The Other Tours

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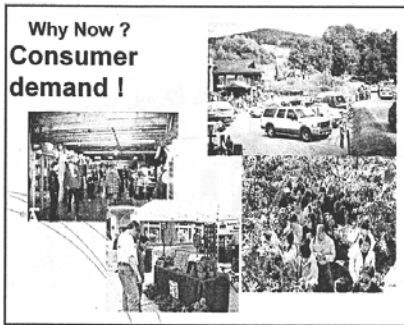
Direct Marketing and Agritourism

What is it ?

Travel that combines agricultural or rural settings with products of agricultural operations – all within a tourism experience.

Why Now ?
Consumer demand !



Why Now ? -

Increased demand for experienced based tourism and the ability of agritourism to combine with other tourism products

- 2001 visitors spent > $23.1 BILLION in Ohio

Split as follows:

food	8.1 billion
Lodging	2.5 billion
retail	5.9 billion
recreation & attractions	2.4 billion
auto and transportation	3.9 billion

• Employment direct = **552,000 jobs**

Commercial bus tours

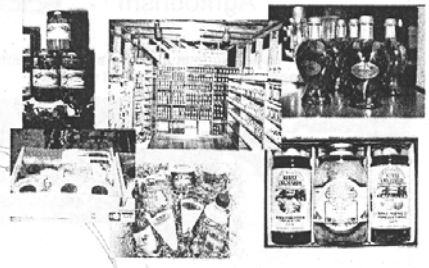
There are farms in Ohio hosting more than 900 buses per year

Cattle Drives, Ranch Stays

Smoke Rise Ranch Resort

CYNTHIA'S Laurel Brook FARM

Jams, Jellies, Preserves, Cheese, and others



On Farm Bakeries

On average within two years a bakery will produce over 20% of farm gross revenue !

Very LARGE

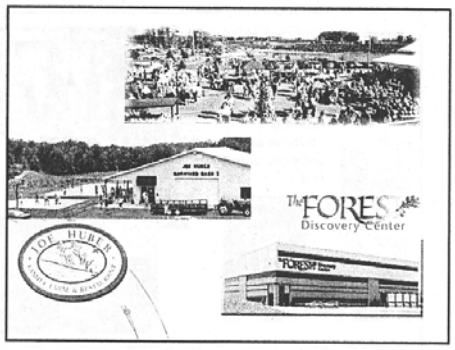
Location...

Two Restaurants, one winery, gift stores, cider mill

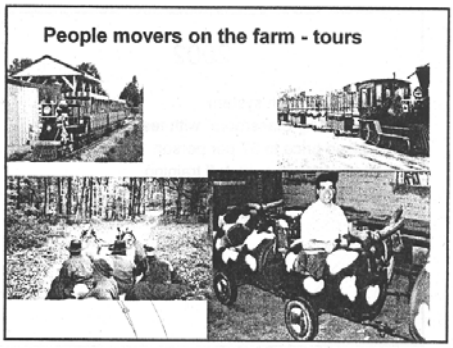
Regional Benefits:

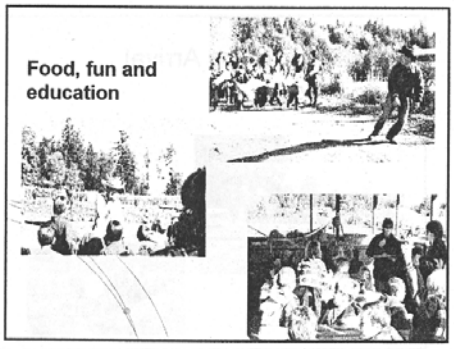
- diversifying the mix of products and services available to visitors
- increasing visitor flows into rural and under-utilised areas
- increasing the length of season for operators in rural regions
- bringing more money particularly foreign currency to local business

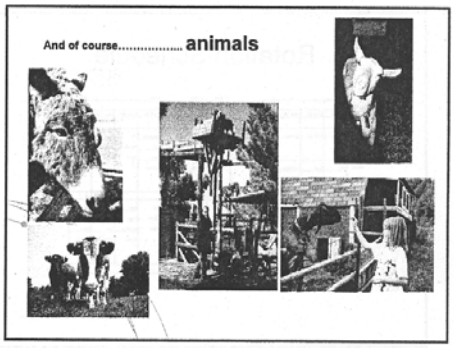
Wayne County
Countryside
Welcome to the Rural World
Ottawa
TOURISM / TOURISME
Indiana Uplands
Ohio
Join Tourism Associations


The FORES
Discovery Center
JOE HUBER

Educational Tours
On the farm again, kids (or adults) just can't wait to get ...


People movers on the farm - tours


Food, fun and education


And of course..... animals

Farm Safety - Hand washers!

For farms hosting children and animals, safety Is # 1

Educational Tours

1994
- Christy and Mom began tours.
- Mostly MOPs, daycares and small preschools.
- Included a hayride through the woods, animals, straw maze and a free pie pumpkin
- $3-4 per person
- No extra staff needed

1999
- Added playbarn & improved petting farm
- Begin to solicit more groups, elementary schools
- Mailing to area public school principals, included coupon
- $5 per person
- Approximately 4500 toured
- 3 person staff

2002

- Began rotation system
- Added "Ag Classroom" with teacher
- Raised price to $7 per person
- Staff of 10, began staff training
- Approximately 6,500 toured

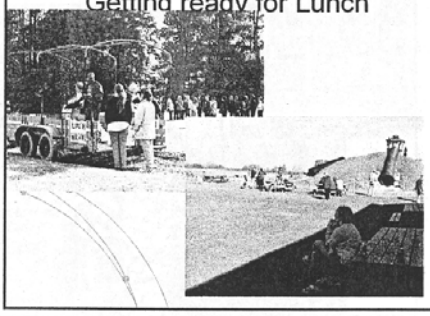
Cost per child

Pie Pumpkin, Gourds, and Indian Corn	$1.00
1 Hour Tour Guide	.50
Misc. Staff (parking, slide)	.70
Total	$2.20

Rotation Schedule

Group Arrival

Getting ready for Lunch



Ag Classroom

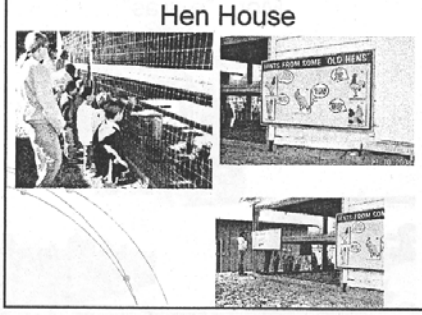
Dress the Cow

- Ears-large to swat flies and hear with, of course!
- Sandpaper tongue-rough to pick up hay/grass from the ground.
- Cloven hooves
- Summer Coat
- Four stomachs
- Fly swatter tail-to swat flies!
- Udder
- Nose like a sponge!

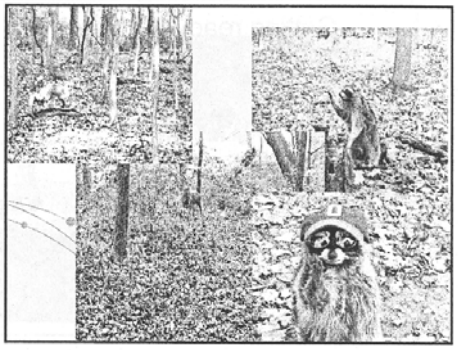
Crops

Bee Observatory

Hen House

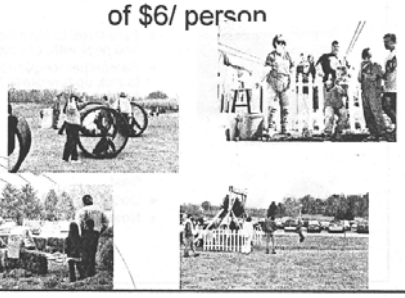


Hayrides



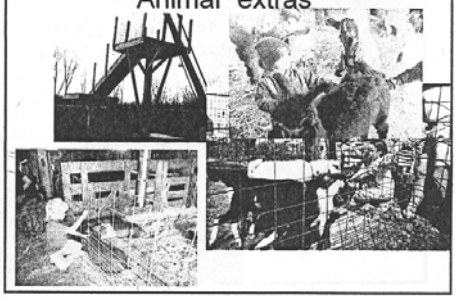
New Addition for 2005

"Extras" included for tour price of $6/ person



More "extras"

Animal "extras"



Vollmer Farm
Cow & Butter making Tour

- $10 includes 1 hour guide time and:
  - Hayride Ag Classroom
  - Feeding Calf
  - "Milking" Cow
  - Making Butter
  - Snack with butter and crackers
  - PYO Pie Pumpkin
  - Picnic, Playground, Slide, Etc.

2005 Goals/Changes

- Lunch packages
- Double-fence goats
- Hands-off calf
- More Hand wash stations
- Add outhouses
- Dress the chicken?
- Puppet show in Ag Classroom
- Farm implements display
- Allow fishing in pond
- Wireless Sound system

Notable Trends

- Tougher requirements for "field trips"
  - Car seats
  - Private schools, insurance regarding buses
  - Bus flexibility for public schools
  - Flexible start and end times for schools
- Meeting state curriculum guides
- Higher level of customer service expected
  - Cleanliness
  - Accessibility, website, electronic registration
  - System Operations
- Senior Tours
- Organized tour