

Help. Wherever, whenever.



Alberta



Preparing your site
for Ag-Tourism!

Expecting Company? Preparing Your Site for Ag-Tourism

This DVD training tool is divided into nine sections. It is designed so you can watch and learn, section by section. At the end of each section there are probing questions and reflection activities to help you apply the information to your farm or ranch. You'll discover ways to make the most of your farm or ranch by looking at it from your guest's perspective. Learn how to:

- hone in on your target audience
- identify your key attributes
- offer "see, do and learn" activities
- have the best in amenities
- maximize visitor flow
- enhance your site's appearance and atmosphere

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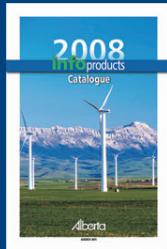
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