



Photo credit: 2019 Parade of Farms

Agri-Tourism in Hawai'i

Presented by:

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Agri-Tourism is...

Tourism related to experiencing and appreciating agricultural products, settings, and lifestyles.

Why Agri-Tourism?



Keeps farms/ranches viable



Preserves agriculture lands



New employment opportunities/income



Enhances and/or promotes agriculture products



Authentic Farm/Ranch Experiences



Educational Experiences



Diversifies tourism offerings



Connect with nature



Photo credit: 2019 Parade of Farms

Hawai'i Visitor Activity Participation in Agritourism

	2019p	2018	2017
U.S. Total	14.4%	14.8%	11.0%
<i>U.S. West</i>	<i>13.2%</i>	<i>13.6%</i>	<i>9.9%</i>
<i>U.S. East</i>	<i>15.7%</i>	<i>17.1%</i>	<i>13.1%</i>
Japan	14.2%	12.2%	2.7%
Canada	12.0%	12.5%	9.5%
Europe	8.8%	10.5%	8.4%
Oceania	8.0%	8.1%	5.1%
China	16.8%	17.3%	24.5%
Korea	21.4%	19.3%	18.8%

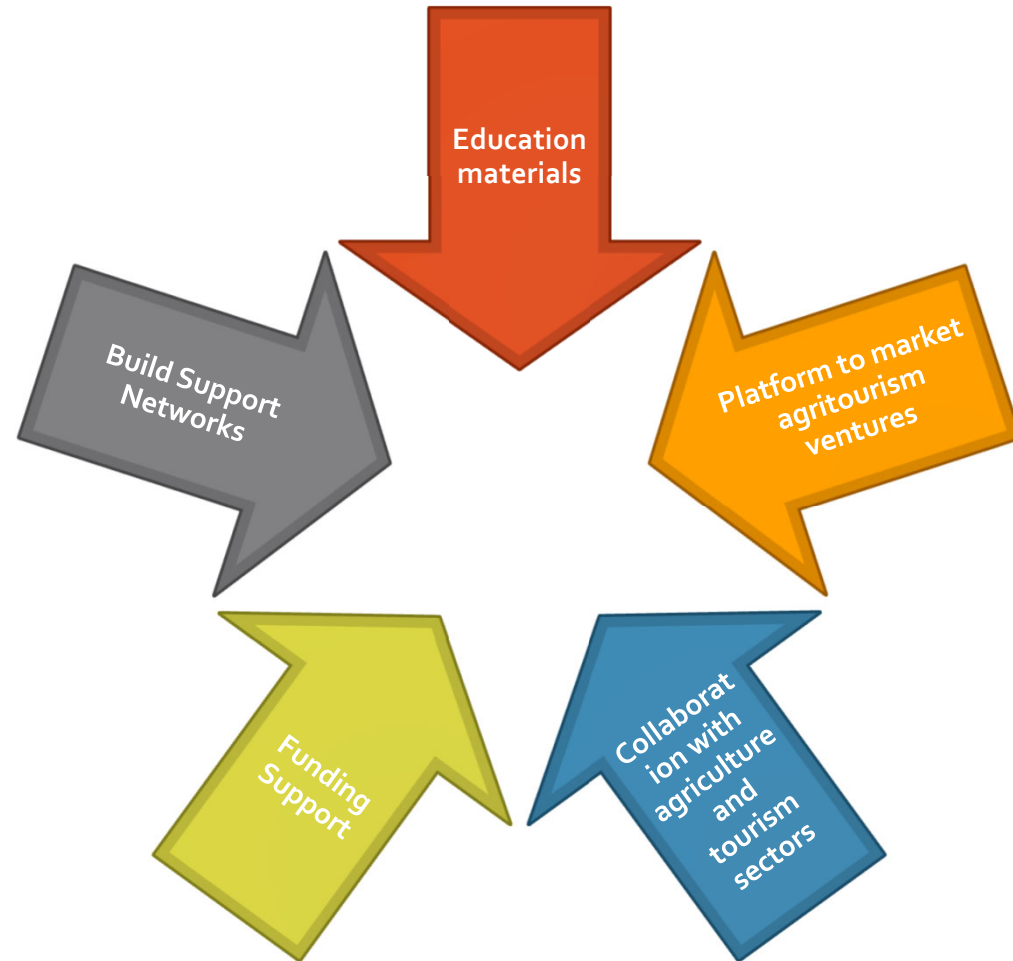
Source: Hawai'i Tourism Authority – Visitors Satisfaction Activity Report

Examples of HTA's Support – Agri-Tourism Activities

- Big Island Chocolate Festival
- Expanding Agritourism in North Kohala through Farm Tours & Tastings
- Hāmākua Harvest Annual Farm Festival
- Ka'ū Coffee Festival
- Kona Coffee Cultural Festival
- Lā 'Ulu – Breadfruit Day (Maui)
- Moloka'i Agricultural Festival
- Kaua'i Chocolate & Coffee Festival
- Po'ipū Food & Wine Festival
- Parade of Farms (O'ahu)
- Tasting Kaua'i Food Tours
- Mango Jam (O'ahu)
- Hands on History at Kona Coffee Living History Farm
- Hawai'i Food & Wine Festival



Creating Viable Agri-Tourism Projects





Mahalo

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