

- REGISTRATION -

**Kansas Agritourism Workshops**

9:00 a.m. - 4:00 p.m. (lunch provided)

Complete one registration form per attendee.

*Registration Fee is \$10 per person for Agritourism Operators registered with the Kansas Department of Commerce. (Cost for non-registered operators \$15)*

***Payment must be sent with registration. No credit cards accepted.***

Organization \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Workshop (please check one):

- Dodge City - April 19
- Colby - April 21
- Lawrence - May 3
- Chanute - May 5
- Salina - May 17
- El Dorado - May 19

Payment and contact information:

Kansas Department of Commerce

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**AGRITOURISM: How to  
ATTRACT MORE CUSTOMERS,  
MORE OFTEN**

*A series of Regional Agritourism Workshops in:*

*Dodge City, Colby, Lawrence, Chanute, Salina, and El Dorado*

***Sponsored by:***



***Kansas Resource Conservation & Development Councils***

***El Dorado CVB/Chamber  
City of El Dorado***

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*Jane Eckert, of Eckert AgriMarketing, has designed the 2005 workshop to build on last year's Agritourism Conference in Great Bend. This year, we are concentrating on attracting more customers, more often, resulting in more farm revenue.*

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**April 19 - Dodge City**

**April 21 - Colby**

**May 3 - Lawrence**

**May 5 - Chanute**

**May 17 - Salina**

**May 19 - El Dorado**

**EACH PRESENTATION LISTED BELOW WILL BE FOLLOWED BY HANDS-ON BREAKOUT SESSIONS OR DISCUSSION GROUPS ALLOWING YOU TO APPLY WHAT YOU'VE LEARNED.**

### **Session Topics Include:**

#### **Weaving Your Website**

Your website is often your only chance to make a good impression. In this session, we'll look at numerous sample websites to talk about the basic components, and the special components, that comprise a successful website:

- What's the first thing you want them to see?
- How should they feel when they look at your website?
- Are you giving them what they are looking for?
- How can you use your website to build an ongoing bond with your return visitors?

#### **Attracting Publicity**

It is vital to your business to build an ongoing relationship with radio, television, and newspapers in your area. In this session, we'll look at dozens of things you can do to attract the media coverage you want without spending scarce advertising dollars.

- Learn who to contact.
- How and when to contact them.
- What you should send/provide to them.

#### **It's All About the "Wow!" Experience**

Using photographs and illustrations from the best agritourism farms in North America, we'll explore the total experience of your farm:

- Does the farm look like your visitor expects?
- Can your visitor see lots of fun options and interesting things to do?
- Are products and foods attractive, well-placed, and appealing?
- Have you taken advantage of value added family fun, such as quaint signs, activity classes, petting corrals, and photo opportunity stations?

Find out why visitors are willing to pay to play on the farm, and how you can attract more visitors, more times a year, and for more profit. It's all about having your customers say, "Wow!"

#### **Creating and Maintaining Customer Loyalty with Newsletters**

Customer loyalty requires building a relationship with your farm visitors. In this session, we look at how to build your farm family using newsletters and electronic newsletters.

- Identifying customers.
- What are the advantages?
- What should it cost?
- How much time will it require?
- What do our customers want to know about?
- How will it make more money for our farm?

#### **Putting More Tourism into Agritourism**

As farmers, we do a little of everything: fix the trucks, build the fences, lay out the pumpkin patch, build the hunting lodge, and level the road. But we also know that sometimes there is a time and a place to go "co-op".

In our closing session, we'll look at several farm communities that partner with state, local, and regional tourism professionals, as well as other farms and local attractions. These partnerships and ag-clusters are sharing marketing and acquisition expenses as well as valuable expertise; working together, they bring more revenue to everyone. In our final breakout session, we'll have the opportunity to develop specific tourism strategies for you and your region.

## **Regional Agritourism Workshop Locations**

**April 19 - Dodge City**  
Dodge City Civic Center  
VIP Room  
2100 1<sup>st</sup> Avenue

**April 21 - Colby**  
City Limits (behind Comfort Inn)  
2227 South Range Avenue

**May 3 - Lawrence**  
Building #21, Douglas Co. Fairgrounds  
2110 Harper

**May 5 - Chanute**  
Holiday Park Hotel  
3030 S. Santa Fe Street

**May 17 - Salina**  
Kansas National Guard  
Learning Center – Building #365  
2929 Scanlan Road

**May 19 - El Dorado**  
El Dorado Civic Center  
201 East Central

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