

*Did you know that Agritourism is one of the fastest growing sector of tourism industry? And that it is not likely to go away soon!*



# Getting Started in Agritourism

## Creating a Destination Farm

*Expand your operations and grow your revenues by creating a 'destination' farm.*

*Cornell Extensions of Monroe and Tompkins County invites farmers, food entrepreneurs, horse-farm owners, and other Agribusiness operators to the Agritourism workshop. This workshop is the first of the series designed to help farmers build necessary skills, scale their businesses and create sales by offering a fun on-farm experience for public.*

*Several industry experts will share their learning and a reference handbook will be given to participants help them develop their own strategy.*

\$30 Fee covers handbook, door prize, lunch

Time: 8:30am—3:00pm

Wegman Lodge, 2222 St. Paul St., Seneca Park, Rochester, NY

To register: [https://reg.cce.cornell.edu/agritourism\\_226](https://reg.cce.cornell.edu/agritourism_226)

Workshop details here: <http://monroe.cce.cornell.edu/agritour>

***Included:***

***Food***

***Book signing***

***Raffle to win a door prize!***