



DOMESTIC TOURISM MARKETING STRATEGY 2021–2023



#SAPOTEMLOKOLTURISIM

SUPPORTED BY



DOMESTIC TOURISM MARKETING STRATEGY 2021–2023

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#SAPOTEMLOKOLTURISIM



CEO's Foreword

The Vanuatu Tourism Office is excited to release our Domestic Tourism Marketing Strategy 2021-2023. This new strategy is just another way that VTO is Answering the Call of Vanuatu.

One of the few positives to emerge from the global Covid-19 pandemic is the opportunity that it has given us to trial our domestic tourism marketing campaign, Sapotem Lokol Turisim. We have been trialling this campaign to encourage more Ni-Vanuatu and expatriate residents to experience more of what Vanuatu has to offer. We live in one of the most stunningly beautiful countries on Earth, but sometimes, we take this fact for granted, and forget to take the time to go and *go spel* in our own country.

Tourism is for everyone to enjoy. Indeed, everyone of us in Vanuatu are potential tourists: every time we go and visit friends and family in other places, whether on the same island or on other islands; that's tourism. Whenever we travel to other islands for work, for church, or for sports; that's tourism. When we stay the night at an island bungalow, or celebrate a special occasion at one of our hotels or resorts or restaurants; that's tourism.

With our trial Sapotem Lokol Turisim campaign, many more people are realising this. The campaign has built on the strong consumer sentiment that exists in the community for supporting local business through this difficult time. It links to the wellbeing theme of high-value low-impact tourism, implementing activity 1.1.5 of the Vanuatu Sustainable Tourism Strategy as the policy priority facilitated by the Department of Tourism (DOT), providing these strong results:

- The Vanuatu community has shown overwhelming support for local tourism businesses;
- Tourism businesses have received revenue;
- Tourism businesses have been able to provide ongoing work for staff;
- Tourism businesses have been able to keep their staff's hospitality skills up-to-date;
- Consumers previously reluctant to think of themselves as domestic tourists have gained the confidence to seek their own tourist experiences at tourism businesses and attractions;
- VTO has discovered a host of new products, helped develop them, and promoted them to domestic tourism consumers.



- Many local tourism consumers have created special memories of places and experiences.

Ultimately, the main success of this campaign is how it has led domestic tourism consumers to realise just how many incredible tourism attractions, locations and experiences are available in our country.

But that's not all the Vanuatu Tourism Office team has been up to since the global Covid-19 pandemic closed our borders. In addition to working hard to support Vanuatu's tourism businesses by creating and stimulating demand for domestic tourism through the Sapotem Lokol Turisim campaign, we've undertaken a number of other activities, including our Free Fun Bus services in Espiritu Santo and Efate, and the Turisim Marketing Storians we have conducted on almost every island in the archipelago, from the Torres all the way down to Aneityum.

At these workshops, we've explained Vanuatu's destination brand to tourism businesses, provided them with new online marketing tools, and helped them to package up their offers so we can promote them to domestic tourism consumers. We've also run a number of consumer events, including this week's Mi Tumoro Vanuatu Travel Expo.

VTO's new Domestic Tourism Marketing Strategy builds on the lessons learned by the trial phase of our Sapotem Lokol Turisim campaign, and creates for the first time a strategic direction for VTO's marketing activities in support of domestic tourism.

The Domestic Tourism Marketing Strategy also complements the 2030 Vanuatu Tourism Market Development Plan, which provides the strategic direction for VTO's international marketing activities, and links to the high-value low-impact approach of the Vanuatu Sustainable Tourism Strategy for the development of a domestic plan to support our tourism industry.

I'd like to thank all the tourism operators who have participated and supported our efforts to develop our domestic market. In particular, we thank our national airline Air Vanuatu as well as other aviation partners who have supported domestic tourism with affordable airfares for domestic tourists.

I urge everyone to help VTO grow domestic tourism in Vanuatu. There's never been a better time to get out and enjoy what our country has to offer.

On behalf of VTO, I'd also like to encourage everyone to get out and Sapotem Lokol Turisim – and don't forget to post your domestic tourism experiences on social media using the hashtag **#SapotemLokolTurisim!**

Adela Issachar Aru,
Chief Executive Officer,
Vanuatu Tourism Office





Executive Summary

The development of a Domestic Tourism Marketing Strategy will guide the VTO's domestic tourism marketing initiatives in the medium to long term and has the potential to generate revenue for local tourism businesses by stimulating demand for offers aimed at domestic tourists.

The VTO will use the DTMS to guide the creation of new marketing initiatives that will form the marketing component of the Tourism Crisis Response and Recovery Plan and the Vanuatu Sustainable Tourism Strategy that VTO is responsible for.

In order to develop the DTMS, VTO has:

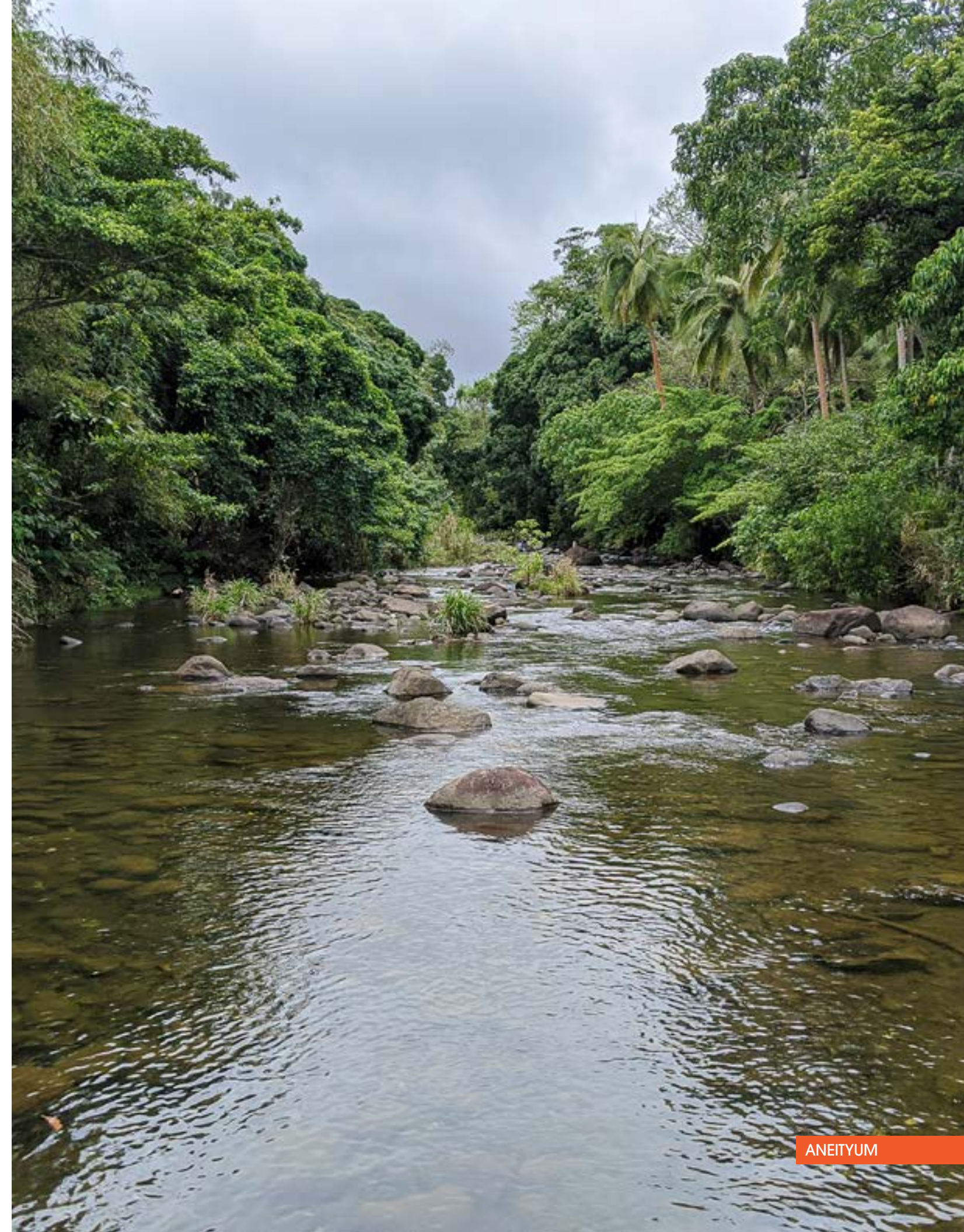
- 1 Reviewed the domestic tourism pilot survey undertaken in November, 2019;
- 2 Reviewed the results of the trial domestic tourism marketing campaign (Sapodem Lokol Turisim) rolled out since May, 2020;
- 3 Reviewed the reports on domestic tourism demand surveys to determine the different target audiences within the domestic market;
- 4 Consulted with key industry stakeholders and review the reports on current tourism supply to ensure that the DTMS supports the entire tourism industry and answers key challenges;
- 5 Reviewed feedback from various consumer focus groups to analyse the major obstacles to domestic tourism.

The goals of the Domestic Tourism Marketing Strategy are to:

- 1 Provide short term revenue streams for the tourism industry while borders are closed;
- 2 Encourage the domestic market to make a habit of using tourism businesses as part of their everyday lives;
- 3 Encourage the domestic market to see more of Vanuatu, and drive dispersal of domestic tourists to businesses beyond Efate.

To reach these goals, the DTMS is based on six objectives:

- OBJECTIVE 1** Domestic leisure tourism grows throughout the whole country;
- OBJECTIVE 2** The government and corporate travel market segment become 'ambassadors' for domestic tourism;
- OBJECTIVE 3** Demand for adventure activities increases throughout Vanuatu;
- OBJECTIVE 4** Cultural festivals and events become a major reason for domestic travel;
- OBJECTIVE 5** Movement of domestic tourists to their destinations and back home is facilitated;
- OBJECTIVE 6** Demand for restaurants, bars and hospitality service providers for the domestic tourism market is developed and utilized.





Introduction

Tourism contributes more than 30% of Vanuatu's GDP in terms of total tourism receipts, covering both direct and indirect expenditures and supporting the livelihood of thousands of families through direct and indirect employment.

The downturn that has hit the tourism sector worldwide with the Covid-19 pandemic has impacted the Vanuatu tourism sector and the whole economy. With our borders temporarily closed to international visitors, the VTO has created a domestic tourism marketing program in support of its already existing international marketing programs. This is identified as part of Pillar 4 under Activity 4.5 of the Tourism Crises Response and Recovery Plan co-ordinated by the VTO and is also an activity under the theme of wellbeing on the goal for 'high value, low-impact' tourism as part of Activity 1.1.5 of the Vanuatu Sustainable Tourism Strategy. This activity is very important for consideration as assists the VTO to develop new tools and resources to support business continuity for tourism businesses during this downturn. As of May 2020, the VTO has been trialling a domestic marketing campaign on social media, print media, radio and billboards to encourage local people to take advantage of the many amazing tourism experiences that are available in our country. This campaign is called Sapotem Lokol Turisim.

Prior to the pandemic, in 2019, the VTO had commenced work on understanding the state of the country's domestic tourism market by surveying tourism operators about the business they were receiving from domestic consumers. The results of this survey showed that there was potential for growth, but it wasn't until the global Covid-19 pandemic closed Vanuatu's borders to international visitors in March 2020 that VTO was able to pursue this pathway as part of our work on the national Covid-19 crisis response.

Domestic tourism is any travel by residents of a country, within that country. Many people are domestic tourists: people who travel to another island as part of their public or private sector job; people who travel to another island (or even part of the same island) to visit friends and family, and people who just want to go on a holiday for the weekend some place quiet. Domestic tourism is an important part of Vanuatu's tourism industry because everyone in the country is a potential domestic tourist. The key consideration is how to educate and increase the understanding of these potential customers to realize the amazing experiences available to them when they travel inside Vanuatu for different purposes.

Since May 2020, VTO has promoted offers from over 300 local tourism businesses to domestic

tourists. The campaign has been highly visible, reaching 100% of Vanuatu’s online population who use social media, and an even wider audience through radio and newspaper advertising. Most importantly, the campaign has been helping our tourism businesses to reach domestic tourism consumers, generate revenue, and create sustainability and business continuity.

While we prepare for the time when international visitors can safely return to our shores, the VTO continues to invest in growing the domestic tourism market. Feedback from businesses from the domestic campaign so far indicates that it is helping to introduce people to tourism businesses and products that they hadn’t been aware of previously, and encouraging new consumer behaviours.

The objective of the Domestic Tourism Marketing Program through its first campaign activities is to increase awareness of offers from tourism businesses and to create market demand for these businesses with the prospects of providing short-term revenue streams for tourism businesses while the borders are still restricted. This expanded business opportunity will encourage domestic consumers to visit tourism businesses, and see more of Vanuatu. When borders eventually reopen, a stronger domestic tourism market will help diversify the sector, complementing income from overseas visitors, thus making Vanuatu’s tourism sector more resilient and sustainable in the longer term.

Acronyms used

- DOT** Department of Tourism
- DTMP** Domestic Tourism Marketing Program
- DTMS** Domestic Tourism Marketing Strategy
- SBO** Safe Business Operations
- TCRRP** Tourism Crisis Response and Recovery Plan
- VSTP** Vanuatu Sustainable Tourism Policy
- VTO** Vanuatu Tourism Office





2020 Domestic Tourism Marketing Campaign Trial Phases

The first trial phase of VTO's domestic tourism marketing campaign commenced in 2020 with the recruitment of a dedicated Domestic Tourism Marketing Officer to assist with the initiatives to be developed for this market.

This allowed for social media advertising of businesses in Port Vila and Santo, and quickly showed results: businesses that participated in the first phase reported an average increase in sales revenue of 18%. In the initial phase, 97 product offers were published on Facebook, receiving an average 29,700 views per offer by an average audience of 15,241, and with a high engagement rate of 6.9%.

Phase 2 began in August 2020. The campaign name 'Sapotem Lokol Turisim' and accompanying social media hashtag #SapotemLokolTurisim was used for the first time. This second phase expanded on the first, providing tourism businesses with free advertising across digital, print and broadcast media to maximize audience reach. In this phase, the campaign was also supported with billboard advertising, stickers, Google Ads search marketing plus additional content marketing.

Phase 3 of the campaign kicked started in October 2020 with the launch of domestic tourism vouchers delivered by the VTO and a free hop-on, hop-off bus service on Efate and Espiritu Santo. These complementing marketing initiatives also allowed for VTO's Tourism Marketing Storian (TMS) sessions to be introduced monthly in both Efate and Santo, in order to provide marketing advice to tourism businesses of all sizes.

Since the beginning of 2021, the Vanuatu Tourism Office has added to the campaign's events-based activities by creating new partnerships with operators, and airlines in particular, involving the sale of packages by VTO's Call Centre Network.

Driving domestic tourism demand means increased demand for customer service to convert the demand into sales. This is one of the core capabilities provided by VTO's Call Centre Network.

The Call Centre Network operates in all six provinces in Vanuatu. The Santo Travel Information Centre in Luganville packages and sells market-ready products from Sanma, Torba, Penama and Malampa provinces, while the Tanna Call Centre packages and sells tourism products from Tafea Province. The Port Vila Visitor Information Centre packages and selling tourism products from Efate and its offshore islands.

The Call Centre Network has become a critical facilitator for domestic tourism, as most tourism businesses's operations have been severely curtailed by the closed borders. VTO's Call Centre Network is able to assist tourism businesses with creating new itineraries, preparing tourism packages, promoting their offers, taking reservations and delivering sales to operators.

The VTO has recently revamped the Call Centre Network offices' interiors, giving them a new look and feel for domestic tourists that enables consumers to have an improved customer experience, and to get information about tourism businesses's packages and products in all six provinces.

VTO's partnership with the national air carrier Air Vanuatu has provided the new capability for the Call Centre Network to issue airline tickets and at the same time provide domestic tourists with a travel itinerary that includes flights, accommodation, transfers and tours all in one location.

In parallel with these marketing activities, the VTO team continues to visit tourism businesses across all provinces to conduct a series of workshops we call Tourism Marketing Storians (TMS) that are aimed at building business owners' understanding of tourism marketing. The workshops also gave them an understanding of Vanuatu's national tourism destination marketing brand, Answer the Call of Vanuatu, and how VTO can help tourism businesses market their products to domestic tourism consumers as part of the ongoing Sapotem Lokol Turisim marketing campaign.

On each island where VTO has been conducting its Tourism Marketing Storians, tourism business owners and managers have received one-on-one help with marketing their tours, accommodation and hospitality products. At each TMS, the VTO team explains the process of creating a free GMail email account for managing their business, how to add their businesses to Google Maps and Google Search, and how to create and manage a Facebook page for their business. For many, this is the first time they have ever had an email address or a business Facebook page. Business owners also learn at each TMS about how VTO markets Vanuatu as a tourism destination for domestic and international tourists, so that when borders reopen, tourism from overseas can return to support the recovery of Vanuatu's tourism sector to pre-pandemic levels over time, and domestic tourism can continue to flourish as well.





Domestic Tourism Demand Analysis

In August 2020, the VTO conducted a survey to create a profile of Vanuatu travel consumers. The survey asked Ni-Vanuatu, naturalized citizens and expatriates about their preferences for local tourism products and services, about their willingness to spend locally in tourism businesses, and about their purchasing preferences.

The response to this survey was tremendous. 726 people took part, with 83% of respondents Ni-Vanuatu or dual citizens of Vanuatu and another country. The majority of respondents were female full-time workers. The survey results were as follows:

- The two main parts of the domestic market are (as expected) the larger 'man ples' segment and a much smaller expatriate/naturalized citizen segment.
- A number of smaller segments or niches—such as business travellers, and people visiting friends and relatives (VFR)—also exist. These niche markets have slightly different needs than the overall domestic market, so require tailored marketing messages.
- Vanuatu's domestic tourism market contains people whose preferences are broadly similar to the main international categories VTO's previous overseas market research has identified. These segments are 'Adventure Seekers', who are looking for exciting things to do, and 'Experience Collectors', who want to take part in less demanding activities, typically with friends and family.
- The existence of these categories indicates that the strategies and campaigns VTO uses internationally can be repurposed or replicated to grow demand in the corresponding domestic segments.
- Domestic travel consumers are most interested in seeing offers for airfares, outer island package deals, island bungalows, package deals, tour activities and restaurants, but are less interested in offers for bars/nightclubs, car rentals or hotel accommodation.

- Ni-Vanuatu respondents showed more interest in car rentals, package deals, island bungalows, tour activities and bars/nightclubs compared to the expatriate segment.
- Expatriates and man ples have different price sensitivities for different products and services. However, there is no identifiable difference between the *man ples* and expatriate/naturalized segments in terms of willingness to pay for island bungalow stays and hotel/resort stays.
- All survey respondents showed a high level of willingness to spend money on tours and activities, which may be an indication that there is more demand for tourism activities than supply.
- The key takeaway message conveyed by the majority of respondents is that they are keen to support locally-owned tourism businesses.

Based on this analysis, and in order for the DTMS activities to be more focused, relevant and engaging, the domestic tourism demand has been divided as follows in accordance to the market segments of the domestic tourism market:





Target Markets

The analysis of previous consumer surveys together with the results of the campaign has enabled the opportunity to specifically identify the potential target markets for the domestic tourism market. These target markets are strongly related to the key market segments that VTO has identified in Vanuatu's international markets, and will create synergies between our domestic and international strategies and activities that will help both to grow.

The Leisure Tourists — the 'Domestic Experience Collectors'

A Vanuatu holiday to a Domestic Experience Collector is:

- An opportunity to enrich the mind, body and soul.
- A chance to reflect, relax and refresh away from town and community.
- An opportunity to spend time with loved ones and be grateful for all they have.
- An opportunity to learn more about culture differences and support local communities.

Domestic Experience Collectors can largely be found in these population groups:

- Middle class with stable jobs living in Port Vila and Luganville. This includes people who work in high status, secure and stable jobs like middle management, doctors, lawyers and those who own their own homes.
- Groups on organized trips such as church groups and schools.
- Group travellers with stable incomes aged between 25-50 years.
- Couples 25 plus, looking for short breaks from Port Vila or Luganville.
- Young families looking for short breaks from Port Vila or Luganville.
- People visiting friends and relatives on another island.

The Leisure Tourists — the 'Domestic Adventure Seekers'

The Domestic Adventure Seekers segment are the leisure tourists more likely to give up their comforts and travel to pursue their passions, undertake off-the-beaten-track experiences, and actively seek out the most remote locations. They are actively looking for challenges that focus on nature, cultural immersion, or thrill-seeking.

All marketing should be focused on adventure and experiential based opportunities that can be delivered on small and intimate scale, focused on the following demographic profiles:

- Young independent travellers from Port Vila and Luganville looking to experience new cultures and remote locations. They see getting out of their comfort zone as a badge of honour.
- People with a specific interest in hiking and bucket list experiences.
- People attuned to travel stories and experiences and that will tend to be opinion leaders in this area, rather than followers.
- Experienced and regular travellers who want to discover other local adventure activities.
- Church groups who are looking for adventure activities.
- Expatriates and naturalized citizens. Based on VTO's Domestic Travel Consumer Survey, members of this market segment are most interested in seeing offers for airfares, outer island package deals, island bungalows, tour activities and restaurants, but are less interested in offers for bars, nights clubs, car rentals or hotel accommodation.

Government and Corporate Travellers

Government and Corporate travellers are Vanuatu's largest domestic tourism market segment. The most significant sub-segment of this market is government workers and NGO workers. The smallest segment of this market represents private business travellers.

They are the most experienced domestic travellers in the country, used to attending meetings, conferences and exhibitions on different islands. They are technologically driven, and have smartphones. They are represented in the middle class and the executive class of the population. Members of this market segment travel mainly to provincial hubs.





Domestic Tourism Supply Analysis

Stakeholder consultations were conducted on Efate, Tanna and Espiritu Santo with the tourism operators, tourism associations, major partners of the industry and consumers to review VTO's current domestic marketing efforts and to seek suggestions for improvements.

EFATE

Large and medium tourism businesses on Efate Island have reduced the number of their employees and their working hours since March 2020. For Efate's smaller operators, there are not enough business activities to sustain their operations. It is especially harder for the ones located away from the main road. All operators agree that the domestic market needs greater awareness of domestic tourism.

Considering the high cost of food on Efate, it is difficult to reduce the price for a meal to meet the domestic tourists' expectations.

TANNA

Tourism businesses in East Tanna rely heavily on the Yasur volcano attraction to attract tourists to their businesses. Accommodation providers, tour operators, restaurants and the community at large are dependent on tourism to bring in revenue. While the Covid-19 Pandemic still present, the creation of other sources of revenue for communities is crucial. Indeed, some are already diversifying into agritourism.

The general worry of businesses here is that they will be unable to maintain their assets if the situation continues into the next 12 months, and they won't be ready to receive international guests when the border reopens.

The road conditions also contributes to high cost of land transport, making East Tanna less attractive for the domestic market.



ESPIRITU SANTO

During the tourism industry consultation on Espiritu Santo, most of the small operators located away from Luganville explained that they struggle to get back in business despite VTO's Sapotem Lokol Turisim campaign. Most of them are reached through the Free Fun Bus service, however the benefit is minimal.

Most of the small operators consulted said the income received is not enough to enable them to rebuild the infrastructure damaged by Cyclone Harold in April 2020.

TRANSPORTATION

The prices of Air Vanuatu's airfares are a recurrent concern for tourism businesses: the airfares are considered too expensive, and this discourages domestic tourists from travelling.

In order to develop the interest of the domestic market to make tourism a normal part of their lives, we need to develop more options using all available modes of transport, including local passenger boats.

The high cost of land transport is a barrier for domestic tourists wanting to access market ready businesses and remains a strong challenge for the industry.

PRICING

One of the issues identified in domestic tourism is overpricing. The pricing strategies used by tourist businesses needs to be addressed in order to attract the domestic market. Most of Vanuatu's small tourism businesses do not have a proper pricing strategy for retail, corporate and wholesale rates. The retail rate must be higher than the wholesale rate, and has to allow for specials, packages and promotions without creating rate parity issues with the wholesale rate. Doing this will also assist businesses to sell their products directly to international wholesalers, online travel agents and tourists when the borders re-open.

There is a need for consultation between VTO and inbound tour operators in developing specials, promotions and packages to be sold by VTO's Call Centre Network as well as inbound tour operators (ITOs) without causing rate parity issues.

CONSUMER AWARENESS

Domestic tourism consumers require more awareness of tourism businesses and their products on social media, radio, YouTube, and other available channels to reach all segments of the audience. In addition to the marketing of tourism products, domestic consumers need greater awareness of conservation and protection of environment and cultural sites.



DOMESTIC MARKETING STRATEGY

Vision

Increased economic benefits that flow from domestic tourism dispersal beyond Efate and throughout the six provinces.

Mission

- To grow domestic tourist visitation and expenditure for the benefit of the industry.
- To maintain the value of the tourism industry through marketing support across all available distribution platforms.

Goals

The goals of the Domestic Tourism Marketing Strategy are to:

- 1 Provide short-term revenue streams for tourism industry while borders are closed;
- 2 Encourage the domestic market to make a habit of using tourism businesses as part of their everyday lives;
- 3 Encourage the domestic market to see more of Vanuatu, and to drive dispersal of domestic tourists beyond Efate.

OBJECTIVE 1

Leisure domestic tourism grows throughout the whole country

Aim	Spread domestic leisure tourism and its financial benefits to all types of tourism businesses throughout the country.
Outcome	Increased business activity in the leisure market throughout Vanuatu
Target Market	Experience Collectors
Approach	<ul style="list-style-type: none">Organize training for industry operators on product pricing and packaging – retail and wholesale prices for all domestic segments.Develop marketing content for each domestic target segment.Promote and provide motivational incentives to engage market support for VTO’s domestic tourism campaigns.VTO and industry to maintain a marketing presence in all available media platforms to promote tourism products.Host Turisim Marketing Storians at the end of each milestone to assess the outcome.Business is spread evenly to all operators across the country.
Marketing Activities	<ul style="list-style-type: none">Engagement with consumers established and used to influence the market through broadcast, social and digital media platforms; active customers sharing their experiences to entice other consumers.Mi Tumoro Vanuatu Travel Expo held twice per year on Efate and Espiritu Santo.Sales are processed through VTO’s Call Centre Network and local tour operators.Develop presence in public events to provide awareness, information and promote tourism products to consumers.
Market Research	<ul style="list-style-type: none">Primary data collection for each target market; date of birth, consumer preferences, feedback, customer reviews and any other required information requested at time of booking.Review of the marketing strategy is conducted after each milestone on all market segments.Online survey is conducted annually to identify any gaps between domestic consumer demand and industry offerings.

OBJECTIVE 1 — KPIs

Milestone	December 2021	June 2022	December 2022	June 2023
Leisure Travel	Promotions, packages and specials are out in the market	New enquiries and booking are received	Domestic leisure tourism is increased and generates income	Leisure travel is spread to other islands



OBJECTIVE 2

The government and corporate travel market segment become ‘ambassadors’ for domestic tourism

Aim	Empower the government and corporate travel market segment to become ambassadors of domestic tourism throughout the country.
Outcome	Government & corporate travel is providing influence to attract and motivate interest in the domestic tourism market.
Target Market	Government and corporate travellers
Approach	<ul style="list-style-type: none">• Establish primary partnership with all government departments and partners.• Develop partnerships with all NGOs.• Acquire corporate travel bookings through the VTO Call Centre Network.• Promote and attract government meetings, conferences, workshops and training to outer islands.• Provide motivational incentives to empower the market’s involvement in the Sapotem Lokol Turisim campaign.• Business is spread evenly to all operators across the country.
Marketing Activities	<ul style="list-style-type: none">• All government domestic travel is coordinated and processed through the VTO Call Centre Network.• Incentivized partnerships with corporate travellers established to optimize the interest of this segment in using tourism products and services.
Market Research	<ul style="list-style-type: none">• Data collection for this market segment such as date of birth, consumer preferences, feedback, reviews and any other required information is requested at time of booking.• Review of the marketing strategy is conducted after each milestone.• Online survey is conducted annually to identify any gaps between domestic consumer demand and industry offerings for this segment.

OBJECTIVE 2 — KPIs

Milestone	December 2021	June 2022	December 2022	June 2023
Corporate Travel	Partnerships established with corporate market	Generating business from partnerships with corporate market	Receiving new bookings as result of this strategy	Business growth is maintained



OBJECTIVE 3

Demand for adventure activities increases throughout Vanuatu

Aim	To boost the interest of domestic consumers to travel and experience different tourism products and adventure activities throughout Vanuatu.
Outcome	Increased consumer experience of tourism adventure activities.
Target Market	Adventure Seekers
Approach	<ul style="list-style-type: none">Organize training on product pricing – retail and wholesale prices for all domestic target marketsWork with inbound/domestic tour operators to develop and sell packages to increase number of distribution channels.Develop marketing content for this market segment.Promote and provide motivational incentives to empower the segment’s involvement in the Sapotem Lokol Turisim campaign.
Marketing Activities	<ul style="list-style-type: none">Motivational partnership with consumers is established and used to influence the market through broadcast, social and digital media platforms; active customers sharing their travel experiences to motivate the interest of other consumers.Influencers are used to activate consumer interest and to promote adventure tourism activities throughout the country.Sales are processed through VTO’s Call Centre Network and local tour operators.
Market Research	<ul style="list-style-type: none">Data collection for this market segment such as date of birth, consumer preferences, feedback, reviews and any other required information is requested at time of booking.Review of the marketing strategy is conducted after each milestone.Online survey is conducted annually to identify any gaps between domestic consumer demand and industry offerings for this segment.

OBJECTIVE 3 — KPIs

Milestone	December 2021	June 2022	December 2022	June 2023
Adventure Seekers	Promotions, packages and specials are out on the market	New enquiries and booking are received	More bookings received and income generated	Upward booking trend is maintained



OBJECTIVE 4

Cultural festivals and events become a major reason for domestic travel

Aim	To influence Ni-Vanuatu to travel and explore different cultural festivals and events around Vanuatu.
Outcome	More Ni-Vanuatu are travelling to participate in cultural festivals and events around the country.
Target Market	Experience Collectors
Approach	<ul style="list-style-type: none">• Work with local tour operators and stakeholders to develop packages for cultural festivals and events.• Use the Call Centre Network and domestic operators to sell the packages.• Promote and provide motivational incentives to attract more interest from consumers.
Marketing Activities	<ul style="list-style-type: none">• A calendar of events is updated with cultural activities, sports, religious and any other events around the country that might be of interest to consumers.• Promotional packages are developed to attract more interest from the domestic market.• Maintain marketing presence on all media platforms and at Mi Tumoro Vanuatu Travel Expo.• Sales are processed through Call Centre Network and local tour operators.
Market Research	<ul style="list-style-type: none">• Data collection for this market segment such as date of birth, consumer preferences, feedback, reviews and any other required information is requested at time of booking.• Review of the marketing strategy is conducted after each milestone.• Online survey is conducted annually to identify any gaps between domestic consumer demand and industry offerings for this segment.

OBJECTIVE 4 — KPIs

Milestone	December 2021	June 2022	December 2022	June 2023
Cultural Festivals and Events	Promotions, packages and specials are in market	Receiving enquiries and bookings	Bookings received and income generated	Increased bookings and income for operators



OBJECTIVE 5

Movement of domestic tourists to their destinations and back home is facilitated

Aim	To increase consumer travels beyond Efate island using all available modes of transportation.
Outcome	All available modes of transport, such as air, sea and land are used to move people to their destination and back home again.
Target Markets	Experience Collectors Government and Corporate Travellers
Approach	<ul style="list-style-type: none">• Maintain primary partnership with Air Vanuatu to ensure competitive airfare rates.• Develop partnership with other airlines and acquire discounted rates.• Establish partnership with local shipping companies for package deals on group travels by sea.• Subsidy scheme used to facilitate transportation.• Work with local tour operators and transportation stakeholders in developing packages.
Marketing Activities	<ul style="list-style-type: none">• Promotion of all modes of transport is maintained on marketing platforms.• Influencers are used to foster interest from domestic consumers.• Sales are processed through Call Centre Network and tour operators.• Information and awareness is provided to the consumer at time of booking.
Market Research	<ul style="list-style-type: none">• Data collection for this market segment such as date of birth, consumer preferences, feedback, reviews and any other required information is requested at time of booking.• Review of the marketing strategy is conducted after each milestone.• Online survey is conducted annually to identify any gaps between domestic consumer demand and industry offerings for this segment.

OBJECTIVE 5 — KPIs

Milestone	December 2021	June 2022	December 2022	June 2023
Transportation	Developed partnerships with transport providers. Marketing strategies developed and actioned	Receiving enquiries and bookings	Increased bookings and income	Upward booking trend maintained



OBJECTIVE 6	Demand for restaurants, cafés, bars and hospitality service providers for the domestic tourism market is developed and utilized
Aim	To stimulate consumers’ interest to use more restaurants, cafés and bars in their daily lives, which in turn increases demand for hospitality service providers.
Outcome	Restaurants, cafés, bars and service providers have increased number of customers and grow their income.
Target Market	Port Vila domestic market Luganville domestic market
Approach	<ul style="list-style-type: none"> Restaurant, bar and specific service operators to develop promotions, value adds, and special packages that attract the domestic market as an ongoing task in response to the tough competition environment. Tourism industry to use more local organic products, local kaikai and traditional food on the menu as a competitive advantage.
Marketing Activities	<ul style="list-style-type: none"> Influencers used to create consumer interest. Industry to focus on the unique experiences offered by their tourism products and services to complement existing marketing tactics already being used. Live entertainment activities at night are used to create an enticing ambience for dining.
Market Research	<ul style="list-style-type: none"> Data collection for this market segment such as date of birth, consumer preferences, feedback, reviews and any other required information is requested at time of booking. Review of the marketing strategy is conducted after each milestone. Online survey is conducted annually to identify any gaps between domestic consumer demand and industry offerings for this segment.

OBJECTIVE 6 — KPIs

Milestone	December 2021	June 2022	December 2022	June 2023
Increased demand for Restaurants, Cafés, Bars and hospitality service providers	Marketing strategies developed and implemented	Guest enquiries received and business generated	Business is increased and income generated	Growth is maintained



Projected Budget

ACTIVITY	Jul-Dec 2021	Jan-Jun 2022	Jul-Dec 2022	Jan-Jun 2023	TOTAL
Domestic Leisure Tourism	1,500,000	1,500,000	1,500,000	1,500,000	6,000,000
Govt and Corporate Travel	600,000	600,000	600,000	600,000	2,400,000
Domestic Adventure Seekers	800,000	800,000	800,000	800,000	3,200,000
Cultural Festivals and Events	1,800,000	500,000	1,800,000	500,000	4,600,000
Transportation	2,650,000	2,650,000	2,650,000	2,650,000	10,600,000
Restaurants, Cafés, Bars and hospitality service providers	1,900,000	1,900,000	1,900,000	1,900,000	7,600,000
Mi Tumoro Vanuatu Travel Expo	1,000,000	2,000,000	1,000,000	2,000,000	6,000,000
Industry Kava Storian	750,000	750,000	750,000	750,000	3,000,000
Training	1,500,000	1,500,000	1,500,000	—	4,500,000
Administration	400,000	400,000	400,000	400,000	1,600,000
TOTAL	12,900,000	12,600,000	12,900,000	11,100,000	49,500,000



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