



GovCon Presentation:

Agritourism Feasibility Study

12/10/25

DEFINING AGRITOURISM

Agritourism is a form of commercial enterprise that links agricultural production and/or processing with tourism to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining or educating the visitors while generating income for the farm, ranch, or business owner.

—National Agricultural Law Center

PURPOSE

- * Identify opportunities for growth of agritourism as a tourism asset, visitation driver, and economic development tool in rural Nevada
- * Identify practical, economic, and legal barriers that currently constrain the development of agritourism in Nevada
- * Set the stage for partnerships with private and public entities who may be able to accelerate the growth of agritourism in Nevada



INPUTS TO THE RESEARCH

INDUSTRY ENGAGEMENT

- * Target interview list of ~40 individuals: farmers, academics, government agency employees, and legislators
- * Industry survey

DATA & DOCUMENT REVIEW

- * Existing Nevada programs and reports
- * Academic studies and reports
- * Past agritourism surveys
- * National and international resources

BENCHMARKING

- * Asset inventory
- * Benchmarking against competitor states
- * Audience alignment
- * Market potential

NEXT STEPS

- * Continue partnership with Department of Agriculture and Lt. Governor's Office in steering committee
- * Launch survey
- * Conduct interview series
- * Continue review of compiled data
- * Identify and gather additional data sources for:
 - * Asset inventory
 - * Benchmarking
 - * Audience alignment



Learn More:





THANK YOU!

