

# ISSUES & CHALLENGES – MARKETING PNG TOURISM BUSINESSES

TPA Marketing Meeting  
September 2016, Port Moresby

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President – PNG Divers Association

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Issues & Challenges – Marketing PNG Tourism Businesses

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Multiple options around the country reflect the true nature of tourism in PNG

Better consultation with the industry to determine Government policy that takes a culture- & environment-based national approach, not selected locations



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Improve visa process for visitors from emerging markets



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To compete on the world stage, we must maintain a presence on the world stage.

A consistent and well-funded marketing program is critically important for continued global recognition.





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4. PNGDA Views

More tourists → greater investment → economic opportunities at community level

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More people across the country engaging in tourism as an economic activity should be the ultimate goal of all of us in this industry.



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The greatest challenge is for all stakeholders to agree on and commit to a co-ordinated marketing strategy.



examples of generating global awareness



Port Moresby | Tufi | Milne Bay

**LOLOATA ISLAND RESORT**

**THE DIVE CENTRE**

**TUFI RESORT**

**TAWALI RESORT**

**MV CHERTAN**

**MV GOLDEN DAWN**

Madang | Kimbe Bay | Kavieng

**NIUGINI DIVE ADVENTURES**

**WALINDI PLANTATION RESORT**

**LISSENUMG ISLAND RESORT**

**SCUBA VENTURES KAVIENG**

**MV FeBRINA**

## examples of generating global awareness

David Doubilet of National Geographic fame used these PNG images in a global marine conservation awareness campaign (Oct/Nov 2015)



**'KIMBE BAY'**

UN Building  
New York City



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**'NEW IRELAND'**

St Peter's Square  
Vatican City



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*Thank you !*



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