

MDF Market
Development
Facility

**Australian
Aid** 



Tourism and inclusive growth
National Tourism Conference,
PNG
September 2016

 **Cardno**
Shaping the Future

MDF is supported by the Australian Government and managed by Cardno



- ▶ Private sector development programme
- ▶ Work in areas contributing to economic growth
- ▶ Work with private and public sector partners
- ▶ Jobs and additional income for poor women and men



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- ▶ Brings foreign currency / money
- ▶ Boosts local economic transactions
- ▶ Creates jobs
- ▶ Creates income
- ▶ Inclusive growth through tourism



- ▶ Bring tourists into PNG or into specific destinations
- ▶ Allow tourists to spend more time and money



- ▶ Tourism in Fiji is and will continue to be a significant contributor to the GDP.
- ▶ It generates jobs in the country.
- ▶ However, growth is not inclusive. All the benefits from growth in tourism is only enjoyed by a fraction of the country.



- ▶ **MDF and DMOs:**
 - ▶ Governance structures, operational systems, and financial sustainability
 - ▶ Improve HR capacity
 - ▶ New communications and marketing initiatives

- ▶ Increase and improve representation
- ▶ Destinations become more prominent in national marketing campaigns
- ▶ New tourism market segments
- ▶ Additional incomes and jobs





- ▶ Promote PNG as an attractive tourism destination
- ▶ Stimulate investments in tourism product development
- ▶ Invest in skills development



Website: <http://marketdevelopmentfacility.org/>

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