AgriTourism Intensive San Diego
Escondido, CA

Presented by:
UC Small Farm Program
UCCE San Diego County

In collaboration with the San Diego County Farm Bureau

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AgriTourism in San Diego County: Opportunities and Challenges

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What is Agritourism?

◆ Any business activity conducted by farmers or ranchers in their agricultural or horticultural operations for the enjoyment and education of visitors (to increase farm revenues/profits)

• What comes first...farmers or tourists? Focus on working farms and ranches

• New word to describe or encapsulate activities that farmers have been doing for many years
What are the Potential Benefits?

◆ New business opportunities
◆ Increased revenues and profits
◆ Can supplement farm income
◆ Can generate employment for family members or local communities
◆ Expand customer base and loyalty
◆ Increase access to new or unique markets
◆ Enhance access to resources available only to the tourism industry (TOT $, Promotion, etc)
◆ Education & more education of the voting public!!
Why Agritourism?

- Agriculture and Tourism are 5\textsuperscript{th} and 3\textsuperscript{rd} industries in the county
- San Diego is already a tourism destination
  - 31.1 Million visitors
  - 15.7 million overnight and 15.4 million day visits
- Both industries have significant economic impacts on the regional economy
  - Visitor generate 7.5 billion in direct expenditures and has an economic impact of 17.1 billion on the region’s economy
  - Agriculture generates $1.6 billion in direct sales with an estimated economic impact of 3.5 billion annually
Why Agritourism?

◆ Large local and regional market
  ▪ 3.1 million residents in the county
  ▪ Estimated 20 million people within 2 hours driving

◆ Dynamic & diverse agricultural industry
  ▪ More than 200 crops grown commercially
  ▪ Year round production

◆ Both industries have significant Economic Impact on the regional economy
  ▪ Visitor industry generates $7.5 billion in direct sales with an estimated impact of $17.1 on the regional economy
  ▪ Agriculture generates $1.6 billion in direct expenditures with an estimated impact of $3.5 billion annually
Why Agritourism?

◆ Current travel and tourism trends
  ◆ Increased demand for experiential travel, hands-on adventurous activities
  ◆ Shorter vacation trips, within 50 miles or 2 hour travel

◆ Highly educated farming community
  $7.5 billion direct expenditures annually
  17.1 total economic impact on the regional economy

◆ Highly educated consumer base willing to support local farmers

◆ NICE WEATHER!!

University of California
Agriculture and Natural Resources

HEALTHY FOOD SYSTEMS  •  HEALTHY ENVIRONMENTS  •  HEALTHY COMMUNITIES  •  HEALTHY CALIFORNIANS
Questions/Comments:

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Resources/References

- UC Small Farm Center
- UCCE San Diego
  [http://cesandiego.ucdavis.edu](http://cesandiego.ucdavis.edu)
- UC Cost and Return Studies:
  [http://coststudies.ucdavis.edu](http://coststudies.ucdavis.edu)
- San Diego County Agricultural Commissioner
  [http://www.sdcounty.ca.gov/awm/](http://www.sdcounty.ca.gov/awm/)