



## Marketing ideas for agritourism operations

### 🌱 Develop a mailing list.

Get names from associations and other sources of people that like outdoor activities. Mail to your customers at least twice a year.

### 🌱 Always ask your customers what they liked about their stay and what could be improved.

You are in the hospitality business. If you take care of your customers you will succeed.

### 🌱 Take care of details.

Make sure that your telephone is answered professionally. Return calls promptly.

### 🌱 Let your neighbors know about you.

Join the Chamber of Commerce. Give people your brochure and make sure that people in your area know about you.

### 🌱 Send information about your company to magazines and newspapers.

Send them news releases and story ideas. Invite them out for a free stay.

### 🌱 Obtain brochures and literature from other operations that are similar to yours.

See what they are offering and what it costs. Look at their brochures to see what you like and don't like. Improve your materials accordingly.

### 🌱 Advertise in the telephone book.

Consider placing an ad in the Yellow Pages in target markets. Put signs on your property that are visible from the road. Make sure people can find you and have a way to contact you.

