



WORKSHEET 4: Agritourism Readiness Checklist

This checklist will help you determine whether you are prepared to launch your agritourism experience.

Defining your Agritourism Experience

- I have a clear idea of what the agritourism experience will be, the value proposition to my visitors, unique selling points, and how it will tie in to my community's history and culture
- I have determined how the agritourism experience fits into my community's Food Tourism Value Chain
- I have identified any local businesses that I could potentially partner with
- I have connected with my local Economic Development department to go over my idea and identify any opportunities for support

Planning Rules and Regulations

- I have connected with my local Planning Department to go over my proposed agritourism experience
- I have determined which of the 3 permitted uses my agritourism experience falls under: Agricultural Use, Agriculture-Related Use, On-Farm Diversified Use
- I have worked directly with my local Planning Department to confirm my agritourism experience is allowed under the permitted uses, and has all required planning approvals, permits etc.

Experience Development

- I have incorporated elements that enhance the visitor experience (e.g personal interactions, education, immersion, and hands on activities)
- I have provided opportunities for visitors to purchase local products
- I have identified the key stages that visitors will go through in their journey
- I have elevated the visitor experience through multisensory engagement
- I have ensured that the visitor experience is as accessible as possible

Storytelling

- I have crafted my story
- I have incorporated storytelling into the experience

Marketing

- I have identified my ideal target markets
- I have determined appealing activities, motivating factors, and possible marketing strategies to reach the target audience
- I have developed my online presence