

CONCEPT NOTE

Talanoa: AgriTourism Experiences in the Pacific Islands

Have an agribusiness? Want to see how attracting visitors and tourists to your farm may improve your agribusiness product? Have an existing agritourism experience and want to improve it? Join us to learn lessons from existing operators and partners and identify opportunities to increase the value of tourism to your business and the local economy.



Objectives

- Share experiences and ideas of existing and new operators, tourism industry experts, policy and decision makers;
- Identify opportunities to develop new agritourism products that increase the value of tourism to communities and target high yielding tourists;
- Reflect on the current situation in Fiji, Vanuatu and Tonga with a focus on successes and barriers;
- Identify the business, market research and product development support needed to develop or improve agritourism experiences that meet market demand and increase the value of tourism to local economies.

Outcomes

- Identify opportunities to develop agritourism products that increase the value of tourism to local economies with a focus on supporting agribusinesses to diversify into tourism.
- Identify needs and key market research questions of agritourism operators that partners should address over the coming two years and appropriate methods for communicating results.

Background

Experiential tourism continues to grow globally with travelers increasingly looking to connect with their holiday destinations in a more culturally immersive way. A 2018 Expedia Group survey found that the top three factors for travelers selecting a holiday destination included specific activities, once in a lifetime experiences, and cultural experiences. In order for destinations to capture the attention of travelers, businesses must develop and offer exceptional experiences that tap into the unique cultural and nature of a destination.

One key area of growth in international tourism is culinary or agritourism. In 2018, Cox & King, a global travel company, released their upcoming trends for tourism with culinary tourism at the top of the list. While food has always been an important element of experiencing a destination, tours and activities such as farm to table dining, local cooking classes, market tours and street food tours have been growing in popularity. Combined with the rise in social media such as Instagram, these activities offer visitors a way to experience an authentic slice of a destination and promote activities to others.

While the farms in the Pacific have various strengths that lend themselves to a quality agritourism, Pacific destinations are not well known for culinary or agritourism. There is an opportunity for farms to leverage their cultures and traditions of storytelling, community-oriented structures, and diverse range of crops to build agritourism experiences for travelers. By developing and offering these experiences in the Pacific, businesses can tap into new tourism markets and provide diverse activities to existing travelers on beach-based holidays.

Developing quality and unique agritourism experiences can support countries in the Pacific to diversify their tourism offerings and support farmers to diversify their revenue streams. However, it requires bringing together the collective knowledge of tour operators, potential operators, tourism ministries and tourism marketing agencies to support growth in this area.

The AgriTourism Experiences Talanoa will bring together policy and decision makers, tourism industry experts, academics, and agribusinesses to discuss current market trends and opportunities and challenges to developing agritourism experiences in Fiji, Tonga and Vanuatu. It will provide practical advice and support for agribusinesses interested in developing agritourism products and identify research and support that is needed for new operators to enter the market and existing ones to expand and grow their revenue streams from tourism.

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DRAFT PROGRAMME | FEBRUARY 27th-28th 2019 | VENUE TOKATOKA RESORT, NADI

TIME	TOPIC	SPEAKER
DAY 1 February 27th		
8:30am	Registration	
Session 1: Setting the Scene In this session, speakers will present an overview of agritourism and culinary tourism in the Pacific and globally and share lessons learned from their experiences in developing agritourism businesses.		
8.45am	Welcome and introduction	PIDF / IFC
9:00am	Welcome Address	Thomas Valentine, Operations Manager, Tourism Fiji
9:15am	Capitalising on Fiji's unique culture and cuisine	Lance Seeto, Fiji Culinary Ambassador, Executive Chef, Host & Presenter of <i>Exotic Delights</i>
9:30am	Trends and Market Intelligence in Agritourism	Jessie McComb, IFC
9.40am	Preliminary findings of situation analysis	Marita Manley / Patricia Bibi / Researchers, PARDI2
10.00am	Sharing lessons from developing niche products	Video interview Malisa Raffe, Flavours of Fiji
10:15am	<i>Morning Tea</i>	
Session 2: Product Design and Tourism Value Chains In this session participants will learn about designing and agritourism experience including product development and definition, the tourism value chain and how to work with inbound tour operators		
10:30am	Designing an agritourism experience introduction	
10.40am	Product development: Defining key elements of an agritourism product	Group Work Facilitator: Marita Manley, PARDI2
11.15am	Understanding the tourism value chain and where your business fits	Group Work Facilitator: Lavinia Kaumaitotoya, PARDI2
11.45am	Tips for working with inbound operators	Inbound Operators Facilitator: Sachiko Soro
Session 3: Markets and Marketing During group work and panels, participants will learn how to define the target market for their agritourism product and how to develop a pitch to promote the new experience or investment.		
12.15pm	Defining your markets and marketing strategy	Group discussion Facilitator: Jessie McComb, IFC

12.45pm	Lunch	
1.45pm	What visitors want from an agritourism experience. Lessons shared by operators.	Informal panel discussion by operators (South Seas Orchids, Fiji Orchid and Tukuni) Facilitator: Marita Manley, PARDI2
2.15pm	Developing a pitch for your agritourism product	Video and group work Facilitator: Marita Manley, PARDI2
3pm	Trade show! Presentation of product designs and group work	Group Presentation Facilitator: Patricia Bibi, PARDI2
3:30pm	Afternoon Tea	
3.45pm	Trade show continued	Group Presentation Facilitator: Patricia Bibi, PARDI2
Session 4: Product Development Clinic Introduction and Scheduling On Day 2 of the Talanoa, participants will engage in a Product Development Clinic to get advice from experts. The facilitators introduce this session and participants schedule their appointments.		
4:15pm	Preparation for product development clinic	Individual or Group Work Facilitator: Marita Manley, PARDI2
5pm	Closing	
5:15pm	Networking Event	
DAY 2 February 28th		
Session 5: Product Development Clinic Participants will attend pre-scheduled one-on-one appointments with a range of tourism experts to confidentially discuss their business ideas, opportunities and challenges.		
8.30am	Expo stalls: Business management (pricing, finance, community engagement, business management / start-up) Markets and marketing (market research, website development, branding, social media, pitching) Product design (guiding, interpretation, product feedback)	Expo stalls and participants - individual appointments
12.30pm	Wrap up and next steps	PARDI2 / IFC
1pm	Closing + Lunch	
Session 6: Visits to agritourism experiences (optional) During the field visit, participants will get a firsthand experience of a variety of agritourism products. Participants will have the opportunity to ask questions of the business owners.		
2pm	<i>Sabeto Garden of the sleeping giant Rise Beyond the Reef store One other (tbc)</i>	