

Alignment with Department of Tourism/Vanuatu Tourism Office – immediate safety response & recovery effort priorities

Pillar 3 Tourism Business are Ready

IO-1 Partnerships and Coordination

The Vanuatu Tourism Crisis Response and Recovery Plan 2020-2023 was developed. It sets out a five-pillar pathway to tourism's 'new normal' in Vanuatu:

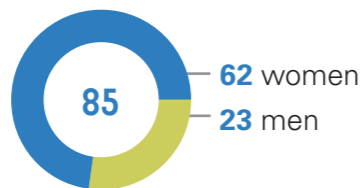
Participation of provincial operators in

- 1** SAFEGUARDING HEALTH OF CITIZENS & VISITORS
- 2** ACCESS - INTERNATIONAL MOVEMENT OF PEOPLE
- 3** TOURISM BUSINESSES ARE READY
- 4** INTERNATIONAL DEMAND FOR VANUATU TOURISM
- 5** COMMUNITY COMMUNICATIONS

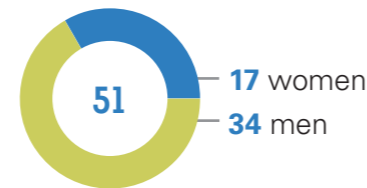
- 6** partners signed a Memorandum of Agreement to deliver the Tourism – Safe Business Operations Training
- 1** Partnership staff member was seconded to the Department of Tourism to coordinate this process

IO-5 Inclusive Participation

The Partnership supported **20** Provincial Officers to attend 'Niufala Rod Blo Tourism' Forum



Participation of provincial operators in Brand Awareness & Digital Marketing workshops & coaching



Participation of provincial operators in Safe Business Operations Training (DOT)

Those who attended the Forum represented a diverse range of sectors and national and provincial government departments:



IO-3 Direct and Indirect Co-investment

Department of Tourism:

VUV 1,499,670

Vanuatu Tourism Office:

VUV 4,193,900

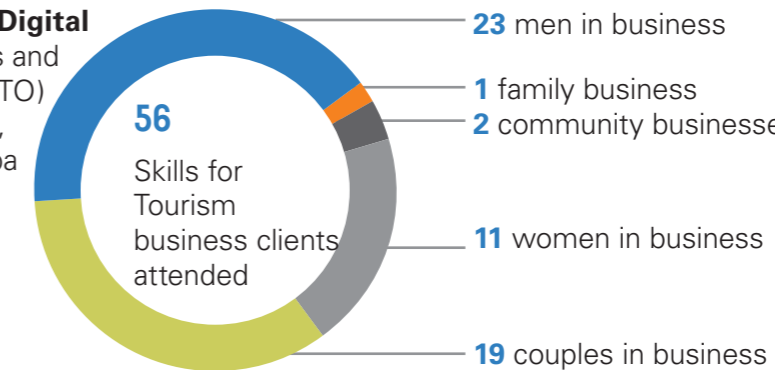
Pillar 4 International Demand for Vanuatu Tourism Products is High

IO-4 Diversity, Quality and Flexibility in Skills Training Delivery

IO-6 Entrepreneurship and Employment through Skills Training

Brand Awareness & Digital Marketing

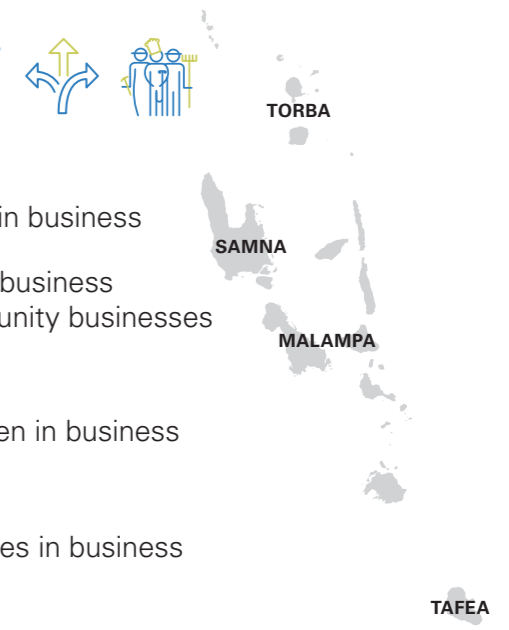
workshops and coaching (hosted by VTO) took place in Malekula, Tafea, Sanma and Torba



IO-7 Improved market access

Following participation in Vanuatu Tourism Office's Brand Awareness & Digital Marketing Workshop a sample of 29 attendees reported:

- 31%** increase in domestic bookings
- 100%** now having an active Facebook Business page
- 79%** now having an active Google account
- 50%** discount on domestic flights
- 187** airline tickets sold during the first ever VTO consumer day
- 107** airline tickets sold during the second event via Santo Travel in Luganville



Partnership Intermediate Outcomes

- IO-1** Skills system planning and coordination
- IO-2** "Better balance" in leadership
- IO-3** Public and private resource allocation
- IO-4** Diversity, flexibility and quality of skills providers
- IO-5** Inclusive participation
- IO-6** Improved entrepreneurship and employment opportunities
- IO-7** Improved market access

