

Fact Sheet

Agritourism: Working with Tour Companies



TOUR COMPANY/OPERATOR

A tour company is a company that prearranges tours to your agritourism operation. Customers may be coming by coach bus, van, personal vehicle, etc.

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BENEFITS OF WORKING WITH TOUR OPERATOR

There are many benefits of working with a tour operator:

- Additional Revenue to Business
- Organized Time through Reservations
- Educate Different Cultures of Agriculture and Lifestyle
- Repeat Business with Excellent Service Standards



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WHY WOULD A TOUR COMPANY WANT TO BRING A TOUR TO MY FARM?

Farms provide a unique experience that the majority of the population have not experienced.



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How do I keep a tour group entertained on my farm?

- Pick Your Own Fruit/Vegetable
- Educational Workshop
- Retail Sales
- Farm to Table Meal
- Tour Farm and Facility
- Farm Stay

TOUR EXPERIENCE

TOUR OPERATOR REQUIRMENTS



Tour operators all operate differently but these may be some of the requirements that a tour operator may have to visit your agritourism operation:

- Proper Insurance
- Signs to Identify Accessibly Areas
- ADA Friendly Areas
- Commercial Kitchen for Hosting Farm to Table Event
- Back Up Plan for Bad Weather
- Contract to Avoid Misunderstandings
- Parking for Bus
- Safe Environment

UNIQUE EXPERIENCES



Tour operators are looking for unique experiences to bring to their clients too. Your operation is a direct reflection on their company too. They want the experience to be unique so that their clients will talk about the wonderful experience for years.

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EXAMPLES OF UNIQUE EXPERIENCES

- Seasonal Experiences: Halloween, Maple, etc.,
- Music Venue
- Stargazing
- Hands On Workshop
- Hunting/Fishing
- Hiking, Rafting, Horseback
- Cocktail/Dinner Parties



8 BUILDING GOOD RELATIONSHIP WITH TOUR OPERATOR

- Do Not Cancel: Have a backup plan!
- Have Safety Procedures
- Staff Properly Trained in Customer Service
- Know Capacity Restriction
- Provide Quality Product/Experience
- Unique Experience
- Luxury Market: Experiences beyond normal
- Standard Market: Experience open to the normal public
- Private Tour or Public Tour



CONNECT WITH TOUR COMPANY

Developing a relationship with a tour company may take several years. Here are a few ways to connect with a tour company:

- Ask your local chamber of commerce for referrals.
- Invite local Tourism Promotion Agency for referral and invite them to the farm.
- Reach out to tour companies and invite them to the farm.



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Additional Resources:

- Cornell Cooperative Extension Agritourism: <https://cals.cornell.edu/cornell-cooperative-extension/work-teams/agritourism>