



## ***MONTHLY MARKET WATCH***

**Issue One - January 2011**

**PAPUA NEW GUINEA TOURISM PROMOTION AUTHORITY**

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## **Introduction**

Good day and Happy New Year. This is our December 2010 issue of our *Monthly Market Watch* produced by the Papua New Guinea Tourism Promotion Authority to provide the tourism industry partners with monthly up-to-date information on the trends and situations in the key source markets. It will be informative and relevant to the Papua New Guinea Tourism Industry in this rapidly changing environment. The information is designed to help individual tourism businesses understand the current tourism environment, benchmark their performance against the wider market, and plan for the future with greater confidence to improve their tourism market share.

## **Performance in 2010**

Generally, preliminary results show that there will be more than 145,000 international arrivals to Papua New Guinea in 2010, an increase of more than 15% or an additional 20,000 arrivals compared to the 125,891 arrivals in 2009, with holiday arrivals contributing significantly showing an increase of some 7-8% or 32,000 compared to the 30,000 holiday arrivals recorded in 2009. This is an improvement from 2009, when we saw a decrease of 12% in our holiday arrivals due to the global financial crisis affecting most of our key source markets and other various domestic factors that deter potential tourists from visiting. However, in 2010 the PNG Tourism Promotion Authority in partnership with the industry players and key stakeholders joined force to respond quickly by working together in the markets as well as making it conducive through awareness and more product development in the model provinces to restore tourist confidence. As a result, the year 2010 was another successful year for tourism in Papua New Guinea, repeating the healthy trend seen in the last 6 years from 2003 – 2008. This healthy trend is expected to continue in 2011 and beyond as TPA in the last 5 years has set out some clear short and long-term strategies/plans to grow the tourism industry in Papua New Guinea, and as TPA leads to implement and achieve these objectives, tourism in the next 10-20 years will be a significant contributor to the economy.

The full analysis and detailed report will be ready by this week.

## **Australian Market Overview & Marketing Activities**

The Australian appetite for travel remains high, with the strong dollar and low-priced airfares all fuelling interest in international travel. There is a great deal of interest in Papua New Guinea and tactical marketing activities in the market by the PNG Tourism Promotion Authority and industry partners look set to deliver growth in holiday arrivals in 2011 and beyond. The last eight months of 2010 saw international tourist arrivals grow by 7% according to the August Interim Update of the UNWTO World Tourism Barometer. This result confirms the recovery trend beginning in the last quarter of 2009 and is expected to continue in the remaining months of the year at a somewhat more moderate rate (*Eglobaltravelnews, September 6th*). Australia continues to remain Papua New Guinea's largest inbound tourism market, accounting for over 50 per cent of the total arrivals. Papua New Guinea has benefited from a high profile, good air access, a favourable exchange rate and strong word of mouth throughout the year, with visitor arrivals showing growth in 2010. In December 2010, visitor arrivals to Papua New Guinea from Australia increased by 8 per cent compared to the same period last year.

One of the drivers of expected growth is PNG's gradual transition from a destination that Australians would like to visit someday to one they intend to visit soon. Another driver is the high rate of repeat visitation: around three quarters of Australian visitors have been to Papua New Guinea before. Dry season from April-October is the peak season for Australian trekkers, but marketing by Papua New Guinea Tourism Promotion Authority and other industry players has helped make Papua New Guinea a popular year-round destination. Recent growth has been season across all seasons. Good numbers of Australians visited Papua New Guinea for other activities like diving, surfing, bird watching and cruising. The PNG Tourism Promotion Authority office in Sydney runs a range of campaign activity in Australia, including television advertising, online marketing and PR. The office is working closely with regions, airlines, operators and travel sellers to promote Papua New Guinea. Australians are confidently researching and booking Papua New Guinea holidays online and our marketing activities in this market makes the most of digital media channels.

The internet has become the most popular method used by Australian to book holidays, according to a survey released by Roy Morgan Research. The boost in online bookings was paralleled by a decline in booking by phone or in person, with telephone bookings down to 25% (from 29%) and the proportion booking in person declining to 17% from the previous 20% three years ago. There was also a slight increase in bookings via e-mail, up two points to 8%, (Travel Daily Reports).

The PNG Tourism Promotion Authority Office in Sydney has launched a new TPA Australia face book & twitter page in early 2010. Both are servicing as a platform to support and carry out internet marketing activities in the Australia and New Zealand markets, where the use of internet is high. The Sydney office will continue its efforts to sustain growth in Australian and New Zealand arrivals across all seasons, encouraging repeat visits and growing the number of first-time travelers.

In December 2010, TPA Sydney office staff were busy planning for their activities for 2011 and achieved these key marketing activities as follows:

(a) **Planning for 2011**

- Created a yearly timeline with proposed activities and topics for press releases.
- Created an updated Calendar of Cultural Festivals for 2011.

(b) **The Biggest Loser Project**

- Recce carried on until 3<sup>rd</sup> December 2010 and Sydney office obtained post recce feed back.
- Schedule and itinerary was discussed with Biggest Loser and the operators chosen by Biggest Loser – South Sea Horizons and Adventure 1000.
- Approached airlines to obtain quotes for international and domestic flights.
- Approached helicopter companies to provide quotes for Kokoda transfer.
- Obtained quotes for travel, accommodation and activities to develop budget.
- Liaised with chosen operators and devised actual budget.
- Conducted various meetings with Biggest Loser and operators.
- Advised and liaised with Biggest Loser regarding Visa requirements.
- Gave feedback to Biggest Loser on the „Agreement“.
- Liaised with PNG Tourism on insurance requirements and requested an increase in its Public Liability as required by the Biggest Loser.

(c) **Kokoda Celebrity Campaign**

- Researched high profile Australians who have trekked Kokoda.
- Drafted and sent a letter of invitation to participate in the campaign on behalf of KTA.
- Briefed Online Social Media Agency Cricul8 on the basis, targets, and desired outcomes of the campaign so that they could create an online social media strategy.
- Provided Cricul8 with feedback on the first draft campaign.

(d) **Kokoda Tour Operators Media Training**

- Created a document with talking points and key messages for the tour operator media training program to be undertaken in February 2011.
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(e) **Media Liaison**

- Shane Conroy (contributor for Virgin Blue Voyeur Magazine)-Provided pictures and background information on surfing and diving on PNG for the March issue.

(f) **Meetings**

The TPA Sydney office met with the following journalists:

- Rob McFarland, freelance travel writer.
- Briar Jensen, freelance writer and photojournalist.
- Louise Southerden, editor and travel photographer.

**AdventureWorld-DanPenner**

Adventure World will include PNG in their brochure for 2011. This is the first time Adventure will package and sell PNG product, which is a great break through. TPA Sydney will participate in a co-op campaign with AW to launch the brochure.

**Treasures of the South Pacific lunch**

Early December all Sydney based wholesalers selling the South Pacific were invited for a Christmas lunch hosted by the Treasures of the South Pacific.

**The Kokoda Track Foundation –Gen Nelson**

Discussed next year's plans, possible involvement in activities such as Hawthorn's Kokoda Game.

**PMA -Gautam & Clint**

Meeting to look at the National Geographic footage and discussed options for the footage (one urgent job is to get the B-Roll for the volcano footage for the Biggest Loser).

**GRIN –Emily and Magda**

Discussed pending things for 2010/2011.

**Val Morgan –Ben Armstrong**

Val Morgan is the media buying agency for cinema marketing. Ben explained the possibilities of different promotions which might be useful for PNG in the future.

(g) **Media Coverage**

- In December, most of the media coverage for PNG was received as a result of the Visiting Journalist Program. The visiting journalists to Papua New Guinea have publicized the so many good tourism products and potentials of Papua New to the Australian/New Zealand population, thus, generating demand for potential visitors.

**December 2010 Media Coverage Summary.**

<b>Date</b>	<b>Publication</b>	<b>Title</b>	<b>Circulation</b>
1/12/2011	Get lost magazine	Milne Bay Papua New Guinea	20,000
8/12/2011	Merredin-wheatbelt mercury	How the Fuzzy Wazzy Memorial came about	1,168
10/12/2011	Toowoomba Chronicle	Oration dinner support foundation's work in PNG	22,644
15/12/2011	Gloucester Advocate	Walking the Kokoda Track at USA	1,861
15/12/2011	Great Lakes Advocates	Keeping Kokoda Spirit alive	5,810
16/12/2011	Horbart Mercury	Holidays with pain and pleasure	45,210
18/12/2011	Western Advocate	Trekker finds her life has changed	3,802
23/12/2011	Cooma Monaro Express	Trek Kokoda with the salvos	1,694
30/12/2011	Lucky Break	A Walk of Hope	23,896
Dec 10 - Jan 11	Let's travel	Papua New Guinea The Last Frontier	
		<b>Total</b>	<b>126085</b>

The media coverage on some of Papua New Guinea's unique tourism products in the Australia and New Zealand markets have reached over 126,000 readers/viewers. This will generate demand and potential tourists will put Papua New Guinea in their minds.

**Europe Market Overview & Marketing Activities**

Europe continues to be a valuable holiday market for Papua New Guinea with long-staying visitors who like to engage in multiple activities. The Europe market comprise of the United Kingdom, Germany, France, Netherlands and other smaller contributing European countries. As PNG's fourth largest holiday markets, the United Kingdom and Germany are the key focus of Papua New Guinea Tourism Promotion Authority's international marketing, trade and public relations activity. However, the smaller European markets have shown their resilience over the past months, despite the global economic downturn, and many present good growth opportunities for the Papua New Guinea Tourism Industry. In the twelve months of 2010, visitor arrivals from Europe to Papua New Guinea show an increase of 41 percent, with holiday arrivals posting a strong growth of 24 percent during the twelve months. The UK, Germany and France were and are always the major contributing markets.

As the holiday market continues to perform well for the UK, France and German markets, individual requests for PNG tourism products from Europe continue to grow in December.

## **Number of general enquiries on PNG by Europeans in December 2010**

Holiday arrivals from UK and Germany remain strong and the Papua New Guinea Tourism Promotion Authority Frankfurt Office continues to run the new marketing campaign with the tagline '*A MILLION DIFFERENT JOURNEYS*' and working closely with travel sellers in this market, to ensure British & Germans keep Papua New Guinea on their wish-lists. The new brand campaign has also been extended to other parts of Europe including France, the Netherlands and Switzerland, where growth opportunities have been identified.

### **United Kingdom (UK)**

The UK was slower than all other major economies to emerge from recession and, while there are signs of improvement, recovery is expected to be slow and fragile and the PNG Tourism Promotion Authority in partnership with the industry partners is continuing to target those who are most likely to come to PNG, especially those interested in the PNG Culture, Festivals, Trekking and Diving. These sectors will remain the focus for Papua New Guinea as other travellers look at destinations closer to home in 2010.

### **Netherlands**

The Dutch economy has emerged from recession alongside its European neighbours, but consumers are still cautious about spending, particularly on air travel. There has been a marked shift away from long-haul travel to short-haul and domestic. Despite this, PNG is selling well, particularly at the budget end of the market. Travel has become a way of life and a 'must do' for many Dutch. The economic situation has impacted on travel, reportedly having the biggest effect on the long-haul market. As a whole, the European travel market declined by 6 per cent in 2009, with the Dutch going on 1.2 million fewer trips than in 2008 (source: [www.ipkinternational.com](http://www.ipkinternational.com)). The Dutch travel industry is confident about the outlook, saying summer holiday bookings and the amount travellers intend to spend on their holidays are both up on last year. The trend towards last minute bookings appears to be continuing. Travel sellers in this market remain positive and Papua New Guinea is performing above expectations, with visitor arrivals showing a growth of 51% in the twelve months of 2010, compared with the same months in 2009.

Budget-conscious travellers are looking for ways to get the most out of their Euro, including holidaying where the Euro is strong, travelling less often, and departing from an airport across the border to avoid the Dutch eco-tax that came into effect 1 July 2008. A trend towards tailor-made themed travel is emerging. This has created an opportunity for Papua New Guinea to take advantage of culture-themed travel, which has been of particular interest to Dutch travellers recently. The resilience of the backpacker and youth sector also presents opportunities for PNG in the Dutch market.

To promote Papua New Guinea in the Europe Market, the PNG TPA Frankfurt Office has carried out several sales calls in Europe. Below are some of the marketing activities carried out in Europe:

### ***Surveys PNG***

In order to evaluate the current market situation of the travel destination Papua New Guinea among the European tour operators, our TPA Frankfurt office has created a new survey which has been sent out to our complete database. Wholesalers are asked ten questions about Papua New Guinea including questions about their clients' travel behaviour. The survey has been sent by email and is easy to handle. Wholesalers can just click on a button and answer the questions online. This does not take much time and allows people to do it whenever they have some minutes available. The survey will be available in two months and the results will be analysed once the deadline is over.

### ***PNG in catalogue "Best of Travel Group" 2011***

The "Best of Travel Group" is a cooperation of tour operators using the same sales and marketing strategies. It was founded in 1993. 13 tour operators are members of this group and have their offices in Germany, Austria, Switzerland, Belgium and The Netherlands. They create their own catalogue and promote their trips under the "Best of Travel Group" brand. They have just published their new catalogues for 2011. One of their catalogues is named "Australia", and also contains a trip to PNG. On two pages general information about the country is given, as well as a detailed itinerary of a 9- days-trip within the country. The tour covers Port Moresby, Tari, The Sepik River, Mount Hagen and Mount Wilhelm. The group size is maximum 12 people which is a very good number for such kind of tours.

### ***ITB preparations 2011***

Papua New Guinea Tourism in partnership with the industry will attend the International Tourism Bourse in Berlin again with its own booth in 2011. In order to extend the space for discussions with wholesalers and clients, the booth space has been prolonged so that we will have 75 sqm. We are therefore adapting the booth layout to the new size and will receive plans from the booth constructor soon. Also a quote for the construction of a Yams house front at the back wall of the stand has been requested, in order to show the diversity of PNG and its culture. The Yam house will be used to welcome visitors for discussions.

### ***PNG in tour operator programme of „La Maison de l'Océanie"***

"La Maison de l'Océanie" is a French tour operator based in Paris and offers tailor-made trips to long haul destinations. They offer group trips as well as individual travel and have long term experience in the industry. For the first time they have included Papua New Guinea in their travel programme. They offer detailed information and travel consulting about the destination to their customers. Our TPA Frankfurt office is in close contact with the product manager for PNG and provided promotion material and support for the creation of their travel programme. The trip is promoted on their website as well as in their catalogue.

### ***Papua New Guinea in German magazine "Touristik Aktuell"***

The German magazine "Touristik Aktuell" is issued monthly and reports about the latest news in the tourism branch. Its target clients are decision makers of the tourism industry and it includes articles about sales and branch knowledge.

The number of copies is 30,842. In one of the December 2010 issues, the new catalogue of FTI, a well-known German tour operator, was presented. This year they included Papua New Guinea for the first time in their travel programme. An article with picture was published about this subject, indicating the key points about this PNG trip.

### ***PNG in magazine "Travel One"***

The tour operator FTI is now also offering journeys to PNG as part of their new programme. An article was found in the German magazine "Travel One", which is available mainly to tour operators as a source of information and staying up to date in the travelling industry.

### ***Documentation about Papua New Guinea in Nieder-Selters (Germany)***

The city Nieder-Selters is located in central Germany and has recently organized a presentation about Papua New Guinea in the cultural centre of the city. The focus was put on the culture of PNG, its traditions and how they are integrated in today's daily life. The newspaper "Nassauische Neue Presse" (26,210 copies) has reported about the event.

### ***Pictures about PNG presented by Michael Scholten***

The German journalist and photographer Mr Michal Scholten has visited 40 countries in 14 months and now presents his most beautiful pictures and artifacts he brought, to the public. In a special showroom at the museum in the German city "Rhede", PNG pictures can be viewed by the visitors. In addition to this, Mr Scholten organises lectures of his travel diary and explains parts of his trips including Papua New Guinea. The daily German newspaper "Bocholter Borkener Volksblatt" which had a circulation of 23,386 copies has published reportage about this subject.

## **Japan Market Overview & Marketing Activities**

Japan still remains Papua New Guinea's third largest holiday market after Australia and the United States, and one of the highest spending markets for Papua New Guinea. Growth in visitor numbers has greatly improved in 2010 after performing poorly in 2009. The healthy growth in the first months of 2010 is a result of launching the addition flight by Air Niugini on the PNG/Japan route and the appointment of a new marketing manager for the PNG TPA Japan Office, who is coming up with new marketing initiative to grow the market share for Papua New Guinea. In the first ten months of 2010, Japan recorded an increase of 3.2% in total visitor arrivals, holiday arrivals recorded the highest with 65% increase in the first ten months down from the 134% increase on the year to July, this is an indication that the travel warning by the Japanese government issued in August was still strong and has prevented many Japanese to cancel their bookings. However, the PNG TPA Japan Office is working hard to promote PNG in the Japan market by coming up with new marketing techniques in line with the new brand 'A MILLION DIFFERENT JOURNEYS' consumer demand in the Japanese Market.

After dropping back in 2009, outbound travel has started to rebound, and more Japanese are travelling overseas for holidays than ever before, with October showing a 14 per cent increase, the seventh consecutive month of growth. Contributing factors are renewed confidence after last year's Influenza A (H1N1) Swine Flu impact, more flights in and out of the country, and growth in travel to China around the Shanghai World Expo (May to October 2010). This positive outbound trend was reflected in visitor arrivals to Papua New Guinea, which grew by 72 per cent in December 2010.

Japanese tourists are often seen as just one category - package tourist, but there are other categories. By recognising these categories and catering for them better, Papua New Guinea has a great opportunity to take advantage of growth in the number Japanese holidaying overseas. In the past most of the Japanese tourists preferred package tours. Today however, many Japanese have already experienced overseas travel, so their

desires are changing. As a result, travel agencies in Japan are providing various kinds of new services to attract customers, where PNG tourism operators can take advantage maintaining a close relation with the Japan travel agencies and wholesalers.

## **Marketing Activities Undertaken in the Japan Market in December**

### **TRAVEL TRADE**

#### ***MICE industry development famil (December 1st to 4th)***

PNGTPA Japan Office conducted a travel trade famil in order to approach and develop the MICE industry together with one of the leading education companies in Tokyo, Mainichi Education Inc. This famil took place, visiting several schools to introduce the purposes of a visit and what PNGTPA could offer through Mainichi Education Inc. Obtained a strong interest in the proposal that PNGTPA would bring a Japanese instrumental group to each school when having an international and cultural exchange date.

Schools to visit:

- Port Moresby International School.
- Port Moresby Grammer School.
- Gordon International School.
- Korobosea International School.
- TAFE College.
- Gordons Secondary School.
- Ela Murray International School.

#### ***ST. World intensive surfing promotion (Surfing Kids Programme Tour Promotion)***

PNGTPA Japan Office continued on an intensive surfing campaign to promote the Surfing Kids Programme Tour together with one of the well recognised surf agents, ST. World. 4 tours were created, starting from December 12th and all the tours were sold out in the first 2 weeks. 40 Japanese surfers would visit PNG in between December and March 2011. In addition, for the high demand for the tour, ST. World decided to create another tour in January, which resulted in another 10 Japanese consumers joining the tour together with Mr. Yoshikawa (a professional surfer). - Surfing Kids Programme Tour Dedicated Page on the PNGTPA Japanese website was pasted in Japanese language.

#### ***Debut of the new "PNG Destination Guide"***

PNGTPA Japan Office created a new destination guide that is made up of a 32 page to introduce several key cities and areas.

### **CONSUMER MARKETING**

#### ***Surfing Promotion on Namiaru***

PNGTPA Japan Continued to promote "Surfing Kids Programme Tour" through one of the strong surfing content service providers, Namiaru, from November 1<sup>st</sup> onwards. The PNG surfing information pages were particularly designed and all necessary information on the PNG surfing were found in the Namiaru Mobile site.

#### ***Blog PNG***

PNGTPA Japan held a consumer marketing tool, Blog PNG, in November to introduce attractiveness of PNG as a tourist destination collaborating with Blog Watcher, one of the online system companies to gather all blogs related to PNG. There were 420 blogs found so far and all can be seen and read in the PNGTPA website anytime. This marketing would help PNGTPA provide consumers with sufficient information on PNG.

## **INTERNET MARKETING**

### ***PNG PC Newsletter***

PNGTPA JAPAN distributed the PC newsletters to 560 consumers and mobile newsletter to 310 consumers on December 15th. The topics were "Surfing Kids Programme", "Paradise surfing in PNG", and 86% of the recipients opened and read the letters.

## **PLANS IN JANUARY 2011**

### **TRAVEL TRADE**

- Research potential regions to promote PNG.
- Start to strategise an incentive sales calls.

## **INTERNET MARKETING**

- Send the PNG PC and mobile mail magazines on January 15th & 30<sup>th</sup>

## **North American Market Overview & Marketing Activities**

In the geographically large markets of the United States and Canada, Papua New Guinea is a relatively little-known holiday destination. However, of all our international visitors, those from the US are the most satisfied with their Papua New Guinea holidays. In terms of arrivals, The USA is Papua New Guinea's second largest holiday market and it is an important source market in terms of both holiday arrivals and expenditure. One-third of holiday visitors from the USA are repeat visitors and just under two-thirds combine their trip to Papua New Guinea with another country, mostly Australia and New Zealand. Despite a relatively short length of stay compared to Europeans, two-thirds of Americans will travel beyond the main tourist attractions to the other provinces. The [cruise market](#) is a growing sector for Papua New Guinea and two third of cruise passengers to PNG are Americans.

The US economy had been showing good signs of recovery this year after the economic crisis; however that has slowed due to an uncertain outlook. Travel sellers in the markets are expecting growth in holiday arrivals over the winter months and are optimistic about the summer outlook, but a real return to growth is not expected until 2011. Positively, travel sellers are reporting a return to longer lead times for bookings, with a high percentage of travellers booking more than 180 days out from their departure. The year started well for travel to Papua New Guinea with affordable connection flights and restrained recovery in consumer confidence helping drive a slight increase in visitor arrivals.

Between 2003 and 2008, total arrivals from the US increased by around 88% per cent. However, in 2009 arrivals from the market declined by 14 per cent, with arrivals being slightly impacted by the financial crisis in the United States. In 2010 arrivals had picked up well and recorded an increase of 26 percent after a slow growth in the first quarter. With the positive sign, Papua New Guinea remains well-positioned for growth with good air access and a favourable exchange rate.

The TPA Los Angeles Office is working hard to promote Papua New Guinea under the new brand 'A MILLION DIFFERENT JOURNEYS' in the North American Market. Visitors from the US rate PNG's environment and the activities we have on offer more highly than other markets, showing that PNG's offering as a destination fits well with Americans from our target market. In particular PNG has very strong appeal as a niche destination among North American travellers interested in the outdoors, adventure and culture.

### ***Situation & Market Outlook***

The United States saw the highest number of international departures year to date with nearly 3.5 Million Americans taking an international trip. Increased visitation included the region of Oceania, now sitting at a 17.5% growth from 2010. However, a new Adventure Tourism Market Report, prepared by the Adventure Travel Trade Association in collaboration with George Washington University's International Institute of Tourism Studies and Xola Consulting, estimates that adventure travelers from North America, Europe and Latin America will take about 150 million trips in the next year. The value of the global adventure market is estimated to be \$89 billion. The study concluded that adventure travelers show a unique mindset – a desire to go, seek and experience, regardless of financial circumstances. For emerging and recovering destinations, the adventure travel market represents a significant opportunity, where Papua New Guinea fits well in this category.

The US economy is showing slow signs of recovery, with a slow return to growth signaling the end to the country's sharpest contraction since the Great Depression. Consumer confidence is rebounding, and the stock market and unemployment levels have both stabilized. The year started well for travel to Papua New Guinea with affordable connection airfares and a timid recovery in consumer confidence fuelling interest in PNG, despite an overall reduction in available air seats from the US. However, travel sellers are cautious about the coming months (October/November). Booking lead times remain late and consumers still expect last-minute deals. Low airfares to many destinations are driving online sales of airline tickets, and travellers are either going online to book activities, accommodation and other ground arrangements, or seeking agents to help them. Regardless of what and how they book, it's all about deals. Airfares remain competitive and airlines are running campaign activity in market, which will help drive bookings for holidays.

The cruise industry is expecting a bumper 2010/11 season, with good levels of forward booking. Americans make up two thirds of all cruise visitors to PNG. With increased air capacity to Australia and exceptionally good airfares on that route, Australia and New Zealand remain very popular with American travellers. This is having an impact on travel to Papua New Guinea. This trend will put some pressure on Papua New Guinea for quite sometimes to compete on price. Reversing the trend in the market is a priority for PNG Tourism Promotion Authority, who will be working closely with the industry partners to market and promote Papua New Guinea in the coming months.

### **Marketing Activities Undertaken in the North American Market**

#### **Trade Marketing:**

- **Gap Adventures Trade Educational** – The PNGTPA North American Office made the arrangement for Ally Stoltz to escort Daniel Conti of Gap Adventures on a Trade Educational of PNG on the 9<sup>th</sup> – 18<sup>th</sup> October and they visited Rabaul, Kavieng and Port Moresby.
- **Commission incentive** - Canadian wholesaler Anderson Vacations offered agents 14% commission on any South Pacific Booking in October and this will last through to November 30<sup>th</sup> 2010. Base agent commission is standard at 10% and the 14% commission will boost the morale of many US agents doing travel arrangement to the Pacific destinations.

#### **Consumer Marketing:**

**Name Your Own Dive Site Campaign** – The PNGTPA North American Office in partnership with the PNG Dive Association (PNGDA) ran the promotion (Name Your Own Dive Site) to attract and make the diving spots in PNG popular to the diving population from the North American market. Many people especially existing and potential divers have participated in this competition and the winner was announced in October.

### Social Networking:

- Updates and notifications on Facebook, currently there are 69 followers to the PNGTPA North American Office Facebook - [www.facebook.com/visitpapuanewguinea](http://www.facebook.com/visitpapuanewguinea)
- Twitter and notifications on Twitter, currently 76 followers [www.twitter.com/PNGTourism](http://www.twitter.com/PNGTourism)

### Internet Marketing:

Padi 'Destination Page' Placement – The PNGTPA North American Office continued to make the visibility and presence of the PNG diving potential on the Padi's Dive Destinations section of Padi.com. This is a useful way to promote the world class diving destinations in PNG to the United States consumers. Currently there are 500 viewers of the PNG page and is expected to grow as more existing and potential divers visit the page.

### Public Relations:

#### Travis Marshall – Sport Diver & Scuba Diver Assignment 1<sup>st</sup> Quarter 2011

- Assignment on Peter Hughes 'Stardancer' and Loloata wrecks
- Awaiting liveboard dates from Larry Speaker at Peter Hughes to proceed with itinerary arrangements
- Travis is open to an extended trip to PNG to write for other potential outlets including Away.com and Mens Health

New York Times Travel Section Article (Online) – The following articles on the Kokoda Track have been featured on the New York Times to promote the Kokoda Track in the North American market.

- *In Papua New Guinea, Trek on a Trail of Wa.*
- Travel Journalist, Alex Hutchinsons, impressions of the Kokoda Trail.

Many people across the United States and Canada will read the articles and put the historical Kokoda Track on top of their mind and visit in the future.

### Summary of Visitor Arrivals by Source Markets – December 2010

Country	Dec-10	Dec-09	Change	% +/-
Australia	5,299	5,007	292	6
New Zealand	539	544	-5	-1
Oceania	203	297	-94	-32
Japan	407	237	-170	72
Asia	2,964	2,374	590	25
Europe	520	516	4	0.7
America	450	380	70	18
Africa	69	59	10	17
<b>Total</b>	<b>10,451</b>	<b>9,414</b>	<b>1,037</b>	<b>11</b>

### Conclusion

The tourism outlook for PNG is promising in 2011, largely due to the expected strong economic growth in PNG and its major tourism source markets, the TPA's marketing and promotion initiatives in the major markets, the proper recognition of the tourism sector by the PNG Government and the additional number of Air Niugini flights on the Japan and other international routes. The stable political environment of PNG will also secure destination for tourists.