

OREGON AGRITOURISM NETWORK



Agritourism Businesses in Oregon: Key Survey Findings

The Oregon Agritourism Network was launched in 2015 by Travel Oregon and a **26-person leadership team** to cultivate Oregon’s agritourism potential and advance Oregon’s agriculture, fishing, food and beverage industries. In February 2018, Travel Oregon invited Oregon Agritourism Network members and industry partners to complete a survey on what roles the network should play to support the industry in the future. Of the 113 people who took the survey, 48% are currently engaged in developing or operating an agritourism business. The remaining 53% are not operating an agritourism business, but are involved in the industry as a farmer, event coordinator, non-profit organization or tourism marketing association like Travel Lane County. We have outlined the survey results below as well as next steps to achieve the network’s key priorities.

FINDING #1:

Agritourism is growing in Oregon.

Of the 48% of respondents who are engaged in developing or operating an agritourism related business this year, 61% indicated their business is *growing*. 33% indicated it is stable and only 2% indicated it is contracting. Furthermore, businesses and resource providers are interested in collaborating with each other to share knowledge and are overall are enthusiastic about the future of agritourism.

FINDING #2:

Operating agritourism businesses are seeking marketing support.

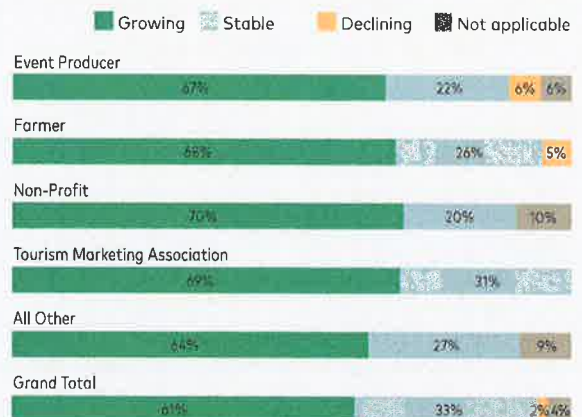
Among those actively engaged in developing or operating an agritourism business, the most important business strategies identified were *marketing* and *understanding risk*. When agritourism operators were asked what would help grow their business, the most commonly cited item was increased marketing. Those actively developing or operating an agritourism business prioritized marketing much higher than addressing regulatory challenges.

FINDING #3:

Agritourism businesses are seeking training, education and networking opportunities.

69% of businesses indicated training and educational opportunities to be very important or moderately important business strategies for their operation. In addition, 80% of respondents who are developing or operating an agritourism business indicated interest in attending future agritourism network meetings.

How have your agritourism-related activities changed over the last three years?



How important is it to your agritourism business to pursue the following business strategies?



NEXT STEPS TO ACHIEVE KEY PRIORITIES

Marketing Support for All Partners

As marketing assistance is important to many of you, Travel Oregon is committed to marketing Oregon's agritourism businesses through existing Travel Oregon channels as well as in collaboration with our regional and local partners.

One step you can take today to help your business reach consumers is to update your free business listing in the Oregon Tourism Information System (OTIS).

For an existing attraction or business:

- Review your listing and send any updates to Cecilia Suvagian at OTIS@TravelOregon.com

For a new point of interest, business or event:

- Compile contact information (street address, email, phone number, photos and website)
- Write a brief description of the listing
- Submit information to OTIS@TravelOregon.com

For lodging property listings:

- These are managed for Travel Oregon by the Oregon Restaurant and Lodging Association (ORLA). A basic listing is available for all lodging operators in Oregon online at OregonRLA.org/LodgingListings. If you need to make a correction to an existing listing, contact Info@OregonRLA.org.

Technical Assistance for Agritourism Operators

Travel Oregon will continue offering technical assistance to businesses that seek to develop or improve their agritourism experience. We will pair you with an agritourism expert and schedule a phone-coaching consultation. You can now **submit a ticket for this support online**.

As always, the **Oregon Agritourism Handbook** can be accessed online, offering valuable information and tools to help farmers, ranchers, and operators navigate the agritourism space. For those seeking assistance relating to risk management, **Section IV** of the handbook is dedicated to just that.

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