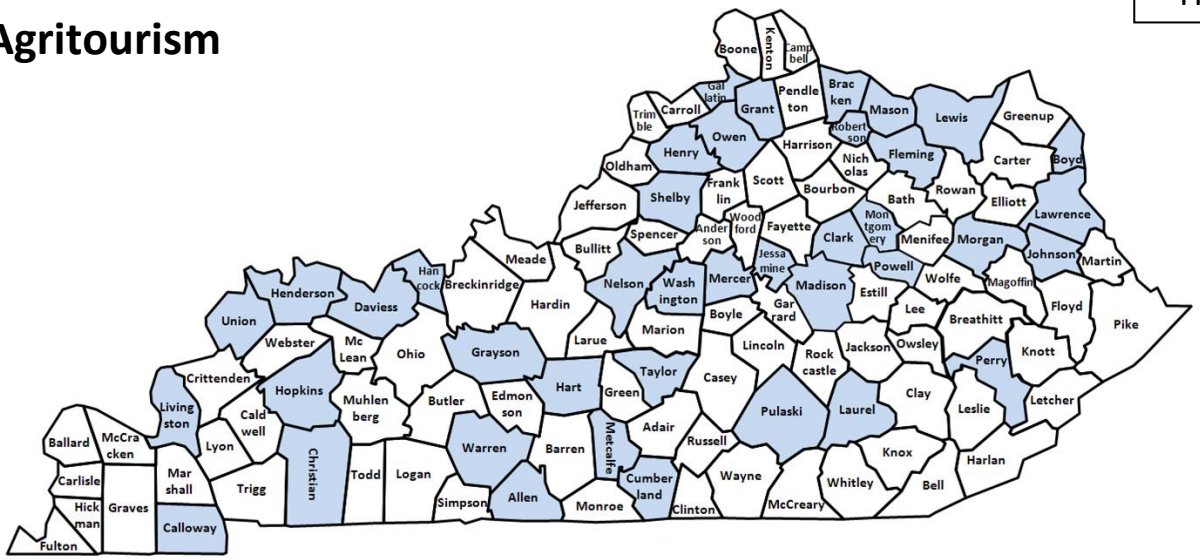
Agritourism



In FY08, Extension assisted 468 individuals and businesses in developing marketing tools to promote local enterprises and communities through Agritourism programming efforts. In addition, 170 small businesses received assistance in financial planning and 124 businesses received assistance in accessing capital as a result of their involvement in Extension's Agritourism programs.

Forty Kentucky counties reported conducting significant Agritourism programming efforts in FY08. Over three quarters of those counties showed increased sales due to cooperative marketing with other local Agritourism operations. Eighty percent said Extension Agritourims assistance resulted in the development of relationships with local or statewide tourism agencies.

Three-fourths of the counties offering Extension Agritourism programming in FY08 reported businesses developed effective marketing campaigns which resulted in increased site traffic for the participating businesses, and 62% of the counties reported an increase in the number of Agritourism enterprises in the county.

Agritourism 40 Counties Reported Particpating

How many individuals/business have used knowledge gained through Extension programming in the development of agritourism:

468 Marketing tools
170 Financial planning
124 Capital access

As a result of involvement in agritourism efforts in which Extension played a role, individuals/businesses report the following: (total checked)

(31) agritourism enterprises increased sales and/or contacts due to cross marketing with other agritourism operations
(30) agritourism enterprises increased site traffic count due to marketing tool distribution
(29) agritourism enterprises utilized electronic marketing such as website development and linking with other free sites
(30) agritourism enterprises developed or participated in an effective marketing campaign
(25) the number of agritourism enterprises has increased in your county
(32) the agritourism enterprises developed relationships with county, regional or state tourism agencies
(31) the enterprises participated in county, regional or state tourism agency's programs or campaigns
(24) agritourism enterprises increased profitability due to business management and marketing plans