A survey of Tennessee agritourism operations was conducted in early 2013. A total of 171 operations responded to the survey. Selected results are summarized here for a small snapshot of Tennessee agritourism.

- More than 20% of operations responding had the following types of attractions or offerings:
  - On-farm retail markets offering farm products for sale
  - School field trips/tours
  - Event hosting (birthday parties, corporate events, etc.)
  - Pick-your-own operations
  - Hayride or wagon ride
  - Farm tours other than school field trips
  - Event hosting – weddings
  - Other family fun activities
  - Pumpkin patches
- Agritourism operators face many challenges including:
  - Attracting customers to visit
  - Deciding how to promote the business
  - Capital for infrastructure
  - Developing advertising
  - Keeping and evaluating records
- Average number of years in business = 11.4
- 45% of operations had gross sales of less than $25,000 in 2012
- Median visitor expenditure = $20; Average visitor expenditure = $35.12
- Median number of visitors per operation for 2012 = 1,000; Average per operation = 15,932; Average visitors per operation that is open fewer than 180 days = 5,434
- Operations reported hosting more than 1.75 million visitors at Tennessee farms in 2012.
- Visitor expenditures to Tennessee agritourism operations in 2012 were estimated to be over $34.4 million directly and more than $54.2 million including multiplier effects.
- Estimated economic impact has more than doubled in less than 10 years!
- Agritourism operators typically have income from other farm sources and non-farm sources in addition to agritourism. Only about 16% relied on agritourism alone for income.
- Nearly 63% of operators had attended an agritourism educational program in the last three years. On average, operators estimated that these programs influenced their sales in 2012 with an increase of 19.9%.
- The total estimated impact for the industry of educational programs in the last three years is nearly $7.6 million.

Want to see all the results of the study? Find the entire report online at [http://tiny.utk.edu/ATStudy](http://tiny.utk.edu/ATStudy).

Looking for an agritourism operation to visit? Check out PickTNProducts.org or TNVacation.com.

Interested in starting an agritourism operation? Contact your local Extension agent or the Center for Profitable Agriculture at [cpa@utk.edu](mailto:cpa@utk.edu) or (931) 486-2777.