

# 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

With Funding from the Western Center for Risk  
Management Education and the USDA/NIFA

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# AgriTourism in San Diego County: Opportunities and Challenges

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San Diego AgriTourism Intensive  
Escondido, CA  
December 5, 2012

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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!!

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# Why Agritourism?

- ◆ **Agriculture and Tourism are 5<sup>th</sup> and 3<sup>rd</sup> 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!!**

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# Questions/Comments:

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# Resources/References

- ◆ UC Small Farm Center  
<http://Sfc.ucdavis.edu>
- ◆ UCCE San Diego  
<http://cesandiego.ucdavis.edu>
- ◆ UC Cost and Return Studies:  
<http://coststudies.ucdavis.edu>
- ◆ San Diego County Agricultural Commissioner  
<http://www.sdcounty.ca.gov/awm/>