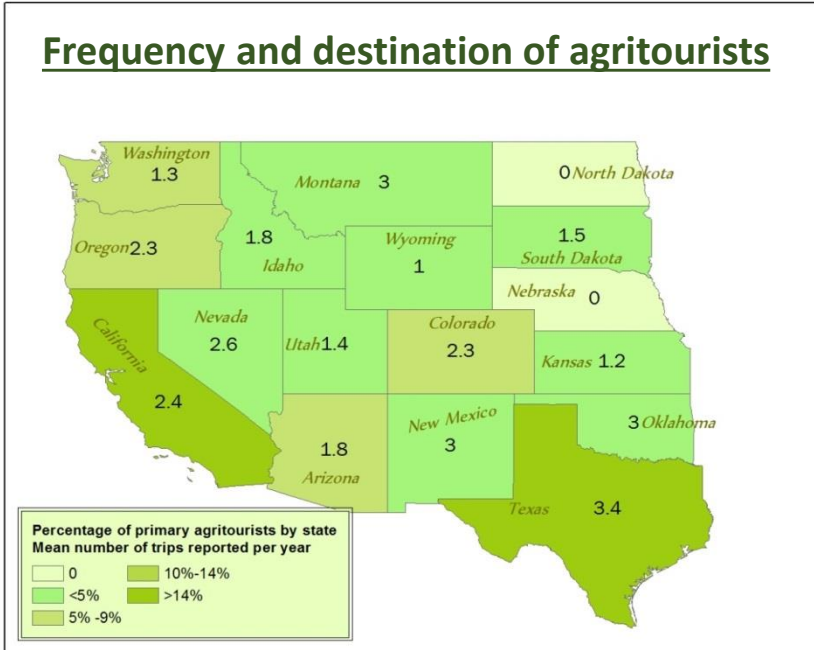




# Agritourists in the West

According to the 2012 USDA Ag Census, agritourism operators reported \$704 million in revenues. This study explores traveler behavior further using a 2014 survey of those that visited 17 Western states.

## Frequency and destination of agritourists



## Key Findings

- California and Texas most popular destinations
  - Followed by the Pacific NW, Colorado and Arizona
- Texas, New Mexico and Montana agritourists were more active travelers
- Some areas of the Great Plains see few travelers

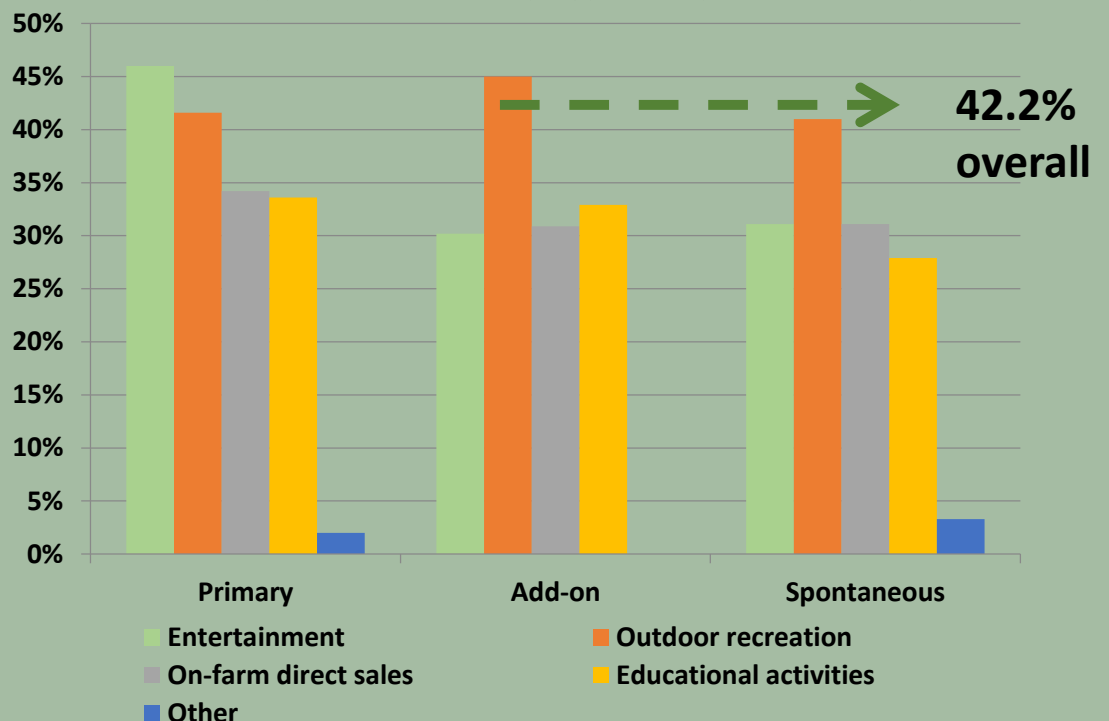
## Results based on 2014 survey of 806 travelers

- Ages 18-84; (median=34)
- 43% male; 57% female
- 2% retired; 19% not employed
- 41% earned >\$75K

## Key Findings

- Great variety of activities among agritourists
- 75% noted agritourism was primary reason for their Western trips
  - Entertainment and events were popular
- Outdoor recreation at agritourism operations was most common activity among traveler groups (42% overall)

## Popular Activities by Type of Agritourism Trip



# A Closer Look at Agritourist Travel Planning



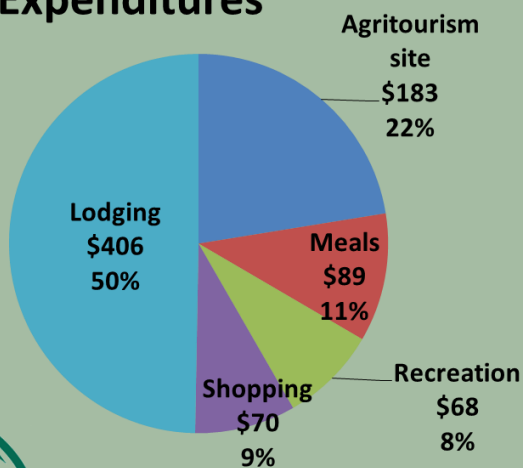
Place Based Innovation:  
An Integrated Look at Agritourism in the Western US

Agritourist Trip Type	Total average expenditures (day trips)	Share spent at <u>AgTrsm site</u> (day trips)	Total average expenditures (overnight trips)	Share spent at <u>AgTrsm site</u> (overnight trips)
Primary	\$ 75.74	50%	\$ 224.19	32%
Add-on	\$ 68.34	27%	\$ 112.04	26%
Spontaneous	\$ 57.54	39%	\$ 73.35	28%

## Key Findings

- Primary agritourists are spending a significant share of \$'s at the agritourism site
  - Other recreation, lodging and meals represent other potential revenue sources
- Although word of mouth is still a key influence on trip planning....
  - .....websites, social media and travel review sites are more commonly used
  - Use by agritourists was higher than among broader national travelers

## Trip Expenditures



### Sources of Information used by agritourists

- 44.1% Word of Mouth
- 38.4% Website
- 22.2% Social Media
- 17.3% Trip Advisor or Yelp



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