

# Travel Nevada Agritourism Survey

Target audience: farmers & ranchers

October, 2025

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## INTRODUCTION

### PAGE 1: PREQUALIFICATION

1. Do you currently have agritourism offerings at your agricultural operation? [\[logic: see below\]](#)
  - a. Yes [\[skip to Page 3\]](#)
  - b. No [\[proceed to Page 2\]](#)
  - c. unsure/don't know [\[proceed to Page 2\]](#)

### PAGE 2: NON-AGRITOURISMPROFILE [\[logic: all respondents skip to Page 4 upon completion of this page\]](#)

2. What type of operation do you run?
  - a. crop farm
  - b. ranch
  - c. orchard
  - d. vineyard
  - e. dairy
  - f. apiary
  - g. nursery
  - h. value-added
  - i. other (please specify)
  
3. Which county(ies) do you operate in? (select all that apply)
  - a. Carson City
  - b. Churchill County
  - c. Clark County
  - d. Douglas County
  - e. Elko County
  - f. Esmeralda County
  - g. Eureka County
  - h. Humboldt County

- i. Lander County
  - j. Lincoln County
  - k. Lyon County
  - l. Mineral County
  - m. Nye County
  - n. Pershing County
  - o. Storey County
  - p. Washoe County
4. What agritourism activities are you considering adding? (select all that apply)
- a. Accommodations and lodging (Bed and breakfasts, farm stays, camping sites, glamping)
  - b. Education (Farm tours, workshops, classes)
  - c. Entertainment (mazes, hayrides, petting areas)
  - d. Events (Farm to table dinners, weddings, event venue rentals, festivals)
  - e. Hunting
  - f. Off-farm direct sales (Farmers markets, CSAsubscriptions, online sales)
  - g. On-farm direct sales (farm stand/store, CSAcollection point)
  - h. Outdoor recreation (Horseback riding, fishing, trails, photography)
  - i. Pick-your-own/U-Pick (U-pick fruit, U-cut Christmas trees and flowers)
  - j. Sales of prepared food (snack bar, restaurant, café)
  - k. None

PAGE 3: AGRITOURISM OPERATION PROFILE [logic: all respondents continue to Page 4 upon completion of this page]

5. What type of operation do you run?
- j. crop farm
  - k. ranch
  - l. orchard
  - m. vineyard
  - n. dairy
  - o. apiary
  - p. nursery
  - q. value-added
  - r. other (please specify)

6. Which county(ies) do you operate in? (select all that apply)

- q. Carson City
- r. Churchill County
- s. Clark County
- t. Douglas County
- u. Elko County
- v. Esmeralda County
- w. Eureka County
- x. Humboldt County
- y. Lander County
- z. Lincoln County
- aa. Lyon County
- bb. Mineral County
- cc. Nye County
- dd. Pershing County
- ee. Storey County
- ff. Washoe County

7. Approximately how many visitors does your agritourism operation receive every year?

- a. 0-250
- b. 251-500
- c. 501-1,000
- d. 1,001-2,500
- e. 2,501-5,000
- f. 5,001-10,000
- g. More than 10,000

8. What season(s) do you host agritourism visitors?

- a. spring
- b. summer
- c. fall
- d. winter

9. What agritourism activities do you currently offer? (select all that apply)
- a. Accommodations and lodging (Bed and breakfasts, farm stays, camping sites, glamping)
  - b. Education (Farm tours, workshops, classes)
  - c. Entertainment (mazes, hayrides, petting areas)
  - d. Events (Farm to table dinners, weddings, event venue rentals, festivals)
  - e. Hunting
  - f. Off-farm direct sales (Farmers markets, CSAsubscriptions, online sales)
  - g. On-farm direct sales (farm stand/store, CSAcollection point)
  - h. Outdoor recreation (Horseback riding, fishing, trails, photography)
  - i. Pick-your-own/U-Pick (U-pick fruit, U-cut Christmas trees and flowers)
  - j. Sales of prepared food (snack bar, restaurant, café)

10. What agritourism activities, if any, are you considering adding? (select all that apply)
- l. Accommodations and lodging (Bed and breakfasts, farm stays, camping sites, glamping)
  - m. Education (Farm tours, workshops, classes)
  - n. Entertainment (mazes, hayrides, petting areas)
  - o. Events (Farm to table dinners, weddings, event venue rentals, festivals)
  - p. Hunting
  - q. Off-farm direct sales (Farmers markets, CSAsubscriptions, online sales)
  - r. On-farm direct sales (farm stand/store, CSAcollection point)
  - s. Outdoor recreation (Horseback riding, fishing, trails, photography)
  - t. Pick-your-own/U-Pick (U-pick fruit, U-cut Christmas trees and flowers)
  - u. Sales of prepared food (snack bar, restaurant, café)
  - v. None

11. What percentage of your annual revenue comes from agritourism? (slider from 0-100)

12. Where do your primary agritourism visitors come from? (select all that apply)
- a. my local county
  - b. other Nevada counties
  - c. out-of-state drive visitors
  - d. fly-in domestic visitors
  - e. international visitors

13. Which audiences are you targeting?

- a. families
- b. foodies
- c. outdoor recreation travelers
- d. educational groups
- e. animal lovers
- f. luxury travelers
- g. history buffs
- h. group tours

14. What visitor infrastructure do you currently have?

- a. parking
- b. restrooms
- c. shade/indoor
- d. potable water
- e. kitchen
- f. gift store
- g. broadband
- h. accessible paths
- i. event space
- j. educational signage
- k. other (please specify)

15. How challenging have each of the following been to you in developing your agritourism offerings?  
(matrix with choices of: not challenging at all, slightly challenging, moderately challenging, very challenging, and extremely challenging, uncertain or N/A)

- a. Market conditions
- b. Built/physical infrastructure
- c. Financial
- d. Political and governance
- e. Human
- f. Culture
- g. Natural environment
- h. Social
- i. Other (please specify)

16. How difficult is it for your agritourism operation to comply with zoning regulations?

- a. Not difficult
- b. Somewhat difficult
- c. Moderately difficult
- d. Significantly difficult
- e. Significantly difficult on an ongoing basis

17. How confident are you that you are in compliance with agritourism regulations?

- a. Not confident at all
- b. Slightly confident
- c. Moderately confident
- d. Very confident
- e. Extremely confident
- f. Prefer not to answer

18. What, if any, liability insurance coverage do you carry? (open ended)

PAGE 4: ALL RESPONDENT PERSPECTIVES

19. What are the top barriers preventing you from starting or expanding agritourism?

- a. cost
- b. insurance
- c. permitting
- d. staffing
- e. heat/weather
- f. marketing
- g. broadband
- h. biosecurity
- i. privacy concerns
- j. safety concerns
- k. neighbor relations
- l. land use constraint
- m. water/drought

20. How challenging are each of the following attributes of the regulatory landscape in relation to developing agritourism? (matrix with choices of: not challenging at all, slightly challenging, moderately challenging, very challenging, and extremely challenging, uncertain or N/A)
- a. Designating agritourism as retail site
  - b. Land zoning
  - c. Building code requirements
  - d. Americans with Disabilities Act (requiring access to facilities)
  - e. Animal Welfare Act
  - f. Food safety requirements
  - g. Civil liability law (liability protection)
  - h. Official definition of agritourism
  - i. Other (please specify)
21. What support(s) or assistive programming would be most valuable in enabling your participation in agritourism?
- a. Policy advocacy [Lobbying for favorable agricultural policies, promoting farm-friendly legislation]
  - b. Financial assistance [Access to grants, loans, financial planning advice]
  - c. Marketing assistance [Help with marketing plans, social media promotion, creating brochures, website design]
  - d. Legal issue assistance [Help with land use regulations, labor laws, liability issues]
  - e. Technical assistance [Providing knowledge and resources, grant writing, diversification options]
  - f. Networking and event coordination [Connecting with local vendors, planning community events, facilitating partnerships]

PAGE 5: CONTACT INFORMATION

22. If you would like to be kept abreast of the development of agritourism in Nevada, please share your name and preferred contact method (optional, open-ended)