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SOUTHLAND**

*Tōnui ana te whenua. Tōnui ana te takata.
A thriving, prosperous land. A thriving, prosperous people.*

AGRITOURISM.NZ

You're invited to the:

'Opportunities in Agritourism' 2-hr workshop

Tokanui: 16th April 2025

Lumsden: 17th April 2025

Time: 6:30 - 8:30 pm

Are you interested in learning more about the opportunities to diversify your farm by setting up or growing a profitable agritourism business?

Then join us for this interactive 2-hour workshop. Topics:

- Agritourism benefits and trends
- Agritourism business models and opportunities in Southland
- Southland visitor statistics and insights
- Case studies of successful agritourism operators
- Interview with guest speaker: Tom O'Brien, Welcome Rock Trails
- Keys to Agritourism business success
- Q&A

To register, email:
office@thrivingsouthland.co.nz

PRESENTER

Marijke Dunselman, founder of Agritourism NZ and the Agritourism Academy is a seasoned professional in (agri)tourism business and marketing consulting. Having worked with Southland farmers and tourism operators for over 27 years, she has a profound understanding of the agritourism sector.

Visit: www.agritourism.nz for more info.



Presenter: Marijke Dunselman
Founder Agritourism NZ



Guest speaker: Tom O'Brien
Welcome Rock Trails