

WEST VIRGINIA AGRI-TOURISM SURVEY

This survey is an effort of the **WV Department of Agriculture**, working with the **WV Cultural Heritage Tourism Program** and the **WV Division of Tourism**, to conduct an inventory of agri-tourism attractions and enterprises to assess the needs of operation owners. We are collecting information about enterprises to also be included in promotional activities for the agri-tourism industry, such as a searchable web site, itineraries and printed brochures. Your participation is voluntary, and you may decline to participate or withdraw your participation at any time.

Please answer all questions as accurately as possible. If you can't or wish not to answer any of the questions, please return the portions you have completed. For additional questions or copies of this survey, please contact Cindy Martel, WV Department of Agriculture, Marketing Specialist at (304) 541-9756. Thank you!

SECTION I:

Contact information you would like listed:

Your Name:

Agri-tourism Enterprise Name:

(If have enterprises with different names and services, please list each.)

Business Phone:

Business Address:

Mailing Address (if different from above):

Business Fax:

Email:

Web site:

(If you don't have a web site, do you want one?)

SECTION II:

1) Are you an owner or operator of an Agri-Tourism attraction?

Yes No

2) Would you like to participate and be considered for inclusion in the promotional efforts?

Yes No

3) In what county is the business located?

4) What attractions or activities do you offer? Please list all that apply to your operation.

- Agricultural-related museum
- Agricultural-related festival
- Agricultural-related fair
- Catering
- Corn maze
- Cut-your-own Christmas Trees
- Farmers market
- Locally made value-added products
- On-farm food service
- On-farm tour
- On-farm retail market

- On-farm vacation
- On-farm petting zoo
- On-farm fee-fishing
- On-farm horseback riding
- On-farm bed and breakfast
- Pick-your-own farm
- Pumpkin Patches
- Winery
- Other(s): (Please specify)

5) Who do you want to be listed as the contact person for the business? What is his/her title? (List up to 2 names.)

6) Are you open: year-round seasonally

7) What dates are you open? List dates or indicate if the dates vary each year. Please be specific.

8) What hours are you open each day?

- Sunday _____ to _____
- Monday _____ to _____
- Tuesday _____ to _____
- Wednesday _____ to _____
- Thursday _____ to _____
- Friday _____ to _____
- Saturday _____ to _____
- Call for hours
- By appointment only

9) Are there holidays or other dates that you are closed?

New Year's Day
 Easter
 Memorial Day
 Independence Day
 Labor Day

Thanksgiving
 Christmas
 Other
Specify _____

10) Which of the following amenities does your operation have?

Public Restrooms
 Handicap access
 Motor coach/bus access
 Other (please list):

Picnic area
 Events Hosted
 Public Phone Available

11) Do you receive group tours?

Yes No

If yes, how many tours do you receive a year? Do you receive school groups? What is your capacity per group?

If no, do you wish to learn how to receive group tours?

12) What is your product(s)? How much of your product(s) do you produce?

13) How do you market and distribute your product(s)? How would you like to expand your marketing and distribution?

Email newsletter
 Direct marketing
 Other (please list):

Purchased mailing list(s)
 Word of mouth

14) Do you display your product(s) at fairs or festivals?

Yes No

If yes, which fairs or festivals? How is this successful for you?

If no, would you like to learn how?

15) Do you meet ADA (Americans with Disabilities Act) requirements?

- Yes No

16) Are you currently listed in the WV Division of Tourism's (or your local Visitor Bureau's) database as an attraction? Are you receiving leads from the listing?

17) Have you ever received grant money from the WV Division of Tourism's matching grant program? If so, were you a partner or did you write the application?

18) What are your major concerns or assistance needs (insurance coverage, etc.) related to running your agri-tourism business? Please list and describe on the reverse of the survey.

SECTION III:

In this section, we would like to ask you a few questions about your business that will better enable us to support West Virginia agri-tourism. The information you provide will help us to learn more about the industry and provide a baseline by which to track changes and improvements. Your answers to this section will be confidential and not associated with your name.

19) How many years have you operated an agri-tourism enterprise? (Total years of experience.)

20) How many people were employed in the following categories by your agri-tourism operation in 2003? Please enter a number for each and include yourself and family members.

Full time Year Round ____
Part-time Year Round ____
Full-time Seasonally ____
Part-time Seasonally ____

21) Approximately how many customers visited your operation in 2003?

22) What percentage of your customers in 2003 visited...?

a. ____ in organized groups such as school groups, church groups, travel/tour groups

b. Of the percentage that visited in groups, what portion visited with...?
____ School groups
____ Travel/tour groups

c. What portion of your customers were one-time visitors?

d. What portion of your customers were from in-state?

23) These are some issues that you may have encountered during the start-up or operation of your agri-tourism business. Please rank each issue on a scale of 1 to 3 based on the level of difficulty you had with the issue. A rank of 1 means that you have had no difficulty with the issue. A rank

of 2 means that you have had some difficulty, and a rank of 3 means that the issue was a major obstacle.

- a. ___ Zoning
- b. ___ Signage
- c. ___ Liability Insurance
- d. ___ Taxation
- e. ___ Licenses and Permits
- f. ___ Financing
- g. ___ Competition from other agri-tourism enterprises
- h. ___ Finding/hiring qualified employees
- i. ___ Identifying markets
- j. ___ Promoting your enterprise
- k. ___ Preparing a business plan
- l. ___ Visitor Relations
- m. ___ Other _____

24) Do you have signs on public roadways to direct visitor traffic to your operation?

- Yes No

If yes, how many? _____

If no, do you want signs? _____

25) When you think of the future success of the agri-tourism industry in West Virginia, are you

___ pessimistic?

___ neutral?

___ optimistic?

26) Do you plan to expand your agri-tourism enterprise in the next 3 years?

- Yes No

27) What is the single most important factor of success for an agri-tourism enterprise?

28) What services are needed that are not currently available to grow the agri-tourism industry?

29) What portion of your annual agri-tourism revenue do you spend on promotional activities?

_____ %

30) What is your operation's gross value of agri-tourism sales in 2003?

___ <\$2,500

___ \$2,500-4,999

___ \$5,000-9,999

- ___ \$10,000-24,999
- ___ \$25,000-49,999
- ___ \$50,000-99,999
- ___ \$100,000-249,999
- ___ \$250,000-999,999
- ___ \$1,000,000+

31) What percentage of your annual gross income from agriculture in 2003 was attributed to agri-tourism?

___ %

32) Please rate the effectiveness of the following marketing tools for your business 1 through 5, with 1 being not effective at all and 5 being extremely effective. If haven't used that tool please put "NA" for "not applicable".

- ___ Stories/Public Relations
- ___ Advertising Print
- ___ Advertising Radio
- ___ Cooperative Efforts
- ___ Brochures
- ___ Web sites
- ___ Word of Mouth
- ___ Other (please specify): _____

Thank you for your participation.

Do you know of any other businesses involved in agri-tourism who should participate in the survey? We wish to gain a complete and accurate understanding of West Virginia's agri-tourism efforts, so we appreciate referrals! Please use the reverse of the survey for more names or addresses.

➤ Name: _____

Phone: _____

Fax: _____

Mailing address: _____

➤ Name: _____

Phone: _____

Fax: _____

Mailing address:

We will publish information only as it is provided to us and use the information in publications and listings promoting the agri-tourism opportunities within West Virginia. Inclusion in the published information is at the discretion of the project managers.

Yes. You may use my information in publications and listings for promotions.

No. You may not use my information for publications and listings.

Signature: _____

Date: _____