



PHOTO: SIONNIE LAFOLLETTE

Assessment: Is There a Customer Base for Your Idea?

Now that you've thought about your capacity and interests related to agritourism, it's time to circle back and connect your ideas with concrete market trends... and your ideal customers! As you develop a business and marketing plan you'll create more specific action steps.

First, consider the information about market trends in [Section I](#) of the handbook. What are the key market trends that will affect your success? What types of customers are you most likely to attract, given these trends?

Next, consider the types of agritourism activities and experiences you're potentially interested in developing – both in the short term and the long term. Of those options, which activities/experiences are the best fit with market trends in terms of delivering what customers are seeking? The “Why People Travel” information in [Section I](#) of the handbook is an additional resource to revisit for this question.

Now, what are the attributes of customers you'd like to have? And, just as important, what type of customer would you rather not have?

Finally, imagine the profile of your ideal visitors. You may have more than one, so there are two identical charts below that you can use to profile different types of customers/visitors as needed. Make additional copies if you need more. Thinking about this now will help you with your marketing strategy later.

Where is this customer from?	
Are they single or married? Do they have children?	
What is their age?	
What is their income?	
In what type of group do they travel? Solo? Couple? With family? With friends? With a club or organization? As part of a small organized tour? A large organized tour?	
What magazines, newspapers, books and social media appeal to them?	
What are their hobbies and interests?	
How much time do they have for the activities you offer?	
How much time do they spend in your community when they visit?	
What types of experiences are they seeking? Demonstration and guidance? Relaxation? Entertainment? Action or physical activities? Other?	
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The ideal visitor profile chart is adapted from information in [Agri-Business Council of Oregon's Agritourism Workbook](#) and [Agritourism and Nature Tourism in California, 2nd Edition](#).

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