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## AGRITOURISM SELF-ASSESSMENT CHECKLIST

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Being in tourism and Agritourism means engaging with people and customers. It's worth considering this quick checklist of questions to decide if you and Agritourism are a good fit.

### Enjoyment of Hosting

Do you enjoy entertaining guests or having visitors on your property regularly?

Yes  No  Maybe

### Time and Energy Commitment

Do you have the time and energy to dedicate to something new without compromising your core business?

Yes  No  Maybe

### Family Fit and Support

Is this a good fit for your family and partners in the business, and are they supportive?

Yes  No  Maybe

### Communication Skills

Can you (family and staff) communicate well, tell good stories, and provide good customer service?

Yes  No  Maybe

### A Welcoming Environment

Can you create a warm, safe, and inviting atmosphere for people visiting your property?

Yes  No  Maybe

### Willingness to Work Flexible Hours

Are you willing to work and 'entertain' visitors on weekends, evenings, and holidays?

Yes  No  Maybe

### Collaborative Mindset

Are you willing to work with others to promote and package your farm experience?

Yes  No  Maybe

### Surrounding Infrastructure

Are there existing tourism attractions, hiking trails, local markets, cafés, restaurants or accommodation nearby that can complement your Agritourism offerings?

Yes  No  Maybe

### Uniqueness

Is your property scenic and does it have natural views?

Yes  No  Maybe

Do you have buildings that can be used by visitors or repurposed?

Yes  No  Maybe

Do you have a family story to share?

Yes  No  Maybe

Can you witness native wildlife easily at your property?

Yes  No  Maybe

Do you have farm animals that people can engage with?

Yes  No  Maybe

### Accessibility

Is your farm easy to find for potential visitors?

Yes  No  Maybe

Is there easy access from the road to your property?

Yes  No  Maybe

Will increased traffic be an issue for you or your neighbours?

Yes  No  Maybe

Do you need to develop roads and parking on your property?

Yes  No  Maybe

If you answered 'Yes' to most, you might be **well-suited for an Agritourism venture**. If you answered 'No' to many of these questions, you may want to talk to your local council, Regional Tourism Organisation (RTO), Office for Small and Family Business, or Regional Development Australia (RDA) to **consider diversifying another way or partnering with someone experienced in Agritourism**.

This checklist has been adapted based on the checklist provided in [Enabling Agritourism. A Guide for Farmers Planning to Diversify](#).