Agritourism Start-Up Guide

A start-up guide for adding agritourism to a farm. It helps owners think through activities, safety, rules, insurance, and guest experience before opening and keeps notes for follow-up.

Farm / unit: _____ Date: _____ By: _____

1. Define the guest experience
2. Check zoning and local rules
3. Plan parking and restrooms
4. Plan guest safety measures
5. Ask about liability insurance
6. Set hours and booking method
7. Plan signs and guest rules
8. Train staff and family
9. Collect visitor feedback

YOUR NOTES

TIP Walk the guest path as a visitor would and note every hazard before opening.

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