



Maze entrance and pumpkin patch signage at Ellis Harvest Home located in Lingle, Wyoming. Photo by Hailey Sorg.

Discover a new twist on tourism in Wyoming

Tourism is the second largest industry in Wyoming, and the state's largest private employment sector, providing more than 33,000 jobs. Wyoming has always been known for its unique culture and people flock to its towns, cities, parks, and even agricultural establishments to get a taste of what Wyoming truly is.

What is agritourism?

The term agritourism is used to describe any operation where agriculture is highlighted as a tourist attraction. This can involve many activities, such as sharing the history of operations established more than 200 years ago, engaging visitors through hands-on learning, providing recreational experiences on agricultural land, highlighting a product that has come from the hard work of a local ranch, and more.

While there are multiple interpretations of the term, all definitions emphasize the importance of educating

visitors. A few examples in Wyoming are signing up for a locally guided packing trip in the mountains, attending a school field trip to a local agricultural operation, staying at one of our world-class dude ranches, or picking pumpkins at a local pumpkin patch.

In addition to providing educational opportunities, agritourism provides opportunities to highlight local craftsmanship and industry, ranging from fiber production, leatherwork, and Native American artwork to beekeeping, bison ranching, hydroponics, and much more.

Why is agritourism important?

Agritourism not only showcases the great state of Wyoming—it also shares a way of life, preserves heritage, and invites others to become part of the story. Through hands-on experiences, tourists gain a newfound appreciation for the land and the people who work it.



A 2023 summer concert series at The Bloomery, a local flower farm and event venue located in Casper, Wyoming. Photo by Hailey Sorg.

In Wyoming, those hands-on experiences might include participating in local festivals, hunting and fishing trips, celebrations of Native American heritage, or a horseback-riding lesson. All types of agritourism operations impact local communities, from seasonal experiences like pick-your-own-flower operations to year-round agricultural venue rentals.

By opening their operations to visitors, farmers and ranchers not only share their way of life but can also create new revenue streams. This diversification can help supplement agricultural income, boosting economic stability in rural communities.

Let's also not forget the ripple effects. As tourist dollars flow into rural areas, they support local economies by creating jobs, bolstering tax revenue, and ensuring long-term vitality. According to the Wyoming Office of Tourism, the Equality State saw 8.6 million visitors, \$4.7 billion in direct spending (total visitor spending on goods and services at their destination), and \$260 million in tax revenue in 2023, all significant increases from years past.

Help shape Wyoming's agritourism future

Agritourism provides opportunities for both visitors and locals. As the industry continues to gain traction across Wyoming, UW Extension looks forward to serving farmers, ranchers, and small acreage landowners interested in incorporating these opportunities into their operations.

The economic impacts of ag

Like tourism, agriculture is a leading economic driver for Wyoming. According to the USDA's National Agricultural Statistics Service, Wyoming's agricultural industry was responsible for 20,602 jobs totaling more than \$7 million in labor income in 2022. As a result of this labor, Wyoming was responsible for producing ~1.3 million head of cattle; in turn, cattle producers brought in more than \$1.6 billion in inventory value. Additionally, sheep producers are responsible for ~340,000 head of sheep throughout the state, bringing in more than \$50 million in lamb and \$5.5 million in wool in inventory value.

To help UW Extension better support agritourism ventures in Wyoming, **please take a moment to complete a brief survey at <https://bit.ly/ag-tour-2024>.**

This survey is for anyone who is currently involved in an agritourism operation, is interested in starting an agritourism operation, or just wants to learn more about agritourism. Your thoughts and feedback will help us tailor our education, resources, and future programming to meet the needs of communities across the Cowboy State. Thank you for helping us shape the future of agritourism in Wyoming!

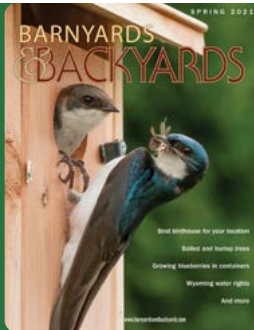


Can you tell that **Hailey Sorg** and **Makayla Getz** are excited about agritourism in Wyoming? Sorg is UW Extension's first Wyoming Outdoor Recreation, Tourism, and Hospitality (WORTH) educator and can be contacted at hsorg@uwyo.edu or (307) 235-9400. Makayla Getz is a UW Extension agriculture and natural resources educator based in Park County and can be reached at mgetz@uwyo.edu or (307) 754-8836.

Travel and tourism

There has been a significant push across multiple Wyoming organizations to increase travel and tourism within the state. The Wyoming Office of Tourism (WOT) launched its Modern Explorer campaign in 2023, partnering with travel publications to showcase Wyoming residents who embody the spirit of exploration.

Through this campaign, WOT has highlighted local people and businesses across the state, including Jess Oldham, a wildlife rescuer and rancher with the Wind River Wild Horse Sanctuary and Double D Ranch; Taylor Thoman, a fifth generation Wyoming rancher; and Tim Trites, owner of Cowboy Country Distilling in Pinedale. To check out their stories and more, visit WOT's Modern Explorer page at travelwyoming.com/modern-explorers.



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