

You're invited to the 'OPPORTUNITIES IN AGRITOURISM' WORKSHOP

23rd February 2023 - Pukekohe - Franklin

Location/date

Location: Franklin Local Board Office, 12 Massey Avenue, Pukekohe

Date: 23rd February 2023

Time: 9am - 4pm

Cost: \$ 95+ gst (part-funded by the Franklin Local Board)

Note: normally this course is \$ 799 pp!

Includes course materials, lunch, morning & after tea.

Who is it for ?

- Farmers who are interested in setting up a tourism venture on their farm
- People who may already have (for example) a cottage on their farm and want to grow their business
- Businesses who could partner with agritourism operators in developing a tourism product/package

Topics include

- What is agritourism?
- Agritourism benefits, opportunities and trends
- Agritourism product development - what works on your farm, what's involved in setting it up, how much can you charge, who could you work with?
- Marketing your agritourism venture
- How does the NZ tourism industry work?
- How to increase revenue from your agritourism venture
- 5 Keys to agritourism business success - and some great success stories
- Next steps; where to get support, getting started.

BONUS: Online follow up Q& A session



Facilitator

Marijke Dunselman is the founder of Agritourism NZ Network and one of NZ's leading tourism marketing consultants with 24 years' experience in (agri)tourism.

REGISTRATION

To register, email Marijke:
info@agritourism.nz

Any questions? Please contact:

Marijke Dunselman, Workshop Facilitator

Email: info@agritourism.nz or call: 021 456451

Website: www.agritourism.nz

Christina Rogstad, Franklin Economic Broker

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www.agritourism.nz



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