

## **A081 AGSC**

### **Agritourism for small farms: assessing demand and seasonality of the Agritourism attractions adopted by farm operations in Tennessee.**

#### **Abstract**

Agritourism could be one of the important alternatives of on-farm enterprises for income diversification. Particularly, small farms find it helpful to diversify their farm through participation in agritourism activities. Tennessee is one of the states with high scope of agritourism. However, there are very limited studies examining this aspect in Tennessee. We conducted a primary survey of small farmers in Tennessee, sending an electronic survey link to 1139 sampled farmers in 2020. Through this primary survey of small farms, including those participating or not participating in agritourism activities in Tennessee, we assessed peak times and seasonality of these attractions. We found that around 60 percent of our sampled farms were engaged in some agritourism related activities. Using the complete response from 130 small farms from east, middle, and west Tennessee and average weekly visitors in these operations, we project the demand for agritourism attractions in Tennessee.