

**SOUTH PACIFIC
TOURISM
ORGANISATION**

Destination 2030 – The Power of Partnership to Transform Pacific Tourism



TOURISM AND SDGS IN THE PACIFIC

25 September 2018

Nadi, Fiji

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PRESENTATION OVERVIEW



About SPTO



Global and Pacific Tourism Performances



Why Sustainable Tourism Matters



Overview of Sustainable Tourism in the Pacific



Constraints and Opportunities



Tourism and the SDGs – the Pacific Perspective



Sustainability Monitoring Program



How Sustainable is Pacific Tourism



Conclusion



Way Forward



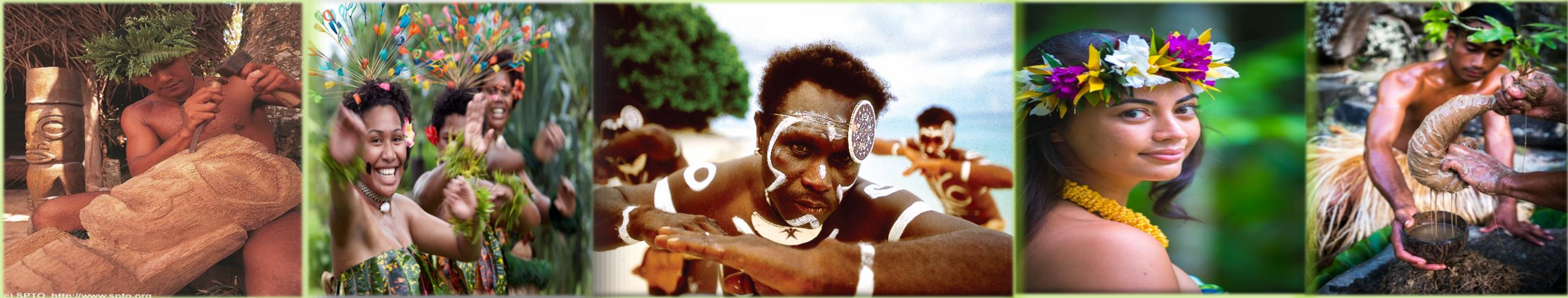
The Islands of the Pacific



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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!

ABOUT SPTO

- ✧ Intergovernmental body for tourism marketing and development in the Pacific
- ✧ 17 PICs + China, Private Sector Members (130+) and 5 reps on the Board
- ✧ **Vision: Inspire Sustainable Growth and Empower Pacific People**
- ✧ **Mandate: Market and Develop Tourism in the South Pacific**
- ✧ **Partners/Strategic Alliances**
 - ✧ *National Tourism Offices (NTOs), EU, CROP, Pacific Islands Private Sector Organisation (PIPSO), PT&I network, Cruise Lines International Association (CLIA) Sustainable Travel International (STI), UNDP, Non-Government Organisations (IUCN, WWF and local NGOs)*



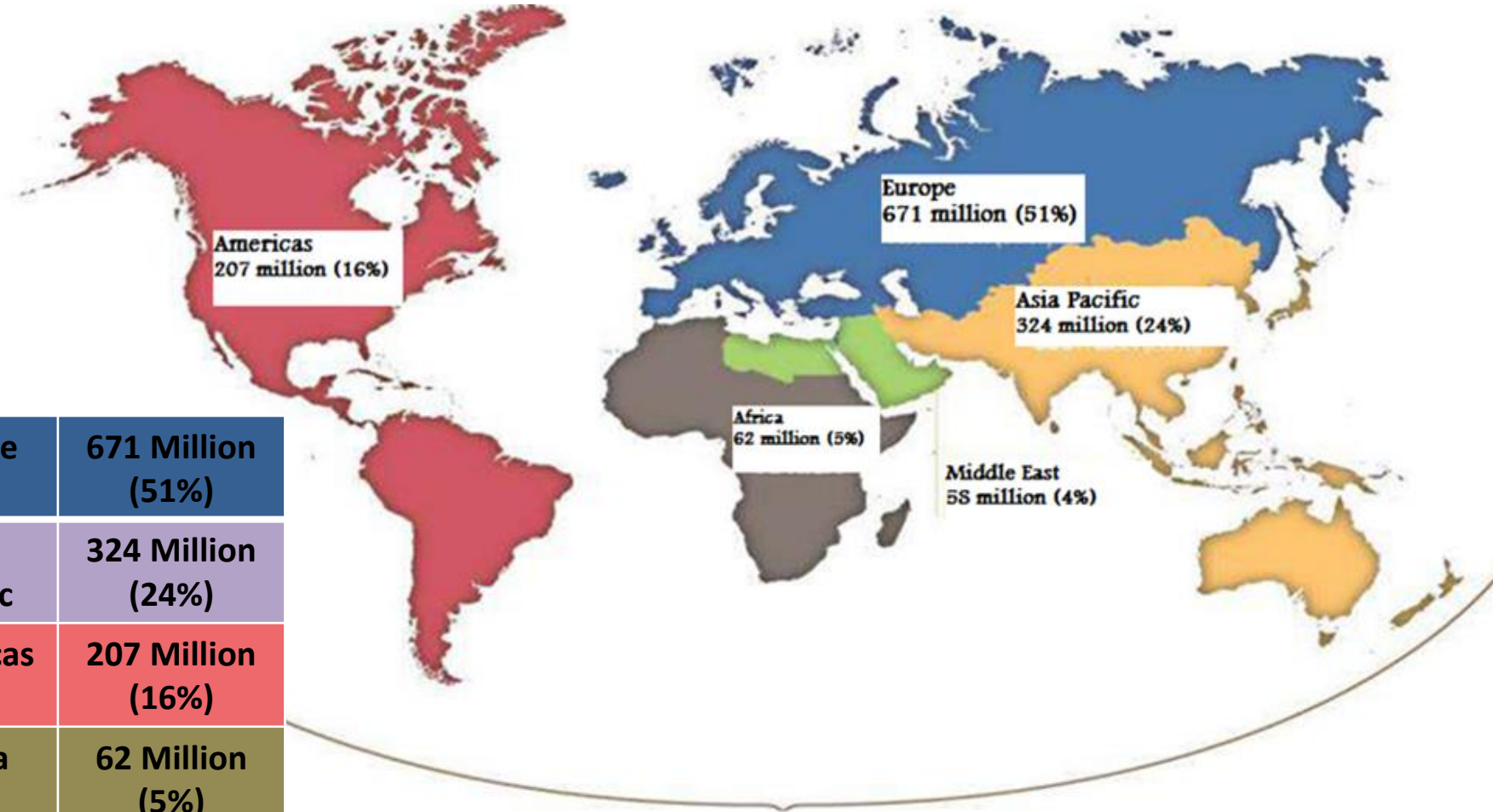
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GLOBAL AND PACIFIC TOURISM PERFORMANCES

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: 1.3 billion



International Tourist Arrivals Growth

	2017	Jan-Apr 2018
World	6.8%	6.2%
Europe	8.4%	6.8%
Asia & the Pacific	5.6%	7.8%
Americas	3.3%	3.0%
Africa	9.0%	5.6%
Middle East	4.6%	4.5%

Source: UNWTO World Tourism Barometer, June 2018



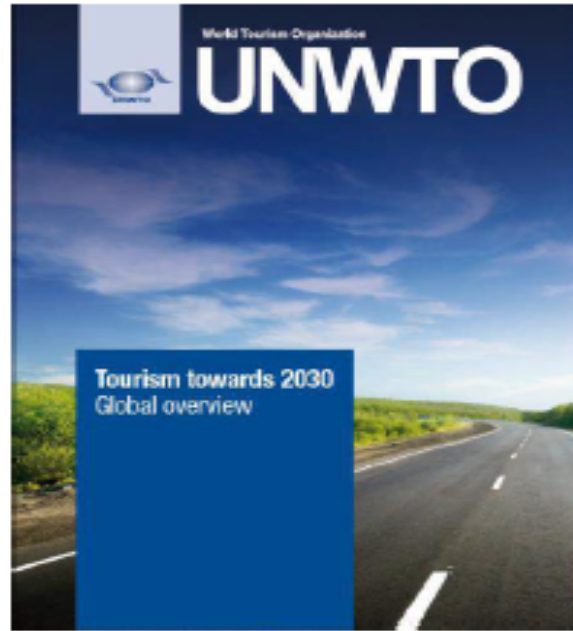
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1.8 billion International Tourist Arrivals by 2030

Annual average growth: 3,3%



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Source: World Tourism Organization (UNWTO)

UNWTO - a Specialized Agency of the United Nations



PICs ANNUAL VISITOR ARRIVALS BY DESTINATION: 2013-June 2018



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Destination	2013	2014	2015	2016	2017 (R)	2018 (Jan-June)(R)		
Fiji	657706	692630	754835	792320	842884	383982	→ 39%	
French Polynesia	164393	180602	183831	192495	198956	96731	} 52%	
Cook Islands	121158	121458	125132	146473	161362	90214		
Samoa	124673	131719	136104	145176	155098	72064		
Palau	105066	140784	161931	138416	122726	60049		
PNG	184321	191442	198685	197632	142943	56101		
New Caledonia	107753	107187	114072	115676	120697	51738		
Vanuatu	110109	108811	89952	95117	109063	52131		
Timor Leste	44146	48986	61037	71680	119432	51188		
Tonga	48188	50436	53731	59130	62136	31342		} 9%
FSM	42109	35440	30240	29485	30060	16473		
Solomon Islands	24431	20070	21623	23192	25700	13317		
American Samoa	20846	21603	20335	20050	19987	10686		
Niue	7047	7408	7707	8918	9805	4866		
Kiribati	5868	5111	4353	5018	5663	3668		
Nauru				3038	3002	3008		
Marshall Islands	4342	4876	6311	5332	5202	2916		
Tuvalu	1302	1416	2402	2465	2466	1455		
Total	1,773,458	1,869,979	1,972,281	2,051,613	2,137,182	986149		

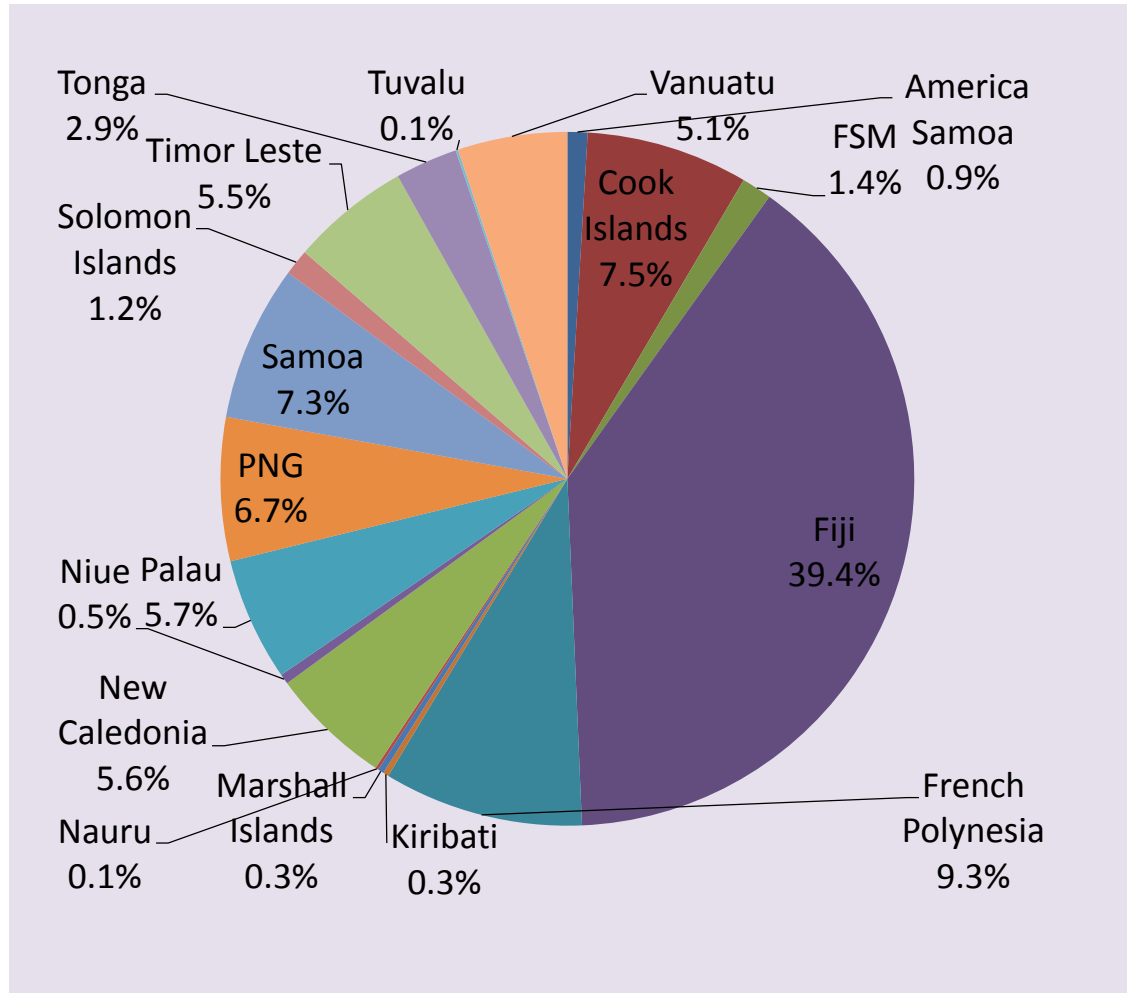
Source: NTOs, NSOs & SPTO. Data in red are SPTO estimates based on averages of the past four months.

PICs & MAJOR SOURCE MARKETS % SHARE

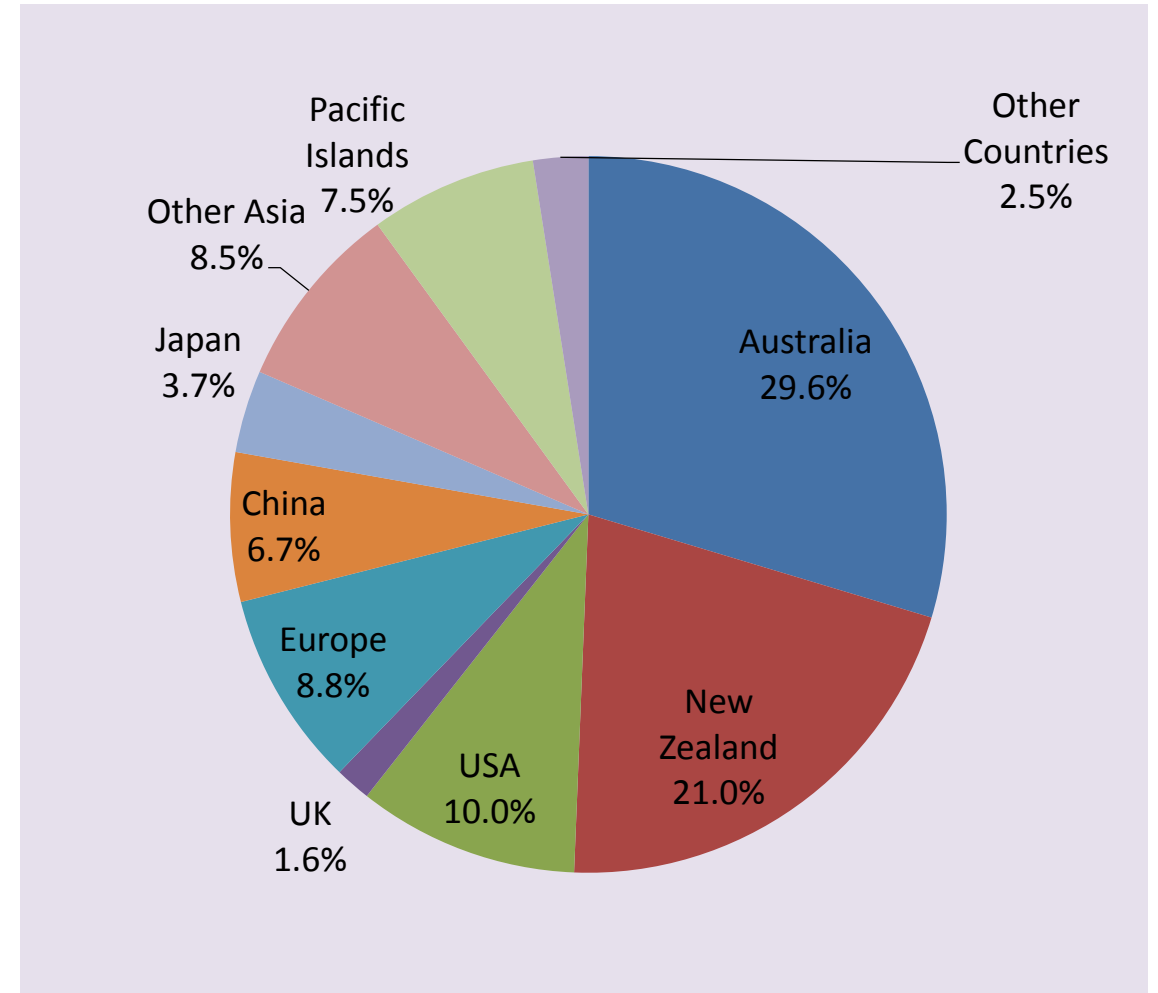
2017



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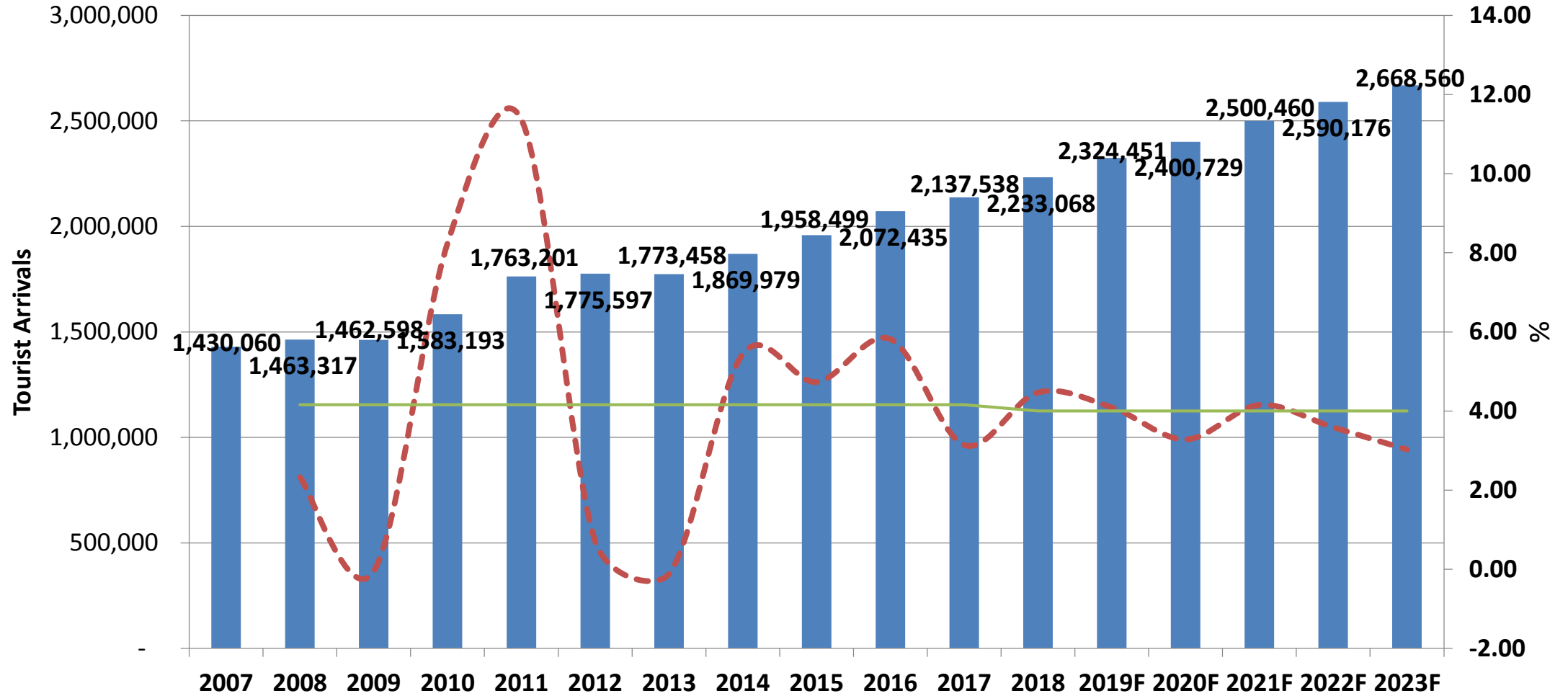


PICs % Share, 2017



Major Source Markets, % share, 2017

POSITIVE TOURISM FORECAST FOR PICS



■ Total Annual Arrivals (RHS)
 - - - Total Annual Arrivals % change (LHS)
 — Average Annual growth (LHS)

PICS TOURISM ECONOMIC CONTRIBUTIONS



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	Latest year on available employment data	Number of Tourism Employees (1)	Number of Total employment (2)	Tourism Employment as % of total Employment	Tourism Earnings as % of GDP (2017 Estimates)
America Samoa	2011		18,028	0.0	3.3
Cook Islands	2014	2386	6,938	34.4	69.1
FSM	2014	1802	6,938	26.0	25.9
Fiji	2017	42300	303,647	13.9	40.3
French Polynesia	2016	10500	126,300	8.3	11.8
Kiribati	2017	462	28,158	1.6	5.5
Marshall Islands	2014	605	12,600	4.8	5.3
Nauru	2017	0	0	0.0	2.8
New Caledonia	2017	4615	119,500	4.9	2.4
Niue	2014	226	700	32.3	41.0
Palau	2014	1172	6,000	19.5	6.7
PNG	2016	21000	2,344,733	0.9	2.3
Samoa	2016	4080	45,161	9.0	20.4
Solomon Islands	2017	6400	208,016	3.1	10.4
Timor Leste	2014	2586	263,000	1.0	5.7
Tonga	2017	6400	33,422	19.1	18.2
Tuvalu	2014	87	3,869	2.2	6.9
Vanuatu	2017	11000	42,295	26.0	46.1
Total		115,621	3,569,305		

Source: NTO's NSOs, World Tourism Travel Council, ADB & SPTO Estimates

**WHY
SUSTAINABLE
TOURISM
MATTERS TO
THE PACIFIC**





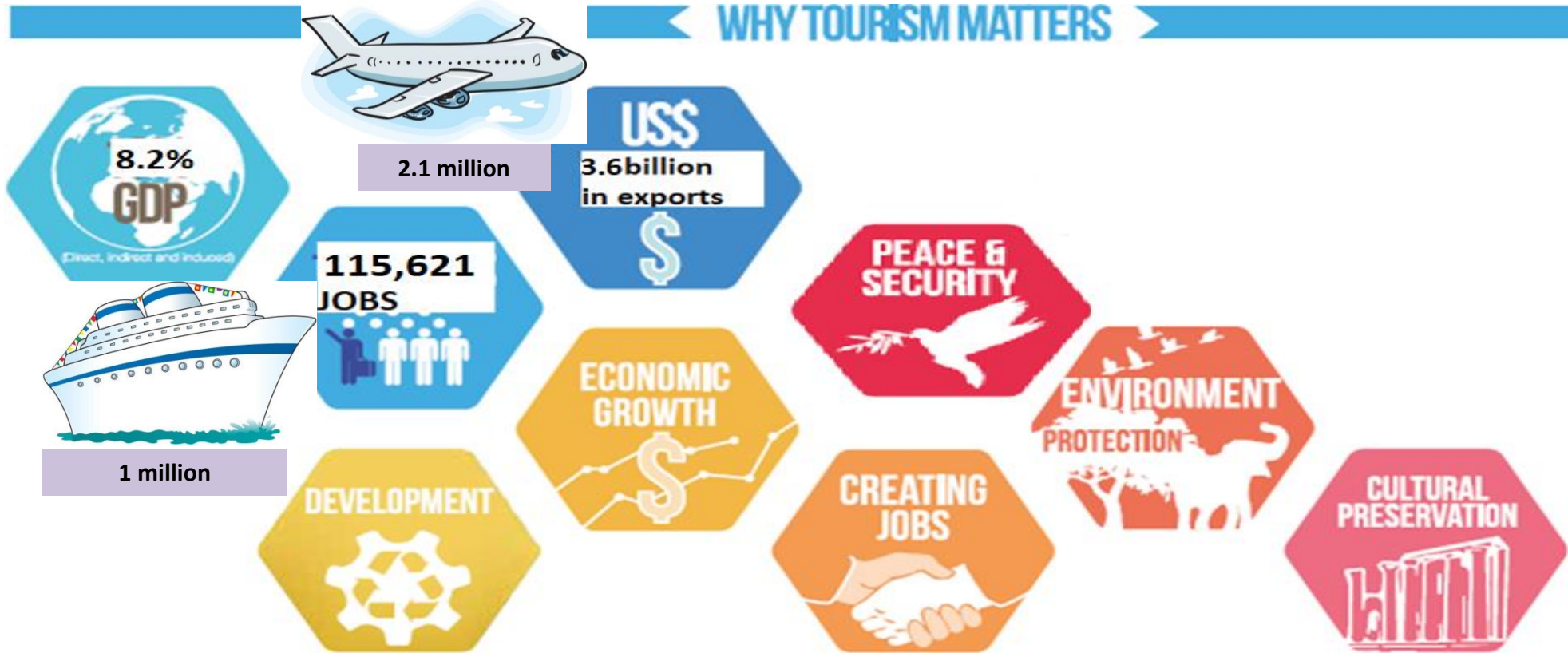
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*“Tourism that takes full account of its current and future **economic, social** and **environmental impacts**, addressing the needs of **visitors, the industry, the environment** and **host communities**”*

- UNWTO

TOURISM PROVIDES SUSTAINED SOCIO-ECONOMIC DEVELOPMENT WHILST PROTECTING OUR ENVIRONMENT

WHY TOURISM MATTERS



Source: NTOs, NSOs and SPTO, 2017



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OVERVIEW OF SUSTAINABLE TOURISM IN THE PACIFIC

ESTABLISHMENT OF SUSTAINABLE TOURISM DEVELOPMENT

2014

- SAMOA Pathway (SIDS Accelerated Modalities of Action)

2015

- Global Sustainable Development Agenda (SDGs)
- Council of Tourism Ministers endorsement of a Sustainable Tourism programme for the Pacific

2016

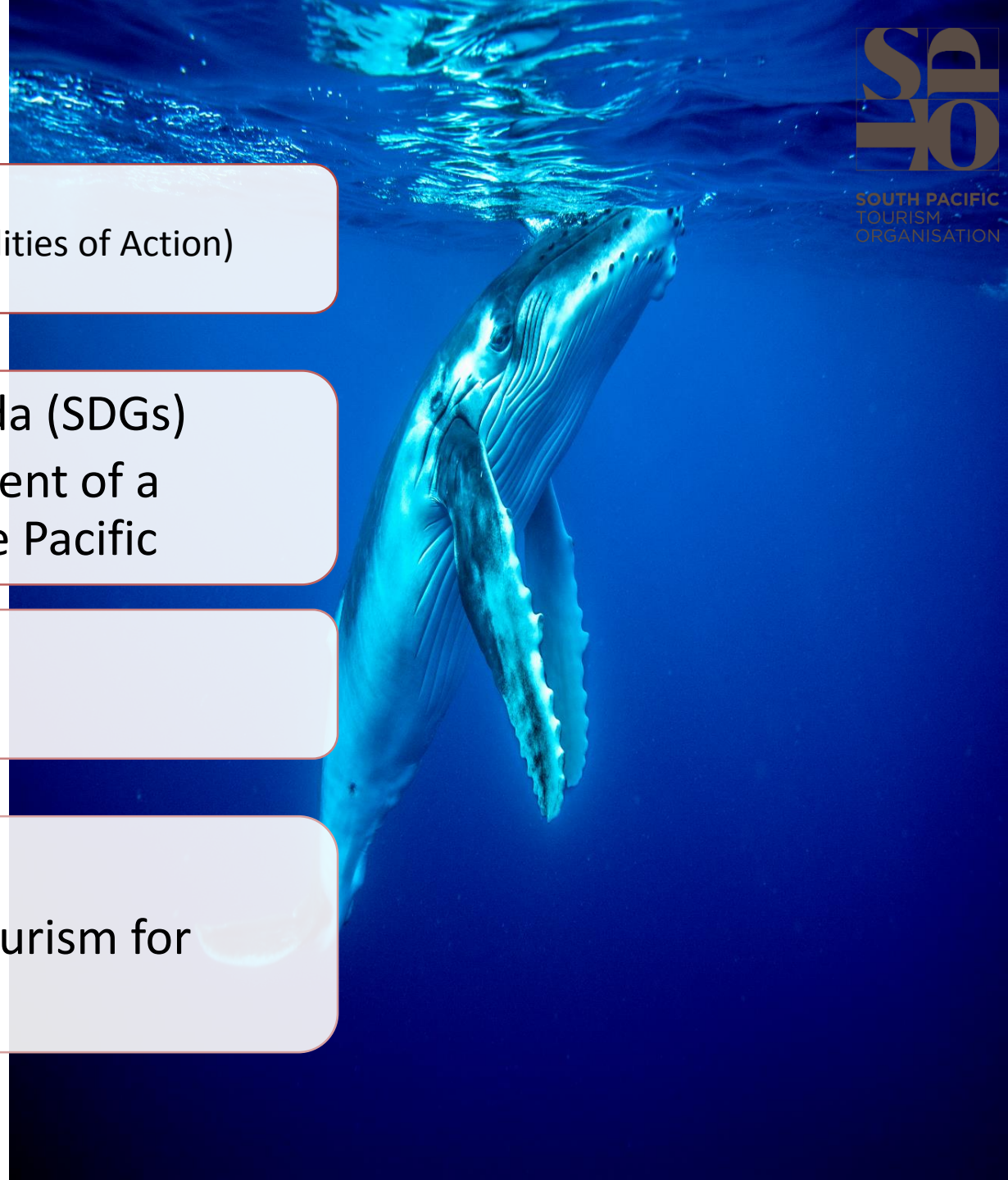
- Set up of new division

2017

- January – Division fully operational
- UN International Year of Sustainable Tourism for Development



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SPTO'S ROLE IN SUSTAINABLE TOURISM



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- ✦ **Improve and enhance SPTO's institutional competence** in effectively responding to and addressing regional and global issues on sustainable tourism development.
- ✦ **Strengthen the organisation's capacity in the development and delivery of sustainable tourism Programmes** relevant and beneficial to members and stakeholders.
- ✦ **Align SPTO's regional sustainable tourism programmes with the 2030 Agenda on Sustainable Development and the Sustainable Development Goals, the Pacific Tourism Strategy 2015-2019 and national priorities & plans** of its members



SPTO'S SUSTAINABLE TOURISM FOCUS



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- ✧ Awareness, education & capacity building
- ✧ Establishment of a Robust Regional policy framework
- ✧ Provide Technical support to SPTO members
- ✧ Establishment of strategic partnerships
- ✧ Resource mobilisation



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SUSTAINABLE TOURISM CHALLENGES

HOW SUSTAINABLE ARE WE AS A REGION?

- ❖ **Lack of baseline data and robust M &E systems to measure sustainability.**
- ❖ **Low level of awareness & appreciation of sustainable tourism** at all levels and its importance to the Pacific
- ❖ **Adequate technical expertise** to assist in the planning and development of sustainable forms of tourism is lacking
- ❖ **Lack of incentives for private sector investment in sustainability initiatives**





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- ✿ **Aligning the region's sustainable tourism Programmes with the 2030 Agenda requires financial and technical support**
- ✿ **Resource constraints for already struggling SMEs to implement best practices.** Sustainable tourism practices can be expensive. Most businesses are Micro-Small, Medium Enterprises (MSMEs).
- ✿ **High energy costs and waste management, are increasing concerns.**
- ✿ **Governance and Policy Frameworks and Enforcement Processes requires strengthening**



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SUSTAINABLE TOURISM OPPORTUNITIES



 **Technical and financial support for measuring and monitoring sustainability performance –**
E.g. upscale the SPTO Sustainability Monitoring Program as part of the Sustainable Tourism Enterprise Programme (**STEP**)

 **Strengthen governance and policy frameworks**

 **Incentivize private sector e.g. through a Pacific Tourism Private Sector Support Facility**

 **Explore effective partnerships within and outside the region**

 **Support for targeted research in collaboration with partners**



ABOUT

From housekeeping and property maintenance to catering and purchasing, we know that there are lots of complexities involved in running a hotel. This program is designed to connect you with useful tools and information that will make your job easier and your business more successful. Participating in the program is not only free, but it can also lead to long-term savings and an enhanced brand reputation - all while helping to conserve our region's natural and cultural resources!

WHY PARTICIPATE?



COLLECT USEFUL DATA
Our digital toolkit makes it simple to monitor your operations performance related to energy-use, waste-reduction, sustainable sourcing, and other business processes.



ACCESS HELPFUL RESOURCES
You'll receive useful information about best practices, new technologies, and innovative ideas, as well as access to implementation resources and training opportunities.



DRIVE BUSINESS IMPROVEMENT
Use the data and resources to streamline your management processes, increase resource efficiency, and run your business in a more cost-effective manner.



SHOW GUESTS YOU CARE
Travelers are increasingly seeking responsible travel experiences. We'll help you use your data to demonstrate your sustainability progress and enhance your brand reputation.



RECEIVE RECOGNITION
Participating in the program will help you prepare for and learn about recognition opportunities, such as sustainability awards and certifications.



LEAD THE WAY
By showing initiative and participating in the pilot stage of this program, you'll be taking steps to establish your business as a regional changemaker and sustainability champion.





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- Introduce **sustainable waste management options and systems** in the Pacific for **effective recycling**.
- Support to develop and promote **Community Tourism** in the Pacific
- Enhance partnerships to develop and promote marine eco tourism and **Cultural Heritage Tourism**
- Establish and strengthen the Pacific Sustainable Tourism Network to share experiences, best practices, information and lessons learnt





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TOURISM AS A DRIVER FOR SDGS IN PACIFIC SIDS

SDG: GOALS AND TARGETS MOST RELEVANT TO TOURISM IN PACIFIC SIDS



Specific Targets for Tourism
8.9 To devise and implement policies to promote sustainable tourism that creates jobs and promote local culture and products

12.b Develop and implement tools to monitor sustainable tourism which creates jobs, promotes local culture and products

14.7 by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including sustainable management of fisheries, aquaculture and tourism

PARTNERSHIPS

WHAT IS WORKING

✧ Pacific leaders commitment to achieving the SDGs and S.A.M.O.A Pathway

✧ Pacific Sustainable Monitoring Programme for Accommodation Sector (SPTO) piloted in Fiji and Samoa

✧ SPTO-UNDP Green Tourism Project

✧ Tourism and Health (SPTO and WHO)

✧ SPREP-IUCN Climate Resilience Proposal to the Green Climate Fund



- ✧ **SPTO – CTA Partnership on Agritourism**
- ✧ **SPTO-UN Environment Partnership Project Proposal on Climate resilience, zero emissions tourism sector**
- ✧ **SPTO Partnership with SPREP on:**
 - **Environmental Impact Assessment Guidelines for Coastal Tourism development**
 - **IUCN Coastal Resilience project proposal to the Green Climate Fund**
 - **Climate Resilience proposal for Tourism Sector**
- ✧ **Energy Programmes with SPC, IRENA and the Global Green Growth Institute**
- ✧ **SPTO-UNDP Partnership with Fiji private sector on marine ecotourism**





AREAS WHERE PARTNERSHIPS ARE NEEDED:

- ✦ Sustainable tourism research and statistics
- ✦ Supporting sustainable measures to reduce waste management & energy costs specifically for the tourism private sector.
- ✦ Supportive partnership to compliment resourcing for SDGs
- ✦ Support to increase enforcement capacity for existing policies and legislations



**SUSTAINABILITY
MONITORING
PROGRAM**

PROJECT IN BRIEF

OCTOBER 2016 – JUNE 2018

THE APPROACH



THE NEED

The Program was motivated by the need to address the various environmental, socio-cultural, and economic challenges that the Pacific Islands face.



Harm to fragile marine ecosystems



Excess waste and plastic pollution



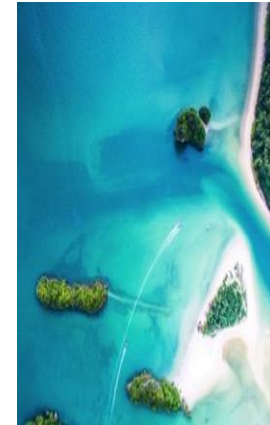
Increased vulnerability to climate change impacts



Overconsumption of limited resources



Loss of local cultural resources, traditions, and awareness



Economic vulnerability and leakages



KEY BARRIERS PREVENTING IMPROVED SUSTAINABILITY IN THE SOUTH PACIFIC



- Businesses lack the tools, capacity, know-how to measure and improve
- Not perceived as a priority or worthwhile activity by businesses
- There is a lack of accurate and timely data to inform effective policy-making;
- Weak local socio-economic tourism supply chains

EXPECTED PROGRAM BENEFITS



- Increased resource efficiency across businesses
- A more resilient and cohesive tourism economy
- Heightened sense of community and shared responsibility and ownership for destination health
- Improved visitor experience that lives up to its promise, contributing to an increase in regional competitiveness without harming natural and cultural resources

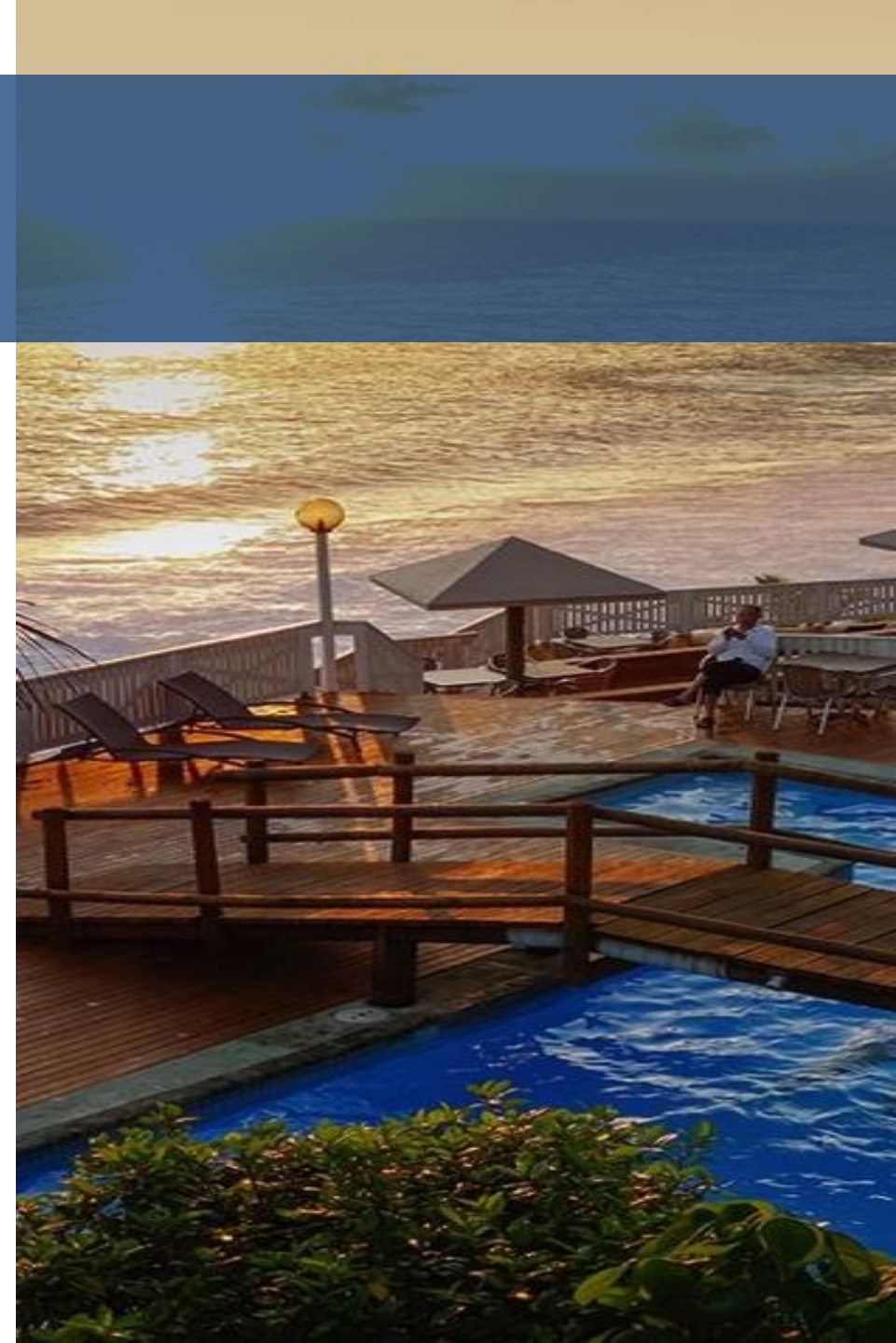
EXPECTED PROGRAM OUTCOMES

Short term

- Hotels understand what sustainability means
- They are monitoring their performance
- Are take actions towards reducing impact and increasing positive outcomes
- They are collecting and reporting trends
- There is consistent and reliable data for decision making

Long-term

- Efficiency in resource management is achieved
- Decreased waste pollution
- Improved local sourcing
- Less carbon emissions
- Promotion of authentic local culture
- Guests contribute to sustainability



ACHIEVEMENTS



PROGRAM BENEFITS AND VALUES IDENTIFIED



Savings	Free tool	Useful Information and Data	Easy to Use	Simplified / more organized business management
Capacity-building	Efficiency	Control	Meeting consumer expectations	Improved product quality and guest experience
Recognition	Local environment	Local community / economy	Destination attractiveness and competitiveness	Drive destination and regional change

KEY PROGRAM DELIVERABLES



- **Sustainability Monitoring Toolkit Developed:** for businesses to track and report on their sustainability data
- **Capacity Building:** delivered trainings for hotels and partners and developed supporting resources.
- **Marketing and communications:** dissemination of Impact Stories that facilitate the exchange of knowledge and best practices, inspire innovation, and recognize participants for their achievements.

SUSTAINABILITY REPORTS



HOTEL DASHBOARD

© David Kirkland

OVERVIEW

This dashboard displays your individual hotel's sustainability results, based on the indicator data you've submitted through the Pacific Sustainability Monitoring Program. This dashboard can be used to monitor your hotel's performance over time and identify opportunities for improvement. Country averages. Some of the charts include average results by country. These figures are based on the combined data of participating hotels and allow you to see how your hotel compares to others across the region.

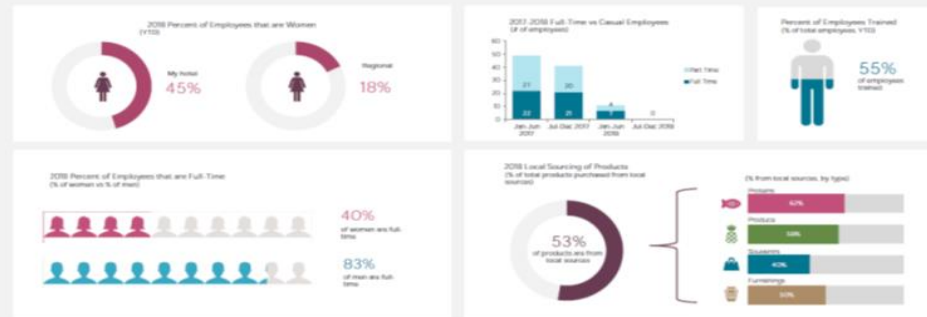
ENVIRONMENT

This section can be used to monitor and improve your hotel's impact on nature and wildlife. It includes data related to your hotel's natural resource use, waste and pollution, and environmental conservation activities.



PEOPLE

This section can be used to monitor and improve your hotel's impact on people and surrounding communities. It includes data on your hotel's performance related to gender equality in the workforce, employment and professional development opportunities, and support of the local economy and culture.



REGIONAL DASHBOARD



DASHBOARD QX YEAR | SOUTH PACIFIC REGIONAL DASHBOARD

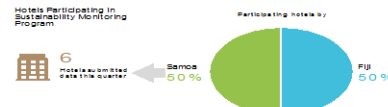
OVERVIEW

The dashboard provides insight into the sustainability performance of the tourism sector in the South Pacific. It is based on the combined monitoring data submitted by hotels participating in the Pacific Sustainability Monitoring Program. The long-term goal covered through this program will highlight opportunities to lessen tourism's impact and identify areas for the sector to better contribute to key regional and global sustainability goals.

The Pacific Sustainability Monitoring Program is currently being piloted in Fiji and Samoa. The long-term vision is for the program to eventually extend to all Pacific island destinations. It should be noted that at this point in time, the regional data included in the charts below only accounts for data from hotels in these two pilot countries and is

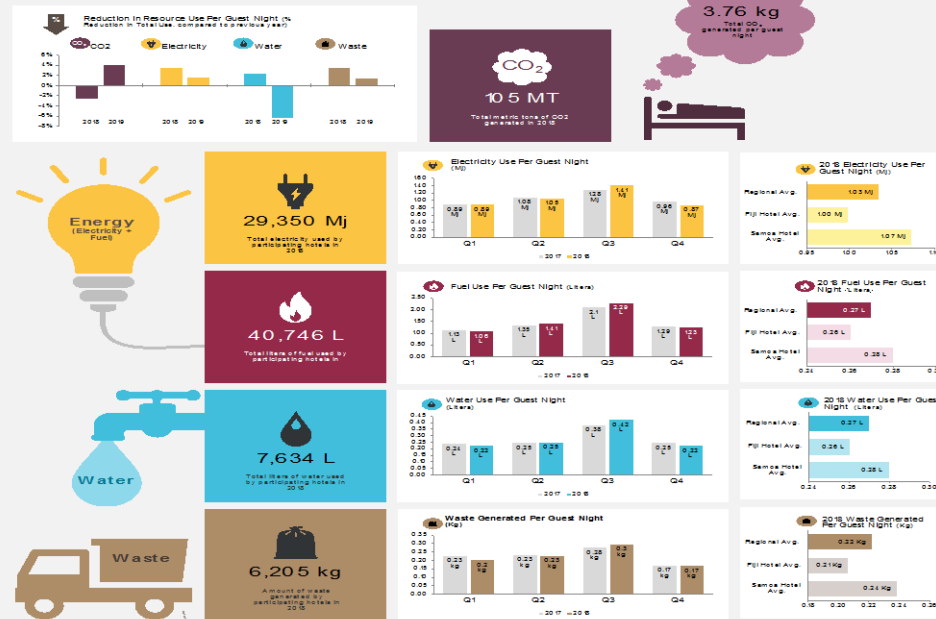
PARTICIPATION

This section shows the level of hotel participation in the Pacific Sustainability Monitoring Program. Participating hotels are those that submitted their sustainability monitoring data for the current quarter.



ENVIRONMENT

This section focuses on the environmental impact of the tourism sector in the South Pacific. It includes data related to natural resource use, as well as waste and pollution production by hotels.



PEOPLE

This section focuses on the impact of the South Pacific tourism sector on people and communities in the region. It includes data related to gender equality in the hotel workforce and how well hotels are supporting the local economy and culture.





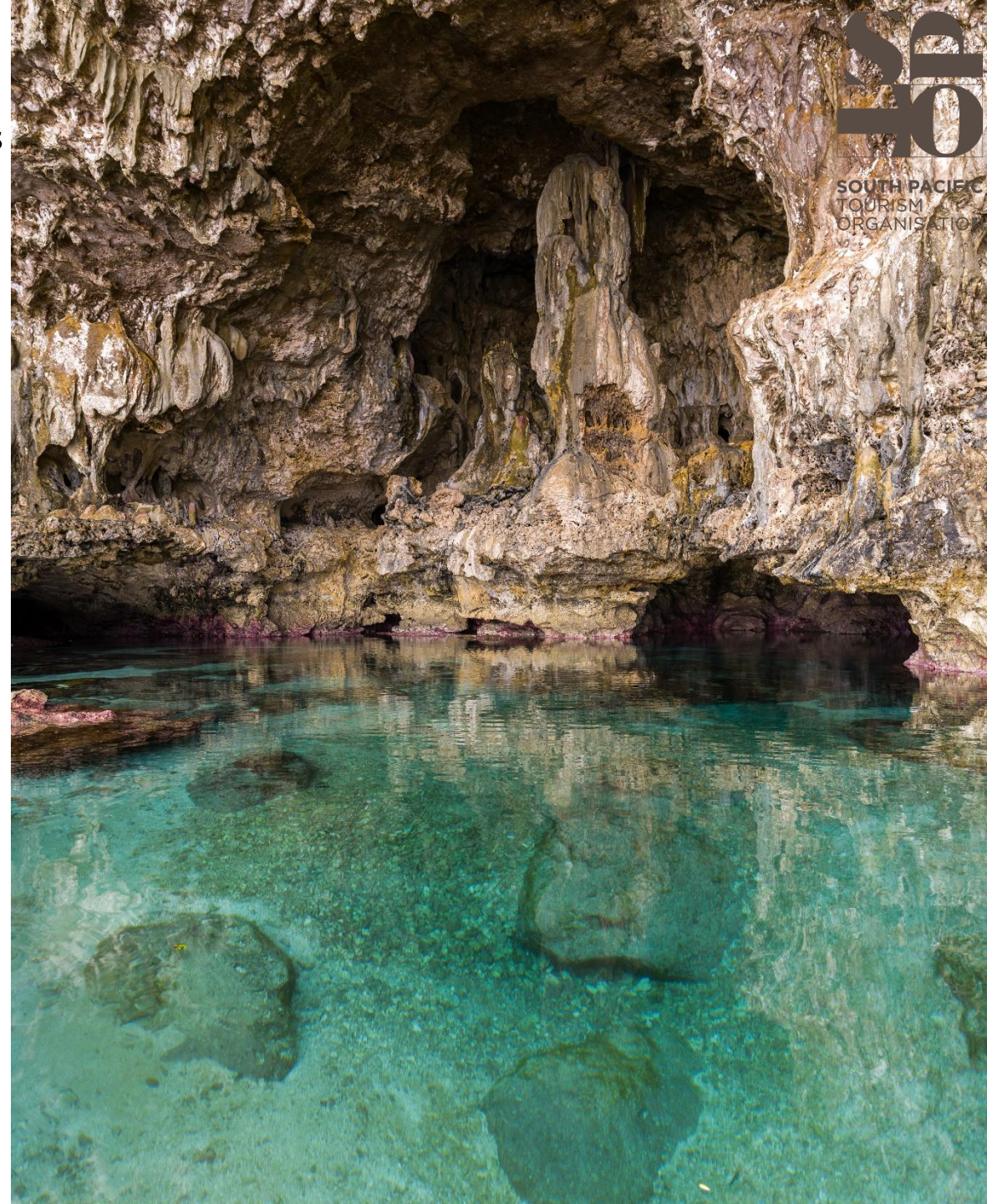
CONCLUSION

How Sustainable is Pacific Tourism?

- ✿ We are creating a culture of sustainable tourism led by Pacific Values**
- ✿ Embrace sustainable development in our culture**
- ✿ Integrate resilience-building measures to address climate change impacts and environmental challenges**
- ✿ For the Pacific to be sustainable, we must change our economic, environmental and socio-cultural attitudes for a more coordinated approach**
- ✿ Sustainability is a journey and we must work together to achieve the future we want!**

WAY FORWARD

- ✦ We need the strong support of the development partners and donors (human & financial)
- ✦ Foster effective partnerships to pool resources, complement each other and avoid duplication
- ✦ Establish and strengthen the Pacific Sustainable Tourism Network to share experiences, best practices, information and lessons learnt
- ✦ Monitor and Measure sustainability performance is the Key for Future Planning. Support for improved monitoring systems is needed.
- ✦ Support for transitioning to green energy and tackling waste management issues are urgently needed.
- ✦ Access to financing and business-friendly financing modalities for private sector investment
- ✦ Take Action! - Implement best practices, start with the simple & less expensive!





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THANK YOU

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