

Guest segments for 3 different types of agritourism events

Festivals	Farm-to-long-table dinners	Tours, classes & workshops
<p>Family Farm Day Makers-local/regional families making seasonal farm visits a tradition; typical 3-6 people, often multi-generational. Primary motivation: easy memorable family fun with a real-farm backdrop and kid-friendly activities.</p>	<p>Celebration Diners-Couples, friend groups, and families booking dinners for birthdays, anniversaries, and special occasions; usually 2-8 people. Primary motivation: a distinctive, celebratory meal in a beautiful farm setting they can remember and share.</p>	<p>Curious Learners-Adults and older teens who actively seek out farm tours and workshops; usually 1-4 people. Primary motivation; learning how food is grown and produced, and understanding farming practices more deeply.</p>
<p>Seasonal Fun Friends & Date Nights-Friends and couples using the farm as a social backdrop in summer (flowers, music) and fall (pumpkins, corn maze). Usually 2-6 per group. Primary motivation: a social Instagrammable outing with seasonal vibes, light activities, and food/drink.</p>	<p>Food Explorers-Food-obsessed guests who follow chefs, restaurants, and farm-to-table trends; typically 2-4 per party. Primary motivation: exploring flavor, terroir for wines, and chef creativity in a setting that feels authentic and “insider”.</p>	<p>Skill Builders-Guests specifically enrolling in classes (cooking, preserving, gardening, fermentation, etc.); often 1-3 per booking. Primary motivation: gaining practical skills they can use at home, with hands-on instruction and take-home outcomes.</p>
<p>Farm-to-Flavor Explorers-Food-curious quests and hobby growers; typically 2-4 per group. Primary motivation: discovering new crops/products, tasting, and connecting with producers at a working farm.</p>	<p>Intimate Connection Seekers-Couples and very small groups: typically 2-4 people. Primary motivation: a slower, more intimate evening that feels personal and relational-connection with each other and with the farm story.</p>	<p>Behind-the-Scenes Enthusiasts- Guest drawn to “backstage” farm access (production area, equipment, operations); 1-6 people. Primary motivation: seeing how the farm really works, beyond what the general public usually sees.</p>
<p>Peaceful Paths & Picnic Guests-nature/wellness seekers who want scenery, flowers, and calm; usually 2-4 people. Primary motivation: quiet time in nature with light structure-walks, views, and a relaxed, low-pressure experience.</p>	<p>Community Night Regulars-Locals who attend dinners seasonally or repeatedly, such as pizza nights; usually 2-6 people. Primary motivation: feeling part of a community around the farm, connecting with other guests, and supporting local agriculture.</p>	<p>Family Learning Groups-Parents and caregivers bringing kids or teens to tours and classes; typically 2-5 people. Primary motivation: shared educational experiences that are fun and memorable, and help kids understand where food comes from.</p>
<p>Midwest Farm Discovery Trips-Out-of-town visitors and busy/group tours; 4-40 people. Primary motivation: a concise “this is what farms are like here” experience with photos, food, and stories, slotted into a day trip.</p>	<p>Corporate & Hosted Groups-Teams, client groups, and hosted VIPs; often 8-30 guests. Primary motivations: a distinctive, hosted meal that strengthens relationships and tells a values story (local, sustainable, & authentic).</p>	<p>Professional & Practitioner Groups-Chefs, food pros, educators, and ag-adjacent professionals; 5-30 people. Primary motivation: targeted knowledge and inspiration they can apply in their own work (menu, curricula, operations).</p>
<p>Farm Learning Adventures-School classes, camps, youth groups; 15-60 participants. Primary motivation: safe, structured farm immersion tied to learning, with just enough fun to keep attention</p>	<p>Solo & Small Group Retreat Diners-Individuals or pairs adding a dinner to a retreat or getaway, 1-3 guests. Primary motivation; personal restoration and reflection supported by good food and a beautiful setting.</p>	<p>Retreat & Wellness Participants-People on retreats or wellness programs that include tours/classes; 5-20 participants, Primary motivation; integrating learning about food and land into a broader personal growth or wellness journey</p>