BRILLIANT

Agritourism in the Champaign-Urbana Area

2023 vs. 2024

EXPERIENCE CHAMPAIGN URBANA

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Making an Impact in our Communities

2023 economic impact data for Champaign, Douglas, Piatt, and Moultrie Counties

Supporting

5,033

jobs in our area

Generating

$172.7

million in payroll

Through

$666.9

million in spending

Bringing

$19.3

million in local taxes to be invested back to the community

ABOUT OUR VISITOR DATA

Data platform is Zartico, utilized in the travel & tourism industry

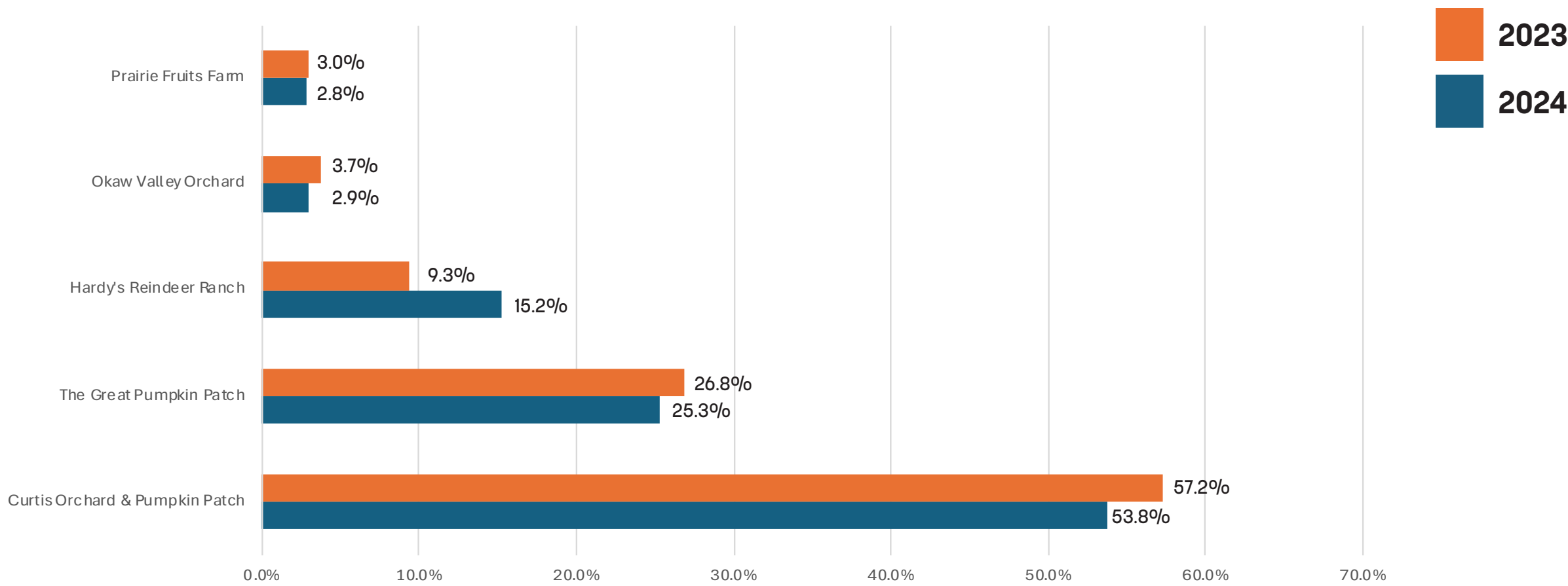Measures visitor movement and spending

Data captured through
- Cell phone data (location services)
- Credit card spend
- Ticketing software

Visitor is someone 30-miles outside of our coverage region who has been in the area for more than 2 hours

This report is from December 1, 2023– December 1, 2024.

VISITOR DATA: TOP POINTS OF INTEREST IN AGRITOURISM

Legend:
- 2023
- 2024

Prairie Fruits Farm
- 3.0% (2023)
- 2.8% (2024)

Okaw Valley Orchard
- 3.7% (2023)
- 2.9% (2024)

Hardy's Reindeer Ranch
- 9.3% (2023)
- 15.2% (2024)

The Great Pumpkin Patch
- 26.8% (2023)
- 25.3% (2024)

Curtis Orchard & Pumpkin Patch
- 57.2% (2023)
- 53.8% (2024)

X-axis: 0.0%, 10.0%, 20.0%, 30.0%, 40.0%, 50.0%, 60.0%, 70.0%

Across our five locations as our primary agritourism destinations, Curtis Orchard continues to see the highest visitation with **53.8%** of all visitors doing agritourism. Hardy's Reindeer Ranch saw a significant increase among agritourism destinations, jumping to **15.2%** of all agritourism visitors.

Note that each location above is only open for a portion of the year, and in some cases, only a few days a week. Prairie Fruits Farm changed ownership mid-year and underwent significant renovations.

VISITOR DATA: VISITOR TO RESIDENT RATIO
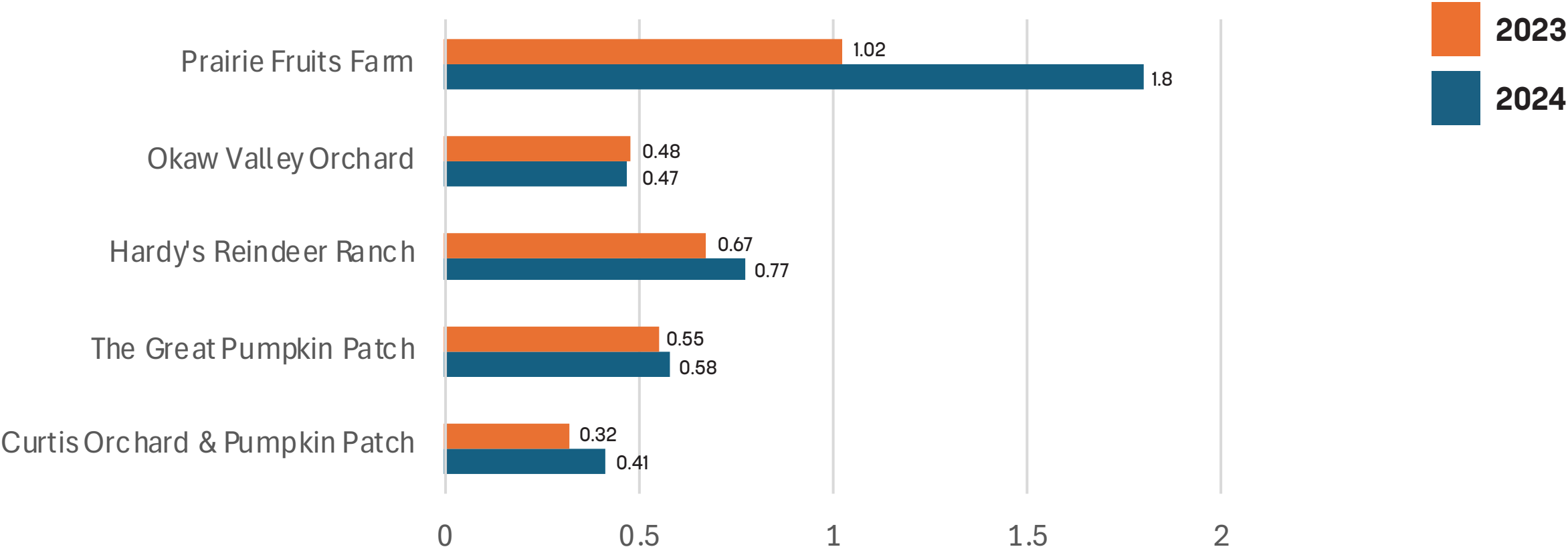
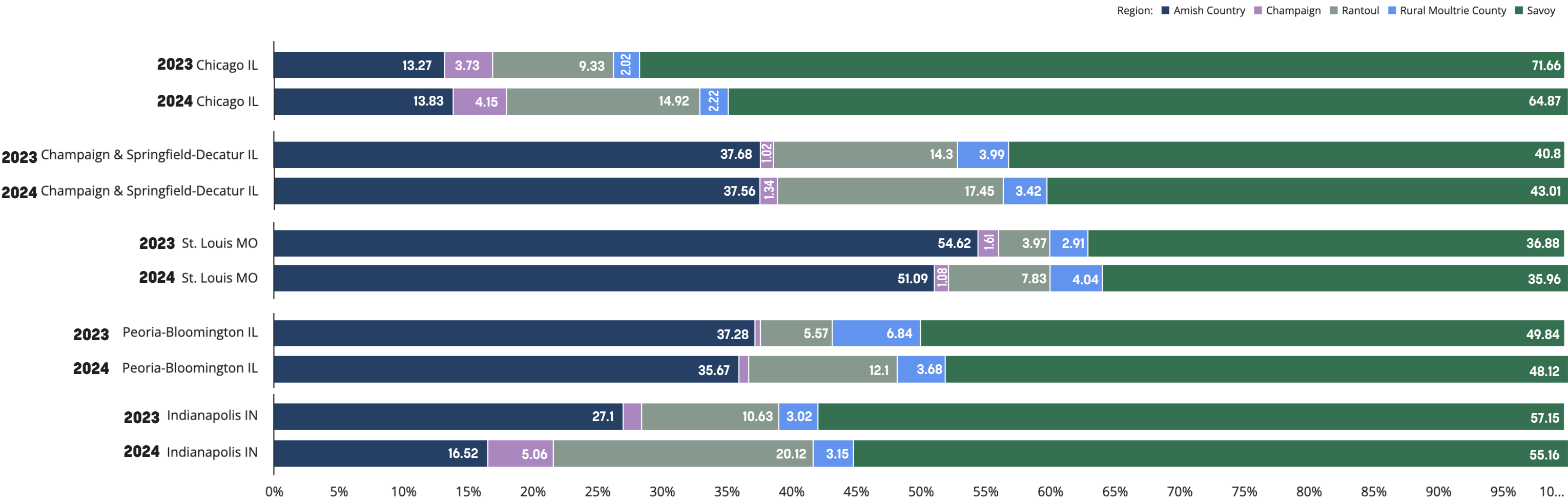Nearly all destinations increased their visitor to resident ratios in 2024, with Prairie Fruits Farm increasing the most.—every

1 resident there are 1.8 visitors. Hardy's Reindeer Ranch also saw a significan increase with **0.77 visitors to every 1 resident**.

Visitation to agritourism stayed the same at **1% of all visitation** but increased their average visitor to resident ratio

from 0.61 in 2023 to **0.81** in 2024.

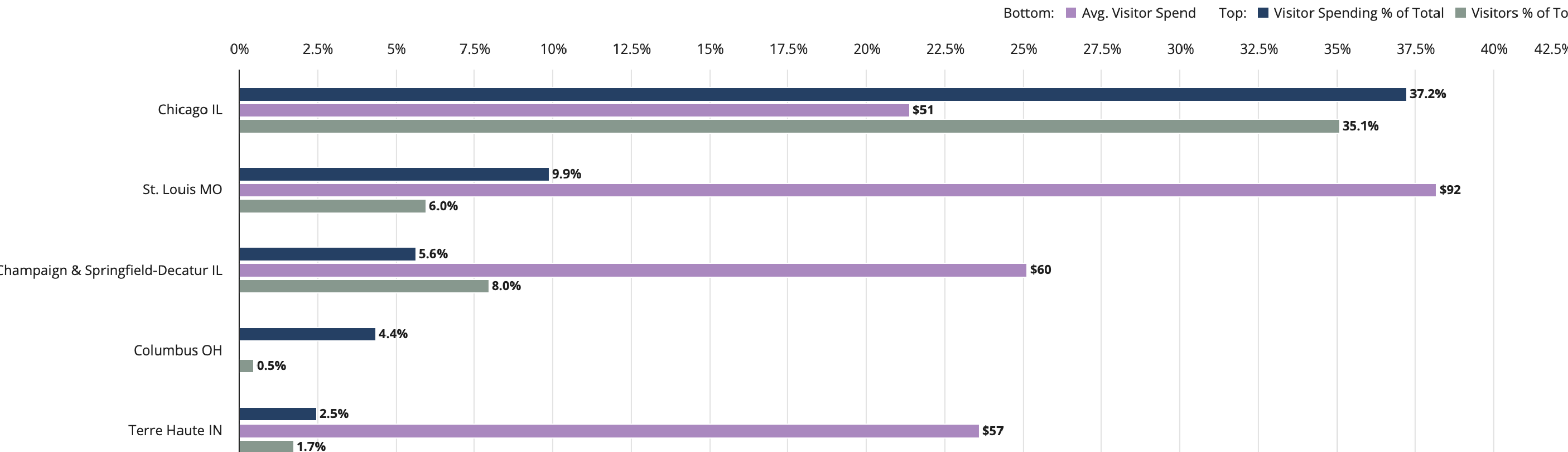# VISITOR DATA: REGIONS VISITED BY ORIGIN MARKETS YOY

Region: ■ Amish Country ■ Champaign ■ Rantoul ■ Rural Moultrie County ■ Savoy

		Amish Country	Champaign	Rantoul	Rural Moultrie County	Savoy
2023	Chicago IL	13.27	3.73	9.33	2.02	71.66
2024	Chicago IL	13.83	4.15	14.92	2.22	64.87
2023	Champaign & Springfield-Decatur IL	37.68	1.02	14.3	3.99	40.8
2024	Champaign & Springfield-Decatur IL	37.56	1.34	17.45	3.42	43.01
2023	St. Louis MO	54.62	1.61	3.97	2.91	36.88
2024	St. Louis MO	51.09	1.08	7.83	4.04	35.96
2023	Peoria-Bloomington IL	37.28		5.57	6.84	49.84
2024	Peoria-Bloomington IL	35.67		12.1	3.68	48.12
2023	Indianapolis IN	27.1		10.63	3.02	57.15
2024	Indianapolis IN	16.52	5.06	20.12	3.15	55.16

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60% 65% 70% 75% 80% 85% 90% 95% 10...

Note: Amish Country=The Great Pumpkin Patch; Savoy=Curtis Orchard & Pumpkin Patch; Champaign=Prairie Fruits Farm & Creamery; Rantoul=Hardy's Reindeer Ranch; Rural Moultrie County=Okaw Valley Orchard

All destinations saw shifts in markets visiting in 2024. Most notably, Hardy's Reindeer Ranch saw significant increased market share from all five top markets. Prairie Fruits Farm saw significant gains fron Indianapolis which had a higher market share than Chicago, indicating a trending market for local foods.

VISITOR DATA: VISITATION TO ATTRACTIONS BY MARKET

0%   2.5%   5%   7.5%   10%   12.5%   15%   17.5%   20%   22.5%   25%   27.5%   30%   32.5%   35%   37.5%   40%   42.5%

Chicago IL
- 37.2%
- $51
- 35.1%

St. Louis MO
- 9.9%
- $92
- 6.0%

Champaign & Springfield-Decatur IL
- 5.6%
- $60
- 8.0%

Columbus OH
- 4.4%
- 0.5%

Terre Haute IN
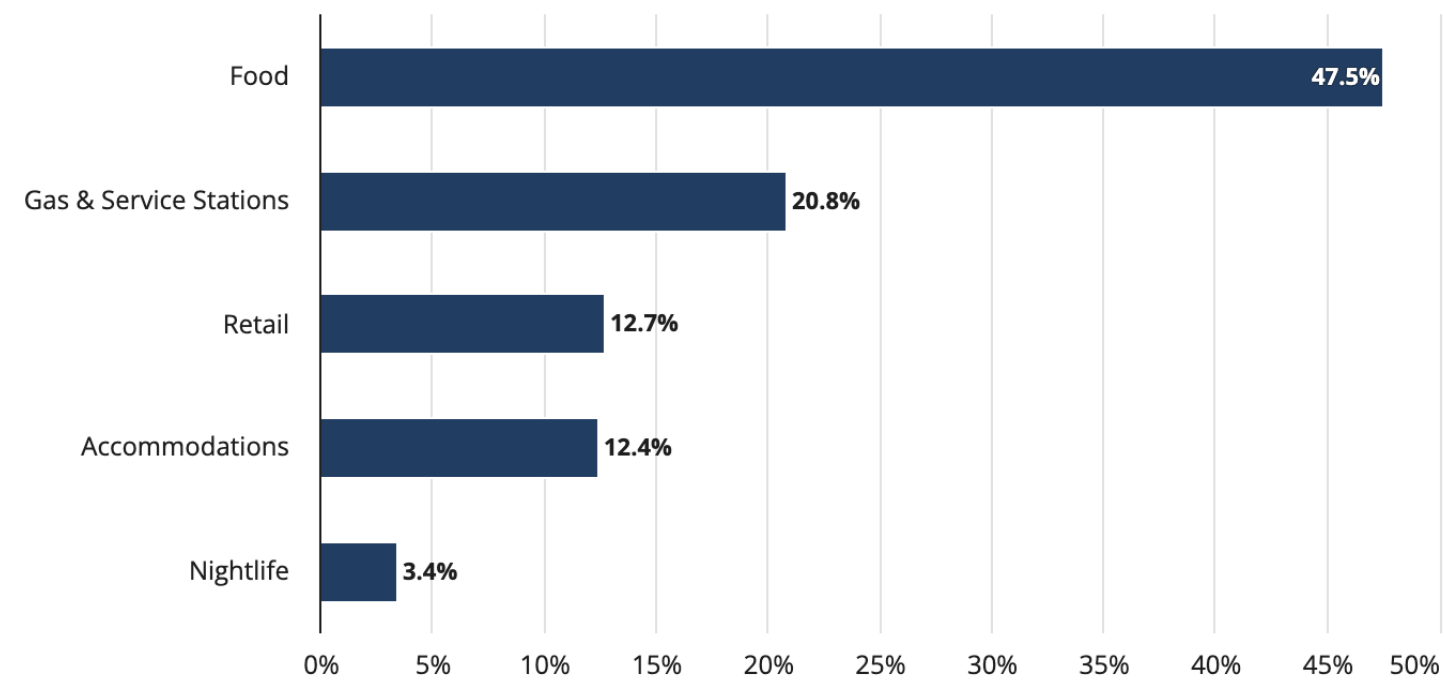- 2.5%
- $57
- 1.7%

These show markets that specifically **engaged with attractions**, which includes agritourism. Chicago brings **35.1%** of all visitors engaging in attractions, accounting for **35.1%** of spend at **$51** per person per day. St. Louis has the highest spend at **$92** per person per day, so increasing traffic St. Louis is key to revenue growth.
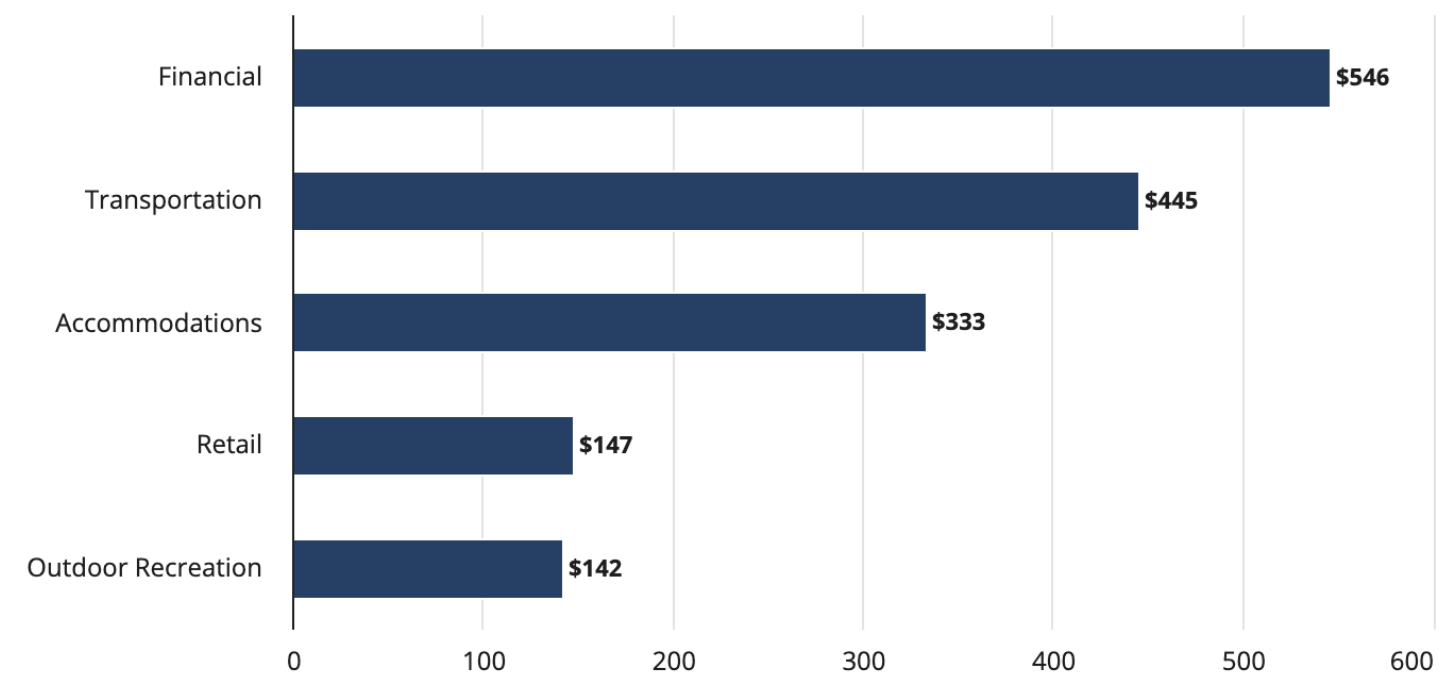
VISITOR DATA: OVERALL SPENDING BY SECTOR

% of Visitor Spend by Category

Category	Percentage
Food	47.5%
Gas & Service Stations	20.8%
Retail	12.7%
Accommodations	12.4%
Nightlife	3.4%

Avg. Visitor Spend by Category

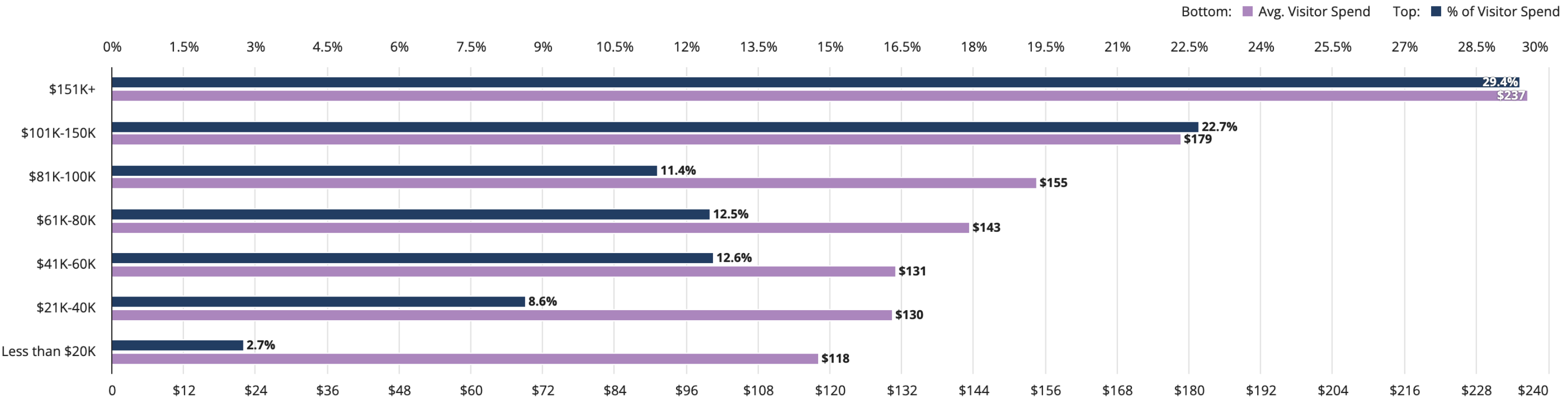| Category	Amount
Financial	$546
Transportation	$445
Accommodations	$333
Retail	$147
Outdoor Recreation	$142

This reflects all visitors in the region over the past 12 months.

Food generates the highest percentage spend in our community at **47.5%**. Opportunities to showcase your food options in marketing may increase spending at your destination. However, retail spend averages **$147** per person per day. An onsite retail shop can also increase spending at your destination.

VISITOR DATA: VISITATION & SPEND BY INCOME LEVEL

Bottom: ■ Avg. Visitor Spend   Top: ■ % of Visitor Spend

Income Level	% of Visitor Spend	Avg. Visitor Spend
$151K+	29.4%	$237
$101K-150K	22.7%	$179
$81K-100K	11.4%	$155
$61K-80K	12.5%	$143
$41K-60K	12.6%	$131
$21K-40K	8.6%	$130
Less than $20K	2.7%	$118

Top axis (% of Visitor Spend): 0% 1.5% 3% 4.5% 6% 7.5% 9% 10.5% 12% 13.5% 15% 16.5% 18% 19.5% 21% 22.5% 24% 25.5% 27% 28.5% 30%

Bottom axis (Avg. Visitor Spend): 0 $12 $24 $36 $48 $60 $72 $84 $96 $108 $120 $132 $144 $156 $168 $180 $192 $204 $216 $228 $240
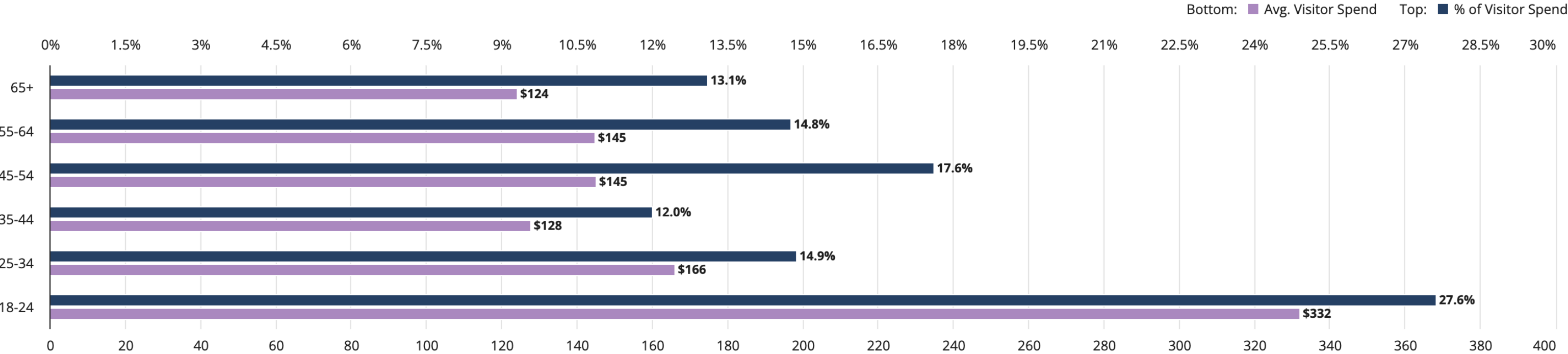
This reflects all visitors in the region over the past 12 months.

Households with an income of $151K+ account for the highest percentage of spend at **29.4%** and the highest average spend at **$237** per person per day. All income levels spend over $100 while in market.

VISITOR DATA: VISITATION BY AGE RANGE

Bottom: ■ Avg. Visitor Spend   Top: ■ % of Visitor Spend

Age Range	% of Visitor Spend	Avg. Visitor Spend
65+	13.1%	$124
55-64	14.8%	$145
45-54	17.6%	$145
35-44	12.0%	$128
25-34	14.9%	$166
18-24	27.6%	$332

This reflects all visitors in the region over the past 12 months.

Those aged 18–24 make up the largest percentage of spend at **27.6%** with an average of **$332.** These are likely student spending that appears as visitation for the first 6 weeks in the community. Those aged 45–54 make up the second largest percentage at **17.6%**, spending **$145** per person per day.

QUESTIONS?

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