

DIVERSIFYING WITH AGRITOURISM

Is it for me, and what's it all about?

AN RFT WEBINAR

28TH JANUARY 2025
12:30PM - 1:30PM

Did you know agritourism is reshaping rural and regional economies across Australia? With its world-class produce, stunning landscapes, and rich farming heritage, Tasmania is primed to become Australia's leading agritourism destination.

If you're a farmer exploring new business opportunities or simply intrigued by this thriving industry, don't miss this Lunch and Learn session with Allison Clark—a key member of the RFT Delivery Team and Founder of Agritourism Tasmania. Allison has spearheaded numerous initiatives to grow and accelerate agritourism across the state.

What you will learn:

- What agritourism really is and why it matters.
- The key trends shaping what visitors want.
- Case study examples on the growth and development of the sector in Tasmania.
- Practical steps to decide if agritourism is the right fit for you.



Allison Clark, Innovation Specialist

**TO REGISTER FOR THE WEBINAR
SCAN THE QR CODE**

You can also register by visiting:
<https://events.humanitix.com/resilient-farming-tas-ongoing-webinar-series>

