

AGRITOURISM

Organisations

- [Agritourism NZ \(ANZ\)](#)
- [Tourism Industry Aotearoa \(TIA\)](#)
- [Northland Inc](#)
- Other...



Visions

- TIA** Reaching \$41 billion in annual tourism revenues by 2025
- Northland Inc** An economy that supports a prosperous and thriving Te Tai Tokerau Northland that respects all people, past, present and future, and cares for the environment we all share

Initiatives

National Northland



- Current**
- ANZ – Agritourism Success Programme, six-month course for farmers interested in diversifying into agritourism (South Island)
 - Quality Tourism and Lincoln University – The Future of Agritourism Symposium (2021)
 - MBIE/DOC – launched the ‘NZ-Aotearoa Government Tourism Strategy’ (2019) to underpin the industry; includes environmental outcomes
 - TIA – Tourism 2025, industry-led, government supported economic growth framework, with a goal of reaching \$41 billion in annual tourism revenues by 2025



- Planned**
- Agritourism NZ Conference 2022 (Southland)

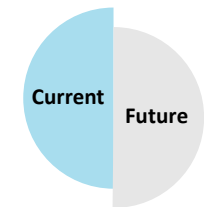
\$515m
Visitor spend in the Far North District (YE 2018)

\$481m
Visitor spend in the Whangarei District (YE 2018)

\$121m
Visitor spend in the Kaipara District (YE 2018)

These include:

- Local and central government
- Farm to Farm Tours
- Beef + Lamb NZ (Agritourism NZ)
- Quality Tourism



- Environmental organisations
- ... are there others?

Collaborators



Challenges

- **COVID** – impacting on international visitor flows, while domestic visitors are changing the way they travel in response to uncertain economic conditions
- **Infrastructure** – tourism growth has placed strains on infrastructure, e.g. visitor accommodation, telecommunications, airport facilities
- **Local impact** – some host communities and locals are worried about the pressure that increased visitor numbers may bring to the area, e.g. on infrastructure, and overcrowding

Opportunities

- **Diversification** – farmers can create supplementary income, also good social aspect for them
- **Social licence** – increasing & improving public perception of tourism in the region
- **Marketing** – capitalising on NZ's clean, green image to bolster international tourism
- **Regional dispersal** – support regional development initiatives that encourage & incentivise tourism in areas outside Auckland, Wellington, Christchurch & Queenstown (where most tourist spending occurs)
- **Culture** – linking Northland cultural assets to tourism

Potential cross-sector collaboration



- **Support sustainability and ecological restoration activities** – could tourism work with environmental organisations to support sustainability and ecological restoration activities?



- **Invest in infrastructure** – collaborate with central and local government & industry partners to invest in tourism-related infrastructure in Northland (for example by using the Tourism Infrastructure Fund)
- **Promote diversification into agritourism** – Northland Inc could work with Agritourism NZ to implement the Agritourism Success Programme in Northland; and work with primary industry businesses that have the potential to offer agritourism experiences (e.g. gastronomy, wine tastings, luxury farm stays, cattle station experiences, berry-picking, ‘Olive Oil’ type trails for other businesses etc.)
- **Implement tourism-related policy and regulations** – work with local government to effectively implement tourism-related policy and regulations, e.g., better managing freedom camping in the region
- **Extract value from ‘free’ attractions** – find ways to obtain value from Northland’s various free attractions

References

- [Tai Tokerau Northland Economic Action Plan](#)
- [Northland Tourism Tactical Marketing Plan](#)
- [Taitokerau Northland Destination Management Plan \(2021\)](#)
- [Tourism Industry Aotearoa submission on draft NRC 2018-2028 Long-Term Plan](#)
- [New Zealand-Aotearoa Government Tourism Strategy](#)

