



Prepared for New Hampshire  
Division of Travel of Tourism  
Development

## ***Australia to spend AU\$76 million on tourism recovery***

Australia's government hopes to boost its tourism industry with tens of millions of dollars in a bid to combat the damage to infrastructure and the country's image caused by devastating bushfires.

Prime Minister Scott Morrison, who faced criticism for taking a holiday to Hawaii as the wildfire crisis unfolded, announced the stimulus package of AU\$76 million (\$52.3 million).

The initial injection of tourism aid will be taken from an AU\$2 billion National Bushfire Recovery Fund.

The stimulus package includes money for both domestic and global marketing campaigns, as well as the promotion of regional tourism events across bushfire-affected areas.

Tourism is an important part of the Australian economy — one in 13 jobs rely on the tourism or hospitality industries.

**Source:** dw.com



farmflavor.com

## **Agritourism has potential benefit but pushback from neighbors can be seen**

Farm agritourism revenue more than tripled between 2002 and 2017, according to data from the Census of Agriculture.

Agritourism helps U.S. farmers and ranchers generate revenue from recreational or educational activities, such as tours of a working farm or “pick-your-own fruits and vegetables” programs. Beginning and small and mid-size farms are increasingly exploring agritourism as a strategy to remain competitive.

However, agritourism revenue is still small relative to total farm revenue, accounting for 5.6 percent of farm-related income in 2017.

Farm owners who are considering the addition of a wedding or events barn, or other non-farming amenities, should consider the danger of a NIMBY reaction (not in my back yard)

from adjacent property owners.

Two cases from New Hampshire should serve as examples of what could happen.

Steve Forster fought the town of Henniker for years to be able to hold wedding receptions on his Christmas tree farm. Starting in 2012, the case was in and out of Henniker's zoning and planning boards. At one point, Forster sued the town, and the case went all the way to the state's Supreme Court.

The court ruled, 4-1, that the weddings were not “ancillary” to the principal farming operation, and therefore could not be protected as agritourism.

Forster continued the fight at the local level, getting two favorable

**Continued on page 2**



farmflavor.com

## Agritourism faces local pushback and scrutiny

**Continued from page 1**

ordinances passed that allowed agritourism more liberally.

Forster then tried again to be able to host weddings, but his efforts eventually died when he went before Henniker’s zoning board in August 2016, where it faced fierce opposition from neighbors.

In another case, a Concord farm that held a multi-day music festival on Silk Farm Road in 2018 had to move the event out of state in 2019 because it couldn’t get the proper permitting from the city of Concord.

Instead, last fall’s Equinox Music & Art Festival was held in tiny Minot, Maine, more than two hours away.

The farm owners’ application to hold the Equinox and one other festival, along with weddings and other outdoor activities, was reviewed by the Planning Board in June. City Planner Heather Shank said the farmers did not properly address questions from city officials having to do traffic control, emergency access and security at the event.

Lewis Farm and Greenhouses owners, state Rep. Becky McWilliams and

James Meinecke, said they need to find ways to utilize their property – 130 acres – and supplement their income in addition to selling vegetables, fruits and herbs.

The Census of Agriculture found that certain types of crop and livestock production—specifically, grapes, fruit and tree nuts, and specialty livestock farms—had a positive and statistically significant impact on agritourism revenue. Those types of farms involve multiple opportunities for human interaction and visitor engagement, which attract more visitors.

In addition, farms and ranches that processed or sold food for human consumption, such as participating in local or regional food systems, were also more likely to adopt agritourism.

Lastly, farms and ranches with cattle and horses had a greater likelihood of implementing agritourism. Horses in particular are associated with higher value agritourism enterprises, such as dude ranches (ranches specializing in tourist activities, including camping and horseback riding).

**Source:** [dailyyonder.com](#), [concordmonitor.com](#)

## North Dakota keeps spokesman Duhamel

North Dakota’s 2020 campaign encourages visitors to experience the state’s outdoor and recreational opportunities — to Be Legendary — while also promoting attractions and events.

North Dakota Tourism will promote vibrant communities, destinations and recreation through television, digital and print channels.

The Tourism Division will spend \$2.9 million advertising the state in 2020. North Dakota native and actor Josh Duhamel will continue as the voice of North Dakota Tourism. Duhamel has been featured in North Dakota Tourism campaigns since 2013.

**Source:** [willistonherald.com](#)

## Business travelers add leisure elements

National Car Rental’s third annual State of Business Travel survey shows that most business travelers (81%) engage in some form of bleisure travel, including incorporating leisure activities into business travel (61%), extending business travel into leisure trips (41%) and booking a vacation around a business trip (33%).

Millennials (86%) are more likely to have done bleisure travel than Gen Xers (76%) and Baby Boomers (73%). In addition, senior/ executive leaders are almost twice as likely to extend their business trip into leisure travel (50%) or book a vacation around their business trip (40%) than non-managers (28%).

**Source:** [autorentalnews.com](#)