

# 2022

## AGRITOURISM SUCCESS PROGRAMME

### What is it and who is it for?

The Agritourism Success Programme is an accelerated 6-month course for NZ farmers who are interested in increasing their cashflow by diversifying into tourism, and for those who want to grow their existing agritourism venture.

### What will I get out of it?

By taking time out to work 'on' your business, you'll come away with a clear plan and goals, as well as an action plan of how to achieve what you set out to do. You will learn all about the tourism industry, gain new skills, develop new products and make some great new connections. We'll also work with you individually on your business.

### How does it work?

In a **small group**, we start with two full days (one day in between); the **Strategic Planning Day** and the **Marketing Planning Day**. NEW this year: we'll help you set up and use an highly effective **online project management tool** that'll help you stay on track. A wealth of resources are available for course participants only.

You'll learn about a range of topics through **18 webinars**. Interviews with interesting and high profile people are part of the webinar series.

Through **one on one coaching** we'll help you with your specific business situation.

Later in the programme, there's a **networking** half day with other agritourism operators.

You'll receive **Weekly Check-In emails** with the latest resources, tips, articles and what's coming up, and the online resource library will help you with tools, tutorials, links to useful websites and more.

### Facilitator

This exciting programme has been developed and is facilitated by Marijke Dunselman, founder of the Agritourism NZ Network and one of NZ's leading tourism marketing specialists with over 24 years of (agri)tourism experience.

**For testimonials, [click here](#).**

### Start date & location

18th October 2022 in Queenstown

### Registration & cost

\$5,995 + GST. The course is registered with the MBIE Regional Business Partner Programme and up to 50% funding may be available for qualifying businesses.

**To register your interest, contact:**

**Marijke Dunselman**

[info@agritourism.nz](mailto:info@agritourism.nz) or call: 021-456451



**Bonus: Free Agritourism.nz membership\***  
conditions apply

### Topics include:

## PLANNING

- How to develop an Agritourism Business & Marketing Plan, identify opportunities, set goals and develop an action plan
- "The Tourism Business Basics": all you need to hit the ground running. Save time & money by doing what works and getting it right from the start
- Set up an online project management system to help you track your goals
- Health & Safety, compliance and all about Qualmark
- Develop a diversified distribution strategy
- How to maintain work-life balance

## PRODUCT DEVELOPMENT

- International and domestic agritourism trends - how has Covid changed tourism?
- Sustainable and regenerative tourism
- Agritourism product development & innovation; Tailoring & pricing your product to the needs of specific domestic and international markets
- How to develop an exceptional customer experience
- How to co-operate with other businesses to market your business and develop packages

## MARKETING

- How much to spend on marketing; what works, what doesn't
- Digital marketing: how to make the most of your website, blogging, search engine optimisation etc.
- How to use social media to grow your business and develop great content
- How to use email marketing to keep in touch with customers and increase your direct bookings
- Marketing materials & branding
- Working with Tourism New Zealand, your Regional Tourism Organisation and other industry organisations

And some great extras!

