

# Getting Started with Agritourism

## Get Started with Agritourism in 10 Steps

Here are 10 steps that will guide the growth of your agritourism business. Consider moving through the steps over a period of 1 to 2 years.

### 1 Take stock of your resources

**Get informed.** Attend conferences and workshops and peruse online resources.

### 2

### 3 Find your niche.

Talk to other entrepreneurs and explore how your experience differs. Visit businesses in your area.

**Consult potential customers.** Tell trusted people about the products or services you hope to offer. Are they interested?

### 4

### 5 Research the market.

Find others offering similar experiences and get inspired. Watch social media to keep a pulse on the market.

**Network.** Get involved in your state's tourism and agritourism associations.

### 6

### 7 Connect with experts.

Utilize cooperative extension agents, tourism professionals, and small business development centers.

**Protect yourself.** Talk with an insurance agent to determine what type of coverage you have and what coverage you need.

### 8

### 9 Develop a business and marketing plan.

**Start small and stay thrifty.** Learn from your customers, adapt, and expand only when your new agritourism enterprise is helping you meet your goals.

### 10