Are you Ready for Customers? - Checklists

These checklists were adapted from *Getting started in agritourism,* Cornell Cooperative Extension Tompkins County (Ochterski & Roth, 2016).

Preparing for Visitors	**YES**	**NO**	**NOTES**
Farm visitor areas and entrances are clearly marked			
Junk and salvage equipment is out-of-sight			
Visitors can easily determine restricted areas of the farm			
Visitor restrooms and comfort facilities are cleaned regularly and stocked			
Promotional material projects an accurate image of the farm			
Hours, days, or season of operation is indicated at the entrance			
Farm accepts multiple sources of payment within the farm's POS system, i.e. credit cards, digital wallets, cash/check, government benefit programs			
Parking areas are clearly marked and safe for visitors			
Barriers for people with disabilities are minimized			
Rest areas and shade / cover are available for guests			

Meeting Visitor Expectations (Self-Audit)	YES	NO	NOTES
Conduct a self-audit of your farm and agritourism operations with a focus through the eyes of a customer			
Use a third party to take random photos of your signs, trash containers, landscaping, parking, curb appeal to identify areas for improvement and what items are going well			
The farm meets the visitor's image of a farm			
The main farm area is clean and well-maintained			
Parking is easy to find and adequate			
Visitors can easily figure out where to go as a starting point for their visit			
Staff are evident, welcoming and provide instructions to orient visitors			
Visitor facilities are safe and accessible for all visitors, including small children, older adults and people with disabilities			
The farm has sanitary public bathrooms with a toilet and sink			
Informational and pricing signs are posted throughout the operation			