

UNITED STATES AGRITOURISM FACTSHEETS

Data drawn from unpublished firm-level USDA Census of Agriculture records highlights regional and national trends, uncovering opportunities for regional collaboration among agritourism entrepreneurs. These fact sheets serve as an essential tool for understanding nationwide trends as agritourism and direct sales become increasingly vital to farm and rural community vitality.

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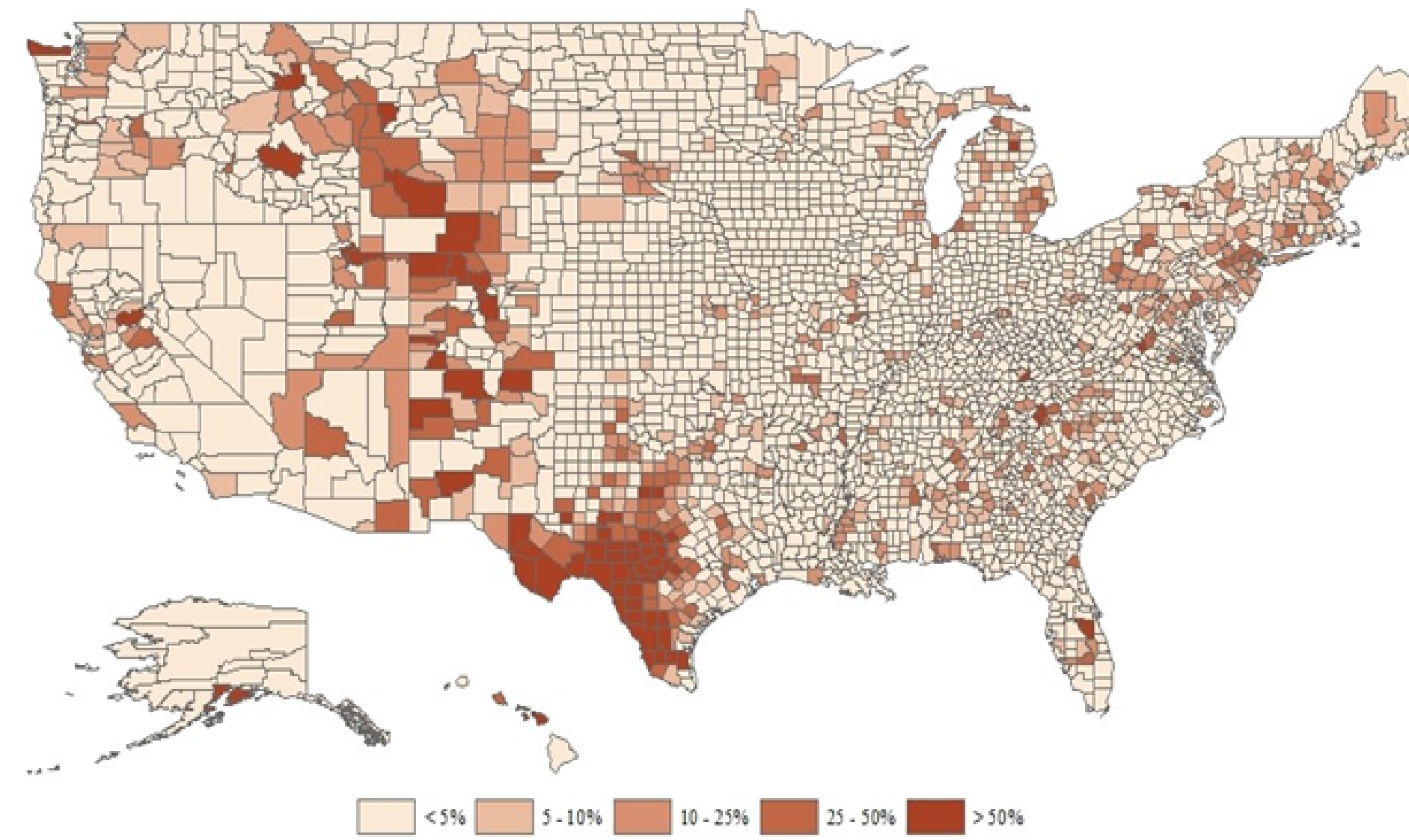


BACKGROUND

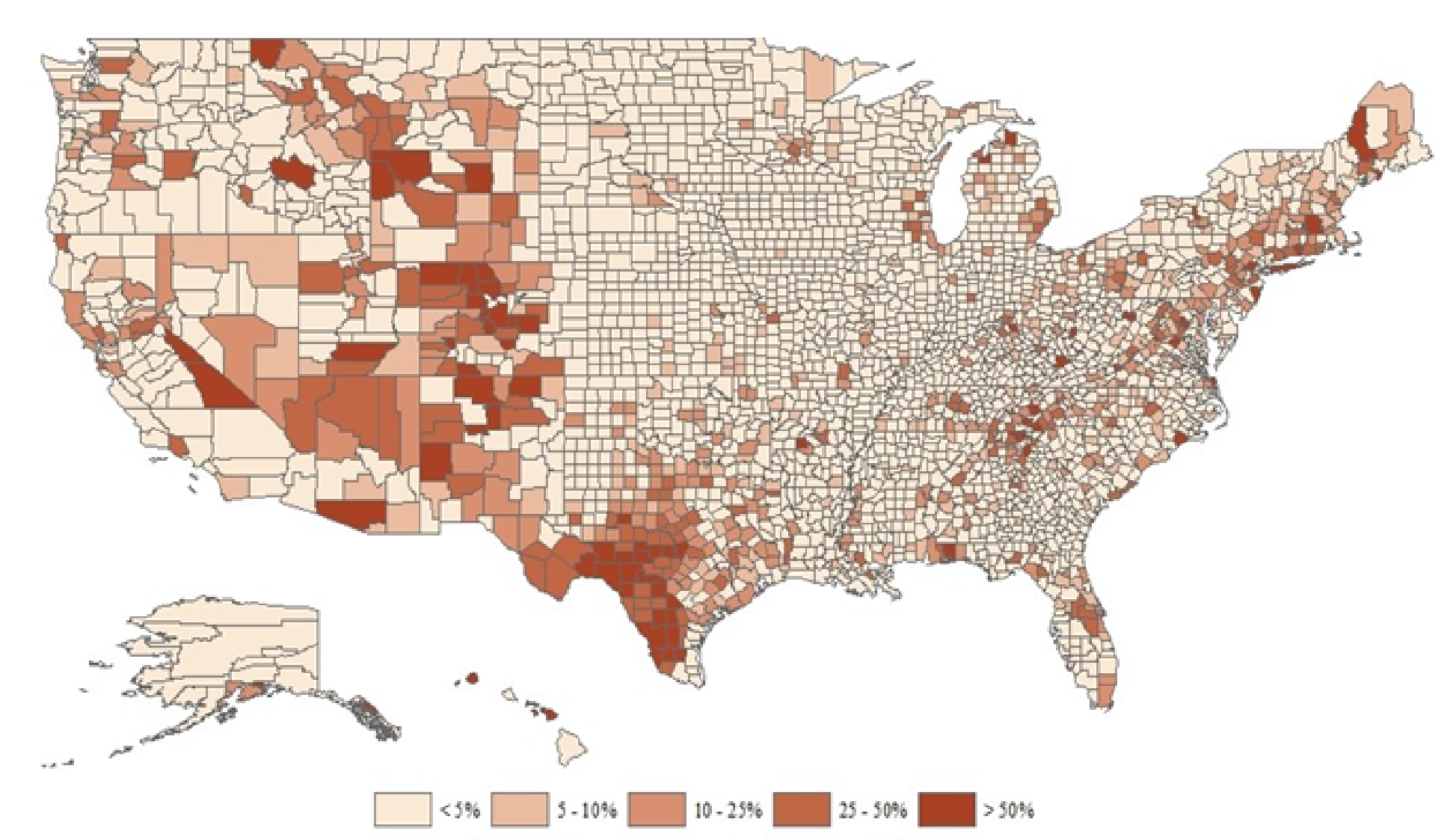
Agritourism is a critical farm diversification strategy for farmers to enhance income and profit potential with benefits related to rural community development, increased awareness of sustainability practices, and local heritage preservation.

Only 1.5% of all farms in the United States report income from agritourism activities but the sector is on an upward trajectory.

Share of Revenue from Agritourism (2007)



Share of Revenue from Agritourism (2017)



OBJECTIVE

Based on the 2017 Agricultural Census data obtained through a special request from the University of Vermont, these fact sheets provide comprehensive insights into the demographics of farms that offer agritourism and direct sales services in each state. Fact sheets are organized by geographic region.

OPPORTUNITIES

The data highlight regional and national trends, showing that agritourism and direct sales activities are most common in the Northeast states, which account for about one-fifth of all U.S. farms offering some form of agritourism. These findings suggest potential opportunities for regional collaboration among agritourism entrepreneurs.

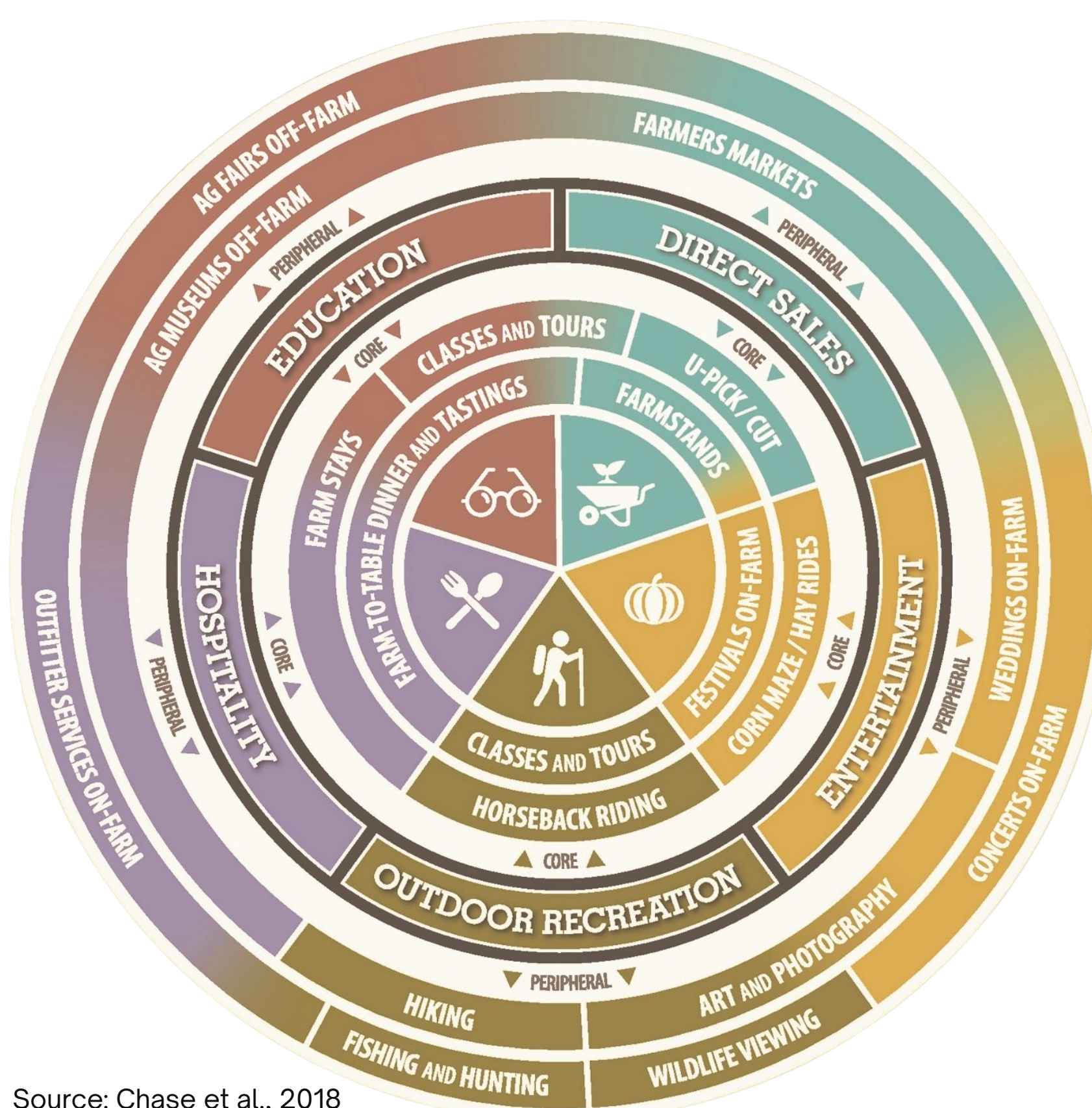
WHAT IS AGRITOURISM?

Agritourism activities fit within five main categories:

- Direct sales: consumers buy directly from farmers
- Education: learning experiences, such as school tours
- Hospitality: includes farm stays, on-farm dinners
- Outdoor recreation: outdoor farm experiences
- Entertainment: on-farm activities such as festivals



Credit: Claudia Schmidt

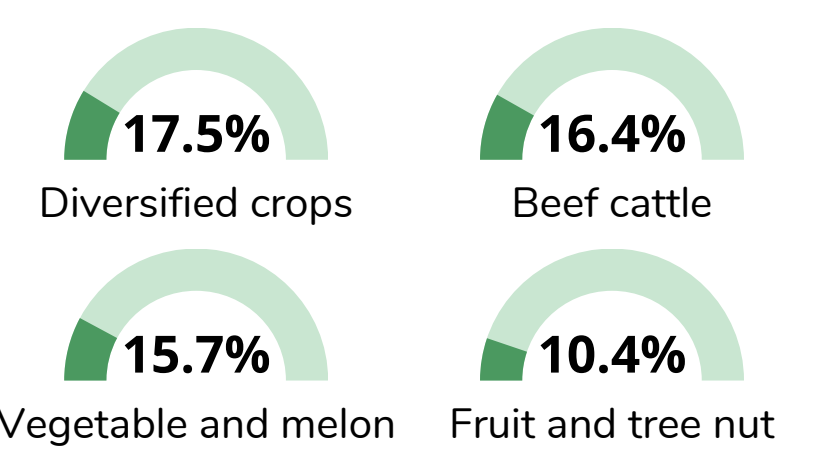


Source: Chase et al., 2018

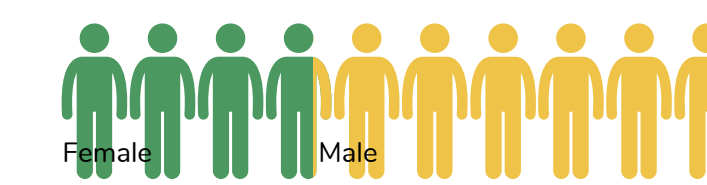
According to the 2017 Agricultural Census, Pennsylvania has 6,936 Farms offering Direct Sales or Agritourism

- 6,225 Farms with only Direct Sales
- 533 Farms with only Agritourism
- 178 Farms with both Direct Sales and Agritourism

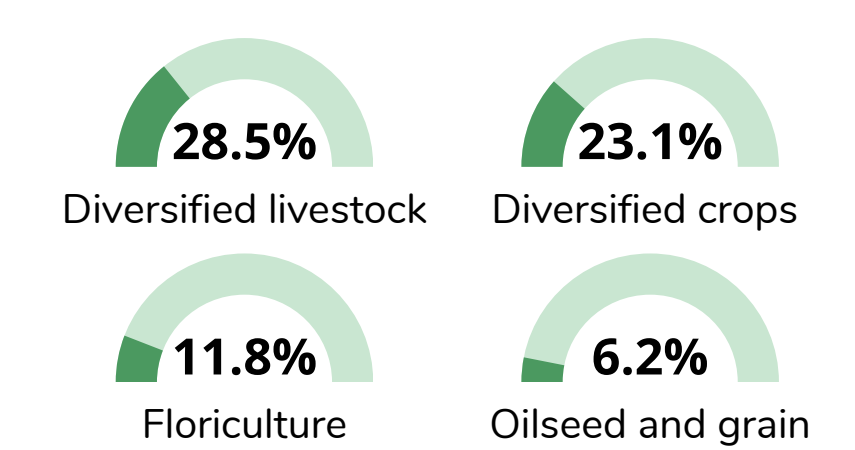
Farms with direct sales sell a variety of products (top four)



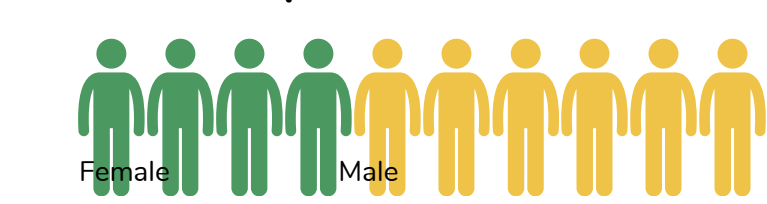
37.9% of operators are female



Farms with agritourism sell a variety of products (top four)



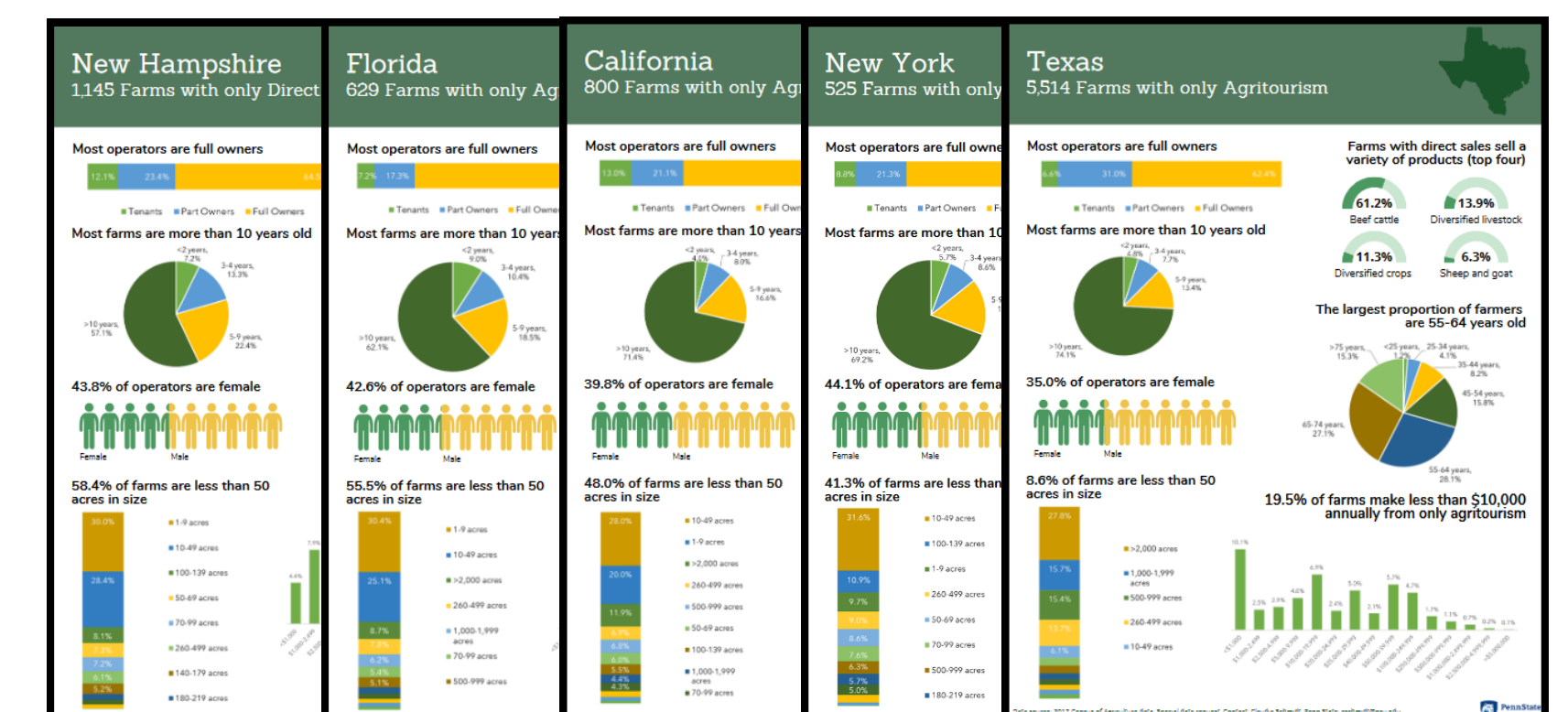
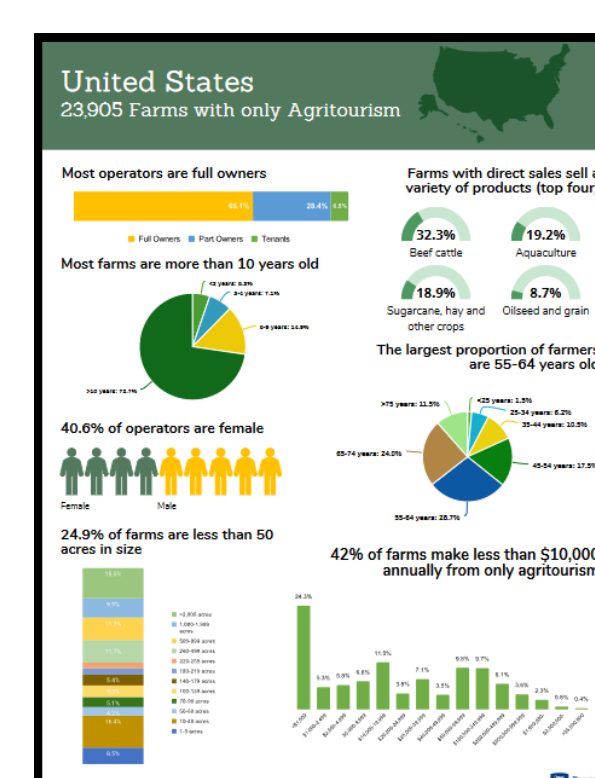
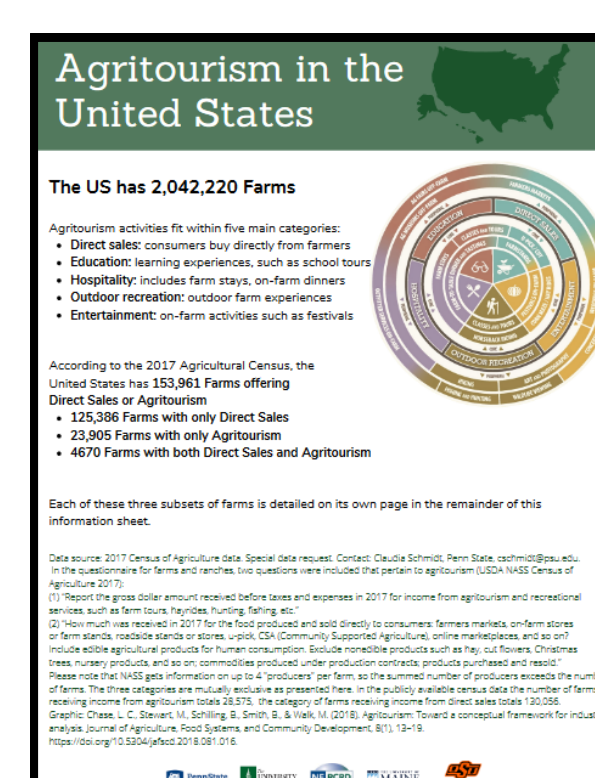
40.6% of operators are female



CONTACT

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Find the 50 factsheets online here:



MORE RESEARCH



Schmidt, C. et al., 2022. Linking Research and Practice: The Role of Extension on Agritourism Development in the United States. *Applied Economics Teaching Resources (AETR)*, 4(3)



Schmidt, C. et al. (2023). Agritourism and direct sales clusters in the United States. *Agricultural and Resource Economics Review*, 52(1), pp.168-188.