



The Economic Impacts and Benefits of the Agritourism Industry in Utah

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Department of
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Executive Summary

Utah is well positioned to grow and strengthen agritourism across the state. The combination of world-class natural assets, rich cultural and heritage resources, strong agricultural traditions, and growing interest in local food and place-based experiences creates a uniquely multidimensional tourism ecosystem. Agritourism can help connect these assets by bringing local residents and other visitors onto farms, ranches, orchards, vineyards, and other agricultural operations for education, recreation, entertainment, direct sales, events, lodging, and food-based experiences. While agritourism generates supplemental and even primary income for producers, it also supports nearby businesses such as restaurants, lodging properties, gas stations, and retail shops and helps preserve agricultural heritage and rural culture.

Agritourism sits at the intersection of Utah's tourism and agriculture sectors, creating opportunities to support farm and ranch viability while also enriching the state's visitor economy. Similar to national trends, Utah has seen significant growth in revenue generated from agritourism offerings since the early 2000s. These trends provide the basis for this assessment, which examines both the economic contribution of agritourism and the experiences of Utah providers currently offering or considering agritourism activities.

Utah Code 78B-4-512 defines agritourism as “the combination of agricultural production with tourism to attract participants from the general public to an agricultural enterprise for the entertainment, recreation, or education of the participants.”

The study includes two core components: an economic impact assessment and a survey of Utah agritourism providers. Together, these methods estimate agritourism's economic contribution while grounding the findings in the experiences of Utah farmers, ranchers, and other operators. This assessment was conducted in partnership with the Utah Department of Agriculture and Food (UDAF) and the Utah Office of Tourism (UOT). This study was made possible by an American Rescue Plan Act (ARPA) grant through the U.S. Department of Commerce Economic Development Administration (EDA).

According to the study, agritourism visitor spending in Utah is estimated to generate approximately \$44.8 million in annual economic activity each year. This includes support for 310 jobs, \$11.2 million in earnings, and \$26.5 million in new economic activity, which represents agritourism's estimated contribution to the state GDP. Utah's potential agritourism market is estimated at 150,000 to 300,000 visitors per year, with Utah residents representing a significant share of that market.

Survey findings help validate and add context to these estimates by showing that Utah agritourism is largely driven by local and in-state visitors, especially for families with children. Operators reported that, on average, 48 percent of visitors come from within the same county and another 33 percent come from elsewhere in Utah. Survey responses also indicate that agritourism-related spending extends beyond farms and ranches to nearby restaurants, transportation, lodging, gas stations, recreation, retail, and grocery businesses. Together, the economic impact assessment and survey findings show that agritourism's economic value reaches a wide network of local businesses and community destinations.

Overall, the findings suggest that while agritourism represents a modest share of Utah's overall tourism economy, it plays an important role for agricultural operators and rural communities and is well positioned for future growth. With targeted state and local support, agritourism can help agricultural operators diversify income, strengthen rural economies, deepen visitor experiences, and expand Utah's reputation as a destination rooted in both natural beauty and working agricultural heritage.

Looking ahead, Utah has an opportunity to expand agritourism by more intentionally connecting it with related tourism segments, including culinary tourism, heritage tourism, cultural tourism, and outdoor recreation. Many agritourism providers are interested in expanding or adding offerings, suggesting there is momentum for future growth. UDAF, UOT, local jurisdictions, and partner organizations can support this growth through coordinated marketing, increased public awareness, technical assistance, business planning support, visitor tracking, and resources that help operators navigate regulations, partnerships, and product development.

Agritourism Study Key Findings:

- ★ Agritourism visitor spending in Utah is estimated to generate approximately \$44.8 million in annual economic activity each year. This includes support for 310 jobs, \$11.2 million in earnings, and \$26.5 million in new economic activity, which represents agritourism's estimated contribution to the state GDP.
- ★ These impacts reflect the ongoing annual benefits of agritourism-related visitor spending, including purchases tied to food and beverage, lodging, transportation, fuel, groceries, entertainment, and shopping. Estimated annual tax revenues associated with this spending include approximately \$1.6 million in state and local sales tax revenue and \$598,000 in transient room tax revenue from lodging-related spending.
- ★ Utah's potential agritourism market is estimated at 150,000 to 300,000 visitors per year, with Utah residents representing a significant share of that market. Based on household characteristics, Utah households are estimated to generate approximately 144,000 agritourism visits in 2025 and 233,000 visits in 2030.
- ★ National and state data point to agritourism as a growing opportunity for producers and rural communities. Nationally, USDA Census of Agriculture data show agritourism and recreation income reached \$1.26 billion in 2022, a 523 percent increase between 2002 and 2022. In Utah, agritourism and recreational services income increased from approximately \$1.9 million in 2002 to \$13.7 million in 2022, representing more than 600 percent growth over two decades.
- ★ Over the same period, 2002–22, the number of Utah farms reporting agritourism and recreational services income increased more modestly, from 212 to 249 farms, suggesting that growth has been driven more by increased revenue per participating operation than by a large increase in the number of participating farms.
- ★ Survey findings from nearly 100 agritourism providers across the state show that operators offer a wide range of agritourism activities. The most common activities include school or field trips (76%), corn mazes, pumpkin patches, or seasonal attractions (71%), farm or ranch tours (68%), and animal experiences or petting zoos (68%).
- ★ Agritourism plays different roles in operators' overall business models. About 21 percent of operators reported more than \$100,000 in annual agritourism sales. At the same time, 29 percent said agritourism accounts for less than 10 percent of total revenue, while 22 percent said it accounts for 75 percent or more of total revenue. This split highlights the diversity of Utah's agritourism businesses, from supplemental farm income to primary business models.
- ★ Survey results also indicate that Utah agritourism is strongly local and in-state. On average, 48 percent of visitors come from within the same county, and another 33 percent come from elsewhere in Utah. Only 18 percent come from outside Utah, including 13 percent from other states and 5 percent from international locations.
- ★ National agritourism and state tourism sources suggest that Utah agritourism is primarily a family-oriented, local, and in-state visitor activity, with strong ties to day trips, short-distance travel, local food, outdoor recreation, and place-based experiences. The survey findings help validate this agritourism visitor profile.

Study Overview and Background

Following the passage of HB0031 during the 2024 Utah Legislative Session, the UDAF expanded beyond the initial mandate of creating a simple registry to address a broader lack of resources for local producers. This initiative evolved into the comprehensive Utah Agritourism program and website (agritourism.utah.gov), a dedicated platform designed to support, promote, and uplift agritourism operations throughout the state.

The execution of this study is the result of a high-level partnership that began in 2025 with the UOT, fueled by American Rescue Plan Act (ARPA) grant funding from the Economic Development Administration (EDA). After working with local tourism directors to identify agritourism as a critical niche for post-pandemic economic growth, UOT collaborated with UDAF and other critical partners to create agritourism content for the 2025 and 2026 Tourism Business Development Workshops, which engaged providers from every corner of the state. To ensure future resources and learning events are backed by empirical evidence, UOT allocated remaining ARPA funds to conduct this formal economic impact assessment. This study serves as the data-driven foundation necessary to quantify the industry's value and guide the long-term development of Utah's rural and agricultural tourism sectors.

This study includes two core components: an economic impact assessment and a survey of Utah agritourism providers. Together, these methods estimate agritourism's economic contribution while grounding the findings in the experiences of Utah farmers, ranchers, and other operators.

The economic impact assessment uses an expenditure-based model to estimate how agritourism-related spending supports economic activity in Utah. The model is based on the idea that visitor spending creates demand for goods and services, which can support business activity, jobs, labor income, and tax revenue. For example, an agritourism visitor may spend money at a farm or ranch as well as at nearby restaurants, lodging properties, gas stations, grocery stores, retail businesses, and recreation destinations.

The assessment uses the BEA RIMS II input-output model, a nationally recognized economic modeling system that uses local market data to estimate how spending moves through a regional economy. Visitor spending and other relevant expenditures are assigned to industry sectors, such as lodging, food services, transportation, retail, and recreation. RIMS II multipliers are then applied to estimate total economic impacts, including output, earnings, employment, and value added. Tax revenues are estimated separately using applicable sales and lodging tax assumptions. The findings, methodology, and assumptions for this analysis are presented in the Agritourism Economic Impact and Agritourism Market Potential sections.

To help ground the analysis in the real experiences of Utah agritourism operators, the study also included a provider survey. The survey was designed to verify, refine, and add context to the assumptions used in the economic analysis, including visitor types, visitor origins, spending patterns, business operations, and perceived impacts on nearby businesses. While the economic model estimates the scale of agritourism's economic contribution, the survey findings provide operator-level insight into how agritourism activity occurs on the ground and how visitor spending may extend into other parts of the local economy. The survey results are in Agritourism Provider Survey Findings and integrated into relevant sections of the Agritourism Economic Impact and Agritourism Market Potential sections.

Tourism and Agritourism in Utah

Tourism plays a significant role in Utah's economy with an estimated 14.6 million visitors welcomed in 2023 (Utah Office of Tourism, 2024). In 2024, travel and tourism generated \$13.29 billion in direct spending and spurred additional induced and indirect visitor-related spending effects of \$11.74 billion for a total of \$24.98 billion (Utah Office of Tourism, n.d.). Nonresidents account for a significant portion of tourism leisure spending (in 2024, visitor spending included \$10.86 million from nonresidents compared to \$2.44 million from residents) (Kem C. Gardner Policy Institute, available summer 2026).

While particularly well known for attracting visitors to its national parks and the ski resorts, Utah also attracts visitors to experiential tourism opportunities such as engaging with local culture and food or having place-based experiences. Agritourism fits within this broader experiential tourism economy. It gives residents and visitors opportunities to connect with Utah's working farms, ranches, food systems, agricultural heritage, and rural communities. These on-farm experiences may include farm and ranch tours, U-pick operations, farm stands, school visits, seasonal events, farm-to-table meals, lodging, outdoor recreation, and hands-on educational activities.

Experiential tourism is not a single market. Visitors may come for outdoor recreation but also seek local food; they may explore heritage sites and add a farm experience; or they may attend a cultural festival and pair it with scenic touring. For this reason, agritourism overlaps with several related tourism segments, including culinary tourism, heritage tourism, cultural tourism, and nature-based recreation. Together, these segments form a statewide experiential tourism ecosystem that can support rural economic development, strengthen local identity, and diversify Utah's visitor economy. Understanding these tourism segments and how they intersect provides context to the economic analysis findings to follow (see table 1).

Table 1. Tourism segments summary table					
Segment	Core motivations	Demographics	Trip behavior	Spending tendencies	Utah-specific notes
Agritourism	Farm experiences, local food, family-friendly activities, authenticity	Families, millennials, suburban/urban visitors	Short-to-medium trips, seasonal (fall strongest), multi-stop rural itineraries	Moderate; higher retail and food purchases	Strong statewide program; corn mazes, U-pick, farm stays; aligns with Utah's agricultural heritage
Ecotourism / nature-based	Outdoor recreation, conservation, scenic landscapes	Younger (millennial/Gen Z), high-income, educated	Longer stays, high activity intensity, national/state park visitation	High; lodging, guides, gear	Utah's public lands and parks dominate this segment; sustainability interest rising
Heritage tourism	History, archaeology, pioneer sites, Native Nations, museums	Older (Gen X boomers), culturally motivated	Slower-paced, multi-site itineraries, educational focus	Moderate; museums, tours, local dining	Strong assets: Golden Spike, Mormon heritage, Native Nations sites, ghost towns
Cultural tourism	Arts, traditions, festivals, local identity	Broad age range; urban, educated	Event-driven, short trips, often paired with dining	Moderate-high, depending on event	Utah's cultural museums, film tourism, Native Nations experiences
Culinary / food tourism	Local foods, farm-to-table, value-added products	Millennials, food-motivated travelers	Short trips, weekend getaways, pairing with outdoor recreation	High per-capita food and beverage spend	Utah State University Extension identifies strong growth in farm/food tourism as a differentiator for rural communities

Agritourism

Agritourism connects Utah’s agricultural economy with its tourism economy by bringing people onto farms, ranches, orchards, vineyards, and other agricultural operations for education, recreation, entertainment, food, lodging, events, and direct sales. While agritourism represents a niche share of the overall tourism market, it can provide meaningful benefits for agricultural operators and rural communities by creating new revenue streams, attracting visitors to nearby businesses, and strengthening connections between residents, visitors, and Utah’s working lands.

This study uses both USDA ERS and Utah state definitions to define the scope of agritourism. Agritourism is understood as a commercial activity that combines agricultural production with tourism by bringing visitors onto a farm, ranch, or other agricultural operation for education, entertainment, recreation, or participation. This definition is consistent with Utah Code 78B-4-512, which states that “agritourism means the combination of agricultural production with tourism to attract participants from the general public to an agricultural enterprise for the entertainment, recreation, or education of the participants” (Utah State Legislature, 2024). Consistent with USDA ERS, this study does not include off-site agriculture-related activities, such as farmers markets or rodeos, as agritourism.

National and state data point to agritourism as a growing opportunity for producers and rural communities. Nationally, the USDA Census of Agriculture reported \$1.26 billion in agritourism and recreation income in 2022, and agritourism revenues grew by more than 523 percent between 2002 and 2022 (Law, 2024). In Utah, agritourism and recreational services income increased from approximately \$1.9 million in 2002 to \$13.7 million in 2022, representing more than 600 percent growth over two decades. Nationally, the number of farms reporting agritourism/recreational services income changed much less, increasing from 28,016 farms in 2002 to 28,617 farms in 2022, or about 2 percent growth. Over the same period, the number of Utah farms reporting agritourism and recreational services income increased more modestly, from 212 to 249 farms, suggesting that growth has been driven more by increased revenue per participating operation than by a large increase in the number of participating farms.

These figures reflect direct on-farm receipts from activities such as U-pick operations, farm tours, events, educational programs, and farm-based recreation. They do not include off-farm visitor spending on lodging, dining, transportation, retail, or packaged experiences. Broader industry analyses that capture direct on- and off-farm impacts, including lodging, guided tours, culinary experiences, and event-based travel, estimate the U.S. agritourism market at \$11.4 billion in 2025, with projections reaching \$22.38 billion by 2032 (MarkNtel Advisors, 2026).

Utah is well positioned for agritourism because of its strong agricultural heritage, proximity between urban population centers and rural landscapes, family-oriented travel patterns, outdoor recreation economy, and growing interest in local food and place-based experiences. Agritourism also overlaps with several related tourism segments, including culinary tourism, heritage tourism, cultural tourism, and nature-based recreation. Visitors may come for outdoor recreation but add a farm stop, local food experience, seasonal event, or small-town visit to their trip. Agritourism can also encourage broader local visitor spending by drawing farm and ranch visitors to restaurants, lodging properties, gas stations, grocery stores, retail businesses, recreation providers, and other community destinations.

The largest number of agritourism events are happening in Utah County, with school tours and field trips to local students being the most popular activity, followed by U-pick/U-cut operations and seasonal attractions like corn mazes or pumpkin patches. Primarily, these activities are happening on farms of less than fifty acres. Second to Utah County, Grand County is most popular for ranch and farm tours and weddings or private events; even though it's one of the more rural areas of the state, it's an area high in visitors.

The following survey findings provide operator-level insight into how agritourism is currently showing up across Utah, including who is offering agritourism, which activities are most common, who visits, how agritourism contributes to revenue, and what support providers need to grow or sustain these activities.

Agritourism Provider Survey Findings

Open for nearly three weeks, the survey received responses from nearly 100 Utah producers. Outreach was conducted through UDAF and UOT, including social media campaigns, email distribution, and UOT's in-person conference that included an agritourism specific session. Of those producers, 76 percent completed the full survey. For context, 249 Utah producers reported agritourism and recreational revenue in the 2022 USDA Agriculture Census, meaning the survey reached nearly 40 percent of the state's known agritourism provider base (Law, 2024).

Overall, the survey provides a useful snapshot of Utah's current agritourism providers, including a range of counties, farm sizes, years in operation, activity types, revenue levels, and visitor markets. The findings are most useful for understanding broad patterns across respondents, such as operator characteristics, common visitor types, and providers' needs and interests. Cross-tabulated findings are not presented due to response counts being too small when results are broken out by multiple operator characteristics and making it difficult to draw reliable conclusions about relationships between variables.

Producers from all twenty-nine counties participated, although a majority of responses came from producers along the front of the Wasatch Range. Salt Lake and Utah Counties alone accounted for 23 percent of survey respondents. Nearly half of responders operate less than fifty acres, and almost 50 percent have been operating more than twenty years. Respondents' primary agriculture operations or products included livestock (20%), vegetable (14%), and forage (13%). These three types of operations, which are also among Utah's important agricultural sectors, made up the largest share of survey responses.

Operators reported engaging in agritourism for several reasons:

- to educate the public (23%)
- to add value to the local community (22%)
- to preserve rural community and culture (19%)
- to diversity their revenue (21%)

These responses suggest that agritourism is not only a revenue strategy but also a way for producers to connect with their communities and share Utah's agricultural heritage.

Operator Characteristics

Respondents included both newer and more established agritourism providers. About one-third have offered agritourism for less than three years, 40 percent have offered agritourism for three to less than eleven years, and 27 percent have offered agritourism for eleven years or more.

Providers reported offering a wide range of agritourism activities. More popular activities included school or field trips (76%); corn mazes, pumpkin patches, or seasonal attractions (71%); farm or ranch tours (68%); and animal experiences or petting zoos (68%) (see table 2). Notably, small farms (under forty-nine acres) accounted for roughly one-third of providers offering farm or ranch tours and school or field trips.

Seasonality is a key feature of agritourism. The top months for agritourism activity, listed in order of highest reported activity, were October, December, February, and September. This pattern reflects the importance of fall seasonal activities and school or educational programming.

Table 2: Agritourism activities offered, previously offered, and future interest			
Activity	Currently offer	Offered in the past	Considering for future
Farm or ranch tours	68%	8%	24%
U-pick / U-cut	53%	16%	31%
On-farm stand or retail	62%	12%	27%
Corn maze/pumpkin patch/seasonal attraction	71%	2%	27%
School tours/field trips	76%	11%	13%
Classes/workshops	54%	10%	35%
Festivals or special events	54%	7%	39%
Weddings/private events	60%	7%	33%
On-farm meals/dinners	47%	7%	47%
Lodging/camping/glamping	39%	8%	53%
Animal experiences/petting zoo	68%	15%	17%
Hunting/fishing/outdoor recreation	46%	6%	49%
Demonstrations or cultural heritage activities	45%	8%	47%
Other (please specify):	33%	25%	42%

Visitor Characteristics

Survey findings indicate that Utah agritourism is largely driven by local and in-state visitors. On average, operators estimated that 48 percent of visitors come from within the same county and 33 percent come from elsewhere in Utah. On average, 18 percent of visitors come from outside Utah, including 13 percent from other states and 5 percent from international locations.

Visitor volumes appear to vary widely across providers. About 27 percent of operators estimated more than 5,000 annual visitors, while another 27 percent estimated fewer than

100 annual visitors. This range suggests that Utah's agritourism sector includes both high-volume destinations and smaller operations offering more limited or seasonal activities.

Families with children were identified as the top visitor type, accounting for 30 percent of responses, and were also the group most likely to generate revenue, accounting for 25 percent of responses. Local residents followed closely, representing 21 percent of top visitor types and 22 percent of revenue-generating visitor groups. Nearly a third of respondents indicated that visitors spend an average of \$25–49 on a typical visit followed by 25 percent spending \$10–24.

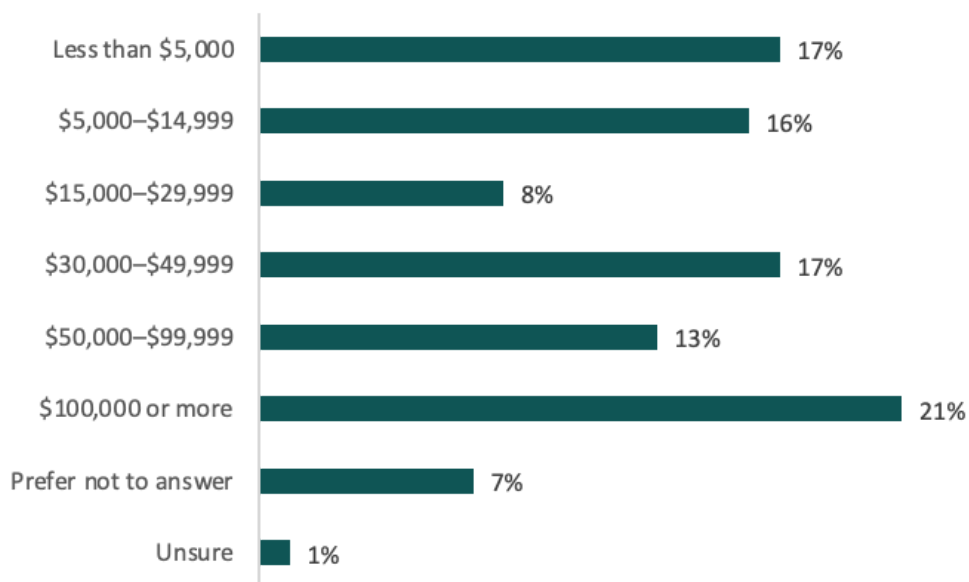
Revenue and Expenses

Agritourism revenue varies across providers (see chart 1). About 21 percent of operators make over \$100,000 in annual agritourism sales. For comparison, the 2022 USDA Census of Agriculture reported that Utah farms with agritourism and recreational services income averaged approximately \$54,900 per farm. Agritourism plays different roles in operators' overall business models. While 29 percent note agritourism sales account for less than 10 percent of their total revenue, 22 percent report it accounts for 75 percent or more of their total revenue. This split highlights the diversity of Utah's agritourism business models. For some operators, agritourism provides a supplemental or diversified revenue stream within a broader farm or ranch operation, while for others it serves as the primary business model and a major driver of revenue.

The top reported expenses were labor (18%) followed by insurance (16%) and supplies (15%). While 47 percent of respondents reported having no year-round employees and relying on seasonal or unpaid labor, another 47 percent reported hiring one to ten year-round employees. This suggests that agritourism businesses often depend on a mix of owner labor, seasonal staffing, and limited year-round employment.

Chart 1. Approximate gross agritourism revenue over the previous calendar year

76 responses



Agritourism Provider Needs and Interests

Survey respondents identified several barriers to establishing and maintaining agritourism activities. The most common barriers were relatively evenly distributed across marketing and promotion (12%), staffing (12%), insurance and liability costs (12%), limited time or capacity (11%), access to capital (11%), and permitting or regulatory requirements (10%). This suggests that agritourism providers face a mix of business development, operational, financial, and regulatory challenges rather than one dominant barrier.

The types of resources respondents said would be most helpful generally aligned with these barriers. The highest levels of interest were in infrastructure grants or financing (17%) and marketing and promotion support (17%), followed by liability and insurance guidance (13%), partnerships with tourism organizations (11%), and access to capital (11%). Together, these findings point to a need for resources that help providers raise visibility, fill financing gaps, manage risk, and connect more effectively with tourism partners.

Awareness and use of UDAF's free agritourism registry also varied. Forty percent of respondents indicated that they are currently listed on the registry, while 30 percent said they are not listed and another 30 percent were unsure. Providers with newer agritourism operations (operating for less than three years) were more likely to report that they were not registered or were unsure of their registration status. This indicates an opportunity for

targeted outreach to new and prospective agritourism providers to increase awareness of existing state resources.

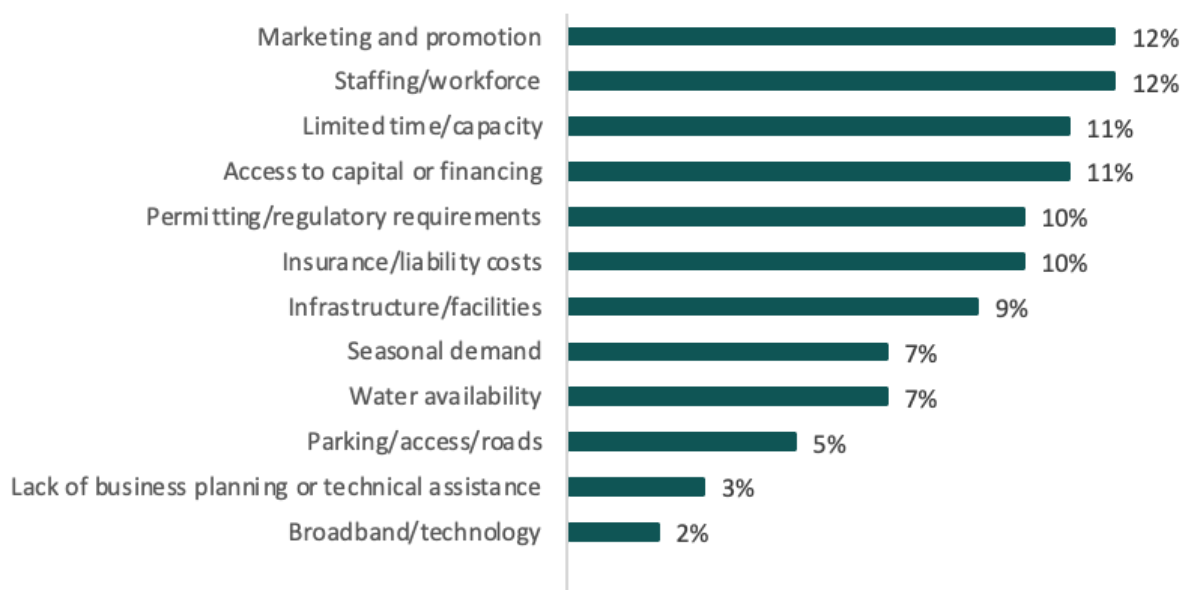
Survey respondents also expressed strong interest in expanding their current offerings. The top activities being considered for the future include lodging, camping, or glamping (53%); hunting, fishing, or outdoor recreation (49%); on-farm meals or dinners (47%); and demonstrations or cultural heritage activities (47%). These areas may signal future resource and technical assistance needs as operators seek to diversify agritourism experiences.

Open-ended comments reinforced these findings and highlighted specific support needs, including a statewide farm trails map, checklists for navigating city, county, and state ordinances, agritourism business planning support, connections to state parks, and inclusion in local tourism materials. These suggestions point to practical opportunities for UDAF, UOT, and partners to strengthen coordination, improve provider visibility, and make it easier for farms and ranches to develop or expand agritourism activities.

The survey findings offer a provider-level view of how agritourism is currently operating across Utah. The following visitor profile draws on available state tourism data and national agritourism trends to describe Utah's likely agritourism audience, trip patterns, and visitor motivations. Survey responses help validate and add Utah-specific context to these assumptions, which inform the economic impact assessment.

Chart 2. Barriers to establishing, maintaining, or growing agritourism operations

73 Responses



Utah's Agritourism Visitor Profile

Understanding who participates in agritourism and how they travel provides context for evaluating market potential, designing visitor experiences, and identifying opportunities for rural economic development. This visitor profile draws on available Utah tourism data, national agritourism trends, and broader experiential tourism research to describe the likely characteristics, motivations, and travel patterns of Utah's agritourism audience. These sources suggest that Utah agritourism is primarily a family-oriented, local, and in-state visitor activity, with strong ties to day trips, short-distance travel, local food, outdoor recreation, and place-based experiences (see table 3).

The survey findings presented previously help validate and add Utah-specific context to this visitor profile. Operator responses reinforce key assumptions used in the economic impact assessment, including that agritourism visitors are largely local or in-state, family-oriented, and likely to take short-distance or day trips. Survey responses also show that agritourism-related spending often extends beyond the farm or ranch to nearby restaurants, recreation or tourism attractions, retail, lodging, and other local businesses.

Table 3. Agritourism visitor profile summary	
Age	25–54 years old
Gender	Slightly more female
Income	\$50,000–\$149,000 households
Group type	Families, multi-generational groups
Origin	Urban/suburban and Utah residents
Trip type	Mostly day trips; growing overnight stays (inferred)
Motivations	Food, hands-on experiences, small towns, outdoor recreation
Share of total tourism	Considered a niche experiential segment; no local estimates, national level estimate at 1 percent share of total tourism

Family-oriented visitor base

Agritourism visitors in Utah are predominantly adults ages twenty-five to fifty-four, reflecting the life stages most associated with family travel, discretionary spending, and interest in experiential activities. The segment skews slightly female, consistent with national trends in experience-driven and food-motivated travel. Household incomes typically fall between \$50,000 and \$149,000, indicating a broad middle-income market with capacity for discretionary spending on activities, food, and seasonal events.

Family composition is a defining feature. Agritourism attracts parents with children, multi-generational groups, and extended family gatherings, making it one of the most

family-centric experiential segments in the state. This aligns with Utah's broader tourism patterns, where family travel remains a core driver of trip planning and destination choice.

Survey responses reinforce the importance of families as a core agritourism market. Operators identified families with children as both the most common visitor type (30%) and the group most likely to generate revenue (25%), suggesting that family-oriented activities are a key driver of direct visitor spending.

Local and In-state Visitor Origin

Agritourism demand is anchored by urban and suburban residents, particularly those living along the Wasatch Front (Salt Lake, Utah, Davis, and Weber Counties). These population centers provide a large, year-round base of visitors seeking short, accessible, experience-rich outings. Secondary origin markets include regional drive-markets from Idaho, Nevada, Colorado, and Wyoming, especially for farm-to-table events, harvest festivals, and rural weekend getaways.

While state level data is not collected on visitor origin for agritourism, available evidence indicates that agritourism demand is primarily driven by *in-state* visitors, with an estimated 10–20 percent coming from out-of-state markets. This out-of-state share is based on national averages and is most likely too high, a more realistic share would be a range of 5-10 percent in Utah. This aligns with statewide tourism patterns, where international visitation accounts for 7–9 percent of total tourism and domestic drive markets dominate.

Survey responses indicate that most agritourism visitors come from local communities or elsewhere in Utah. This supports the economic analysis assumption that agritourism is largely driven by in-state and regional travel, especially day trips and short-distance visits from nearby population centers. Survey responses indicated that, on average, 48 percent of visitors come from within the same county, with another 33 percent coming from elsewhere in Utah.

Out-of-state visitors may still represent an important opportunity, particularly for farm-to-table events, rural weekend getaways, festivals, and agritourism experiences that are packaged with outdoor recreation, heritage tourism, or scenic travel. However, based on current survey findings, Utah residents and nearby regional visitors appear to be the core agritourism market.

Trip Characteristics

Agritourism trips are typically short, experience-focused, and planned around specific activities such as U-pick operations, farm tours, seasonal festivals, culinary events, and hands-on workshops. Visitors spend the most time researching lodging, food, and activities,

even when trips are brief. This reflects a preference for curated, meaningful experiences rather than passive sightseeing.

Food plays an outsized role in trip motivation. Visitors frequently pair agritourism with local dining, farm-to-table experiences, small-town exploration, and outdoor recreation. This overlap strengthens the segment's connection to culinary tourism, heritage tourism, and ecotourism.

Survey responses suggest that agritourism visits often generate spending beyond the farm or ranch. Nearly three-quarters of respondents reported that visitors frequently (43%) or sometimes (29%) spend money at nearby businesses, with restaurants (27%) and recreation or tourism attractions (13%) most commonly identified. This finding helps support the economic analysis by showing how agritourism activity can contribute to related sectors in the local visitor economy.

Day Trips vs. Overnight Stays

Most agritourism visits in Utah occur as day trips, driven by proximity between major population centers and agricultural regions. Day visitors typically engage in two to four hours of activities and combine agritourism with dining, shopping, or outdoor recreation.

A meaningful and growing share of visitors, however, choose overnight stays, particularly when trips involve farm stays or rural lodging, culinary weekends, festivals or seasonal events, and multi-activity itineraries (e.g., agritourism state park visit). Overnight visitors demonstrate higher per-trip spending, making them a strategic target for product development and marketing.

Survey responses suggest that lodging is not a known primary spending category for most agritourism visitors, with only 9 percent of respondents reporting visitor spending on lodging. This supports the finding that agritourism in Utah is currently more strongly tied to day trips and local or regional travel, while overnight stays represent a potential growth opportunity for higher per-trip spending.

Agritourism Economic Impact

Using the assumptions and methodology described below, agritourism visitor spending in Utah is estimated to generate approximately \$44.8 million in annual economic activity each year. This includes support for 310 jobs, \$11.2 million in earnings, and \$26.5 million in new economic activity, which represents agritourism’s estimated contribution to the state GDP (see table 4). These impacts reflect the ongoing annual benefits of agritourism-related visitor spending, including purchases tied to food and beverage, lodging, transportation, fuel, groceries, entertainment, and shopping. Estimated annual tax revenues associated with this spending include approximately \$1.6 million in state and local sales tax revenue and \$598,000 in transient room tax revenue from lodging-related spending. (See [Assumptions and Methodology](#) box on page 26.)

Table 4. Estimated annual agritourism economic impact in Utah, 2026 dollars	
Measure	Estimated annual impact
Visitor spending input	\$26.97 million
Total economic output	\$44.84 million
Earnings	\$11.18 million
Employment	310 jobs
Value added / GDP contribution	\$26.49 million
State and local sales tax revenue	\$1.63 million
Transient room tax revenue	\$0.60 million

The sector-level analysis shows how agritourism-related visitor spending circulates through Utah’s broader visitor economy (see table 5). Food services and drinking places generate the largest estimated output (22%) and employment (30%) impacts, while transportation represents the largest spending input (27%). Gasoline stations, lodging, general merchandise, recreation, and grocery stores also benefit, reinforcing that agritourism impacts extend beyond farms and ranches to support a wider network of local businesses. These findings show that agritourism contributes to Utah’s economy beyond direct spending at farms, ranches, and agritourism sites.

Table 5. State Of Utah annual agritourism (in 2026 dollars)					
Economic sector	Spending (input)	Impacts			
		Output	Earnings	Employment	Value added
Accommodation/lodging	\$4,783,105	\$5,533,096	\$952,795	28	\$3,429,965
Food services and drinking places	\$4,867,978	\$10,086,450	\$3,282,477	95	\$5,842,060
Gasoline stations	\$3,110,822	\$6,503,173	\$1,892,935	46	\$3,745,429
General merchandise stores	\$2,814,611	\$5,479,767	\$1,682,012	50	\$3,404,273
Amusement, gambling, and recreation industries	\$1,981,846	\$4,318,443	\$1,354,790	44	\$2,445,796
Transportation	\$7,242,418	\$8,606,165	\$644,575	10	\$4,955,986
Retail grocery stores	\$2,171,237	\$4,314,030	\$1,368,530	37	\$2,670,404
Total	\$26,972,017	\$44,841,124	\$11,178,114	310	\$26,493,913

Agritourism Market Potential

Utah's potential agritourism market is estimated at approximately 150,000 to 300,000 visitors per year. This estimate includes both in-state and out-of-state visitors and reflects trips where agritourism is a primary or meaningful part of the visit.

Because Utah does not currently track agritourism visitation as a standalone tourism category, this assessment uses Utah's broader visitor base as a starting point. Utah welcomed an estimated 14.6 million visitors in 2023, according to a tourism visitor profile study completed by Omnitrak on behalf of the UOT. National research suggests that approximately 0.5 percent to 2 percent of leisure travelers participate in agritourism activities. Given Utah's strong outdoor recreation economy, proximity between population centers and agricultural regions, family travel patterns, and growing interest in local food and experiential tourism, this assessment applies to the upper portion of that range, or 1 percent to 2 percent.

For the economic impact analysis, the assessment uses 225,000 agritourism visitors, which represents the midpoint of the estimated market potential range. This visitor estimate is then converted into travel parties and trip types to support the spending and impact analysis (see table 6). This range should be understood as a market potential estimate, not a confirmed visitor count. It provides a reasonable basis for understanding the possible scale of agritourism demand in Utah until more direct visitor tracking is available.

Utah residents represent an important visitor segment. Based on household characteristics, Utah households are estimated to generate approximately 144,000 agritourism visits in 2025 and 233,000 agritourism visits in 2030. This resident market estimate focuses on family households with annual incomes between \$50,000 and \$149,000, which are assumed to be a likely core market for agritourism because many activities are family-oriented, seasonal, educational, and tied to local or regional day trips (see table 7). See Appendix C for a comparison of agritourism volume in Utah and peer states.

Table 6. Utah market potential estimate

Inflation rate	3%
Agri tourists	225,000
Travel party size	3.02
Travel parties	74,503
Average # of trips annually	2
Day trips 80% share	59,603
Overnight trips 20% share	14,901

Table 7: Utah households agritourism visitor market potential estimate		
Indicator	2025	2030
\$50k–\$149k income households	590,411	602,575
Family HH of total HH in %	71.5%	71.0%
Market volume by number of HH	422,125	427,932
Agritourism participants	5%	8%
Total Utah agritourism HH	21,106	34,235
Average family HH size	3.4	3.4
Trips per year	2	2
Total volume	143,523	232,795

Together, these estimates suggest that Utah has a meaningful and growing potential market for agritourism. The broader visitor estimate captures overall tourism demand, while the Utah resident estimate highlights the importance of local and regional visitors who may participate in agritourism through day trips, repeat visits, school-related activities, seasonal events, and short-distance travel from nearby population centers.

Assumptions and Methodology

This assessment estimates the annual economic impact of agritourism-related visitor spending in Utah using a modeled approach. Because Utah does not currently track agritourism visitation as a standalone tourism category, the analysis combines statewide tourism data, visitor spending estimates, market participation assumptions, operator survey findings, and BEA RIMS II economic multipliers. The results should be interpreted as estimates based on the assumptions applied, rather than as a direct count of agritourism visitors or spending.

The analysis begins with an estimated agritourism visitor volume based on Utah's estimated broader visitor base and national agritourism participation rates. Visitor spending estimates from Omnitrak, provided through the Utah Office of Tourism, were adjusted to 2026 dollars and assigned to relevant economic sectors, including lodging, food services, gasoline stations, retail, recreation, transportation, and grocery stores.

These spending estimates were then entered into the BEA RIMS II input-output model to estimate how agritourism-related visitor spending circulates through Utah's economy (see Appendix B). The model estimates annual impacts for output, earnings, employment, and value added. Tax revenues were estimated separately by applying a 7.33 percent average combined statewide sales tax rate to non-lodging spending and a 12.5 percent statewide lodging tax rate to accommodation spending.* A 3 percent inflation rate was applied to visitor spending data to estimate impacts in 2026 dollars.

This analysis focuses on ongoing annual impacts from visitor spending, not one-time construction or capital improvement impacts.

*To estimate tax revenues, the analysis applied the average combined statewide sales tax rate of 7.33 percent to visitor expenses excluding accommodations (overnight stays). Overnight stays were calculated separately because lodging is subject to Utah's Transient Room Tax (TRT). Although most agritourism visits are day trips, it is still important to account for overnight stays because they generate additional lodging-related tax revenue. This TRT rate is a combination of: state sales tax (4.85%), local sales tax, county TRT, city TRT, and state tourism TRT.

Considerations for Future

Looking ahead, Utah has an opportunity to strengthen agritourism by connecting it more intentionally with related tourism sectors, including culinary tourism, heritage tourism, cultural tourism, and outdoor recreation. Many agritourism providers expressed interest in expanding or adding offerings, indicating momentum for continued growth. UDAF, UOT, local jurisdictions, and partner organizations can support this growth through coordinated marketing, increased public awareness, technical assistance, business planning support, visitor tracking, and resources that help operators navigate regulations, partnerships, and product development.

Potential next steps:

- Continue cross-agency coordination between UDAF and UOT to develop resources and technical support for agritourism providers.
- Increase awareness and use of Utah's existing [Agritourism Resource Hive](#), including registration with Utah's [Agritourism Directory](#).
- Explore partnerships with local governments, organizations, and related tourism segments to better promote and support agritourism across Utah.

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Appendixes

Appendix A: Agritourism Survey Results

Appendix B: RIMS Model Definitions

Appendix C: Utah vs. Peer State Agritourism Volume Comparison



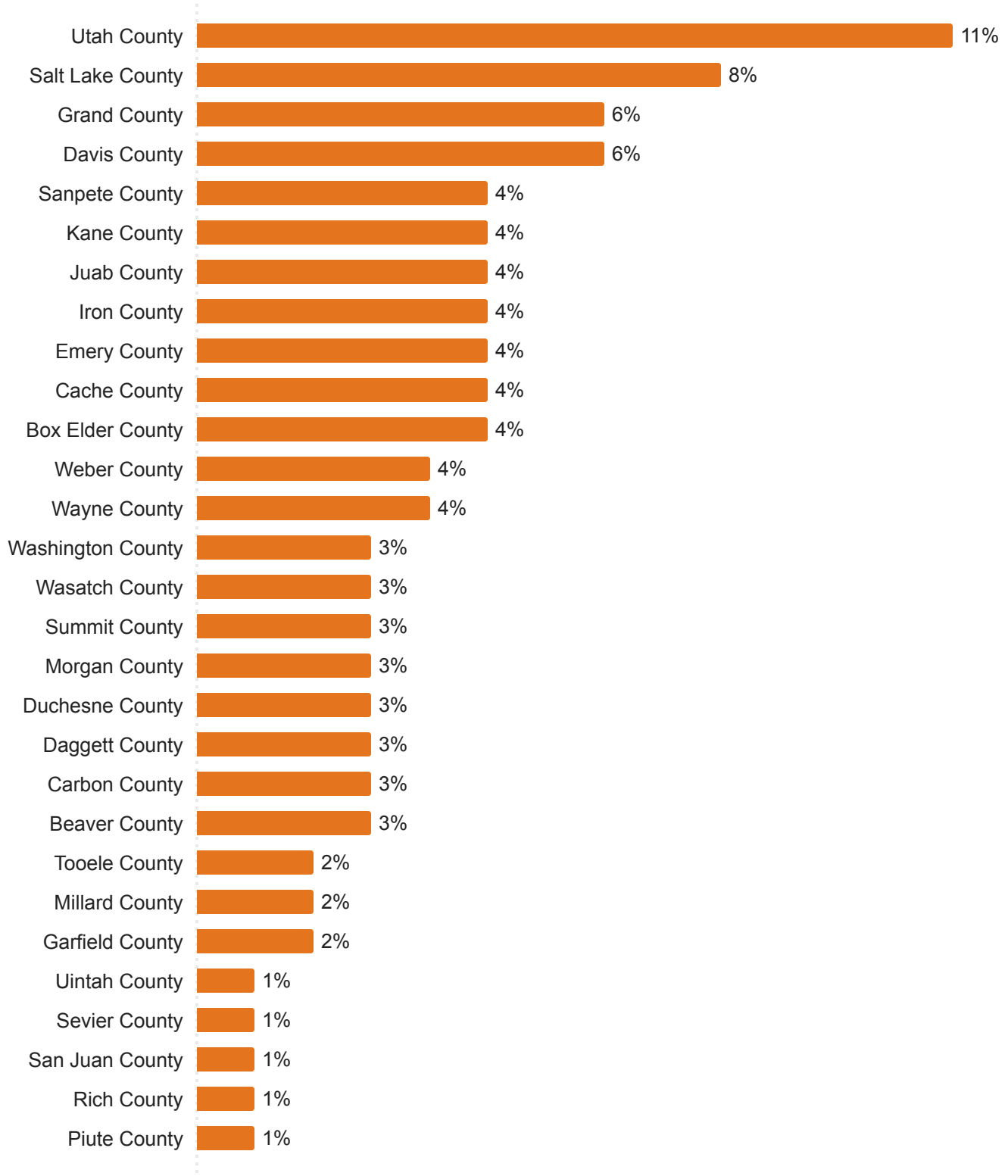
Utah Agritourism Study

May 26, 2026

Total Responses: 98

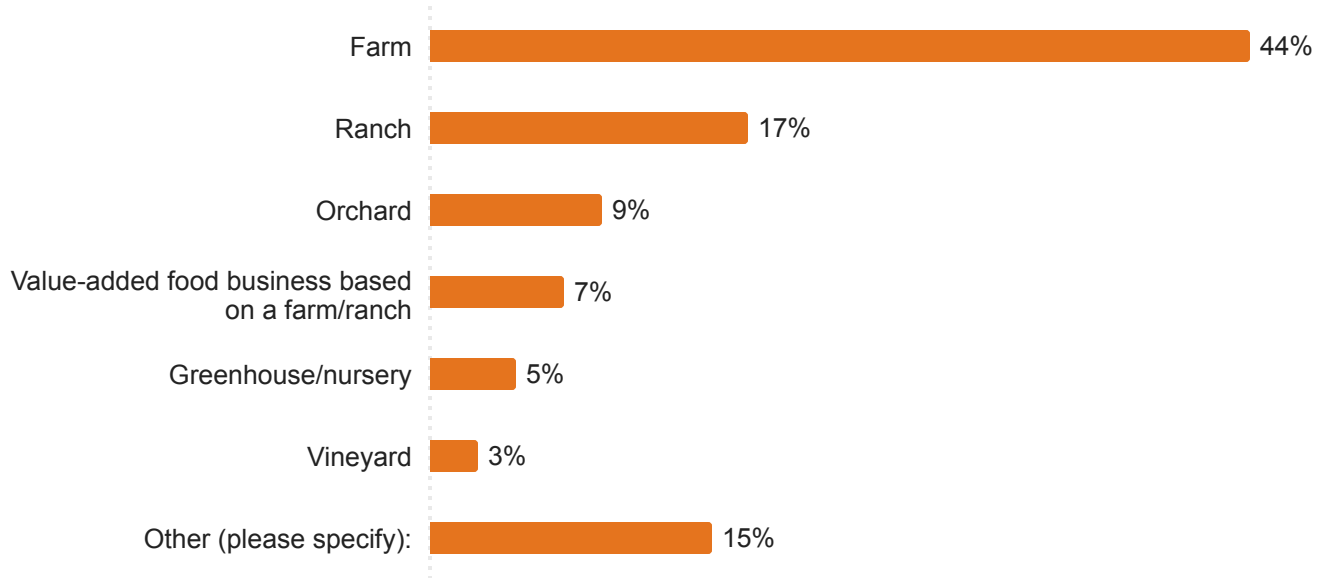
Q2 - In which county is your operation located? Select all that apply.

95 Responses



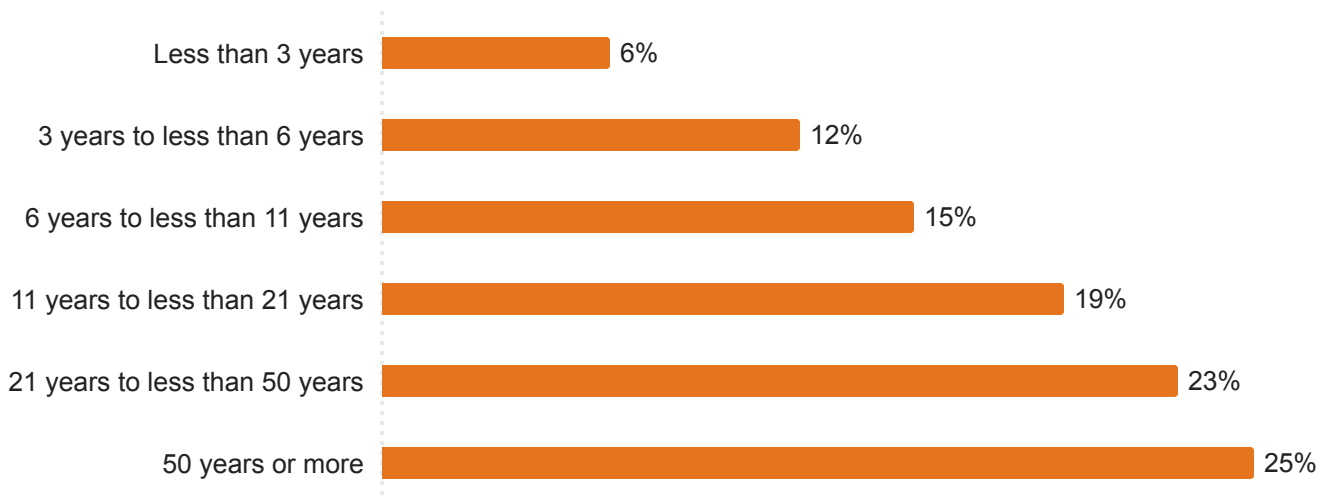
Q3 - Which of the following best describe your operation? Select all that apply.

94 Responses



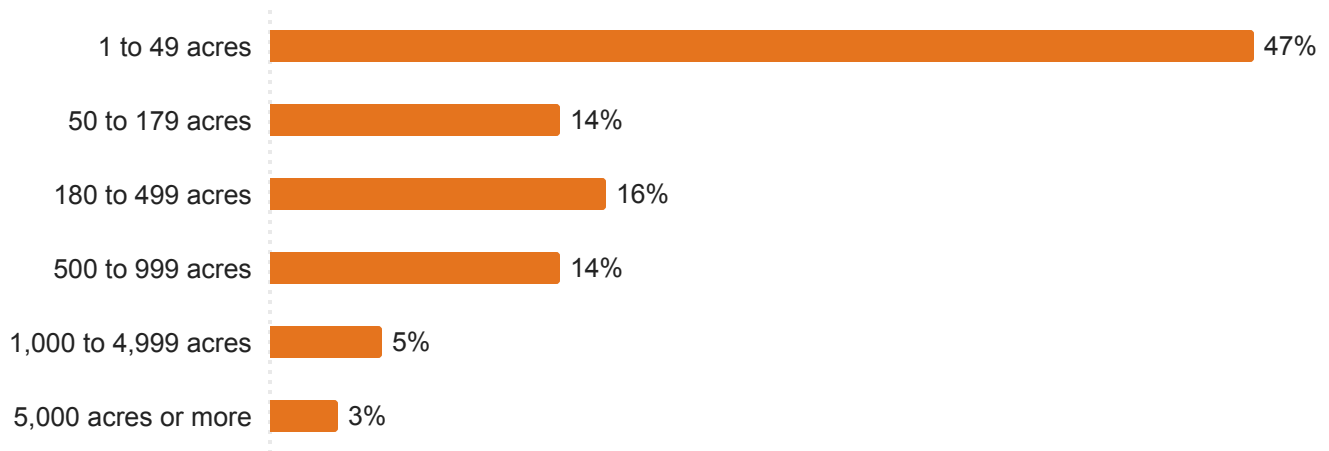
Q4 - Approximately how many years has the operation been in business? Select one.

93 Responses



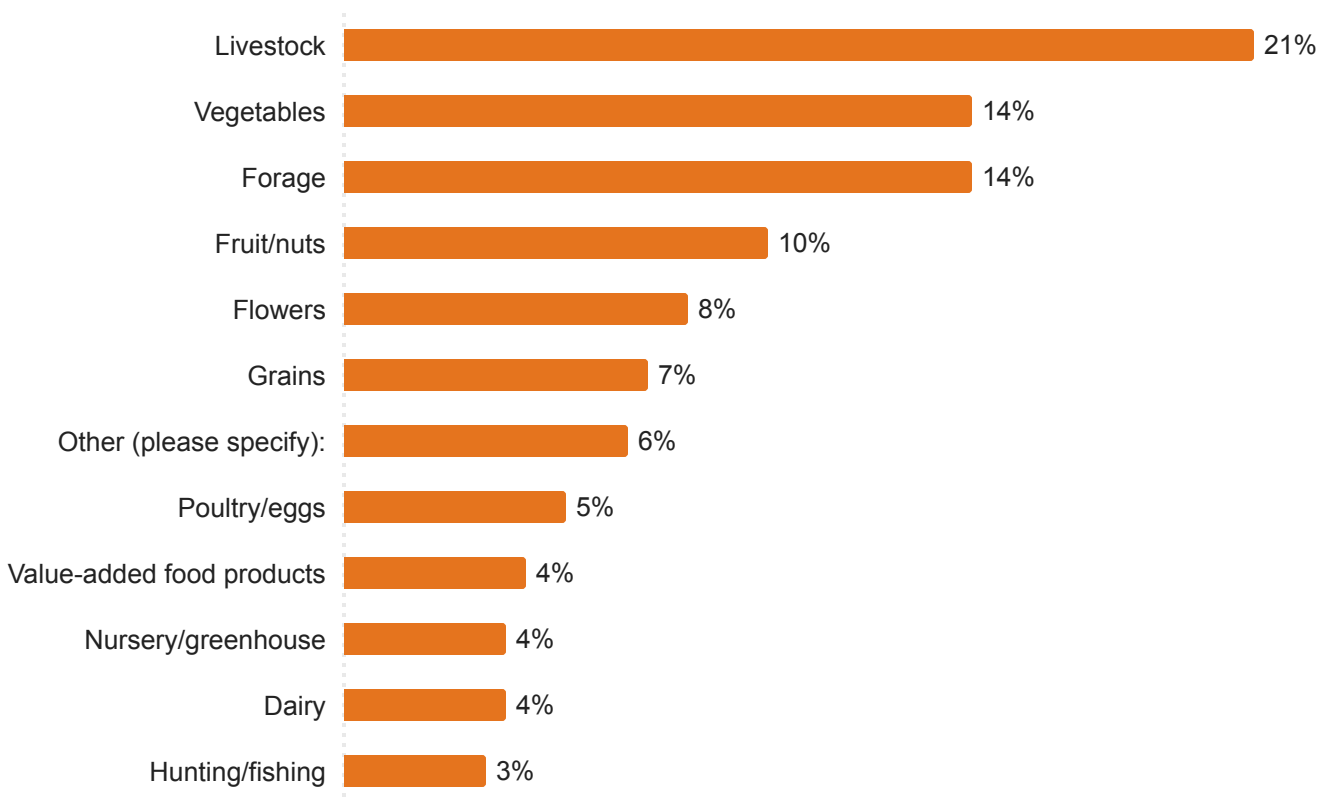
Q5 - What is the size of your operation? Select one.

93 Responses



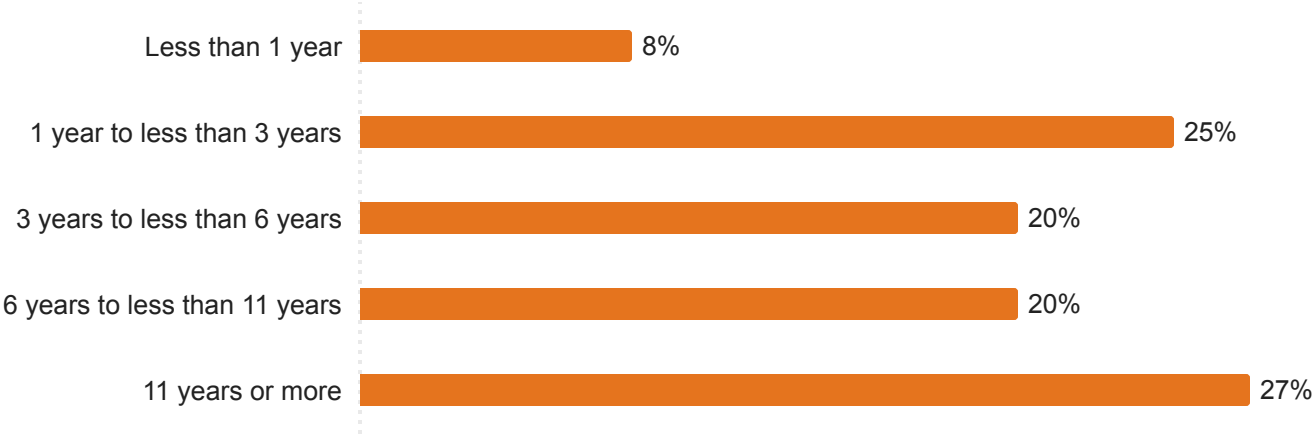
Q6 - What are the primary agricultural products or activities of your operation outside of agritourism? Select all that apply.

94 Responses



Q8 - How many years have you offered agritourism activities? Select one.

85 Responses



Q9 - For each of the following agritourism activities, please indicate whether your operation currently offers it, offered it in the past, and/or is considering offering it in the future. Select all that apply.

86 Responses

Field	Currently Offer	Offered in the past	Considering for future
School tours/field trips	76%	11%	13%
Corn maze/pumpkin patch/seasonal attraction	71%	2%	27%
Animal experiences/petting zoo	68%	15%	17%
Farm or ranch tours	68%	8%	24%
On-farm stand or retail	62%	12%	27%
Weddings/private events	60%	7%	33%
Classes/workshops	54%	10%	35%
Festivals or special events	54%	7%	39%
U-Pick / U-Cut	53%	16%	31%
On-farm meals/dinners	47%	7%	47%
Hunting/fishing/outdoor recreation	46%	6%	49%
Demonstrations or cultural heritage activities	45%	8%	47%
Lodging/camping/glamping	39%	8%	53%
Other (please specify):	33%	25%	42%

Q10 - Of the last 12 months, which months did you receive the most visitors to your property for an activity?

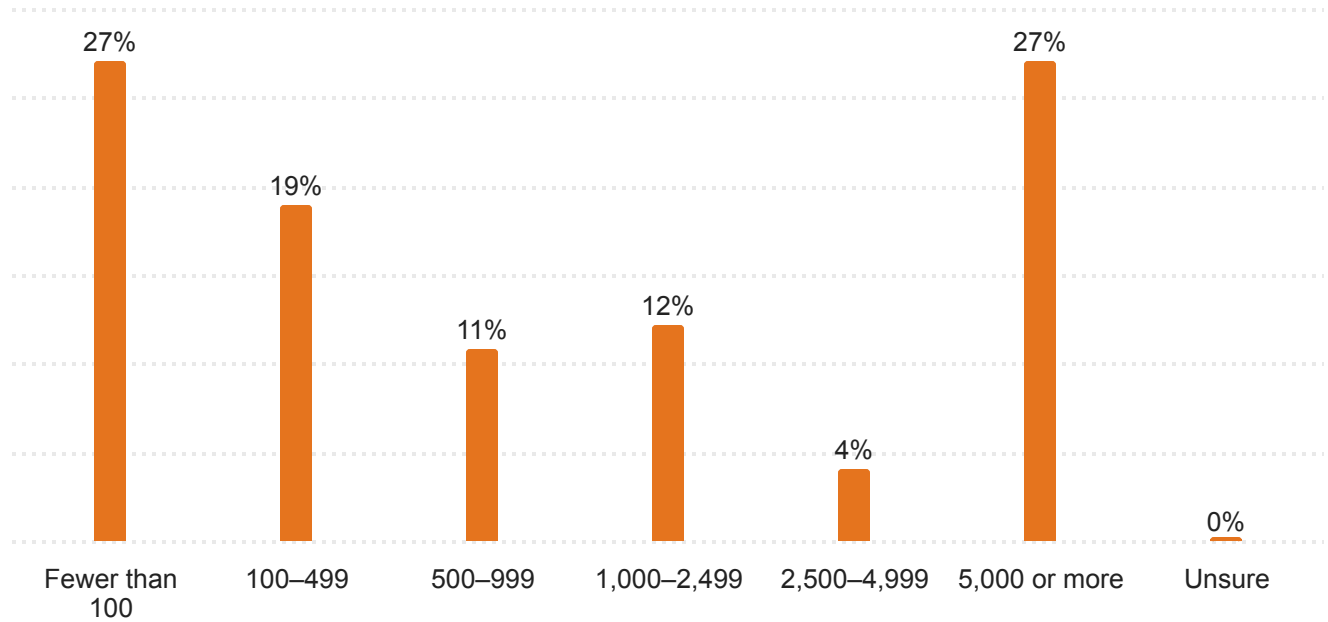
From 1 to 6, rank your **BUSIEST** months with 1 as the most busy, and 6 as the least busy.

71 Responses

Field	1	2	3	4	5	6
October	38%	15%	15%	4%	13%	15%
December	27%	13%	20%	13%	13%	13%
July	22%	16%	25%	22%	6%	9%
August	19%	31%	21%	12%	10%	7%
November	19%	6%	13%	31%	13%	19%
January	18%	18%	18%	9%	9%	27%
September	18%	33%	16%	12%	18%	4%
June	15%	6%	15%	25%	23%	17%
May	13%	11%	20%	20%	26%	11%
February	13%	38%	0%	13%	13%	25%
March	9%	0%	27%	18%	18%	27%
April	6%	24%	9%	24%	12%	24%

Q11 - Approximately how many visitors did your agritourism operation receive in the last 12 months? Select one.

74 Responses



Q12 - What is your best estimate of where your agritourism visitors come from?

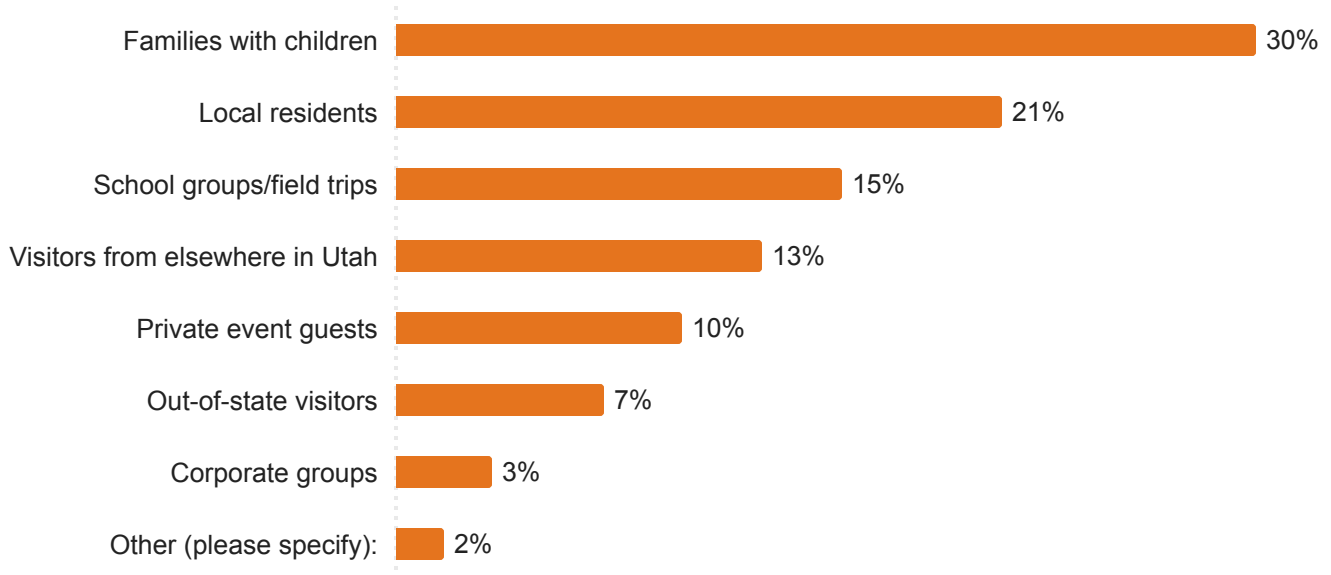
Please estimate the percentage from each group so the total equals 100%.

76 Responses

	Average
From within your county:	48.35%
From elsewhere in Utah:	33.32%
From outside Utah:	13.27%
From outside the U.S.:	5.06%

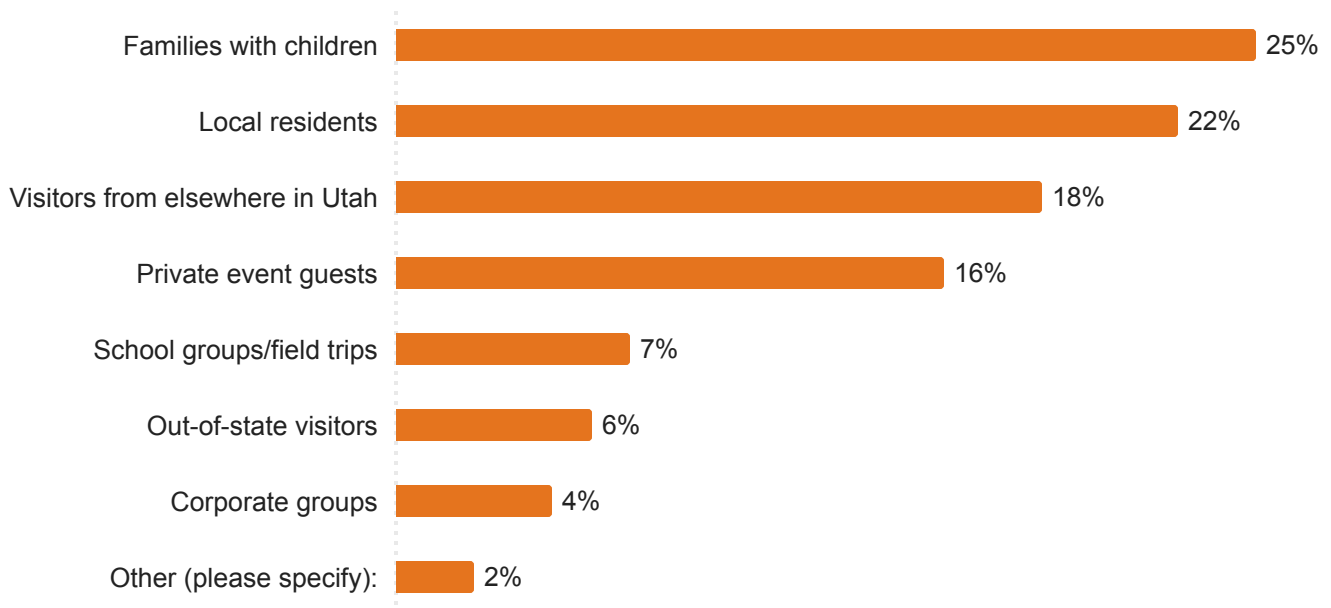
Q13 - Which visitor type brings the most people for your agritourism operation? Select your top 3.

75 Responses



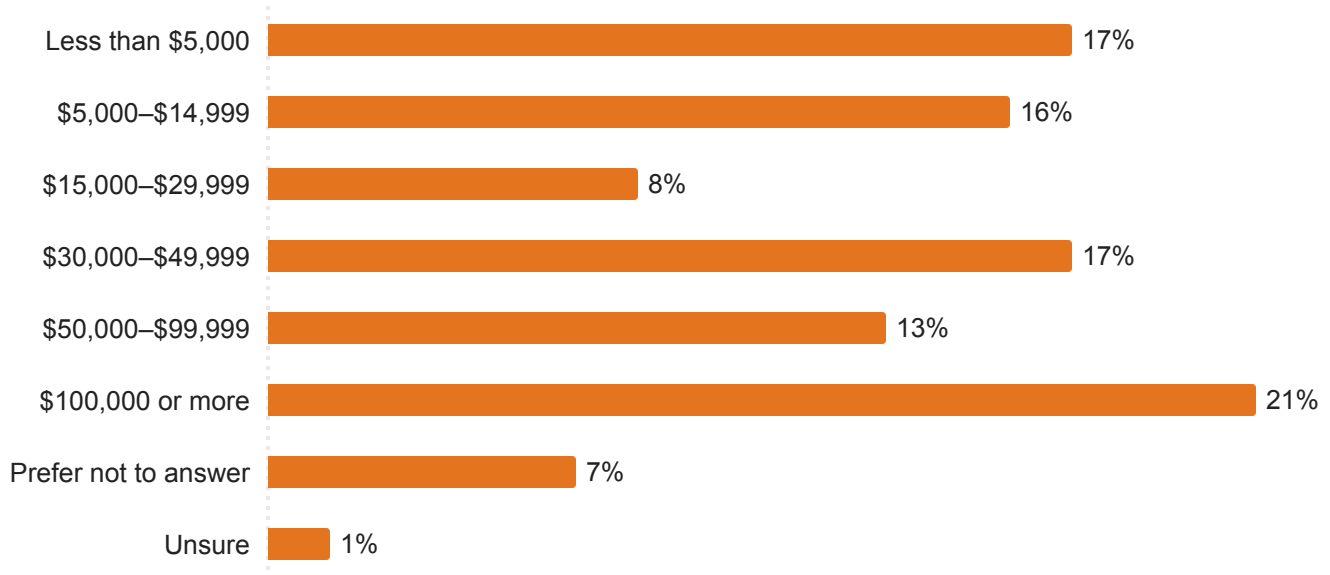
Q32 - Which visitor type brings in the most revenue for your agritourism operation? Select your top 3.

75 Responses



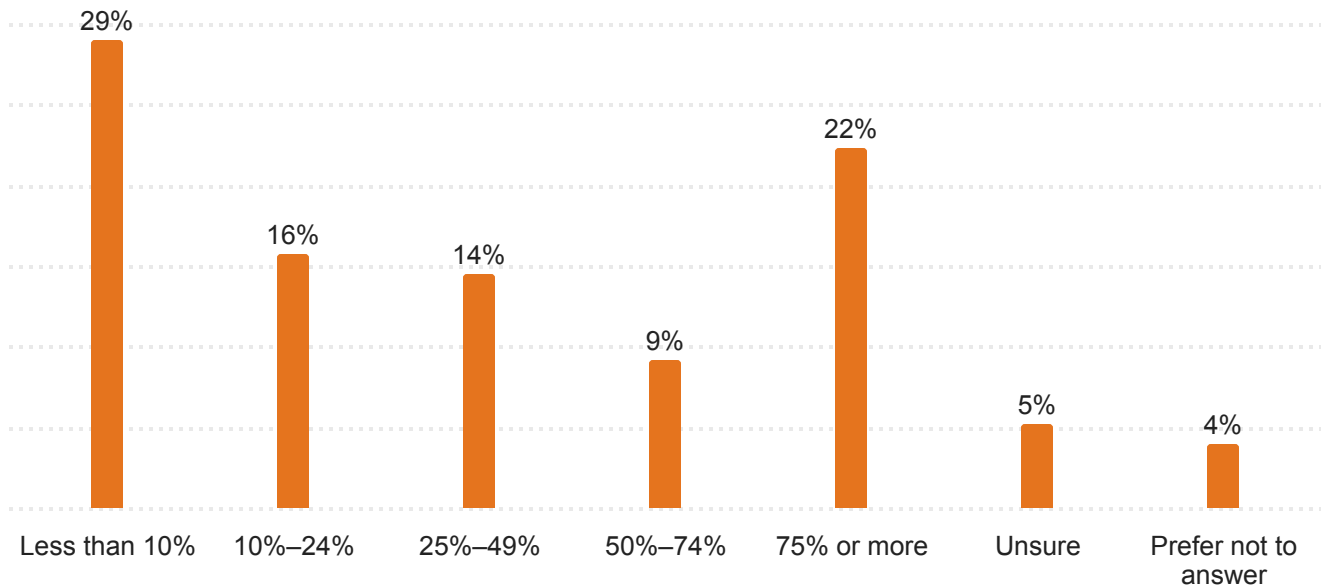
Q14 - What was your approximate gross revenue from agritourism in the last full calendar year? Select one.

76 Responses



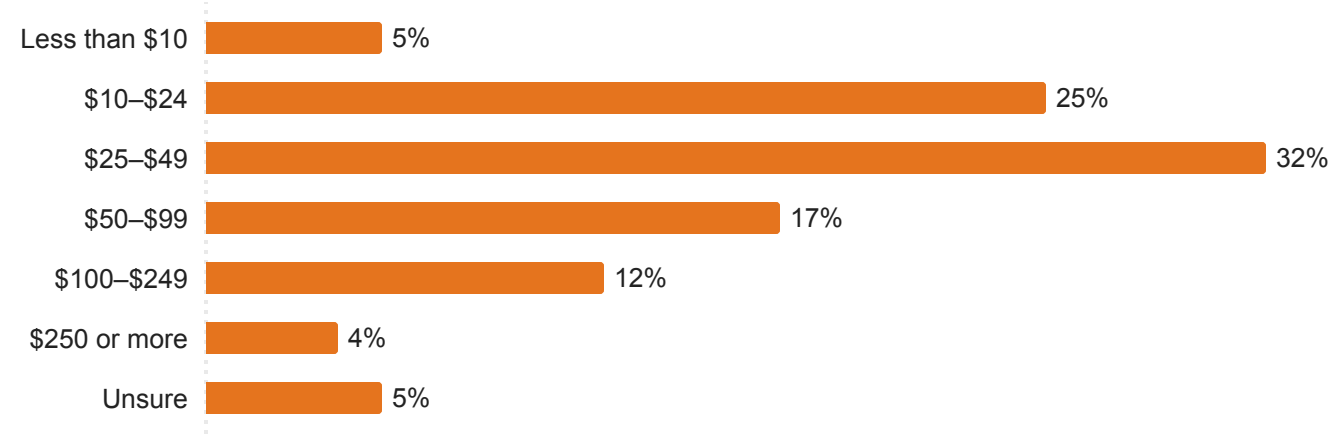
Q15 - About what share of your total farm or ranch revenue came from agritourism in the last full calendar year?

76 Responses



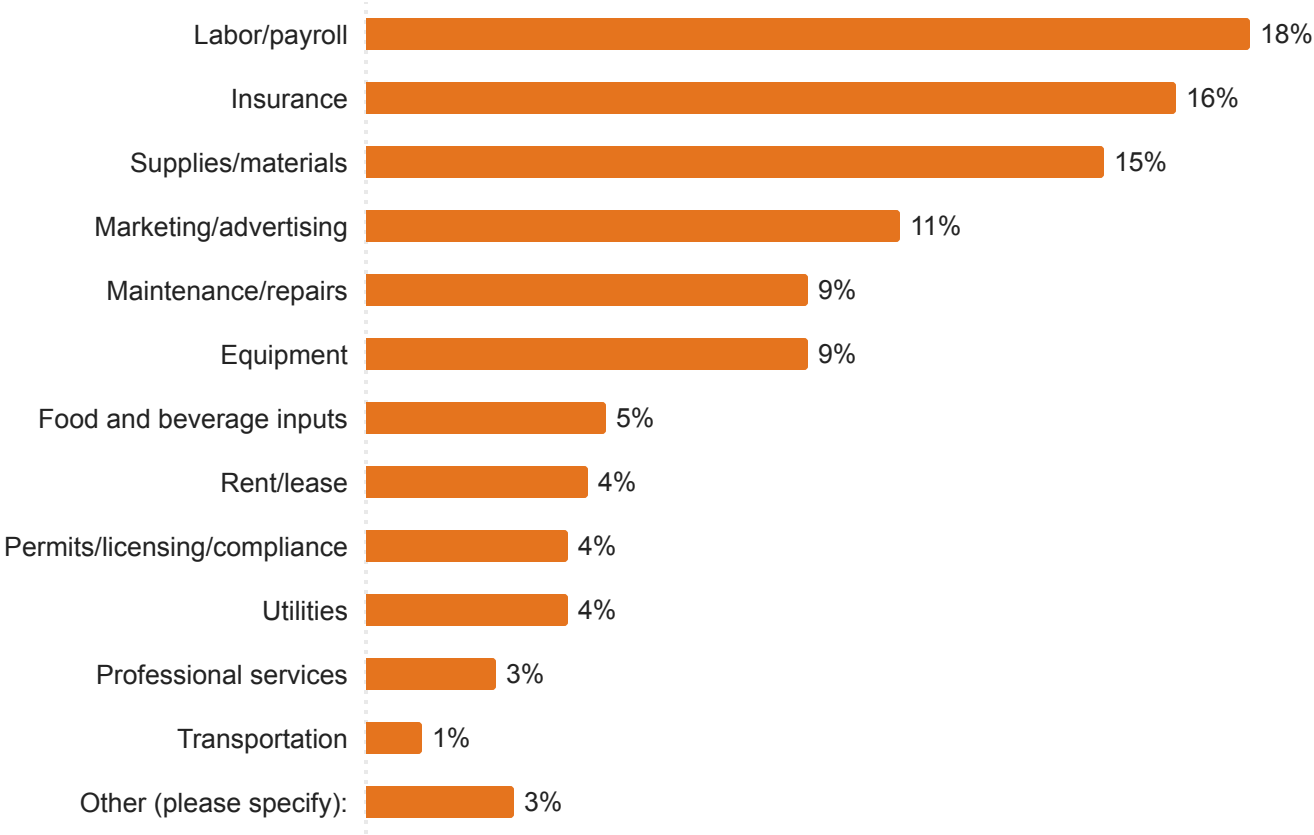
Q16 - On average, how much does a visitor spend during a typical agritourism visit to your operation? Select one.

76 Responses



Q17 - Which of the following are your largest agritourism-related expense categories? Select up to 5.

75 Responses



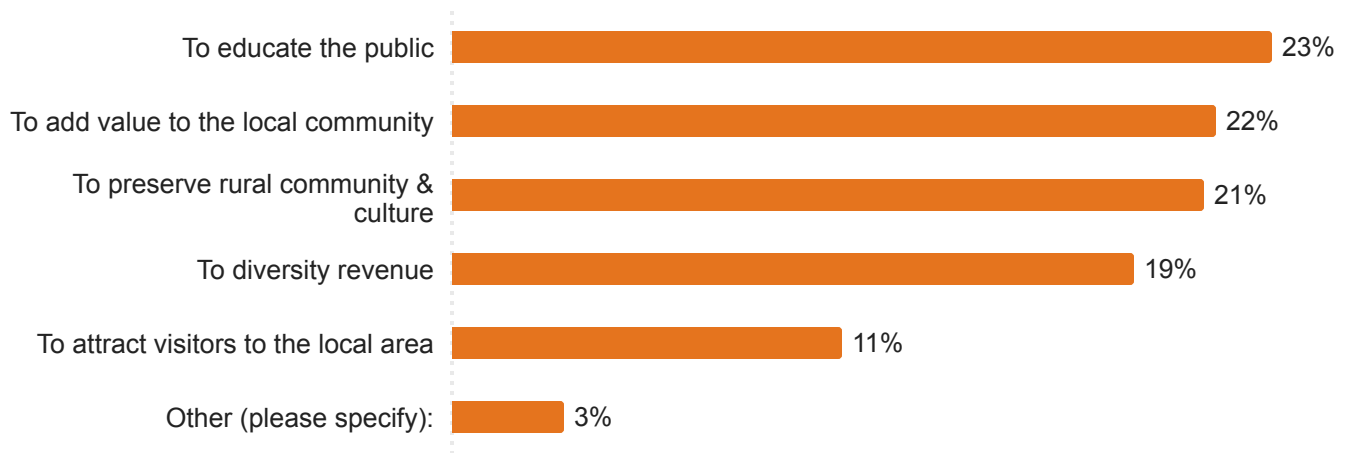
Q18 - In the last 12 months, how many workers supported your agritourism activities? Please include employees whose work is fully or partly related to agritourism.

70 Responses

Year-round employees:			Seasonal employees:			Family or unpaid labor regularly involved		
# of employees	Percentage	Count	# of employees	Percentage	Count	# of employees	Percentage	Count
0	47%	32	0	30%	21	0	18%	12
1-10	47%	32	1-10	36%	25	1-2	31%	20
11-20	5%	4	11-20	7%	5	3-4	23%	15
300+	1%	1	20-30	10%	7	5-6	11%	7
Total Response		69	30-100	9%	6	8-30	12%	8
			100-200	3%	2	100-200	2%	1
			200-300	3%	2	200-300	2%	1
			500+	1%	1	2500+	2%	1
			Total Response		69	Total Response		65

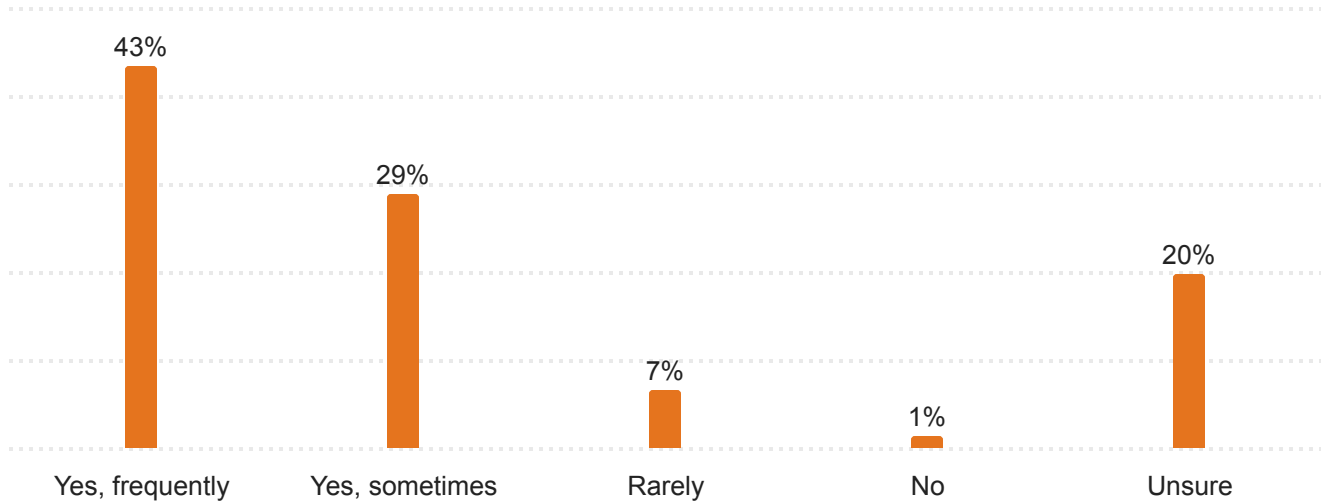
Q19 - Why do you engage or want to engage in agritourism? Select all that apply.

75 Responses



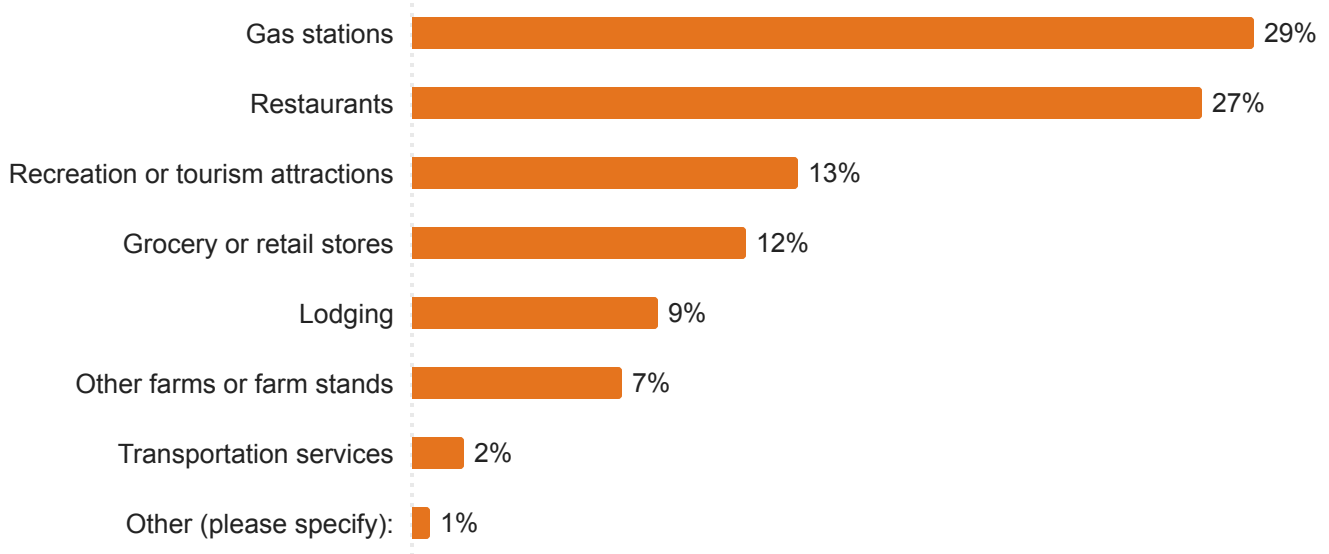
Q20 - To your knowledge, do visitors to your agritourism operation also spend money at other nearby businesses as part of their trip? Select one.

76 Responses



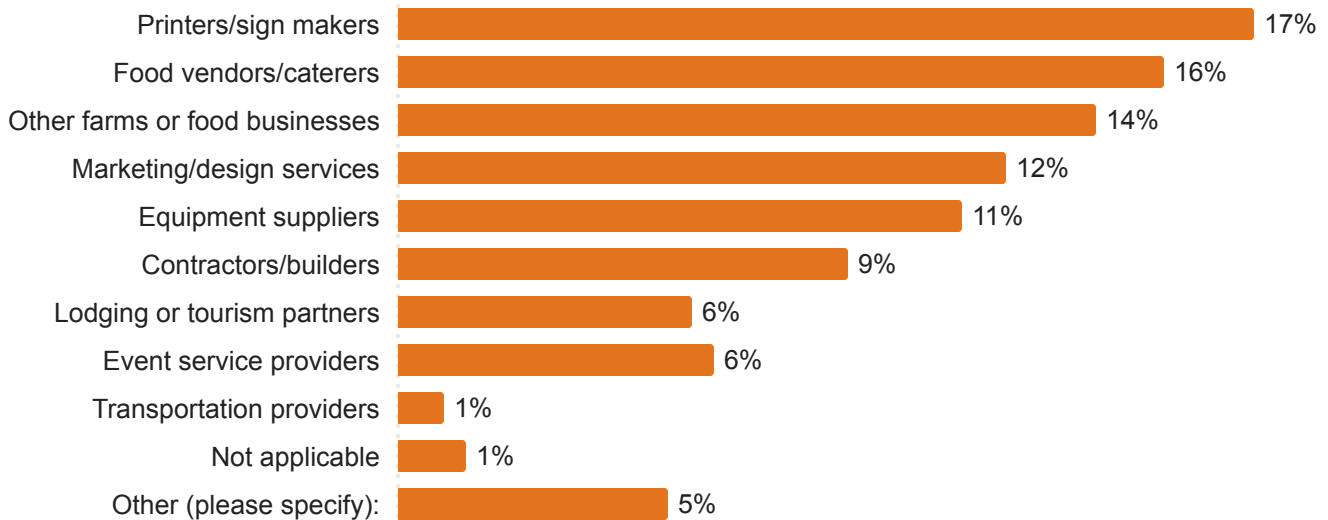
Q21 - If yes, what types of nearby businesses do visitors most often support as part of their agritourism trip? Select all that apply.

55 Responses



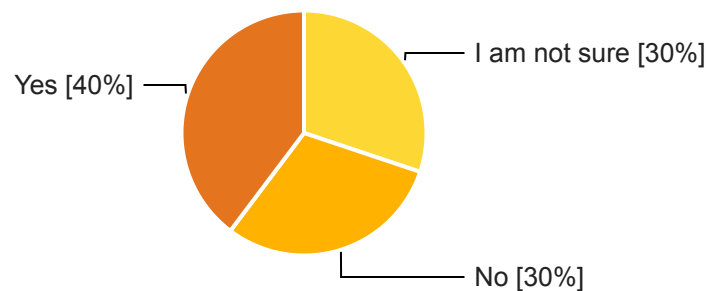
Q22 - What types of Utah businesses do you most often purchase from to support your agritourism activities? Select all that apply.

75 Responses



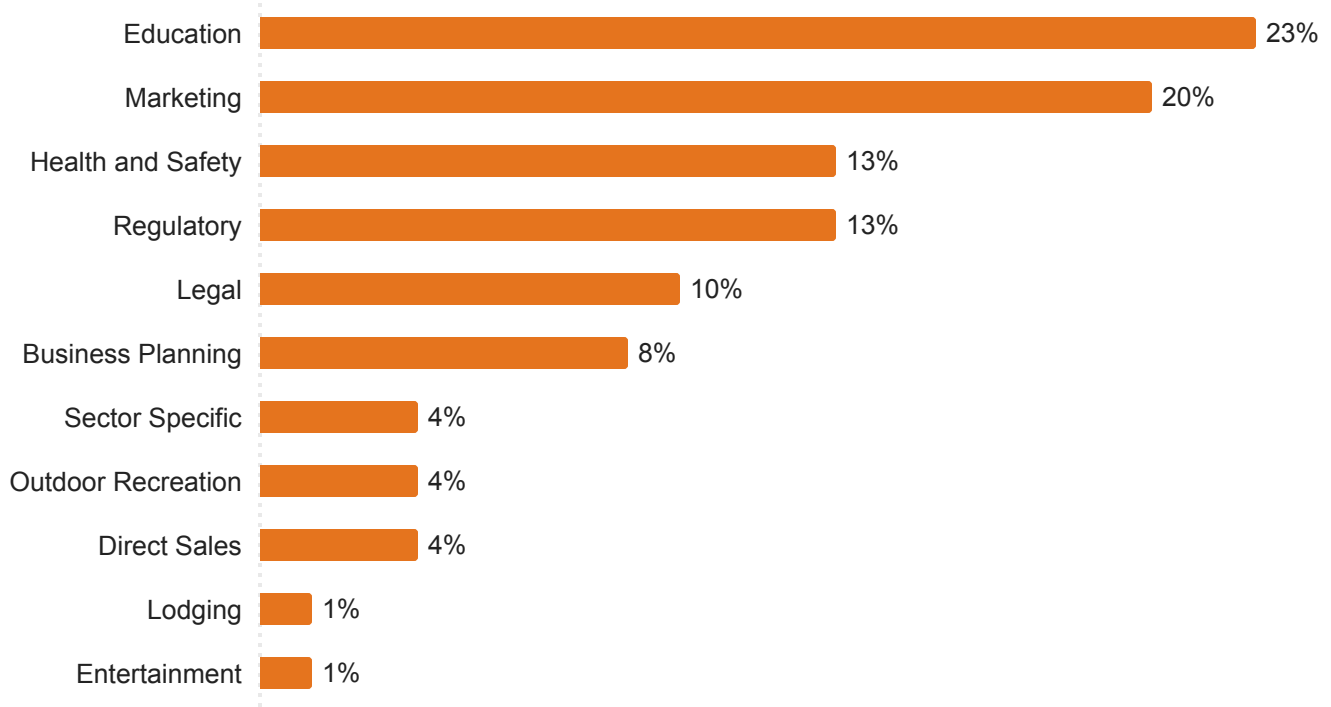
Q24 - Is your operation currently listed on Utah Department of Agriculture and Food's (UDAF) free Agritourism registry?

73 Responses



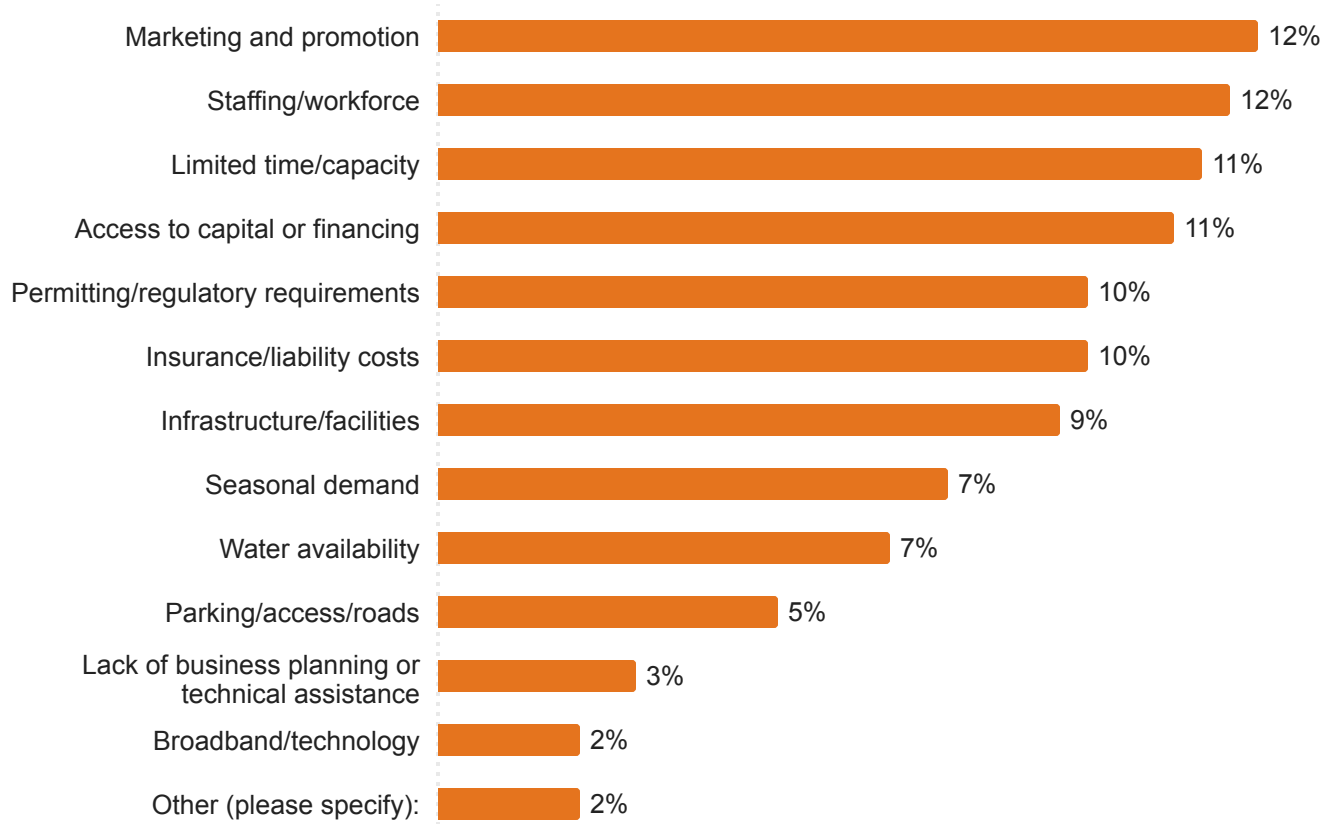
Q25 - What kinds of agritourism resources, guidance, or support have you used from the Utah Department of Agriculture and Food or the Utah Office of Tourism? Select all that apply.

37 Responses



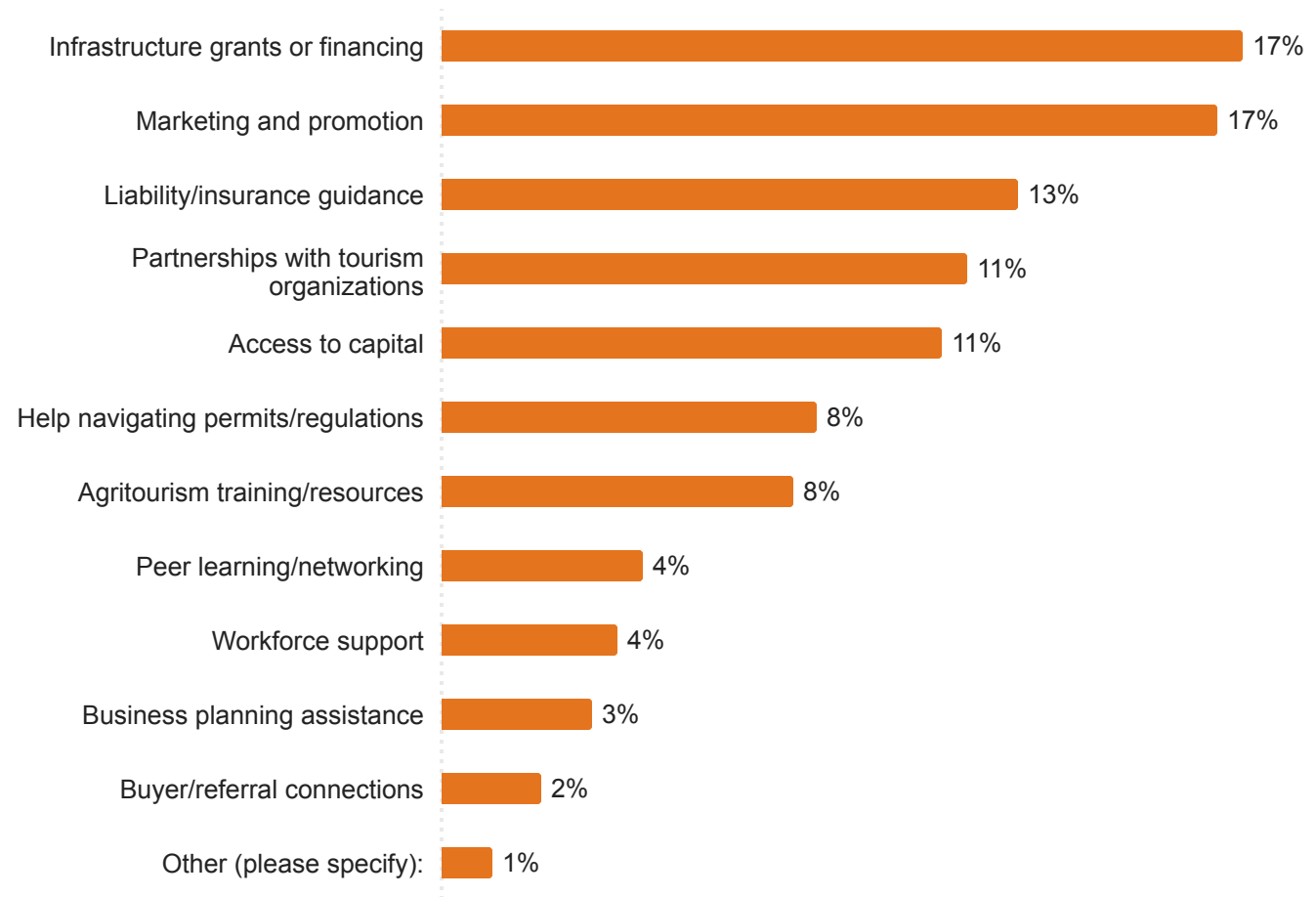
Q26 - What are the biggest barriers to establishing, maintaining or growing agritourism at your operation? Select up to 5.

73 Responses



Q27 - What types of support or resources would be most helpful to your agritourism operation? Select up to 3.

70 Responses



Appendix B:

Table 8. RIMS II Model Definitions					
Impact Type	What It Measures	Unit of Measurement	What It Includes	What It Excludes	Why It Matters
Output	Total economic activity generated by the change in final demand	Dollars of total output per \$1 of final demand	All industry sales, including intermediate goods and services	Does not remove double-counting of supply-chain transactions	Shows the gross scale of economic activity; useful for understanding total business volume
Earnings	Labor income generated across the region	Dollars of earnings per \$1 of final demand	Wages, salaries, and benefits paid to employees	Does not include profits, taxes, or non-labor income	Shows how much household income is created; key for workforce and community impacts
Employment	Jobs supported by the change in final demand	Jobs per \$1 million of final demand	Full-time and part-time jobs (headcount, not FTE)	Does not measure job quality or wage levels	Shows how many positions are created or supported; useful for job-impact messaging
Value Added	New economic value created—equivalent to regional GDP contribution	Dollars of value added per \$1 of final demand	Labor income + gross operating surplus (profits, depreciation) + taxes less subsidies	Excludes intermediate inputs purchased from other firms	Measures true economic contribution without double-counting; aligns directly with GDP

Appendix C: Utah vs. Peer State Agritourism Volume Comparison

Below is a comparative table showing how Utah's estimated agritourism visitor volume aligns with similar Western and Mountain West states. These figures use the same methodology: statewide visitor volume × national agritourism participation rates.

Table 9. State Agritourism Volume Comparison				
State	Total Annual Visitors*	Estimated Agritourism Participation Rate	Estimated Agritourism Visitor Volume	Notes
Colorado	90 million	1–2%	900,000–1.8 million	Large tourism base; strong farm-to-table scene
Washington	40 million	1–2%	400,000–800,000	Strong farm-to-table and pick markets
Oregon	30 million	2–3%	600,000–900,000	High culinary tourism & wine tourism
Utah	14.6 million	1–2%	150,000–300,000	Strong outdoor recreation & urban to rural travel
Montana	12.5 million	1–2%	125,000–250,000	Agritourism tied to ranching & outdoor recreation
Idaho	12 million	1–2%	120,000–240,000	Similar rural/urban geography to Utah

*Estimated visitor volumes: differing volume methodologies used by different destinations.

Implications:

- Utah's agritourism visitor volume is proportionate to its tourism base and closely aligned with Idaho and Montana.
- States with strong wine, culinary, or coastal tourism (Oregon, Washington) show higher agritourism participation rates.
- Colorado's extremely large visitor base drives its high agritourism volume, even with similar participation rates.