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 an 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

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

### Tax Results
#### 2019 Agritourism

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

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

### Sources

<table>
<thead>
<tr>
<th>Employment &amp; Wages (CEW)</th>
<th>Regional Economic Accounts (REA)</th>
<th>County Business Patterns (CBP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bureau of Labor Statistics</td>
<td>Bureau of Economic Analysis</td>
<td>US Census Bureau</td>
</tr>
<tr>
<td>W&amp;S Employment</td>
<td>Proprietor Employment</td>
<td>Number of firms by firm-class size</td>
</tr>
<tr>
<td>W&amp;S Income</td>
<td>Proprietor Income</td>
<td></td>
</tr>
<tr>
<td>Detailed to state and county totals</td>
<td>Relationship between Employee Compensation (EC) and Wage &amp; Salary (W&amp;S)</td>
<td></td>
</tr>
</tbody>
</table>

**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.