



Agritourism Business Canvas

Your business idea on one page | First draft in Module 1 — update after every module



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Key Partnerships

- Who do you work with? (neighbours, suppliers, restaurants, tourism office, LAG)
- Could you share costs with another operator? (equipment, marketing, transport)
- Who sends visitors your way? Who could?
- Are there local networks or cooperatives you could join?

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Key Activities

- What do you actually do? (grow, produce, host, cook, guide, sell)
- What farm activities could become visitor experiences?
- What takes most of your time? Is that where the money comes from?

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Key Resources

- What do you already have? (land, buildings, equipment, cellar, kitchen)
- What family knowledge or traditions can you use?
- What skills do you or your family have?
- What would a competitor need to buy that you already own?

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Value Proposition

- Why would someone come to YOUR farm instead of going somewhere else?
- What is special about your place, your products, your story?
- What do visitors say they liked most?
- Can you describe it in one sentence?

1

Customer Relationships

- How do you keep in touch with past guests?
- Do you collect contact details? (email, phone, WhatsApp)
- Do guests come back? What makes them return?

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Channels

- How do people find out about you? (word of mouth, Facebook, Google Maps, Booking.com)
- How do they book? (phone, WhatsApp, online, walk-in)
- Which channel brings the most guests?
- Which channel costs you the most? (platform commissions)

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Customer Segments

- Who comes to your place now? (age, origin, interests)
- Who would you LIKE to attract?
- What do they want? (relaxation, food, nature, learning, adventure)
- Are there different groups with different needs?

2

Cost Structure

- What are your fixed costs? (rent, insurance, loans — same every month)
- What are your variable costs? (food, cleaning, materials — change with guests)
- What hidden costs do you forget? (own time, maintenance, compliance)
- Which months cost you money with no income?

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Revenue Streams

- How does money come in? (rooms, food, tastings, products, activities, events)
- How many income sources do you have? (aim for 3+)
- Which brings the most? Which could grow?
- Are there seasonal opportunities you are missing? (winter, harvest, holidays)

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Community & Cooperation

- What local relationships can you build on?
- Could you cooperate with neighbouring farms or businesses?
- How does your activity benefit the local community?
- Are there shared resources you could use together?

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