



## AGRITOURISM PROGRAM

The Kansas Agritourism Promotion Act was signed into law in 2004. The purpose of the Act is to promote the growth of the agritourism industry in Kansas.

### *BENEFITS OF REGISTERING YOUR AGRITOURISM BUSINESS:*

1. Access to free promotion of your agritourism business and its events by Kansas Tourism:
  - Website (TravelKS.com)
  - Social media pages
2. A layer of limited liability protection given that you have:
  - Current approved registration status
  - Display of appropriate signage that complies with regulations stated in the Act
3. Education and resource opportunities



### *WHAT IS AGRITOURISM*

Agritourism is a unique experience that combines traditional agriculture with tourism. Kansas agricultural producers are realizing the benefits of tailoring their operations to tourists, so they can enjoy visiting Kansas farms, ranches and wineries and participate in the rural lifestyle. These activities provide lifelong memories for tourists and additional revenue for Kansas farmers who host them.

### *WHAT IS CONSIDERED AGRITOURISM*

The Act deems agritourism activities as any activity which allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including, but not limited to, farming activities, ranching activities, or historic,

cultural, or natural attractions.

Agritourism attracts residents and visitors to participate in activities on working farms, ranches, lodges, outfitters, wineries and other agricultural operations. These activities might include outdoor recreation, educational experiences or opportunities to shop, dine or stay in Kansas, all while supporting Kansas agricultural producers. These activities help to sustain the rural way of life and keep more producers on our Kansas lands.



### *HOW TO GET STARTED*

Registering your agritourism business is a FREE service provided to you by the state. Registration is a very simple process that can be done on-line at TravelKS.com or by contacting the Agritourism Manager, Kelsey Wendling by email: [kelsey.wendling@ks.gov](mailto:kelsey.wendling@ks.gov) or by phone: (785) 296-7198. Registrations must be renewed every 5 years.





# Limited Liability

*What it means for you and your business*

## *PRIMARY BENEFIT OF THE AGRITOURISM PROMOTION ACT:*

The limited liability protection provided by the Act limits the liability for injury or death to participants in registered agritourism activities.

The Act provides only limited liability against claims from injuries resulting from “inherent risks of a registered agritourism activity.”

## *PREREQUISITES TO BENEFITS*

There are two requirements to receiving limited liability protection under the Act.

1. Registration with the Kansas Tourism Agritourism Program at the Kansas Department of Commerce (Must be renewed every 5 years)
2. Post appropriate signage

A registered agritourism operator may still be liable for intentional or purposeful acts of negligence, acts of thoughtless disregard and/or if the registered agritourism operator has actual knowledge of a dangerous condition and does not make such

dangerous condition known to the participant and such dangerous condition causes a participant to sustain injuries.



## *FOR MORE INFORMATION ON REGISTERING CONTACT*

**KELSEY WENDLING**

*Agritourism Manager*

**KANSAS TOURISM**

1000 SW Jackson, Suite 100  
Topeka, KS 66612

785-230-4299

Email: [Kelsey.Wendling@ks.gov](mailto:Kelsey.Wendling@ks.gov)



Registration is achieved by visiting our website: [TravelKS.com/Agritourism-Program](http://TravelKS.com/Agritourism-Program), completing an application and receiving an approved status.

The Act also requires that at every “registered agritourism location” the “registered agritourism operator” post and maintain proper signage,

which contains the warning notice. Proper signage can be purchased through the Kansas Horse Council.

## *EXCEPTIONS TO LIMITED LIABILITY*

The Act does not provide complete protection against all liability. Therefore, business owners are STRONGLY ENCOURAGED to obtain their own liability insurance through an insurance provider of their choice.



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