Agritourism Business Plan Template

A business plan template for an agritourism venture, from farm tours to events and stays. Guides owners through the visitor experience, rules, safety and finances.

Farm / unit: _____ Date: _____ By: _____

Concept and visitor experience

Target visitors and season

Site layout and facilities

Staffing and training

Safety and risk plan

Permits, zoning and insurance to check

Marketing plan and messages

Startup and operating budget

Review and improvement plan

TIP Talk with your insurance agent and local officials early, since agritourism rules differ by county and state.