

Agritourism survey results

Approximately 500 surveys were sent out; 140 responses were received. The responses came from a wide variety of businesses.

Operations included:

- Bed & Breakfasts
- Fairs & Festivals
- Farm Visits
- Cultural/Heritage Attractions
- Farm Museums
- Orchards and Roadside Stands
- Horse Stables
- Hunting and Fishing Outfitters
- Honey Producers
- Wineries
- Farmer's Markets
- Home Based Artisans
- Historical Tours
- Gardens and Educational Programs
- Alpaca Farm
- Gourmet Food Retail Outlets
- Working Forge
- Llama Farm
- Christmas Tree Farms

Concerns and request for assistance, according to survey results:

- Liability insurance is overwhelming obstacle (65% of respondents)
- Need for increased signage (35%)
- Assistance with marketing and advertising (30%)
- Capital improvement funding (15%)
- Handicap accessibility (25%)
- More favorable financing consideration (20%)
- Business plan development (15%)
- Internet presence development (15%)
- Site development (10%)
- Workers' Comp and state regulations (10%)
- Product availability-farmer's markets (10%)
- Tax relief (5%)
- Retail outlet identification/distribution of goods (5%)

Raw responses:

Assistance needs

- 1 internet
- 2 infrastructure
assistance from state during
- 2 disaster
- 3 central location for info
- 4 **signage**
- 4 innovative ideas
- 4 labor
- 4 networking/cooperation
- 5 educate the public
- 6 business training
- 12 technical support
low interest
- 18 loans/funding/grants
- 34 marketing/promotion
- 43 insurance

- 21 checked "want web site?"
- 18 checked "want tour groups?"
checked "want to learn how to participate at
- 19 festivals?"
- 35 want signage assistance

Categories

- 8 Winery
- 8 Seasonal
- 12 Horses
- 13 Catering
- 18 Fair
- 23 Entertainment
- 26 Tours
- 31 Lodging