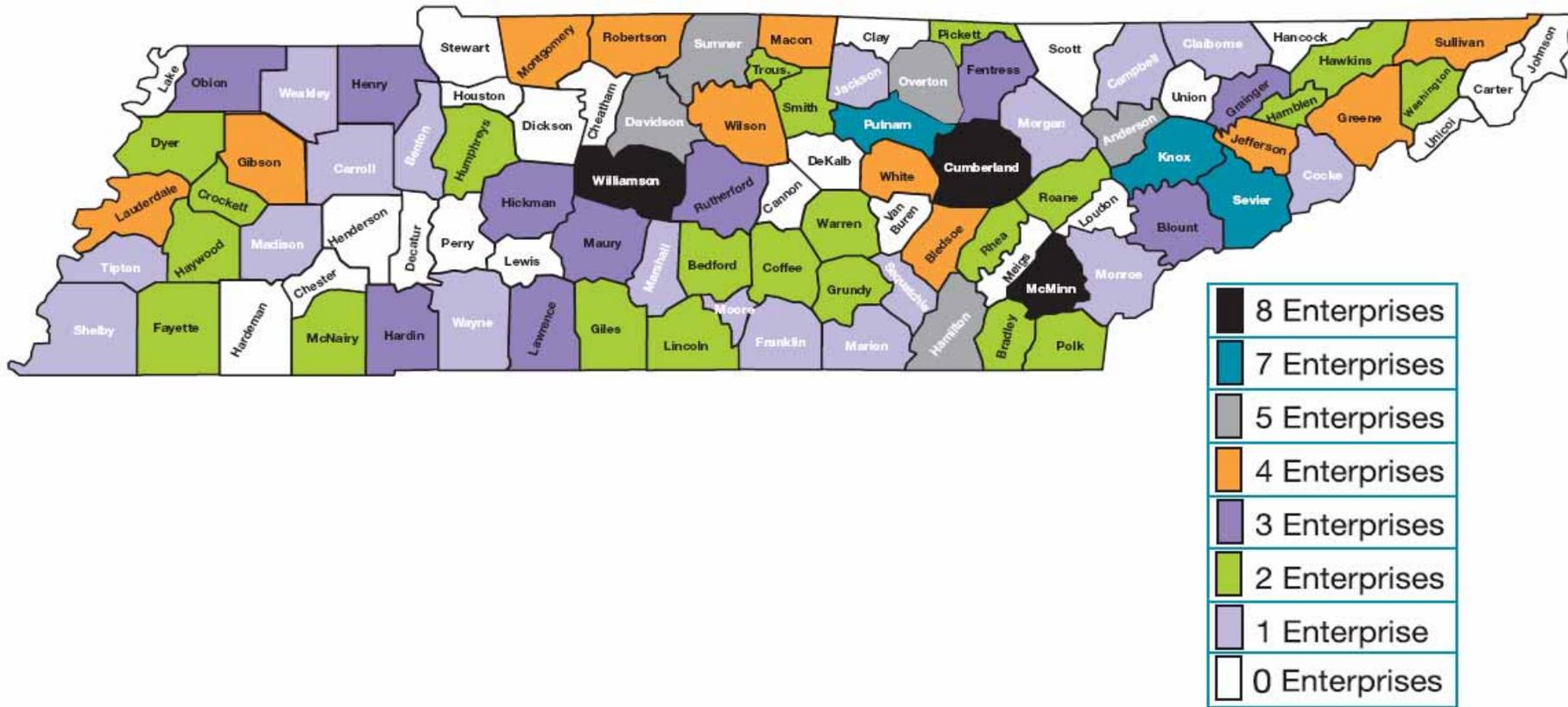
Objective #1:

Identify existing agritourism enterprises



Enterprises Identified

- 210 existing agritourism enterprises

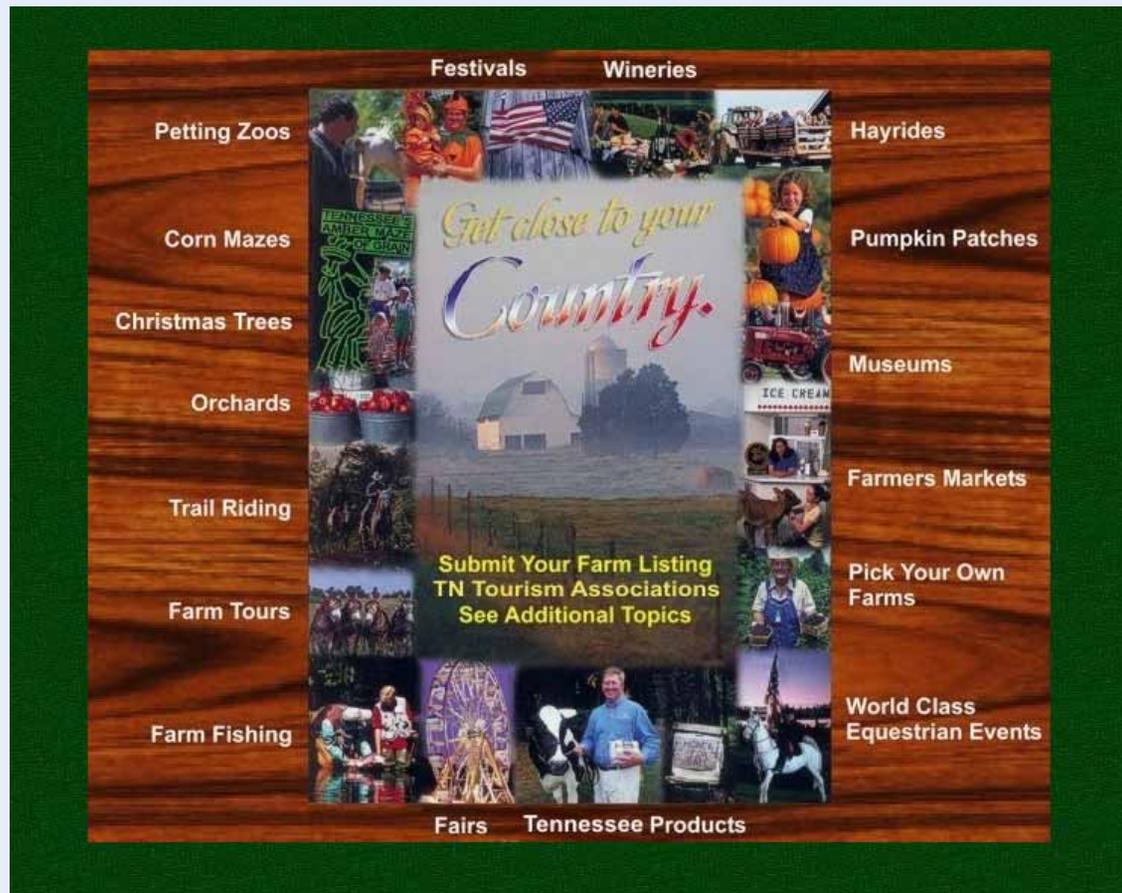


Objective #2

Collect information to include in promotions



Tennessee Agritourism On-line



<http://picktnproducts.org/agritourism>

Objective #3

Identify characteristics of the agritourism industry in Tennessee





Enterprises and Attraction Types

- **61% of enterprises offered an “on-farm retail market”**
- **44% offered an “on-farm tour”**
- **25% offered a “pick-your-own”**

Number of Attractions/Enterprise

- Approximately 80% of enterprises offer >1 attraction
- ~25% offer 3 attractions

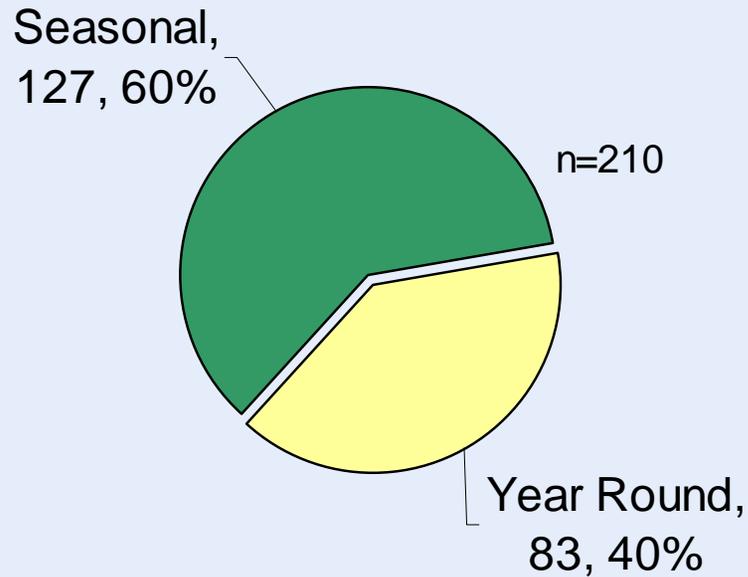




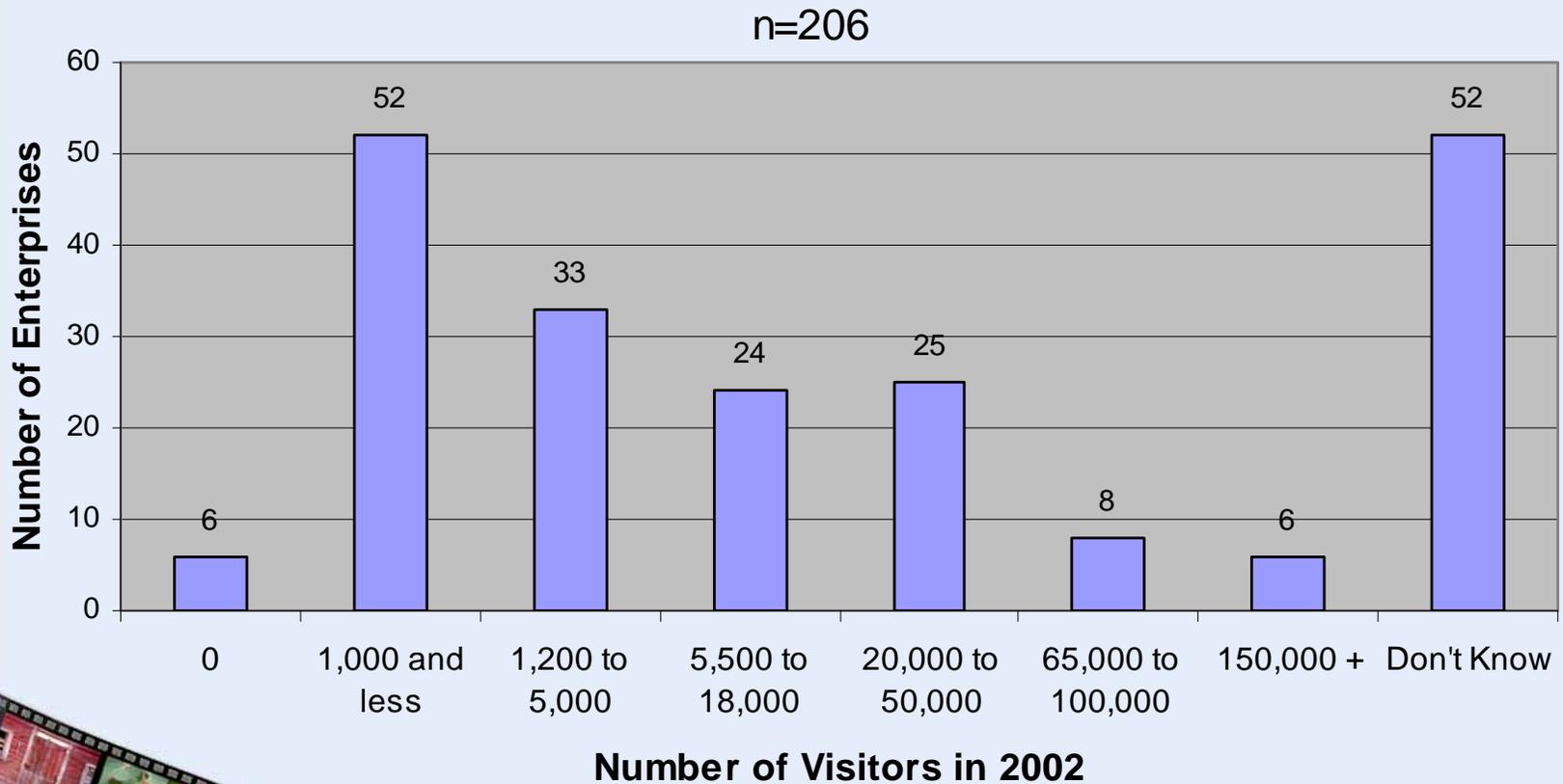
Attraction Combinations (+ Correlations)

- **Corn Maze and Pumpkin Patch** (0.556*)
- **PYO and Pumpkin Patch** (0.399**)
- **On-farm Retail Market and PYO** (0.393*)
- **On-farm Vacation and On-farm B&B** (0.35*)

Operation Schedule



Number of Customers (2002)





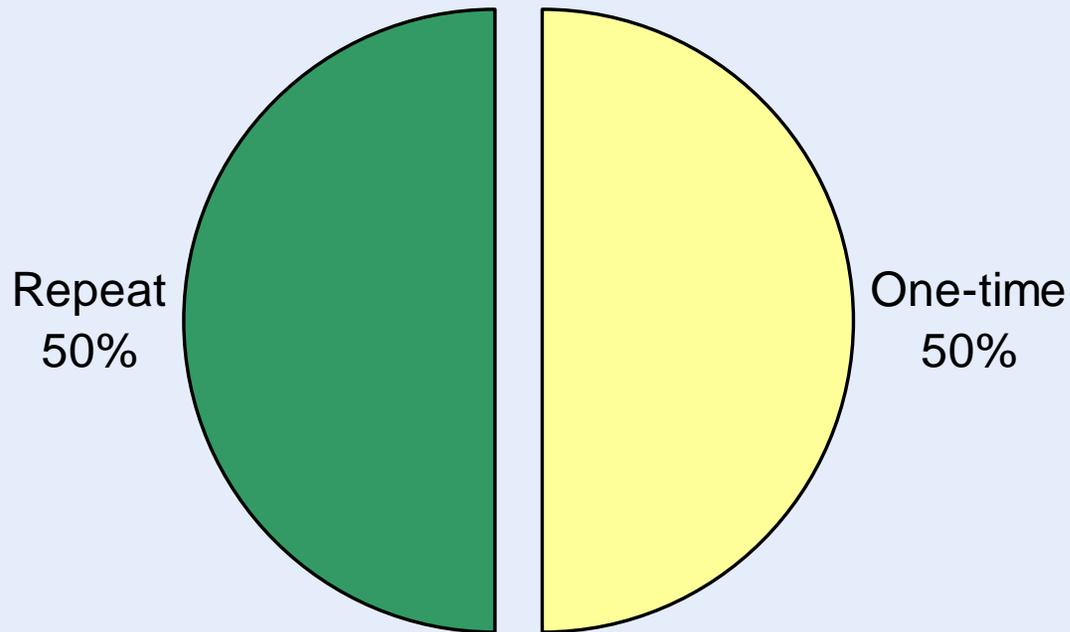
Number of Customers (2002)

- **Average = 22,944**
- **Median = 3,500**
- **Total = 3.5 million**

- **High number (52) responding “Don’t Know”**

Repeat vs. One-time Visitors

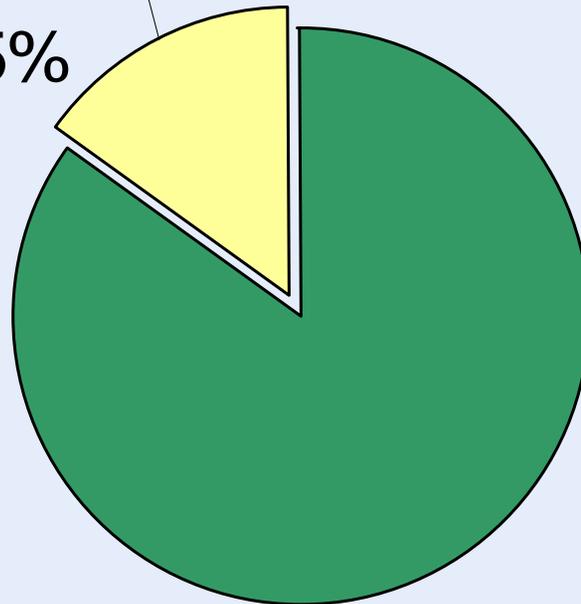
n=147



Visitor Origin

Out-of-
State
15%

n=163



In-State
85%

Dollars Spent per Customer (2002)

- Average = \$28.46
- Median = \$15
- High number (44) responding “Don’t Know”



Promotion Expenditures

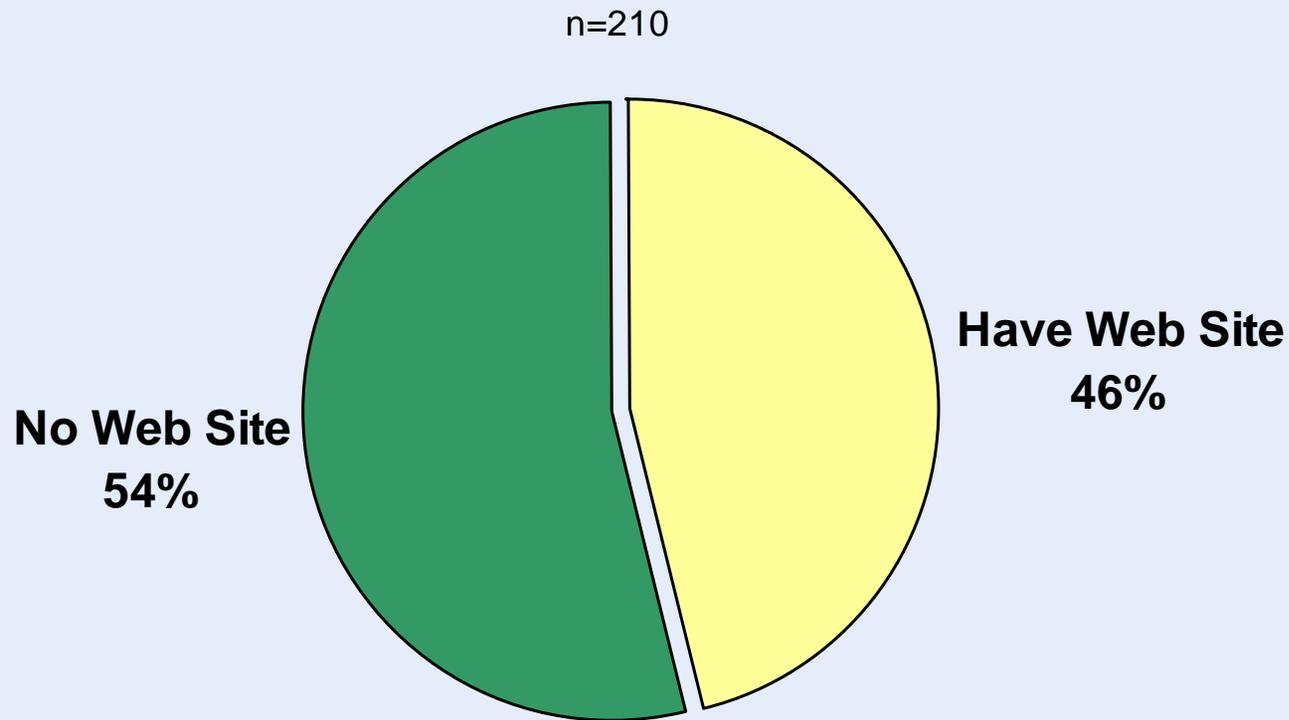
- Average = 12%
- High number (28) spent 0
- High number (24) responded “Don’t Know”



Roadside Signage

- **75% of enterprises have signage**
 - **53 enterprises reported no signs**
- **Average = 4.5 signs per enterprise**
- **Reported up to 30 signs**

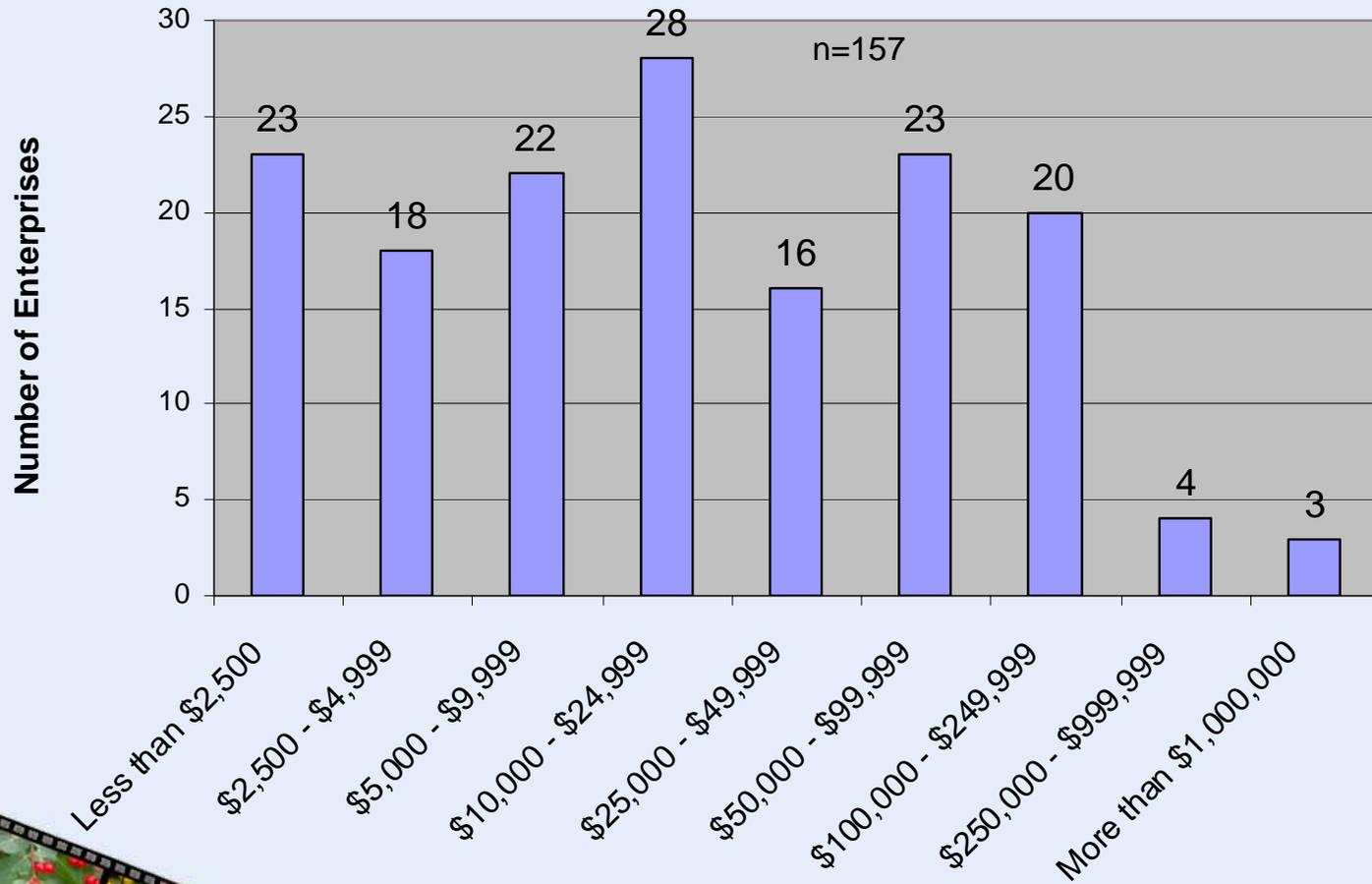
Enterprises with Web Sites



Employees

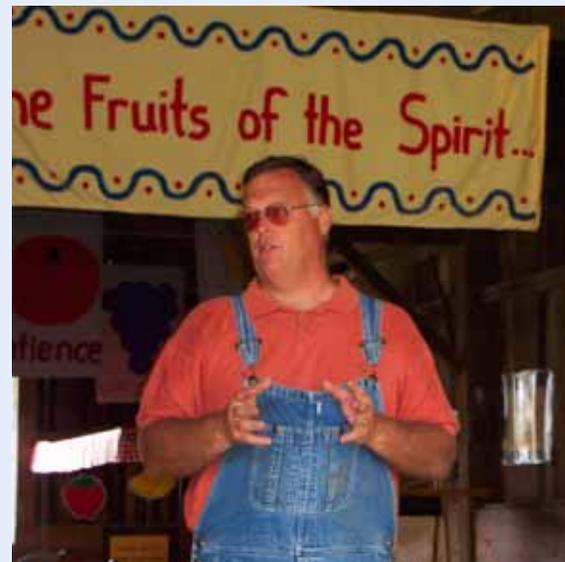
Employee Classification	Number of Enterprises with One or More Employees	Median Number of Employees	Average Number of Employees	Range
Full-time year-round	133	2	4.14	1 – 40
Part-time year-round	62	3	4.69	1 – 20
Full-time seasonal	66	3	7.85	1 – 200
Part-time seasonal	95	2	7.47	1 – 150

Gross Value of Sales

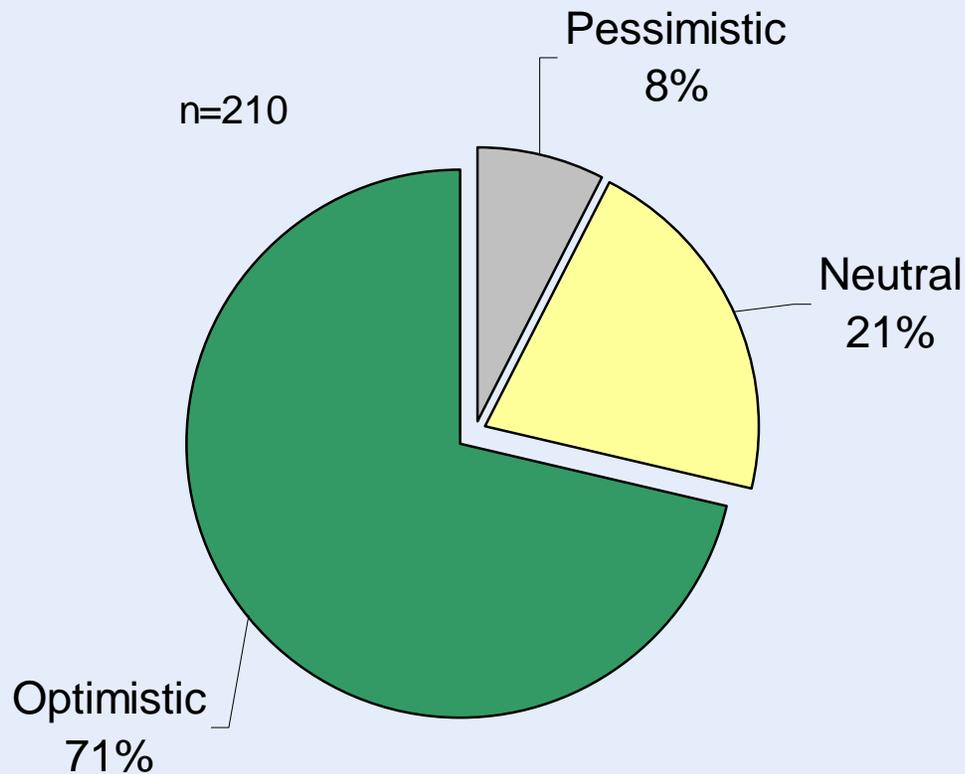


Years of Experience

- Range <1 to 78 years
- Median = 10 years
- 30% had 5 or less years



Future Outlook

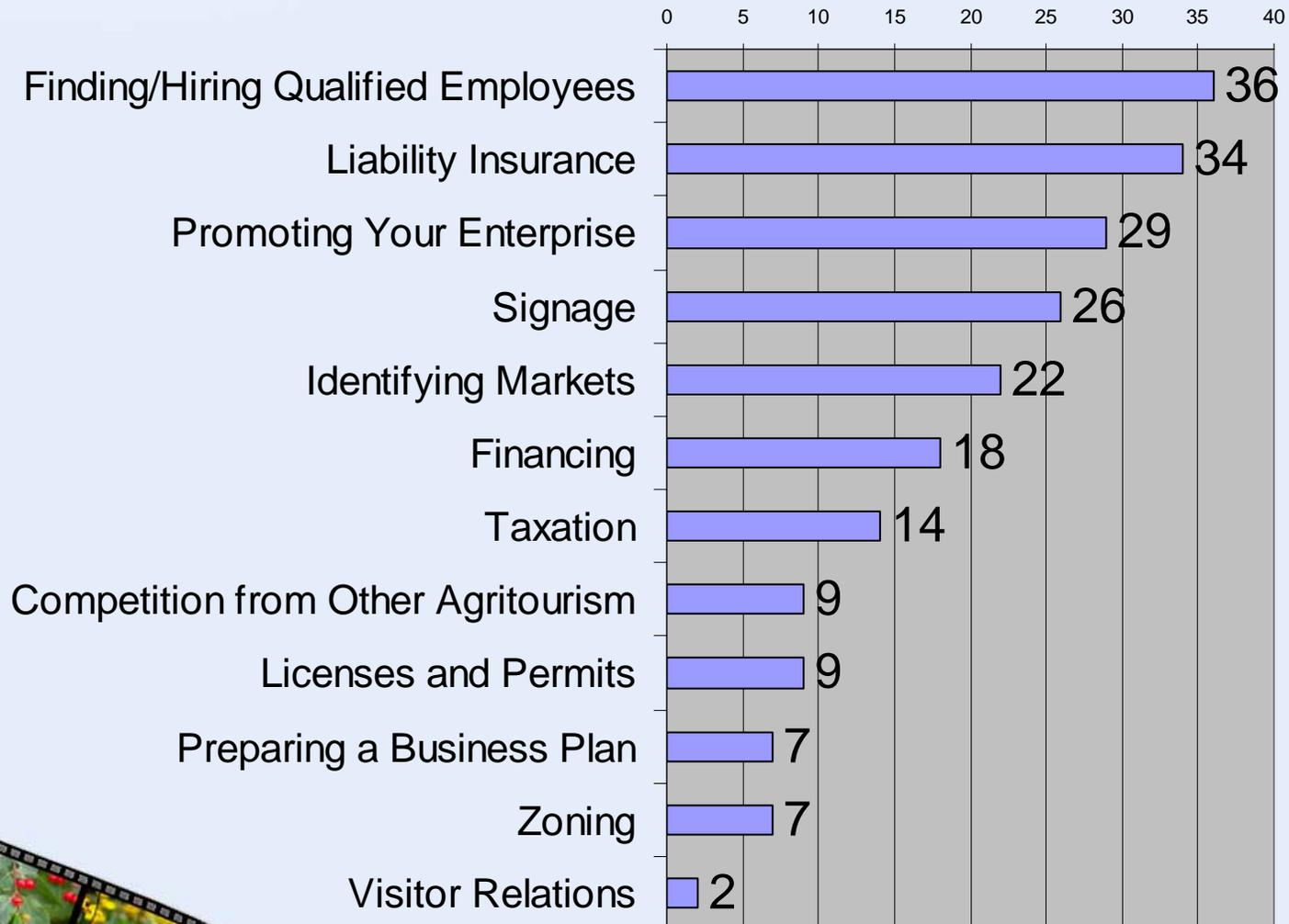


Objective #4

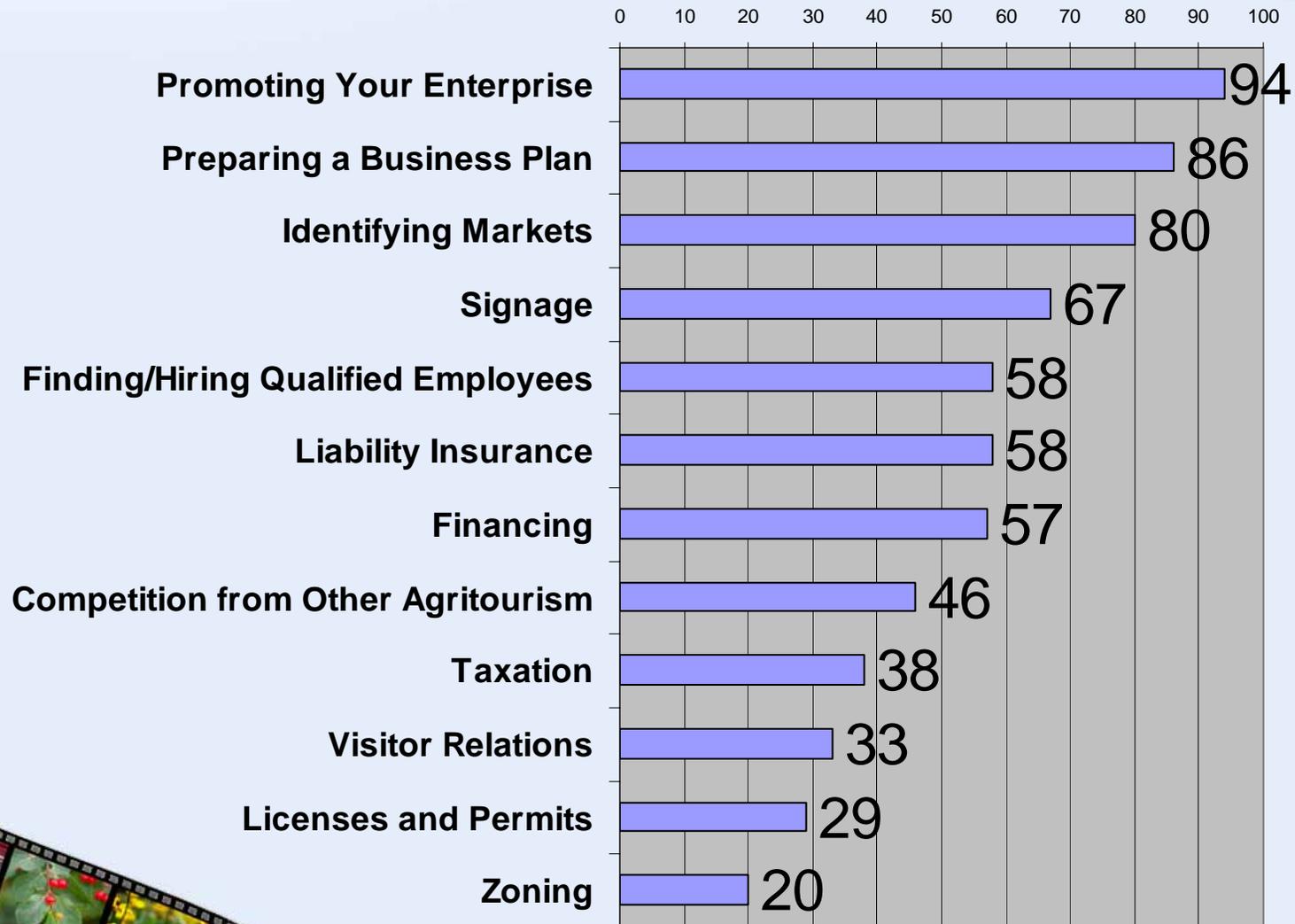
Identify issues/obstacles faced that may be addressed through research, teaching and outreach



Issues Faced – “Major Obstacles”



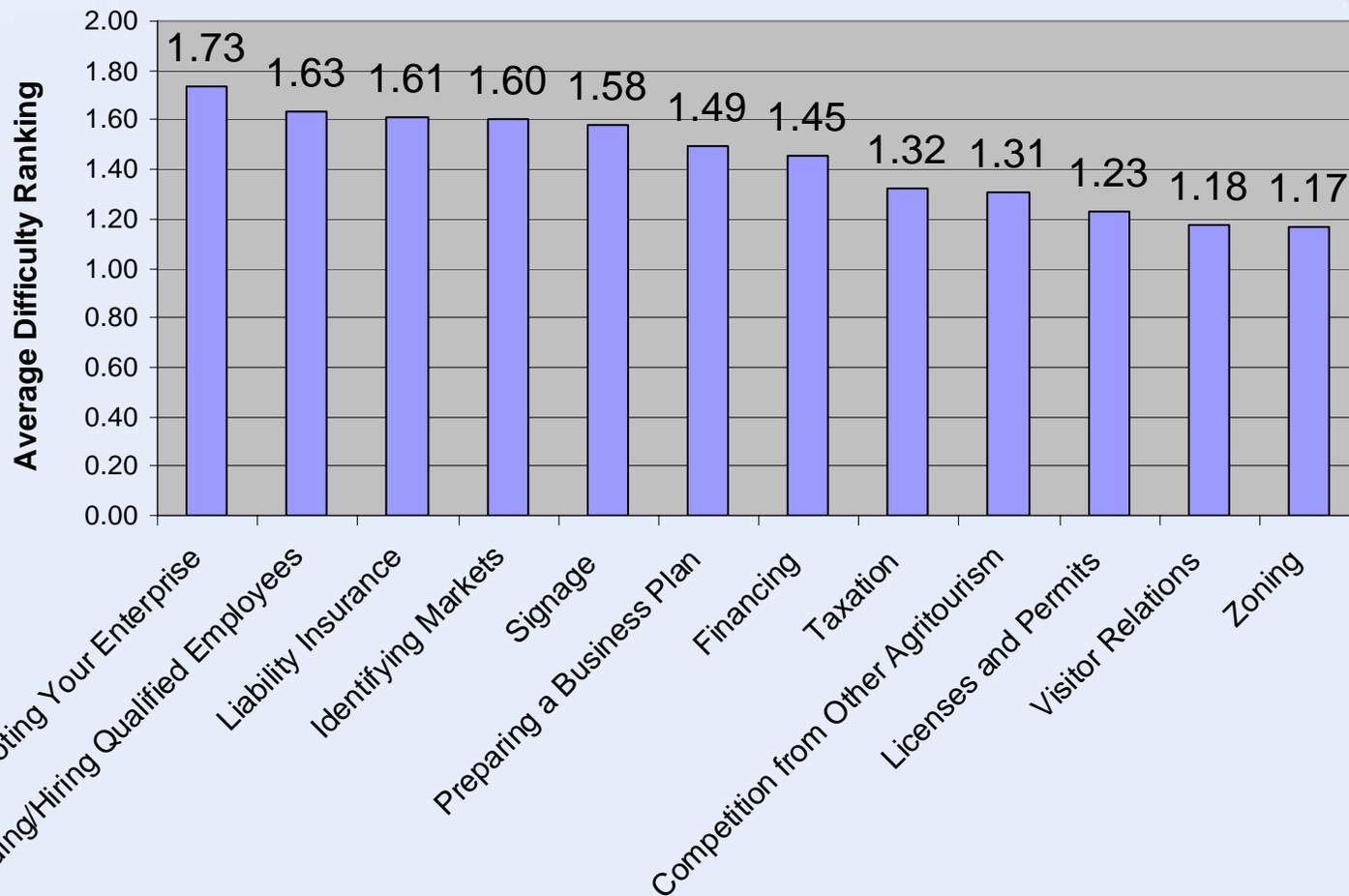
Issues Faced – “Some Difficulty”



Issues Faced – “No Difficulty”



Issues Faced – Average Ranking



Factors of Success

- **22.4% identified “Advertising,” “promotions” and “marketing”**
- **6.6% identified “Location”**
- **6% identified “Customer relations/satisfaction”**



Services Needed

- **33% identified “Advertising,” “promotions” and “marketing”**
- **11% identified “Money” and “Funding”**

Implications

- **Agritourism significantly impacts Tennessee's economy**
 - Farm income
 - Employment
- **Optimistic view of the future of the industry**

Implications

- **Entrepreneurs face significant obstacles in start-up and management**
- **Services needed include marketing and funding**
- **Education needed in several areas**



UT Extension
PB1747

A Snapshot of Tennessee Agritourism:

Results from the 2003 Enterprise Inventory



October 2004

THE UNIVERSITY of TENNESSEE

Future Training Opportunities





Future Educational Efforts

- **November 2004**
 - **Regional Web Site Development and Marketing Workshops**
- **February-March 2004**
 - **Regional Workshops**
- **Summer 2005**
 - **Release Resource Manual**
- **November 7-9, 2005**
 - **State Conference in Cool Springs**

Session Snapshot

- ✓ Define Agritourism
- ✓ Describe the Tennessee Agritourism Initiative
- ✓ Discuss the 2003 Enterprise Inventory Project and Results
- ✓ Announce Future Training Opportunities





Contacting the Center

Center for Profitable Agriculture

Middle Tennessee Experiment Station

P. O. Box 1819

Spring Hill, TN 37174

(931)486-2777

cpa@utk.edu

<http://cpa.utk.edu>

