

Evaluating your resources

Is tourism for you?



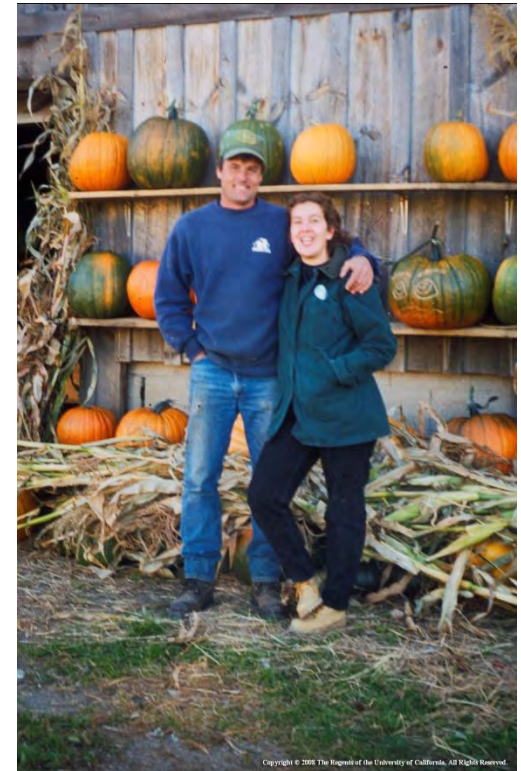
Agritourism: Selling the EXPERIENCE



- **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



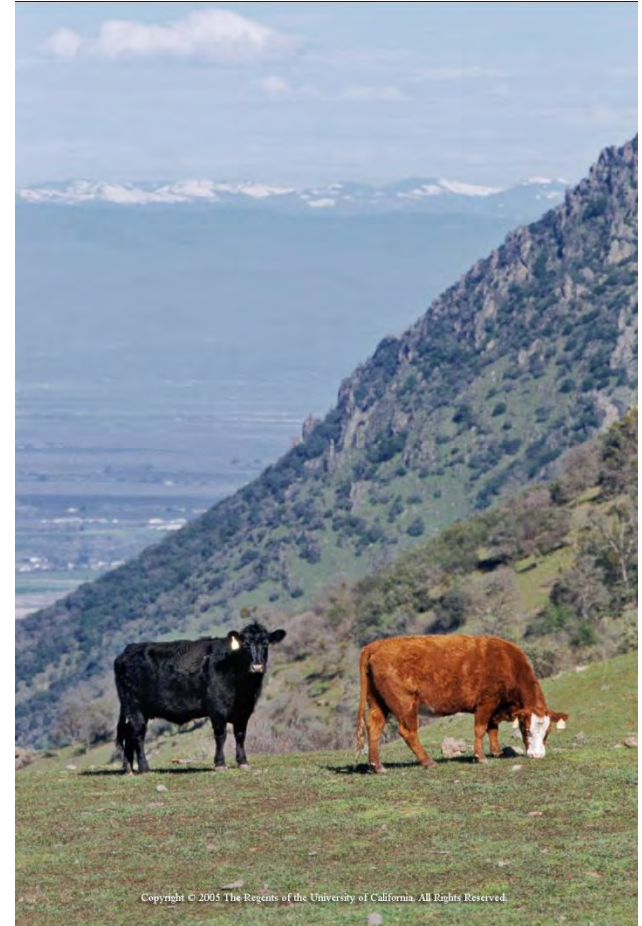
Assessing what you have

- 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?



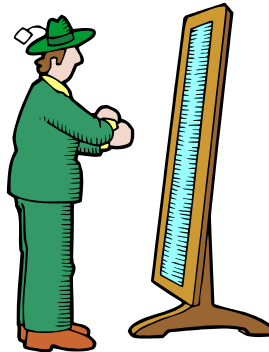
Consider your Operational & Management Skills

- 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

