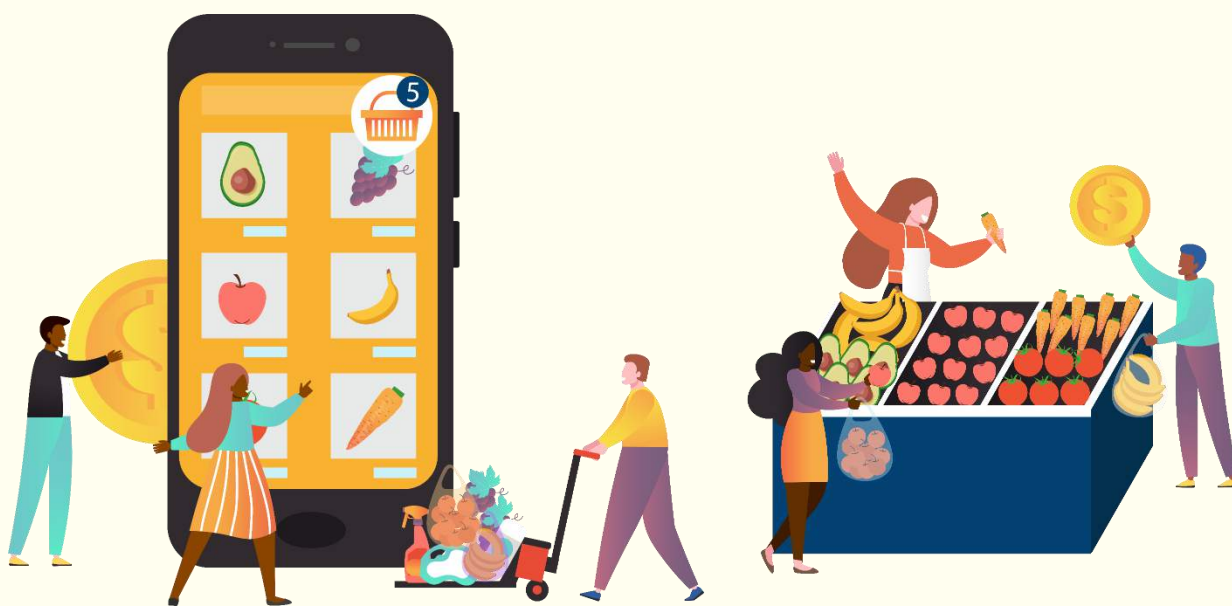


7 October 2021

## Session n°3:

**Post-COVID-19 : Building stronger  
linkages between agriculture and  
tourism:  
the key role of SMEs and businesses**



*Caribbean Agrifood Business Series ...*





# UPLIFTING COMMUNITIES THROUGH TOURISM



**PLANETERRA**



# AGENDA

- Who is Planeterra?
- Successful examples of agricultural experiences engaging tourism
- What travel companies are looking for in a pitch
- Learn more through the Global Community Tourism Network



**Mto Wa Mbu Cultural Tourism Enterprises**  
Tanzania



# WHO IS PLANETERRA?

- Canadian nonprofit founded in 2003 by Bruce Poon Tip (Also have US 501c3 status)
- 13+ years in community tourism enterprise development, with 100% business success rate
- Impact driven organization with a mission to uplift lives through tourism
- We now have staff across 6 countries, with a combined 120+ years experience
- Success of Project 100



**Panauti Community Homestay**  
Panauti, Nepal

# WHAT IS COMMUNITY TOURISM?



Travel experiences owned, led and run by communities - non-profits, cooperatives, social enterprises.

At its very best, it breaks down barriers to engage underserved communities in meaningful, life-changing ways.



# FARM TOURS

Mi Cafecito is an agriculture cooperative created by coffee producers in attempt to better access tourism revenue by working together. They host travellers for meals, coffee tours, and fresh fish lunches. They teach travellers about coffee production.

Reaching the domestic market during COVID-19 they have added a new experience - a guided tour to a nearby waterfall. This has increased local interest in the program.



**Mi Cafecito**  
Sarapiquí, Costa Rica



# MEAL EXPERIENCES

Al Numeria welcomes travellers to stop for lunch, demonstrating traditional cooking styles, and serving up meals fresh from the surrounding farm land. The centre is located near the Dead Sea, and they also take the opportunity to teach travellers about environmental issues around water shortages in the region.

Planeterra linked Al Numeira to a travel company partner, and provided funding for a sign board on the highway and have seen increased traffic for meals.



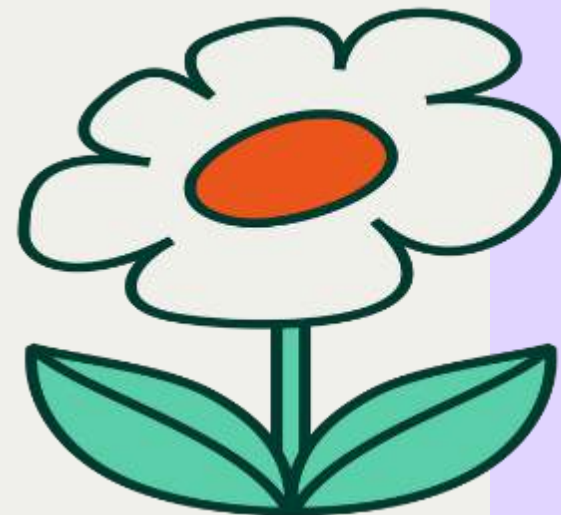
**Al Numeria Environmental Association**  
Jordan



# HOTEL SALES

Amba Estate is a guest house on an organic tea plantation creating employment opportunities for the local community. Beyond hosting guests on site, they have created great relationships with hotels in the urban areas to sell their tea, coffee and jams.

During the COVID-19 pandemic they have starting hosting virtual tea tours in partnership with an organization in Japan.



**Amba Estate**  
Banderawela, Sri Lanka



# HOMESTAYS

This is a trekking experience that links together three communities whose core focus is agriculture. The trek was developed specifically for a travel company, and each community created homestay experiences to accommodate the guests.

Homestay hosts showcase local culture and lifestyle, including helping in the farm, and serving up fresh ingredients.

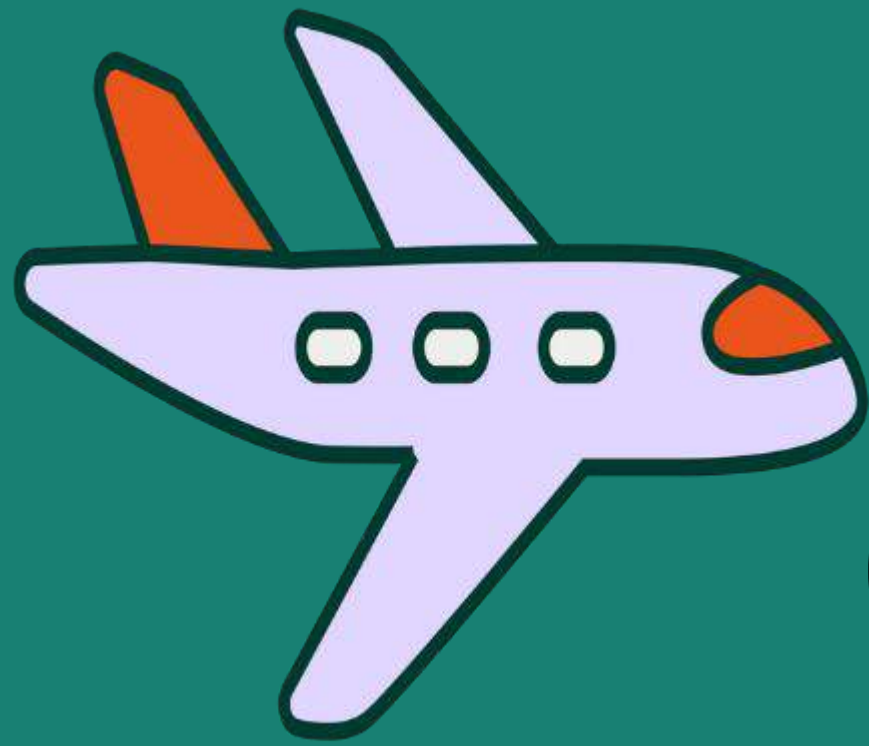
During the COVID-19 pandemic they have adapted to sell agriculture products via Facebook to reach a wider audience.



**Mae Hong Son Hilltribe Trek**  
Thailand







# PITCHING TO TRAVEL COMPANIES

## ESSENTIAL INFORMATION

- Clarity on your rates - net rate, rack rate, group rate, etc.
- Cancellation terms
- Payment terms
- Licenses, Insurance, etc.

## UNIQUENESS & PURPOSE

- Why are you different than the competition?  
What is your social impact?
- What is your environmental impact?
- 

## ADDED VALUE

- Wifi
- Included breakfast
- Private spaces for groups

## HEALTH & SAFETY

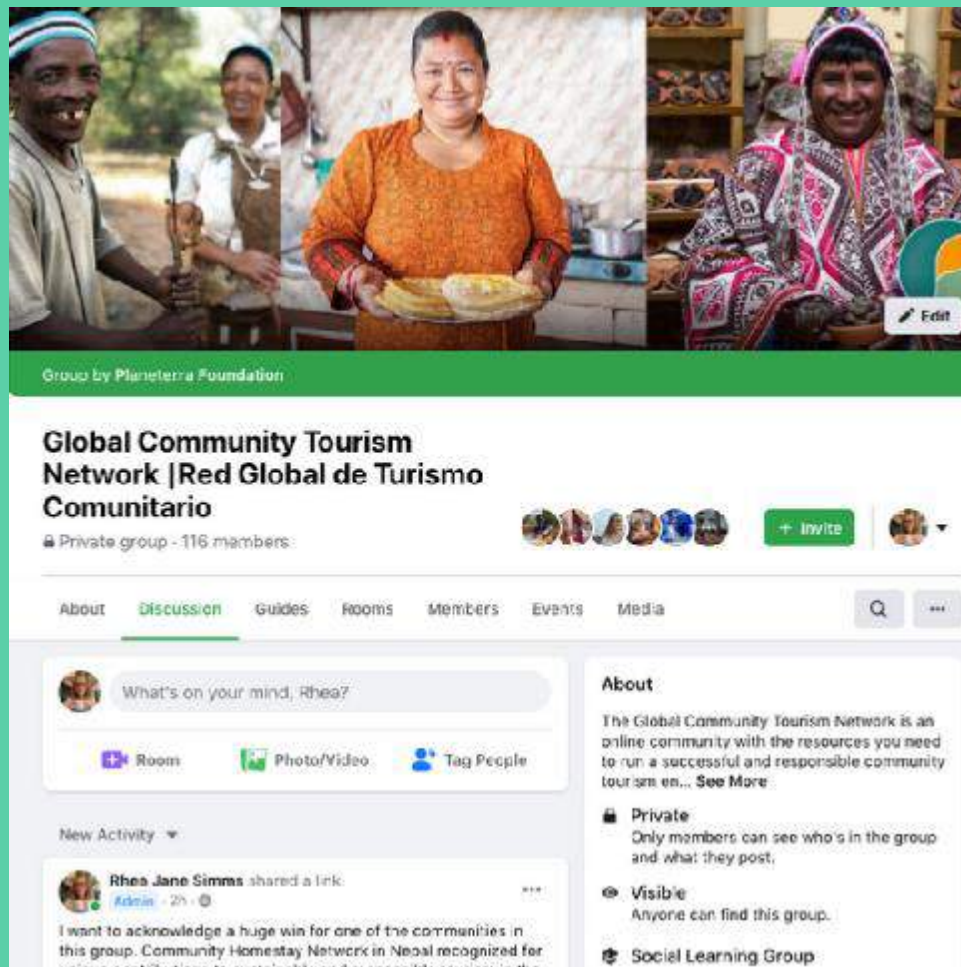
- Safety guidelines
- New COVID-19 measures



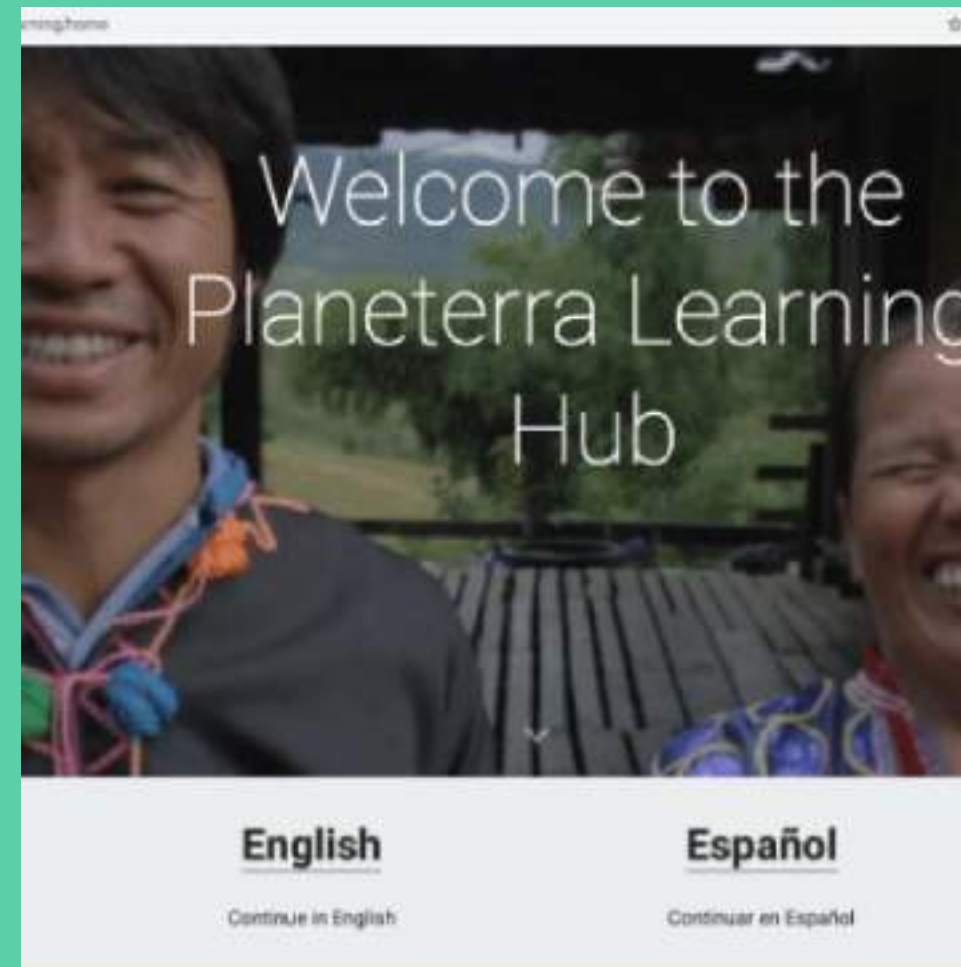


The Global Community Tourism Network supports community tourism enterprises to achieve their unique social and environmental goals by breaking down barriers that exist in the tourism marketplace. It aims to increase capacity, quality and accessibility of community tourism enterprises all around the world.

**communitytourism.org**



**ONLINE COMMUNITY**



**LEARNING & TRAINING**



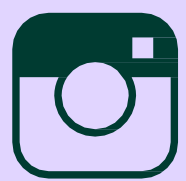
**MARKETING & PROMOTION**



# THANK

# YOU

@planeterracares



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[info@planeterra.org](mailto:info@planeterra.org)



**Gotshezhy Wiwa Community Tourism**  
Sierra Nevada, Colombia





*This series of events is organised by IICA and COLEACP.  
COLEACP operates within the framework of development cooperation  
between the Organisation of African, Caribbean and Pacific States (OACPS)  
and the European Union (European Development Fund – EDF), with the  
support of the French Development Agency (AFD).*



# Thank you

