



## How Successful are Agritourism Operators in Meeting Their Goals?

Most agritourism operators are successful in achieving their goals. However, the most important goal of increasing farm/ranch revenue is the least successful. Operators are finding great success with important community goals, such as enjoying social interaction with the public, educating public about agriculture, and building goodwill in the community.

### Financial Goals

Financial goals vary widely among agritourism operators. For some, agritourism is a main source of income. Most at least want their enterprises to pay for themselves, but some are willing to sacrifice income for other non-economic benefits.

forms, but if someone is losing  
- livestock farmer West Virginia

## Conclusions

Our results suggest that agritourism provides a level of transparency that allows operators to better control narratives regarding their businesses and allows community members to participate in the agricultural process. Agritourism also aids in building community culture around food, the natural environment, and cultural heritage.

Support for agritourism operators should be focused on goals that are the most difficult