Evaluating your resources

Is tourism for you?
Agritourism: Selling the EXPERIENCE

• What motivates visitors; what do they want?
  – Memories from special events & activities
  – Education about production, historic & cultural interests
  – Recreation, accommodations, entertainment, relaxation, opportunity to improve relationships
  – Time to have fun!!
Who are your competition & potential collaborators?

• With your family & other business partners:
  – Find out what agritourism and nature tourism exists in your community
  – Visit if you can
  – Talk with successful operators
    • Book a room or a tour
    • Observe & ask questions
  – Begin to identify your ideal customers
Assessing what you have

- Agriculture has Unique Features and Benefits and **YOU** have Very Special Stories to Share
Review your physical resources

• Land ownership or access
• Land Use, soil type
• Land Features, Water Bodies
• Climate
• Farmstead Features
• Additional Attractions
• Local Infrastructure
Assess your Financial Resources

• What are your financial resources?
• Do you have access to capital?
• What are your start-up costs?
• What can you realistically afford to spend?
• How much money are you willing and able to risk?
Consider your Operational & Management Skills

• Your own strengths and goals
• Family strengths and resources
• Neighbor and community resources
• Farm or ranch personality
• Farm or ranch activities
What are YOUR Personal Skills?

• Do you like to entertain & serve strangers?
• Are you patient and sensitive to the needs of visitors?
• Do you have the physical stamina and vigor to maintain your operation while properly serving customers?
• BE HONEST!
Rate your Human Resources

- Staff: Family & Hired
- Management Team
- Neighbors
- Government Staff & Officials
- Business & Tourism Associations
- Other Local Businesses
Now... Evaluate some Possibilities

- Consider three different potential agritourism activities
- With family or management team, ask five initial evaluation questions for each activity
- List pros and cons for each of the three possible activities
- Optional: Think about where, sketch a map
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