

Agritourism for Huntingdon County, PA

March 7, 2020



Randy White, CEO

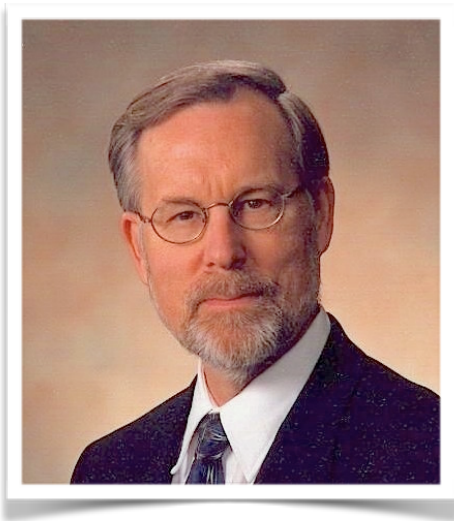
randy@whitehutchinson.com

whitehutchinson.com

www.whitehutchinson.com/HCBlagritourism

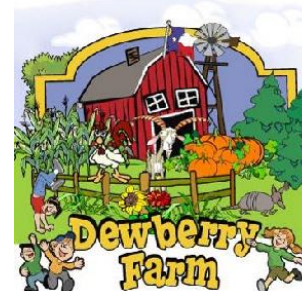


26-years' feasibility, design & consulting for agritourism



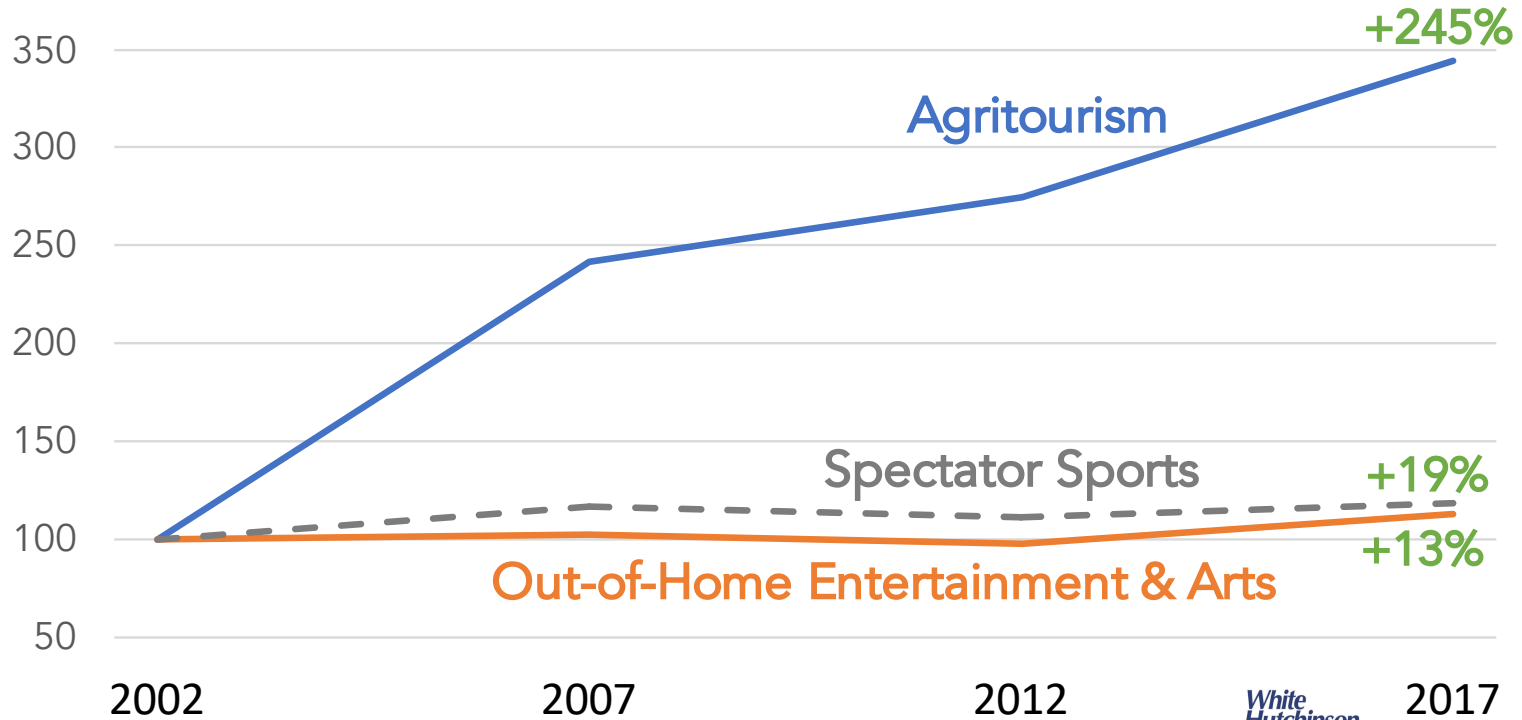
- Market feasibility
- Financial feasibility
- Master plans
- Concept & mix development
- Full site, architectural & interior design
- Food & beverage
- Management consulting
- Business audits

A few of our agritourism clients



Index of revenue growth for select out-of-home leisure

(100=2000 average)

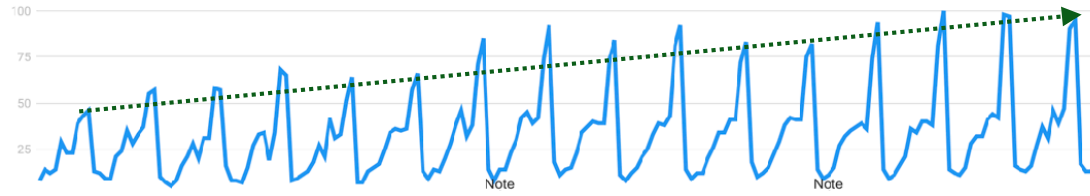


Source: USDA, Census of Agriculture & US Department of Labor, Consumer Expenditure Survey

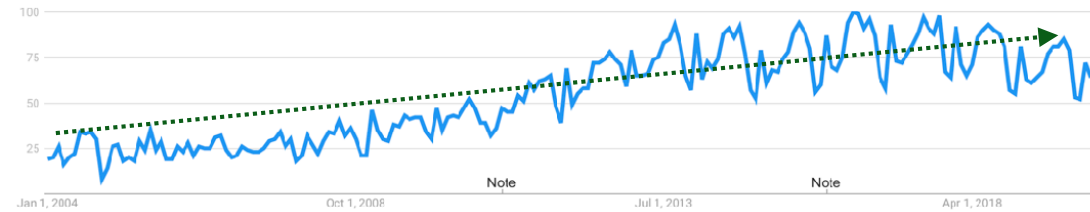


Google search trends Jan 1, 2004 to March 3, 2020

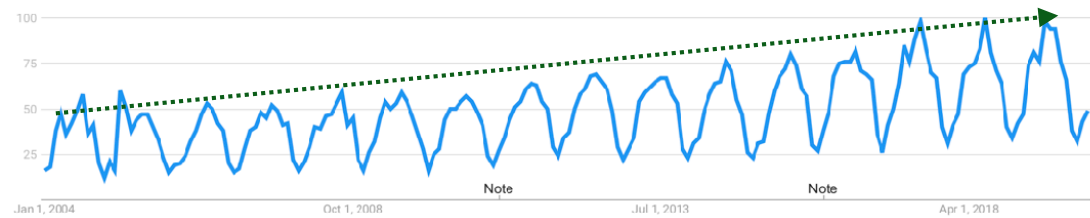
Farm festival



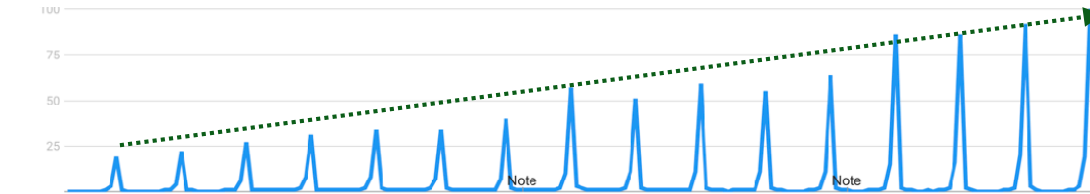
Farm wedding



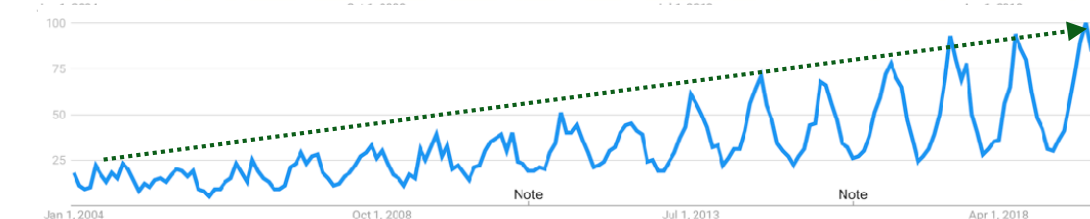
Petting zoo



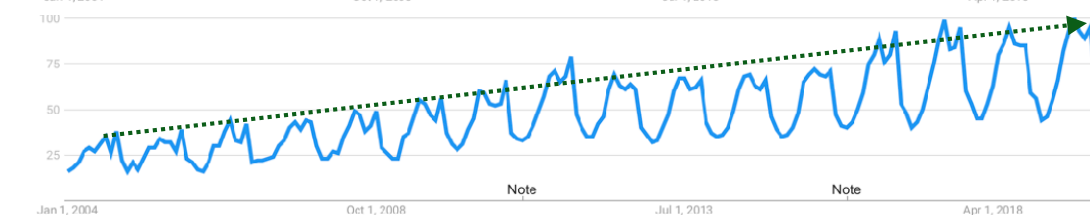
Pumpkin patch



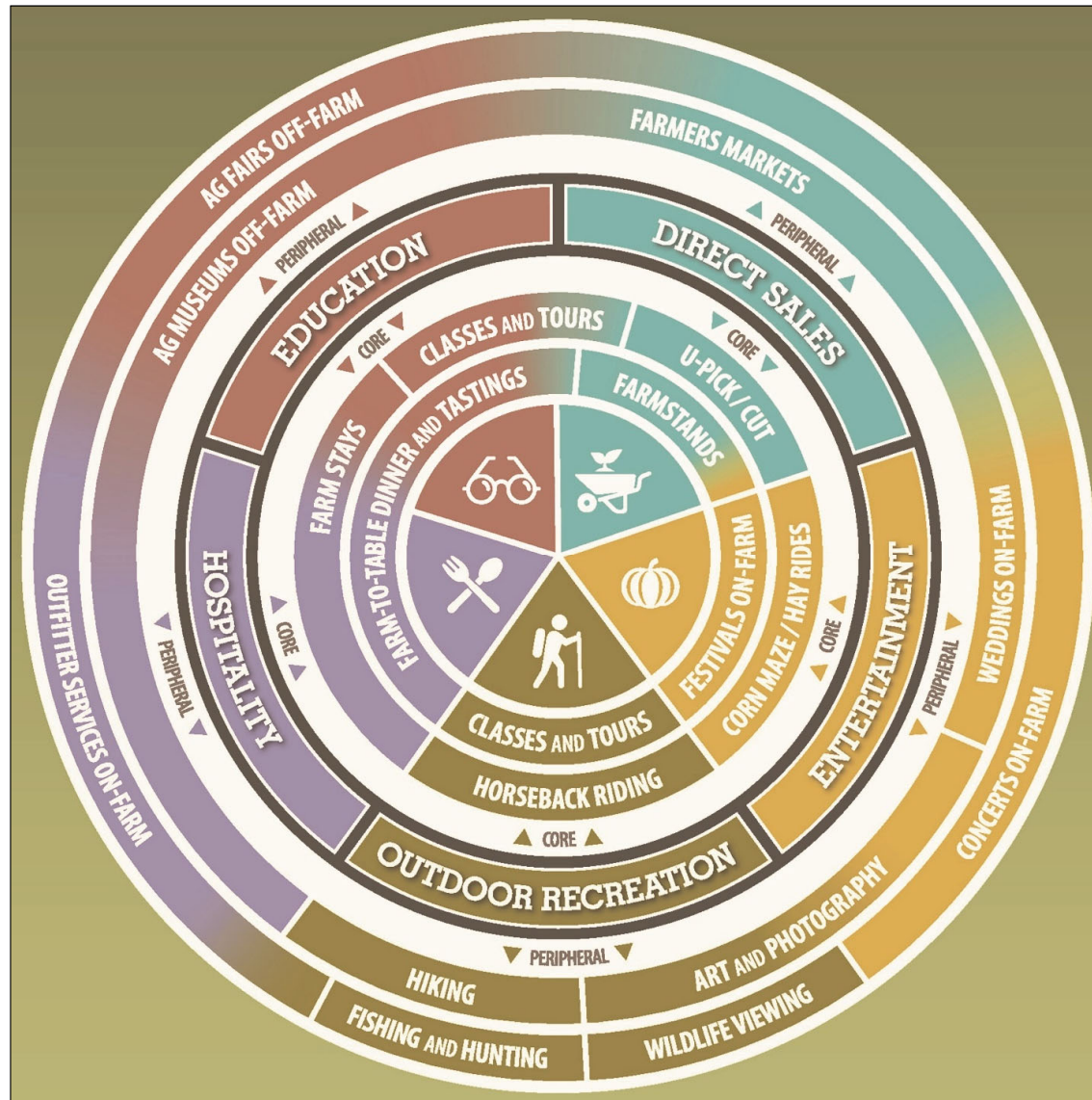
Farm stand



Farm market



Agritourism is a farm that is a consumer destination for the purchase of goods, services and/or experiences



Types of agritourism

- ◆ Direct sales of fresh or value-added products
- ◆ Overnight accommodations
- ◆ For-fee recreation
- ◆ Demonstrations & displays
- ◆ Classes
- ◆ Hands-on experiences
- ◆ U-pick/cut
- ◆ Tours
- ◆ Dining & culinary experiences
- ◆ Festivals & events
- ◆ Passive entertainment
- ◆ Interactive entertainment
- ◆ Facility rental & coordination

Types of agritourism activities

Direct sales of fresh or value-added products

- Roadside farm stand
- Nursery
- Sale of handcrafted products
- Sale of value-added food products
- Sale of farm/ranch promotional items-shirts, aprons, mugs, etc.

Overnight accommodations & event venues

- Bed and breakfast
- Cabins
- Camping sites
- Farm stay/farm vacation
- Full-service farm vacation with activities and meals
- Dude Ranch
- Farm to table dinners
- Wedding/Events/Catering

For-fee recreation

- Archery
- Bicycle trails and rentals
- Bird-watching
- Boating, canoeing, kayaking, tubing or rafting
- Fee fishing
- Fee Hunting

- Game preserve or guided hunts
- Horse stables
- Horseback trail riding
- Mountain biking
- Off-road vehicle driving area
- Shooting range
- Trap and skeet shooting
- Wildlife viewing
- Equipment rentals associated with these activities

Demonstrations, displays and classes

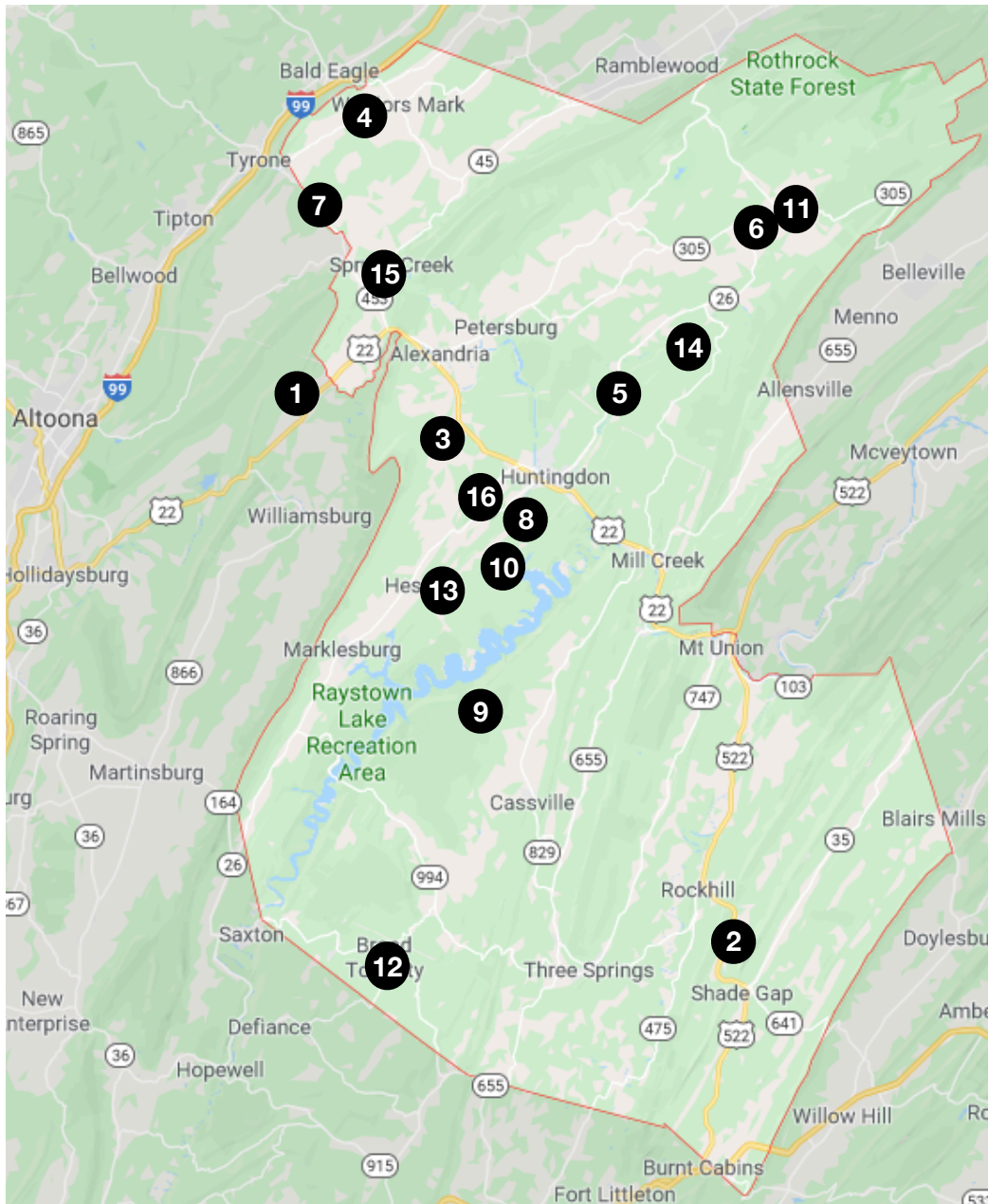
- Animal husbandry
- Antique tools and equipment demonstrations
- Barn raising
- Beekeeping, homeopathy
- Break-making, flour milling
- Cattle roundup and branding demonstration
- Cider pressing
- Conservation technology
- Demonstrations related to agricultural enterprise-sheep shearing, pruning, etc
- Display gardens
- Food preparations-cheese-making, canning, etc.
- Farm Tours
- Harvest demonstrations

- Historic museum or display
- Traditional crafts: wool spinning, quilting, wreath making, soap-making, weaving, etc.

Hands-on experiences and classes

- Animal birthing
- Candle-making with local beeswax
- Caring for animals, help with feeding, herding, milking, egg collecting etc.
- Children's camps
- Classes in farming or ranch skills, including cooking, planting, harvesting
- Classes in recreation activities (fishing, hunting, wildlife viewing)
- Classes on crafts, especially traditional
- Classes on medicinal herbs and honey-based homeopathy
- Crafting herbal remedies
- Cutting flowers, flower arranging
- Cutting own Christmas tree
- Educational camps for adults
- Cooking classes
- Wine/Cider/Cheese Tasting
- Wine Classes
- Clam digging
- Seed saving
- Mushroom foraging/identifying/cooking
- Vermiculture

Huntingdon County agritourism farms



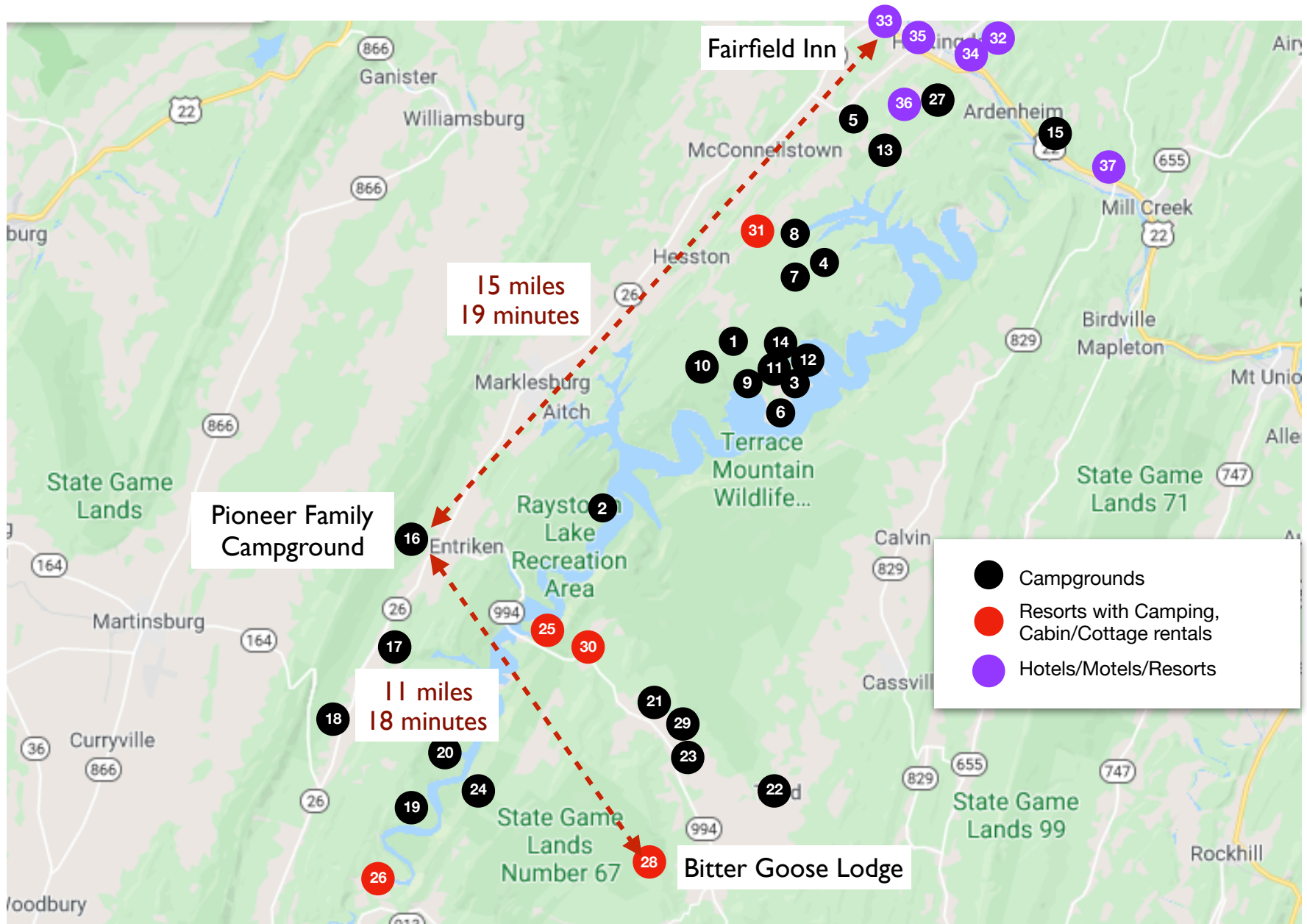
#	Name	Offerings
1	JB Tree Farm	U-Pick, Fall activities (Corn Maze, Hayrides, Pumpkins), Christmas tree farm
2	Minestream Farm	Farm Stand, Pumpkin Patch, U-Pick
3	Donnelly Orchard	Orchards with Farm Store
4	Gillbrook Farms	Wedding/Event Venue
5	Horsepower Farm	Horseback Riding Classes, Camps and Horse Therapy
6	Plow Share Produce	CSA with farm pick up and opportunity to visit farm and to trade work at farm for produce
7	B&D Acres	Event Venue, Pumpkin Patch, Corn Maze, Farm to Table Dinners
8	Reklamed Vines	vineyard, Winery, Tasting Room
9	Terrace Mountain Alpacas	Sell Alpacas, offer farm tours, Farm Market selling wool items
10	Steele Farm/ Garden Harvest	CSA, Farm to Fork food truck, Wedding/ Event Venue
11	Tug Hollow Honey	Sells Honey at Farmers Market also does beekeeping classes at Farm
12	Union Grove	Wedding/Event Venue
13	Parks Orchard	Farm Stand
14	Stone Valley Estates	Wedding Venue
15	Spruce Creek Overlook	Bed and Breakfast on Dairy Farm
16	Griffith Brothers Whitetail Ridge	Deer Hunting Excursions & Lodge



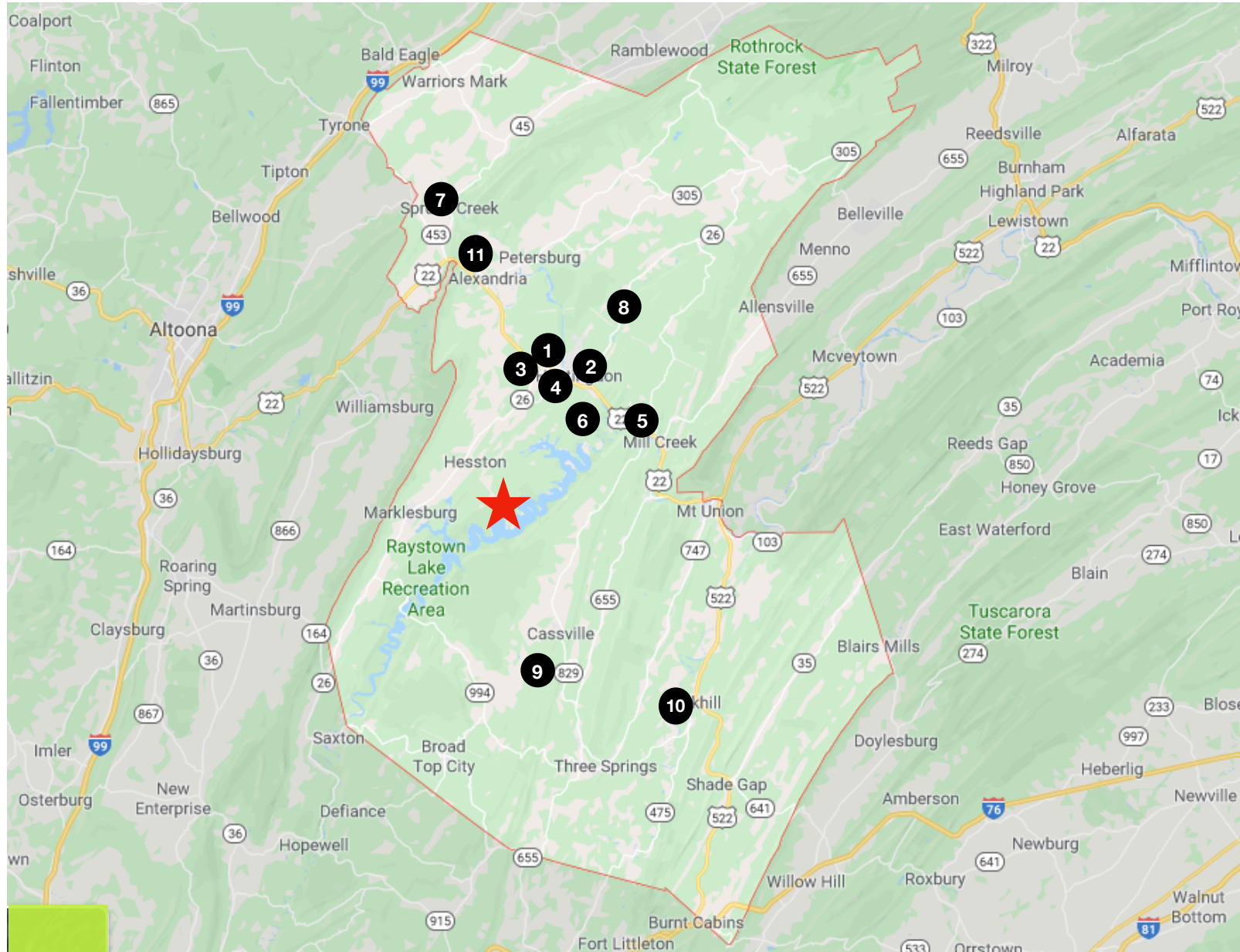
Types of potential customers for agritourism

- Local residents - 20-minute drivetime
- Day-trippers - 60-minute drivetime
- Overnight visitors

Raystown Lake area overnight accommodations



Other Huntingdon County overnight accommodations



Total Huntingdon County overnight accommodations

3,500 - campsites

303 - hotel rooms on 6 properties

200 - vacation rentals

36 - B&B rooms on 7 properties

33 - AirBnBs

15 - houseboats

4,087 - total overnight accommodations

@ 90% *peak season occupancy*

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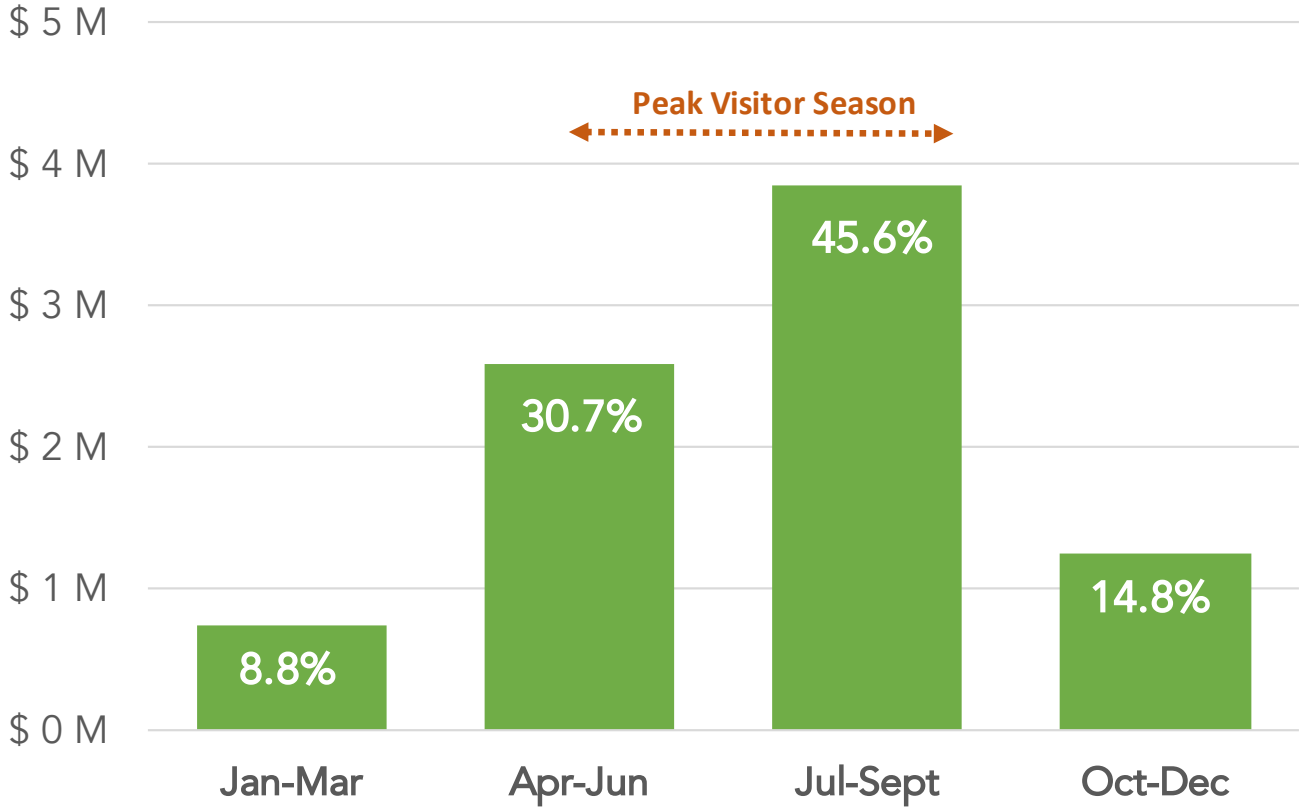
10,800± on-site visitors

Estimated 600,000 annual overnight visitors

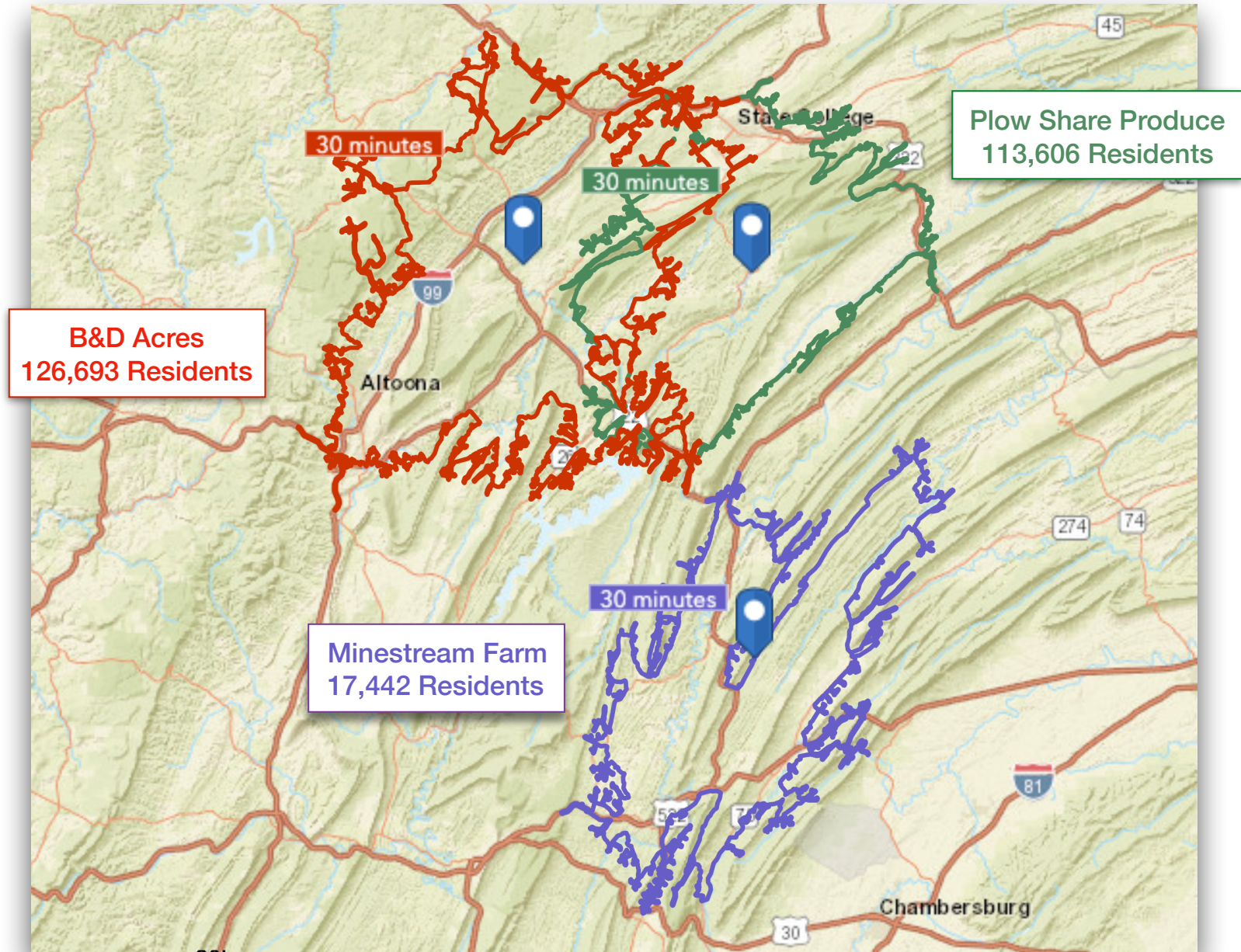
Unknown - # 2nd vacation homes

Overnight accommodations seasonality

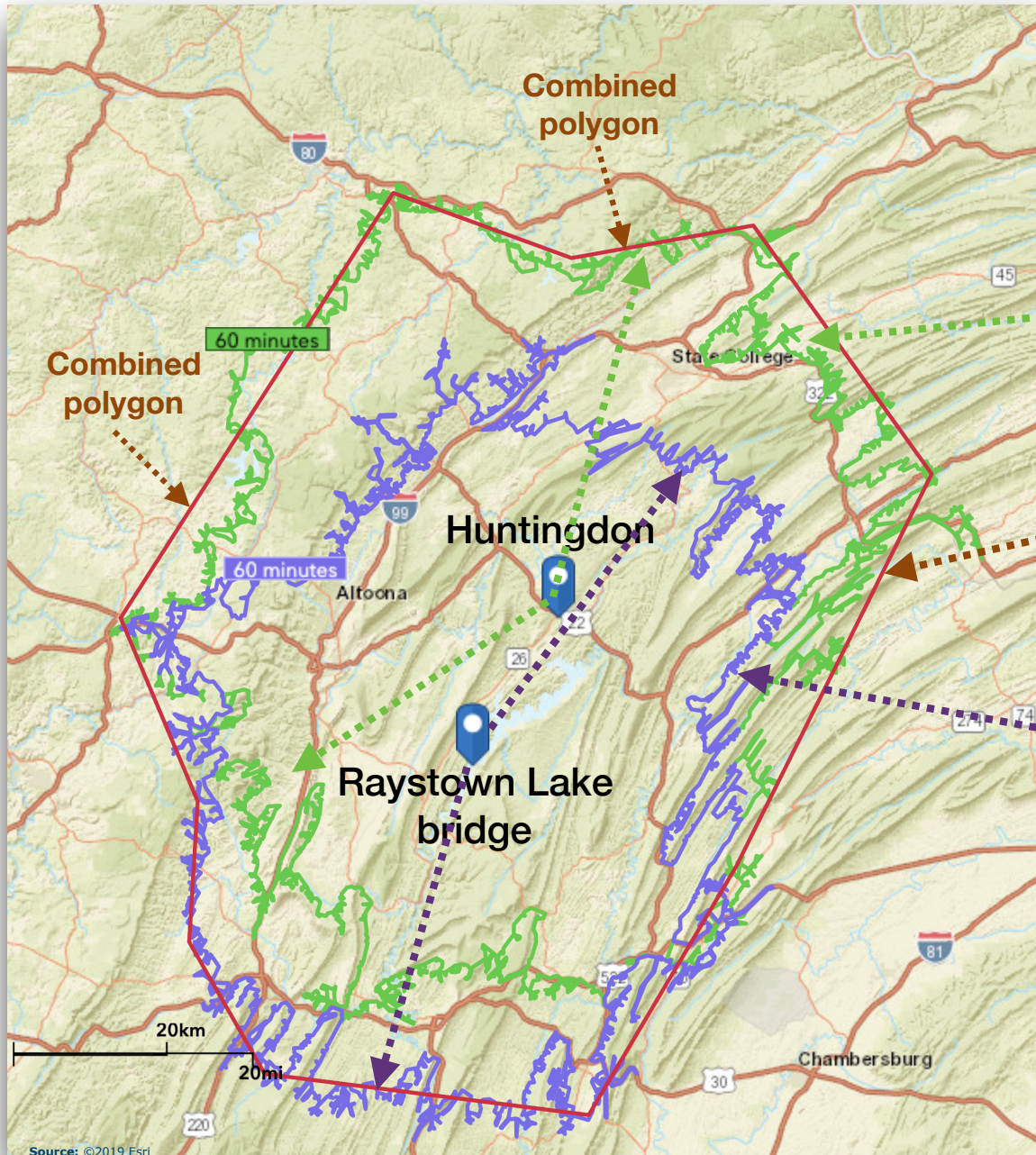
Huntingdon County 2016-2019 average gross lodging facility revenues by quarter in 2019\$



30-minute drivetime resident markets



Day-trippers - 60-minute drivetime



Fairfield Inn
415,000 residents

Combined
60-minute drivetime =
460,000 residents

Raystown Lake bridge
238,000 residents

The Progression of Economic Value

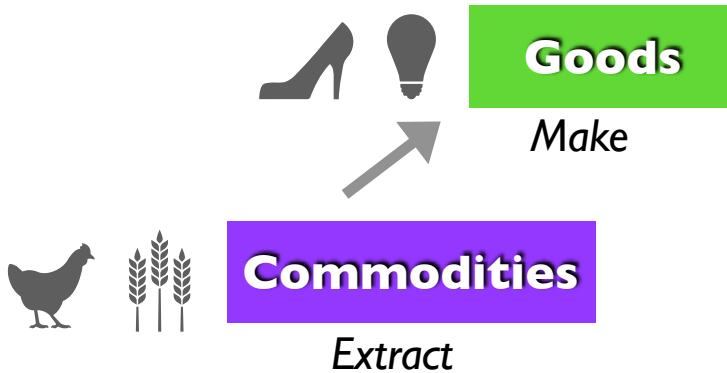


Commodities

Extract

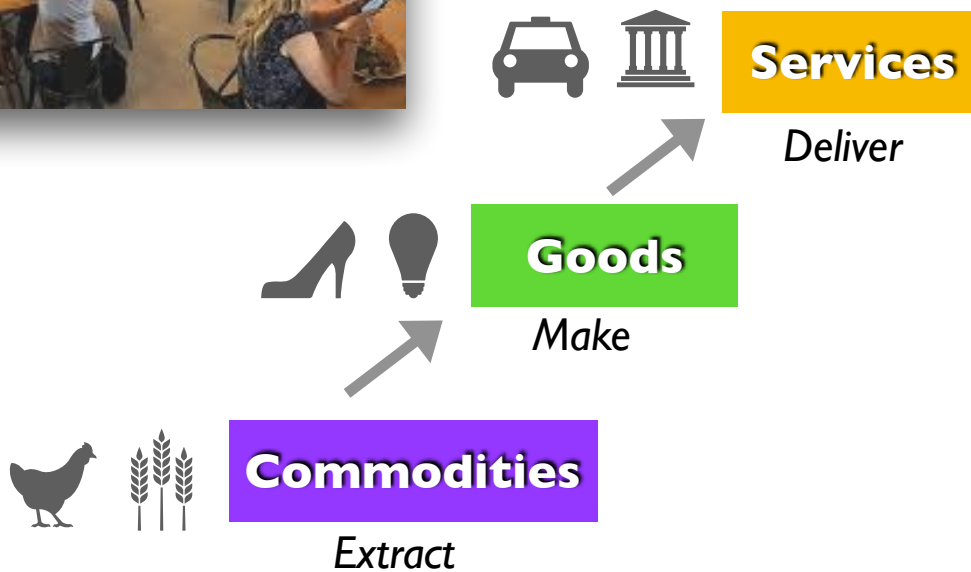
Source: *It's the Experience Economy, Stupid . . .*, B. Joseph Pine II, Strategic Horizons LLP

The Progression of Economic Value



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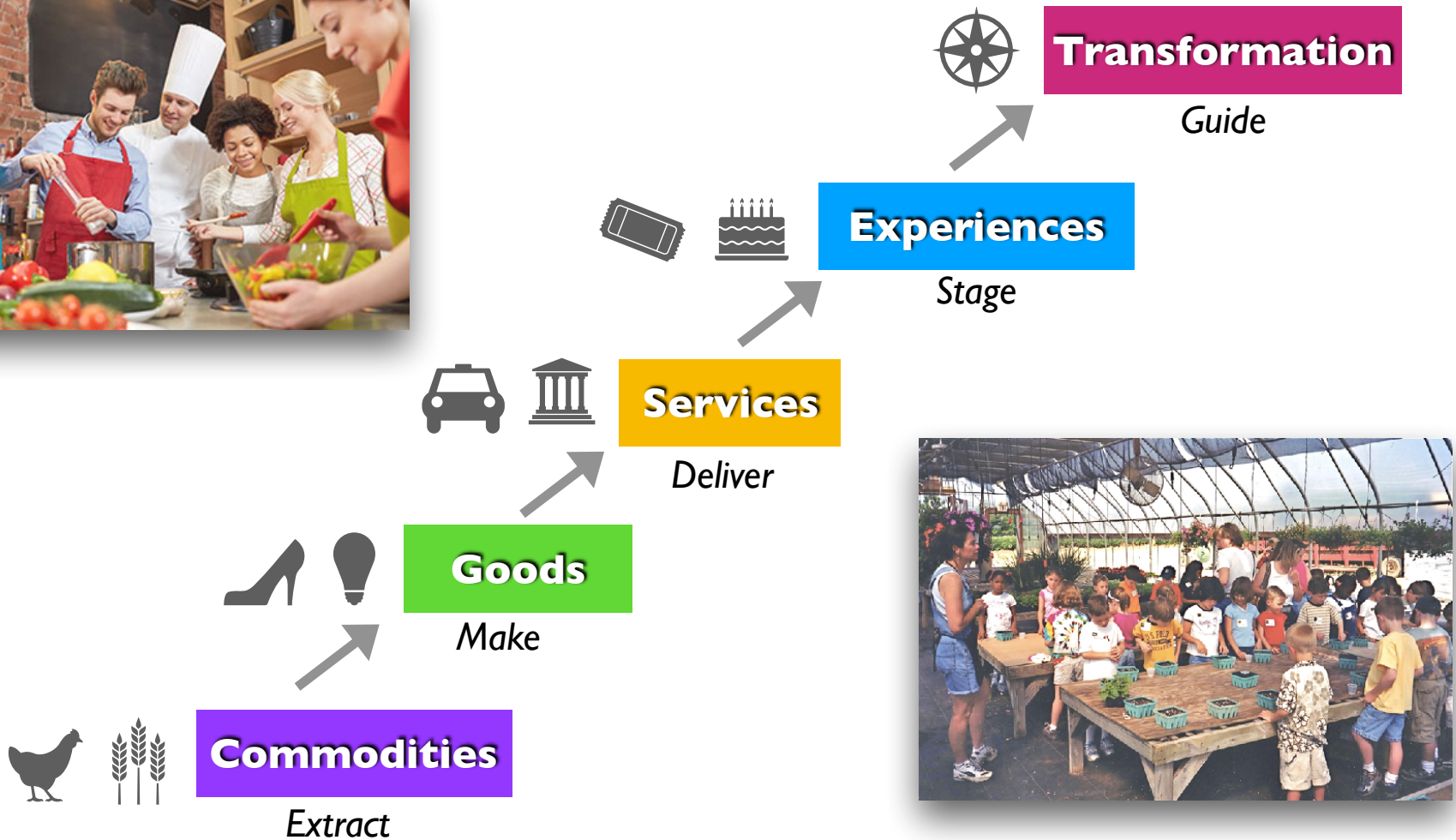
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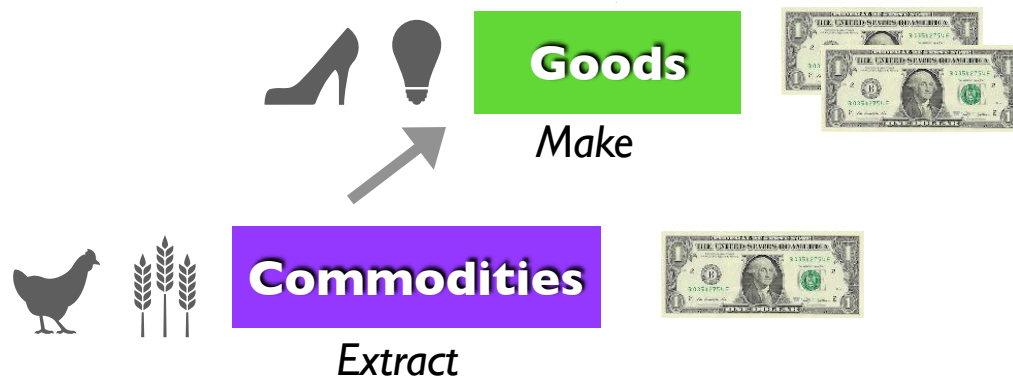
Commodities



Extract

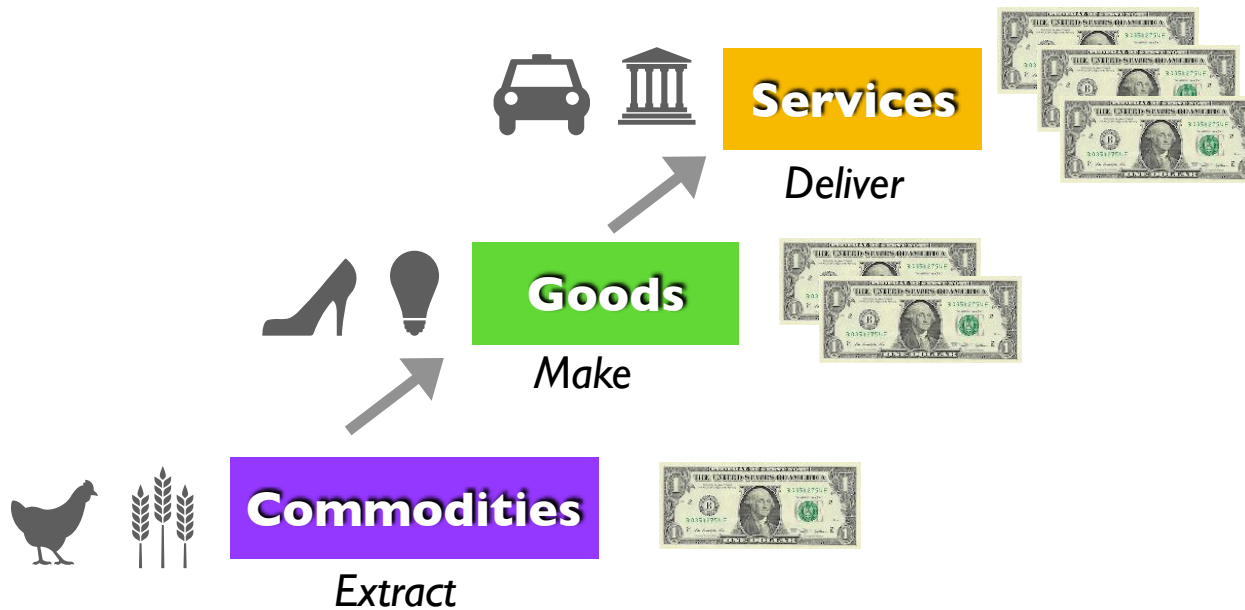
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The Progression of Economic Value



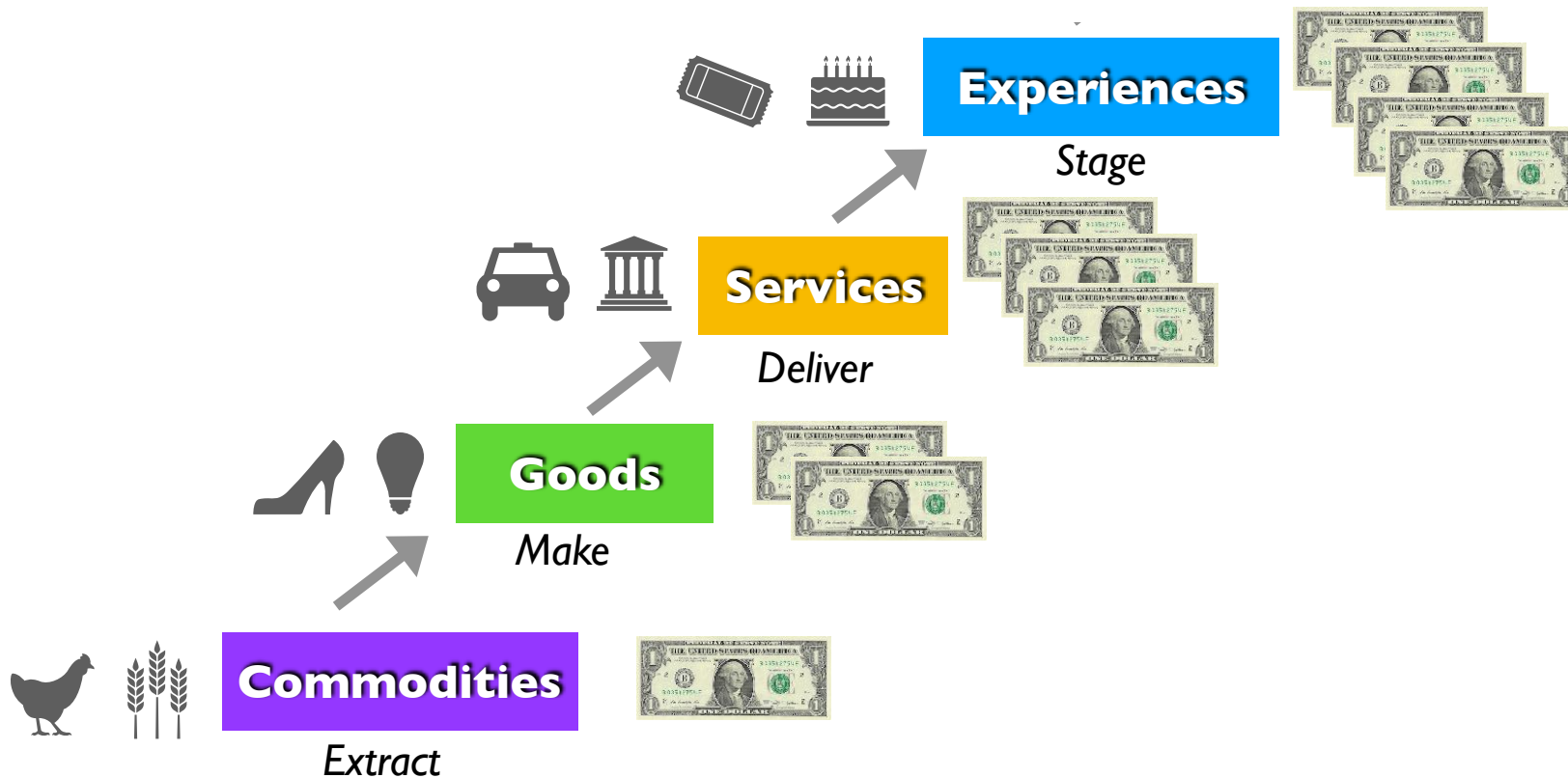
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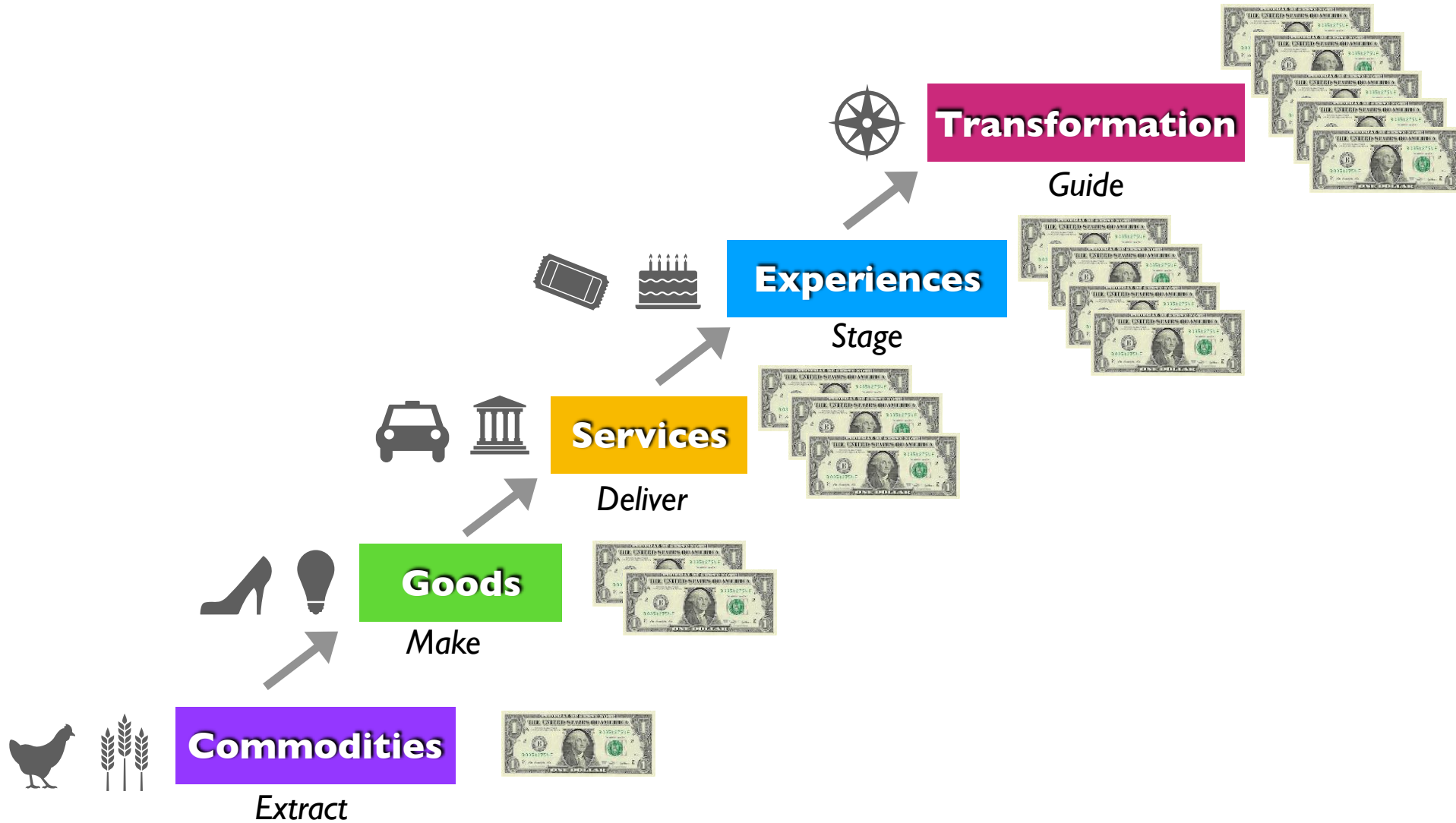
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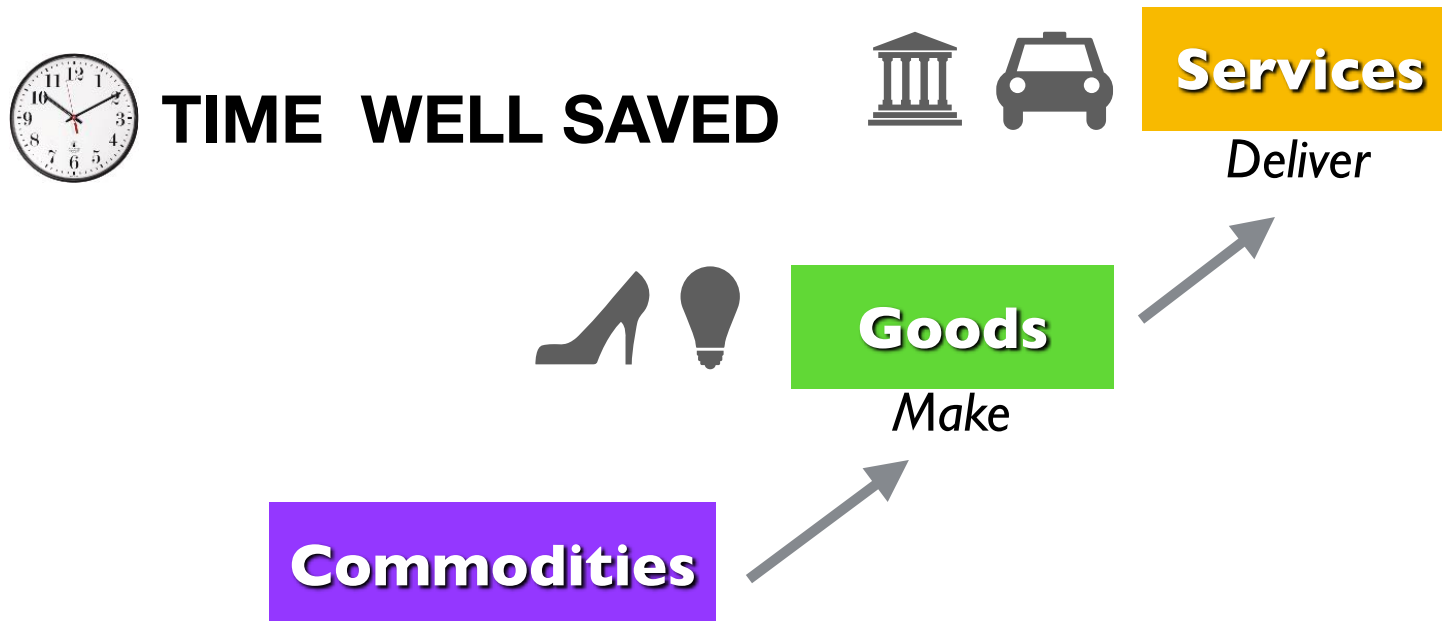
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The Progression of Economic Value

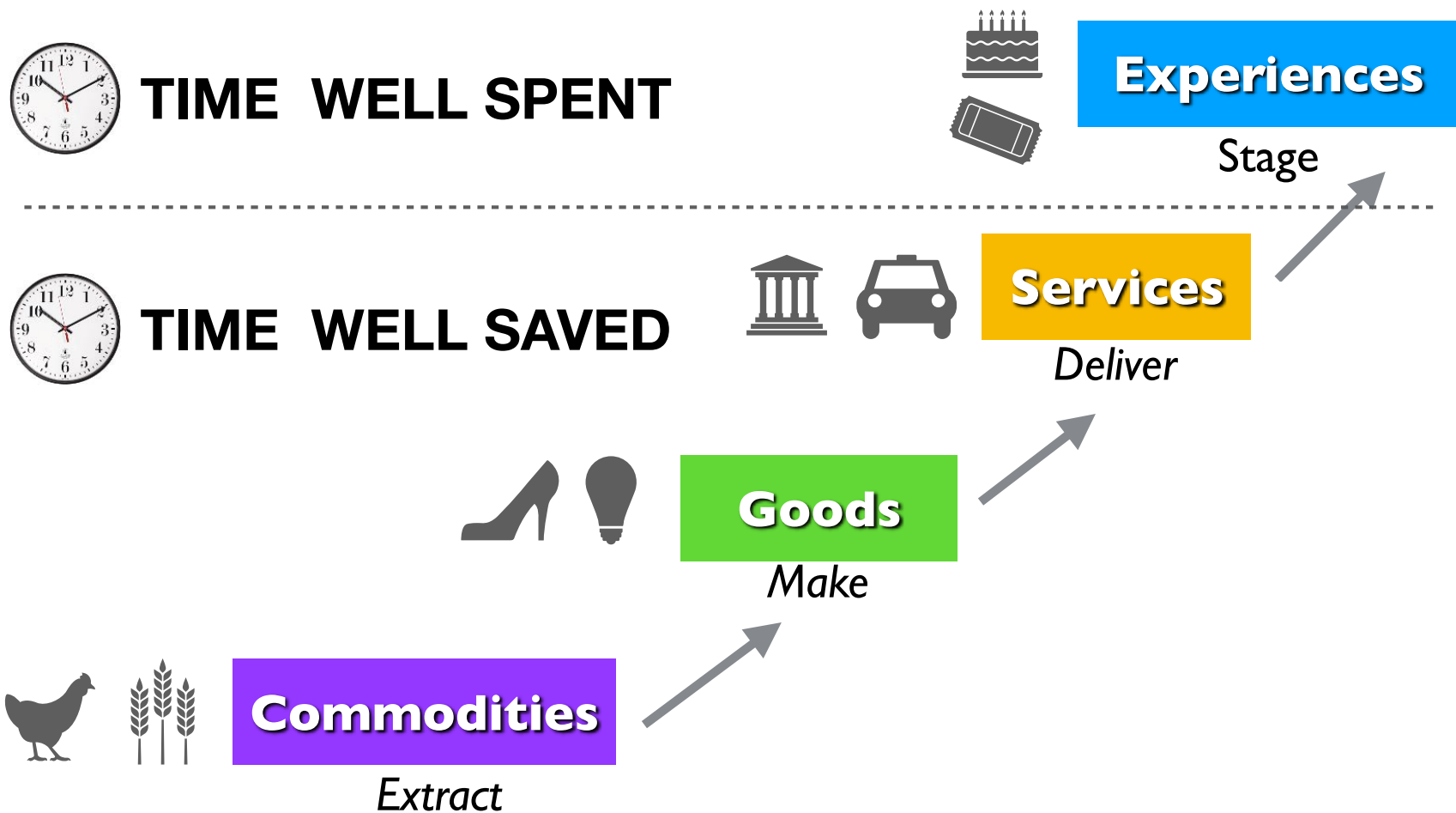


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The Progression of Economic Value



The Progression of Economic Value



The Progression of Economic Value



TIME WELL INVESTED



Transformation

Guide



TIME WELL SPENT



Experiences

Stage



TIME WELL SAVED



Services

Deliver



Goods

Make



Commodities

Extract

The Progression of Economic Value



\$1.50



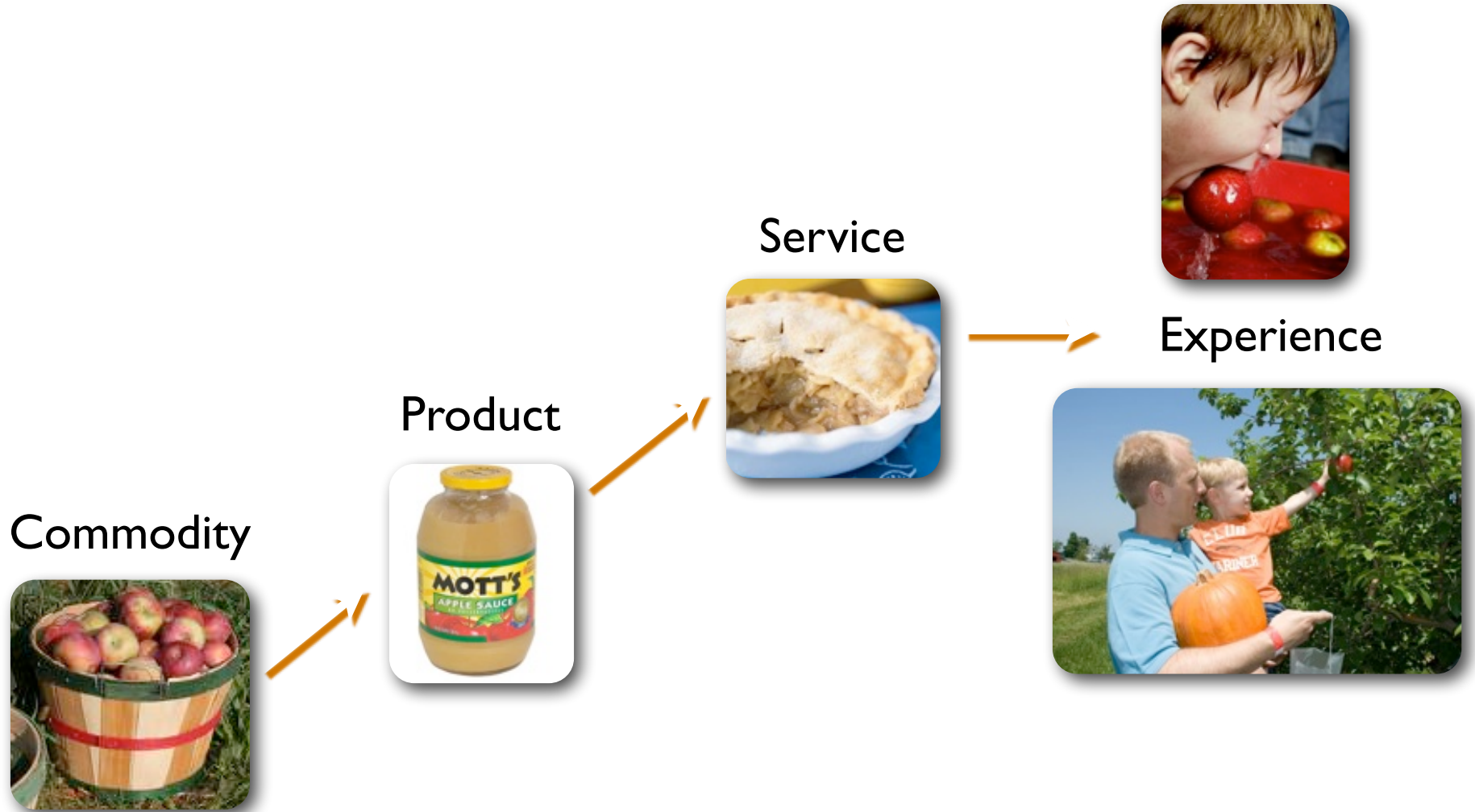
\$400

\$3.00



\$30.00

The Progression of Economic Value



The Progression of Economic Value

Product



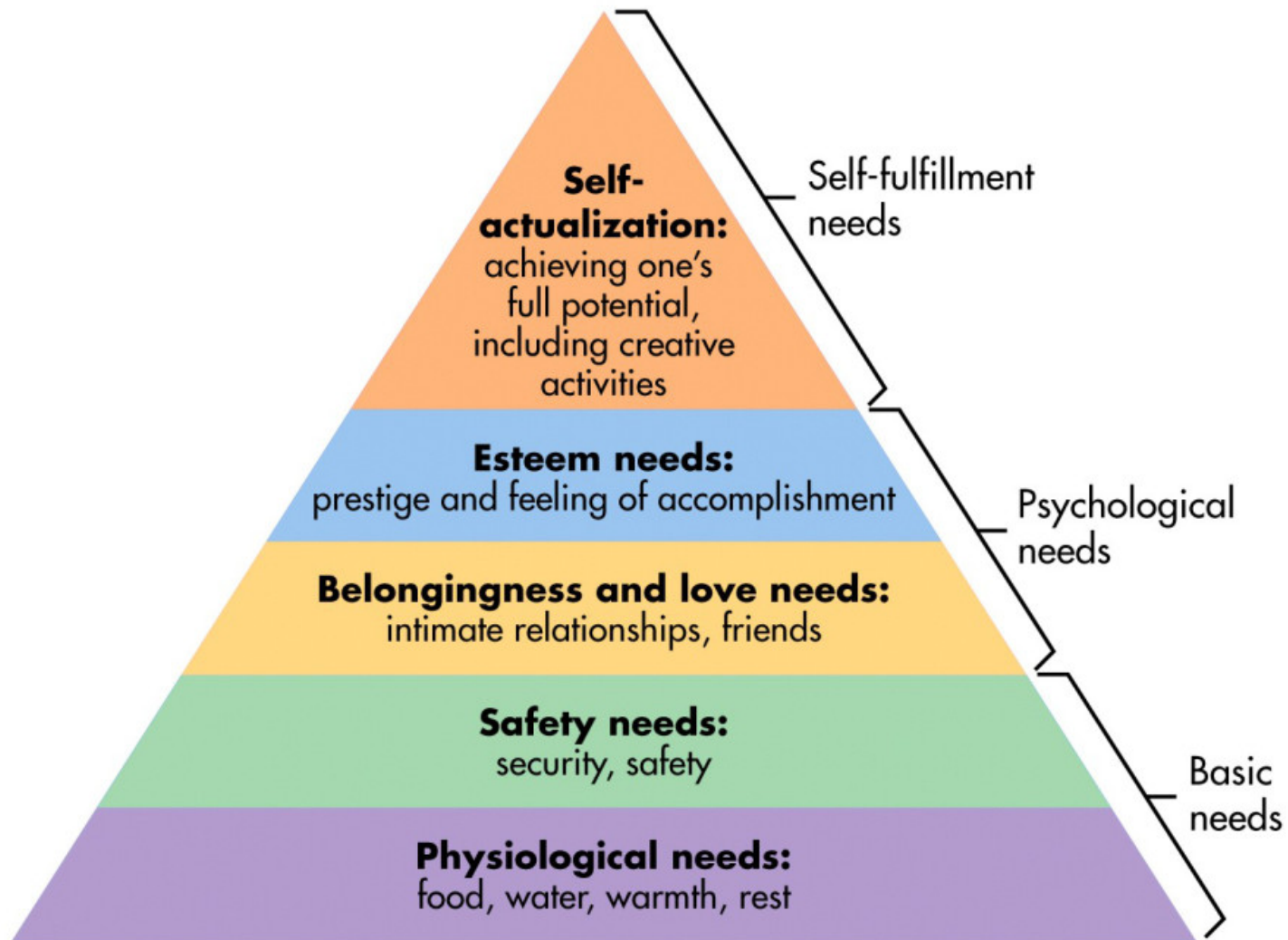
Experience



Commodity

Service

Maslow's hierarchy of needs



Transformational experiences

Permanently change people in some way, offering them more than just the memory of an experience that may fade in time

- Self-actualization
- Personal transformation & growth
- New knowledge
- Self-improvement
- Improved well-being
- Personal fulfillment
- Empowers people to make meaningful, lasting changes in their lives

Have the highest value and profit margins

Transformative experiences



Cooking class



Sampling with story



Tour with story

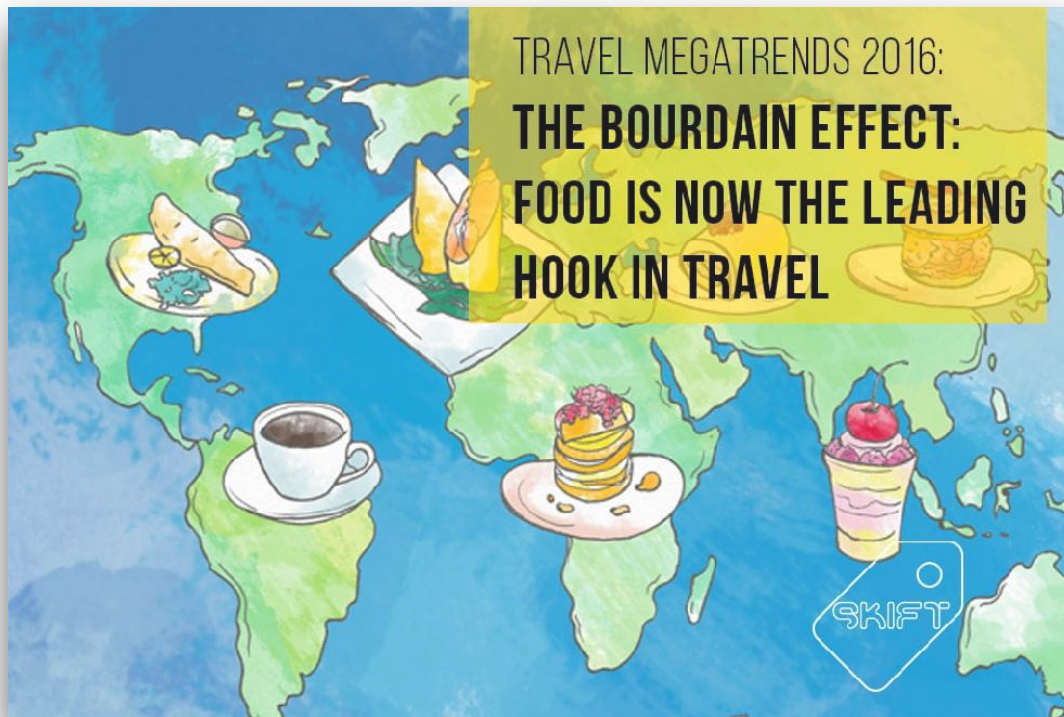


Hands-on demonstration

Travel trend

67% of Millennials say eating is what they want to do when traveling. *Topdeck Travel*

Food is now the leading hook on travel. *Skifts*



Travel trend



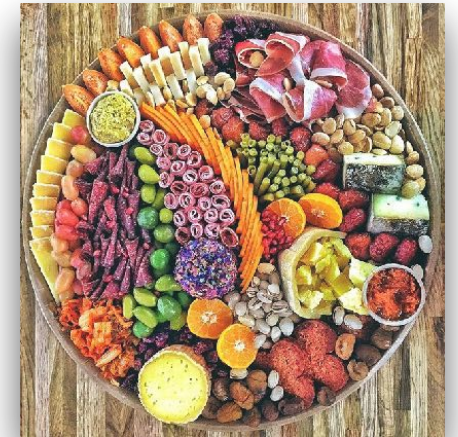
Food & beverage

Major culinary evolution - People are eating in new ways, craving new things and engaging with food in ways that have never been seen before.



Adventure & discovery with food

Foodie- & Instagrammable-worthy



Foodie culture

Culinary food & beverage:

- *adventure & discovery*
- *unique & memorable food & drink experiences*

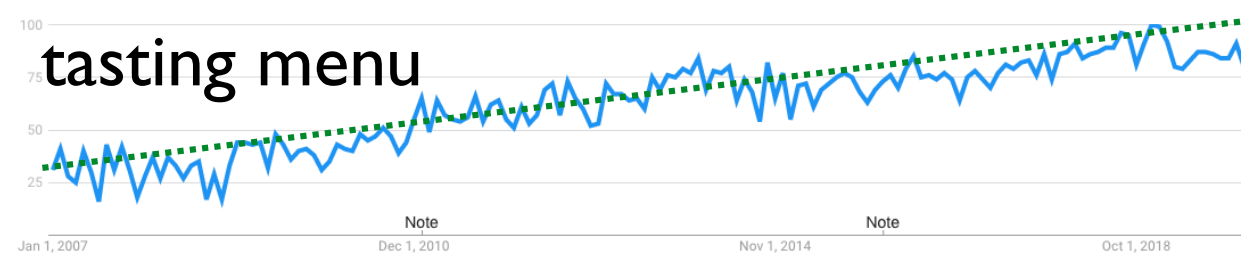
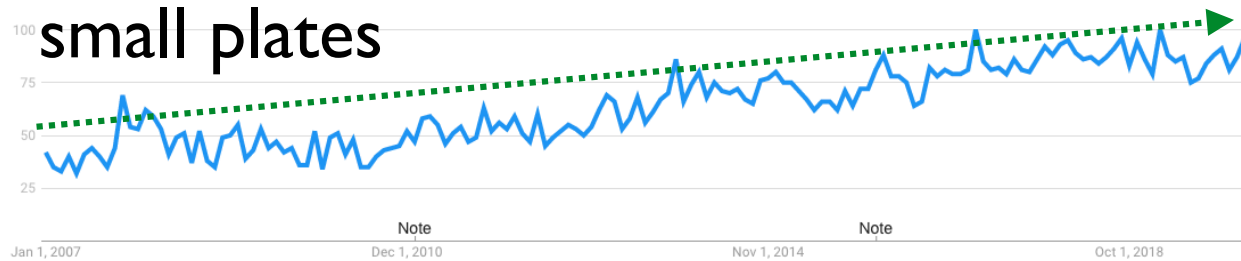
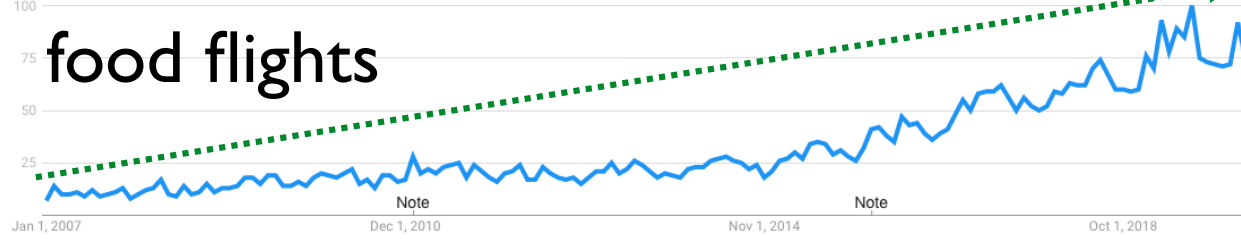
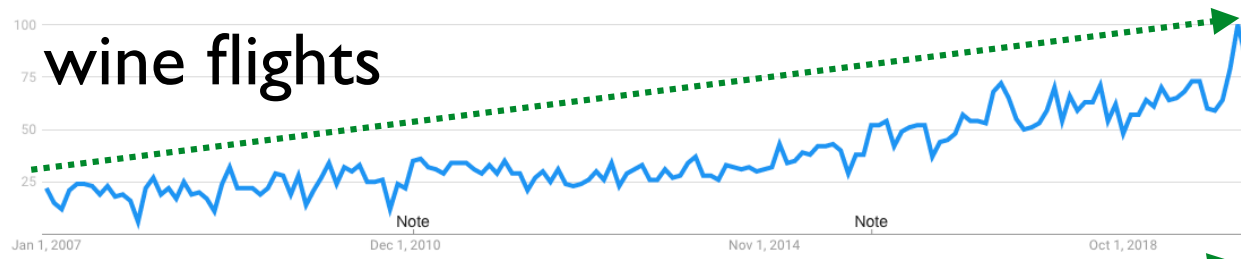
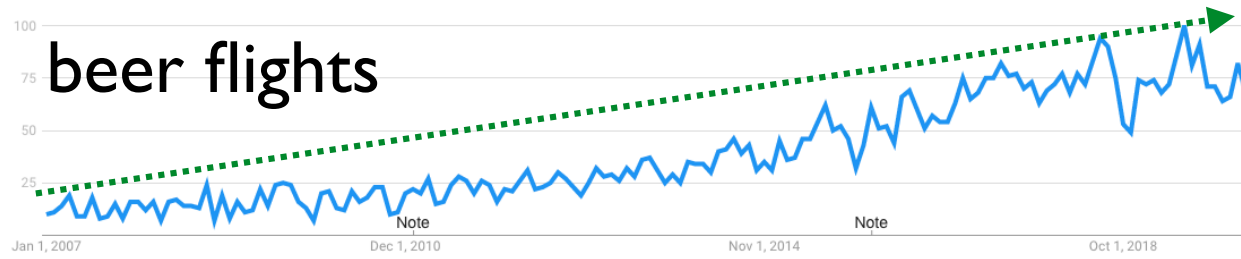


Sharable experience:

- *communal - social*
- *on social media*

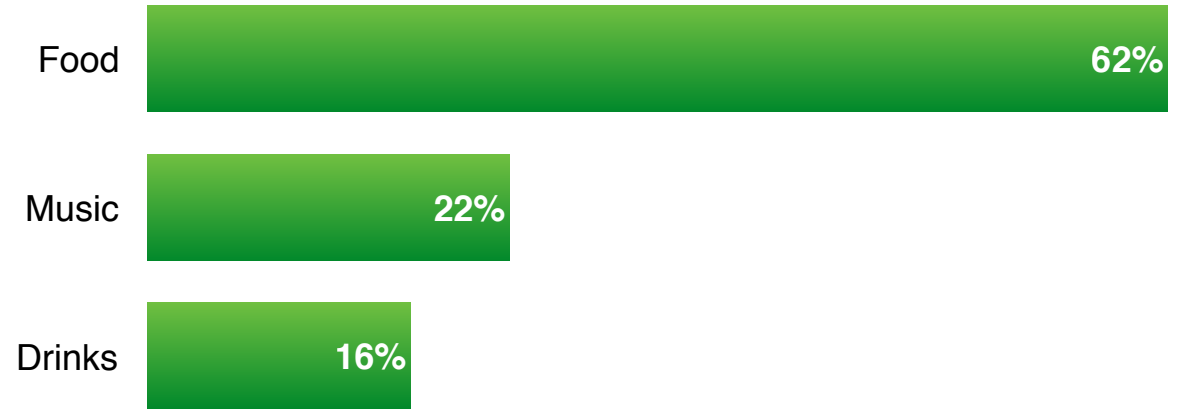


Google search trends - 1/01/2007-2/07/2020



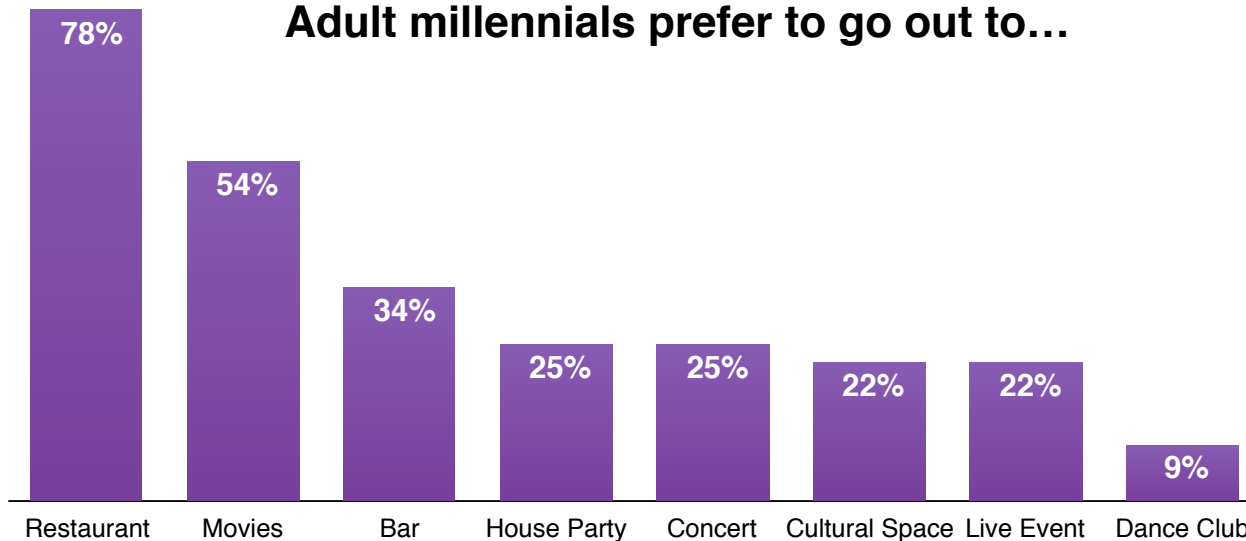
Food & drink is now considered entertainment

For adult millennials, a good night out is more about the...



Source: YPulse

Adult millennials prefer to go out to...



Source: Ypulse

Transformative experiences

Experiential culinary agritourism

- Direct involvement in harvesting and preparation
- Participating in cooking demonstration, classes
- Dining with professional commentary
- Entry into behind-the-scenes of farms, food-prep, restaurants
- Interpretative tours and stories





Farming people is a lot different than farming crops and raising animals.



Are your skills & attributes a good match for agritourism?

Hospitality Attributes and Skills
I like meeting and working with all types of people
I enjoy finding common ground with people who are different from me
I would enjoy having more people visit my farm/ranch
I'd like to show people my farming/ranching operation
I don't mind losing some privacy at home
I value a clean farm/ranch
I am not afraid of working long hours, including holidays, weekends and evenings when visitors would be most able to visit
I can be patient and sensitive to the needs of visitors
I don't mind serving people; I actually like it
I enjoy being around and responsible for a large number of people, including children
I am knowledgeable about agriculture
I am knowledgeable about my community and region - its natural and cultural history beyond my own farm/ranch
I like the idea of teaching people what I know
I have customer relations experience
I am an effective communicator
I have a good sense of humor and am not easily offended
I'm generally an even-keeled and cheerful person

Entrepreneur Attributes and Skills
I am a self-starter
I am prepared to invest substantial time in planning and operating a new enterprise
I follow through on what I start
I have a strong work ethic
I am in good health and have plenty of energy
I am comfortable making important decisions
The idea of taking on more responsibility excites me
I am creative in developing ideas and solving problems
I adapt well to change
I am comfortable with assessing and managing risk
I am willing to risk losing an investment
I will be able to survive financially if a new enterprise does not generate a profit for a few years
My family is 100% committed to starting and operating an agritourism venture

Managerial Skills and Attributes
I have experience managing and operating a business
I can manage the additional business responsibilities associated with an agritourism operation
I am good at managing and organizing my home and business expenses and financial records
I enjoy learning new things
I am flexible in my approach to work, depending on what the circumstances call for
I have knowledge of basic business law
I have sales skills
I have supervisory skills
I am effective at setting and meeting deadlines to accomplish tasks
I am determined to succeed

Issues & considerations

- ◆ Hospitality
- ◆ Zoning
- ◆ Food & beverage
- ◆ Health department
- ◆ Parking
- ◆ Restrooms
- ◆ Marketing
- ◆ Point-of-sale
- ◆ Insurance
- ◆ Staffing
- ◆ Seasonality
- ◆ Cannibalization

The end Questions?



randy@whitehutchinson.com

816.931-1040, ext 100

whitehutchinson.com



www.whitehutchinson.com/HCBlogritourism



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@whitehutchinson



Randy White

Randy White is CEO of the White Hutchinson Leisure & Learning Group. The 31-year-old company has worked for over 580 clients in 37 countries throughout the world. Randy personally oversees the work of all the company's projects and is considered to be one of the world's foremost authorities on feasibility, brand development, design and production of location-based leisure and entertainment venues, including agritourism and agritainment.

Since 1994, Randy and his company has worked for many of the country's leading agritainment/agritourism farms including initial feasibility and concepts, full design, and consulting on growing their businesses, including original development and expansion design and food and beverage operations.

One of the company's edutainment projects was featured in the book *The Experience Economy*. Numerous national newspapers and magazines, including *Time* magazine, the *Wall Street Journal*, *USA Today* and *The New York Times* have interviewed and quoted Randy as an expert on entertainment, edutainment and eatertainment. He was featured on the Food Network's *Unwrapped* television show as an eatertainment expert and received recognition for family-friendly designs by *Pizza Today* magazine.

Over 100 of Randy's articles have been published in leading entertainment/leisure/agritainment industry publications and he has been a featured keynoter and speaker at over 38 different leisure industry conventions around the world.

Randy can be reached at randy@whitehutchinson.com, via the company's website: whitehutchinson.com or at 816.931-1040, ext 100 Central Time when he's not traveling.