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HOW I TURNED MY FARM INTO A GLOBAL AGRITOURISM DESTINATION

(And How You Can Do The Same To
Attract Paying Visitors)



www.agritourismsuccess.com

How I Turned My Farm Into A Global Agritourism Destination (And How You Can Do The Same To Attract Paying Visitors)

Congratulations! Thanks for downloading this Ebook.

You have taken the first step in starting an agritourism business on your farm. The most important thing is to educate yourself before starting anything.

Years ago, I never thought that I would start an agritourism business. I thought I could rely on crops alone. But once I started the agritourism business on my farm I never want to look back.

This Is What Agritourism **Can** Do For You:

- Give you an **extra income** or maybe even be your main source of income
- You can sell your produce directly to consumers and avoid the middle men, thus having higher margins
- Year round revenue if done correctly
- **Diversification** and not relying on your crop. Crop prices can be unpredictable and yields may not be certain.
- The ability to pass down this business to your family members, ensuring the continuity of the land
- Increase customer loyalty. People who come to your farm get to know you and this can bring many repeat customers

With this in mind, there are indeed many many benefits of having an agritourism venture on your farm.

Who Is Stephen Loke and Bloopydurians?

In this section I would like to introduce you to the author of this Ebook. My name is Stephen Loke and I run an agritourism business in my durian farm.



My farm is called BloopyDurians and you can check my website out at www.bloopydurians.com

I offer farm tours, four wheel drive adventure and durian tasting in my agritourism farm.

What started out as something small now turned my career into an agritourism business. Today I have visitors from all over the world. People from places such as America, Canada, Singapore, Indonesia,

Japan, Hong Kong, Macau, Thailand, Australia, Ireland, Italy, Germany, China and Russia come and visit my farm during durian season.

Over the years I have learned a thing or two about agritourism such as:

- How to give excellent customer service
- How to draw visitors from all over the world to my farm
- How to solve problems related to agritourism
- How to price my products and services
- How to stand out from the many other farms out there

It is my sincere wish that through this ebook you will be able to learn some of the secrets that I gained over the years.

Table Of Contents

This Is What Agritourism Can Do For You:.....	1
Who Is Stephen Loke and Bloopydurians?.....	2
Introduction.....	6
What Is Agritourism?.....	6
What Will You Learn In This Ebook?.....	8
Chapter 1 - The Roadmap To Agritourism Success.....	10
The First Time I Hosted Visitors In My Farm.....	10
Are You Willing To Accept Visitors To Your Farm?.....	16
The Roadmap To Agritourism Success.....	18
How Long Can You Expect Before You Get Your First Visitors?.....	19
Laying The Foundation.....	19
Chapter 2 - USP or Unique Selling Proposition.....	21
2. Have A Strategy To Win Visitor’s Heart.....	28
Your Goals For Your Agritourism Business.....	29
Who Will Be Your Target Visitors?.....	30
What Is a Blue Ocean Strategy?.....	34
Create High Profit Activities.....	35
My personal experience in my durian farm.....	40
Have A Visitor Experience Plan.....	42
Chapter 3 - Think About The All Important COST of Running Your Agritourism Farm.....	45
Start Up Costs.....	45
Ongoing Operating Costs.....	47
Starting Small At First, Grow Smart : The Low-Risk Way to Build an Agritourism Farm.....	48
Some Practical Ways To Start Small And Save Money.....	50
Tip #1 - Start With A Simple Core Activity.....	51
Tip #2 - Make Use Of What You Already Have.....	53
Tip #3 - Grow Slowly While Testing The Market.....	55
Chapter 4 - The All Important Pricing (How To Price Your Agritourism Offerings).....	57
Do Your Research.....	59
I Always Do Price Research.....	61
Know What Is Your Cost.....	62
Price Your Offers According To Value.....	64

Pricing According To Tiers.....	65
Chapter 5 - Marketing Your Agritourism Farm.....	69
Digital Marketing For Your Farm (Using The Internet To Bring Visitors To Your Farm).....	73
The Problems That Newbies Face When Starting Digital Marketing.....	75
My Journey With Digital Marketing For My Durian Farm.....	76
The Secret Formula For Getting Tons Of Visitors To Your Farm.....	81
What You Need To Succeed In Digital Marketing.....	84
Chapter 6 - The Simple 3 Step Formula For Digital Marketing Success Of Your Agritourism Farm.....	88
Having A Website.....	90
Search Engine Optimization.....	94
Inserting Reviews On Your Website.....	97
Putting Pictures On Your Website.....	99
A Great Website Builder For Agritourism Farmers.....	101
Chapter 7 - Setting Up Google Business Profile To Draw In Visitors From All Over The World.....	102
Google Business Profile.....	102
Chapter 8 - Using Social Media (Facebook / Tik Tok / Instagram) To Get Visitors To Your Agritourism Farm.....	109
Start Small And Post Frequently.....	116
Sample 10 Day Posting Plan For A Strawberry Farm.....	117
 10-Day Instagram/Tik Tok/ Facebook Post Plan – Example Strawberry Farm.....	117
Chapter 9 - How To Create Great Customer Service That Makes People Love Your Farm....	122
Before Visitors Come To Your Farm.....	125
Good Customer Service During Their Visit To Your Farm.....	126
After Visit Services / After Sales Service.....	128
Chapter 10 - Rules, Laws And Regulations In Agritourism.....	131
1. Land Use & Zoning.....	131
2. Health & Safety Regulations.....	132
3. Building Codes & Infrastructure.....	132
4. Insurance & Liability.....	132
5. Employment & Labor Laws.....	133
6. Tourism & Business Licensing.....	133
7. Animal Welfare & Safety (if animals are involved).....	134
8. Alcohol & Events.....	134
9. Environmental & Sustainability Rules.....	134
10. Taxes & Financial Regulations.....	135
11. Parking.....	135
Conclusion.....	138
Next Steps.....	138
Consultation.....	139

Introduction

What Is Agritourism?

But first things first, what is agritourism?

Agritourism is the combination of agriculture and tourism.

Agritourism



Agriculture + Tourism

In Agriculture you make money by planting something and then selling it wholesale or directly to people who want to consume what you planted.

In tourism you make money by welcoming visitors to your place, giving them a new experience and selling products, services, food, souvenirs and gifts to them.

Agritourism is the activity of bringing people into farms so that they can experience agricultural life, products and services. You make money by educating and entertaining your visitors on your farm.

Imagine the lives of many farmers who are changed because they started agritourism. Here are some examples:

- Susan runs a u-pick strawberry and blueberry agritourism farm. She earns money by selling tickets for \$8 per person. Every week she has 250 people visiting her u-pick. She has also added income through hayrides, selling strawberry jams and school tours.
- John runs a small farm which eventually turned into an agritourism hotspot with a giant corn maze, petting zoo, pumpkin patch, and seasonal festivals. He now makes more money from agritourism than selling his crops
- Mario from Italy transformed his rural farm into an agritourism farmstay so that people can experience the beautiful landscape of Campania, Italy. The rooms per night are \$120-\$150. He now hosts 10-15 people a day and plans to build more accommodations for tourists.
- Lily, who has a terraced rice field in Indonesia, built a restaurant overlooking the beautiful rice fields. Now local visitors and

international visitors come to have lunch and dinner while enjoying the landscape.

- Siti grows coffee in her plantation. Ever since learning about agritourism she now hosts coffee tours and tasting that last for 2 hours. She charges each visitor \$65 and has 10-20 visitors a day. The extra income from agritourism has helped with the bottom line of running the coffee plantation.

The above are just examples of how different farms can make use of what they have to welcome visitors from all over the world.

What you can build and do in your farm is only limited by your imagination.

Global agritourism is expected to reach \$141 Billion USD by 2030 and therefore there is a big potential for you to earn a slice of that pie.

What Will You Learn In This Ebook?

In this ebook I will spill my secrets and share my story of how I am able to bring in tons of visitors from all over the world.

My visitors come from all over the world...

I have visitors from Singapore, Indonesia, Australia, the United States, Hong Kong, China, Macau, Japan, Germany, Canada, Russia...

You will learn:

- How to come up with a Unique Selling Proposition that sets you apart from other farms

- How to have a strategy to succeed in agritourism
- Learn about the costs
- Learn how to price your products and services
- How to market your agritourism farm using traditional and digital marketing
- How to be famous all over the world and have lots of international visitors
- How to have great customer service that makes people love to come to your farm

By the end of this ebook I hope that you will have the knowledge to know how to start a successful agritourism business on your farm and increase your income through agritourism.



**Increase your income
through agritourism**

Chapter 1 - The Roadmap To Agritourism Success

My story with agritourism started with me not knowing much about it from the beginning. I just had an idea to bring people to my farm to eat durian.

The First Time I Hosted Visitors In My Farm

At first I did not even know whether it would work or not. I did not know if people would want to come to a farm or not.

I created a website and listed what I had to offer. I did have some knowledge about copywriting and how to write so that it attracts visitors.

I did some work on the website and wrote as best as I could. I left my contact number on the website as well.

Then I also created a Google Business Profile.

Not long after I made the website, four men from Singapore contacted me and said they were interested in coming to my durian farm. I took them in and that was my first experience with visitors to my farm.

I had no idea of what would be a good agritourism experience.

But taking the first step was crucial and from there I never looked back.



I myself have benefitted from agritourism and today I have customers from all over the world flying into my country and visiting my farm.

Allow me to tell you a little about myself.

My name is Stephen Loke and I have a durian farm in a small town called Bentong. It is located in a small country called Malaysia.

If you do not know what a durian is, this is what it looks like below:



You might have come across it. It has quite a strong smell. You will either love it or hate it.

Despite the strange looks and smell, it is what makes many people all over the world come to my farm. Thus an agritourism business was born.



This is what my durian farm looks like. I am on the far left and the people in the picture are my visitors.

As my durian farm became more and more popular I got more business and even an opportunity to supply fruits to an event by the Mayor Of Kuala Lumpur which is the capital city of Malaysia.



The above is a picture of my wife with the Deputy Ambassador of Croatia in Kuala Lumpur. Through our work we were able to help promote tourism to overseas people.



This is the event held at Merdeka Square in the capital city of Malaysia, Kuala Lumpur. Some foreign tourists have never tried durians before and we help to promote this unique fruit to them.

Imagine that there are many people from all over the world coming to your farm as a tourist destination.

How would you feel?

I don't know about you but I never thought that I would be able to draw so many people from all over the world to my farm.

And in this Ebook I will tell you how I did it. This is so that you can replicate my success and bring lots of visitors to your farm as well.

The goal of this Ebook is to educate you so that you can start bringing people to your farm.

But first let us ask a very important question.

Are You Willing To Accept Visitors To Your Farm?

The very first step to success in Agritourism is to ask yourself whether you really want to do agritourism.

Although there is a lot of monetary benefit from this business, it can affect you in many ways such as:

- You need to speak to people
- You need to spend time with people
- You need to be friendly
- You may not have much privacy in your farm
- You need to deal with customers and visitor issues

As a farmer, the things you deal with are like fertilizers, crop yields, weather, tractors, workers and seasons.

When you start an agritourism venture, you are dealing with many types of people. It may surprise you that many of your visitors will be families with lots of children running around your farm.

So, the most important question for you is “Are you OK with having people coming to your farm?”

If the answer is no, then agritourism is not for you. If the answer is YES, then you have opened a new profitable way to make money for your farm.



When I started my agritourism business, I never thought that I would have so many kids coming to my farm.

Today I enjoy kids the most as not only do I make money from visitors, I get to educate the younger generation on farming.

The parents are happy as well since their kids get to learn about nature.

So it's a win-win situation.

The Roadmap To Agritourism Success

If you look at many successful agritourism ventures, you will notice that they have something similar. There is a system or a roadmap that you can follow.

I have saved you a lot of time by listing them here.



This is the roadmap that you need to follow in order to build a thriving successful agritourism venture.

This roadmap will help you build a thriving agritourism business on your farm. It will also save you months and years of figuring it all on your own.

How Long Can You Expect Before You Get Your First Visitors?

Once you have decided to dip your toe into the world of agritourism, you might be wondering how long before you can have your first visitors.

The answer to this question is you can get visitors to your farm by next week.

You can start with something as simple as a guided farm tour.

But a realistic goal would be 1-2 months. This is so you get the education first and prepare the necessary attractions that your visitors will rave about.

How Long Can You Expect To Be Successful?

This is an important question you might want to know. This is because getting your first visitor is simple but to have long term success might take some time.

It could take you anywhere between 6 months to 2 years before your farm becomes a famous tourist destination.

It takes some time to build up a reputation. It also takes some time before your activities become famous. It also takes a bit of time for you to get some experience in servicing customers.

Laying The Foundation

But first we need to lay the foundation well.

Because with a great foundation, you can build your agritourism business well. The sky is the limit.

The foundation starts with your Unique Selling Proposition or USP. If you get the USP right, your farm will be famous all over the world.

You will not only have visitors from local areas, but you will have international visitors that want to visit your farm.



**Start With A Strong
Foundation**

Chapter 2 - USP or Unique Selling Proposition

Too many times farmers just want to bring in visitors to their farm because of the potential profit.

So they start with an idea.

The idea may be something like this... Let's bring people to our farm to experience our horses or it could be let's bring people to our farm to pick strawberries.

They put in money into the venture and somehow not many people want to come to their farm.

Why is that?

I think the reason is there are too many people with the same idea.

Therefore, you need to have something special. You need to have something that is unique that will draw lots of people to your farm.

In order to come up with your unique selling proposition, you need to have this:

[Specific Experience/Benefit] + [Unique Feature] + [Emotional Hook]

Let us use the example of a U Pick strawberry farm. Instead of just allowing children and adults to pick strawberry and pay for them you could do something like this:

(Pick your own strawberry) + (Learn to make strawberry jam) + (Hands on fun for you and your family)

So, what this agritourism operator does is to let family and children pick their strawberries and then after that learn to make strawberry jam. Children are exposed to the art of making strawberry jams and have fun in the process.

This is just an example.

But let me give you a better example using my own experience.

I have a durian farm and I bring people in to eat durians in the farm. So what is my USP if I need to stand out from the rest of the hundreds of durian farms out there?

- I bring families in using a four wheel drive (farm ride) [**fun**]
- I let my visitors eat durians in a farm instead of a stall [**special experience**]
- I bring my visitors on a farm tour and let them take pictures of fruits hanging on trees [**educational + engaging experience**]
- I ask my visitors to try and open up a durian themselves [**interactive experience**]
- I send my visitors out of the farm using a four wheel drive. Children enjoy the ride a lot [**fun**]

Anybody can bring a visitor to their durian farm. But what sets me apart is my unique selling proposition.

I give my visitors a fun farm ride, an engaging educational and hands-on experience that leave them happy and smiling by the time they leave my durian farm.



By allowing and encouraging my visitors to try and open durians for themselves, I give them a hands-on interactive experience.

What I found out was when my visitors try to open, they find it hard to open a durian. Their family members will laugh and take pictures and videos. All good fun memories.

Tip: Think of a hands-on experience that you can give your visitors!



The picture above shows a group of young children following me around the farm. I explain about farming and nature to them. This proves to be quite fun for the kids who are naturally inquisitive.

Parents who see their children asking so many questions and learning about nature and farming will naturally be satisfied with the trip.

We call this : Edutainment

Tip: Is there any way you can incorporate edutainment into your farm?



The only way to enter my durian farm is through a four wheel drive ride. The roads are muddy and uneven so a normal car cannot enter the farm.

However, the farm ride is fun for kids and families enjoy it very much. But that's not the only thing... I get to charge more for the farm ride.

Tip: Is there any way you can add a farm ride to your farm?

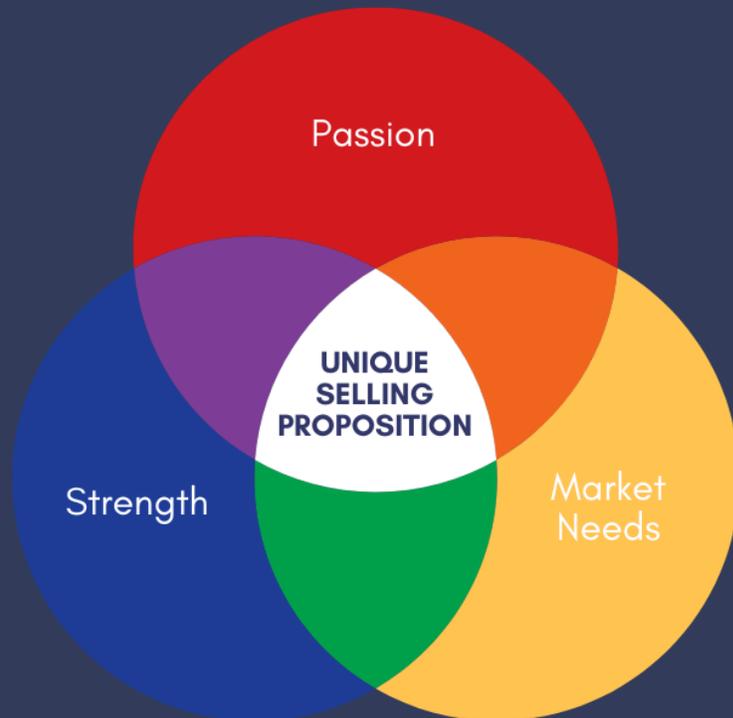
Think carefully of your USP or Unique Selling Proposition. Think about the natural landscape of your farm, what you already have and how you can make yourself stand out from the hundreds or thousands of farms out there.

- Is there anything I can offer my visitors that others don't have?
- How can I make the experience fun for my visitors?
- How can I make the experience hands-on and engaging for my visitors?
- How can I make the experience an educational one?

Unique Selling Proposition

A unique selling proposition or otherwise known as USP (unique selling point), is a factor that a business has that makes it different and or better than others out there. It makes a business stand out from the rest in a market.

wikipedia.org



If you are stuck, that's ok.

I will be creating a course on how to come out with a great USP for your farm that will attract tons of visitors who will leave super happy with the experience.

So stay tuned for this in the future.

The correct USP could mean success or failure for your agritourism venture.

Now let's move on to the next step in our roadmap.

2. Have A Strategy To Win Visitor's Heart

If you have the correct USP, it will naturally be very easy for you to come up with a strategy for your agritourism venture.

But first let's define what is a great agritourism STRATEGY.

A Strategy is a step by step plan to turn your farm into a popular destination for visitors who will pay you for the experience, service or product which leave them happy and keep coming back for more.

Your strategy should encompass all the below:

1. Your goal for your agritourism venture
2. Identify who are your target visitors
3. Create high profit activities
4. Have a visitor experience plan
5. Cost & Pricing
6. Promotion or Marketing
7. Safety and Legality
8. Growth and returning customers

With the correct USP which you establish in the first step, you will be able to craft your strategy very well.

All the above 8 components will help guide you to a profitable agritourism venture that stands the test of time.

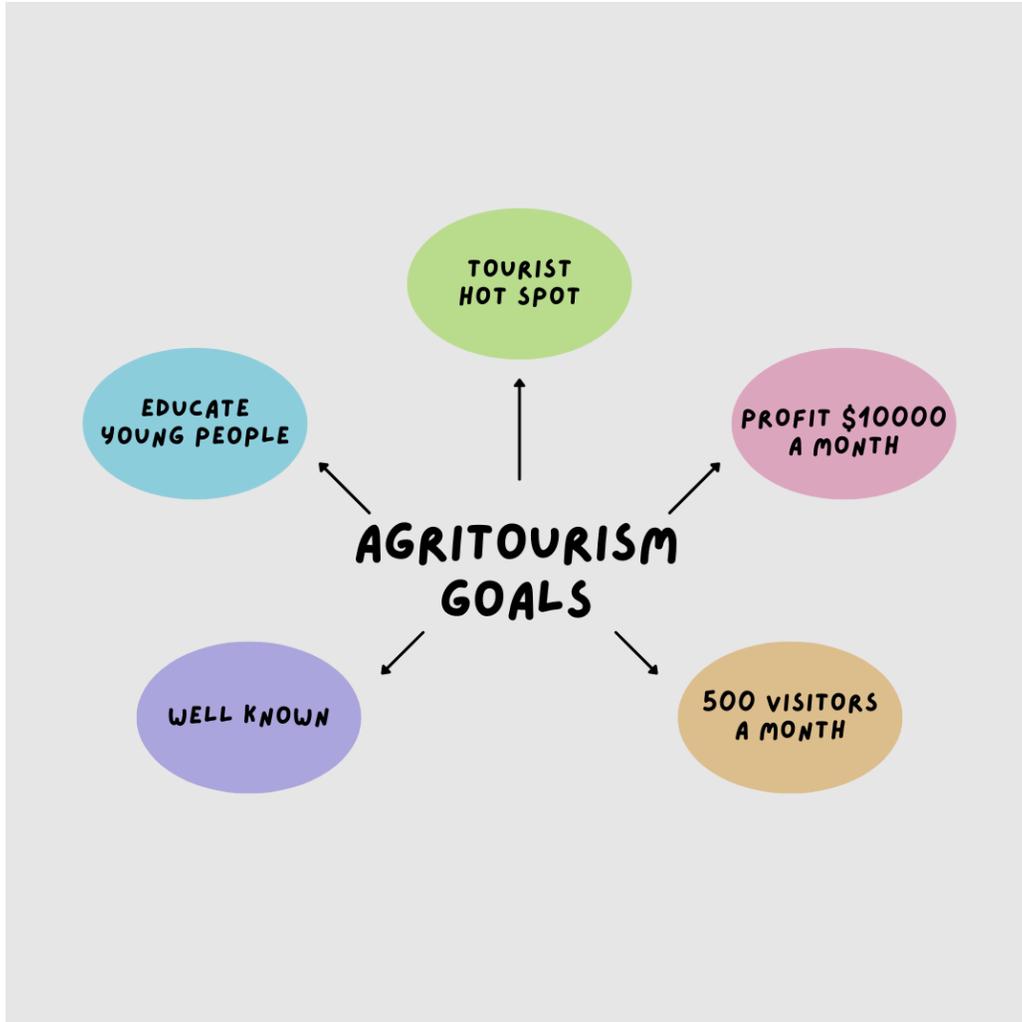
You will come across many many different challenges but if you start with a STRATEGY then it is easier to overcome the many challenges that you will face in your agritourism business.

Let's take a brief look at each one of them:

Your Goals For Your Agritourism Business

Ask yourself, what do you want for your agritourism business?

Writing down your goals is the first step in achieving it. When you write it down it becomes clearer and makes you want to achieve it.



You could create a mini mind map like the above. As you write it down you will begin to visualize and work towards the goal.

Who Will Be Your Target Visitors?

It is important for you to understand and know who your target visitors are.

Over the years, I have come to realize that it is a bad idea to try to get everyone to be your customer.

If you try to capture every single person, you will probably not get many happy visitors.

You should be:

- Specific with who you want
- Who are your target market
- What price point are they willing to pay

The more specific the better it is.

For example, if you run an Apple Orchard U Pick, first you need to come up with a great Unique Selling Proposition.

Your USP could be : I will bring in families who want to pick their own apples on the farm. Then they will be given a short tour of the apple farm and the process of planting and harvesting apples. Later they will be given a short education on how to make apple pie. Which they can buy later to take back home.

Using the USP above, you can come up with the target market:

- Children and families
- Who want to have an experience picking apples
- Who are willing to pay for an educational farm tour
- Who are willing to pay to learn how to make an apple pie (hands on experience)
- Who are willing to spend \$20-\$50 per person instead of the normal \$10 per pax

Not only does the USP help you come up with a great target market. It helps you set yourself apart from the rest of the Apple U Pick Farms.

I for sure would like to learn about apple cultivation, pick my own apples and then be taught how to make my own delicious apple pie.

And guess what...I don't mind paying an extra amount of money to have that experience.

Sure, you may not be able to capture as many visitors but the increased amount of revenue will more than make up for the lesser amount of visitors.

So for example, a normal Apple U-Pick can get 100 visitors a day and the average spending is \$8 per pax which totals \$800

Since you are more specific you might only get only 35 visitors who are willing to pay an average of \$40. This will be $35 \times \$40 = \1400

You deal with less people but give them better service and you could earn more!

I would like to share my own experience here in crafting a special target.

You see, in my durian farm, I could target everybody who wants to eat durians. However, I soon realize that if I were to target everyone, I face several issues:

1. I will not be any different from most durian farms who bring in visitors to eat in their farms

2. I do not have enough margin because sometimes I need to replace defective durians
3. My time spent with visitors is not adequately compensated. Some groups take 1-2 hours with me on the farm.
4. I will be having quantity but not quality
5. Visitors will not have a unique experience

So instead of competing with other durian farms out there, why not I set myself apart and target a small niche of visitors.



My Unique Selling Proposition will be:

I bring visitors into my farm using a four wheel drive farm ride. Then I will take them on a guided tour of the durian farm and give them a durian tasting. They can learn about durian cultivation and experience farm life looking at fruit trees and animals.

So my target visitors are:

- People who love and want to eat durians
- People who love some adventure in the outdoor
- People who want to ride a four wheel drive into a durian farm
- People who want to experience what it feels like to be like a durian farmer
- People who want to learn about durian cultivation

It is quite specific and the range of visitors narrows.

If a person does not like the bumpy ride into the farm and does not like sitting in a four wheel drive, they will probably not come to the farm.

But when I narrowed and targeted a specific group of people I found that many families with children like to come to my farm because of the experience and fun.

Thus I found my own blue ocean strategy which automatically finds me visitors who are super targeted who will like the adventure in my farm.

And guess what? I could charge the visitors slightly more and have a bigger profit margin.

What Is a Blue Ocean Strategy?

A Blue Ocean Strategy is a business approach that means creating a new market space where there's little or no competition instead of fighting over the same customers in an overcrowded market.

In other words:

- Don't compete where everyone else is fighting.
- Create your own ocean calm, open, and full of opportunity.

The Blue Ocean Strategy is about Value Innovation offering something that gives customers more value while also reducing your competition and costs.

- You don't just make your product better...
- You make it different in a way that makes competitors irrelevant.

Examples of Blue Ocean Strategies

1. Cirque du Soleil: They didn't compete with traditional circuses or theaters, they created a new space combining both.
2. Apple iPhone: Not just a phone, not just a computer but it's a new kind of lifestyle device.
3. Selling a "Strawberry Farm Experience" with tasting, tours, and photo spots = Blue Ocean. That's because you've created something new people can't compare directly to others.

Create High Profit Activities

The goal of every agritourism entrepreneur of course is to make money. Otherwise you would not be thinking of opening your farm to the public.

If you are one of the rare ones that open your farm to the public purely for educational and recreational purposes, then you do not need to think so much about profits.

As an agritourism business you must always think of 3 things:

Profits, Profits and profits!

This may sound bad. In fact it might sound greedy.

But the reality is without profits you won't be able to carry on your agritourism business for long.

There are so many things that you need to pay for:

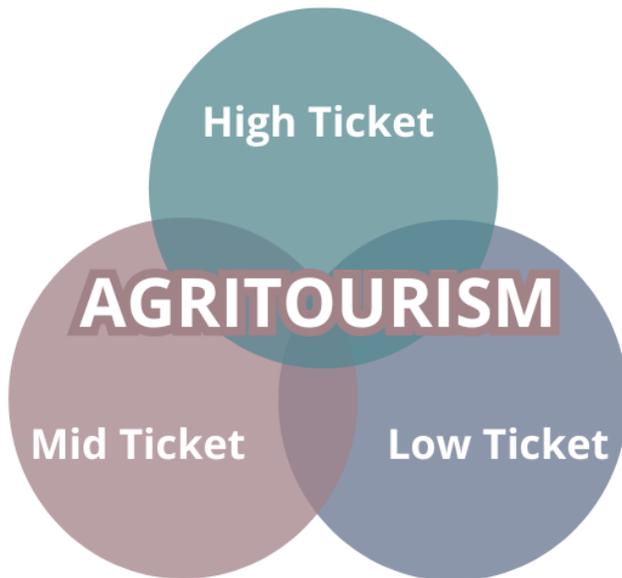
- Hiring workers
- Fertilizers and pesticides to grow great plants for your visitors
- Fuel
- Infrastructure
- Taxes
- Marketing
- Insurance
- Etc etc etc

In order to make a profit, your sales need to be able to cover all the costs above.

Therefore, you will need to create "High Profit Activities" that will make your agritourism venture worthwhile.

In order to help you understand profit making activities better, let me separate them into 3 parts:

The 3 Parts Of Farm Offering



01 Low Ticket
Cheap entry level activities that draws in customers

02 Mid Ticket
Slightly more expensive experience - where you usually will earn the most money

03 High Ticket
Premium offerings that cater to people willing to spend more

To be able to come up with profit making activities in your farm as well as bring in lots of visitors, you need to know the above 3 parts.

In fact if possible you should offer 3 of them so that customers will be able to choose from them.

First of all, you have the low ticket items. This is where you price things cheap so that it attracts visitors to your farm. This is especially important if you are not famous yet.

People would like to have a sample of what your farm experience is like. If you price things too high not many people will want to give your farm a try.

Let us take the **example** of a farmer with a 5 acre Strawberry farm.

His or her **low ticket** item can be:

- U-Pick entry fee : \$5-\$10 per pax which includes tasting and entry
- Buy strawberries ready to go boxes : \$10-\$15 per box
- Strawberry snacks, ice cream, tarts : \$2-\$5

These cheaper items provide a low barrier to entry. Don't underestimate them though. That's because a family of 10 people can spend anywhere between \$100 to \$200 while at your farm.

If you target school or kindergarten groups, you can expect anywhere between 20-100 people at one go. With an average of \$15 spend per pax, you could get as much as \$1000-\$1500 from that trip alone.

Let's move on to the mid ticket item. The **mid ticket** item could be:

- U-Pick experience with guided farm tour \$30-\$50 per person
- U-Pick experience with strawberry jam making 3 hour workshop \$80 - \$130 per person
- Picnic packages for 2-20 people which includes blankets, fresh berries, drinks, sandwiches, lunch etc \$30-\$60 per person

Mid tickets items require less people to have bigger sales. Let's say you manage to get 10 people to sign up for your strawberry jam workshop, that alone can get you sales of...

10 x \$100 = \$1000 in just one afternoon

From my experience, mid ticket items tend to create a more experiential learning. People also like to spend time with the owner of the farm. This creates trust, education and will usually get you lots of great reviews.

How about the **high ticket** item?

The high ticket item could be:

- Farm to table romantic 7 course dinner for 2 with strawberries in each dish. \$250-\$500 per couple
- Private after hours photoshoot for couples, engagement and families in your beautiful strawberry field \$200-\$500
- Farmhouse or tiny house stay overlooking the beautiful strawberry fields \$200 - \$500 per night

For high ticket items, you do not need a lot of customers to bring in \$1000, \$2000 or even \$20000 sales per week if you scale it up.

You may only have 10-20 high ticket visitors per week but the dollar per sale is high enough to give you a better sales figure than low ticket or mid ticket items.

Here is a value ladder for these 3 items:

- Low ticket = They act as a magnet that pulls customers in
- Mid ticket = They give visitors a deeper, personal experience
- High ticket = They offer exclusivity and the best experience

My personal experience in my durian farm

For most of my readers and viewers, you may be able to relate more to the example of a strawberry farm.

That is why I gave you the example of the strawberry farm first so you can relate and understand better.

But the principle is still the same:

1. Have a low ticket entry item
2. Have a mid ticket items to boost profit
3. Have a high ticket item for higher end customers

If you go to my website for my durian agritourism farm at www.bloopydurians.com you may be able to spot these 3 items.

Just a little bit of background information for those who do not know about durians...

Below you will see what a durian fruit looks like. It is a spiky fruit with golden pulps inside. It can come in a variety of species as well as sizes.

The funny thing about durians is that they can come very cheap to very expensive and the price can range from \$1 USD to \$40 USD per kg.



I think durians are one of those fruits that have a wide range of prices compared to fruits like Apples or Oranges.

Cheaper varieties are less tasty and the more expensive ones taste better. So it is easy for me to offer a range of products and experiences.

My low ticket item will be = Eating cheaper varieties of durians

My mid ticket item will be = Eating the Musang King variety which is more expensive

My high ticket item = Stay at my farmhouse and eat durians /
Corporate events that have many many visitors

It is always a good idea to offer three tiers of products / services because they cater to different types of visitors. Some are not willing to spend a lot. While others are looking forward to spending a bit more.

Usually when you offer 3 tiers, people will often opt for the middle tier one. They perceive value in it but do not want to spend that much on the experience in your farm.

So a pricing strategy will be to offer something cheap, something expensive and something that is in between (which will be your bestseller).

Have A Visitor Experience Plan

Once you have your USP and strategy with 3 different types of farm offerings, you need to think of a visitor experience plan.

Usually this will fall naturally or it is developed naturally if you have a good USP, strategy and good 3 tier plans.

Your unique experience will excite your visitors and they naturally will be quite happy with the farm experience.

However, I do advise that you sit down and come up with a great visitor experience plan.

From the start to the end of their farm visitation you need to make sure that they are happy and well taken care of.



1. From the moment they contact you, you should be prompt in replying, be courteous, be helpful and kind
2. Answer all questions in a friendly way and write down your visitor's details and when they want to come to your farm
3. If they are from a far away place, be helpful and show them some great places to have lunch or dinner
4. The moment they arrive, greet them with a warm smile. If it is your workers who greet them, train them to be super helpful and friendly
5. As they go on a farm tour, walk around your farm, be present and answer all their questions. If you are not there, make sure you train some friendly staff to handle your visitors
6. Give your visitors a great time filled with wonderful memories.

If you have a hard time thinking of how to give your visitors a great experience, think of how you would like to be treated if you were to enter into a farm.

Chapter 3 - Think About The All Important COST of Running Your Agritourism Farm

One of the aspects that is often overlooked by many new agritourism businesses is Cost.

The exact cost of running an agritourism business will depend on your location, size of the farm and what activities you plan to give your visitors.

They can be divided into startup costs and operating costs.

Depending on how grand you want the agritourism business to be, the startup costs can be very high. The bigger your agritourism venture, the bigger the ongoing operating cost will be as well.

Therefore, I suggest that you always start small and then move on to bigger things when you earn more profits.

Start Up Costs

Below, I list some of the start up costs associated with a new agritourism venture.

Category	Typical Range	What's Included
Land Preparation & Landscaping	\$3,000 – \$30,000+	Land clearing, grading, soil improvement, fencing, irrigation, drainage.
Facilities & Structures	\$10,000 – \$150,000+	Parking area, restrooms, pathways, shaded seating, signage, small café or farm stand, event barn/tent.
Farm Production Setup	\$5,000 – \$40,000	Plants/trees (e.g., strawberries, lavender), raised beds, trellises, tools, greenhouse, storage.
Permits & Licensing	\$500 – \$5,000	Business license, zoning permits, food handling, health/safety inspections.
Insurance	\$1,000 – \$8,000 (annual)	General liability, product liability, workers' comp if you hire staff.
Marketing Setup	\$500 – \$5,000	Website, branding, signage, booking system, photography.
Equipment	\$2,000 – \$50,000	Tractors, ATVs, U-pick baskets, picnic tables, lighting, sound equipment for events.

Don't be terrified of the costs above. I put it there so that you can have a realistic expectation.

In fact when you start you may not need to spend more than \$2000 if you use what you already have.

That is why I said, when you first start, start small. Once you are confident that customers keep coming back, you can increase the size of your operations.

Ongoing Operating Costs

Category	Typical Range (per month)	Notes
Labor/Staff	\$2,000 – \$20,000	Tour guides, café staff, event coordinators, seasonal pickers.
Utilities	\$500 – \$3,000	Water for irrigation, electricity for lights, heaters/coolers.
Supplies & Maintenance	\$500 – \$5,000	Seeds, fertilizer, animal feed, cleaning, repairs, mulch, baskets.
Insurance Renewal	\$100 – \$800	Often billed annually but budget monthly.
Marketing & Advertising	\$300 – \$3,000	Social media ads, flyers, email tools, influencers.
Event Expenses	Variable	Catering, décor, extra staff for weddings or festivals.
Taxes & Fees	Location dependent	Local tourism taxes, sales tax, permits.

The above shows a possible ongoing operating cost.

Once again I showed it to you so that you can be realistic about it. However, do not be terrified into not starting your agritourism venture.

Always start small and then only move forward. At the beginning of your agritourism business you should spend as little money as possible.

Once you get the hang of it then only you expand.

Starting Small At First, Grow Smart : The Low-Risk Way to Build an Agritourism Farm

Once you have decided to go into agritourism, you might be tempted with all the grand dreams of having lots and lots of activities and projects in your farm.

Sure, they may draw a lot of visitors but you should not be hasty.

The reason why you should start small is:

1. You do not have the experience yet
2. You might not have that much money
3. What you think will attract visitors might not be popular

The best way is to start small and then as you get more and more visitors you expand from there. When you deal with lots of visitors you will soon understand what they want.

Let their demand guide you to create more activities in the future.

You see, when I first started my agritourism venture I thought that my market would be adults who love to eat durians.

Turns out that quite a lot of adults do not want to pay the extra fee of riding a four wheel drive into the durian farm.

But there is one special group that I discovered love the farm ride. They are none other than young children.

In fact they love it so much that parents want to bring their kids into my farm for the fun farm ride into the durian farm. Children also enjoy the farm tours.

So, my best groups are now Young families with young children.



The above is me (with the straw hat) and young families with young children. They are some of my best customers as children really enjoy the farm ride and also the farm tour.

Some Practical Ways To Start Small And Save Money

Just because you don't spend a lot of money during the start up stage it does not mean that your agritourism business won't succeed.

I will show you how to be successful even if you don't spend a lot of money.

First of all you must understand that your farm is already an attraction itself:

- People love nature, beauty and farm
- People are attracted to crops, trees, fruits and animals
- People like to be educated in the process of farming

If you have an existing farm, you already have what it takes to start a successful agritourism venture.

Maybe you just need to tidy up your farm a bit and put in some extra things to make it look attractive. That's it...and you can start a beautiful farm tourism business.

Tip #1 - Start With A Simple Core Activity

Choose some simple experience that matches your farm's budget.

- U-Pick - Strawberry, Apples, Pumpkin, Grapes
- Guided Farm Tours - You be the guide and show them around your farm. Telling stories and how you grow food and animals
- Mini Workshops - Teach them how to make pies, jams etc

Choose any of the above or incorporate all the above to form a Unique Selling Proposition and charge your visitors higher.

Notice how all the above activities do not need you to build new structures or use expensive equipment.

You may not even need to hire staff for the above activities. You, your wife or your family members can do all the above.

In the beginning you might not be able to handle large groups. But you can always schedule 2-3 hours per group of 10 -20 people.



The reason why choosing simple core activities can save you lots of money is because you don't need to build many facilities. You also do not need to hire lots of staff. You also don't need to apply for lots of permits and save on equipment costs.

Never underestimate simple things.

Tip #2 - Make Use Of What You Already Have

When you just get started try to use what you already have. Don't go and build large structures and spend loads of money to build nice roads and pathways.

Let me give you an example through my own story.

When I first started my agritourism business, I only had a farmhouse and the roads inside were not tarred or concrete. It is bumpy and muddy and can only be accessed using a four wheel drive.

If I wanted visitors to come in I would need to pave the roads so that their cars can come in.

I would probably need to spend a lot of money that I did not have.

So, I felt trapped because without good roads nobody could reach me. Instead of feeling that it was a defeat I somehow manage to turn it into a positive point.

I will bring people into my farm using my four wheel drive Toyota Hilux.

What I did not know at that time was people actually enjoyed riding into the farm through the bumpy roads. It was an adventure. Secondly, it provided me a way to charge my visitors an extra fee.



I would put 5 people inside the Toyota Hilux cabin and have another 5 people stand or sit in the Toyota Hilux bed behind.

Those who love the outdoors and nature found it exciting. The people who enjoy these rides the most are the kids.

I even had foreign visitor from Russia telling me that the ride was “good”.

You see I was making use of what I already had.

- I don't need to spend money building roads
- I use my four wheel drive to bring people in

- I could charge people for the ride in

From a problem, I turned it into a solution and profit making activity.

You don't need to buy new things or build new things when you are just starting out in your agritourism business.

Use what you already have:

- Turn an old tractor or wagon for hayrides
- Use your four wheel drive to bring people on adventure rides
- Turn you old barn into a lunch area
- Use shaded areas under a tree for picnic spots
- If you have farm animals, turn them into petting experiences

The way you use what you already have is only limited by your own imagination.

With a little thinking you could turn anything in your farm into a money making machine.

Tip #3 - Grow Slowly While Testing The Market

Most people like to grow fast. When you start an agritourism business you may be dreaming of thousands of people coming to your farm.

While that is possible, it is wise for you to stay grounded in reality. Expanding too fast may bring in many challenges that you may not foresee.

The very first thing that you must make certain is that your existing core activities are profitable.

Once the activities pay for themselves you can try to expand.

- Start with small upgrades in your farm such as better pathways, seating
- Then introduce mid ticket offers
- Finally introduce high ticket items such as farm stays, weddings etc

Each expansion will come with its own challenges. From bigger costs to the licensing and permits. You might even need to have a bigger car park area and hire more staff.

All of these will drain money from your account. The costs will increase significantly so it is always better to take it step by step.

If in doubt always remember this:

1. Keep cost low
2. Reduce debt and risk
3. Let the profits from early activities fund your expansion

Chapter 4 - The All Important Pricing (How To Price Your Agritourism Offerings)

I once heard a lecture by a billionaire and he said something like this. In business all you need to know is the sales, margin and profit.

I can't remember if that is the exact thing but I think it does make sense.

1. Sales - Every business needs sales. If you don't have sales you don't even have cash and money coming in. Therefore you absolutely need sales, you need customers coming in.
2. Margin - Sales is one thing but when you make a sale, are you able to use the money that comes in to pay for all your expenses?
3. Profit - Once you have deducted the costs from the sales, you get the profit. You **MUST** make a profit in your business every month. Otherwise why are you into the agritourism business?



Let us do a recap of what you have learned:

- You have your Unique Selling Proposition
- You have a Strategy
- You have calculated Your COST

Now you just need to know how to price your products.

Knowing how to price your farm offerings and products is one of the most difficult things that new agritourism businesses face. If you price too high you risk people not coming to your farm.

On the other hand if you price your products or services too low you may not be able to make a profit in the long run.



Your Profit must always outweigh everything

Going into how you should price your farm offering can take an entire course or ebook. But let me show you briefly how you can price your offers in a wise way.

Do Your Research

The first thing that you need to do when pricing your offer is to do a market research of farms that are similar to yours.

For example you may want to do a Strawberry U-Pick. There are plenty of strawberry u-pick out there.

If you stay near one, try and attend one and see how they price their offerings. You can learn a lot from that experience as well. Take note of how they price, what they offer and how the entire experience is.

You can also go online and do a quick Google search.

Type in something like ‘Strawberry U Pick “state name” or “country”’ and you will find quite a lot of farms offering strawberry U-Pick experiences.



As you do your research ask yourself these questions:

- How much do your competitors charge for a product / service?
- Do they have a low ticket item, mid ticket item and a high ticket item?
- If so, how much price difference is there between the low ticket, mid ticket and high ticket item?
- What do they offer in the mid ticket and high ticket items?
- Is there anything I can offer that is different from their products and services?
- Can I charge higher if I offer something different?

For example, after the research you found that Farm A charges \$10 for their U-Pick and Farm B charges \$8 for their U-Pick.

If you charge \$20 for your U-Pick you might not be able to attract many customers. It will be wise to price your U-Pick experience around \$8-\$10 per person.

Then think of ways you can increase prices through additional mid tier and high ticket offerings.

I Always Do Price Research

For my durian farm I am always doing price research. Since durian prices can fluctuate wildly through the seasons, I have to always be on the lookout for price changes.

Durian seasons can last from 3 weeks to 2 months with bumper harvests. Sometimes the production of durians can last for 3-5 months with a lower supply.

The supply and demand can vary due to weather.

That is why I always do my research into pricing. If some durian stalls are selling the Musang King durian for \$10 per kg I can charge anywhere between \$9-\$13.

If I go too high, then visitors might not want to come to my farm.

The thing that makes me able to profit is my farm rides. Whether the price is high or low for durians, I can still charge an extra \$9 for my farm ride per pax.

Here is a great tip for you:

Always think of ways to give value to your visitors so that you are not dependent on price wars with your competitors.

A farm ride is one of the ways that you can protect yourself from price wars and at the same time make a profit from your agritourism venture while at the same time providing value to your visitors.



Know What Is Your Cost

The second thing that you need to know is what is your total cost for an activity or offering.

Some of the cost that you will encounter in agritourism will be:

- Staff

- Insurance
- Licences
- Utilities
- Fertilizer
- Parking
- Marketing
- Etc

Let's say the cost for operating a 2 acre strawberry farm for U-Pick is \$6000 per season. (I'm not an expert in strawberry U-Pick and have not operated it, I'm just giving you an example)

You will need to have sales of more than \$6000 in order to breakeven.

A desired profit margin should be anywhere between 30%-50%. So your sales should be around \$7500 to \$9000.

$\$9000 - \$6000 = \$3000$ profit

From there you can calculate how much you need to charge per person. Let's say you aim to target 800 people coming to your farm.

In order to have a sales of \$9000 you will need to divide that number with 800 to get a per pax entry.

$\$9000/800 = \11.25 per person.

So the minimum that you need to charge is \$11.25 per person for your U-Pick agritourism business.

This amount may not be a lot so this is where different tier pricing and offering can help to boost your income further.

*Do note that I run a durian farm and not a strawberry farm. So the above is just an example so that you can understand that better. You will need to adapt it to your type of farm.

Price Your Offers According To Value

Just because another farm charges \$10 it does not mean you have to be stuck within that range.

This is where different tier pricing comes into play.

What you can charge will depend on the amount of value that you can give your visitors.

- A strawberry farm that only offer U-Pick experiences has a value of \$10 in the eyes of visitors
- A strawberry farm that offers U-Pick experiences with a 30 min educational farm tour might have a value of \$20 per visitor

People tend to be willing to pay more for:

- Exclusive access and time with the farmer (Private tours or workshops with the owner \$25-\$50 per person)
- Premium experience such as romantic picnic packages, gourmet farm to table (\$50-\$150 per person)
- Fun experiences like a tractor ride around your farm (\$20-\$30 per person)

Think of ways where you can offer different tiers of packages for your visitors. Most people will opt for the entry level ones but a handful will be willing to pay for the higher end experiences.

This provides value to different types of customers as well as help to increase your bottom line.

In my durian farm, many people are willing to pay more for the experience because I offer:

- A four wheel drive adventure into my durian farm
- An opportunity to plant durian tree for themselves
- A farm tour
- Animals for kids to interact and play with
- A wonderful durian tasting experience.

My Unique Selling Proposition not only helps me to stand out from others, it allows me to profit in a better way and give better value to my customers.

Pricing According To Tiers

I have already mentioned that you should offer 3 tiers. The reason is because you want to allow yourself many ways to profit from the different types of visitors.

Some will only be willing to spend the minimum while others want to have a premium experience.

Here is the best part...

Psychologically, if given 3 choices of cheap, medium and higher end... Visitors tend to want to choose the middle one.

FARM OFFERS	
PRICE LIST	
STANDARD	\$10 per pax
U-Pick	
PREMIUM	\$25 per pax
U-Pick with farm tour and 15 min tractor ride	
GOLD	\$55
U-Pick, farm tour, tractor ride and strawberry jam workshop	

The above shows an example of a 3 tier pricing that you can offer to visitors of a strawberry farm U-Pick experience.

Let's take the earlier example where you expect 800 people to come to your farm during the season.

From there...

500 people choose the Standard package x \$10 = \$5000

200 people choose the Premium package x \$25 = \$4500

100 people choose the Gold package x \$55 = \$5500

Total sales = \$15,000

Imagine you only have 1 farm offer of a \$10 U pick. 800 people will only give you sales of \$8000. With a 3 tier pricing, you almost double your sales while giving great value to different visitors.



You have now learned a little pricing secret that separates the winners from the average agritourism businesses.

If you have learned something from this Ebook do share this with someone whom you think will benefit from this experience.

- Subscribe to our [Youtube Channel](#)
- Join our [newsletter](#)

If you want further education do consider joining my Agritourism Accelerator Course or if you need step by step coaching, do consider working with me to fast track your agritourism success!

You can find my contact number at the end of this Ebook.

Chapter 5 - Marketing Your Agritourism Farm

We now come to the most exciting part of the Ebook. This is where you will learn how to market your farm.

You have already:

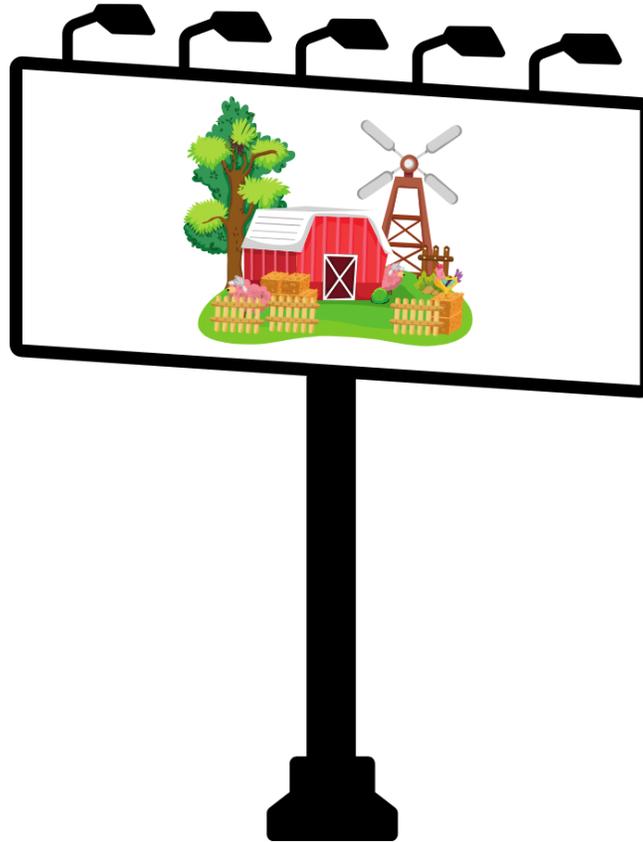
1. Think of A USP or Unique Selling Proposition
2. Have a Strategy for great customer experience
3. Think of the COST of your agritourism business
4. Come out with a PRICING strategy

You can have a perfect USP, Strategy and a profit making plan. But if you do not make your farm well known, people won't know what you have to offer.

That is why you need to think of a way to market your agritourism business.



There are 2 main ways to market your farm. The first is traditional marketing and the second way is digital marketing.



Most people today discard traditional marketing as pretty much useless but if used correctly it can bring you a lot of visitors.

Traditional marketing includes:

- Newspaper ads
- Flyers, cards, leaflets, posters and brochures handed out to public
- Roadside billboard and banners
- Partnership with hotels and resorts
- Partnerships with schools and colleges

- Partnership with local cafes, restaurant and shops
- Partnerships with tour operators and travel agencies
- Promotion at Farmer Market's Booth, Community Fairs & Festivals, Charity and Fund Raising events
- Radio and local talk shows
- Local TV coverage
- Register with state and regional tourism boards to be listed in their travel guides and maps

Going the traditional marketing way can be quite costly especially if you take out a billboard ad, newspaper ad or radio ad.

When you first get started, think of ways you can do traditional marketing without the need to spend money.

This could include:

- Partnership with schools, colleges
- Partnership with tour operators and travel agencies
- Seeking the help of state and regional tourism boards to be listed in their promotions

These are low level entry barriers for marketing. All you need to do is to ask. If you know of any teachers or lecturers, you can approach them for a reference to people who are in charge of school field trips.

Tour operators and travel agencies are a bit tricky as they want to make sure you have a certain reputation before they take you on board.

Normally you would also need to give them an incentive to partner with you. Such as a 10% sales or profit given to them as commission.

When it comes to the reputation of your farm, you will need to be in business for some time and have great reviews before most travel agencies and tour operators will want to do business with you.

But don't worry, I will be teaching farmers on how to build up a solid reputation in my upcoming course. You will learn how to build up a great reputation so that businesses and influencers will want to partner with you.

Here I would like to have a special mention about partnerships with schools / colleges.

If you are an agritourism farm you should definitely reach out to schools in your area.



That is because every year, there are thousands of students who will do field trips. Let's say within an area of 100 miles there are 500 thousand students, there is a big opportunity for you to get many many visitors to your farm.

Tip: Get to know teachers in every school and tell them your farm is open to visitors.

Schools are great because:

- Teachers are always on the lookout for educational trips
- You have a big pool of visitors
- When school trips come, they often come by bus loads
- Parents are more willing to pay for educational school trips

Never underestimate the power of traditional marketing methods.

In my full Agritourism Video Course I touch more on powerful traditional marketing and how you can get hundreds of visitors to your farm without spending a ton of money.

Digital Marketing For Your Farm (Using The Internet To Bring Visitors To Your Farm)

The internet has really revolutionized the way we communicate and do business today.

I myself am a good testimony because I think more than 90% of my visitors come to me through Google.

If I had not embraced digital marketing I would probably not be able to draw in so many overseas visitors to my small farm.

Digital Marketing involves:

- Having a website
- Search Engine Optimization
- Setting up a Google Business Page
- The use of social media such as Facebook, Instagram, Tik Tok
- Collaboration with influencers
- Putting ads on websites, social media etc



The process of learning digital marketing and implementing it successfully can be a steep learning curve. If you do not have that much experience with the internet it can be confusing and problematic.

That is why a lot of farmers (especially older ones) do not use the internet to promote their farms or produce.

The Problems That Newbies Face When Starting Digital Marketing

Some of the problems are:

- How do I set up a website? How do I design and write and put pictures on the website?
- How do I post on social media such as Tik Tok, Instagram and Facebook
- How do I even upload a picture?
- How do I film videos of my farm and upload them so people can see?
- How do I set up a Google Business page? Why do I need to set it up and why is it so important?
- How do I even buy ads to promote my agritourism farm?

The time to learn tech can keep quite a lot of farmers from using digital marketing. Some may turn to professionals to help them do it but it can cost a lot of money which might not be good when you are just starting out.

Thankfully I will be addressing these issues and shoot videos showing you the step by step process on how to do digital marketing on your own without spending a lot of money.

This will be in one of my upcoming video courses where it is easier to show you the process in a video.

My Journey With Digital Marketing For My Durian Farm

When I first started I had no idea how to market my farm from a digital point of view. But I do have an idea somehow that I must have a presence online.

The very first thing that I did was to create a website.



As you can see from the screenshot above it was a simple website. I put in my best Headline, inserted what I had to offer and pictures of the farm.

I was not sure whether it would work or not. Will people really come visit my website and be interested in what I had to offer?

Before long, I received an inquiry from some Singaporeans who wanted to eat durian in the farm. Those were my first customers.

The lesson here:

- Don't be afraid to start. Just make a website and put what you have to offer. It is better to start rather than think too much

You can check out my website at www.bloopydurians.com

Over time I learned more tips and tricks of digital marketing. I have a Tik Tok and Facebook page for my durian farm.

But what benefitted me the most was the Google Business Page.

A Google Business Page is where you can list your business, tell people about your farm, put some pictures there and you can even put the location of your farm.

It is like a digital directory telling people where your farm is and what your farm offers. You can link your website and phone number there so that people can find you.

During durian season my phone will keep ringing throughout the whole day. I also have many many people sending me enquiries through whatsapp.

One really great thing I discovered about Google Business Page is Google Reviews. If you have a 4.5 star out of 5.0 star review, you are considered a very good business.



What I also discovered is if you have a very high rating on Google Business, you tend to have lots of customers.

My rating on Google Business Reviews is now 4.9/5.0. I wish I had a perfect 5 but I think 4.9 is good enough.

The screenshot shows a Google Business Profile for 'Bloopy Bentong Durians'. At the top, there are two images: on the left, a person in a blue shirt handling durians on a table; on the right, a map showing the location with a red pin and a 'See outside' button. Below the images is the business name 'Bloopy Bentong Durians', a 4.9-star rating with 175 Google reviews, and the location 'Farm in Bentong District'. A blue checkmark icon indicates 'You manage this Business Profile'. Below this are buttons for 'Website', 'Directions', 'Save', 'Share', and 'Call'. The address is 'Bloopy Durians Farm, 28700 Bentong, Pahang', the phone number is '017-925 0613', and the hours are 'Closed · Opens 11:30 am Tue'. A link to 'Edit your business information' is at the bottom.

The above shows my Google Business Page. My durian farm is called Bloopy Bentong Durians. At the time of this writing I have 175 reviews with an average of 4.9.

Anything above 4.5 is considered quite good. It is not easy at all to get 5 star reviews. If you just look at the many businesses out there you will see plenty of 2 star, 3 star and 4 star reviews.

It does take a lot of work to ensure your customers are really satisfied with you.

I have been able to consistently get Great 5 stars and I will be sharing with you all in the future in a course probably titled “How To Consistently Achieve 5 Star Google Business Reviews For Your Agritourism Farm And Bring In Tons Of Paying Visitors”

Here are the benefits of 5 star Google Reviews:

- A credible and good business
- Many people will search for you online
- People trust that you are a good place to visit
- People are willing to pay more for your products / services
- More people will come to your farm
- More sales
- More profits

The Secret Formula For Getting Tons Of Visitors To Your Farm

Here is the secret formula getting tons of visitors to your farm:



Reviews



Many Visitors



More Profits

Your business on Google 2,987 customer interactions Profile strength **Looks good!**

[Edit profile](#)
[Read reviews](#)
[Photos](#)
[Posts](#)
[Performance](#)
[Advertise](#)

[Edit products](#)
[Edit services](#)
[Bookings](#)
[Q & A](#)
[Ask for review...](#)

August performance...
See new interactions and understand how your business is performing

Add social profiles
Build customer trust by adding social profiles

Show products across Google
Show your products across Search, Maps, YouTube and more



Only managers of this profile can see this

If you think that getting 5 star Google Business Reviews are not important, just take a look at the screenshot above.

There are 2987 customer interactions over a period of time from my Google Business Page. These are people who found out about my business through Google search or Google map.

While 2987 people may not seem a lot, they are people who are searching for information.

1 person doing an online search may be interested in bringing another 5, 10, 20 and even 100 people to your farm. They can be people who want to bring:

- Family members
- School children
- For company events
- Friends

When that person finds your business and sees that you have lots of 5 star ratings, guess what they will do?

1. They will go to your website or Facebook page or instagram or tik tok and learn more about you.
2. They will read the many reviews on your Google business page
3. Once they are satisfied that you are a great place to visit, they will bring their family, friends and groups to your farm.

I think you are beginning to get the idea.

But do beware of buying your way to get 5 star reviews. Here are some problems you need to be aware of

- Do not buy 5 star reviews
- Do not tell your customers I will give you 50% discount if you give me a 5 star review (Google does not allow it)
- People tend to know what are genuine and fake reviews
- You must have the kind of reviews that speak from the heart of a satisfied customer
- Google and even your readers will know when a review does not have weight

Some of you may already be thinking if Google Business Reviews are so important you are going to offer your customers a big discount for the 5 star review. Please do not do that!

Getting not genuine reviews is the worst thing you can ever do to the longevity of your business.

In my future course “How To Consistently Achieve 5 Star Google Business Reviews For Your Agritourism Farm And Bring In Tons Of Paying Visitors”, I will be teaching you the hard earned secrets of building a solid 5 star Google Business Page so that visitors will keep coming to your farm.

What You Need To Succeed In Digital Marketing

Digital marketing is all about using this thing called the “internet” or “world wide web” to promote your farm.

The very first thing for you to do is:

“Don’t worry about technology”.



Digital Marketing

If you can type, use a phone and browse the internet you already have all the skills needed to succeed in digital marketing without the need to hire expensive internet marketers.

I will be creating a digital marketing course for agritourism farmers in the future. The course will be taught from the perspective of an agritourism business owner to another agritourism owner.

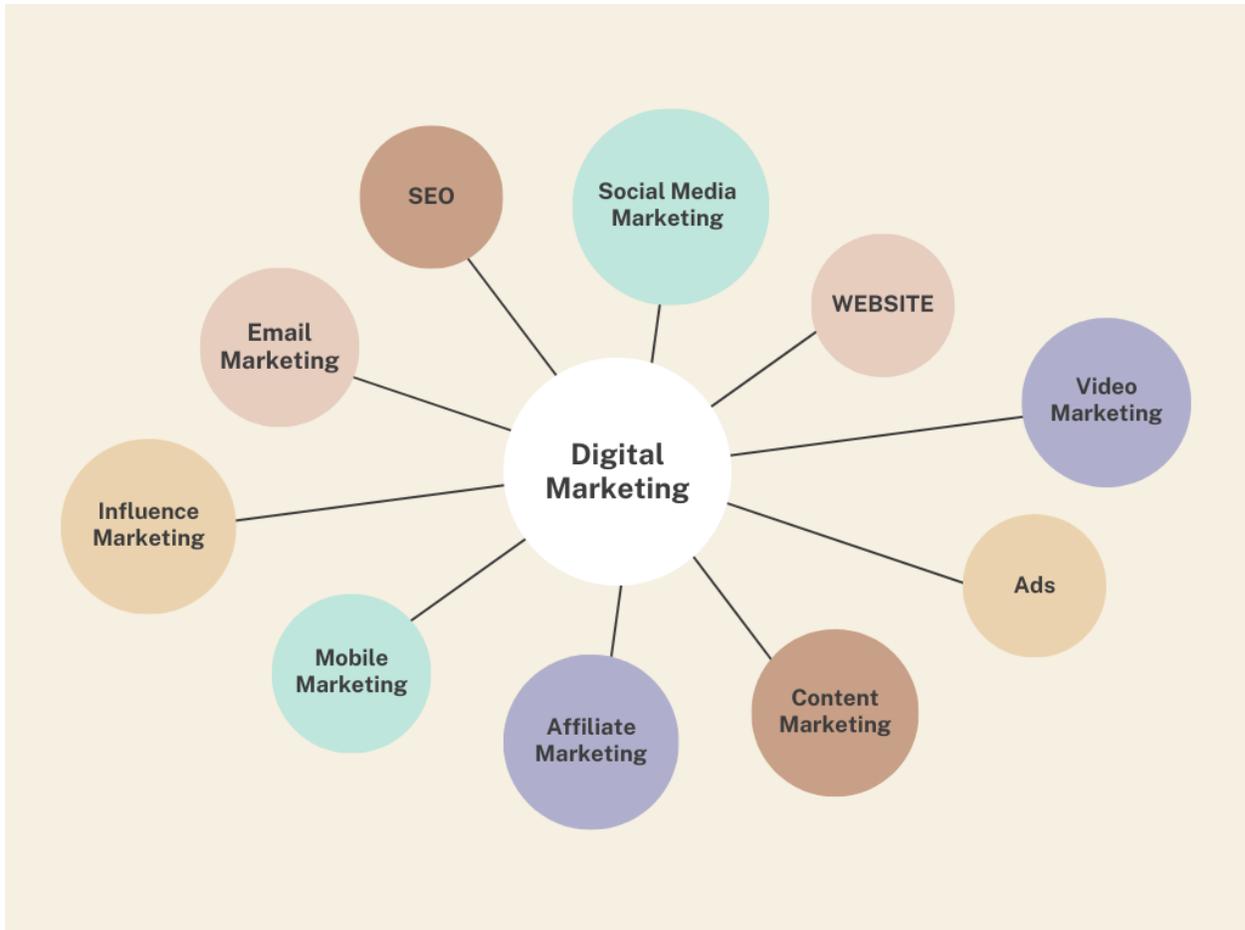
In the course I will share with you the tips and tricks I have learned over the years and the “secrets and strategies on getting tons of international and local visitors to your farm” “without spending much money”.

For the time being do read on as I have a lot to share with you in this ebook.

What are the benefits of digital marketing for agritourism business owners:

- You can reach visitors beyond your local area. You can even reach international visitors
- It is cheaper or does not cost anything compared to traditional marketing like tv and radio
- You can build relationships with potential visitors and build a following or community
- You can showcase your farm experience visually through photos and videos
- You can promote seasonal events or just about any event quickly and effectively
- You can easily track and measure results. For example if a certain posts gets lots of view you can create a service around it
- You can build trust and interest through reviews and social proof

With so many benefits, you should definitely consider putting your agritourism farm online.



If you study a bit about digital marketing you will probably come across something like the above.

Just one look at it will scare you before you even get started.

Digital marketing is indeed a vast ocean of knowledge and activities. Here is where I suggest you to “KEEP IT SIMPLE”

Chapter 6 - The Simple 3 Step Formula For Digital Marketing Success Of Your Agritourism Farm

Here is the formula which I recommend to anyone just starting digital marketing for their agritourism business:

1. Have a website
2. Set up a Google Business Profile
3. Use one social media (Instagram/Tik Tok/Facebook)

3 STEPS TO Marketing Your Agritourism Business Online



Have a website

- sales page
- what you offer
- tell your story



Google Business Profile

- build trust
- collect great reviews
- traffic from Google



Social Media

- Youtube
- Instagram
- Facebook or
- Tik Tok

When I first started I did not focus on everything. Yes I was aware of the many ways to do digital marketing. I could have gone and built up a presence in every platform but I soon realized that I did not have to.

If you try to do too much on the internet, you will very soon get very tired.

Having A Website

Having a simple website is the first step that you should do.

There are many reasons why you should have a website with your own domain name.

For example, my farm's name is BloopyDurians. So I registered a domain name called www.bloopydurians.com

When people see a website with my farm's name on it then they see it as a more professional business.

A simple website is all you need. People do not really expect a farm to have a sophisticated website like Amazon or Alibaba or whatever high tech that is needed.

Check out my website...

It is simple but it draws in a ton of visitors coming to read about all that I have to offer. After reading what I have to offer, they will contact me. I leave my phone number on the website and a link to my whatsapp.

What does my website do?

- It acts as a sales page for me
- It tells my visitors what I offer and the prices
- It is where I persuade them to come to my farm
- It is where visitors can see pictures and videos of the farm before they come
- It establishes my authority
- It tells them that my farm is a top tourist destination

Back in the old days you would need to have a salesman tell people how great your product is.

Today if you learn the right skill and the right way to write and present what you have to offer, the website can do all these for you.

By the time my customers call me or whatsapp me they are almost 75% certain that they want to visit my farm. Some are already 100% certain they want to bring their family to my farm.

So you see it saves me a lot of time and effort trying to sell my products and services.

Now there will be quite a lot of questions for you if you have never built a website.

Some of the questions are:

1. How do I build a website?
2. How do I upload a picture or video?
3. How do I design the website?
4. How do I write sales copy that attracts visitors?
5. How do I make the website look good?

Don't worry I got you covered.

I will be creating a **course** about making an agritourism website for farmers. In this course I will be taking you step by step on how to create a simple yet effective website that will draw in tons of visitors from all over the world to your farm. So stay tuned for this course. I will announce it in the near future.

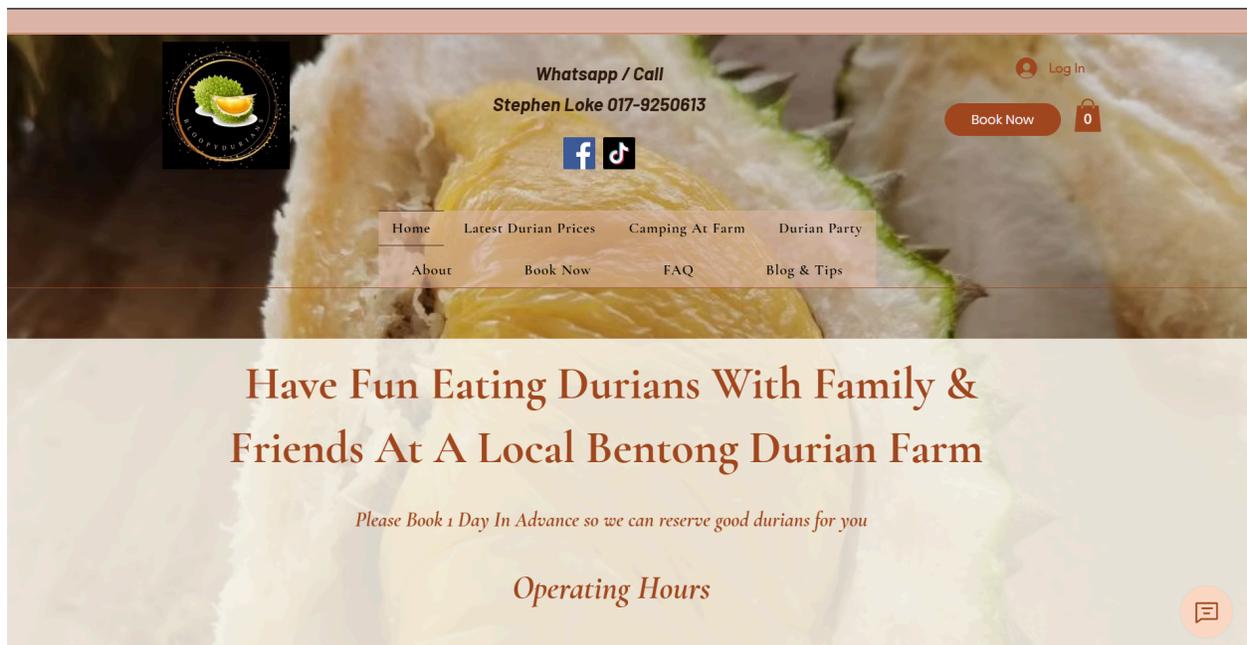
In today's AI and modern tech, you do not need coding and designing skills. All you need to do is to find a good website builder.

My website www.bloopydurians.com is built using WIX.

WIX is a simple, easy yet powerful website builder that uses drag and drop to enable you to build your site. You can even ask the AI to design what you want.

They have a lot of templates to choose from and if you can click and drag the mouse, you will be on your way to building a beautiful website in no time.

Let me show you some tips on how my website acts as a sales person...



Notice this screenshot of my homepage.

At first glance it may not seem a lot but I made it in such a way that it piques the interest of people who love to eat durians.

1. There is a picture of a durian fruit in the background. This subconsciously shows visitors that they will have delicious durians when they come to my farm
2. Then notice the Headline. The headline says “Have Fun Eating Durians With Family & Friends At A Local Bentong Durian Farm”

There is a lot going on even in the headline that to the casual observer they won't even notice.

First of all, people tend to read headlines and subheadlines. Therefore, I carefully put what I wanted them to read there.

I wrote “Have fun”...

So the first thing I want my potential customers to imagine is that they will be having “fun” in my durian farm.

Farms are wonderful places to have fun and relaxation from the busy life in the city.

Your farm also has lots of beauty and fun!

Take advantage of this.

Then notice I wrote “with family & friends”

What is better than having “fun” with “family and friends”. This creates a picture in the mind of my visitors that this will be a place where they can have a memorable time with their family and friends.

The next thing is “Local Bentong Durian Farm”.

My hometown Bentong is a famous place for durians. It is also a popular tourist destination for people.

Search Engine Optimization

There is such a thing called SEO or search engine optimization.

You see...

Google is a search engine based on keywords. For example if someone wants to eat durians...they may type in the keyword

“Durian farm” or “eat durians at farm”

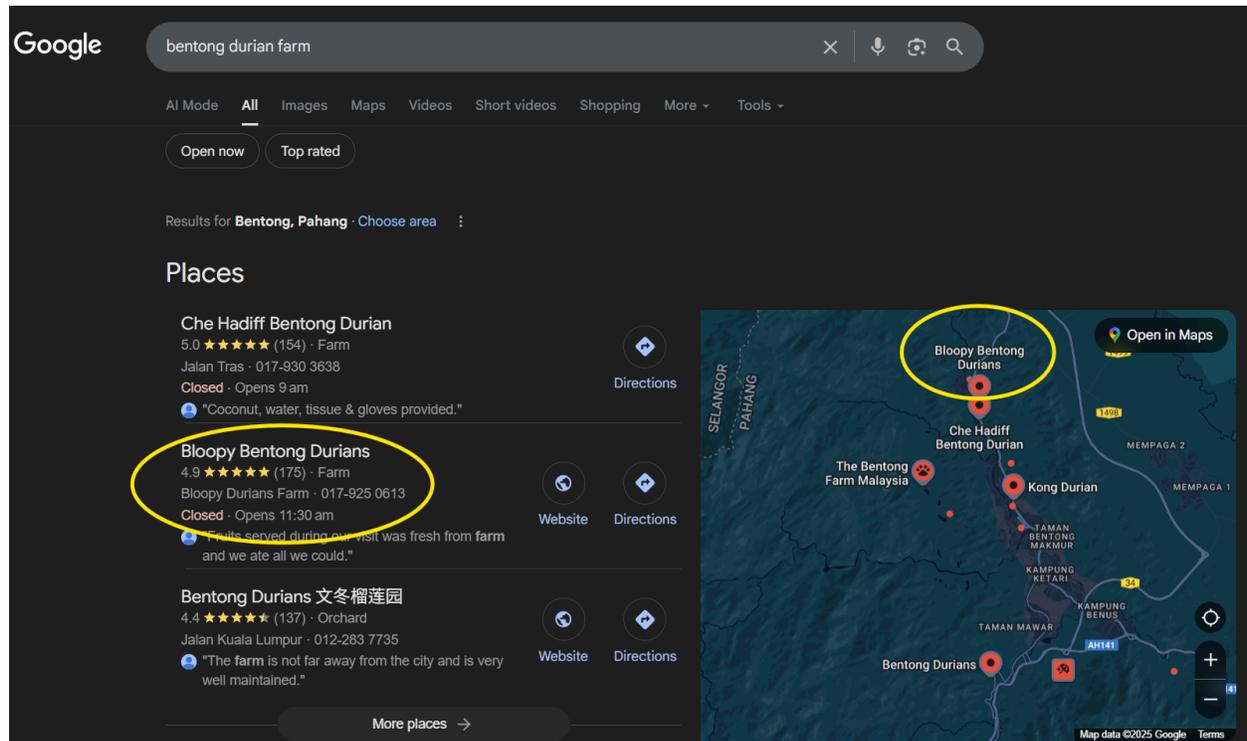
If you put these keywords in your website, there is a possibility that your website will appear on the first page of the search results. Meaning you will rank high.

Therefore, I want to put the keywords in my website. I put the keywords that I want to rank in Google in my headline.

“Local Bentong Durian Farm” has the keyword durian farm. Sometimes you may not be able to rank for “durian farm” because it is too competitive so putting a location is important.

There are people who visit Bentong and may type in “Bentong durian farm”. It is easier to rank high in the search results if the location is smaller.

If it is only the keyword “durian farm”... I may need to compete with durian farms all over my country Malaysia.



The screenshot above is the Google search result for the term “Bentong Durian Farm”.

You can see that I rank no.2 and my location is shown on the map on the right.

The first result was “Che Hadiff Bentong Durian” which is my friend’s stall. I helped him to rank high when I taught him the importance of a solid Google Business Profile review.

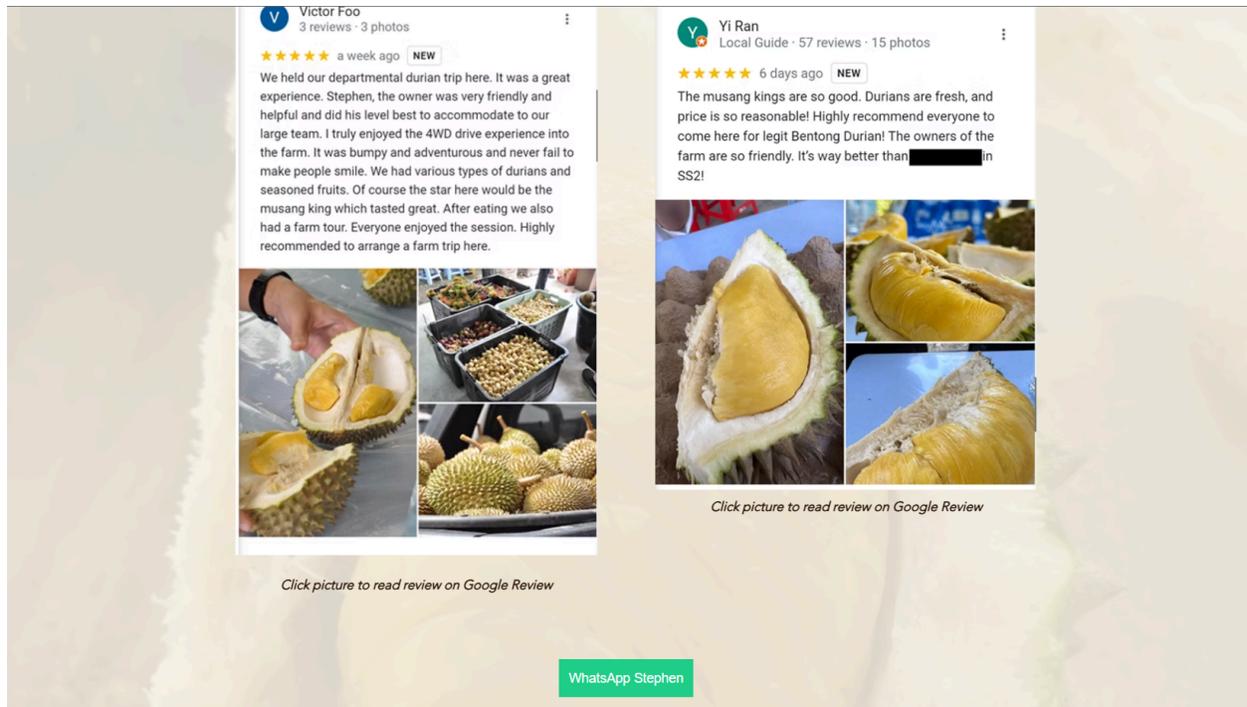
We work together quite often in many events and agritourism.

There is a lot to be learned from Search Engine Optimization and ranking high for a particular keyword.

Which is why it is impossible to put everything in this short Ebook. If you would like to learn how to rank high in Google Search results and learn the tips and tricks of being on the first page of search results do check out my **course** in the future about building a website for agritourism.



As you scroll down lower in my www.bloopydurians.com website, you will see I put in Google Review Testimonies for my website visitors to see.



I even put a link to the Google Review for my visitors to read themselves. Then I put a link to my Whatsapp so that visitors can easily contact me if they want.

Inserting Reviews On Your Website

Putting 5 star Google Reviews on my website serves to:

- Be social proof that my agritourism farm is top notch
- Proof that people really like my farm and enjoy the experience
- Persuade my readers that this is a farm they should come visit

I think websites are one of the best ways to tell what you have to offer and your story without you needing to be there all the time. People who are interested in what you have to say will visit and read for themselves.

Trust me, I have people who will take 10-15 min to go through my homepage. Some may even spend more time on it. Some may come back again and again to study what I have to offer.

This is much different from social media posts such as in Facebook and Instagram.

Google search is intent based.

What does this mean?

Imagine if someone wants to visit a strawberry farm in let's say California what will they do?

They will type in something like this...

“Strawberry farm u-pick california”.

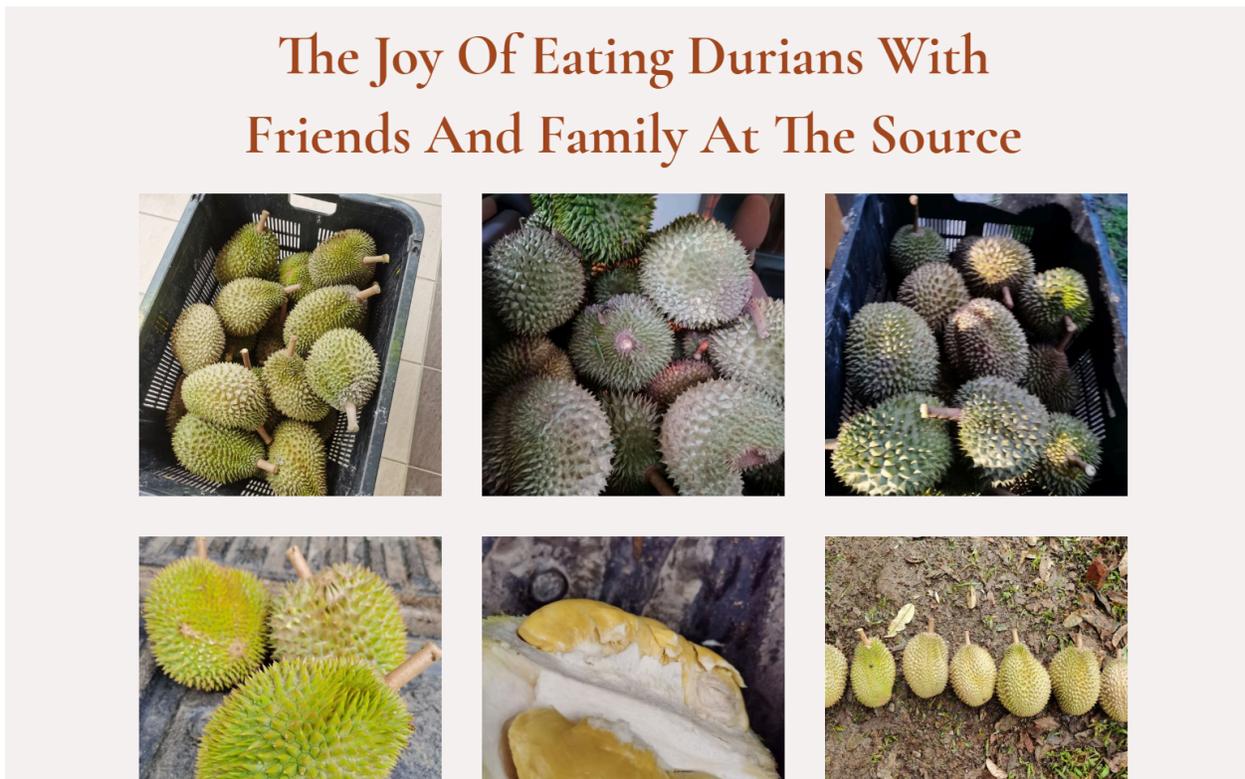
When they search this term:

- They already have an intent
- They want to visit a strawberry farm for u-pick
- They are very interested and looking for a farm
- If your farm has a high rating they will click on it
- Then they will visit your website
- If they are satisfied with what you have to offer they will make a reservation or come to find you

From my experience I have found that people who found me through Google have a more laser focused intention of what I have to offer rather than from social media posts.

Therefore it is always a good idea to have a website, write properly, have pictures and make sure the keywords that you want to rank high be inside the homepage.

Putting Pictures On Your Website

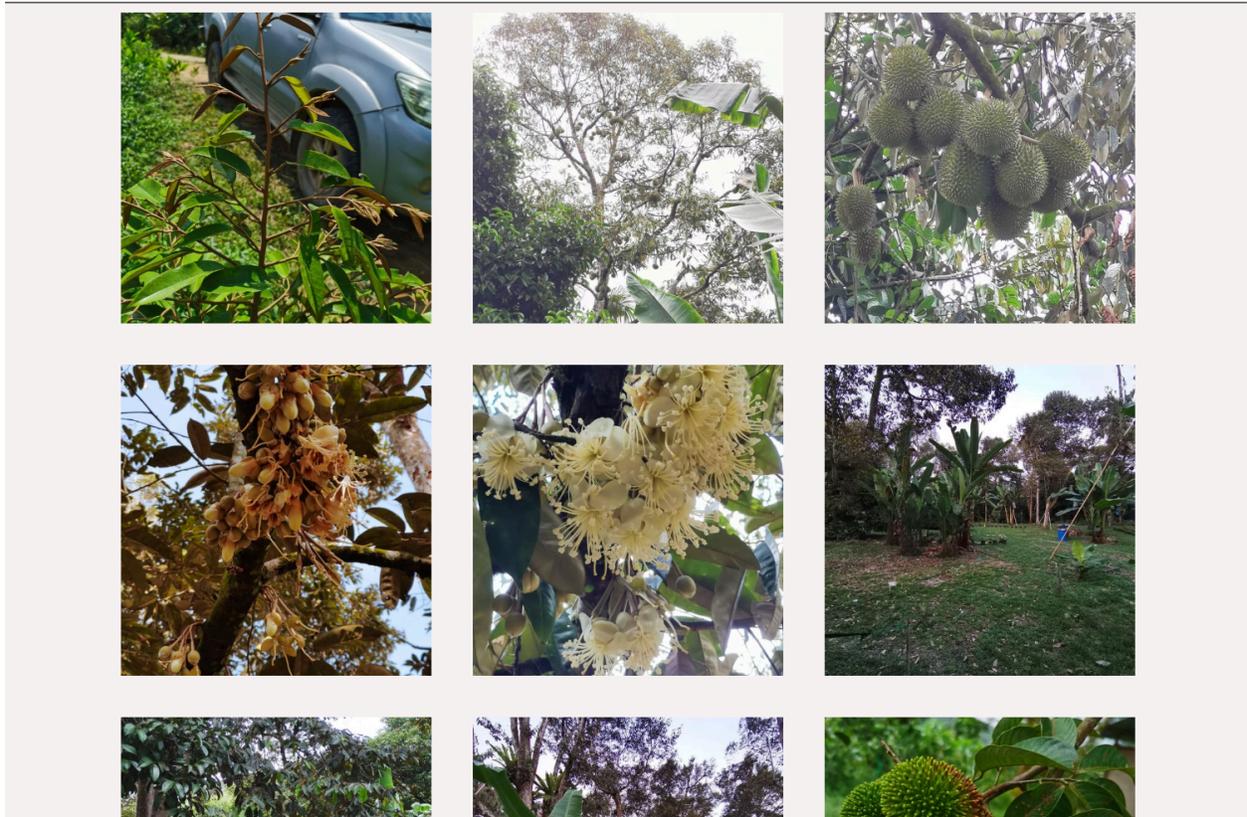


On my homepage, I put in a lot of pictures of what I have to offer.

It is said that...

“A picture is worth a thousand words”.

The picture above shows delicious durians in my durian farm. This helps my website readers visualize what they will get and what they will experience.



Try to put pictures of trees and the natural environment in your farm. The pictures above show durians hanging on trees which are what my visitors want to see.

Many overseas visitors have never seen durians hanging on trees and so they like to take pictures of them.

Why do you want to put pictures of your farm?

- People tend to like fruits and natures
- The pictures are your sales person

- The natural beauty draws people in and converts them into visitors of your agritourism farm

Never ever underestimate the power of pictures and words in your website.

A Great Website Builder For Agritourism Farmers

So what are your steps to build a website?

1. Go to a website builder and host such as WIX (www.wix.com)
2. Sign up for free and play around with it
3. Learn the tutorials
4. Once you are satisfied this platform works for you, then upgrade to their paid plan

When you first sign up you get to have offers from them. Sometimes as cheap as 50% off. Sign up for 2-3 years. Because the longer the subscription the cheaper the monthly price.

There are of course other website builders like Hostinger, Weebly and many more. However it is a matter of preference and I like Wix.

Wix also has a booking function if you want to allow your visitors to make a reservation. There is also an ecommerce function in Wix where your customer can pay online.

Don't worry if all these sounds complicated. In future I will have a **video course** teaching farmers all about setting a simple website while drawing in tons of visitors to your farm.

Chapter 7 - Setting Up Google Business Profile To Draw In Visitors From All Over The World

Google Business Profile

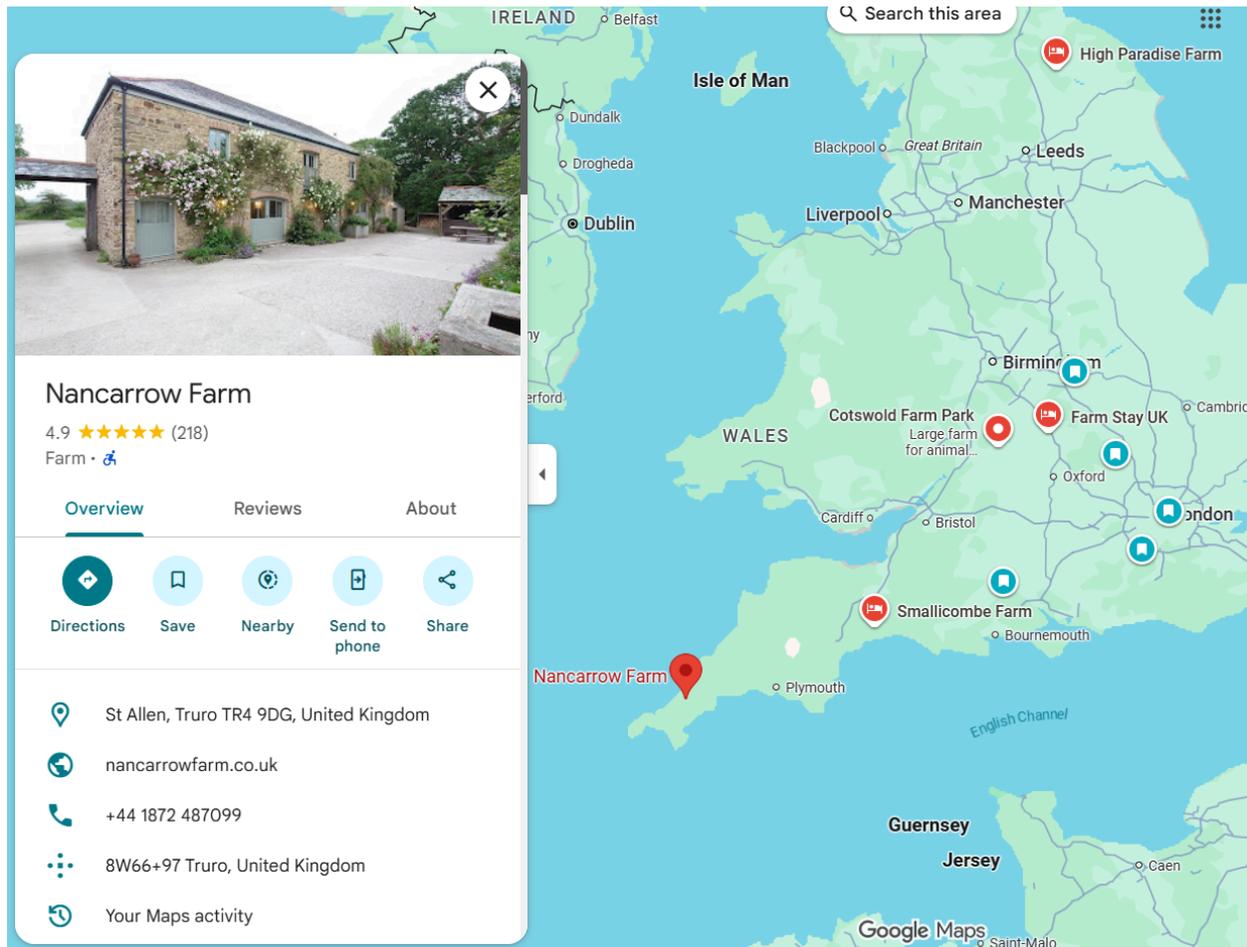
What is a Google Business Profile and how important is it?



Take a look at the Google Business Profile above for Costwold Farm Park in the United Kingdom. They have more than 3500 Google reviews.

If you are a casual viewer, what is your conclusion?

- You see that it has a high rating of 4.6 / 5.0
- It has many reviews which means many people think that the farm is great
- Then people will click to read more or go to the website



Sometimes people can find you through Google Maps. All this is available to the public once you set up a Google Business Profile and set the location of your farm.

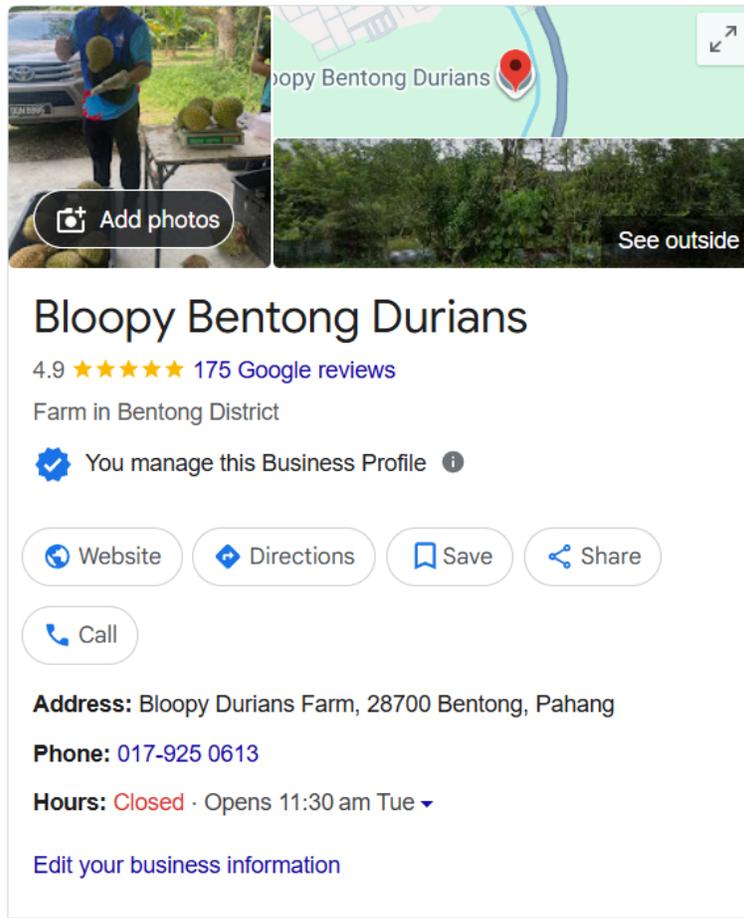
Here you can see how Nancarrow Farm appears on the map of Great Britain. People get to see photos and you will see a 4.9 / 5.0 rating with 218 reviews.

Sometimes you do not need to have thousands and thousands of reviews and ratings.

All you need is 30-50 5 star reviews and ratings and you are good to go. After all, you are not a restaurant or a big business. People expect less from a farm compared to established big businesses.

So work hard to get at least 30-50 great Google Reviews.

I can't oversay the importance of having a solid Google Business Profile. In my own estimation I think more than 95% of people who came to my farm came through Google.



It is through Google Business Profile that the small farm far from the city or populated places is able to draw in visitors from all over the world.

Through Google I have been able to get customers from places such as:

- Singapore
- Indonesia
- China
- Japan
- Hong Kong
- Australia
- America

- Germany
- Ireland
- Italy
- New York
- Hawaii
- South korea
- And many more

Not only will you have locals coming to your farm you will have lots of visitors from all over the world flocking to your farm as you build your reputation.



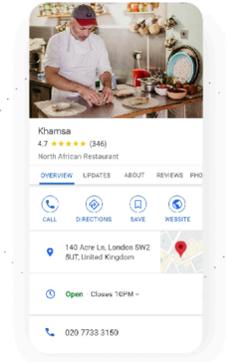
So the next question you might ask is how do I set up a Google Business Profile?

It's super easy just type in "Google Business Profile" in Google search or go to this link [Google Business Profile](#).

Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalise your profile with photos, offers, posts, and more.

Start now



You will see a page like this. Just follow the simple instructions. You can easily sign up and control your Google Business Profile using your smartphone. It is very very easy. Just follow the step by step instructions.

Some of the important things that you need to put into your Google Business profile are:

- The name of your farm / business
- Your address
- Your exact location (so people can find you)
- Pictures of your farm
- Videos if you have

Remember people do check out the pictures and videos even in your Google Business Profile. If they see great beauty and nature of your farm this might pique their interest.

This is the first step you need to do to build up your Google Business Profile.

The next few steps with regards to Google Business will take more time. This is where you need to work hard and collect 5 star reviews from your visitors.

Getting lots and lots of 5 star reviews is not that simple and is an art in itself. It is not easy to cover the entire process in this Ebook but I hope that it gives you an idea of how important Google Business Profile can be.

In the future I will be setting up an in depth course on How To Get 5 Star Reviews On Google Business Profile And Get Tons Of International Visitors To Your Farm.

Chapter 8 - Using Social Media (Facebook / Tik Tok / Instagram) To Get Visitors To Your Agritourism Farm

While social media is not my main way to get visitors to my farm I have found that people who come to my farm do check out my social media.



Let me tell you a story of one of my visitors.

She came to my farm and as we were talking she mentioned the things I post on Facebook.

That was when I realized that people who are interested in coming to your farm will do their research and consume the content that you put out.

I think social media such as Facebook, Tik Tok and Instagram helps visitors to learn more about your farm and eventually decide to come to your farm.

So which social platform should you use?

I suggest that you start with one first. Don't try and do every one as it may be too much for you at the beginning.

If you are comfortable with Facebook then use it. If it is Instagram that you are more comfortable with then go for it.

Why is social media like Facebook, Instagram and Tik Tok perfect for agritourism?

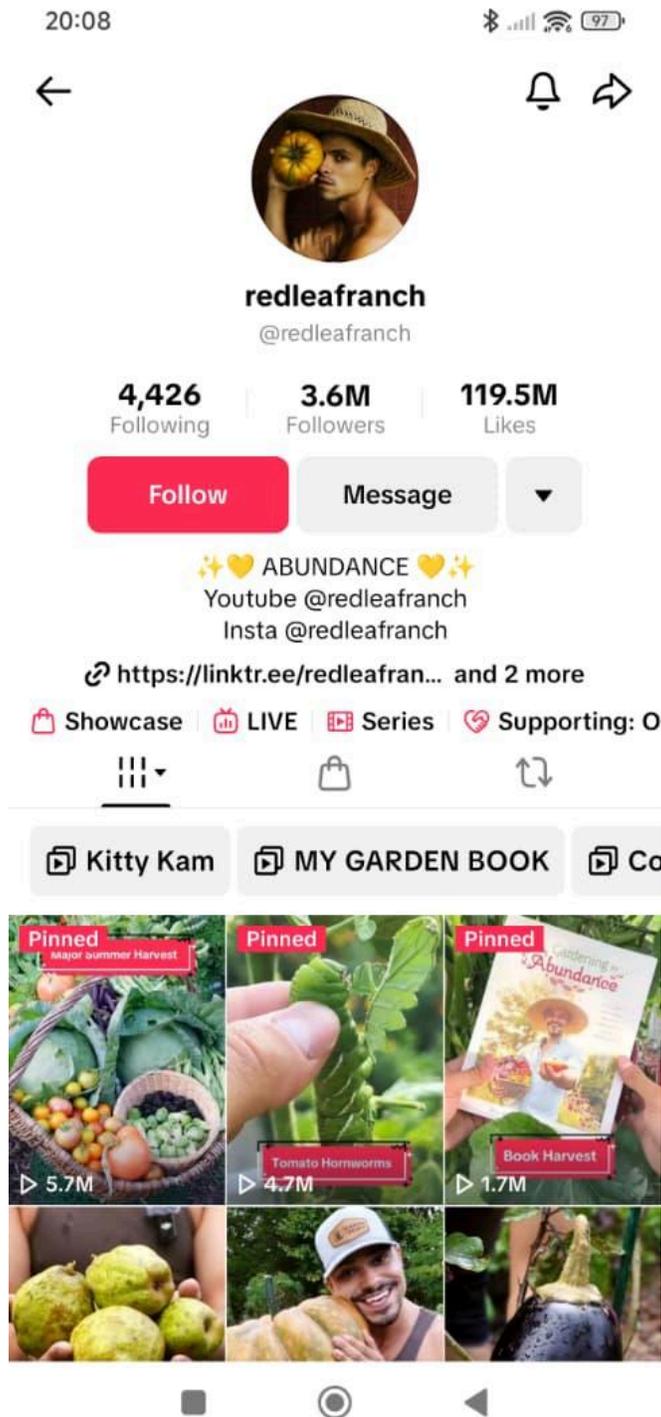
- Visual storytelling. Farming is naturally visual and you can show videos of fruit picking, animal feeding and the beautiful scenery of your farm
- Reach thousands of local and international visitors. Even if you don't have a large following, the algorithms of these social media can promote you to people who are interested in your type of farm and fruit
- Free marketing. Each post and video that you make is actually free marketing for you. You never know which picture or video will attract visitors to your farm.
- Engage and build trust. Some viewers will actually like your farmlife and follow you.

Some farmers have thousands and hundreds of thousands and even millions of followers on social media and youtube.

You know why this is good news for you?

If farmers can amass so many followers it shows that people like nature, they like farms and they are interested in fruits and produce.

So whatever farm that you have, just put pictures and videos and you may be surprised that people actually like what you post.



This is an example of how farming can gain a lot of followers.

Redleaf ranch has amassed 3.6m followers.

20:08 Bluetooth Signal Wi-Fi Battery 97%

← Notification Share



Laura Farms
@laurafarms

278 Following | **912.1K** Followers | **13.9M** Likes

Follow **Message** ▾

Just a girl out here farming 🧑‍🌾
Way more things on my insta
📍 Nebraska, USA

[instagram.com/laura_farms](https://www.instagram.com/laura_farms) and 1 more

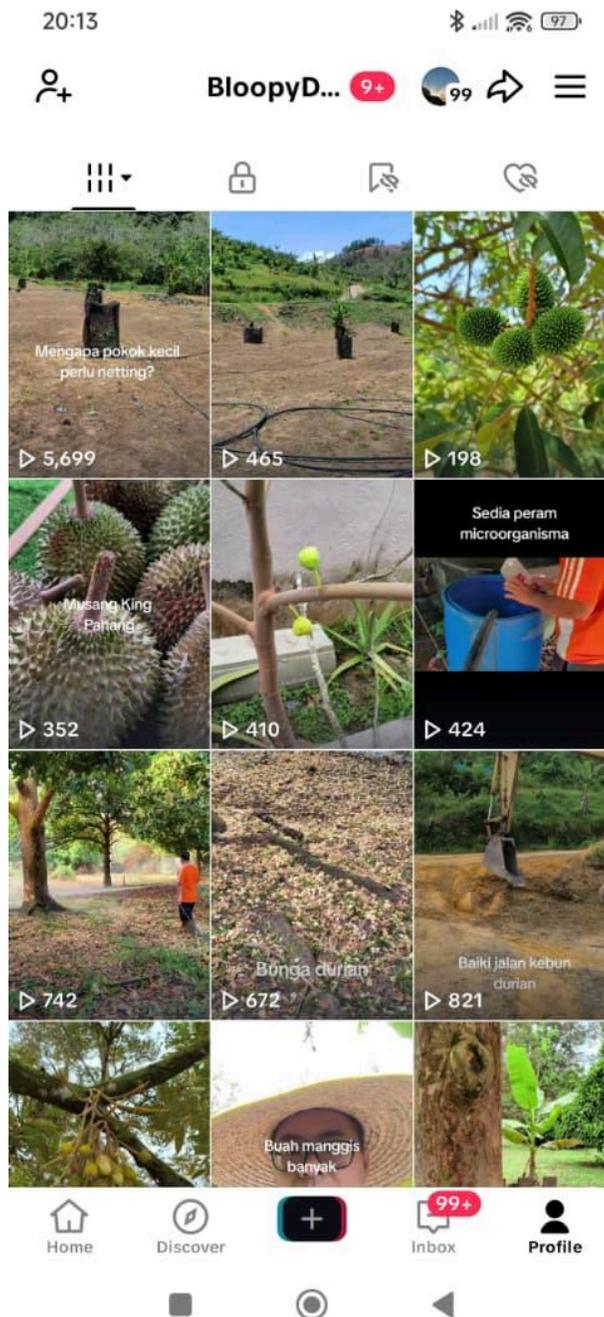
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Q&A **8RX** ❤️ **Fendt** ❤️

Pinned  ▶ 2.3M	Pinned  ▶ 5.9M	Pinned  ▶ 8.6M
		

☐ ○ ◀

Laura Farms who also has a youtube channel has 912k followers. These are examples of people who have used social media like Tik Tok to show their farm and what they grow.



The above is a screenshot of my Tik Tok account for Bloopydurians. Though I may not have such a big following compared to others, it still

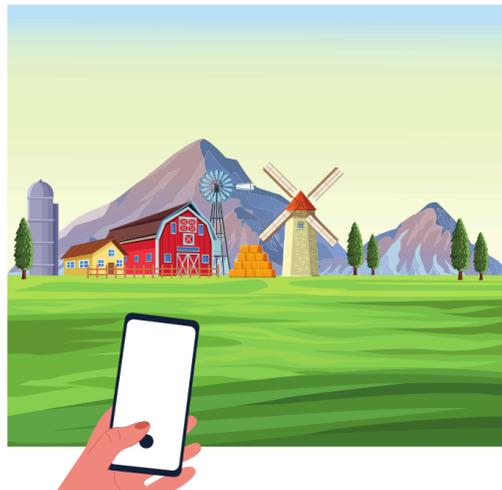
garners hundreds of views for my post. Some even pass a few thousand views.

I am not very good at social media but just simply posting about the scenery in my farm allows me to make people aware of my farm. I can have 1000 views in a single day just by posting simple things.

How do you get started?

1. Select social media like Facebook / Instagram / Tik Tok. Just choose one and download the app.
2. Take out your smartphone and snap pictures and videos of your farm
3. Start posting pictures of your farm
4. Start posting videos of your farm
5. With each post write something short in the caption.

Trust me, if you post every day you will soon have many viewers.



The reason why this works so well is because your farm will have beautiful views. People like to look at farms, nature and behind the scenes.

You do not even need to talk. All you need to do is to shoot pictures and videos everyday on your farm.

Here are some tips and strategies on how to shoot engaging content for your social media:

Shoot farm experience content

- Take videos and pictures of activities that your visitors can enjoy
- Ex take videos showing families picking strawberries

Post Educational Content

- Since you are a farmer you should have more knowledge than others.
- Shoot videos of tips and techniques of growing a fruit or vegetable
- People always like educational videos and tips and tricks

Behind the scenes of farm life

- A popular content can be behind the scenes of your every day work
- For example you can show people your morning routine. It could be opening the gates for your animals and feeding them

Fun Content

- Try to think of fun content in your farm
- Examples could be children chasing chickens and ducks, or children throwing and catching apples

Visitor reaction, stories and testimonials

- If you have friends and family members visiting, you could ask if you could shoot a video of them telling the beauty and exciting things in your farm
- If you have visitors, ask them if they can help you shoot a video of them eating your produce and enjoying the food

Start Small And Post Frequently

When you are first starting out on social media like Facebook, Instagram or Tik Tok don't expect that you will have thousands of views.

We can't compare ourselves to creators who have millions of followers. Even if you have zero followers it does not mean you should give up.

Everyone started somewhere...

Take the best shot of your farm and post daily. It does not take a lot of time to shoot a picture or video with your smartphone and upload it.

You may get 30 views or 200 views at first but that's ok.

Eventually you might get 300-400 views a day.

That may not be a lot but if you multiply it by 30 days that is about 10,000 views per month.

The views are free marketing for you and eventually someone will follow you and someone will decide to come to your farm.

Sample 10 Day Posting Plan For A Strawberry Farm

I know sometimes it can be difficult to think about how to come up with posting ideas. So here I will give you a sample 10 day posting plan using a strawberry farm as an example.

You can customize it to the type of farm that you run.

The goal is to mix education, storytelling, and promotion while keeping posts visual and engaging. Each post idea comes with a theme, caption angle, and call-to-action (CTA).

10-Day Instagram/Tik Tok/ Facebook Post Plan – Example Strawberry Farm

Day 1 – Welcome & Branding Post

- **Content:** Beautiful shot of the strawberry field or farm sign.
- **Caption angle:** “Welcome to [Farm Name] 🍓🌿 where fresh strawberries meet unforgettable farm experiences!”
- **CTA:** “Follow us to see daily farm life and get first dibs on U-pick dates!”

Day 2 – Behind the Scenes

- **Content:** Short reel of farmers planting, watering, or checking strawberry plants.
- **Caption angle:** Share how much care goes into growing sweet strawberries.
- **CTA:** “Ever wondered what it takes to grow perfect strawberries? Stay tuned to find out!”

Day 3 – Meet the Farmer

- **Content:** Portrait/reel of the farmer or family working on the farm.
- **Caption angle:** Tell a personal story: “Hi, I’m [Name], and I’ve been growing strawberries for X years...”
- **CTA:** “Drop a  if you love supporting local farmers.”

Day 4 – Fun Fact

- **Content:** Carousel post with strawberry facts (e.g., “Did you know strawberries are the only fruit with seeds on the outside?”).
- **Caption angle:** Educational, light, fun.
- **CTA:** “Tag a friend who loves fun food facts!”

Day 5 – U-Pick Promo

- **Content:** Reel of visitors picking strawberries, smiling, holding baskets.
- **Caption angle:** “🍓 U-Pick Season is OPEN! Come experience the joy of harvesting your own fresh strawberries.”
- **CTA:** “Book your spot today – link in bio!”

Day 6 – Farm-to-Table Recipe

- **Content:** Video/reel of making strawberry jam, smoothie, or dessert with farm berries.
- **Caption angle:** Share recipe in caption or carousel slides.
- **CTA:** “Would you like us to post more strawberry recipes? Comment below!”

Day 7 – Customer Testimonial

- **Content:** Photo or reel of a happy family/visitor with their baskets.
- **Caption angle:** Use a real customer’s review: “The sweetest strawberries we’ve ever tasted!”
- **CTA:** “Come taste the difference yourself this weekend.”

Day 8 – Educational Post

- **Content:** Carousel: “5 Benefits of Eating Strawberries” (immune boost, heart health, skin glow, etc).
- **Caption angle:** “Strawberries aren’t just tasty – they’re healthy too!”
- **CTA:** “Save this post for your next health boost.”

Day 9 – Fun & Interactive Post

- **Content:** Poll-style graphic or reel: “Strawberries taste best in...
 1) Smoothies 2) Cakes 3) Straight from the basket.”
- **Caption angle:** Make it playful.
- **CTA:** “Tell us in the comments how YOU enjoy strawberries!”

Day 10 – Event / Weekend Push

- **Content:** Poster-style graphic + reel invite.
- **Caption angle:** “This weekend, join us at [Farm Name] for fresh strawberry picking, family fun, and farm treats!”
- **CTA:** “DM us to reserve your spot or click the link in bio!”

This plan mixes branding, education, engagement, and sales, keeping posts fresh and diverse.

The above is just a sample social media posting plan.

Please do not feel pressured to do what the pros are doing. Just start simple and take some inspiration from the above plan.

Start slow and post one or two posts or videos a day. You can even post 2-3 times a week.

Don't feel pressured.

Even a simple video showing the beautiful landscape in your farm is good enough.

Trust me...beautiful landscapes of farms will get views and followers.

Chapter 9 - How To Create Great Customer Service That Makes People Love Your Farm

I want to touch briefly on one important aspect of agritourism that is seldom thought about.

This is customer service.

Customer service is extremely important because:

- It builds trust. If your visitors are happy with your service even before they arrive at your farm it will make them enjoy your farm even more. A friendly welcome and good hospitality will go a long way to enhance the experience of your visitors
- Good reviews and word of mouth. If visitors are satisfied with your customer service, they will leave good reviews on your website, Google Business Profile and social media. They might even recommend their family and friends to your farm in the future.
- Repeat visitors. I often have repeat visitors because of the excellent customer service I try to give my customers. If you do it right, some of your customers will keep on buying from you. Some may come to your farm every year.



Excellent customer service builds your reputation. When it comes to agritourism, a solid good reputation is key to surviving and thriving.

There are tons of farms out there. What separates you from the others?

Great customer service is what separates a good agritourism business and a GREAT agritourism business.



Jessica V

2 reviews • 7 photos



★★★★★ 14 weeks ago

What a beautiful experience we had today from start to finish Stephen has been an amazing host. Delicious durians, so fresh and flavourful. Leaving a bunch a of happy and satisfied customers. See you again next time!



If you provide great customer service you will get beautiful reviews like the above I got from a visitor:

- She says the experience was beautiful
- From start to finish I have been an amazing host
- The durians are so fresh and flavorful
- They are a group of happy and satisfied customers
- She looks forward to coming back again

With each and every customer that comes through your farm gates, you should try your very best to give them a 5 Star Service that leaves them smiling.

Even when some visitors can be fussy and hard to deal with, you should try your very best to smile and give the best service.

As I learned over the years, it is not easy to deal with customers and end up with very satisfied customers. I have learned quite a lot about customer service and in the future I am going to create a **course** on How To Give Your Farm Visitors A 5 Star Customer Service.

But let me just give you some tips on how to give a 5 star customer service.

To make sure your guests are going to be happy with your service you need to separate it into 3 areas.

1. The service given to them before they come
2. The service given during the farm visit
3. The service given after the visit

Before Visitors Come To Your Farm

There are 2 types of visitors that will come to your farm. The first ones are those who will contact you before they come and those who will walk in.

In my farm, I always make sure my visitors contact me before they come.

It is partly because they will need a four wheel drive to come into my farm. Most people won't have a four wheel drive so they need to ride my four wheel drive before they come in.

Therefore, they will need to contact me first. The process of giving good customer service starts when they first contact me.

I try to be helpful, friendly and courteous.

That is how I build a good first impression.

Some of my visitors will have read my website's homepage first before they contact me. The homepage is a tool to give a first good impression.

Which is why in the website section of this ebook I mentioned the tips and tricks of copywriting.

If possible, have people contact you first before they come. That way you can work on giving them good customer service even before they arrive.

Sometimes it may not be possible to have them call you first. Some agritourism businesses are set up in such a way that your visitors can walk in.

For example the strawberry U-pick might have people just walk in and buy tickets. In that case you will need to train your staff or family members to give a good first impression when they arrive at your farm.

Good Customer Service During Their Visit To Your Farm

95% of your interaction with customers will happen when they are at your farm. Therefore you really need to have a well thought out plan on how to give your customers the best service the moment they arrive.

Here are some practical tips:

1. Give them a warm welcome and good first impression

- When your visitors arrive, smile at them and train your staff to smile at them and speak to them in a friendly and welcoming way
- Offer your visitors a quick and helpful orientation. Show them where the washroom is, the main entrance and exit points.

- Always have clear signs everywhere so your customers don't get lost
- Give short explanations about activities and what they can expect

2. Hospitality and friendliness

- Always be polite and friendly. Answer all questions by your visitors with kindness and patience. Train your staff to do the same as well
- Ask friendly small questions such as "Where are you from?", "Have you ever been to a {fruit name} farm?"
- Engage your visitors in a conversation. Talk to them as if they are your friends. If your farm has many staff, train them to talk the same way.

3. Storytelling, education, inspiration and jokes

- One of the best ways to give your visitors good customer service is to weave storytelling with education, inspiration and jokes as they walk through your farm.
- Always train your staff these four things. Teach them to tell stories, teach them to give helpful farm education, teach them to use the farm as an inspiration and teach them to tell jokes.
- Remember that people come to your farm to destress, to enjoy themselves and have a great time. They don't want to be yelled at or be treated rudely. Strive to give them a great time

4. Solve problems quickly without getting angry or mad

- Running an agritourism business can sometimes be hectic and stressful. You will eventually meet some customers that are angry and mad at you
- Always do your best to solve the problem without getting angry or mad yourself. Train your staff to do the same as well

- Many issues can be prevented if you think carefully before your visitors come. Think of things that your customers will be frustrated about and seek to prevent it before they even come. For example if you have a large crowd you need to have many restrooms and toilets. Build more or have more portable toilets to address this issue.
- If something goes wrong for example if there is rain or delay, apologize to your visitors and offer alternatives
- If a customer complains, always listen attentively and thank them for the feedback. Never answer back rudely and point out that it is the customer's fault. There is always a better way to tell your customers what went wrong. Train your staff to do the same.

5. End the visit with gratitude

- Remember that every visitor that comes to your farm has made an effort to wake up early, drive all the way and spend money and time on your farm
- Thank every one of them for coming even if they have lots of complaints.
- Most visitors will be grateful and happy if you follow the above steps. Always be grateful that you have visitors coming to your farm.

After Visit Services / After Sales Service

There may be a situation where you might need to give after sales service.

Some examples might be:

- Customer left something on your farm
- Customer is not happy with the experience in the farm

- Customer feels that the food or fruit is not up to standard during that day
- Customer had an injury or accident in your farm

I remember one customer by the name of Mr Azilan. He made the trip with his family to my durian farm.

On that day I was not there and my partner serviced him. The durian fruit that day was not nice and it was below average.

I called him later and he expressed that the durian quality was below average. Although he was nice and did not make a fuss about it I felt bad.

Later I asked for his address and sent him some fruit as a compensation. I also gave him some special durian species that he wanted to try.

This is the kind of customer service that you should give. Even if it is after sales service, always give your best.

Always make sure that you attend to customers' needs even after they have left. They have already paid the money and you might feel it is a waste of time to deal with them.

But trust me, after sales service is as important as during the farm visitation.

- If someone left something on the farm and they are not able to come back and take it, offer to send it through the mail
- If a customer is not happy maybe offer them a FREE coupon or 50% off.
- If a customer feels your fruits are not up to standard you might want to consider sending them a small token or gift to make up

for the bad taste of the fruit (it does not need to cost a lot, just a small token of appreciation)

- If a customer had an injury, consider visiting them in the hospital and offer to deal with insurance as soon as possible to take care of the cost of hospitalization or medication

The above are all the ways you can give 5 star customer service. The list is not exhaustive but serves as a starting point for you to give the best to your customers.

If in doubt always remember this gem of wisdom

Underpromise
OVERDELIVER

Underpromise and overdeliver is what you should be aiming for.

Give your visitors more than they expect and they will recommend others to your farm and keep coming back for more.

Chapter 10 - Rules, Laws And Regulations In Agritourism

Rules, laws and regulations are one of the important but often overlooked aspects of agritourism.

Rules and regulations will vary depending on your country, state, district and even your city or town.

These rules and regulations exist to protect visitors, other farm owners and even yourself. So do pay attention because you may end up in deep trouble from fines and lawsuits.

I am from Malaysia and we have our own laws regarding agritourism. For example, if a place offers camping we need to apply for a special permit and follow regulations on how to run a campsite.

Since you may be from different continents and countries and states you will need to do some research into what the rules and regulations are.

Here are some of the rules and regulations that you should take note:

1. Land Use & Zoning

- **Agricultural zoning laws:** Check if your land is zoned for both farming and tourism-related activities (events, lodging, restaurants, etc.).

- **Special permits:** Some regions require special-use permits for entertainment, lodging, or food service on agricultural land.
- **Environmental restrictions:** Wetlands, rivers, or forested areas may have development limits.

2. Health & Safety Regulations

- **Food safety laws:** If serving food (farm-to-table meals, tastings, or packaged goods), you'll need food handling licenses, inspections, and compliance with food hygiene standards.
- **Water safety:** Drinking water for visitors must meet local health standards. If you have wells or ponds, there may be regulations.
- **Sanitation:** Requirements for toilets, handwashing stations, and waste disposal.

3. Building Codes & Infrastructure

- **Construction permits:** Any new building (visitor center, event hall, cabins, restrooms) must meet building code requirements.
- **Accessibility (ADA in the U.S.):** Paths, toilets, and facilities must be accessible for people with disabilities.
- **Fire safety:** Fire exits, extinguishers, and sometimes sprinklers are required, especially for event barns or lodging.

4. Insurance & Liability

- **General liability insurance:** Protects against injuries to visitors.
- **Farm liability extensions:** Many agritourism operators need special policies to cover tourism activities beyond normal farming.
- **Waivers & signage:** Some regions require you to post signs stating visitors assume risk when entering a working farm.

5. Employment & Labor Laws

- **Wages & hours:** Seasonal workers and guides may fall under different labor categories.
- **Worker safety:** Compliance with occupational health & safety rules, especially if workers handle animals, machinery, or tourists.
- **Volunteers & interns:** Rules differ depending on whether they are paid or unpaid.

6. Tourism & Business Licensing

- **Business license/registration:** Most regions require registering your business for tax and legal purposes.
- **Tourism permits:** In some areas, offering tours, accommodations, or transportation requires a tourism operator license.

- **Signage permits:** Roadside signs often need approval.

7. Animal Welfare & Safety (if animals are involved)

- **Animal health laws:** Veterinary inspections, vaccination, or permits may be required for petting zoos or horseback riding.
- **Biosecurity regulations:** Preventing disease spread between visitors and farm animals.
- **Public safety rules:** Fencing, supervision, and restrictions on direct contact with certain animals.

8. Alcohol & Events

- **Liquor licenses:** If you want to serve or sell alcohol (wine tastings, farm brewery, weddings).
- **Noise ordinances:** Check local restrictions for live music, events, or weddings on your farm. This is important as some neighbours might sue you if you are too noisy.
- **Event permits:** Required for large gatherings, festivals, or weddings.

9. Environmental & Sustainability Rules

- **Waste management:** Composting, manure handling, and garbage disposal rules.

- **Chemical use:** Restrictions on pesticides, herbicides, and fertilizers in visitor-accessible areas.
- **Water use permits:** If you run irrigation, ponds, or recreational water features.

10. Taxes & Financial Regulations

- **Agricultural tax benefits:** Some regions offer property tax breaks if the land remains in agriculture, but agritourism might affect eligibility.
- **Tourism taxes:** Lodging tax (if you offer farm stays, cabins, or B&Bs).
- **Sales tax:** For ticketed activities, products, or farm shop sales.

11. Parking

- Adequate parking space for visitors, including buses if you expect group tours.
- Accessibility requirements for disabled parking.
- Safe entry and exit points to avoid traffic hazards.
- Compliance with local road authority regulations (signage, traffic flow, capacity limits).

- Drainage and surface requirements (gravel, paved, or grass areas with reinforcement).

Pro Tip: Many governments have a *specific “Agritourism Law”* or legal framework. For example:

- In the U.S., many states (like Pennsylvania, Florida, Virginia) have Agritourism Liability Laws that limit farmer liability if they post the required signage.

One thing you need to take note of even if states limit farmer liability is you must be careful with the size of the signage. If the signage is too small or does not meet the requirement then you will still be liable for any injury in the farm.

Here are some tips that I personally recommend that you take:

- Go and find out if your state or country has an agritourism association. Find out if the government has set up an organization or department that deals with agritourism. If your country or state has, they will have the necessary resources to help you with all your questions. This saves you a lot of time trying to learn about the rules and regulations on your own.
- Try and find out if your country or state has agritourism grants and help for farmers. Sometimes a county or state may allocate some money in their budget to help farmers with marketing and also starting your agritourism business.
- Always have a warning sign and precautions at the entrance or main building of your farm. This at least warns your visitors that they should beware and take care of themselves. Certain states and countries may limit your liability if you have the proper signage.

- If possible put on your website the limitation of liability and disclaimer that visitors are responsible for their own safety.
- If possible ask your visitors to sign a waiver of liability especially if the activity that you offer in your farm has a higher degree of danger. An example would be horseback riding.
- If in doubt, always consult your local lawyer. For a fee they will be able to give you peace of mind throughout your agritourism business.

I know all the above can give you a headache. But always remember that rules and regulations exist to ensure the safety of your visitors. It will also keep you from a lot of issues and problems.

So don't take this lightly but ensure that you follow all the regulations laid down by your local authority.



Conclusion

Thanks for reading this ebook to the end. It is not easy to go through all this and congratulations for absorbing the information till the end.

I hope that my sharing and the knowledge that I give you will benefit you and help you to start off well in your agritourism venture.

Next Steps

If you would like to have more in depth knowledge of certain topics in Agritourism do consider the future courses that we will have. Visit www.agritourismsuccess.com for more information.

Our future courses:

- How To Get 5 Star Google Reviews Consistently And Get Tons Of Visitors To Your Farm
- The Agritourism Fast Track To Success
- How To Start A Successful Agritourism Business For Small Farm Owners
- How To Start And Run A Thriving Agritourism Business Without Spending A Lot Of Money
- How To Give 5 Star Customer Service In Your Farm And Keep Customers Coming Back For More
- How To Come Up With Unique Selling Propositions That Will Attract Tons Of Visitors To Your Farm

Consultation

If you would like to fast track your success, consider working with me and join our Agritourism Accelerator Course. Here I will help you to come up with an agritourism plan and teach you how to achieve agritourism success.

Do contact me by [Whatsapp](#) if you would like to work with me. Click on the link to contact me by Whatsapp.

Thanks so much for reading this Ebook.

May you achieve agritourism success!



Stephen Loke

www.agritourismsuccess.com