

**SOUTH PACIFIC
TOURISM
ORGANISATION**



**Aid for Trade in Asia and the Pacific: Promoting
Connectivity for Inclusive Development
7-8 February 2018**

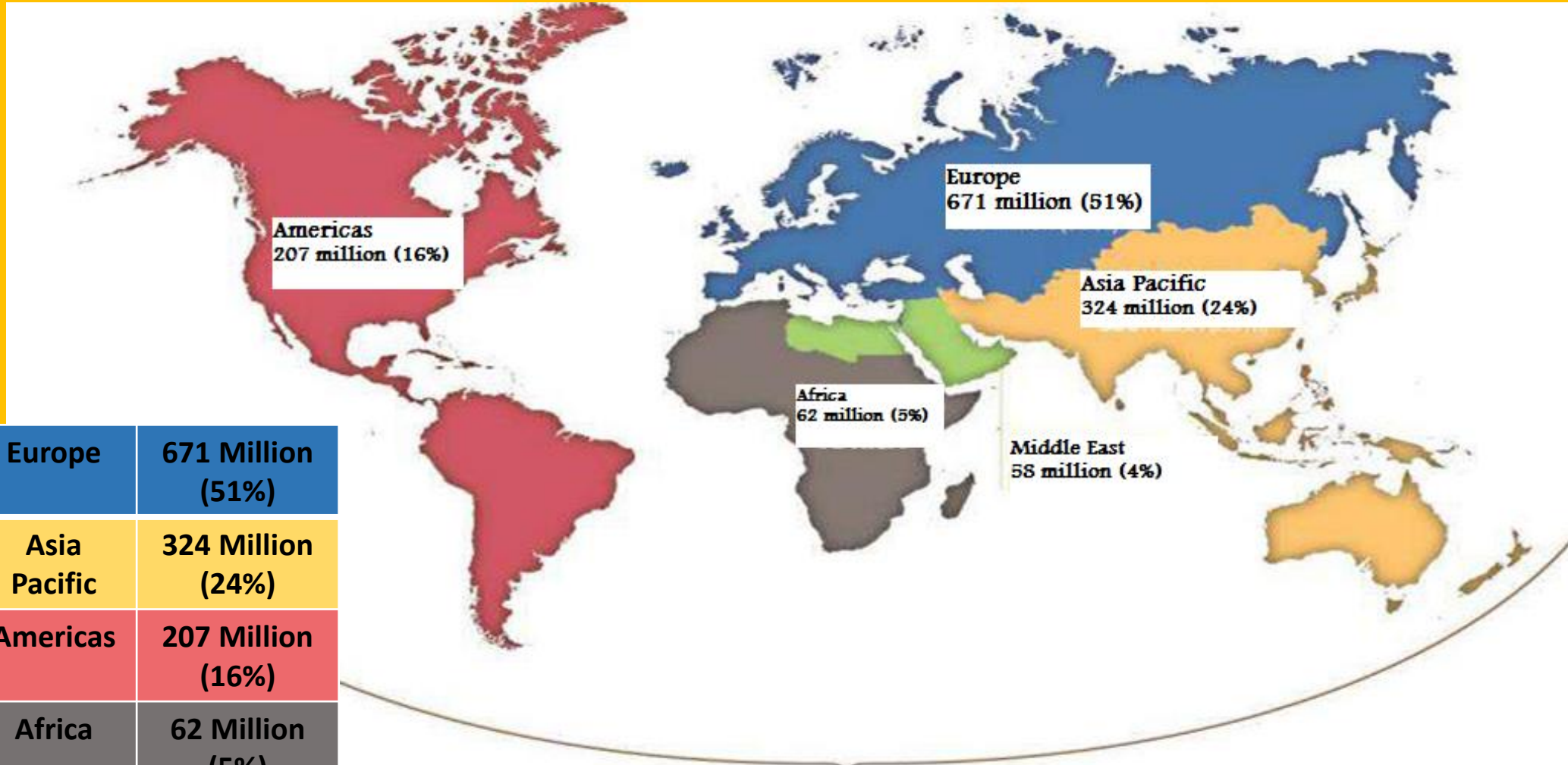
Tourism in the Pacific

**Christopher Cocker
Chief Executive Officer**

International Tourist Arrivals 2017



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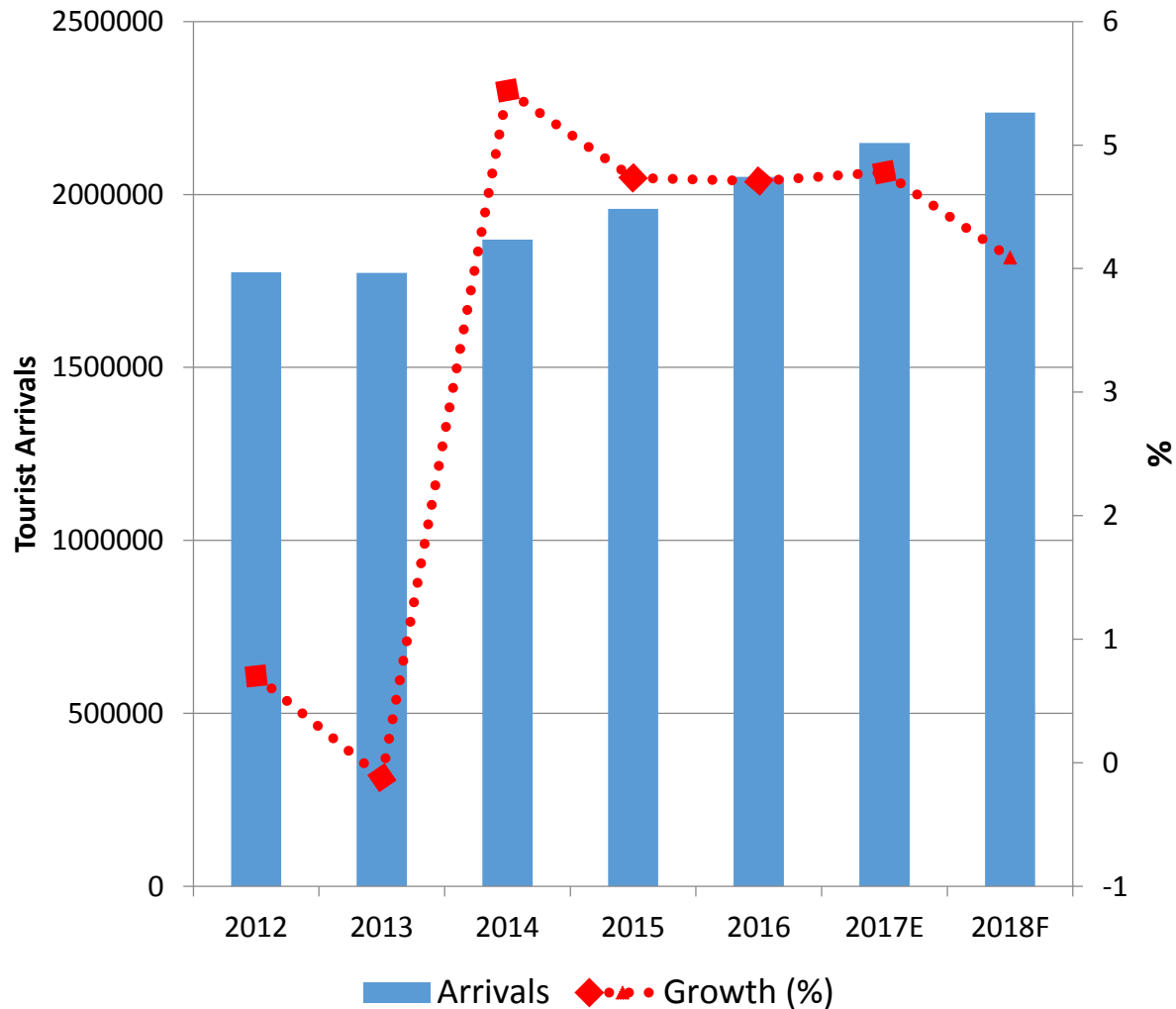
Europe	671 Million (51%)
Asia Pacific	324 Million (24%)
Americas	207 Million (16%)
Africa	62 Million (5%)
Middle East	58 Million (4%)

WORLD: 1.322 MILLION

PACIFIC ISLANDS - A Snapshot



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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

POSITIVE TOURISM FORECAST FOR PICs



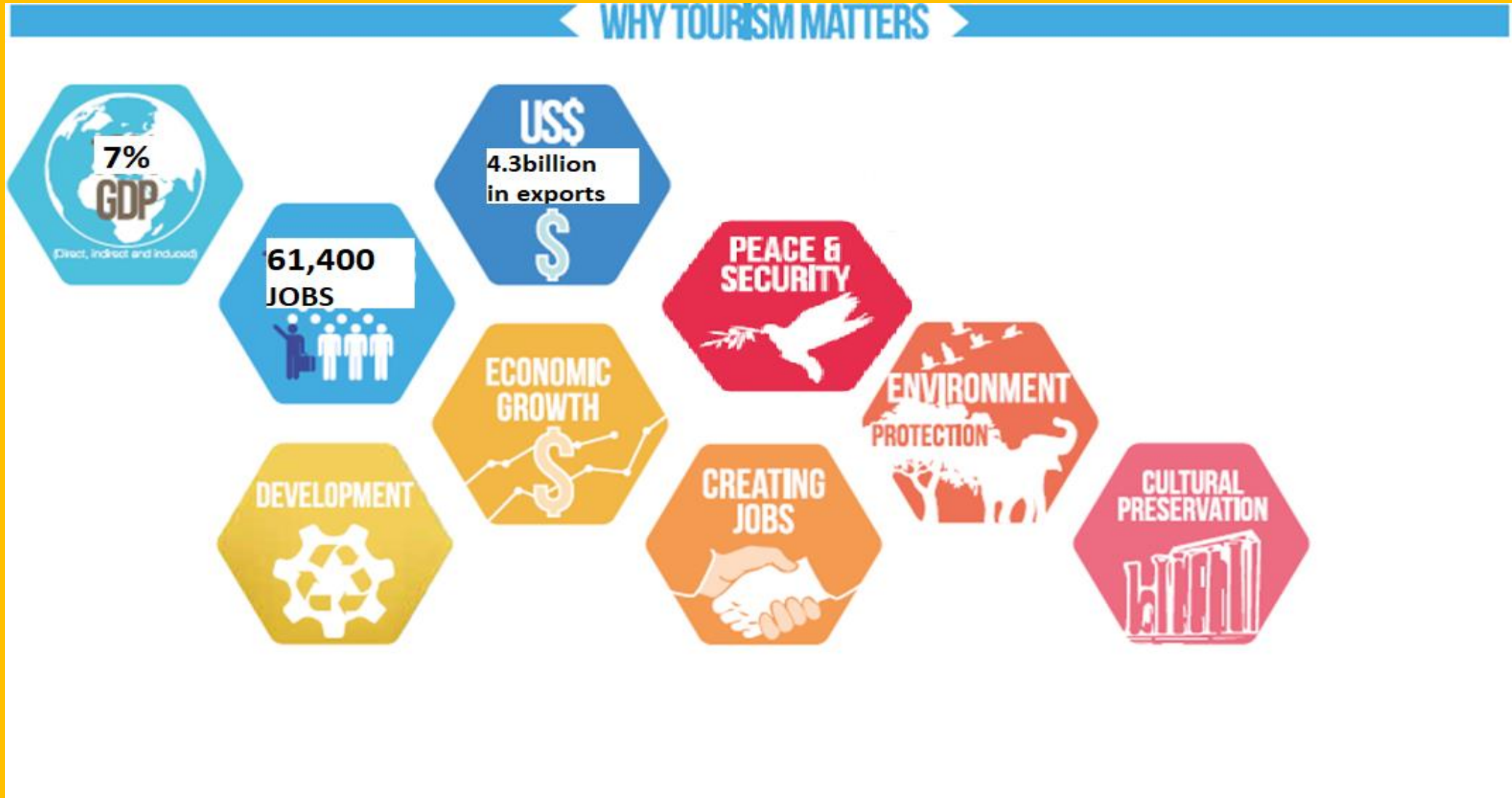
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- Forecasted economic contribution is **4.9 US\$ bn by 2019** (SPTO)
- Double tourist arrivals by **2040 to 3 million** (World Bank)
- **Annual growth rate of 3%** per annum in tourist arrivals (World Bank)
- **Additional 127,600 jobs** to the region **by 2040** (World Bank)
- **Aspirations and core values of travelers are changing** and the Pacific offers the best destination for “off-the-beaten track” experiences.

PACIFIC TOURISM IMPACTS, 2017



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Source: NTOs, NSOs and SPTO, 2017
These figures are estimates



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THANK YOU!