

# BRILLIANT

Agritourism in the Champaign-Urbana Area



**EXPERIENCE  
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# Making an Impact in our Communities

2022 economic impact data for Champaign, Douglas, Piatt, and Moultrie Counties

Supporting

**4,900**

jobs in our area

Generating

**\$160.8**

million in payroll

Through

**\$608.8**

million in spending

Bringing

**\$17.3**

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

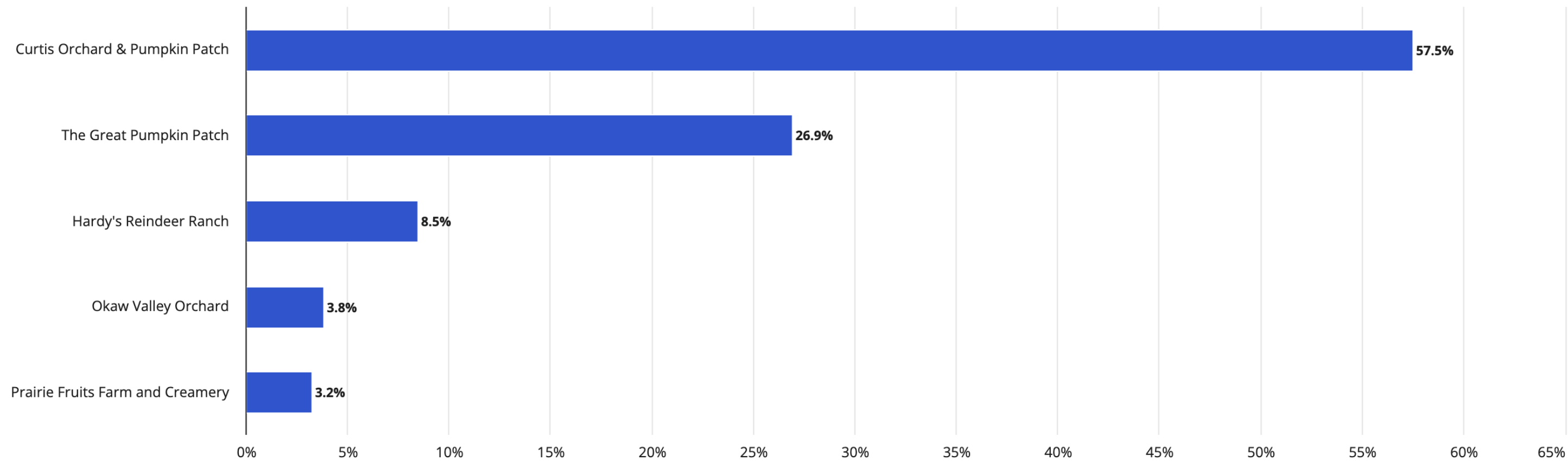
- Cell phone data (location services)
- Credit card spend
- Ticketing software

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





# VISITOR DATA: TOP POINTS OF INTEREST IN AGRITOURISM

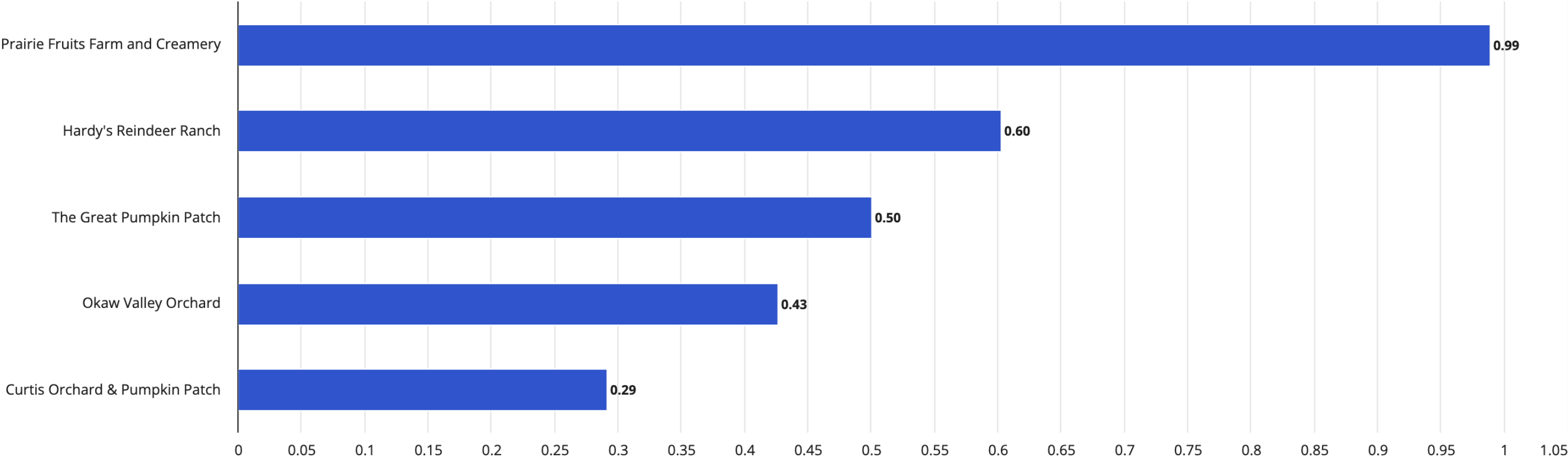


We identified five locations as our primary agritourism destinations. In 2023, **57.5%** of all visitors doing agritourism activities go to Curtis Orchard & Pumpkin Patch, followed by **26.9%** going to The Great Pumpkin Patch.

*Note that each location above is only open for a portion of the year, and in some cases, only a few days a week.*



# VISITOR DATA: VISITOR TO RESIDENT RATIO

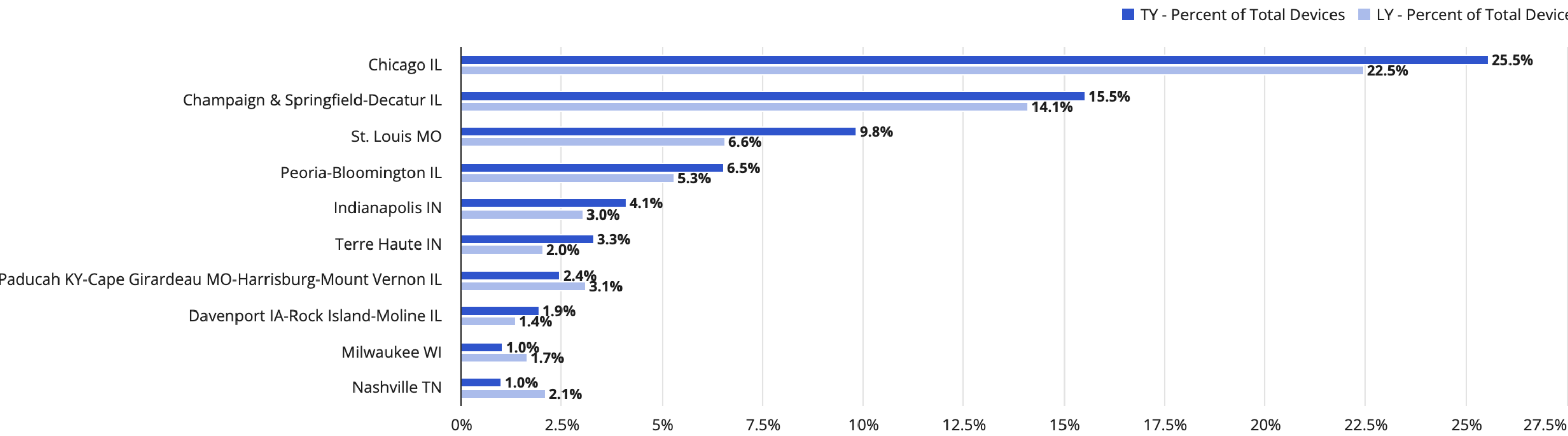


Prairie Fruits Farm & Creamery has the highest visitor to resident ratio. For every **1 resident there is 0.99 visitors**, showing that there is interest in the destination from outside our community. While Curtis Orchard has the highest visitation, it sees far more residents than visitors outside the area, with **0.29 visitors to every 1 resident**.

*Note that each location above is only open for a portion of the year, and in some cases, only a few days a week.*



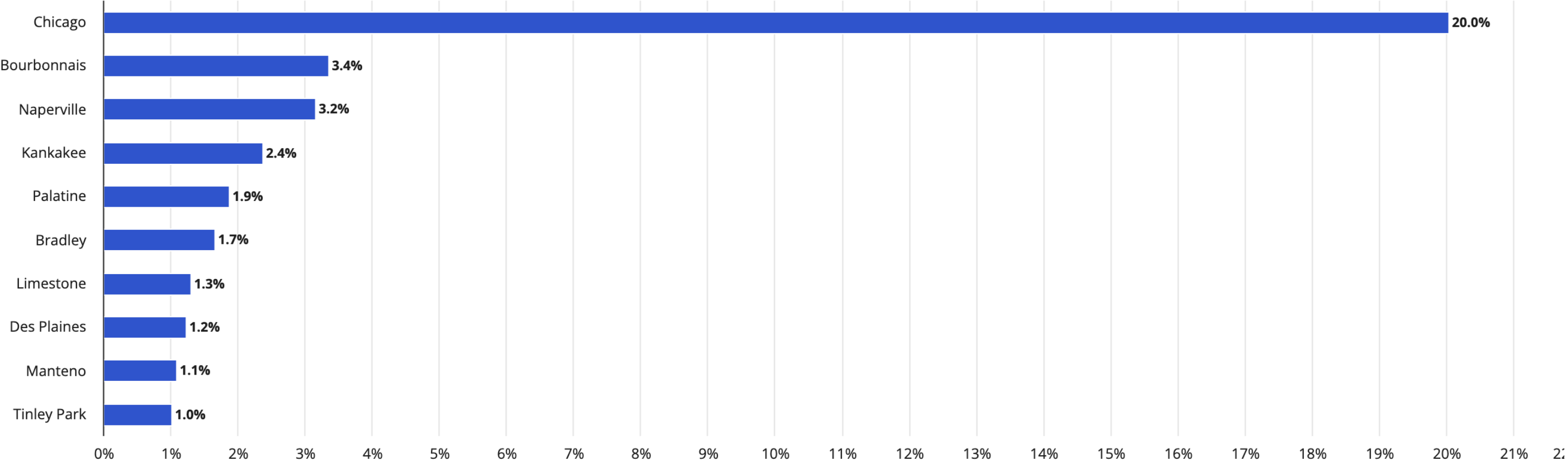
# VISITOR DATA: VISITATION TO AGRITOURISM BY MARKET



These show markets that specifically engaged in agritourism activities. Chicago brings **25.5%** of all agritourism visitors to our area. It's important to note that nearly every single market saw significant growth over 2022.



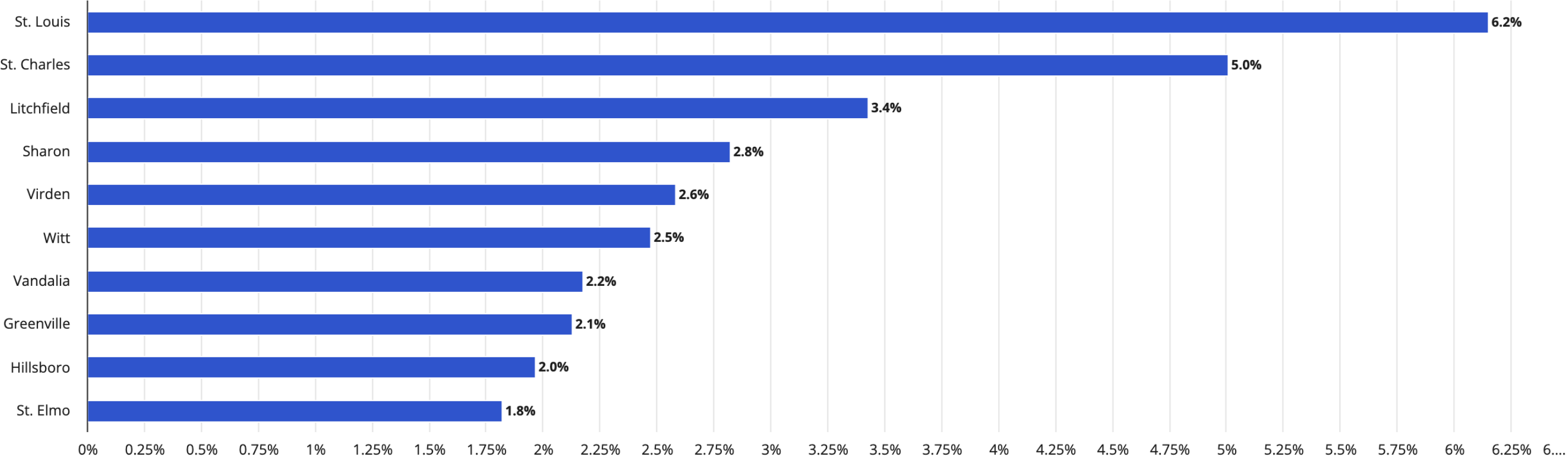
# VISITOR DATA: CHICAGO MARKETS



These are the cities within the Chicago market that are engaging in our agritourism activities.



# VISITOR DATA: ST. LOUIS MARKETS

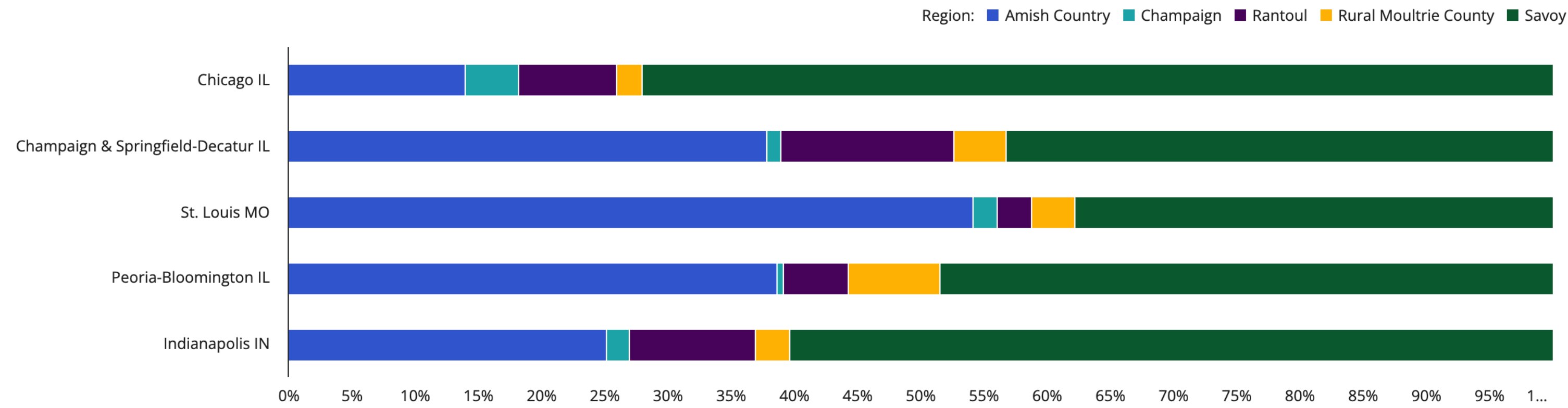


These are the cities within the St. Louis market that are engaging in our agritourism activities.





# VISITOR DATA: REGIONS VISITED BY ORIGIN MARKETS

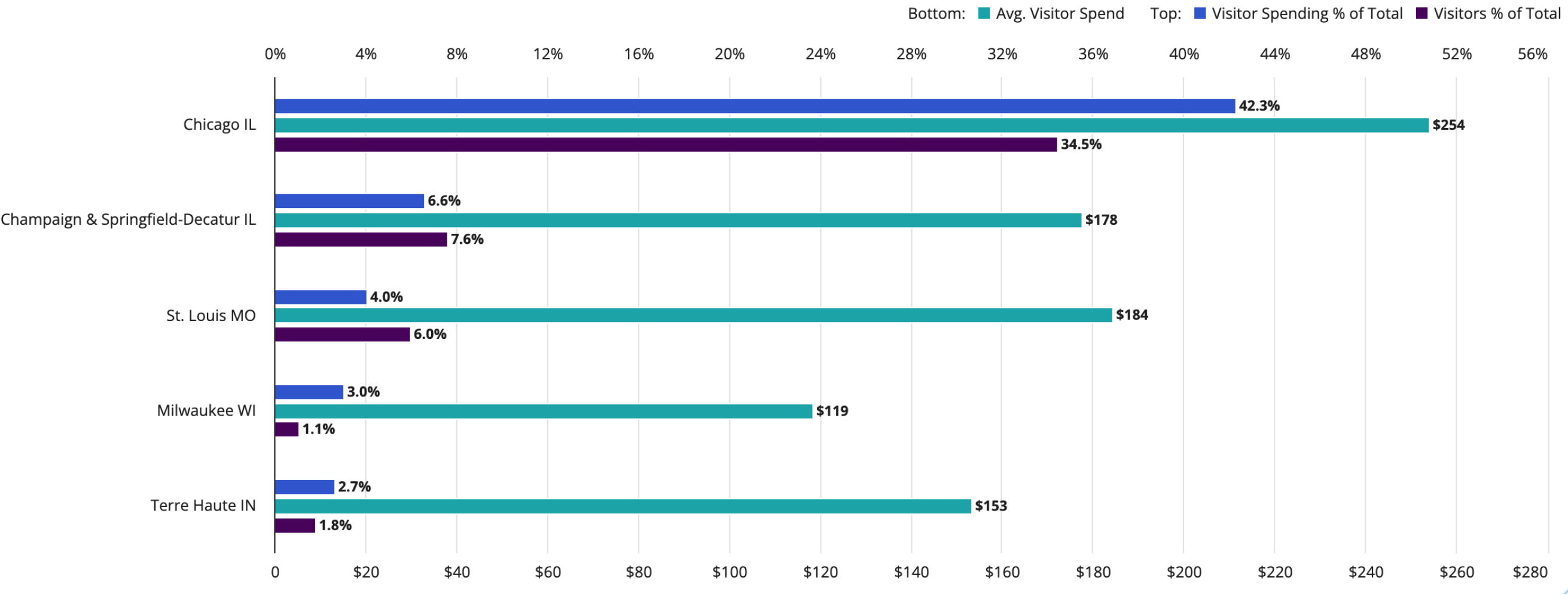


*Note: Amish Country=The Great Pumpkin Patch; Savoy=Curtis Orchard & Pumpkin Patch; Champaign=Prairie Fruits Farm & Creamery; Rantoul=Hardy’s Reindeer Ranch; Rural Moultrie County=Okaw Valley Orchard*

Visitors from the St. Louis area visit The Great Pumpkin Patch in much higher proportion, indicating that proximity matters. The best market for Prairie Fruits Farm & Creamery is Chicago, lining up with their foodie destination and established brand through eateries across Chicago.



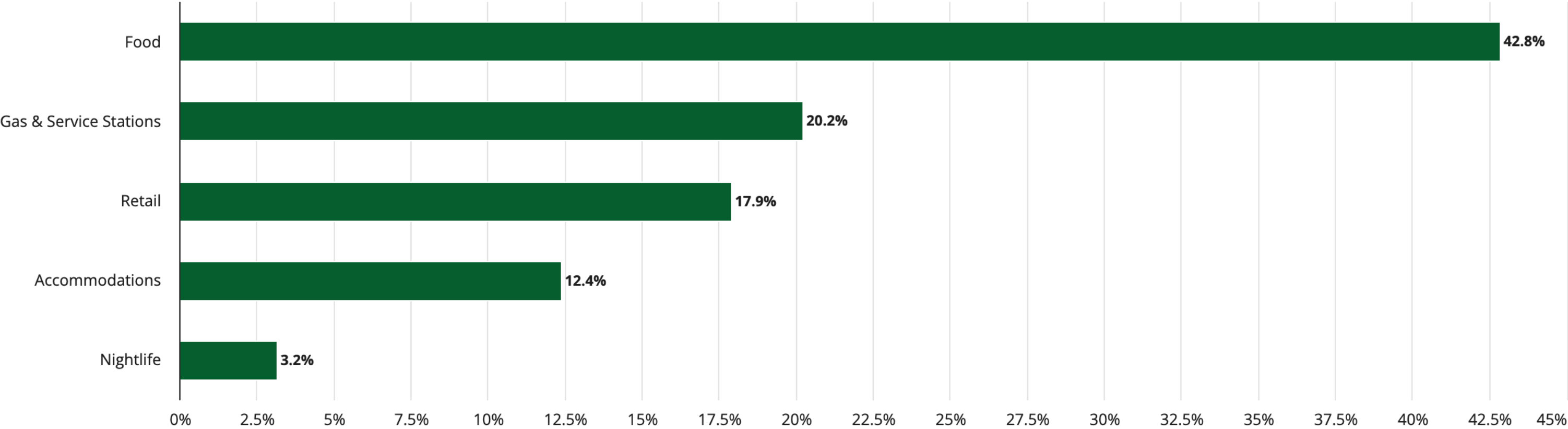
# VISITOR DATA: VISITATION & SPEND BY MARKET OVERALL



These are ALL visitors to the greater Champaign-Urbana area in all sectors. Note Milwaukee and Terre Haute are not in the top 5 for agritourism but are a top 5 market overall, which leaves room to raise awarness in these markets on agritourism destinations.



# VISITOR DATA: SPENDING BY SECTOR

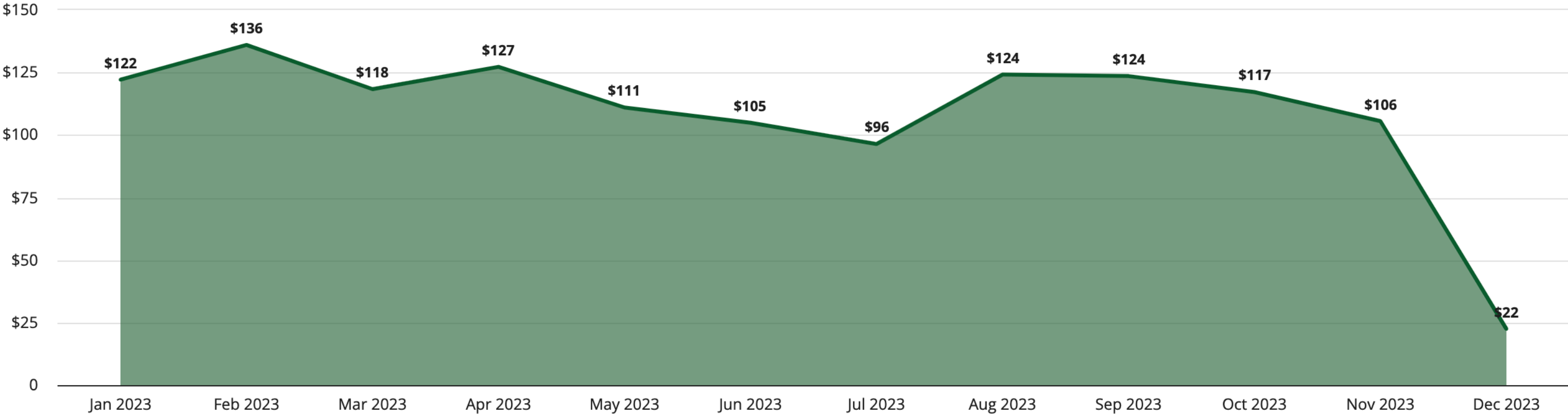


Food generates the highest percentage spend in our community at **42.8%**.

Opportunities to showcase your food options in marketing may increase spending at your destination.



# VISITOR DATA: VISITOR SPENDING BY MONTH



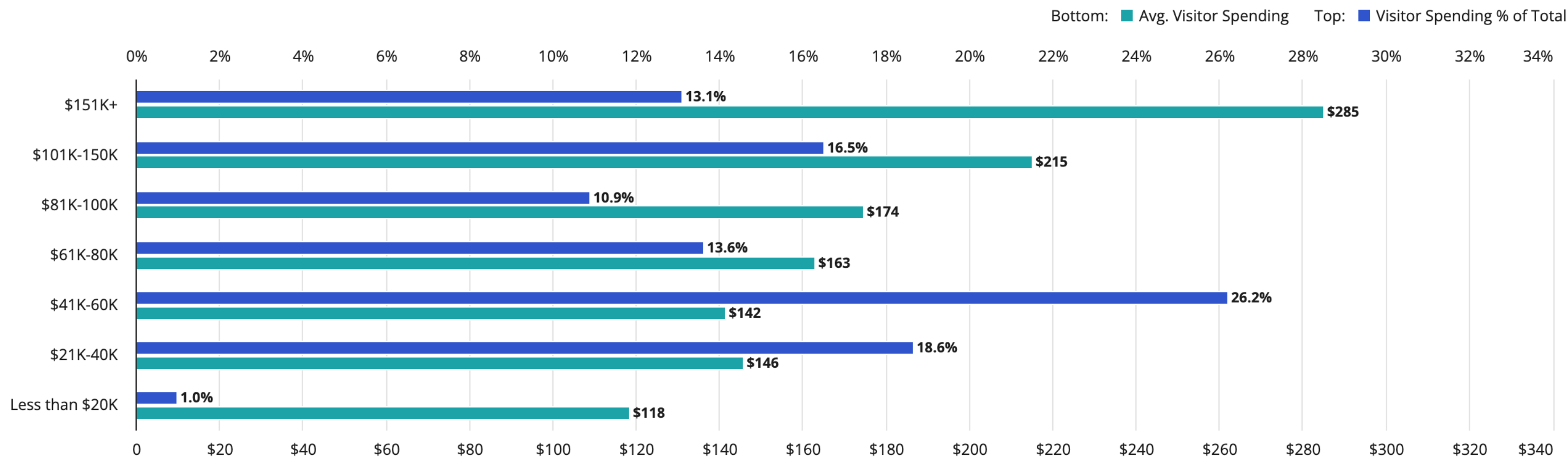
Shows the seasonality of spending in the community as a whole.

*Note: this report was pulled in December so the month is not complete.*





# VISITOR DATA: VISITATION & SPEND BY INCOME LEVEL



Those households with \$41-60K in income make up the highest percentage of visitor spend at **26.2%** but are one of the lowest in spending per person per day at **\$142**. Those with \$151K in income spend double the amount at **\$285**.





# QUESTIONS?

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