

Agritourism keeps growing

By Angela Norval

Bundaberg Tourism’s membership continues to grow, with chief executive officer Katherine Reid highlighting that a membership with Bundaberg Tourism was a powerful investment in both owner’s businesses and the future of our entire region.

One of those who continues to appreciate the benefits of tourism is Tinaberries owner and local farmer Tina McPherson, who is not only a silver member, but a volunteer BT board director and deputy chair of the board.

Asked why agritourism experiences like Tinaberries resonate so strongly with visitors, Tina said there was something universally appealing about the simplicity of fresh air, open spaces, paddocks, produce, and the opportunity to slow down.

“For many visitors, particularly families, it creates both nostalgia and novelty at the same time,” she said.

“For others, it provides a stronger connection to food, farming, and the people behind horticulture and agriculture.

“People tend to be able to exhale and then breathe slowly when they arrive at the farm.

“Also, for businesses like Tinaberries, being part of Bundaberg Tourism means being connected to a network that understands the importance of tourism to the regional economy and actively works to strengthen it.

“Bundaberg Tourism allows us as operators to have a collective voice and their advocacy ensures that destination development, visitor infrastructure, industry collaboration and regional promotion are kept front of mind.”

Tina continues to see how regularly Bundaberg Tourism tells the story of the broader Bundaberg region as more than just a stopover, as a destination with rich and varied experiences.

“Bundaberg is built on agriculture, and tourism helps bring that story to life in a way visitors can directly experience.

“Through destination marketing, digital promotions, media engagement, partnerships and



Tinaberries owner and local farmer Tina McPherson is proud of what she and husband Bruce have achieved. (Solana Photography)

good old-fashioned talking to people, Bundaberg Tourism showcases all we have to offer as a region and that includes our farm-gate experiences.”

For Tina and her husband Bruce, hospitality in a farm setting feels very personal because you are welcoming people into a place that means something to your family.

“Being able to share that with visitors, whether they are locals returning with grandchildren or travellers discovering us for the first time, is incredibly rewarding.

“The delicate balance is being able to offer the welcome to our farm, remain a viable producing commercial farm and retain some time and space for ourselves and our family.

“It’s a challenge and all businesses have their own individual challenges and this one is ours.

“Looking to the future though, agritourism has an exciting future in regions like Bundaberg because it brings together so many strengths — agriculture, hospitality, storytelling, local food, and authentic experiences.

“It also creates opportunities for visitors to better understand regional industries and the people behind them.

“As a region we need to understand that this is an integral part of the visitor experience and that we need to work together to enable agritourism offerings to grow.

“Whilst commercial farms can’t always offer farm gate experiences for our visitors, we can be innovative in other ways to enable the showcasing of agriculture and horticulture in our region.”

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