

A New Growth Industry – Minnesota Agritourism

Agritourism isn't a new idea. For as long as people have toured, they have stopped at agricultural producers to sample the wares. Winery tours, dude ranches, hayrides, corn mazes, pick-your-own farms—they're all agritourism. What is new is the idea that agritourism can be marketed as a destination activity. Disparate rural sites offering an array of attractions from farming to fishing to festivals can be woven into a cohesive package that has marketing weight to draw tourists. This fledgling effort in southwest Minnesota is a good example of how...

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