

How to Get Started with Tours



Consumers everywhere have a growing interest in what they eat and where it comes from. As a farmer, you can educate visitors about farms and the working landscape, while increasing exposure for your farm through offering farm tours.

Tours can be designed for large or small groups, for elderly or preschool-aged people, and for professionals of a specific trade or curious consumers. It can also be a great way to try out an agritourism enterprise without having to make expensive changes to your farm.

Deciding on what kind of tour to offer

Start by defining your tour's purpose - are you educating visitors about farming practices, providing a fun, immersive experience, or a combination of the two?

Next, decide between self-guided tours or farmer-led tours. The former allows visitors to explore at their own pace, while the other is where your expertise takes center stage.



Photo courtesy of Moulton Farms, NH

A warm and welcoming approach goes a long way in creating a memorable farm tour experience.

Both can be great experiences for visitors. It's up to you to determine what experience you want visitors to have and what works best for your farm and your schedule. Regardless of what kind of tours you offer, determine your best times for tours to ensure availability and accessibility for your audience.



Need inspiration? Visit the On-Farm Education section in this series to learn more about ways to make your tour more engaging.