

Strong signs for growth in Pacific Islands

The latest PATA figures show that the Pacific region is one of the strongest growth areas for the new decade, as long as stakeholders continue to work together.



Travellers are returning to Samoa (Image by kirklandphotos.com courtesy of Samoa Tourism)

By Gary Walsh

2009 was tough for many Pacific communities, with the tragic tsunami that devastated parts of Samoa, a major earthquake in the Solomon Islands, and political uncertainty in Fiji – but signs are strong that the region will work its way through the troubles and prosper in 2010.

Figures released by the Pacific Asia Travel Association (PATA) show the Pacific region is one of the strongest growth areas entering the new decade, and September 2009 showed a nine per cent increase on the same month in the preceding year.

It's a rare positive sign for PATA. Kris Lim, associate director of its strategic intelligence centre, said 2009 was "one of the worst for many years for international arrivals into Asia Pacific destinations".

But he is optimistic for 2010, predicting growth of about six per cent in the region. "The prospects for 2010 appear promising, but it needs to be stressed that there is no quick fix for the travel and tourism industry," says Lim. "All stakeholders must continue to work together to lead the industry out of the crisis."

Samoa tourism is still affected by

September's tsunami, with major resorts on the main island of Upolu still under reconstruction, but Australia travellers are returning, with many experiencing the attractions of Savai'i, Samoa's Big Island.

Reached by a vehicle ferry from a port close to Samoa's international airport, Savai'i is a great option for adventurous clients keen to explore a little-visited island with wonderful natural attractions – clean beaches, waterfalls, blowholes, peaceful villages and the eerie remnants of a major volcanic eruption more than a century ago.

Australian visitor arrivals into New Caledonia grew by 15 per cent in the second half of 2009 compared with the previous year. The surge has been attributed to some record months for the destination including figures for November that showed a 28 per cent jump over the previous year, while October recorded 16 per cent growth and the highest numbers for that month in 13 years.

"The feedback we've seen is that in the current climate people want more value for money and part of that is offering new and different experiences they can't get anywhere else," says Diane Moynihan, general manager

Australia for New Caledonia Tourism.

"In 2009 our promotion has focused on 'experiential' travel in New Caledonia. From gourmet food and wine, to diving our UNESCO World Heritage listed lagoon and reef, to visiting the unique Loyalty Islands, New Caledonia is all about immersing visitors in the experience of the destination.

"They are experiences clearly resonating with Australians, based on the arrival figures we've seen and in what has been a tough market, and we can only look forward to bigger and better things for New Caledonia in 2010."

Tourism Fiji regional director Australia, Paresh Pant, characterised 2009 as "one of Fiji's toughest years on record", but is confident the destination is back on track.

Fiji attracted 27,531 Australians in October 2009, eclipsing the previous record set in September 2009 of 26,342. The new figure followed similar records in July and August.

The October result brought Fiji's Australian visitor tally for the year to 189,603, 2.3 per cent down on the 194,063 figure achieved for the January-October period in the record breaking 2008.

"In the face of everything that has come our way in 2009, from floods and political stand offs between the Fiji and Australian governments, and not forgetting the GFC, our Australian visitor arrivals figures have continued to build exponentially and are a huge cry from the huge drop we recorded in the first three months of this year," he says.

Tahiti Tourisme regional director Robert Thompson says travel agents should look for the 2010 'You Deserve Tahiti' advertising campaign, with a range of wholesale partners offering special packages to Tahiti and her Islands.

"The 'You Deserve Tahiti' campaign implemented in the last half of 2009 proved a success, and we decided to extend it in 2010 to drive more consumers looking for a Tahiti holiday through travel agency doors," Thompson says.

Kicking off in March, the new campaign will highlight Tahiti's many different holiday experiences, from indulgent breaks at luxury resorts to romantic getaways at lesser-known islands and the many watersports on offer. Full air and land packages will be on offer, most including value-adds such as stay/pay and meal plan deals.

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Sunset over the stunning fjords of Tuvalu (image: kirklandphotos.com)

Air Niugini is well connected

PAPUA New Guinea's national carrier, Air Niugini, doesn't only fly to more than 20 ports where air travel is often the only form of transport, it also connects the country to 10 key destinations through the Asia Pacific region.

Air Niugini operates daily flights from Brisbane and Cairns and twice weekly from Sydney direct to Port Moresby. From there the airline connects within PNG and onwards to Hong Kong, Kuala Lumpur, Manila, Singapore and Tokyo.

PNG offers an array of accommodation and holiday options, from tourist lodges to international standard resorts and business hotels.

While the Kokoda Track is still the most popular product, there is an array of other holiday options including village stays, cultural festivals, adventure lodges, cruising,

surfing, fishing and diving holidays through to visiting the fjords of Tuvalu.

Air Niugini airfares start from \$516 return from Brisbane (including taxes/surcharges) and the airline also offers competitive fares between Australia and Asia, including Manila and Tokyo.

Recently, Air Niugini launched its own free frequent flyer program called Destinations. It allows individual and family membership and is points oriented, based on the dollar value of your spend rather than mileage flown. For more details see www.destinations.com.pg

Qantas frequent flyer members can earn points on selected Air Niugini flights while Air Niugini Executive Club members can enjoy lounge privileges throughout PNG and reciprocal lounges in Asia and Australia.

Gai is a fan of the entire Pacific

GAI Fardell from Travelworld Orange in NSW is a one-stop shop for Pacific information.

She has been to New Caledonia twice, once on an educational and once on a holiday; Vanuatu six times, twice on educational and the other times with her family; Fiji four times, once on a family, once for a conference and twice with her children; Samoa once on a holiday, and Tahiti and the Cook Islands once each on educational.

"I enjoy the entire Pacific," says Gai. "New Caledonia has the advantage of being Paris on your doorstep and is more sophisticated than the other islands, but then again it is more expensive. I enjoy going there with my husband, as he likes dining out."

"The Cook Islands, particularly Aitutaki, is the most beautiful."

Gai says that for a family holiday, Vanua Levu in Fiji is the best "as it is so laid back and unspoilt".

Affordability means her agency sells Fiji and Vanuatu most, but Gai adds that the Cook Islands are also selling well, and she says better airline access will see New Caledonia benefit in 2010.

She says her agency highlights accommodation and activities available throughout



Dining out is a highlight in New Caledonia.

the Pacific before promoting the people, culture, scenery and food.

Gai is also a fan of the New Caledonia Specialists program, "particularly with their mega family in getting a lot of agents over there".



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New direct flights to Cook Islands



Aitutaki from the air, Cook Islands. Image courtesy Pacific Resort Aitutaki.

AIR New Zealand is to trial a direct link between Sydney and the Cook Islands over a four-month period from July in a move to boost Australian tourism to the islands.

Tourism Minister Robert Wigmore says Air New Zealand plans to fly from Sydney to Rarotonga using

a Boeing 767 aircraft. He says the initiative had Cook Islands government support, and Cook Islands Tourism will be promoting the new service through a joint advertising campaign with a range of Australian wholesalers.

"It is exciting and wonderful news

for the Cook Islands, as Australian visitors have good lengths of stay, spend is high and approximately 80 per cent visit one of the outer islands, mainly Aitutaki," says Cook Islands Tourism CEO John Dean.

He adds that the Air New Zealand service will assist in establishing Australia as a core short-haul market into the future.

Dean says more than 12,000 visitors from Australia arrived in the Cook Islands in 2009, which has produced a growth of 34 per cent in a year of economic turmoil and diving visitor arrival numbers across the tourism industry.

Jonica Paramor, Managing Director of The Unique Tourism Collection and Cook Islands Tourism Australian Representative agrees.

"The Cook Islands is booming for us as Australians are discovering a new destination that offers good value and different accommodation options," Paramor says.

"It's the perfect affordable holiday option and now it's so easy to get to with Air New Zealand's new direct flight starting on 4 July".



Beachfront Suite, Pacific Resort Aitutaki

Accolades for Aitutaki

PACIFIC Resort Aitutaki in the Cook Islands has been voted the 'World's Leading Boutique Island Resort' for the second year running at the World Travel Awards 2009 grand finals held in London on Sunday.

It beat six other island resorts, ranging from the likes of Havafen Fushi in the Maldives to Bedarra Great Barrier Reef in Australia.

Pacific Resort Aitutaki was also named 'Australasia's Leading Boutique Resort' and 'Cook Islands Leading Resort'.

CEO Greg Stanaway says the award is considered a significant achievement for the resort, for the island of Aitutaki and for the Cook Islands. "Quite simply it is the ultimate accolade we can expect to achieve, an award that is great for our business and for the Cook Islands in total," he says. "Our guests have become more sophisticated and more widely travelled than ever before, they have also become more demanding and discerning, with higher expectations".

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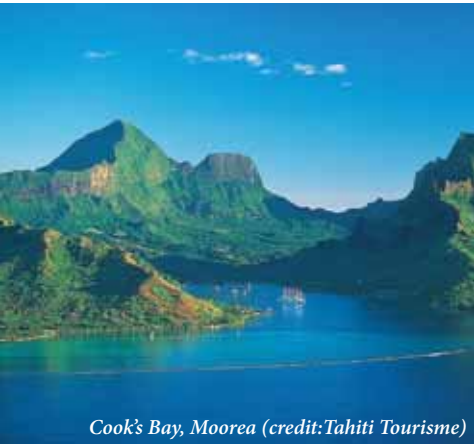
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Solomon Islands diving has gained an enviable world-wide reputation that's unsurpassed. Throughout these magic islands is an endless variety of dive sites to suit all tastes and levels of experience. If you're not a diver, there could be no better place to discover this whole new world, than the warm crystal clear waters of the Solomon Islands.





Cook's Bay, Moorea (credit: Tahiti Tourisme)

Look out for latest on Tahiti

TRAVEL agents across Australia will soon receive their new Tahiti Tourisme Travel Planners, packed with the latest information on where to stay and what to do on Tahiti and Her Islands.

The 2010 guides provide information and maps of the most-visited islands in each archipelago, detailing each island's highlight attractions as well as accommodation options and practical information for travellers.

New Moorea Madness discount

cards have been released for 2010, offering travel agents the chance to offer special rates on transport, tours, spa treatments, restaurants and shopping on Tahiti's sister island to their clients.

Discounts on offer include 20 per cent off dolphin experiences at the Moorea Dolphin Center and 15 per cent off All Terrain vehicle tours with Albert Transport.

Cardholders will also receive 10 per cent off meals at some of Moorea's best

restaurants, including Restaurant La Plantation and Sofitel la Ora Beach Resort's Pure and K restaurants. Moorea Madness cards are only available through travel agents. All hotel restaurant discounts can be used in conjunction with pre-booked meal packages for meals outside the allocated meal plans, representing a great value-add for clients travelling to Moorea. The discounts will apply to bookings made directly with the operator by the client.

Movie star treatment at St Regis Bora Bora Resort & Spa

AIR Tahiti Nui and Tahiti Travel Connection are jointly offering a package to the luxurious St Regis Bora Bora Resort & Spa, the location of the new Hollywood film *Couples Retreat*.

The offer starts from \$5300 per person, ex Sydney, and includes return airfares with Air Tahiti Nui, four nights in an Overwater Villa at the St Regis Bora Bora Resort & Spa, and three nights at the Intercontinental Tahiti Resort with daily breakfast.

There's also a range of added luxuries, including champagne and pastries on arrival, daily American breakfast, one 50-minute couple's massage, a three-course candlelit dinner and a Tahitian gift.

Clients are promised 'movie star treatment' with the package, which also includes a lei greeting on arrival in Papeete, return flights to Bora Bora and all land transfers.

"If you liked the breathtaking scenery in the movie *Couples Retreat*, you will love the real thing," says Craig Lee, Air Tahiti Nui's regional director Australia.

"Tahiti is one of those rare destinations that looks just as picturesque in real life as it does in movies and magazines."

The special is also available from three other Australian capital cities: Melbourne and Brisbane from \$5330 per person and Adelaide from \$5715 per person (twin share), valid for travel until 31 March 2010.



St Regis Bora Bora Resort & Spa, location of the film *Couples Retreat*



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Location - Aitutaki. Image: DavidKirkland@Kirklandphotos



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Australians favour Solomon Islands



VISITORS from Australia comprise almost half of the Solomon Islands' tourist arrivals, with more than 6000 Australians entering the country in the first three quarters of 2009.

And Solomon Islands Visitors Bureau general manager, Michael Tokuru, is optimistic of significant improvement in 2010.

Average growth in Australian arrivals to the Solomon Islands has been 19 per cent over the past four years, with a full-year high of 7413 visitors in 2008.

Tourism overall recorded a 37.2 per cent increase in just two years, from 2006 to 2008. The figure for the first three quarters of 2009 from Australia – 6268 – was a

considerable increase over the figures from the same nine months of 2008, which was 5446, suggesting that a record number of arrivals would have been likely to be recorded last year.

Significantly, Australians represent almost 56 per cent of all holiday arrivals into the Solomon Islands, and 45 per cent of business and conference arrivals, highlighting the significance of the Australian market to the Solomons.

And figures show that the business and conference market is declining as a percentage of total arrivals, suggesting holiday-makers are discovering the islands' potential.

'Voluntourists' help rebuild Samoa after tsunami

THE tsunami that struck Samoa late in September last year spawned a new kind of tourist – known as a 'voluntourist'.

The Samoa Tourism Authority says a significant number of visitors to the islands since the tsunami have not come for a traditional beach holiday.

"These voluntourists have come with the simple objective of wanting to give something back to the community."

The authority says some are repeat tourists who, having experienced the friendliness of the Samoan people, want to return the favour by coming back and offering a helping hand.

"Other tourists, including first time visitors, want to provide any type of assistance that they can offer not only

for those affected by the tsunami but to the country as a whole."

These new-breed tourists were found in helping property owners and villagers clear the debris, using skills in carpentry or plumbing, and giving to those affected by hand delivering needed supplies such as clothes, food, building materials and money.

"The support we've received from friends and guests who had previously stayed at the resort has been overwhelming," Tuatagaloa Joe Annandale of Sinalei Spa & Reef Resort, who lost his wife to the tsunami, told participants at the recent Samoa Tourism Exchange.

"They've come back and helped us tremendously – they're all staying



Image credit: kirklandphotos.com

at (unaffected parts of) the resort, helping in all sorts of ways."

Encouraging voluntourists to visit Samoa has been a significant part of the STA's post-tsunami marketing

campaign. "These owners want potential tourists to know that they as tourist properties are still here and would love to see them, the tourists, here too."

Blue Lagoon sails smoothly into 2010

FJI-based Blue Lagoon Cruises has earmarked \$6 million (approximately A\$3.5m) for refurbishment of its two largest ships, the 56m *MV Mystique Princess* and the company's flagship, the 60m catamaran *MV Fiji Princess*.



On board, Blue Lagoon Cruises has also recently expanded its range of private dining experiences, with the introduction of a new "lovers' breakfast in bed" option for its four- and seven-day 'Gold Club' cruise passengers.

In addition to its three-, four- and seven-day "Club" and "Gold Club" cruises, Blue Lagoon Cruises also annually operates two of its unique seven-day/six-night "Historical &

Cultural Dateline Cruises". The second 2010 departure is scheduled for August, but more may be scheduled because of high demand.

Launched in Australia in 2006, Blue Lagoon Cruises' performance-based industry accreditation scheme continues to act as a catalyst for new business as well as providing agents with tools to confidently sell the boutique island cruising specialist's products.

The scheme enables accredited agents to earn a free cruise for themselves and their partners: agents earn one point for every Blue Lagoon Cruises product booking made – with 10 points earning them the free cruise.

The 'double point' bonus also applies to accredited wholesale consultants who stand to win a cruise after securing 20 bookings. Agents can join the program by logging on to www.bluelagooncruises.com/AgentsArea.

Once registered they are able to access a series of six modules with information on various areas of Fiji and Blue Lagoon Cruises, followed by a question and answer section. Agents need to successfully answer 75 per cent of all questions to achieve accreditation.

High demand for Vanuatu accommodation

WITH demand for accommodation at an all-time high, there has been a steady stream of new hotels and resort developments in Vanuatu.

Much of this has been in the boutique market, with small upscale properties such as The Havannah Resort, Tanna Lodge and Ratua Private Island Resort all having opened in the last eight months.

"The new range of accommodation and unique activities are really setting Vanuatu apart from competitors and giving visitors a reason to come that goes beyond the price point," says Vanuatu Tourism Office Australian representative Georgia Ditton.

Self-contained accommodation is also proving popular in Vanuatu, with new resorts such as Island Magic Resort, Pandanus Bay Waterfront Apartments and Vanuatu Holiday Rentals all recently opening near Port Vila. Village De Santo will also open soon in Espiritu Santo.

Air Vanuatu will reduce agents' commission level to seven per cent for tickets issued on or after March 1. The rate will apply to both international and domestic fares.

"The new rate remains highly competitive," Malcolm Pryor, Air Vanuatu's manager Australia, says, adding that in October last year, the airline took delivery of a new ATR72, making Vanuatu's outer islands, particularly Espiritu Santo and Tanna, even more accessible.

Tour options are also expanding on these islands. On Tanna, visitors can now even surf down the steep ash planes of the fiery Mount Yasur volcano, while on Santo operators are also expanding tours to explore Vanuatu's biggest island.

Paradise Tours recently launched a Tafantari Waterfall and Pool Tour to an area rarely visited by tourists.



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Air Pacific launches 'The World's Friendliest Airline'

FIJI'S national airline, Air Pacific, has unveiled its new brand featuring the tag-line "The World's Friendliest Airline".

"We come from the world's friendliest place and this gives us the confidence to call ourselves the world's friendliest airline," says Managing Director and CEO John Campbell.

"As Fiji's international airline we

deliver that genuine warmth with passion and pride. Our motivation is to offer the best of Fiji to all our guests... for everyone coming into Fiji, you are at home the moment you step on board and our crew welcome you with a friendly Fijian 'Bula!'"

Air Pacific's new positioning complements Tourism Fiji's 'Fiji Me' brand, which will be used extensively

in overseas marketing campaigns to showcase the diversity of the Fiji experience.

Other initiatives from Air Pacific include a F\$15m (A\$8.74m) interior refurbishment of all aircraft; refurbishment of Tabua Lounge at Nadi Airport; a new 24/7 global Contact Centre in Fiji; an increase in baggage allowance to 23kg per person; relaunch of the Tabua Club program; expansion of Pacific Sun's domestic services; and new food and beverage selections in-flight.

Most recently Air Pacific launched a new Nadi-Hong Kong service which will open up access to Fiji to prospective visitors not only from Hong Kong but also from UK, Europe, China, India, South East Asia and the Middle East.

The commercial partnership with Cathay Pacific and other airlines provides seamless connections to and from



Fijians are renowned for their friendliness (image courtesy Tourism Fiji)

these destinations at affordable prices.

"We are aware of the important role we play as brand ambassadors for Fiji wherever we fly," says Campbell.

"We will continue to strive for operational excellence and continue to invest in product enhancements to ensure our service delivery supports the new brand."

More air services to deliver big year for Fiji

FIJI is looking for a record 2010 from Australia, with the introduction of improved air services.

In addition to regular flights from Air Pacific, Pacific Blue began direct services ex-Melbourne, a dedicated Adelaide-Nadi service was introduced and in December V Australia flights started up.

Tourism Fiji regional director Paresh Pant says the services have had a marked effect on visitor numbers from Victoria, South Australia and New South Wales, "and we are also obviously very excited about the commencement of the new Jetstar services at the end of March this year".

Pant praises Fiji's industry partners for their continuing support for the destination. "We recognise the efforts our industry colleagues have gone to in order to keep Fiji top of mind with the Australian travelling public," he says.

"Those efforts include the roll-out of several high profile TV and print campaigns, one of the most successful being the \$1 million March national 'Stimulus' advertising campaign.

Pant says tour wholesalers collectively reported an increase of up to 75 per cent in their week on week Fiji business during the campaign's three-week run.

"The consumer element of the campaign was designed to draw attention to the incredible value Fiji currently offers to Australian travellers and as a result, encourage even more Australians into visiting.

"As importantly, it was also intended to drive business directly into travel agencies and towards our wholesale partners across Australia," adds Pant. "To say the campaign was a success would be an understatement."

Similar activity is planned for 2010.

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