

APPENDIX

Theme Guidelines for Agritourism or Farm Retail Business Owners/Managers

1. Agritourism Policy – Help or Hinderance: Policies and legislation, from local to regional levels in your own country, that are assisting or holding back the growth of agritourism. What local and national government policies have helped your business and what have held it back?
2. Agritourism Data around the Globe: Key metrics including number of farms, number of agritourism and farm retail businesses in your country or region. Is the sector measured? If so, how is this done? Share national data over years.
3. Consumer Trends – Supporting Agritourism Growth. What trends in consumer behaviour and visitor trends are either increasing demand or lowering demand for your business? How are you adapting?
4. Making the Pie Bigger – The Role of Agritourism in Sustaining Family Farming and Rural Communities. Share your business story, both farming and agritourism/farm retail. What impact has agritourism and farm retail had on providing an income for multiple family members and future generations? What is your family succession plan, how do you discuss this within your family? What is your impact on the wider rural community?
5. Innovation in Agritourism – a case study of your business which makes you stand out in the marketplace and has helped drive profits in your business, by being innovative and different. Farms who have been leaders in new trends over the past number of decades as well as current innovations.
6. Agritourism – The Sales Arm of Agriculture. What roles do farms play in your region or country to promote agriculture and to bridge the gap between consumer and producer?

Theme Guidelines for Academics and Researchers

1. Agritourism Policy – Help or Hinderance: Policies and legislation, from local to regional levels, which are assisting or holding back the growth of agritourism, either directly (agritourism policy) or indirectly (tourism, rural economy, agriculture policies).
2. Agritourism Data around the Globe: Key metrics (e.g., number of farms, number of agritourism and farm retail businesses) and insights (e.g., definitions, measuring tools, monitoring procedures) that are essential to support agritourism growth, economic and non-economic benefits, investment, and interventions.
3. Consumer Trends – Supporting Agritourism Growth: How can agritourism leverage shifting consumer preferences, such as interest in direct buying from producers and support for regenerative agriculture, as compared to other recreation and niche travel options.

4. Making the Pie Bigger – The Role of Agritourism in Sustaining Family Farming and Rural Communities: How agritourism can contribute to the long-term viability of family farms by enhancing businesses profitability, creating family employment across generations, and supporting family succession. Beyond the farm gates, how can agritourism strengthen rural communities by boosting local economies and fostering community cohesion and pride?
5. Innovation in Agritourism – Moving Forward and Keeping it Relevant: Innovative products and services, fresh approaches to enhance customer experience, and new strategies for marketing and sales (e.g., branding, collaborative packages) that can make businesses stand out in the competitive market.
6. Agritourism – The Sales Arm of Agriculture: The role of agritourism in connecting and educating consumers about food production and farming practices, empowering them to make informed food choices. How can outreach be optimized to boost the effect of agritourism in encouraging direct purchases from producers and increasing the public's appreciation of the agriculture sector?

Theme Guidelines for Economic Development and Destination Management representatives, Policy Managers and the Supply Chain

1. Policy, Help or Hinderance? - Policies and legislation either at a continent, national or local government level which are assisting or holding back the growth of agritourism, either direct agritourism policy or related tourism, rural economy or agriculture policy.
2. Key Facts on Agritourism in my Country – Is the Data Making a Difference? Easy to understand summary data including number of farms, number of agritourism and farm retail businesses, your definition, how you measure agritourism and how often, % of farms in agritourism overall, visitor numbers on to farms, economic and other impacts, investment and interventions.
3. Consumer Trends in Agritourism. Consumer trends and data, consumer demand for agritourism and farm retail, current and future trends, consumer trends for farm retail and direct buying, consumer trends for tourism and hospitality as a whole – is Agritourism in demand compared to other consumer options?
4. Making the Pie Bigger – The Role of Agritourism in Sustaining Family Farming Businesses. Case study businesses from your country/region.
5. Innovation in Agritourism - Innovative products and services in agritourism and farm retail, innovation in customer experience, new ways to sell and market, standing out in the marketplace, the role of brands, collaborative packages between businesses. Innovative ways that your region is marketing agritourism.
6. Agritourism as the Sales Arm of Agriculture - The role of agritourism in informing and educating consumers about food and farming.