

PROGRAM 3 UPDATE: AGRITOURISM ATTRACTIONS & TOURS



Vanuatu Agritourism Steering Committee

Port Vila, 20th July 2017



AGRITOURISM STRATEGY/ PLAN OF ACTION

- Since 2015 work commenced on developing the agritourism program.
- MOU signed between Ministry of Agriculture & Ministry of Tourism
- Establishment of the Agritourism Steering Committee
- Development of Agritourism Plan of Action with support from MFAT.
- Plan launched in Feb 2017.
- 3 different programs
 - **Increase Production**
 - **Value Addition**
 - **Tourism Attraction**
- **Agritourism Festival in November 2016**

Vanuatu Agritourism Plan of Action

Implementation Plan



A joint New Zealand Aid Programme / Government of Vanuatu development initiative

February 2017



Prepared by TRIP Consultants



Update on Program 3 : Agritourism Program

Strategy 1: Integrate agritourism strengths and benefits into Vanuatu destination marketing

- 1.1.1 Provide new content for social media – www.Vanuatu.travel and marketing literature:
- 1.1.3 Highlight Operator best practice use of local food content through VTO collateral marketing activities

IMAGES:



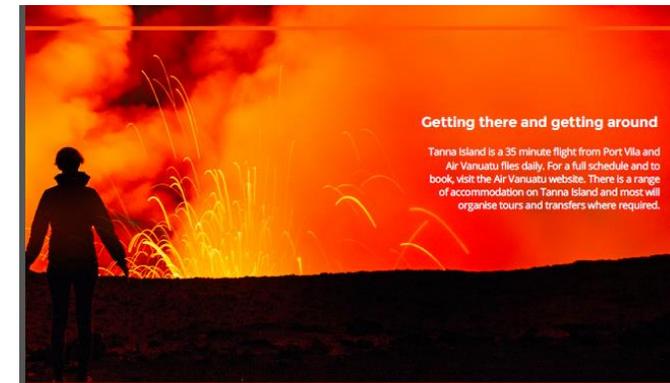
WEBSITE

Dining



Let your taste-buds explode with exquisite

COLLATERALS



Getting there and getting around

Tanna Island is a 35 minute flight from Port Vila and Air Vanuatu flies daily. For a full schedule and to book, visit the Air Vanuatu website. There is a range of accommodation on Tanna Island and most will organise tours and transfers where required.



Surf Beach & Waterfall Safari

Tour operated by White Grass resort at 8.30am and travel by 4WD vehicle through 'Middlebush', to the east Coast of the island, to Louniel village. Here you will leave your 4WD vehicle, be greeted by the local Chief, and meet your guide, for the walk down a steep and scenic descent on a purpose built track to the magnificent 40m waterfall where you can swim beneath its cascading waters with the local village children. Bookings: Tafea Officer | Ph: 7738828



Black Magic Tour

One of the popular walks to do, is the kastom walk to Black Magic, which combines two aspects of life on Tanna Island - namely 'Kastom Trails', and 'Kastom Rituals'. Both have developed due to the consequences of their inability in past history to resolve conflict and solve disputes, often resulting local wars. At some point the population determined that they had to find another way to solve social problems. Bookings: Ph: 5342501

Social Media Platform- Agritourism

Post Details

Vanuatu Tourism with Tranquility Island Eco Dive Resort and Hawksbill Turtle Rookery and Dani Stevens - 365 Lifestyle Motivator.
Published by Alcina's Photos [?] · March 28 · 🌐

Mother nature's goodness surrounds you wherever you are in our islands. There's just an abundance of it waiting for your indulgence. Healthy happy holidays olgeta! PC: @danistevens365 🍌🍉🥥🥥🥥 #DiscoverVanuatu



2,609 People Reached		
71 Reactions, Comments & Shares		
54 Like	46 On Post	8 On Shares
10 Love	9 On Post	1 On Shares
1 Haha	0 On Post	1 On Shares
2 Comments	0 On Post	2 On Shares
4 Shares	2 On Post	2 On Shares
103 Post Clicks		
76 Photo Views	0 Link Clicks	27 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$50 to reach up to 24,000 people.

2,609 people reached Boost Post

👍❤️ Vevi Ambae, Ariel Santana and 53 others 2 Shares

👍 Like 💬 Comment ➦ Share

Post Details

Vanuatu Tourism shared Dani Stevens - 365 Lifestyle Motivator's photo.
Published by Antony Joseph [?] · March 27 · 🌐

Dani Stevens - 365 Lifestyle Motivator Fresh coconut and a sunset baokdrop. #DiscoverVanuatu #HealthyLiving 🌴🥥



2,196 People Reached		
56 Reactions, Comments & Shares		
53 Like	53 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
2 Comments	1 On Post	1 On Shares
0 Shares	0 On Post	0 On Shares
69 Post Clicks		
9 Photo Views	0 Link Clicks	60 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	1 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

Dani Stevens - 365 Lifestyle Motivator at Ratua, Vanuatu.
March 25 · 🌐

You know your holidays will kick off well when you are greeted by fresh coconuts and an epic sunset Ratua Private Island, Sanma Province, Vanuatu 🌴🥥

Big I...

Posts



Vanuatu Tourism shared Jimmy Kawiell's post.

Published by Antony Joseph [?] · 21 hrs · 🌐

Today is a special day for the natives of Tanna. Two tribes of Vanuatu villagers will partake in a historic ceremony within the Mt. Yasur Volcano site. The 'Neil' Ceremony is an event that symbolises a collaborative effort to better the local communities through the exchange of crops such as yams and taro. It is a culturally beautiful occasion that is open to visitors should they wish to witness ceremonial dances amongst other rituals.

Check out the video to see how the villa... See More



7,540 Views

Jimmy Kawiell with Adela Issachar Aru and 15 others.

June 14 · 🌐

Niel Ceremony From Galali community south east Tanna. Bungalow operators are allowed to take tourist there, no charge but do give something if you have a heart to help the community

4,275 people reached

Boost Post

Like Comment Share

Nathalie Sande, Robin Namel and 79 others

Top Comments

Post Details



Vanuatu Tourism

Published by Antony Joseph [?] · April 5 · 🌐

Lunch by the sea anyone? Aore Island Resort Photo credit: @Montie #DiscoverVanuatu



Get More Likes, Comments and Shares Boost this post for \$50 to reach up to 24,000 people.

9,006 people reached

Boost Post

264 18 Comments 30 Shares

Like Comment Share

9,006 People Reached

403 Reactions, Comments & Shares

287 Like 224 On Post 63 On Shares

42 Love 37 On Post 5 On Shares

1 Haha 0 On Post 1 On Shares

5 Wow 3 On Post 2 On Shares

37 Comments 24 On Post 13 On Shares

32 Shares 30 On Post 2 On Shares

378 Post Clicks

148 Photo Views 0 Link Clicks 230 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts 0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

- 1.1.2 Facilitate media coverage of products through VJS and trade familiarisations.



1.1.4 Develop database of agritourism products

List of Agritourism Operators in 2017

- **TAFEA**

- Tanna Coffee Farming
- Nasituan Agriculture Program
- Tanna Farms (Organic farming of peanuts)
- Taro Farming
- Kava Farming

- **PENAMA**

- Water Taro Gardens in Maewo
- Pigs farming, Prawn Farming and garden preparation in Ambae
- Custom Village Tour/Traditional kava making Tours in Ambae, Pentecost & Maewo



• SANMA

- Aore Island Coffee
- Aore Island Resort
- Beachfront Resort
- Deco Stop Lodge
- Freshwater Plantation
- Hotel Santo Limited
- Coral Quays Fish & Dive Resort
- Northern Shores Limited
- Chez Louiz
- Ratua Island Limited
- Santo Horse Adventures
- Sunrise Eco Cabanas
- Tamtam Garden Tour
- The Espiritu
- Turtle Bay Lodge
- Two Canoes Limited
- Village de Santo
- Wrecks to Rainforest
- Leweton Cultural Experience
- Lonnoc Beach Lodge
- Torgor Flower Garden Water Music
- Lonnoc Beach Bungalow
- Enchanted Garden
- Bokissa Limited
- Kava Discovery Tour

Venui Farm Retreat
Harbour Beach Restaurant
Island Chicken Catering
Natangora Cafe
Towoc Restaurant
RK's Indian Restaurant
Navarak Cafe
Lopelope lodge
Luganvillia
Club de Sanma
Beach Hut
Attar
Willy Kalo Restaurant
Pekoa Airport Cafe
Boitara Restaurant
Aore Art Craft
South Santo Watercress & Eel Garden
Flower Garden & Water Hole Araki
Hideaway Paradise Resort
Pandanus Guest House
Botanical Garden South Santo
Lapita Lodge & Catering
Tree of Life Tour
Kokonas Wokbaot Tours
Behovs Village Garden Tour



- SHEFA

- Eden on the River Tour
- Foodie Tour
- Neleya Eco Farm Enterprise
- Sarangkita Cooking Class (Tamanu Road)



Update on Program 3 : Agritourism Program

Strategy 2: Strengthen agritourism attractions and the product base.



- 2.1.1 Provide skill development on book keeping, pricing, commissions, quality control and managing visitors to agritourism attractions.
 - [Working with the Skills for Tourism Program \(TVET\)](#)
- 2.1.2 Link with TVET RTC's and VCCI for business coaching and mentoring services.
 - [Skills for Tourism Program \(TVET\)](#)
- 2.1.3 Provide access to business development grant funding or micro finance.
- 2.1.4 Incorporate agritourism into discovery trail on Santo and Efate (including value added products and local fruits contents)
 - [Product Development Phase](#)
 - [Signage development underway](#)

Upgrade of Program 3: Agritourism Program

Strategy 2.2 Enhance the local mama's agritourism experience

2.2.1 Provide training to Port Vila and Santo mama's food vendors on food hygiene, cooking for tourists and presentation.

2.2.2 Support the upgrading of Port Vila and Santo market food vendor facilities to enhance security and hygiene.

2.2.3 Support promotion of Port Vila and Santo market vendors through specific signage and VTO information and promotional activities.

