

# **Agritourism Pricing Workshop:**

## **How to figure out what your customers will bear**

Tuesday, June 20, 2023 12pm to 1pm Via Zoom

Speaker: Stephen Hadcock, Cornell Cooperative Extension,  
Capital Area Agriculture and Horticulture Program

### **Topics:**

- Determining Pricing for your Agritourism Activities (Corn Maze, U-Pick, Events, etc.)
  - Tracking Sales to Determine Future Pricing Adjustments

### **Pre-registration Required:**

<https://cornell.zoom.us/meeting/register/tJIsce6tqDMuGddOrjKOe3k0mXCypafV0oao>

Price: Free

All workshops will be recorded and links shared. After registering, you will receive a confirmation email containing information about joining the meeting.

### **Future Workshop Series**

July 17: Marketing Your Agritourism Operation

August 21: Agritourism: Working with Tour Companies

September 18: Agritourism Farm Stay: Camping, Glamping, and BnB

October 16: Hosting One Day Agritourism Event

November 20: Hosting Agritourism Air BnB Experience

December 18: U-Pick Agritourism Operations: In's and Out's

**Sponsor: Cornell Cooperative Extension Agritourism Program Work Team**

Please contact Lindsey Pashow lep67@cornell.edu or 518-569-3073 with any questions.

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