

Fact Sheet

Marketing Your Agritourism Operation



5 P'S OF MARKETING

Consider the 5 P's of marketing when thinking of how you will be marketing your agritourism operation:

- Product
- Price
- Promotion
- Place
- People

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PRODUCT

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- What are you selling? (Ex: u-pick, tour, etc.)
- How are you selling this product?
- What is the quality of your product?
- How much product do you have available to sell?
- Is the product appropriate for the market?
- Is there room for the product in the market?



PRICE

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- How do you determine price?
- Does it cover your cost plus pay yourself?
- Is the price reasonable for you market?
- Have you done your research to determine what you customers are willing to pay?



PROMOTION

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- How are you planning to advertise your product?
 - Website
 - Social Media
 - Newspaper
 - Word of Mouth
- Do you have time to promote your agritourism operation or do you need to hire some?



PLACE

- Is your agritourism operation in a location that people will want to visit and can find? (You may need to clean up the property and/or add additional signage to help direct people to your operation.)
- What does your operation have to offer? (U-Pick, Tour, Hayride, Corn Maze, etc.)
- Are there additional agritourism activities that will help attract visitors? (U-Pick, Tour, Hayride, Corn Maze, etc.)





PEOPLE/TARGET MARKET

- Who will buy my product?
 - Demographics: •Example: Families, Women, 20-90 yrs., Some Men, Kids-Events
- Why will they buy my product?
- What will they pay for my product?
- Where do they expect to find at my agritourism operation?

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BRANDING

Develop a solid brand that customers can easily identify your agritourism operation and farm products (website, social media, advertisements, signage, labels, swag, and more.)

Branding should include:

- Logo
- Visual Design: Color, Font, etc.
- Tag Line/Motto



MARKETING PLAN

Develop a marketing plan to help prioritize marketing and development of your agritourism operation. This will include the following

- Short, Medium, and Long Term Marketing Goals
- Strengths, Weaknesses, Opportunities, and Threats Analysis
- Marketing Budget



TOURISM PROMOTION AGENCY (TPA)

Reach out to your local tourism promotion agency to see how your agritourism operation can be promoted through their promotion efforts. Make sure to tag your TPA and cross promote on social media. This will help the TPA know what your agritourism operation is currently offering for on farm activities.

Additional Resources:

- Cornell Cooperative Extension Agritourism Program: <https://cals.cornell.edu/cornell-cooperative-extension/work-teams/agritourism>
- Cornell Cooperative Extension Agritourism YouTube Channel: <https://www.youtube.com/@cceagritourism>
- I Love NY: <https://www.iloveny.com/>