



Agritourism Next Steps Workshop

17 September 2020, 5.30pm to 8.00pm, at Mt Lyford Lodge

Please RSVP to info@postquakefarming.co.nz for catering

This interactive workshop covers:

- Reviewing and refining our vision for agritourism
- Outlining PQF agritourism support components including new resources for agritourism businesses, contacts for advisory support, face to face and online workshops
- Prioritising these agritourism resources and support services to ensure optimal value
- Alignment opportunities with other tourism initiatives e.g. destination management plans, tourism advisory services and regional tourism marketing activities
- Next steps to continue communicating with each other and with other support agencies

Facilitated by Craig Wilson (MD & Consultant with Quality Tourism Development www.qualitytourism.co.nz) and Dr Jo Fountain (Senior Lecturer, Lincoln University).

Craig has more than 20 years' experience working with the tourism industry, and a particular passion for regional dispersal and rural tourism experience based around cycleways, food and wine.

Dr Joanna Fountain is a social scientist and Senior Lecturer at Lincoln University. Her research analyses and addresses change and resilience in rural regions. In particular, she explores ways that agrifood and agritourism networks, including food and wine attractions and events, can be used to diversify regional economies and build rural resilience to natural hazard events and policy and market shifts.