Tourism in the Pacific

Christopher Cocker
Chief Executive Officer

SOUTH PACIFIC TOURISM ORGANISATION

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

* 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

Source: NTOs, NSOs & SPTO
Notes: (E) Estimates, (F) Forecast
POSITIVE TOURISM FORECAST FOR PICs

• 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

Source: NTOs, NSOs and SPTO, 2017
These figures are estimates
Improving connectivity with growing and established markets.

Attracting more high yield & low impact tourists through niche tourism.

Improving the efficiency of the tourism sector & linkages between the tourism sector and local economies etc

Improving the investment climate and the effectiveness of public sector participation in the sector.

Share lessons learnt and implement best practices from tourism development in the Maldives, Seychelles, Hawaii, Caribbean, Asia etc

Source: World Bank Pacific Possible’s Report