

The Economic Impact of Agritourism

New Hampshire

2019



Jobs

9,454 jobs were directly supported by Agritourism in 2019. In total, the industry created or supported **11,062 jobs**.



Income

\$318.6 million of labor income was generated by Agritourism, including \$218 million earned by people directly employed by the industry.



Total Output

Agritourism contributed \$415.8 million in .GDP (Value Added) for total economic output of **\$720.6 million**.



Tax Revenues

Agritourism generated a total of **\$66.5 million** in tax revenue, including \$1.7 million in local taxes, \$25.3 million in state revenue, and \$13.7 million in federal taxes.



Contribution

\$154.8 billion of output was generated in the State of New Hampshire in 2019, with **\$89.9 billion** of GDP and total employment of **886,325**.



Spending

More than one of every two visitors (52%) engages in some agritourism activity on their trip and spends an average of \$171.

This report was produced for the New Hampshire Department of Business and Public Affairs by SMARInsights using primary research data among leisure travelers as inputs into IMPLAN to compute effect beyond spending.

IMPLAN is a platform that combines a set of extensive databases, economic factors, multipliers, and demographic statistics with a highly refined modeling system. SMARInsights uses the IMPLAN platform to generate the resulting economic impacts with the State of New Hampshire using 2021 dollars.

Economic Indicators by Impact 2019 Agritourism

Impact	Employment	Labor Income	Value Added (GDP)	Output
Direct	9,454	218,959,841	245,246,252	438,425,760
Indirect	355	27,317,488	48,477,878	81,711,332
Induced	1,254	72,358,082	122,107,639	200,505,495
Total	11,062	318,635,411	415,831,769	720,642,587

Tax Results 2019 Agritourism

Impact	*County/Sub	State	Federal	Total
Direct	\$1,100,845	\$16,001,345	\$7,557,462	\$44,765,257
Indirect	\$209,148	\$3,040,118	\$1,943,576	\$6,052,877
Induced	\$428,434	\$6,227,674	\$4,225,009	\$15,637,194
Total	\$1,738,428	\$25,269,138	\$13,726,046	\$66,455,328

*Includes Sub County General, Sub County Special District and County level impacts

Sources

Employment & Wages (CEW)	Regional Economic Accounts (REA)	County Business Patterns (CBP)
Bureau of Labor Statistics	Bureau of Economic Analysis	US Census Bureau
W&S Employment	Proprietor Employment	Number of firms by firm-class size
W&S Income	Proprietor Income	
Detailed to state and county totals	Relationship between Employee Compensation (EC) and Wage & Salary (W&S)	
NAICS-based		

Where data is not available in these sources for a particular sector, it is supplemented with industry specific sources. In this case, USDA's ERS and NASS is included.

Glossary

Input-Output: A type of applied economic analysis that tracks the interdependence among various producing and consuming industries in an economy; it measures the relationship between a given set of demands for final goods and services, and the inputs required to satisfy those demands.

Jobs: Referred to as “employment” in IMPLAN, jobs is an industry-specific mix of full-time, part-time and seasonal employment. An annual average that accounts for seasonality and follows the same definition used by the Bureau of Labor Statistics and Bureau of Economic Analysis. IMPLAN employment is not equal to full time equivalents.

Income: Referred to as “labor income” in IMPLAN, income includes all forms of employment income, including Employee Compensation (wages and benefits) and Proprietor Income.

Output: The total annual production value of an Industry or Commodity. Output is in producer prices and includes net of inventory changes. Output is revenue except for in the case of retail sales, or if there are additions/deletions to inventory.

Value Added: Is the equivalent to the Industry’s (Agritourism) contribution to New Hampshire GDP. Value Added equals gross Output (sales or receipts and other operating income, plus inventory change) minus Intermediate Inputs (consumption of goods and services purchased from other industries or imported). It includes associated labor income and taxes.

Source: www.IMPLAN.com

What’s Included

Agritourism has no single generally accepted definition which can result in wide variation of impact results. For the purposes here, visitors were surveyed and ask if they engaged in any of the following on their trip and how much they spent.

- Farm Tours
- Farm-based lodging
- Corn mazes or haunted forests
- Petting farms
- Pick-your-own
- Winery/vineyard
- Horse-back, hay, sleigh, vintage tractor, snow-machine or sled-dog rides
- Farmer’s markets
- Rural wedding
- On-farm seasonal festivals
- Restaurants specializing in local farm to table dining
- Shopping at farm stands/stores

“Total” includes direct, indirect, and induced effects.

Direct: Initial effects to a local industry or industries due to the activity or policy being analyzed.

Indirect: Effects stemming from business-to-business purchases in the supply chain taking place in the region.

Induced: Effects in the region stemming from household spending of income, after removal of taxes, savings, and commuters.