

Using Tourism to Diversify Your Business Mix – The Good, the Bad and the Opportunities

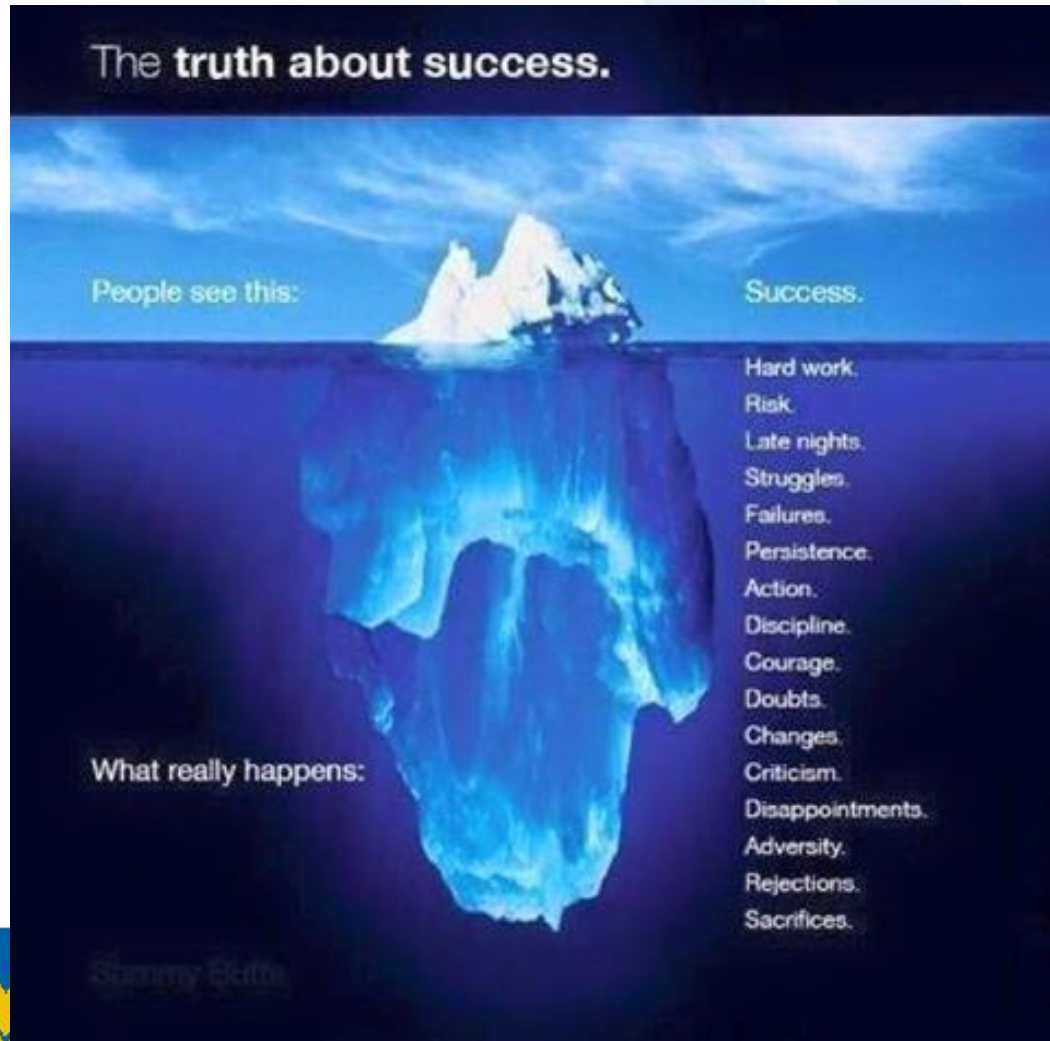
2019 Nebraska Tourism Commission Agri/Eco Tourism Workshop,
Feb. 26-28, 2019, Ord, Nebraska



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Risk – Perceived VS Actual



Nebraska Agritourism Promotion Act

The purposes of the Nebraska Agritourism Promotion Act are to:

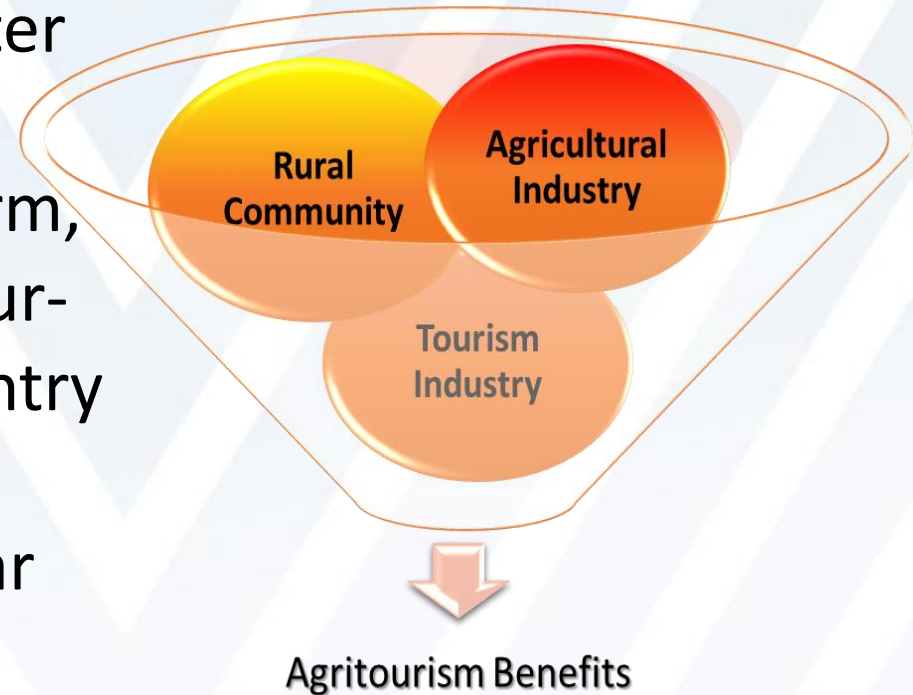
- (1) Promote tourism and rural economic development by encouraging owners of farms, ranches, and other rural land, including agricultural, historical, ecological, cultural, and natural attractions, to allow access to members of the public for educational, entertainment, and recreational purposes;
- (2) Promote a better understanding by visitors of agricultural operations and features, including the production of livestock and agricultural products, the land and other natural attributes, and wildlife; and
- (3) Encourage agritourism activities by limiting civil liability of owners of farms, ranches, and other rural land.



Nebraska Agritourism Definition

“Agritourism” activities include any one or any combination of the following: Hunting, fishing, swimming, boating, canoeing, kayaking, tubing, water sports, camping, picnicking, hiking, backpacking, bicycling, horseback riding, nature study, birding, farm, ranch, and vineyard tours and activities, harvest-your-own activities, waterskiing, snow-shoeing, cross-country skiing, visiting and viewing historical, ecological, archaeological, scenic, or scientific sites, and similar activities;

Source: <https://nationalaglawcenter.org/research-by-topic/agritourism-2/>



Why Emphasize Farm-Based Education (Interpretation)

Most effective and promising forms of environmental, experiential, and place-based education because of the innate ability in all people to connect to farms.

“A form of experiential, interdisciplinary education that *connects people to the environment, their community, and the role of agriculture in our lives*”.



“Farm-based education reinforces that raising food is fundamental to our society and that all people should know about agriculture and *where their food truly comes from*”.

Examples of Agritourism and Farm-Based Education Opportunities?

- **On-Farm Direct Sales** - farm markets, u-pick, farm dinners, roadside stands
- **Off-Farm Direct Sales** – farmer's markets, fairs, festivals, special events
- **Educational Tourism/Farm-Based Education** – farm and cannery tours, farm work experiences, cooking or artisan classes, tastings
- **Entertainment** - Hay rides, corn mazes, petting zoos, haunted barns, festivals, on-farm events
- **Accommodations** - farm and ranch stays, on-farm events, camping
- **Outdoor Recreation** - Horseback riding, hunting, fishing, bird watching, star gazing, photography

Agritourism as a Farm-Diversification Strategy

- **Supplementary enterprise** - Agritourism as a *minor activity* that supports other products on the farm.
 - *Example: School tours of livestock farm*
- **Complementary enterprise** - Agritourism activities share *equal footing* with other enterprises in the farm's product mix.
 - *Example: Apple orchard selling to a wholesaler and the remainder to "pick-your-own" guests; the two enterprises (wholesale & direct market) would be complementary.*
- **Primary enterprise** - Agritourism as the *dominant/primary activity* on the farm.
 - *Example: Winery on the farm and inviting guests to spend the day or weekend tasting wine; may include overnight lodging in a cottage on the property.*





AGRI/ECO TOURISM IN NEBRASKA

- Culinary tourism – local and distinctive on farm-dinners
- Vineyards, wineries, breweries
- Heritage/cultural crafts, food and activities (farm-focused)
- Farm-to-table, Farm-to-'X'
- Farm B&B's/Vacations
- Wagon rides, hay rides
- Pick-your-Own
- Weddings, picnics, parties, campfires
- Ranch experience
- School tours
- Seasonal festivals
- Farm-based education (classes, workshops, tours)
- Field mazes
- Roadside and farmers' markets
- Agricultural festivals and events
- Train rides
- Local-focused restaurants

Why Agri/Eco Tourism?

\$4.9 Billion+
Travel Expenditures

Nebraska's 3rd
Largest Industry

49,360 Jobs generated
by domestic and
international travelers

\$732 Million+ Tax Revenues gen-
erated by domestic and interna-
tional travelers.

Source: The U.S. Travel Association Impact of Travel and State Economies 2016

The mission of the Nebraska Tourism Commission is to expand Nebraska's dynamic and diverse travel industry, making it more viable by creating awareness and attracting increased visitors, which results in greater tourism revenue and economic gain throughout the state.



Experiential Travel Checklist

73% of travelers surveyed would rather spend money on experiences than on things.*

Experiential travel is the new, hot trend. Luckily, most regions already have the raw materials necessary to create authentic experiences for groups.



History and Culture



Passionate storytellers and interpreters transform history into memorable experiences. As for culture, showcase your area's quirky, hidden gems as well as your famous sites.



Tip: Combine multiple components to create a richer, themed experience.



Nature Contacts



Does your area boast natural wonders? Great! If not, don't write off nature. Seek out local environmentalists, outdoor enthusiasts, hunters and farmers and ask what is special about your region? You'll discover **amazing nature** right under your nose.



Local Foods



Groups will appreciate your area's foods and beverages even more after they learn the **stories behind the flavors**. Interactive farm/production tours, comparative tastings, hands-on cooking classes all give insights and add value to your culinary offerings.



Treasure Hunting



Join forces with local art galleries, craft studios, antique dealers and boutiques to reinforce the idea that your area's unique **treasures cannot be found anywhere else**. Just like with foods, groups will value your products more if they can meet the makers and see the workshops.



Hands On Activities



Take a pass on passive. Today's groups want to DO more than to watch. Plus they love a takeaway to show off to family and friends back home.



Tip: Make the experience share-worthy. Social media buzz thrives on great photos.



Tip: Ready to embrace experiential travel? Chat with your regional Group Tour Media consultant today. Contact information is on page 7.

*JWT Intelligence Trends Survey, 2014



History and Culture



Nature Contacts



Local Foods



Local Treasure Hunting



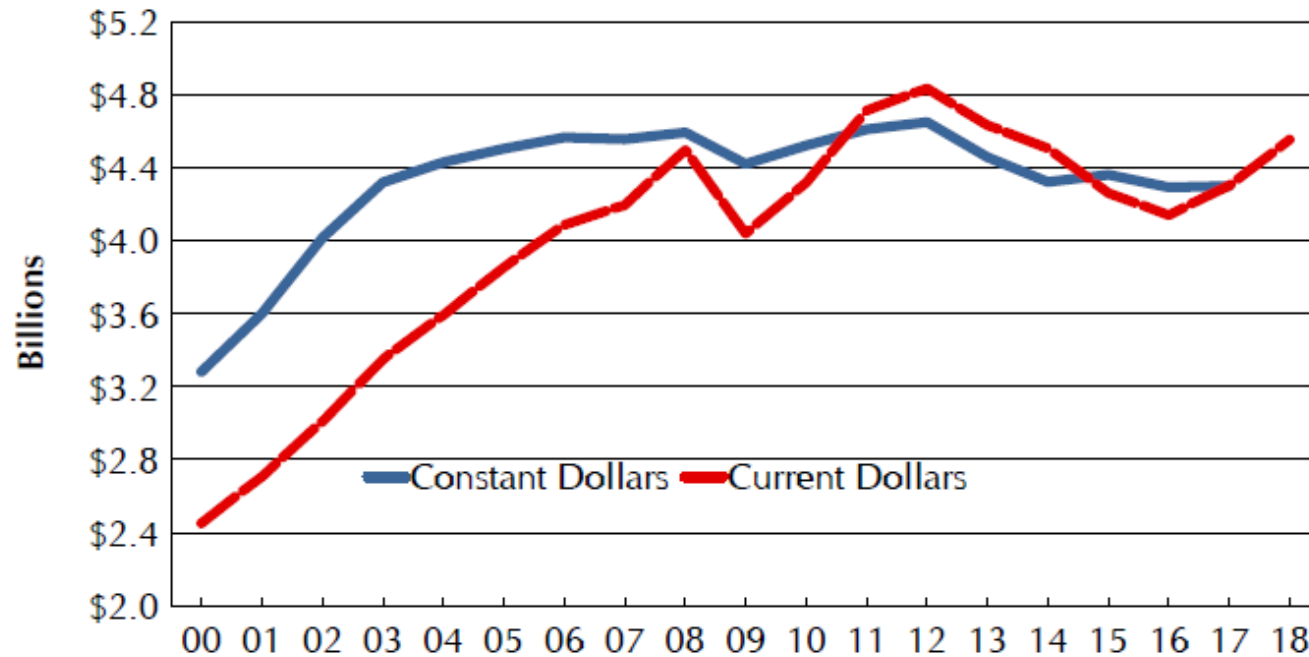
Hands- On Activities

NE Farms have the RAW INGREDIENTS for experiential travel!

Want Makes Sense for Me – Foreign or Resident Travelers?

Using example from WV

West Virginia Visitor Spending Adjusted for Inflation, 2000-2017p

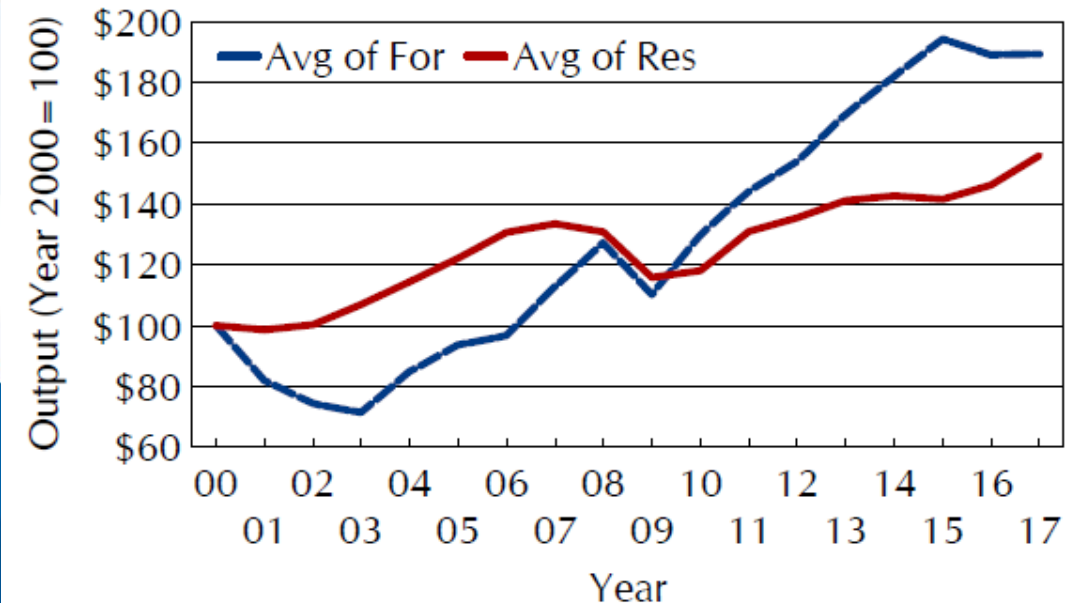


Source: Dean Runvan Associates



Spending by Foreign and Resident Travelers in U.S.

(Current Dollars; Year 2000 = 100)



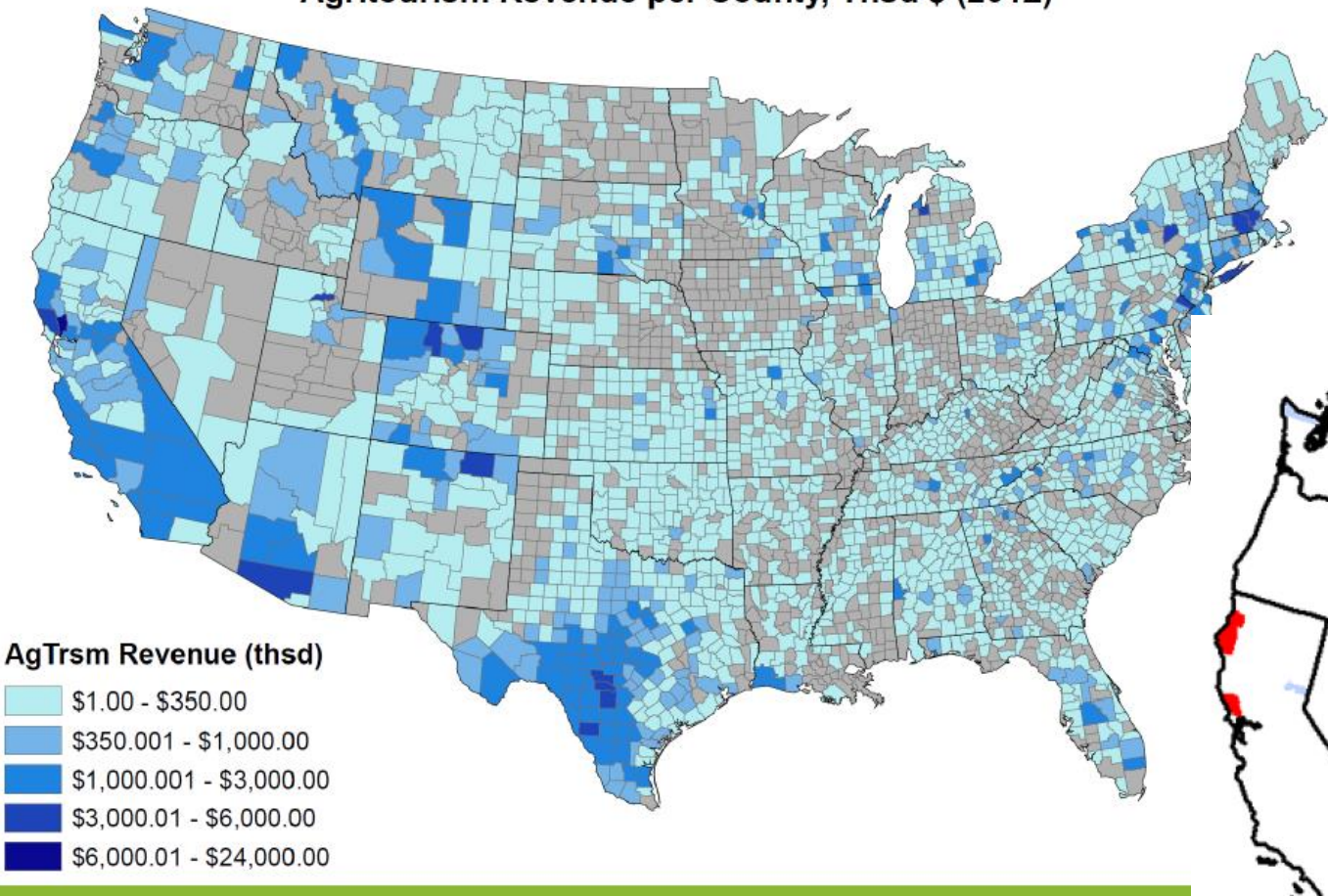
Crossroads of



Promoting Sustainable Agritourism/Tourism

Spatial Analysis

Agritourism Revenue per County, Thsd \$ (2012)



\$704 MILLION

The value of agritourism and on-farm recreational services such as hunting, fishing, hay rides, and farm and winery tours in 2012.

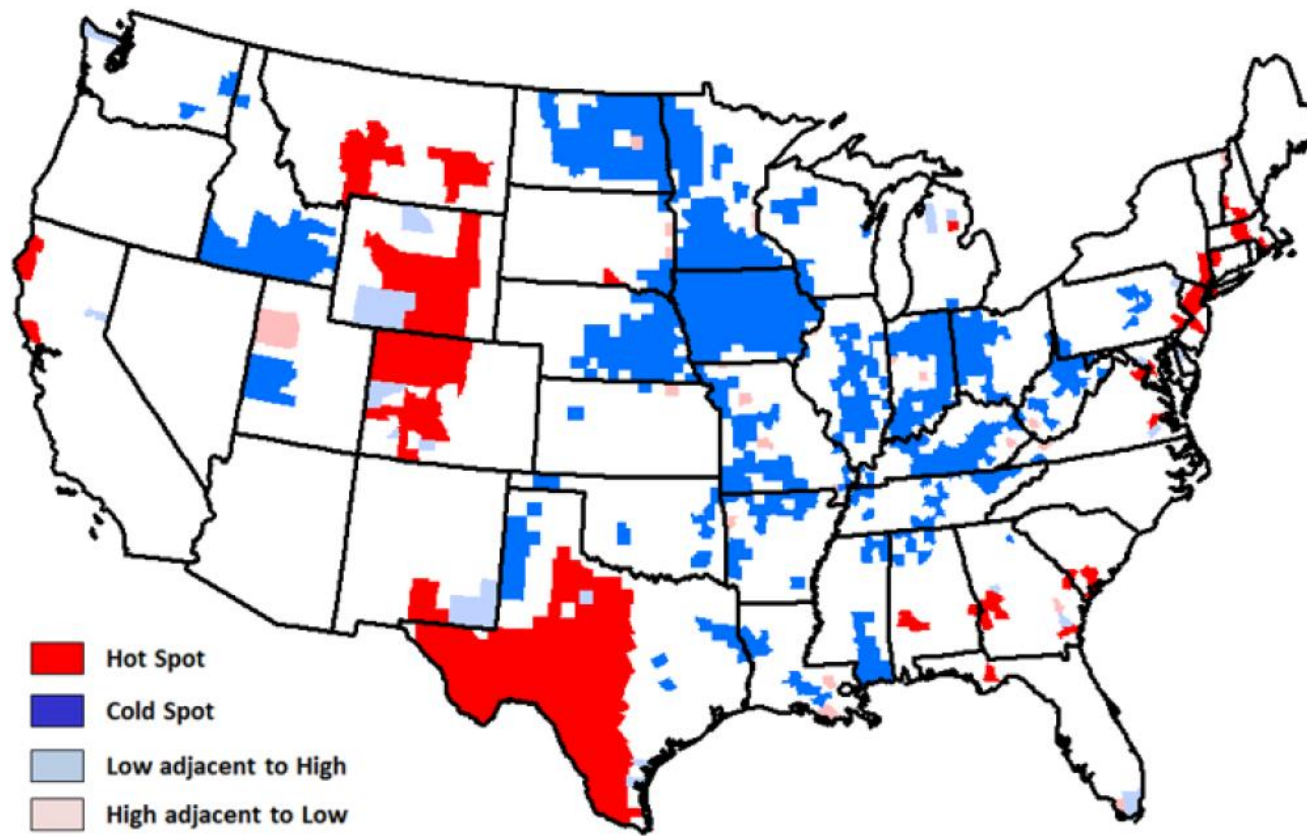


Up 24%
since 2007.



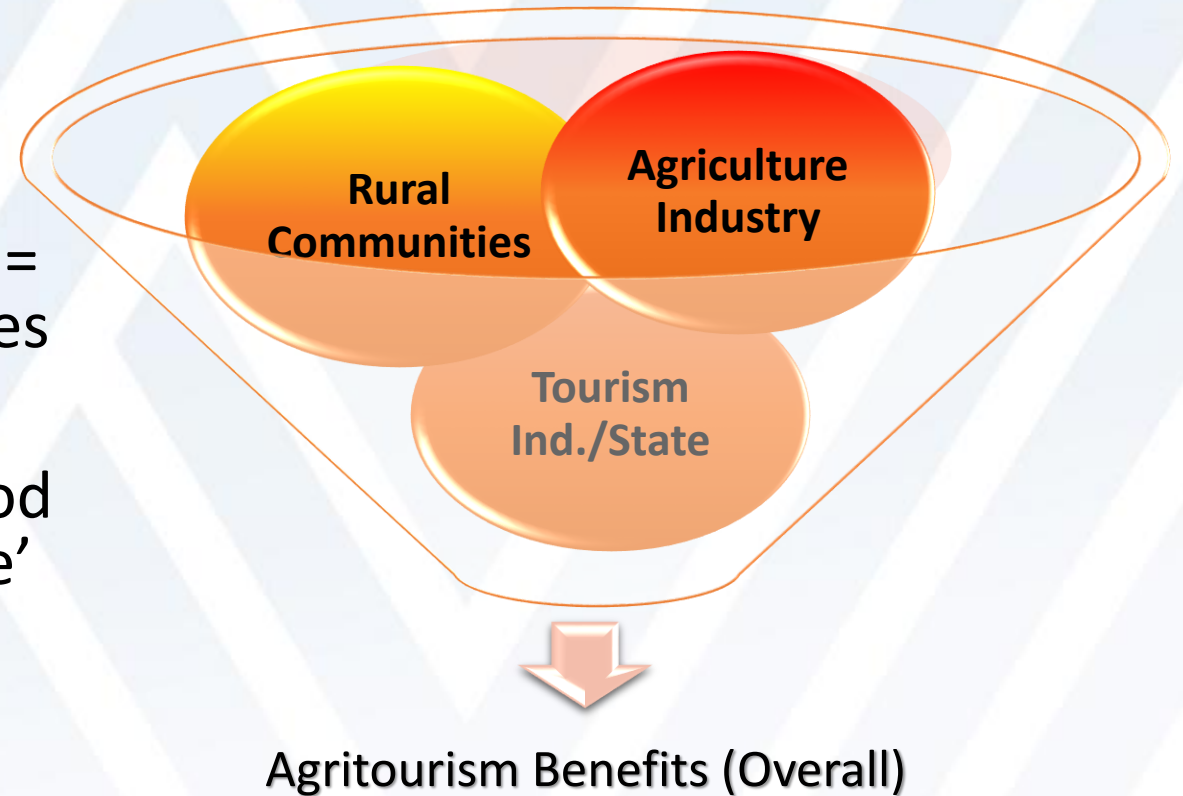
**\$3 billion/year –
62m adult visitors**

Percent of Farms with Agritourism Revenue – LISA Analysis – 2012

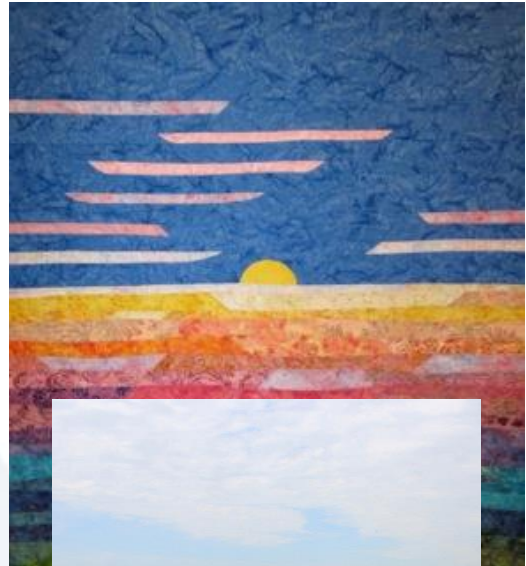


Role of Farms/Ranches/Eco-businesses in NE Tourism

- Unique, authentic experiences – experiential travel
- Part of a larger trip itinerary
 - Tourism business is shared business = longer visits and greater expenditures
 - Partnering to ‘round-out visits’
 - Creating impression that NE is a ‘good value’ trip, or ‘year-round adventure’
- Appeal to a ‘sense of longing’ or ‘sense of place’



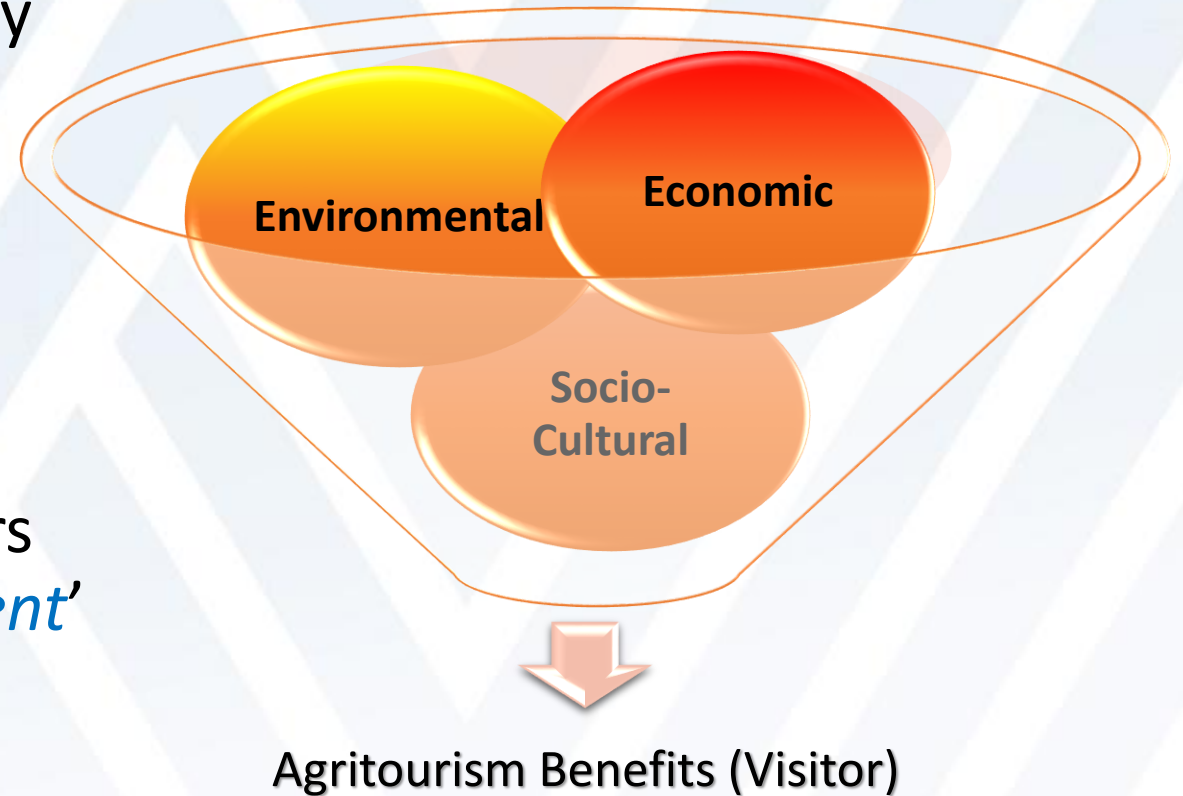
Agri/Eco Tourism Opportunities — Think Beyond the Corn Maze



Why Visit an Agri/Eco Tourism Operation?

(Demand Motivations – Visitors' Motivations)

- Multiple generations traveling as a family
- Multi-activity but shorter trips by car
- Activities combining educational, recreational and social experiences
- Growing interest in experiential travel
- Growing interest to support local farmers tied directly back to '*good food movement*'
- Growing interest in rural life and environmental stewardship



Why Have an Agri/Eco Tourism Operation?

(Supply Motivations vs Supply Limitations)

Supply Motivations

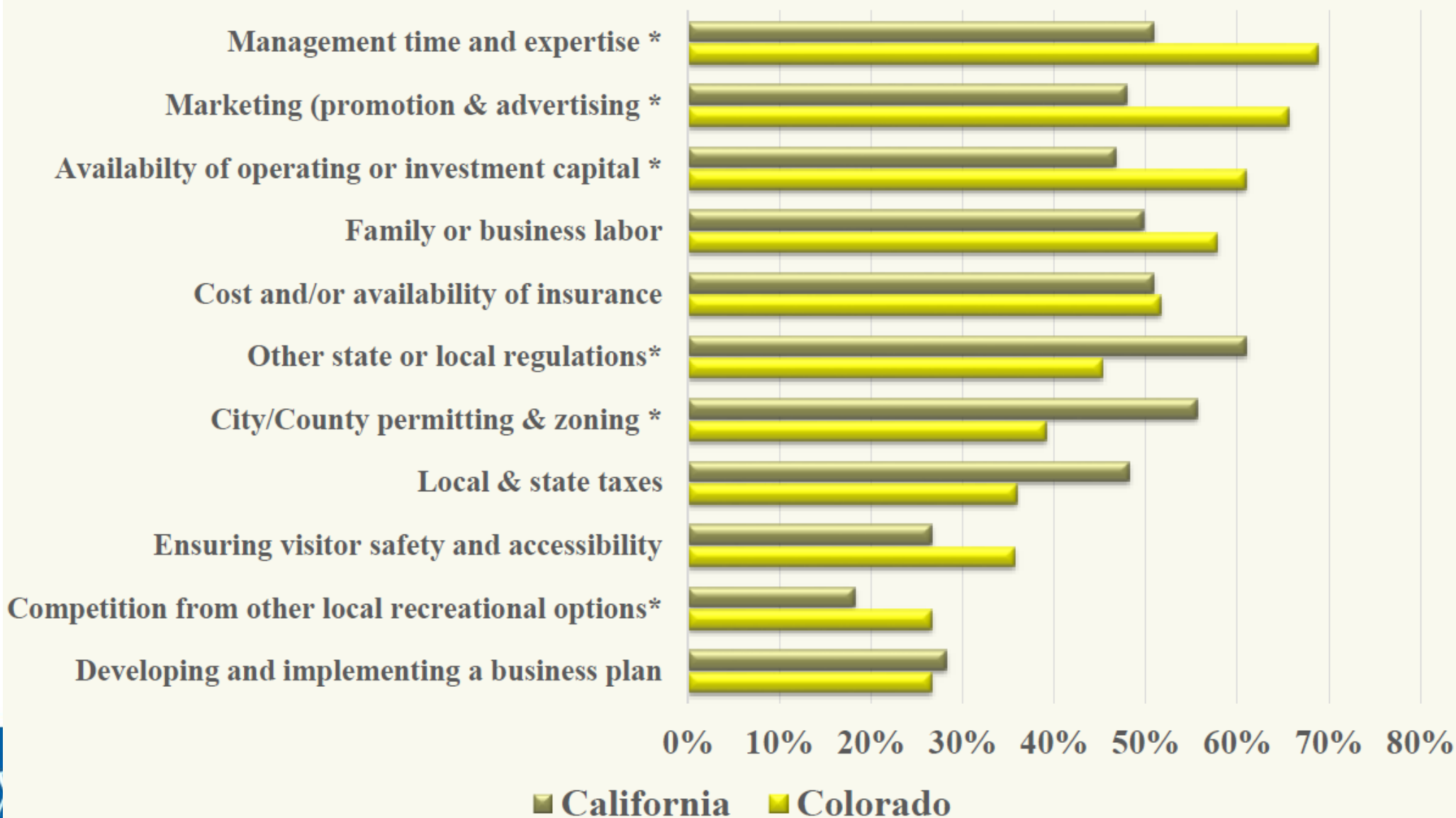
- Diversify the income stream
- Improve cash flow
- Diversify product lines and markets
- Get feedback from customers about preferences for products and services
- Educating visitors- agriculture and local foods, and the environment
- Work at home
- Build community development
- Social rewards

Supply Limitations

- Rural, remote, face depopulation
- Inadequate infrastructure
- Limited resources
- Limited offering
- Lack entrepreneurial skills and new skills set (e.g., hospitality, retail marketing, customer service)
- Increased liability exposure
- Tension with neighbors
- Lack of shared planning between tourism and agriculture

Agritourism Challenges:

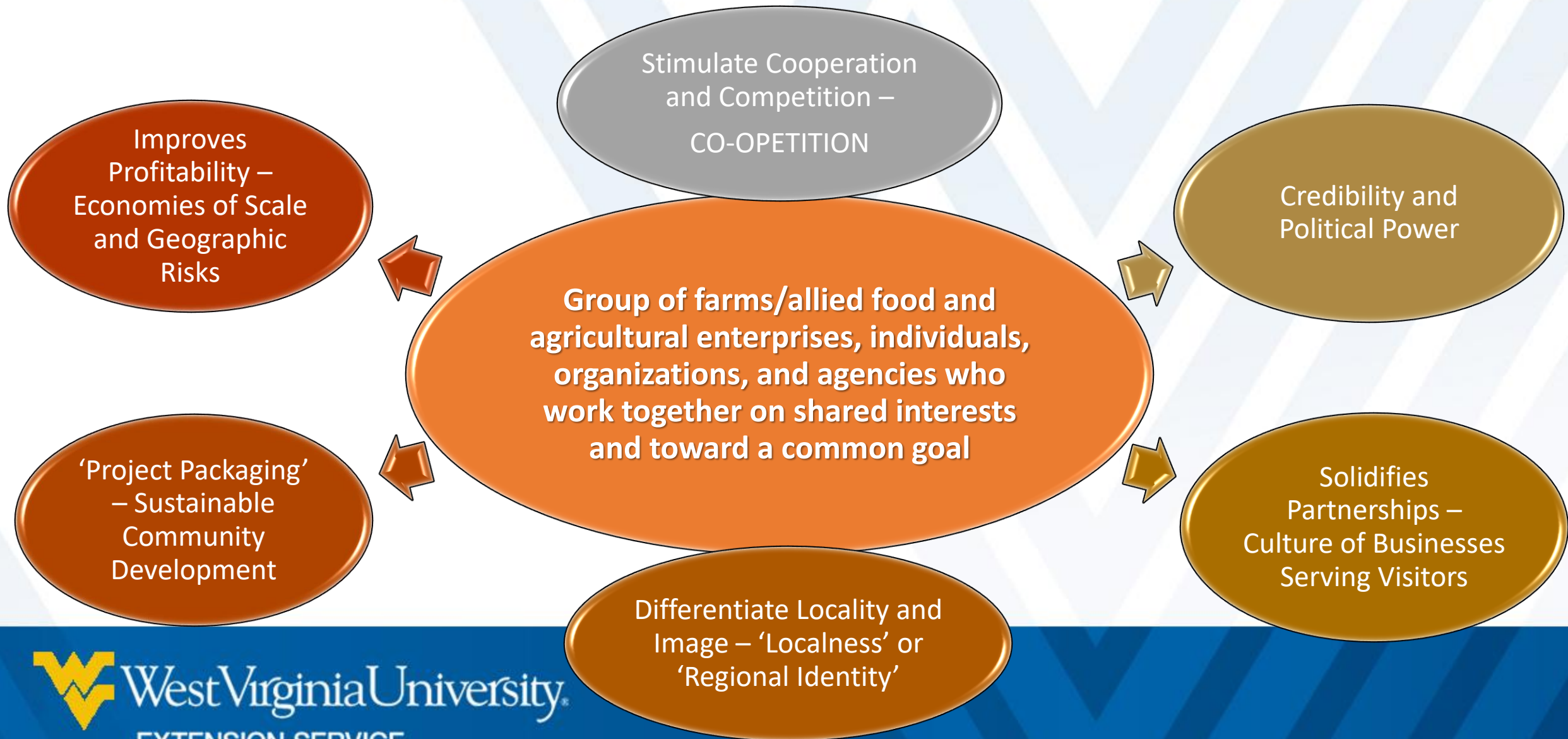
Percent of Respondents Rating Each Issue "Challenging" or "Very Challenging"



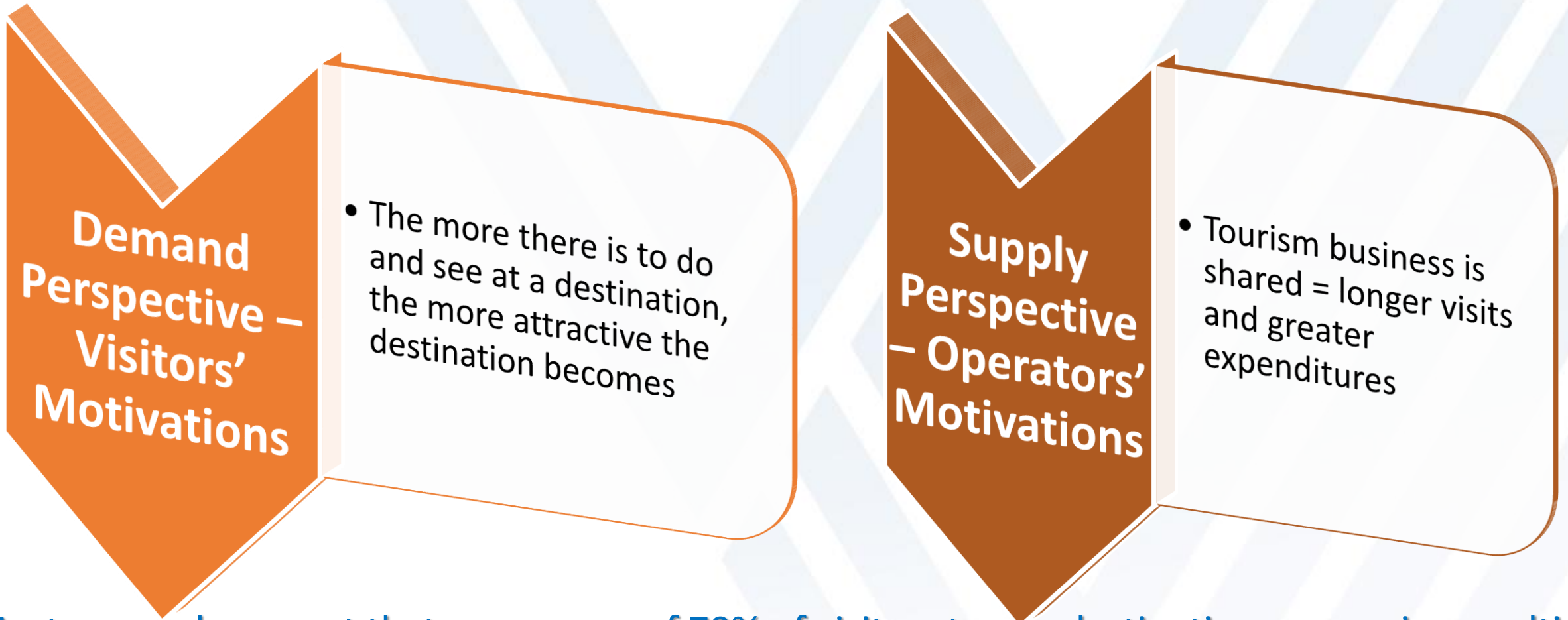
* Difference significant at 90% confidence level

Need for New Paradigm

(Regional Marketing or Cluster Networks or Multi Destination Visits)



Why a Multi-Destination Visit – Visit to a ‘Cluster’ of Activities?



Most research suggest that an average of 70% of visitors to any destination engage in a multi-destination pattern rather than a single-destination pattern



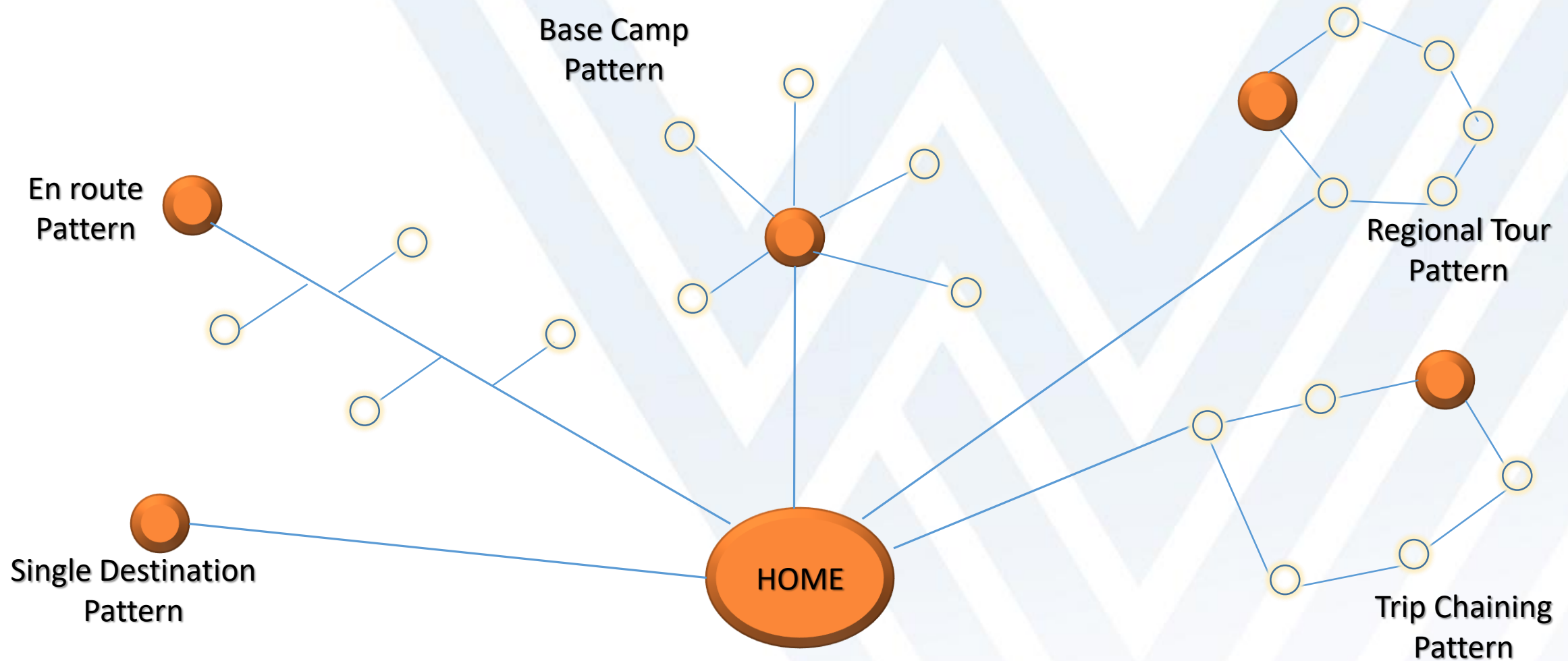
**Visitors Don't
Care About
County Lines!!**



84% of visitors ventured outside of the counties in which they were lodging



70% of visitors engage in a multi-destination rather than a single-destination pattern

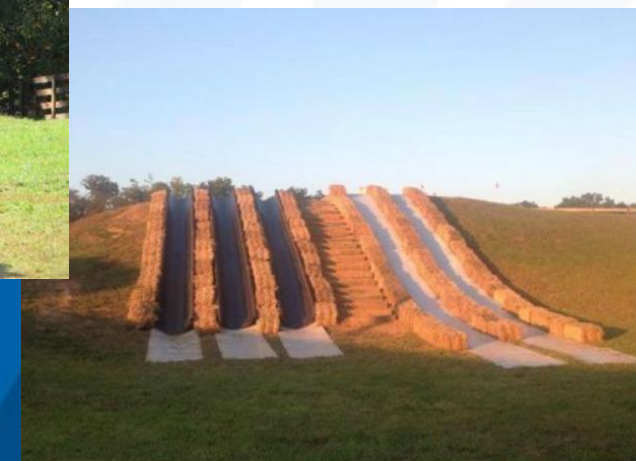


Model of SMEs Micro-Cluster Networks

Model of SMEs Cluster – Single Destination



EXTENSION SERVICE



Model of SMEs Cluster – Base Camp Pattern



The Greenbrier Hotel, Greenbrier County



J.Q. Dickinson Salt Works,
Kanawha County



Autumn Breeze Farm,
Greenbrier County



Swift Level Farm Stay,
Monroe County



Farmers' Market, Nicholas County



Ace Adventure Travel,
Fayette County



New River Gorge Bridge, Fayette County



The French Goat, Greenbrier County

*Visitors Don't Care
About County Lines!!*

Mountain State Maple Days

WV MSMD - Story Maps

Mountain State Maple...

Explore the Mountain State on the sweetest days of the year! Use the map and guide below to find sugar houses, restaurants, 14,735 views

SHARE

Sugarhouses

All items

Restaurants

All items

Lodging

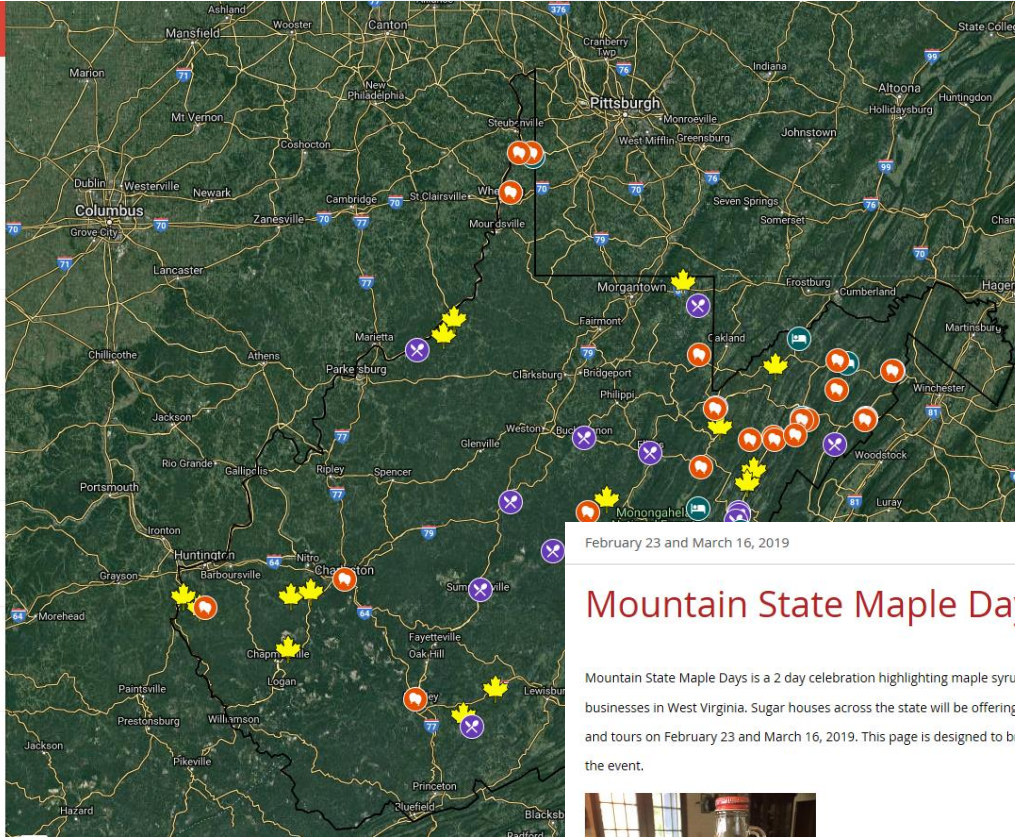
All items

Other Events & Attractions

All items

West Virginia

West Virginia



February 23 and March 16, 2019

Mountain State Maple Days 2019

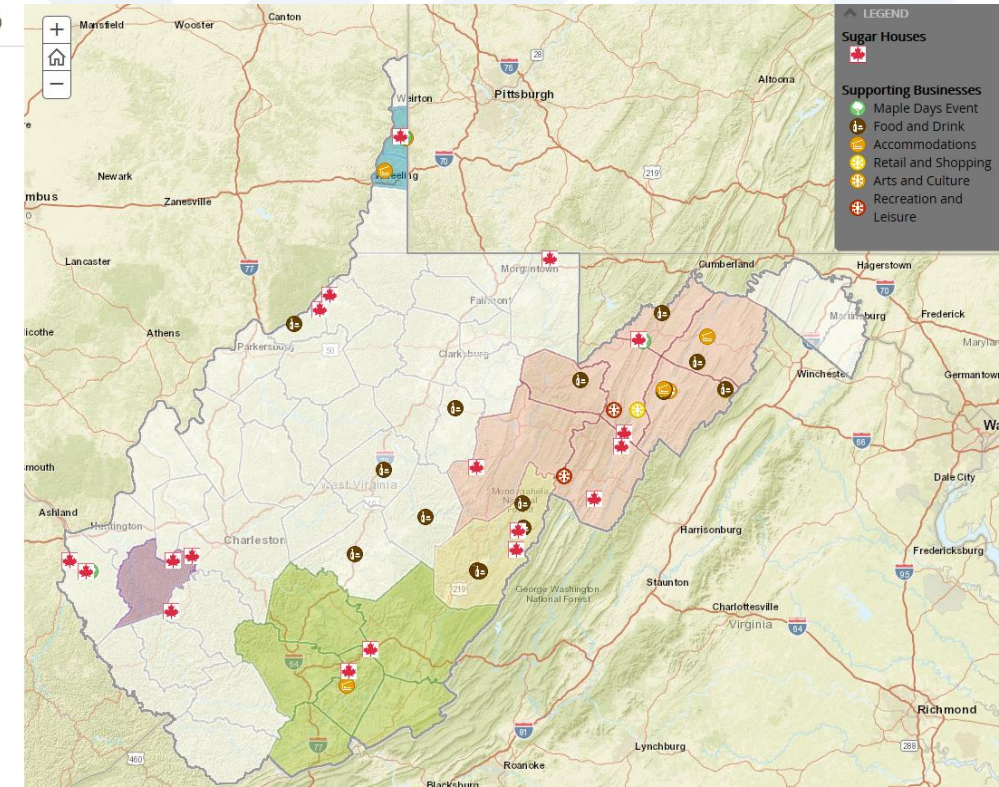
Mountain State Maple Days is a 2 day celebration highlighting maple syrup related activities and businesses in West Virginia. Sugar houses across the state will be offering special activities, tastings and tours on February 23 and March 16, 2019. This page is designed to bring together information on the event.



Heasley Homestead

How to Use this Story Map

Scroll down the left side of this page (or use the navigation dots) to explore different areas around the state. The map will change as you scroll. Click on the map icons or symbols for more information on sugar houses and supporting businesses. You can view contact information and events planned for Mountain State Maple Days at each location by clicking on each site. A map legend is provided at the top right of each panel.



Multi-Destination Visit (Agri/Eco Tourism CLUSTERS) are already at work in Nebraska

NEBRASKA PASSPORT

2018 NEBRASKA PASSPORT STATISTICS:

- There were 95% more prize entry sheets submitted and 50% more Passports requested in 2018 than 2017.
- The average number of stamps submitted per participant was 31.
- Participants included residents from 418 Nebraska communities and 46 states.
- Passport participants ranged in age from 1-year-old to 98-years-old.



INDIAN CAVE STATE PARK

We made our way through the 2 stamps in Nebraska City on our way the Indian Cave State Park. While at the Indian Caves we enjoyed hiking, learning and of course seeing the cave. I love how the passport program has sparked an excitement from my 3 teenagers to explore their environment and see the awesome sites Nebraska has to offer.

- Sara (Lincoln, NE)

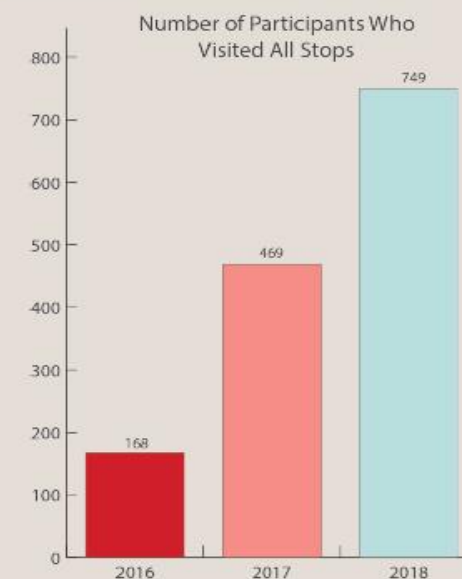


48,895
PASSPORT BOOKLETS
WERE REQUESTED
IN 2018



TOP 15 MOST VISITED STOPS

1. UNL Dairy Store, Lincoln
2. Rabbit Hole Bakery, Lincoln
3. Piezano's, Lincoln
4. The Archway, Kearney
5. Zio's Pizza, Omaha
6. Wave Pizza Co., Grand Island
7. Platte Valley Antique Mall, Greenwood
8. Sheldon Museum of Art, Lincoln
9. Mahoney State Park, Ashland
10. Passageway Gallery, Omaha
11. The Durham Museum, Omaha
12. Gene Roncka Willow Point Gallery, Ashland
13. Milady Coffeehouse, Fremont
14. Bottle Rocket Brewing Co., Seward
15. Shopping Tripps, Kearney



Conflicting Needs of Tourism and Agri/Eco Business Stakeholders

Agriculture
Stakeholders - 'If
we build the
agritourism
product, will
they come?'



Tourism
Stakeholders - "If
they come, will
you have the
agritourism
product to
offer?"

Agritourism Stakeholders - 'What do we each have to do to get it right?'

- Agriculture – Tourism Planning
- Local/Regional Support Structures
- Product Quality Standards
- Product Development
- Effective Marketing
- Capacity Building

Welcoming Visitors on the Farm/Ranch/Eco-Business

'FARM-TUNING' YOUR BUSINESS STRATEGIES!



Risk Management is about using the **right strategy** in order to:

- maximize profits
- reducing income variability, and
- meet strategic goals



Agri/Eco Tourism Performance Drivers

Understanding the BIG PICTURE!



Where Can I Find Help??

(Business Planning and Risk Management Capacity Building)

- VT AT Collaborative: <http://www.uvm.edu/vtagritourism/>
- CO Agritourism: <https://www.colorado.gov/pacific/agmarkets/agritourism>
- New Jersey Agritourism: <http://agritourism.rutgers.edu/training/>
- CA Agritourism: <http://sfp.ucdavis.edu/agritourism/>
- National Agricultural Law Center - <https://nationalaglawcenter.org/research-by-topic/agritourism-2/>
- OH AgritourismReady: <https://u.osu.edu/agritourismready/>
- WV Agritourism Initiative: <http://extcommunity.wvu.edu/login/index.php>



Visit anr.ext.wvu.edu/agritourism



West Virginia Agritourism Initiative



Nebraska Agritourism Liability Statute

WARNING – Under Nebraska law, an owner of property, including lands and waters, is not liable for the injury to or death of the participant in agritourism activities or damage to the participant's property resulting from the inherent risks of such activities. Inherent risks include, without limitation, the risk of animals and land and water conditions, the ordinary dangers of structures or equipment ordinarily used in farming or ranching operations, and the potential for you or another participant to act in a negligent manner that may contribute to your own injury or death. You are assuming the risk of participating in the agritourism activities for which you are entering the owner's premises.

Source: <https://nationalaglawcenter.org/wp-content/uploads/assets/agritourism/nebraska.pdf>

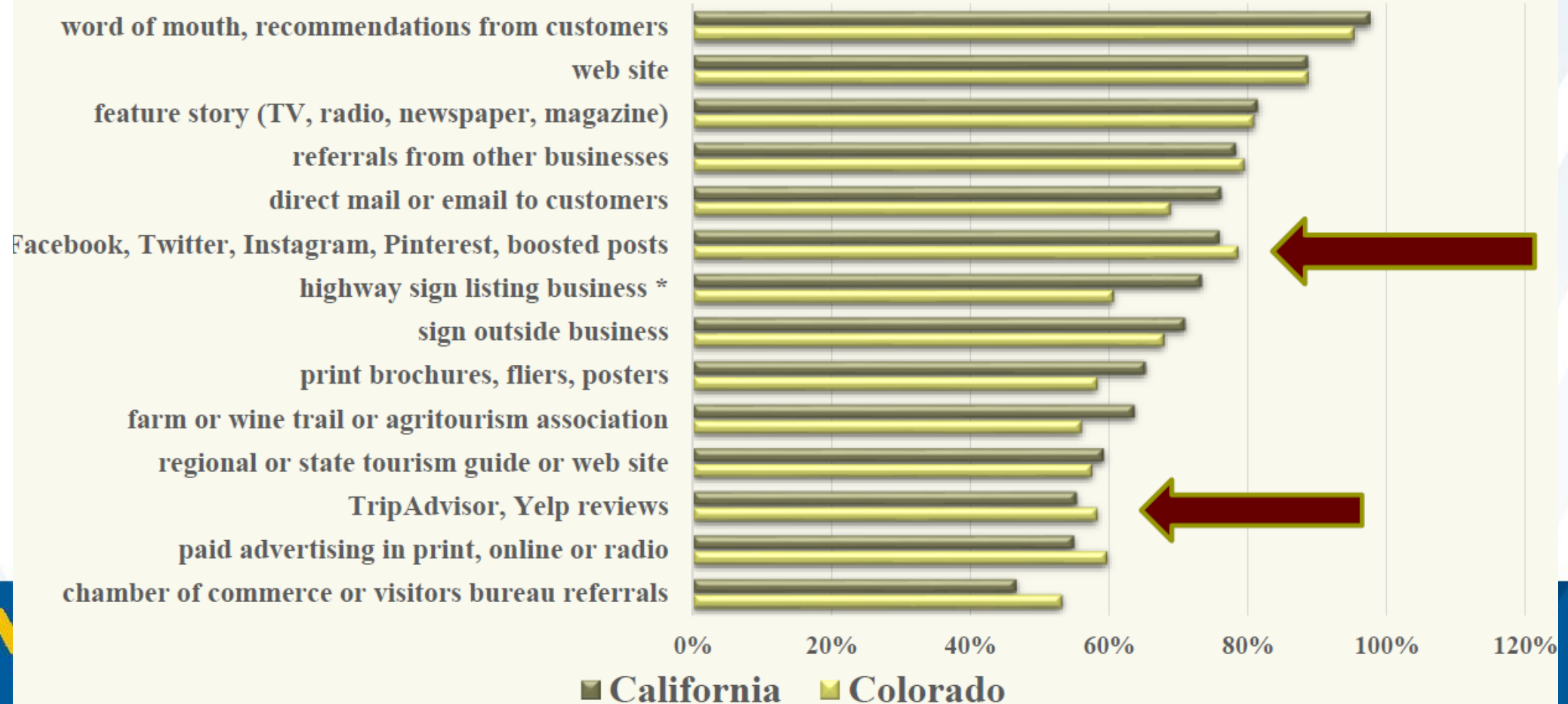
Where Can I Find Help??

(Marketing and Promotion)

- NE Tourism Commission – www.visitnebraska.com
- NE Depart. Of Ag - <http://www.nda.nebraska.gov/promotion/index.html>
- NE Extension Office - <https://extension.unl.edu/>
- Work with Convention & Visitor's Bureau, Chamber of Commerce, Zoning Boards
- Add a listing to VisitNebraska.com (NE Tourism Commission)
 - Your message & State Brand
- Make sure you're discoverable online with contact information, accurate location, hours of operation
- Connect with other tourism businesses in your area and other agritourism businesses across the state

Perception of Marketing Strategy Effectiveness:

Percent of respondents rating each strategy "effective" or "very effective"



Where Can I Find Help?? (Marketing and Promotion)

2018 GRANT
APPLICANTS
WERE AWARDED
\$835,548
IN FUNDING

THE NEBRASKA TOURISM COMMISSION RECEIVED **76 GRANT APPLICATIONS** IN 2018.

COMMUNITY IMPACT GRANT AWARDEES

MARKETING GRANT AWARDEES

MEDIA TOURS

In 2018, Nebraska Tourism hosted 23 writers/influencers through group media tours and individual visits to the state. These writers work for top national, regional and niche publications. Publications include National Geographic, Tribune News Service, Big Life Magazine, Lonely Planet, Mother Nature Network, Food & Wine, UNITED Hemispheres, Saveur, Thrillist and more.

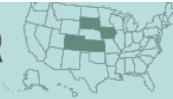
The 2018 Media Tours were:

- Crane Migration Media Tour in March
- Sandhills/Valentine Media Tour in May
- Wild West Media Tour in June
- Culinary Harvest Media Tour in September

THESE TOURS HAVE
PRODUCED MEDIA
EXPOSED TO
677,772,696
POTENTIAL VISITORS



NEBRASKA TOURISM RECEIVED OVER
32 MILLION IMPRESSIONS
FROM ADVERTISING PLACEMENTS IN 2018.



NEBRASKA TOURISM PRINTED
200,000
TRAVEL GUIDES IN 2018

Travel Guides were requested from all 50 states and numerous countries.



SOCIAL MEDIA

Nebraska Tourism uses two primary social media channels, Facebook and Instagram. Both saw success in 2018.



13,805 followers
Up 25.6% from 2017



36,335 likes
Up 21.5% from 2017

IN 2018 NEBRASKA TOURISM BOOSTED 39 SOCIAL POSTS, REACHING AN ADDITIONAL 6.3 MILLION PEOPLE

NEBRASKA PASSPORT

2018 NEBRASKA PASSPORT STATISTICS:

- There were 95% more prize entry sheets submitted and 50% more Passports requested in 2018 than 2017.
- The average number of stamps submitted per participant was 1.5.

TOP 15 MOST VISITED STOPS

1. UNL Dairy Store, Lincoln
2. Rabbit Hole Bakery, Lincoln
3. Piezanos, Lincoln



48,895
PASSPORT BOOKLETS
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IN 2018



CO-OP MARKETING

GROUP TOURS

OTHER MEDIA

In 2018, Nebraska Tourism

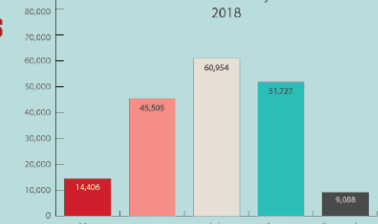
- Sent out **31 press releases** related to tourism business and Nebraska destinations and events.
- Did **74 TV and radio interviews**.
- Garnered over **\$10 million in coverage** from press releases and story pitching.

TRAVEL COUNSELOR PROGRAM

NEBRASKA TOURISM
STAFFED **14 REST AREAS**
OVER THE SUMMER
ALLOWING TRAVEL
COUNSELORS TO ASSIST
180,000+ TRAVELERS.



Nebraska Rest Areas Monthly Visitor Counts
2018



QUESTIONS?



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