Unit 1: Agritourism

Lesson 5: Agritourism Brochure

What is your ideal agritourism venture? Running a bed and breakfast? Being a tour guide for elk hunts? Being a guide for a working cattle ranch?

No matter what business venture you decide to go with, being able to market it is vital to your success. One form of advertisement is through brochures. For this assignment, you will need to design a brochure selling your product. The brochure will need to have the following:

- Name of business
- What you are selling
- Slogan/motto
- Location
- Contact information
- Prices (You will need to research others to have competitive pricing.)
- What accommodations you will provide or are located near your business.

Access the commodities and products tab on the AgMRC website, www.agmrc.org and find the link to agritourism. Research similar agritourism operations to the one you are proposing.