An Introduction to “Agritourism Clusters”

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Definition of “Agritourism Cluster”¹

- A network of related businesses in close geographic proximity with market identity and distinctive business culture who follows a common vision, strives for continuous innovation and works closely with local institutions and organizations
- May be an informal producer group who cooperates to promote and implement a single special event to a formal association or cooperative led by a board of directors for year-round efforts

Potential Purposes/Objectives¹,²,³

- Increase income at farm gate
- Increase appeal and draw to a region
- Increase exposure and awareness of offerings
- Access new markets
- Pool marketing resources to gain marketing efficiencies
- Maintain product/service quality standards
- Maintain environmental conservation standards
- Gain purchasing power for supplies/inputs
- Work to obtain grant funds or subsidies
- Network - share experiences and exchange ideas
- Lobby

Criteria for Success³

- Close proximity/access to major markets
- Critical mass of market-ready agritourism product
- Sufficient interest, commitment and time availability of local stakeholders

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¹ Szymoniuk, Barbara and Stanislaw Walukiewicz. Setting up rural clusters in Poland. April 2004.

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