Situation Analysis: Preliminary Findings

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- Increase in demand for agritourism experiences, but undeveloped market.

- Agritourism in the region is mainly centred around culinary experiences - farm to table, farm to fork concept, grow and eat local.

- Very little documentation on farm visits/tours.

- No clear agritourism experiences classification - data is difficult to capture. Often classified as Nature & Scenic Activities and grouped with hikes & walks, eco tours.

- Agritourism experiences is aligned to expected market trends in experiences for 2019: Unique experiences, local experiences, culture immersion and history.
Situation Analysis: Preliminary Findings

Vanuatu

- Government support through various action plans.
- Cruise ship visitors outnumber air travel visitors
- In Dec 2017: **31,907 cruise ship visitors compared to 12,283 air travel**. Tours have been designed for day visitors
- Food garden tours, chocolate factory tours, wild food tours
Situation Analysis: Preliminary Findings

Fiji

- Larger tourism market - over 870,000 visitors in 2018
- Fewer offerings - concentrated on food experiences. Farm experiences that do exist are often not well connected to the mainstream market
- Limited support for product development
- Farm tours scored between 0-2% in the Activities table according to IVS 2014. Swimming is the highest at 62%.
- Policies/Frameworks weak. Tourism 2021 has various strategies to promote diversification but remains a draft.
- Agritourism taskforce in its early stages.
Situation Analysis: Preliminary Findings

Tonga

- Much smaller tourism market - 124,703 international arrivals in 2017
- Limited number of experiences available locally - opportunity to grow this area
- Tonga Tourism Sector Roadmap (TTSR) 2014-2018 created, identifying strategies for tourism growth. Main focus on short and medium term measures to build a strong and sustainable tourism sector.
- Visiting Friends and Relatives (VFR) are the highest international visitors to the Kingdom; 41.9% (26,183) in 2017 (TDoS, 2018).
Case studies  - Preliminary results from survey

Spice of Fiji Ltd

- Core business: spice farm
- Spice farm tour an add on - 50% of revenue from agritourism experience
- Mainly caters for cruise ship visitors; averaging 1000 visitors annually
- Tour price range FJD 50 - 100
- Spice garden tour showing nut & fruit trees and spices - nutmeg, pepper, cardamon, cinnamon, turmeric, ginger, galanga, ply & vanilla vines
- Selling channels - inbound tourism operators, partnership with cruise ship operators

- ‘Our guests appreciate the detailed explanation of the kava ceremony, history of Fiji and local food cooked in lovo.’
Case studies - continued

Nukubati Private Island

- Core business: Environment conscious resort - solar powered, locally grown organic fruits & vegetables and locally caught seafood.
- No revenue earned directly from agritourism experience. Integrated into overall resort experience.
- Price range of accommodation - FJD800+
- Selling channels - online booking, niche overseas travel agents, direct sales, website enquiries, social media
Case studies - continued

Flavours of Fiji Cooking School

- Core offerings: guided market tours and cooking classes, focus on traditional home-style cooking with home-style cooks.
- Paid add ons: airport/hotel transfers
- Price range: FJD150-200
- Average visitors: 2000/annum
- Selling channels: inbound tourism operators, online booking platforms such as Viator, niche overseas travel agents, partnership with cruise ship operators, social media, direct sales