
AGRITOURISM OPERATIONAL PLAN CHECKLIST

Plan for the logistics of hosting visitors, including safety protocols, visitor flow, and customer service. Use the checklist below to ensure you are covering key areas in your Operational Plan.

Development of Agritourism Itineraries

- Define the key attractions and activities for each tour/experience.
- Outline the flow of activities to ensure a smooth customer experience and flow of information.
- Determine a minimum and maximum number of guests for each activity and to have onsite at any one time.
- Set the ideal duration for each tour/experience.
- Include time for breaks and hands-on interactive sessions.

Scheduling of Dates and Times

- Establish a regular schedule (days/times) for tours/experiences.
- Consider peak seasons and potential demand for staffing/resources when planning schedules.
- Update the schedule regularly on your booking platform and website.

Collection of Facts and Information

- Research and compile interesting facts about the farm, product, and local history.
- Train staff to share these facts during tours/experiences.
- Create informative materials (signage, brochures, posters) for customers.

Logistics Management

- Arrange transportation and allocate parking for customers.
- Ensure facilities (e.g. restrooms, seating areas) are clean and accessible.
- Procure and store all necessary equipment and materials for activities (e.g. baskets for fruit picking).
- Plan for bad weather and have contingency plans.

Booking Management

- Set up an online booking system with real-time availability.
- Integrate payment processing options.
- Automate confirmation emails and reminders.
- Keep track of bookings and cancellations efficiently.

Customer Communication

- Develop pre-arrival communication to provide customers with necessary information.
- Send follow-up emails to gather feedback and encourage positive online reviews.
- Provide clear contact information (phone/email/text/live chat) for customer enquiries.

Safety Protocols

- Conduct regular safety audits and risk assessments.
- Train staff on emergency procedures.
- Clearly communicate safety guidelines to customers upon arrival.
- Maintain first aid kits and emergency supplies onsite.

Evaluation and Feedback

- Collect customer feedback through surveys and reviews.
- Analyse feedback to identify areas for improvement.
- Respond to all reviews (good, bad, and neutral) within 24-48 hours.
- Regularly review and update the operational plan based on feedback and performance.