

UNLOCKING THE POTENTIAL OF AGRITOURISM IN THE CARIBBEAN

The Caribbean is known as the most tourism-dependent region in the world, but linkages between the tourism and agriculture sectors need strengthening

FOR SEVERAL CARIBBEAN COUNTRIES
TOURISM EARNINGS ACCOUNT FOR
MORE THAN **60 %** OF THEIR GDP.

HOW CAN AGRITOURISM HELP?

- Creating jobs and diversifying rural livelihoods
- Expanding production to meet the huge hotel demand
- Making rural communities more resilient
- Providing more roles for women and youth
- Treasuring cultural and environmental heritage
- Developing new markets and adding value
- Promoting partnership and community collaboration
- Strengthening the tourist offer
- Building pride in the rural way of life

WHAT ARE SOME OPPORTUNITIES FOR LINKING AGRICULTURE AND TOURISM IN THE CARIBBEAN?

- Farmers supplying more local food to the hospitality sector
- Promoting natural remedies and organic treatments for health and wellness
- Sharing of agricultural heritage: craft, visits to old plantations and agricultural museums.
- Local food festivals and culinary traditions
- Farm-based activities: rural bed & breakfasts and farm tours
- Community-based initiatives: village fairs, rum shop tours and community markets.

LET'S WORK TOGETHER!

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POTENTIAL OF AGRITOURISM IN THE CARIBBEAN!**

