

**SOUTH PACIFIC
TOURISM
ORGANISATION**



**SIDS GLOBAL BUSINESS NETWORK PRIVATE SECTOR
PARTNERSHIP FORUM**

**TOURISM AND CULTURE
21-22 May 2018
Mauritius**

Christopher Cocker: Chief Executive Officer





WELCOME to the Pacific

“OUR CULTURE IS YOURS to Discover, Experience, Respect



The Islands of the Pacific



SOUTH PACIFIC
TOURISM
ORGANISATION
United States
of America

SPTO MEMBER COUNTRIES

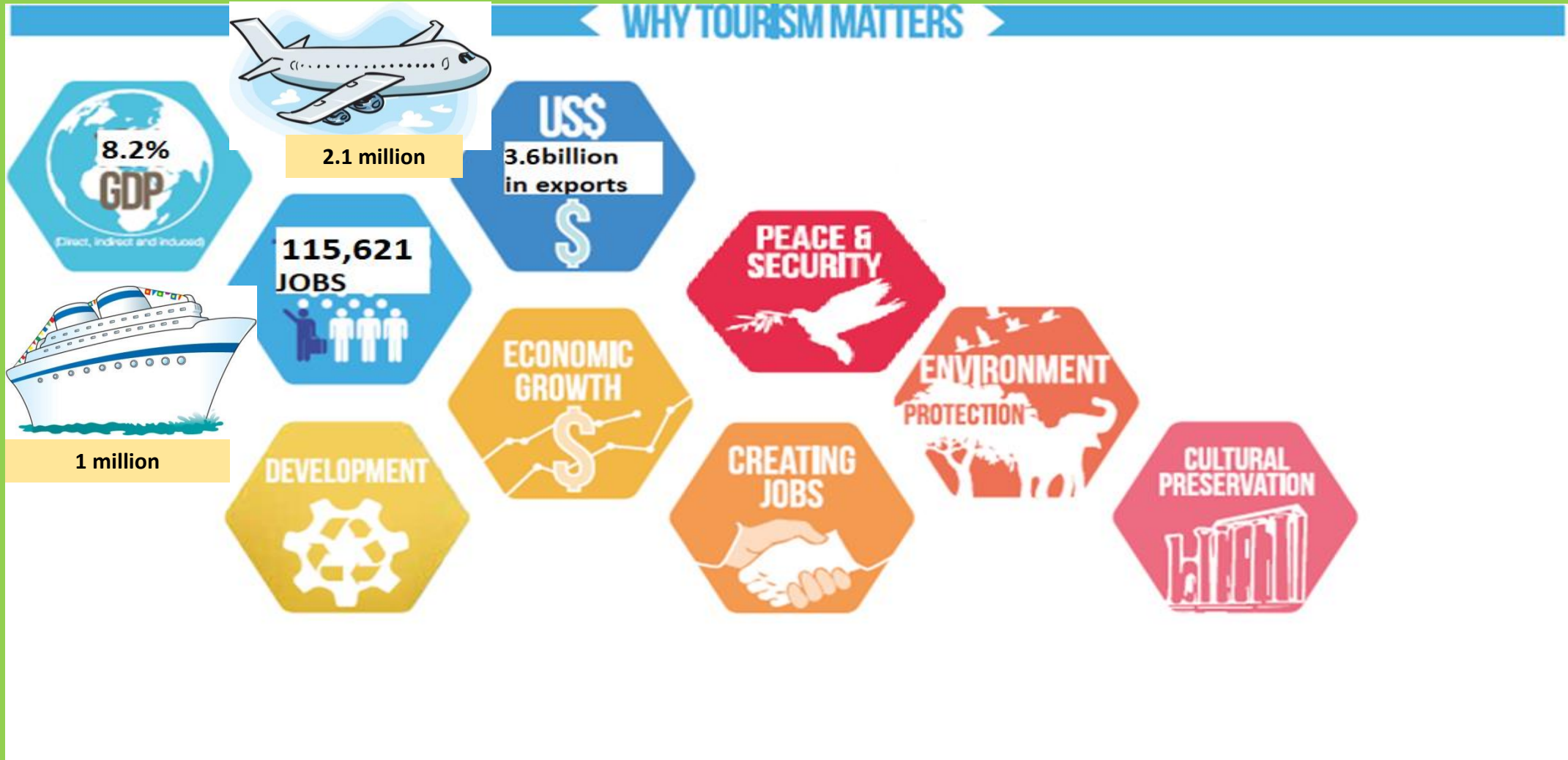




- ✻ Our greatest assets in the Pacific are: **OUR LAND, OCEANS, PEOPLE and CULTURE**
- ✻ We lose these key assets, we do not have **TOURISM**
- ✻ Our diverse Culture differentiates us from our global competitors!

**WHY TOURISM
MATTERS TO
THE PACIFIC**





Source: NTOs, NSOs and SPTO, 2017

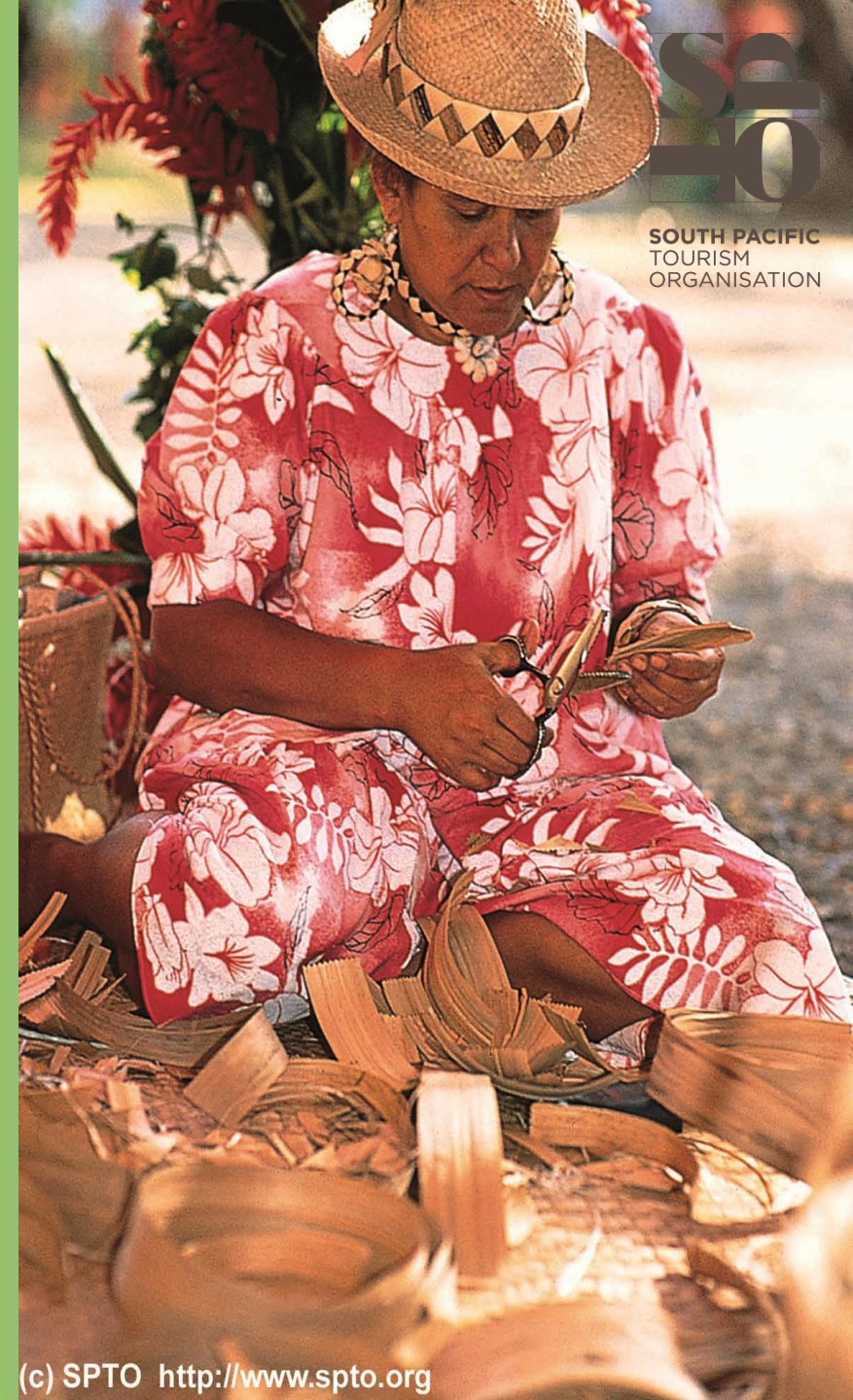
POSITIVE TOURISM FORECAST FOR PICs



SOUTH PACIFIC
TOURISM
ORGANISATION

- ❖ 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)
- ❖ According to PATA, future travelers will be **environmentally responsible, culturally rich**, seek **off the beaten track** destinations

CULTURAL HERITAGE TOURISM IN THE PACIFIC AND THE SDGS



SPTO
SOUTH PACIFIC
TOURISM
ORGANISATION

SPTO's role

✦ **Guided by the Pacific Tourism Strategy** which highlights four sustainable pillars, one of which include: **“Conserving the region’s highly distinctive environment and cultures”**

✦ **SPTO’s role is to develop and promote niche tourism such as cultural & heritage tourism**

✦ **Awareness raising on sustainable tourism and integrating Cultural Sustainability as a key pillar**

✦ **Resource mobilisation for the development of Cultural Heritage Tourism**



**SOUTH PACIFIC
TOURISM
ORGANISATION**

WHAT HAS BEEN DONE BY SPTO

- ✦ **Production of a Culture & Heritage niche market report and promotional material promoting culture**
- ✦ **SPTO's new brand, "Ours is Yours" is based on the idea- Weaving Positive Futures, inspired by our shared heritage of weaving**
- ✦ **Promotional activities to promote Cultural Heritage such as the SPTE Theme for 2018 'Our Culture is yours to discover, experience, respect'**
- ✦ **Support for the Miss Pacific Islands Pageant – Winner is Pacific Tourism Ambassador**
- ✦ **Established new partners- WINTA, NZ Maori Tourism, UNITAR, UNESCO**
- ✦ **In partnership with CTA we have conducted Culinary Tourism development in the tourism industry through Chef Development and Agri-Tourism Policy development**



SOUTH PACIFIC
TOURISM
ORGANISATION

SOUTH PACIFIC NICHE MARKET REPORT



CULTURAL HERITAGE TOURISM

October 2013



**OVERVIEW OF
CULTURE &
HERITAGE TOURISM
IN THE PACIFIC**



**SOUTH PACIFIC
TOURISM
ORGANISATION**



SOUTH PACIFIC
TOURISM
ORGANISATION

THE PACIFIC WAY – OUR CULTURAL HERITAGE IS CELEBRATED IN MANY FORMS:

-  Culinary
-  Festivals and events
-  Historic sites, monuments
and landmarks
-  Song and Dance
-  Religious events
-  Tatau (tattoo)
-  Arts and Crafts



PAPUA NEW GUINEA

ASARO MUDMEN in the eastern highlands province

 A battle dress-code that
defeated the enemies



SAMOA

The sacred art of Tatau (tattooing)



SOUTH PACIFIC
TOURISM
ORGANISATION

MARSHALL ISLANDS

**Celebrating & Promoting
our weaving and
handicrafts**

**“One Island, One Product
Event”**



A SYNOPSIS OF THE PACIFIC CULTURE & HERITAGE MARKET

A small niche market in the Pacific

Majority are **tailor made trips** with niche operators

Main means of promotion-word of mouth, internet research by independent travellers

PNG is the most popular destination

Other PICs popular as well are **Fiji**, Cook Is, Vanuatu, Samoa, Tonga, Tahiti and **New Caledonia**.

Main markets: Europe & North America

Accommodation preference: authentic but comfortable



WHY IS CULTURAL HERITAGE HOLIDAY IN THE PACIFIC SPECIAL?

Europeans & North Americans- the major draw cards is the:

- ❏ Welcoming People
- ❏ Unspoilt tribal cultures of PICs
- ❏ PNG
- ❏ Unique culture's of PICs
- ❏ Pristine Nature
- ❏ PICs is a haven for Peace & Security
- ❏ The other side of the world- last frontier to be discovered
- ❏ Divers: WW2 history and wrecks



CHALLENGES FROM THE MARKET'S PERSPECTIVE

- ❖ Limited air routes
- ❖ Travel time from Europe & N/America
- ❖ Cost of airfares & ground costs
- ❖ Low awareness of the Pacific's culture heritage (outside PNG)
- ❖ Strong competition from other destinations such as SE Asia and Europe
- ❖ Limited authentic but comfortable accommodation
- ❖ Lack of knowledge about reliable local partners



BUT Times have Changed

- **Our Pacific People have taken our culture & heritage for granted and not shared it with others. We have kept it to ourselves**
- **Culture & heritage is archaic for our young generation who are more attracted to technology and modernisation.**
- **The different versions and interpretation of the our stories and cultural practices is causing confusion amongst tourists and locals**
- **Creativity & innovation in expressing our culture and telling our stories has potential to lose the authenticity & real meaning of our stories, songs and dances**
- **Technology advances is preventing face to face experience, relationships and communication of our culture & heritage**
- **The fast pace of today's world has caused our people do not to have the time to sit down together to share and nurture our culture & heritage**



OPPORTUNITIES

- ✘ Jointly develop & promote **Food & Culture Tourism**
- ✘ **The power of story telling-** sell the experience , promote **WOW factor of PICs**, there is more to sun, sand & sea in the Pacific!
- ✘ Tailor **marketing campaigns** to promote culture & heritage
- ✘ Promote **World Heritage Sites** and invest in maintenance and training of site managers
- ✘ Package culture and soft adventure
- ✘ Promote existing **Pacific culture & heritage festivals & events** to the travel trade
- ✘ Invest in **Events Management & Tour Guide training** and certification programmes



WAY FORWARD



SOUTH PACIFIC
TOURISM
ORGANISATION



SOUTH PACIFIC
TOURISM
ORGANISATION

WAY FORWARD

- ✦ **Seek partners to implement the**
 - ✦ **WB Pacific Possible's Report**
 - ✦ **SPTO PTS**
 - ✦ **culture heritage tourism niche report**
- ✦ **Strengthen existing partnerships** with CTA, UNESCO, UNITAR, tourism private sector etc
- ✦ **Collaborate with SPC to implement recommendations from the recent 4th Meeting of the Culture Ministers**
- ✦ **Develop and promote Food and Culture tourism**
- ✦ **Use culture, religion and our people** to drive sustainable development
- ✦ **Promote and strengthen the link between culture tourism and cultural industries.**





**“Culturalisation of
commerce, rather
than
commercialization
of culture.”**

THANK YOU!

www.southpacificislands.travel