

Marketing Strategies and Community Resources for Agritourism in Colorado: Producer Perceptions

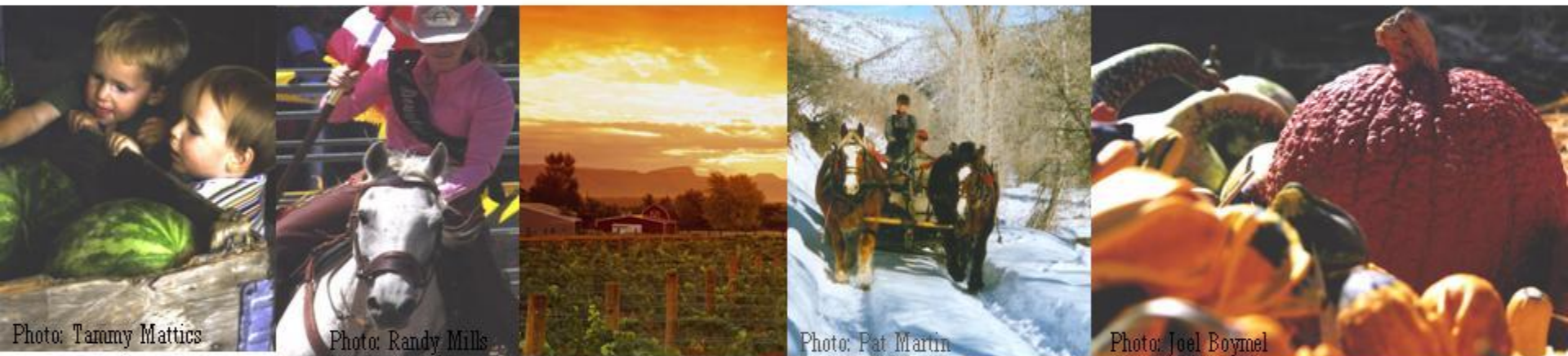


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Overview



1. Multi-institutional interdisciplinary research group is surveying western farm producers for 3 year USDA grant: “Place-Based Innovation: An Integrated Look at Agritourism in the Western US”
2. Colorado Agritourism Producer Survey completed in May, 2015
3. Will be combined with a California Agritourism Producer Survey - 2015
4. Also: Agri-tourist survey, spatial data collection, and some producer case studies (2015 – 2016)

Colorado agritourism activities include...

- On-farm Direct Sales (U-pick, farm stands, dairy, wine, beer, farm products).
- Hospitality Services (farm stays, guest ranch, BnBs, camping, cabins).
- Entertainment/Special Events (harvest festivals, corn mazes).
- Outdoor Recreation (guided or unguided) (picnicking, swimming, hunting, fishing, photography, horseback riding, snowmobiling, biking) special events).
- Educational Activities (farm or ranch work experience, camps, classes, tours, tastings, demonstrations, egg gathering, etc).



Colorado Agritourism Producer Survey

- Conducted online with some paper surveys:
February 2 – May 19, 2015
- 150 Colorado Producer respondents total
 - 138 non-duplicated complete surveys
 - 71.7% said Yes, they did offer agritourism products/services
 - 28.3% said No, they did not offer agritourism products/services
- Questions Asked Included:
 - Agritourism categories (On-farm sales, lodging, special events, outdoor recreation, educational activities)
 - Agritourism Producer revenue and profit
 - Marketing strategy effectiveness
 - Advantages of having an agritourism enterprise
 - Challenges to operating an agritourism business
 - Community resource support
 - Producer demographics

Demographics: CO Agritourism Producers

□ Location:

- 37 of 64 Colorado counties (58%)
- Top 5 Agritourism Producer Counties: Mesa, Larimer, Delta, Weld, & Douglas = 43.8% of respondents

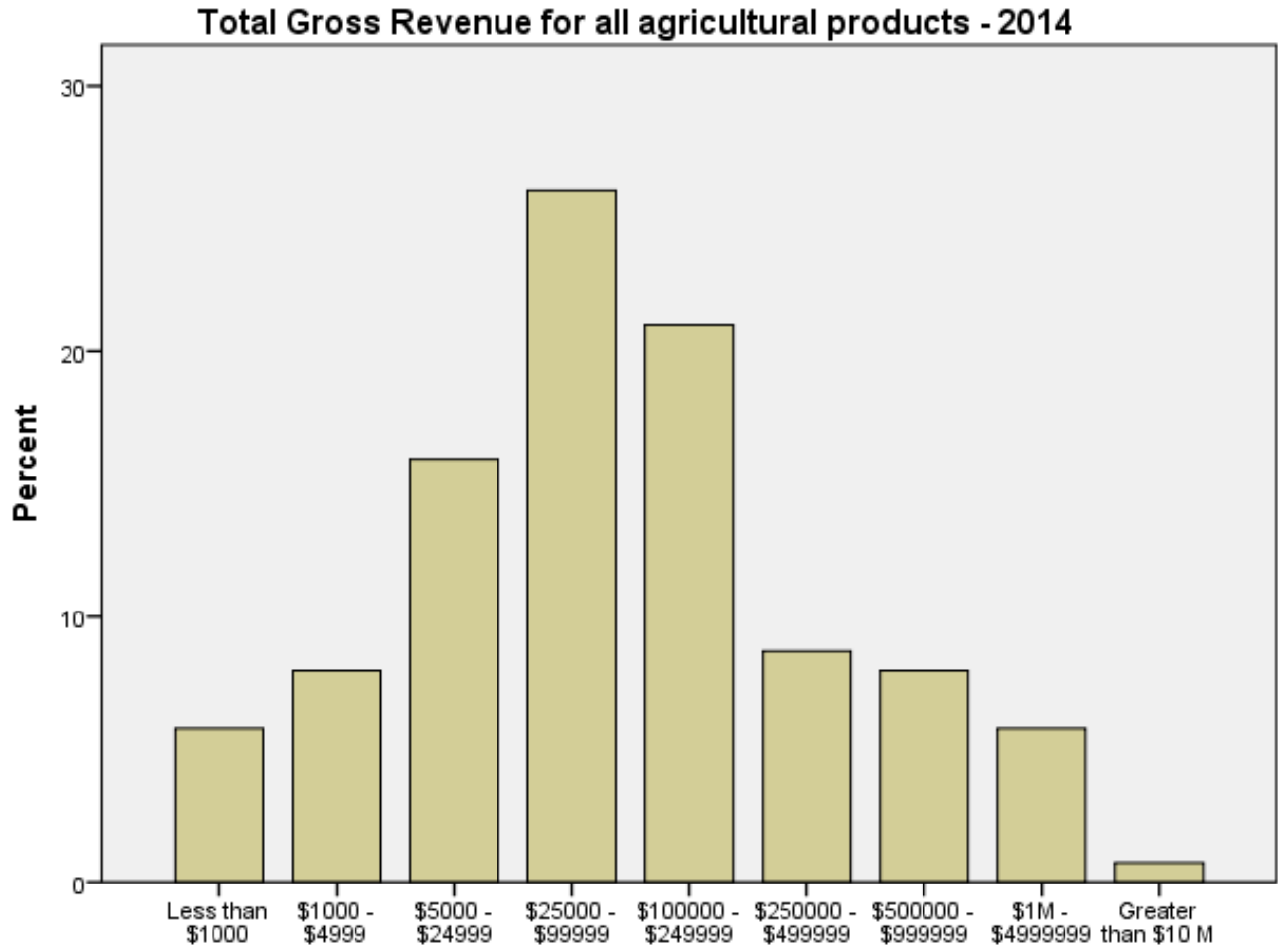
□ Age: of person who makes most agritourism business decisions (n= 138):

- Range = 25 – 87 years.
- Mean = 39.6 years

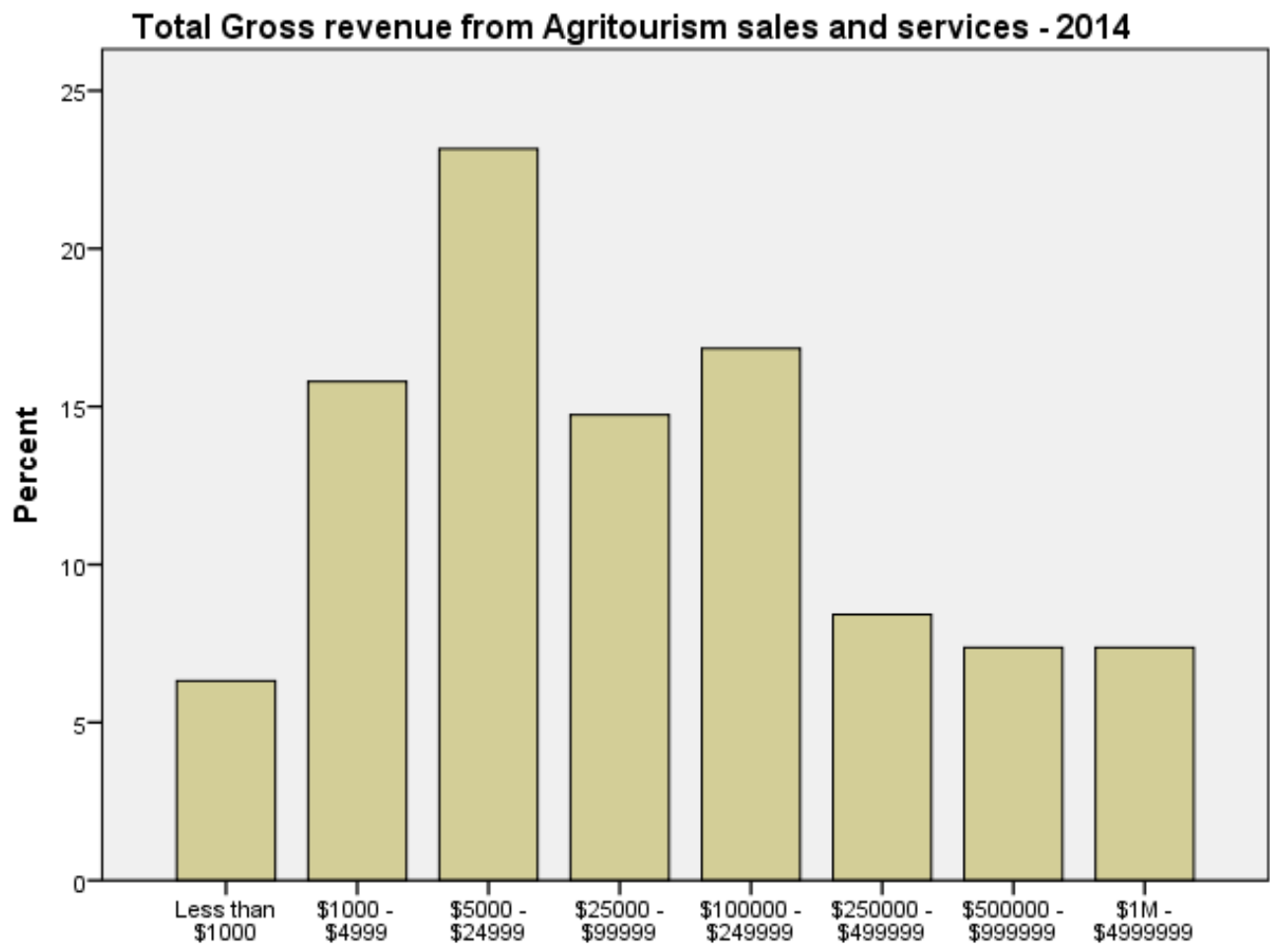
□ Education: of person who makes most agritourism business decisions (n=85):

- HS = 4.7%
- Some college = 18.8%,
- Completed Associates or Bachelor's degree = 37.6%
- Advanced or graduate degree = 38.8%

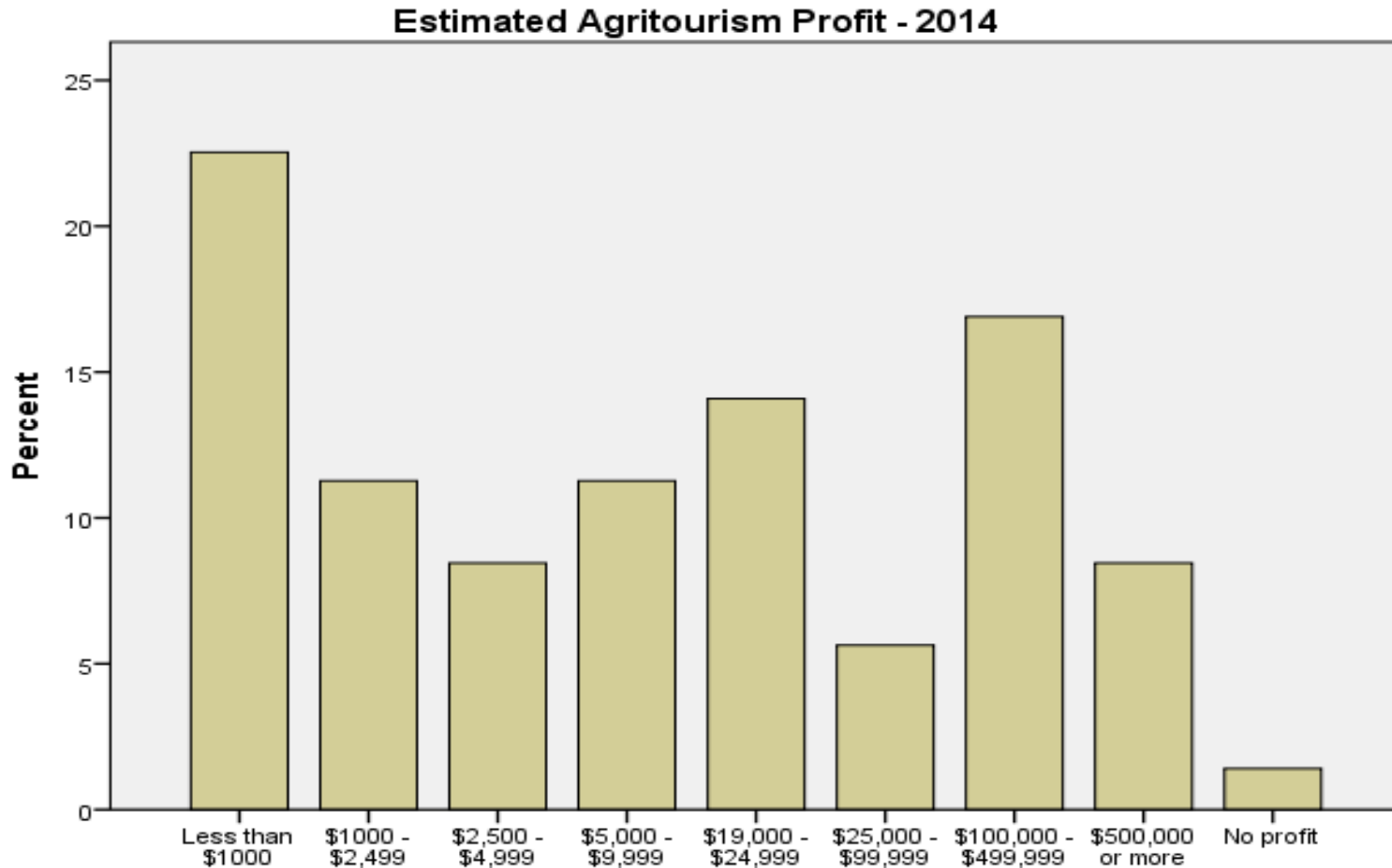
Colorado Farm/Ranch Gross Revenue - 2014



Colorado Agritourism Gross Revenue - 2014



Colorado Agritourism Profit – 2014



Reasons for offering Agritourism:

- As a result of having an agritourism enterprise on your farm or ranch, to what extent would you agree that:

(Respondents = 66)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The overall profitability of your farm/ranch has improved	1.5%	7.5%	19.4%	44.8%	26.9%
You feel more integrated into your community	1.5%	4.5%	18.2%	48.5%	27.3%
You are able to support and work with other local businesses	4.5%	3.0%	17.9%	49.3%	25.4%

Effectiveness of Marketing Strategies:

- How effective do you perceive each of the following marketing strategies is in driving customers to your agritourism business?:

	Not at All Effective	Not very Effective	Neutral	Effective	Very Effective
Sign outside business (n=59)	6.8%	11.9%	13.6%	32.2%	35.6%
Highway signage listing your business (n=43)	9.3%	18.6%	11.6%	23.3%	37.2%
Regional or state tourism guide or web site listing (n=54)	3.7%	7.4%	31.5%	46.3%	11.1%
Regional farm or wine trail or other agritourism association (n=43)	4.7%	2.3%	37.2%	32.6%	23.3%
Chamber of Commerce or Visitor's Bureau referrals (n=49)	8.2%	8.2%	30.6%	32.7%	20.4%
Print brochures, flyer, posters (n=55)	1.8%	9.1%	30.9%	49.1%	9.1%
Paid advertising in print, online or radio (n=57)	7.0%	12.3%	21.1%	42.1%	17.5%

Effectiveness of Marketing Strategies:

- How effective do you perceive each of the following marketing strategies is in driving customers to your agritourism business?:

	Not at All Effective	Not very Effective	Neutral	Effective	Very Effective
Direct mailings or emails to customers (n=51)	3.9%	7.8%	19.6%	41.2%	27.5%
Web site (n=62)	0%	4.8%	6.5%	41.9%	46.8%
Facebook, Twitter, Instagram, Pinterest, boosted posts (n=51)	0%	9.8%	11.8%	47.1%	31.4%
TripAdvisor, Yelp reviews (n=43)	7.0%	9.3%	25.6%	23.3%	34.9%
Feature story (TV, radio, newspaper or magazine) (n=52)	3.8%	3.8%	11.5%	48.1%	32.7%
Word of mouth, recommendations from previous customers (n=64)	0%	1.6%	3.1%	20.3%	75.0%
Referrals from other businesses (n=62)	0%	0%	21.0%	50.0%	29.0%

Community Resources and Support:

- How helpful is each of these community resources to your agritourism business?:

	Not at all Helpful	Not very Helpful	Neutral	Helpful	Very Helpful
Tourism bureau/Visitors Center/Chamber of Commerce (n=61)	18.0%	24.6%	11.5%	29.5%	16.4%
Regional farm or wine trail or other agritourism association (n=61)	19.7%	18.0%	18.0%	26.2%	18.0%
Small Business Development Centers, University Extension, other educators (n=60)	30%	16.7%	28.3%	21.7%	3.3%
County or municipal planning and zoning department (n=60)	40.0%	30.0%	25.0%	5.0%	0%

Community Resources and Support:

- How helpful is each of these community resources to your agritourism business?:

	Not at all Helpful	Not very Helpful	Neutral	Helpful	Very Helpful
Local eating and dining places (n=61)	9.8%	14.8%	31.1%	34.4%	9.8%
Local motels, hotels, B&Bs, and campgrounds (n=60)	18.3%	15.0%	30.0%	28.3%	8.3%
Other local tourism, recreation, and retail businesses (n=61)	9.8%	14.8%	27.9%	44.3%	3.3%
Neighboring farms/adjacent landowners (n=61)	11.5%	11.5%	29.5%	39.3%	8.2%

Future Directions...



- Continuing to engage local, state, and federal tourism partners
 - Continue to collect spatial analysis data
 - Continue to collect agri-tourist data
 - Bring data driven arguments to planning conversations
- Advocate marketing strategy initiatives
- Advocate community initiatives to create an agritourism destination brand



Questions or Comments?

- Contact: diane.gaede@unco.edu
- Thank you for your time and attention