



PACIFIC ISLANDS DEVELOPMENT FORUM

Nadi, Fiji
5 August 2013

STATUS OF TOURISM IN PACIFIC ISLAND COUNTRIES



OUTLINE

- International Tourism
- Contribution of Tourism to the Pacific
- Tourism Travels to Pacific Island Countries
- Challenges and Constraints
- SPTO's Regional Initiatives
- Concluding Remarks



INTERNATIONAL TOURISM IN 2012

- International tourist arrivals (overnight visitors) worldwide exceeded the 1 billion mark for the first time in 2012 (1,035 million tourists crossing borders, up from 995 million in 2011)
- International tourism receipts reached US\$1,075 billion worldwide in 2012, up from US\$1,042 billion in 2011
- China became the number one source market in 2012, spending US\$102 billion on international tourism
- Asia and the Pacific recorded the strongest growth with a 7% increase in arrivals followed by Africa (+6%) and the Americas (+5%)
- Oceania saw 4% more international arrivals in 2012 with mixed results across individual countries
- By UNWTO region, prospects for 2013 are stronger for Asia and the Pacific

Source : UNWTO Tourism Highlights



CONTRIBUTION

Tourism Contribution to GDP in 2012* :

- 10.7% of the Pacific's GDP
- Palau (56%), Cook Islands (44%), Vanuatu (34%) and Fiji (23%)

Tourism Contribution to Employment in 2012*:

Fiji (12%), Kiribati (7%), Tonga (5%) and Solomon Islands (4%)

LINKAGES

Tourism – Transportation, Agriculture, Fisheries

- Improving transportation infrastructure impacts other sectors e.g. aviation
- Increase in airline services → increase in freight capacity for fresh produce exports
- Increase in tourism activity positively impacts agriculture
- Servicing the tourism market increases growth in agriculture and other sectors → food and beverages, crafts, flowers, essential oils
- Local supply of marine products to hotels

* Source : World Travel & Tourism Council, Economic Impact 2013 Report : Oceania



VISITOR ARRIVALS IN PACIFIC ISLAND COUNTRIES

	2010	2011	2012	Growth
Cook Islands	104,265	113,114	121,757	16.8 %
Fiji	631,868	675,050	660,590	4.5 %
French Polynesia	153,919	162,776	168,978	9.8 %
Kiribati	4,701	5,264	4,907	4.4 %
Marshall Islands	4,563	4,559	4,590	0.6 %
New Caledonia	98,562	111,875	112,204	13.8 %
Niue	6,214	6,094	5,048	-18.8 %
Papua New Guinea	146,933	163,173	169,975	15.7 %
Samoa	129500	127420	134660	4 %
Solomon Islands	20,521	22,941	23,925	16.6 %
Tonga	47,081	46,005	49,010	4.1 %
Tuvalu	1,657	1,201	1019	-38.5 %
Vanuatu	97,180	93,824	108,145	11.3 %
Total	1,446,964	1,533,296	1,564,808	8 %

CHALLENGES IN TOURISM DEVELOPMENT

Growth of tourism hindered due to the following:

- Geographical spread and small population base of SIS
- Limited infrastructure and capacities (cruise, aviation, telecommunication, transportation, utilities)
- High domestic, international transport costs
- Vulnerability to natural disasters
- Complex land systems
- Lack of skilled personnel in the tourism industry
- Weak institutional frameworks constraining foreign direct investment

REGIONAL TOURISM INITIATIVES 2012-2013

SPTO has undertaken the following:

1. Cruise Shipping Tourism
Launch of Cruise Manual in Miami; Port Preparedness workshops
2. Sector Planning/Policy Development
Air and Cruise Surveys; Cruise Market Analysis; Development of Business Plans; Improving data collection and statistics analysis
3. Marketing
Long Haul, Emerging and Short Haul Markets; SME e-marketing support, Niche market studies
4. Human Resources Development
Regional HRD Plan; SME training workshops; Short Term Attachments; Hospitality Training



IMPORTANCE OF GREEN TOURISM IN PICs

It is the most important economic sector in PICs and we need to maintain the long term social and economic benefits through conservation of the natural and cultural environment and resources that make up our tourism sector.



SPTO'S WORK INVOLVING GREEN TOURISM INITIATIVES

- Energy efficiency
- ICT (e-commerce)
- Water and sanitation
- Eco-tourism (SME) Development focus
- Strengthen supportive policies and regulations
- Community Awareness and Participation
- Training of Local Operators in Green Tourism Growth



CONCLUSION

- Tourism as a services sector is also labour-intensive, impacting other sectors (Agriculture, Fisheries, Transport); sustainable linkages must be supported
- Untapped potential should be developed and properly managed to significantly contribute to sustainable growth
- Requires continuing support and commitment from key stakeholders, including the private sector
 - implementation of relevant policies and budgetary provisions for infrastructure development, at national level; regional level through the SPTO
- The economic benefits of tourism offers the best hope in Pacific Island countries; however, we have to manage our resources through green tourism initiatives to ensure the sustainability and profitability of the sector



THANK YOU FOR YOUR ATTENTION

