

# AGRICULTURAL TOURISM STUDY UPDATE

## Overview

At the June 2025 Nevada Commission on Tourism (NCOT) Lt. Governor Anthony tasked Travel Nevada's Industry Development team to feasibility study for agritourism in the state of Nevada. To assist with this process Travel Nevada turned to Matthew Landkamer, Whereabout LLC, a consultant already working on the division's Destination Development programming.

At the December 2025 NCOT meeting, Matthew Landkamer presented proposal on how to proceed with the study, based on conversations with Travel Nevada, the Department of Agriculture, and representation from the Lt. Governor's office. As a result, the commission made an action to approve moving forward with the study.

## Approved Actions

- **Desk Research: Data and literature review**
- **Survey: Development and distribution**
  - **Interviews of 20 individuals**
- **Development of Agritourism Framework**
- **Agritourism Asset Inventory**
- **Competitor bench marking**
- **Estimation of Market Potential**

## Actions Update

Since the December NCOT meeting, Mr. Landkamer has done the following:

- **Desk Research: Data and literature review**
- **Survey: Development and distribution**
- Sent to farmers, ranchers, and rural communities utilizing Dept. of Agriculture database
- **Interviews: 15 completed / 5 remaining**
- Participants selected for 1:1 interview by Travel Nevada, the Department of Agriculture, and the Lt. Governor's office.
- Included farmers, ranchers, county commissioners, agricultural event managers, and participant's recommendations.

## Next Steps

Aggregation and analysis of all collected data (literature review, survey results, and in-person interviews) to uncover common themes, which will inform the creation of the agritourism framework. Concurrently, the asset inventory, competitor bench marking and estimate market potential will be completed; and the study will conclude with its findings and recommendations.