

Travel Nevada Agritourism Interview Guide

October, 2025

1. Can you provide your personal understanding of what agritourism is and how it exists in Nevada?
2. Where have you seen highly successful agritourism activities or promotion in Nevada? What are our best examples?
3. What would be the future ideal, in your mind, for agritourism in Nevada? What do we need to do to get there?
4. What support(s) would be most valuable in enabling agritourism in Nevada? What could farmers and ranchers use most?
5. What potential partnerships or collaborations could enable agritourism in Nevada?
6. What approvals, permits, or zoning requirements hold agritourism back in Nevada?
7. What do you consider to be the single biggest challenge that Nevada needs to address or overcome to better support agritourism? How would you approach addressing this challenge?
8. How do you view Travel Nevada's potential role in promoting agritourism? What channels and target markets might be the most productive?
9. Where have you seen highly successful agritourism activities or promotion in other states? What can we learn from them?
10. What metrics or outcomes would indicate success for agritourism in Nevada?
11. Is there any other information, feedback, or insights that you believe would be valuable for us to take into account as we consider the future of agritourism in Nevada?