

Agritourism & Culinary Tourism Strategic Plan
Indiana Office of Tourism Development &
Indiana State Department of Agriculture

Definition:

Agritourism includes agriculturally-based commercial enterprises conducted for the enjoyment, education and/or active involvement of visitors. Indiana agritourism destinations raise interest in agriculture and promote learning about how and where food is grown through tours, hay rides, livestock experiences, U-Pick produce, corn mazes, gathering places, farm work activities, tastings, overnight farm stays, and the like.

Culinary tourism is the pursuit of unique localized eating and drinking experiences. By combining travel with these experiences, culinary tourism offers visitors and residents alike an authentic taste of a specific place or broader geographic area.

Mission:

To advance culinary and agritourism as an economic driver for Indiana.

Vision:

To make IN the center for culinary and agritourism best practices and a destination for unmatched food and farm-based experiences.

Goals & Objectives:

Goal #1: Increase awareness of Indiana's agritourism destinations and culinary experiences amongst consumers

1. Develop a microsite linked to Visit Indiana with directories of agritourism destinations and culinary experiences, searchable by county and category.
2. Promote these destinations through social media and other channels.

Goal #2: Provide operators with resources to assist them in their endeavors

1. Develop resources for the website; link to industry-related resources (this could be on the ISDA website or all on the microsite).
2. Create entry-level and advanced trainings for operators to assist them with marketing, operating ideas, etc.

Goal #3: Further develop the agritourism and culinary industries to ensure the success of these destinations

1. Work with state and local agencies and organizations (local tourism offices, OCRA, OSBE, IEDA, IEDC, etc.) to assist local communities in learning about how they can help develop and grow agritourism destinations and culinary experiences in their communities.
2. Collaborate with ISDA Indiana Grown staff to include local restaurants serving food grown in Indiana.
3. Market research/work with Purdue.