

Agritourism festival guest segments: their characteristics & behavior

1-5 scoring (1= very low, 3=medium, 5=very high)

| Segment | Preferred daypart | Primary Motivation | Farm Immersion (1-5) | Price sensitivity (1-5) | Upsell potential (1-5) |
|--|---|--|---|--|--|
| Family Farm Day Makers - local/regional families making seasonal farm visits a tradition; typical 3-6 people, often multi-generational | Weekends: late morning-mid-afternoon; school breaks | Memory-making, easy family fun, mild learning | 4-Want kids to see “real farm” elements (animals, fields, equipment) but through safe curated touchpoints like wagon rides and viewing areas. | 4-Track total family spend; need clear, honest pricing and visible value. Sensitive to add-on creep, but will pay if the day feels “worth it”. | 3-Will buy family bundles snacks, basic souvenirs and occasional add-on experiences if value is clear and spending feels controlled. |
| Seasonal Fun Friends & Date Nights -Friends and couples using the farm as a social backdrop in summer and fall. Usually 2-6 per group | Summer: golden hour/evenings; fall : late afternoon-night (esp. Fri-Sat). | Social night out, photos, vibe, drinks | 2-Farm is mostly a scenic backdrop; they need just enough farm context to feel authentic & Instagrammable | 2-Compare price to other nightlife options; accept higher tickets for strong vibe, music, and bar program. Less focused on itemized value. | 4-Strong potential for upsells into drinks, shareable food, night events, premium seating/fire pits, and special themed nights. |
| Farm-to-Flavor Explorers -Food-curious quests and hobby growers; typically 2-4/ party | Late morning-afternoon; some evening dinners/ events/ | Food discovery, learning connection to producers/ | 5-Deep interest in crops, practices, varieties, and stories; want close up tours, demos, and direct interaction with farmers | 2-Will pay a premium for depth, quality and exclusivity; more sensitive to perceived authenticity than to ticket level alone. | 5 Excellent candidates for tasting, farm dinners, classes, premium tours, memberships/CSA, and higher margin farm store products. |
| Peaceful Paths & Picnic Guests -nature/wellness seekers who want scenery and calm; usually 2-4 people. | Mornings and shoulder hours in both summer and fall. | Quiet nature time, light wellness, gentle socializing. | 5-Strong desire for immersive landscape experiences (trails, fields, flowers, views) and time in nature, with light interpretation. | 3-Comfortable with a fair gate for access and ambiance; dislike feeling nicked-and dime, so prefer a few well-bundled options. | 3-4-Will pay for curated low-key experiences (picnic kits, yoga in the field, guided walks, reserved quiet areas, photo session) if they feel unhurried and high quality |
| Midwest Farm Discovery Trips -Out-of-town visitors and busy/group tours; 4-40 people. | Late morning-afternoon, tied to wider itinerary. | “Authentic Midwest farm” snapshot plus food/shopping | 3-4-Expect a clear, curated introduction to the farm (overview tour, key viewpoints, concise storytelling) within a fixed time window. | 3-Evaluate per-head cost against other attractions; need transparent, inclusive group packages and minimal surprise fees. | 3-Respond well to pre-set packages (guided tour+tasting+meal+shop time) and group gift packs; upsell is mostly in structured add-ons, not impulse. |
| Farm Learning Adventures -School classes, camps, youth groups; 15-60 participants | Weekday mornings-early afternoons, especially fall. | Education, curriculum links, supervised fun. | 5-Need strong structured farm immersion aligned with learning goals. | 5-Operate under strict per -person or per-group budgets, pricing must be transparent | 2-3-Upsell mainly via pre-arranged add-ons (small pumpkin/produce, etc.) |