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**SOUTH PACIFIC TOURISM ORGANISATION
PRESENTATION FOR THE
PACIFIC AGRI-TOURISM WEEK CONFERENCE
NADI, FIJI**

**Presented by: CHRIS COCKER
PRTCBP PROJECT MANAGER**

An underwater photograph of several stingrays swimming in clear, turquoise water. The rays are dark grey with lighter patterns on their bodies. The background shows the sandy ocean floor and the surface of the water with light reflections.

Pacific Regional Tourism Capacity Building Programme (PRTCBP)

Funding: 10th EDF, 5.7 mil euros

Duration: Jan 2012-Dec 2015

Focus: **Building Capacities for Tourism Sector Growth**



**EU commitment: Eradicating poverty
worldwide**

**June – Theme “Sustainable growth, decent
jobs and businesses”**

SOUTH PACIFIC TOURISM ORGANISATION

Who we are?

- Mandated body for tourism sector development in the region
- **Mission - "Market and Develop Tourism in the South Pacific"**
- 100 private sector members
- 18 Government members

American Samoa, Cook Islands, Fiji, Kiribati, Republic of the Marshall Islands, Nauru, New Caledonia, Niue, Federated States of Micronesia (FSM), Papua New Guinea (PNG), Samoa, Solomon Islands, French Polynesia, Timor Leste, Tonga, Tuvalu, and Vanuatu. The People's Republic of China is also a country member of the SPTO



PACIFIC TOURISM STRATEGY (PTS) 2015 – 2019

PTS PURPOSE

- **Provides a framework to support the development of the tourism sector** at a regional level for the next five years (2015 to 2019).
- **Sets out an agreed Vision for the development of the sector** with the objectives, key strategic components and the priority actions
- **Focuses on addressing regional constraints, regional cooperation and actions** to facilitate long term sustainable tourism growth.

REGIONAL TOURISM OBJECTIVES

1. Increasing the **Economic Benefits of Tourism**
2. Conserving the region's **highly distinctive environment and cultures**
3. Ensuring that **visitors experience a safe environment and unique Pacific hospitality**
4. the **public and private sector and local communities work together** in an effective manner



DEVELOPMENT OF THE PACIFIC TOURISM STRATEGY (PTS)

2015-2019

PTS – WORK CONDUCTED/PROCESS

**CONSULTATION
AND SITUATION
ANALYSIS**
**AUGUST/SEPTEMBER/
OCTOBER**
2013

- Review of data, research and statistics
- Literature review of plan, policies and publications
- Stakeholder interviews (NTOs and regional level stakeholders)
- Web based product/accommodation review
- On line Industry Survey
- Online NTO Survey

**VALIDATION
WORKSHOP**
OCTOBER
2013

- Validation Workshop – Apia – NTO and private sector representatives
 - Presentation of current findings and emerging recommendations
 - Key stakeholder discussions on PTS Framework
 - Vision
 - Focal Areas
 - Key Issues
 - Strategic Priorities
- **Aviation Issues Paper**

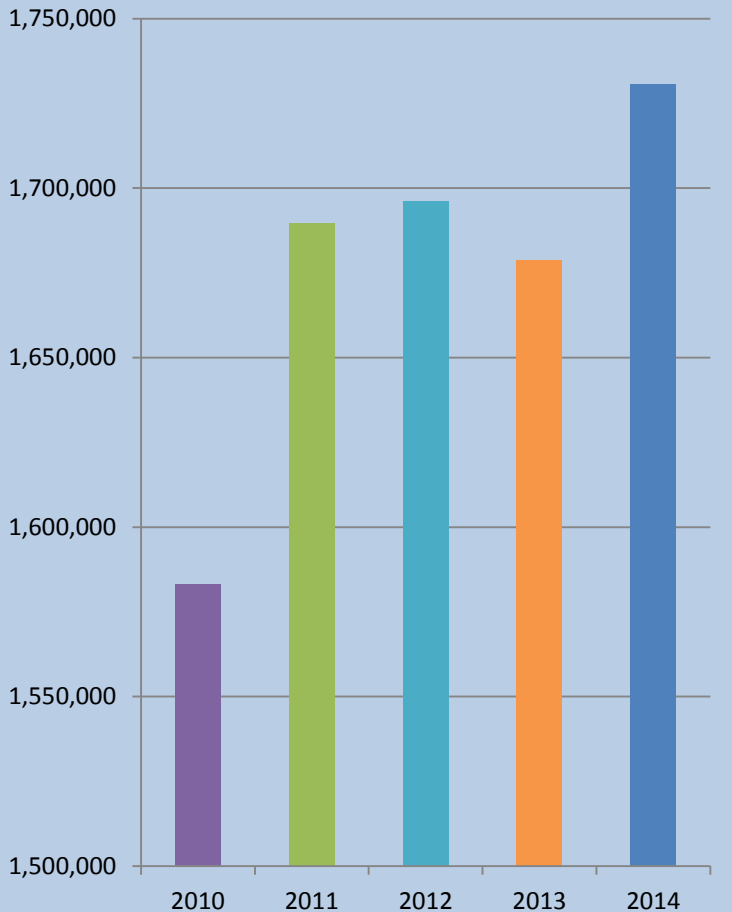
Draft and Final PTS
**Feb 2014 to
October 2014**

- Drafting of PTS
- Draft Pacific Tourism Strategy – Feb – March 2014 – Written Comments
- Website feedback on PTS- March 2014
- CROP Agencies & Country consultations – Feb – March 2014- 200 stakeholders
- **Board Presentation/Approval – Final Draft PTS - May 2014**
- **Final Pacific Tourism Strategy – Council of Tourism Ministers – October 2014**



Pacific Tourism Sector Overview

PACIFIC REGIONAL TOURISM



World tourism in 2014 recorded a 4.7% increase over 2013

Av Global growth 3.6 percent pa for last five years

Fluctuating growth due to external and internal factors

Total arrivals to the Pacific grew from 1.5 m in 2010 to 1.7 mn in 2014

Approx. 0.16 percent of Global arrivals

Av annual regional growth of 4.6 percent over last five years (2010-2014)

50% of the visitor traffic was from Aust (34%) and NZ (16%).

50% - Other markets – Europe (10%), USA (9.1%), Japan (4.5%), China (3.3%) etc

Est current value approx. 3.3 US\$bn

Possible to grow this to 4.4 US\$bn by 2019

TOURISM DEVELOPMENT – PACIFIC DESTINATIONAL CYCLES

Destinational Segment	Pacific Country
Advanced Group (200,000 + arrivals)	Fiji
Developing Group (100,000 – 200,000 arrivals)	Cook Islands, French Polynesia, New Caledonia, Palau, PNG, Samoa, Vanuatu
Emerging Group (20,000 – 100,000 arrivals)	American Samoa, FSM, Solomon Islands, Tonga, Timor Leste
Fledgling Group (less than 20,000 arrivals)	Kiribati, Nauru, Niue, Marshall Islands, Tuvalu

KEY REGIONAL DEVELOPMENT ISSUES

1. Supporting Sustainable Tourism Development
2. Improving Access and Transport Infrastructure
3. Targeting Poverty Alleviation and Positive Gender Impacts
4. Increasing Yield and Economic Impact
5. Strengthening Public/Private Partnership
6. Utilising Technological Innovation
7. Developing and Enhancing Quality Products
8. Developing Capacity and the Pacific People

PACIFIC REGION TOURISM SWOT

Strengths

Pacific – natural beauty, friendly people, strong values and culture, safety
Pacific – shared identify (brand recognition) and shared markets
Shared access and transport
Unspoilt, unknown and unplanned destinations

Weaknesses

Tyranny of distance and access
Small economies – limits resourcing for marketing, investment, infrastructure, domestic tourism, human resources
High cost of inputs and leakage
Vulnerability to natural disaster
Lack of planning and enforcement

Opportunities

Working together, sharing and learning
Promotion common natural beauty, culture and brand
Regional synergies – marketing, research, HRD, planning, cruise shipping, air access, product development

Threats

Competition
Unsustainable and poorly planned development
Climate change
Economic Crisis
Political Instability



Regional Strategies and Sector Priorities - PTS



Regional Strategies & Sector Priorities

- **Air Access And Route Development-**To support access improvements and expansion of Pacific air services.
- **Cruise Shipping Development-** To support the expansion of a sustainable cruise shipping sector in the Pacific.
- **Research And Statistics-**To support accurate and timely regional tourism research and statistics.
- **Marketing the Region -** To facilitate growth in demand and yield improvement for the Pacific regions' tourism products.
- **Investment and Product development-** To support investment in sustainable tourism products in the Pacific.
- **HRD And Training-**To strengthen tourism HRD by improving its quality, access and coordination across the region.
- **Sustainable Tourism Planning-**To strengthen the sustainable planning and management of the Pacific tourism sector.

An aerial photograph of a tropical coastline. In the foreground, a white sandy beach is lined with lush green palm trees. The water is crystal clear, showing a gradient from light turquoise near the shore to deeper blues further out. In the distance, a large, prominent mountain with a sharp peak rises from the sea. The sky is bright blue with scattered white clouds. The overall scene is idyllic and scenic.

SPTO Past and future projects on Pacific AgriTourism

[@timemckenna.co](https://www.timemckenna.co)

Past projects:

- **Culinary Training workshops** for the Pacific Region (August, 2014), Samoa (Nov 2014), Tonga (2015) and Fiji (July, 2015) to encourage import substitution, the use of local food resources for menus and innovation & creativity in food preparation.
- **Buyer seller marts to initiate business linkages** between the suppliers (Farmers) and buyers (SME Chefs/Owners/Managers) and to encourage working with local communities to supply these resources.
- **Awareness workshops** conducted in conjunction with the Culinary training to increase awareness of the importance of linking the agriculture and tourism sectors.
- **Collaboration amongst CROP agencies** (SPTO, USP etc) to pool resources and nurture joint development of the tourism and agriculture sectors.

Future projects:

SPTO's role in Pacific AgriTourism Programmes

- **Act as the conduit to national programmes** of 17 PICs on Agri Tourism activities.
- **Promote and establish SPTO partnership/collaboration** with key stakeholders in Pacific Agri Tourism development.
- **Lead the coordination and implementation of regional activities** proposed in the PTS 2015-2019 that supports and develops Pacific Agri Tourism.
- **Lobby and promote Agri Tourism** to appropriate international, regional and national meetings.
- **Collaborate with relevant key CROP agencies to lead the development of** a regional policy framework, a multi-year Pacific Agri Tourism programme and seek donor funding to implement this programme.

Future projects:

Potential Areas of collaboration between Tourism & Agriculture

- **Planning & Development-** Developing a regional policy framework for Agri Tourism and a multi-year programme that supports the PTS 2015-2019 and will sustain the national planning and management of the Pacific agriculture and tourism sectors. It should also strengthen Public/Private Partnership in both sectors.
- **HRD & Training-**
 - Up skilling & awareness training of stakeholders in both sectors.
 - Develop and promote Labour Mobility for the Agri Tourism sectors.
- **Marketing-**
 - Utilising technology to enhance Agri Tourism SME businesses online presence and develop capacity in online marketing.
 - Promoting a Pacific Brand that encourages and promotes the linkage between the agriculture and tourism sectors.

Future projects:

Potential Areas of collaboration between Tourism & Agriculture

- **Investment development & promotion ;**
 - Facilitate investment in new Agri Tourism products through identification, profiling and matching with potential investors.
 - Enhance the capacity of Agri Tourism businesses to prepare investment ready and bankable proposals.
 - Promote Agri Tourism investment profiles to potential investors

- **Entrepreneurial & Commercial development**
 - Encourage & promote linkages and commercial transactions between tourism and agriculture businesses.



PTS 2015-2019 IMPLEMENTATION

PTS IMPLEMENTATION 2015-2019

- SPTO will take the lead role in the implementation in partnership with National Tourism Offices, development partners, CROP agencies and the private sector
- PTS Action Plans have been developed for each of the thematic areas (Action, Role, Budget, KPI, Priority)
- A coordinated approach is required – PTS recommends a Steering Group be established (Public/Private/CROP)
- The total PTS budget over the five year period is approximately 20.0 US\$ million
- A initial priority will need to be to mobilise funding:
 - Donor Forum and Lobbying and Presentations
 - PRTCBP and EDF 11
 - Project Concept Papers/Profiles to support lobbying

FOOD FOR THOUGHT FOR THE WAY FORWARD

- A coordinated approach is required – A Steering Group needs to be established (SPTO/SPC-PAPP/USP/PIPSO/CTA/Private sector reps etc)
- We need a clear strategy or policy to be developed that will move forward our efforts to unite the agriculture and tourism sectors
- A workshop of key stakeholders needs to be coordinated to start developing a framework for a multi year programme on agritourism that is in line with the strategy developed as well as the key stakeholders strategies.
- SPTO high level meetings in 2015/2016

14-15 Oct, SPTO Board & Minister's of Tourism meetings, Papeete, Tahiti.

May/June SPTO Board meeting

Oct, SPTO Board & Minister's of Tourism meetings

VINAKA!

