



Agritourism marketing: Three remarkable case studies in New Zealand

Moderator: Marijke Dunselman, Founder of Agritourism New Zealand &
the Agritourism Academy

April 2024

Overview

Introduction by Lisa Chase & poll

Introduction of moderator and panellists

Agritourism in New Zealand by Marijke Dunselman

Case study 1: Shaun Monk - Island Hills Station

Case study 2: Amber Tyrrell – Valley Views Glamping

Case study 3: Rachel Bartrum – Lynton Downs Boutique Farmstay

Recap top marketing activities by New Zealand agritourism businesses
by Marijke Dunselman

Q&A

Wrap up

GLOBAL AGRITOURISM NETWORK



Sign up to be part of GAN



<https://agritourism.eurac.edu/gan/>

Logo design provided by Pandurang Taware of Agri Tourism India

AGRITOURISM
Academy.com

May 16-18, 2024

World Congress on Agritourism, Bolzano, Italy (hybrid)

Registration closes May 1



More information:



POLL: Describe yourself.

- Farmer / Rancher
- Extension / Service Provider
- Non-profit
- Government
- Educator
- Researcher
- Tourism Professional
- Business Owner / Manager
- Other

Poll: What are your most important marketing tools?

- Website
- Social media
- Marketing & distribution through travel agents (incl. Online Travel Agents such as Airbnb or Booking.com)
- Email marketing
- Co-operative marketing
- Paid ads (online and offline)
- Other

Introduction of moderator and panelists

Agritourism marketing: Three remarkable case studies in New Zealand

Moderator:

Marijke Dunselman, Founder of Agritourism New Zealand & the Agritourism Academy

Panelists (brief intro of panelists by Marijke):

- Shaun Monk, Island Hills Station Walk
- Amber Tyrrell, Valley Views Glamping
- Rachel Bartrum, Lynton Downs Farmstay



Agritourism in New Zealand

About Agritourism NZ

About New Zealand farming & tourism

Top agritourism marketing activities recap
(after case studies)



AGRITOURISM.NZ

AGRITOURISM
Academy.com



About New Zealand, farming and tourism



Population: 5.2 million:

71.8% European

16.5% Māori

15.3% Asian

9.0% Pacific peoples

Size: 268,021 km²

Land use:

33% is conservation land

38% used for farming

50,000 farms

Top 3: Sheep, beef, dairy

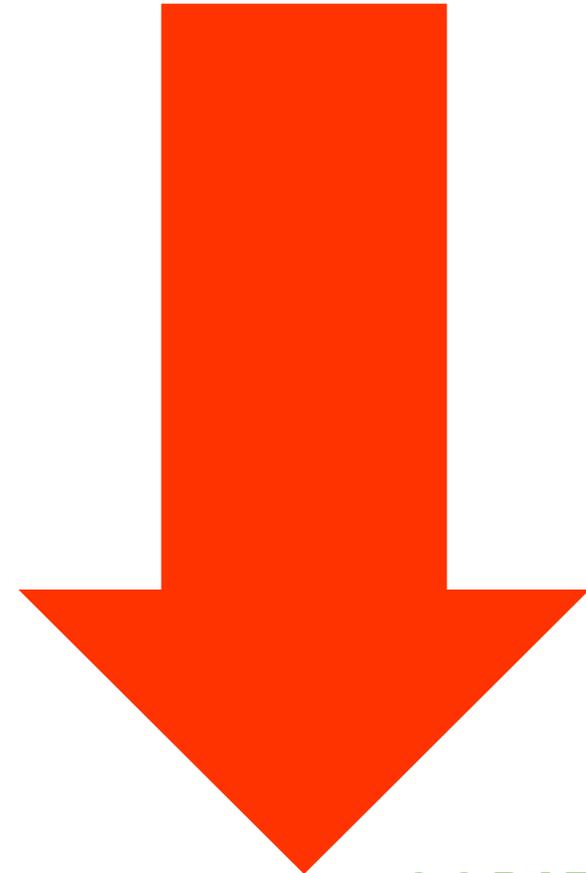
Farming & tourism main export industries

Farms in NZ Between 2002 and 2019:

The total land area of farms in New Zealand decreased from 15,589,885 to 13,561,175 hectares (13.0 percent).

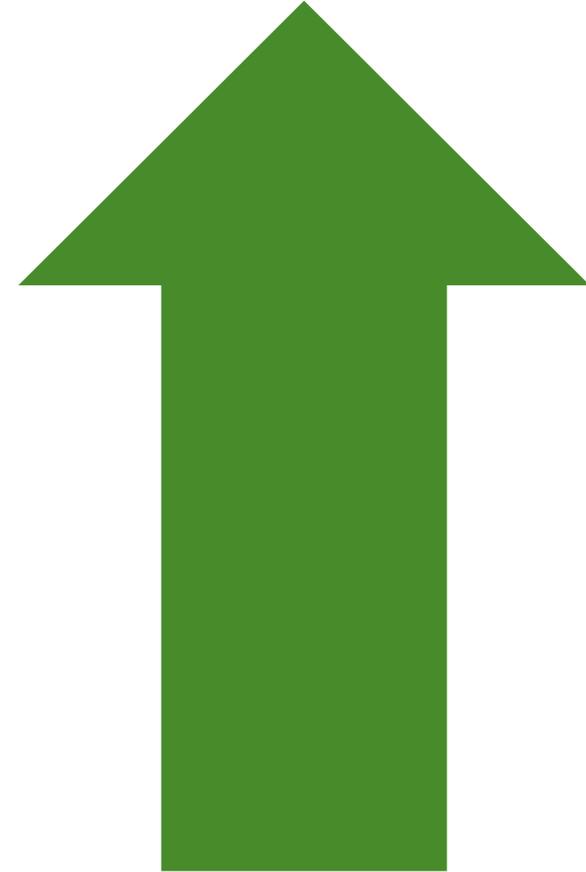
The total number of New Zealand farms decreased from 69,510 to 49,530 farms (28.7 percent).

Increased interest and need for diversification.



International visitors arrivals

New Zealand international arrivals grew from **177,580 in 1970** to **3,888,473 in 2019**, a **6.5%** compound annual growth rate.
(4.5% globally)



Agritourism marketing case studies

Shaun Monk: Island Hills Station









Amber Tyrrell: Valley Views Glamping









valleyviewsglamping

Following

Message



594 posts

16.2K followers

2,581 following

VALLEY VIEWS GLAMPING

Product/service

🌿 6 Geodesic Domes 🌿 Including 7 m deluxe dome 🌿 Off-grid Eco Lodge 🌿
Forest baths 🌿 Couples 🌿 Families 🌿 Group retreats 🌿

🌐 www.valleyviews.co.nz + 1

Followed by davaarstation, stoneburn_station, grm_boss_lady + 38 more



Guests 24'



Guests 23'



Skyscapes



Views



Media



Animals

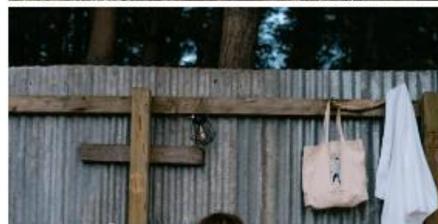
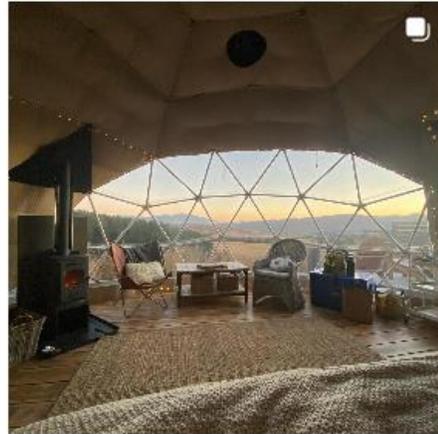


Interiors

POSTS

REELS

TAGGED



Valley Views - 4x4 High Country Tours



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Valley Views Glamping

18K likes • 19K followers

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Intro

Taking glamorous camping to a whole new level! Six luxury geodesic domes, including a new 7 m deluxe

 Page · Product/service

Posts

 Filters



Valley Views Glamping is at Valley Views Glamping.

April 4 at 4:51 PM · 



Easter was a busy weekend at Valley Views with everyone seizing the opportunity to relax and

Rachel Bartrum: Lynton Downs Farmstay



2016: 7.8 earthquake









Recap top marketing activities by New Zealand agritourism businesses

Great customer experience → great reviews!



Lynton Downs Farmstay Kaikoura

★★★★★ 27 reviews | #1 of 1 farmhouse in Kaikoura

📍 1717 Inland Kaikoura Road, Kaikoura 7373 New Zealand

[Write a review](#)

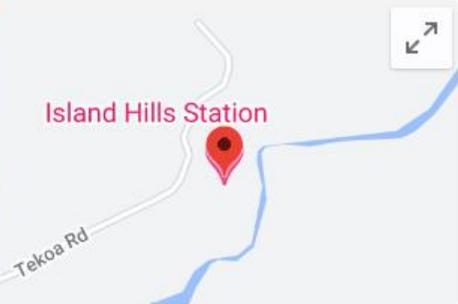
A photograph of a large, white, two-story farmhouse with a grey roof and a prominent chimney, set against a blue sky with light clouds.

Valley Views Glamping

★★★★★ 247 reviews | #1 of 2 campsites in Kurow

📍 161 Domett Road 7 K R D, Kurow New Zealand

[Write a review](#)

A wide landscape photograph showing rolling, brownish hills under a cloudy sky, with a dense forest of evergreen trees in the foreground. A green badge in the top left corner reads "Travellers' Choice 2023".A photograph of a small, dark wooden building with a gabled roof and solar panels, situated on a grassy area with a picnic table in front. A "See photos" button is overlaid on the bottom right of the image.A map showing the location of Island Hills Station on Tekoa Rd, marked with a red location pin. A "See photos" button is overlaid on the bottom left of the map.

Island Hills Station

5.0 ★★★★★ 42 Google reviews

Group accommodation in Island Hills

Seamless distribution (direct / via OTA's and agents)

Available Booked Pending

Rates displayed in NZD incl. 15% GST

Arrival date:	08 Apr 2024	Full Rate	Mon 8 Apr	Tue 9 Apr	Wed 10 Apr	Thu 11 Apr	Fri 12 Apr	Sat 13 Apr	Sun 14 Apr	Mon 15 Apr	Tue 16 Apr
Big Ben Dome		295	295	295	295	295	295	295	295	295	295
Lone Hill Dome		325	325	325	325	325	325	325	325	325	325
Te Kohurau Dome		325	325	325	325	325	325	325	325	325	325
Station Peak Dome		420	420	420	420	420	420	420	420	420	420
Mt Dornett Dome		295	295	295	295	295	295	295	295	295	295
Kirkliston Range Dome		250	250	250	250	250	250	250	250	250	250
Whole place group booking		1910	1910	1910	1910	1910	1910	1910	1910	1910	1910

Powered by [Tomahawk ResBook](#) [Agent Booking](#) **BOOK NOW**
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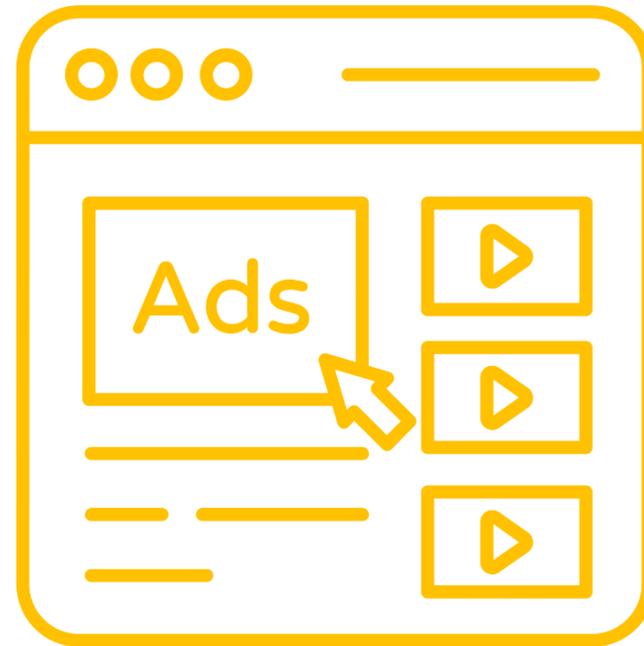
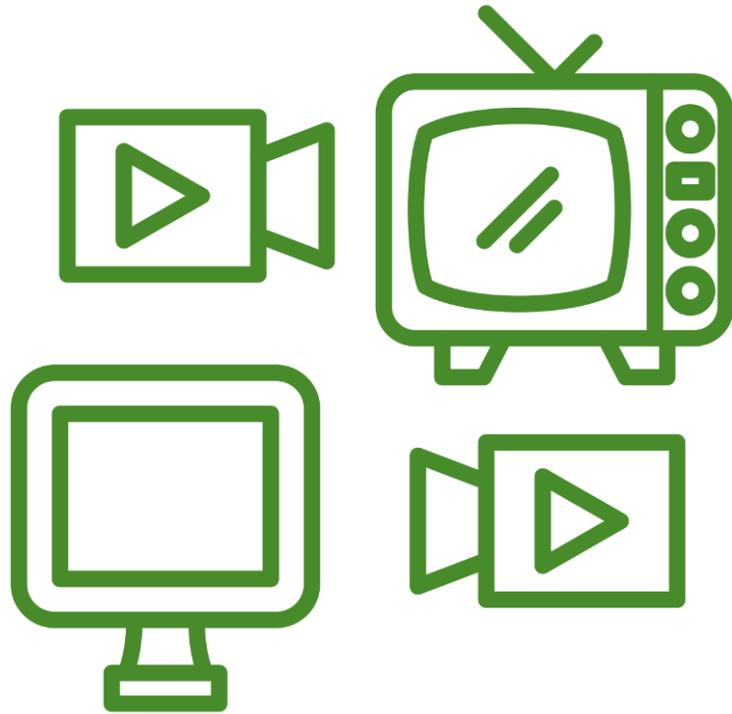
Digital marketing / online visibility



Content marketing / email marketing



Media / events / advertising



Co-operative marketing / partnerships



Plan!

Your questions

Wrap up & a big thank you for your interest!

Keep in touch 😊

www.agritourism.nz (agritourism academy)

Facebook group: www.facebook.com/groups/agritourismnz

www.islandhillsstation.com

www.valleyviews.co.nz

www.lyntondowns.co.nz