

**SOUTH PACIFIC  
TOURISM  
ORGANISATION**



**Policy Setting Workshop**  
**23 February 2018, Nadi, Fiji**

***Chefs for Development – The Link between  
Agriculture and Cuisine***

***Lessons and Opportunities: Areas that  
needs to be developed to build the  
agritourism sector in Fiji***

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Welcome to the Pacific  
“OURS IS YOURS to Travel, Enjoy, Respect”







# PRESENTATION OVERVIEW

- About SPTO
- Global Tourism Trends – UNWTO
- Regional Tourism Update
- Highlights of Tourist Experiences
- Food Tourism
- SPTO Culinary Initiatives
- Branding the Region
- Way Forward

# ABOUT SPTO

- Intergovernmental body for tourism marketing and development in the region.
- Vision: **“Inspire Sustainable Growth and Empower Pacific People”**
- Mandate : **“Market and Develop Tourism in the South Pacific”**
- Partners/Strategic Alliances:  
  
*CROP, PIPSO, PT&I network, Cruise Lines International Association (CLIA)  
Sustainable Travel International (STI), National Tourism Offices*
- Only CROP agency with Private Sector Members
- 17 PI governments + China (donor partner only & not a beneficiary)



# The Islands of the Pacific

## SPTO MEMBER COUNTRIES



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United States  
of America



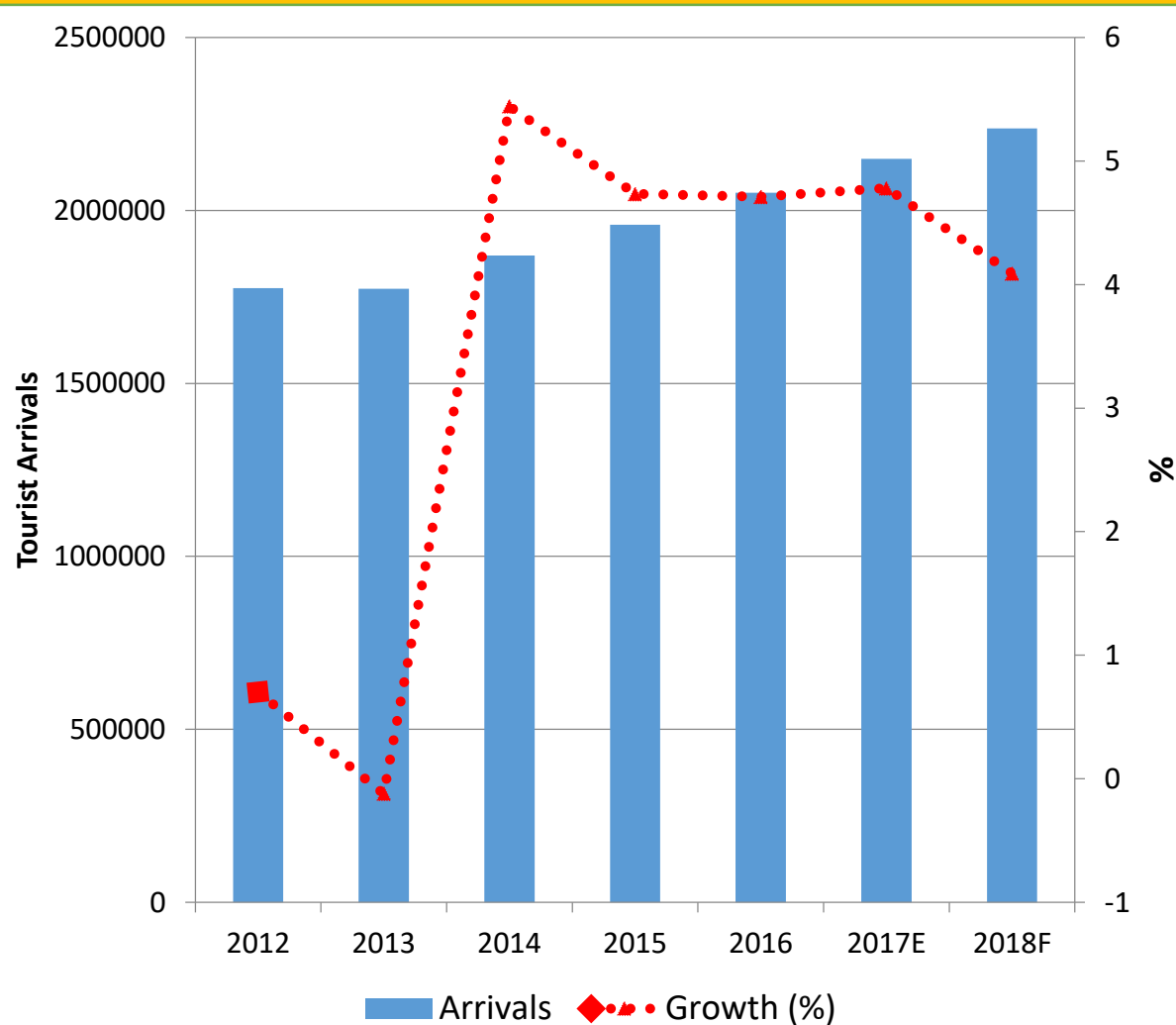




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# TOURISM IN THE PACIFIC

# PACIFIC ISLANDS - A Snapshot



**Source:** NTOs, NSOs & SPTO

**Notes:** (E) Estimates, (F) Forecast

\* Pacific arrivals have grown from **1.6 mn (2012)** to **Est 2.1 mn (2017)**

\* Approx. **0.17%** destination share of Global arrivals

\* **3.4%** Av annual regional growth over last **six years (2012-2017)**. Est. growth of **4.8%** in 2017

\* **50.2%** visitor traffic from Aust (30.1%) and NZ (20.1%)

\* **49.8%** from Other Markets – Europe, USA, Japan, China

# ANNUAL VISITOR ARRIVALS BY DESTINATION: 2012-2017



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Destination	2012	2013	2014	2015	2016	2017 Estimates	
Fiji	660590	657706	692630	754835	792320	868929	40%
French Polynesia	168978	164393	180602	183831	192495	199355	47%
PNG	167149	184321	191442	198685	197632	151682	
Samoa	134687	124673	131719	136104	145176	148366	
Cook Islands	122384	121158	121458	125132	146473	158583	
Palau	118754	105066	140784	161931	138416	125316	
New Caledonia	112204	107753	107187	114072	115676	116602	
Vanuatu	108161	110109	108811	89952	95117	103645	
Tonga	47457	48188	50436	53731	59130	62434	13%
FSM	38263	42109	35440	30240	24125	25049	
Timor Leste	34902	44146	48986	61037	71680	117639	
Solomon Islands	23925	24431	20070	21623	23192	25953	
American Samoa	22580	20846	21603	20335	20050	20969	
Niue	5047	7047	7408	7707	7818	9889	
Kiribati	4907	5868	5111	4353	5018	5918	
Marshall Islands	4590	4342	4876	6311	9831	10214	
Tuvalu	1019	1302	1416	2402	2465	2530	
Nauru					3038	3002	
<b>Total</b>	<b>1,775,597</b>	<b>1,773,458</b>	<b>1,869,979</b>	<b>1,958,499</b>	<b>2,050,752</b>	<b>2,151,524</b>	



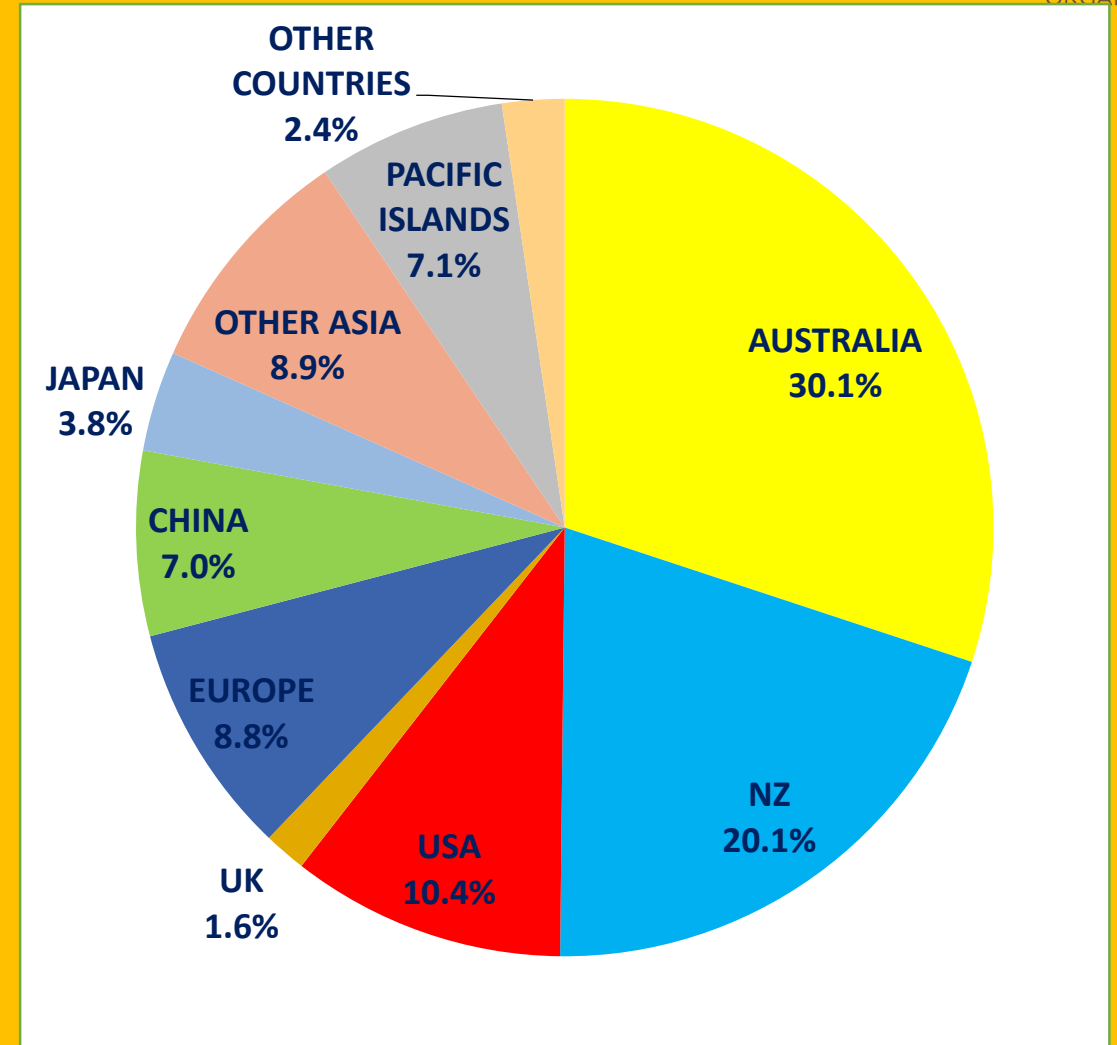
# MAJOR SOURCE MARKETS FOR PICs - 2017



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	2016	2017 Estimate	Absolute Change	Est. Growth (% change)
AUSTRALIA	613267	634376	21,109	3.4
NZ	400969	423928	22,959	5.7
USA	196708	218347	21,639	11.0
UK	36542	33607	(2,935)	-8.0
EUROPE	193472	185651	(7,821)	-4.0
CHINA	143152	146891	3,739	2.6
JAPAN	79110	79813	703	0.9
OTHER ASIA	114786	187373	72,587	63.2
PACIFIC ISLANDS	124872	149745	24,873	19.9
OTHER COUNTRIES	49279	49603	325	0.7
<b>Total</b>	<b>1952156</b>	<b>2109334</b>	<b>157,178</b>	<b>8.1</b>

Market Share (%)

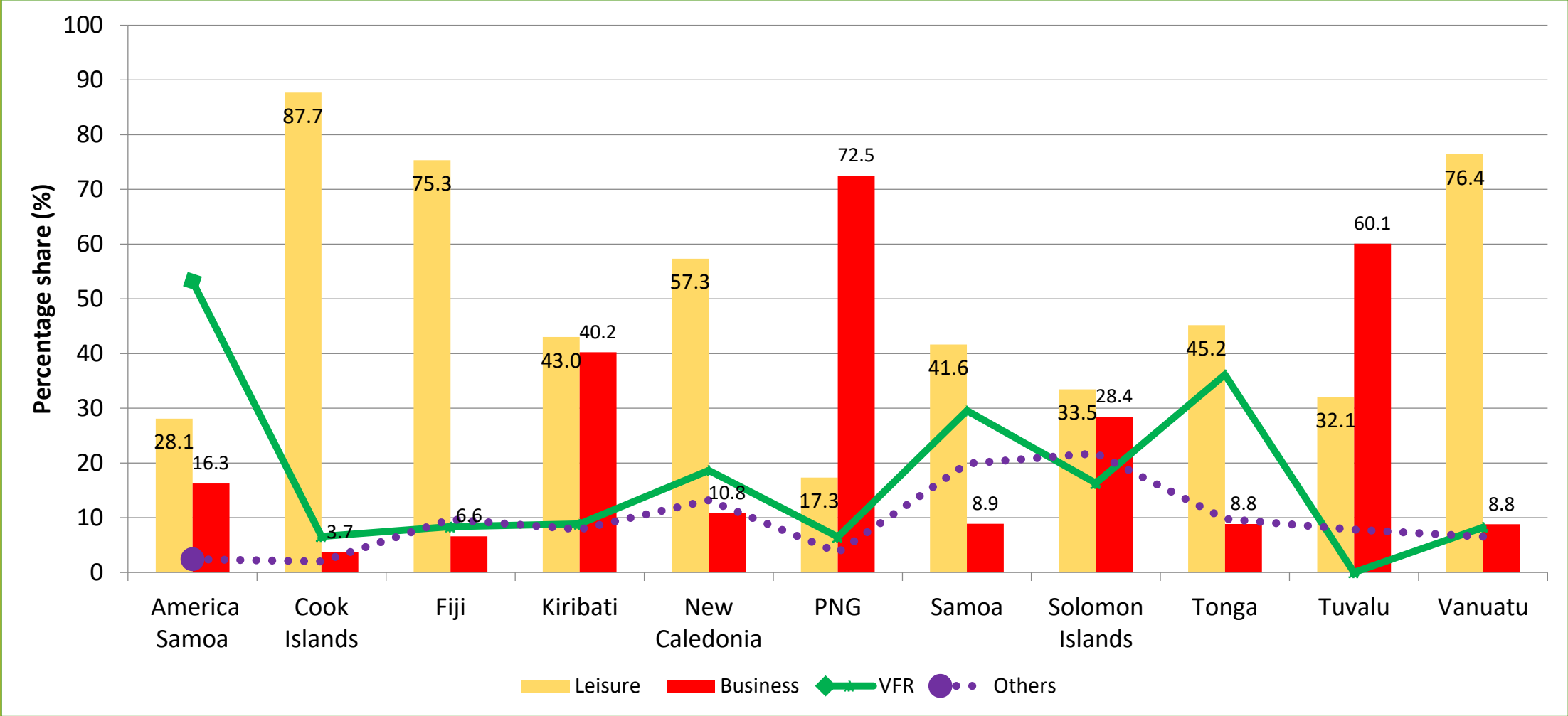


Source: NTOs, NSOs & SPTO

# BY PURPOSE, LEISURE TOURISTS DOMINATES PICS IN 2017



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Source: NTOs, NSOs & SPTO





# FUTURE-POSITIVE FORECASTS FOR THE PACIFIC

- **SPTO forecast for 2018** - 4.2% increase visitor arrivals from 2017
- Forecasted economic contribution is **4.9 US\$bn by 2019** (SPTO)
- Double tourist arrivals by **2040 to 3 million** (World Bank)
- **Annual growth rate of 3%** per annum in tourist arrivals (World Bank)
- **Additional 127,600 jobs** to the region by **2040** (World Bank)



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# **HIGHLIGHTS OF TOURISTS' EXPERIENCES IN THE PACIFIC- SPTO AIR VISITOR SURVEYS 2014-2015**



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# TOP TOURIST EXPERIENCES REPORTED



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Families  
friends  
Fun  
Diving  
Fishing  
people  
Swimming  
Lake Jellyfish

# TOURIST REPORTED WORST EXPERIENCES AND DISAPPOINTMENTS



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# FOOD TOURISM

# FOOD TOURISM: A SECTOR IN EXPANSION

- Food expresses local culture & heritage and connects tourists with a destination's landscape and unique way of life
- Food consumption is integral to tourism & can have significant economic effects in the supply chain
- Dining is consistently ranked in the top three favourite tourist activities
- Culinary, gastronomic & food tourists considered high yield
- Travellers today are more experienced, have more leisure time and disposable income
- Looking for escape and new learning experiences
- Cuisine of a destination extremely important to quality of holiday experience
- Tourists seek authentic, quality experiences based on local food and cultural heritage



# GROWING POPULARITY OF FOOD TOURISM

- Food and beverages → 2<sup>nd</sup> highest category of expenditure by visitors to PICs, following accommodation; approx. 25% - 35% of tourist expenditure is on food
- TV broadcasting of cooking shows key in awareness and appreciation of 'cuisine experiences'
- Globally, food tourism is a growing market segment; prompts focus on locally sourced produce (UNWTO 2012)
- Growing appreciation for high-quality food with unique local ingredients and flavours (UNWTO 2012)
- Integration of authentic local cuisine into tour packages attracts tourists with a higher daily expenditure rate



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# SNAPSHOT OF POSITIVE FOOD EXPERIENCES IN THE PACIFIC



# Instagram –Holiday Inn Resort Vanuatu



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Source: Instagram

## Sandy Beach Resort, Tonga

*“The food was very good and more of a variety than we were expecting for being on an island, along with non-seafood dishes for the one non-seafood eater between the two of us. We really felt like we were at home away from home. We look forward to when we can return. Thank you Boris and staff for helping our vacation be so memorable.”*

Posted by islands2explore, California  
Stayed July 2011

*Source: Trip Advisor*



**Nadi Bay Resort Hotel's signature Restaurant Antoinette's received the Excellence in Tourism Award 2013 for 'Fiji's Best Quality and Value Restaurant.** Famous for food and friendly service, delicious European, Asian and **Fijian inspired menu**, in a traditionally themed setting at affordable prices.





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# **SPTO'S CULINARY INITIATIVES 2014-2015**

# CULINARY WORKSHOPS UNDER EU PROJECT

- Objective - to enhance the sustainability of the country's tourism sector through greater use of local produce and less reliance on foreign imports.
- **SPTO conducted 3 regional and 4 in-country Culinary Training Workshops.**
  - 2 regional workshops in Fiji (11 PIC's was represented -Cooks Is, Samoa, Niue, Tonga, Solomon Is, Kiribati, Vanuatu, Fiji, PNG, Palau and Tuvalu).
  - 1 regional workshop in Samoa (Samoa, Tonga, Vanuatu, American Samoa, Solomon Islands)
  - 2 in country workshops in Samoa (Upolu & Savaii)
  - 1 in country workshop in Tonga
  - 1 in country workshop in Solomon Islands
- A total of **162 chefs** were trained through the culinary workshop delivered by SPTO



# POSITIVE RESULTS OF THE CULINARY WORKSHOPS



- **Encouraged linkages between agriculture and tourism** ( the Samoa workshop has been used by SPC-PAPP as a pilot project in preparation for an Agritourism event they staged in 2015)
- **Enhanced skills and knowledge of cookery students, qualified Cookery Trainers and existing Chefs** in the region
- **Encouraged and inspired the Chefs in the region to use local food resources** in producing SME hotel/resort food menus as well as link with local farmers
- **Enhanced the innovation & creativity of Pacific cuisine**
- **Developed a network of Pacific Culinary Contacts** to share ideas and recipes etc
- **Developed strategic partnerships, opportunities and funding resources** amongst developing partners (such as SPTO, PIPSO, CTA, SPC-PAPP) that will strengthen the link between tourism and the agriculture sector.
- **Produced culinary training manuals and DVDs**

# LESSONS LEARNT - THE CULINARY WORKSHOPS

- The need for a **Pacific Agri-Tourism and Seafood strategy for the Pacific** and embedded within is a **clear Pacific Chefs Development Strategy**
- The need for the **agriculture sector to provide professional, consistent and quality produce** to the Tourism Industry
- The need for the **subsistence farmers to establish cooperatives to market their supplies and link with the tourism industry**
- The need to provide **consistent culinary capacity building** throughout the year within our member countries
- The need for **Pacific Islands to establish Culinary Associations** and a **pool of in-country qualified trainers**
- The need for **regular effective dialogue and strategic partnerships between ALL KEY PARTNERS in all sectors** – Finance, Agriculture, Tourism, Fisheries, Forests, Lands, etc and communities (provincial level)





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# **DELICIOUS PACIFIC: A QUALITY FOOD DESTINATION**



# IMPORTANT FACTORS TO CONSIDER BRANDING THE PACIFIC AS A QUALITY FOOD DESTINATION

- Pacific tourism needs to maintain a **higher competitive performance** against other regions
- **Agri-business is a potential ‘niche’ product** and ‘money maker’ for the tourism industry
- Crucial for all players in the **value chain** to realise the importance of **building sustainable farm-to-table relationships**
- Pacific destinations need to have the **confidence and pride themselves on selling/serving quality, local food** to the Tourist.



# IMPORTANT FACTORS TO CONSIDER BRANDING THE REGION AS QUALITY FOOD DESTINATION

- Complimenting ‘sand, sea, and sun’ with ‘high quality locally grown food/local cuisine’
- **Capacity building** of Owners and Chefs in the region to become innovative and to use local produce and seafood in their cuisine to promote culture
- **Quality standards** related to food & beverage needs to be developed for the Pacific before branding the region as a Quality Food Destination!



**WAY FORWARD**

# PRIORITIES TO PROMOTE FOOD TOURISM

- **Pacific Chefs Development Strategy**- Chefs in the region to become innovative and to use local produce and seafood in their cuisine to promote culture!
- **Delicious Pacific Brand (Product Differentiation)**- Branding the Pacific as a Quality Food Destination and the USPs of each Pacific destination- Food Cuisine!





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**THANK YOU FOR  
YOUR  
ATTENTION**