Pacific Tourism post COVID-19
Re-opening Pacific Tourism post COVID-19

- Different approaches across ADBs Pacific Member Countries
- Bilateral ‘travel bubbles’ initially the great hope for safe re-opening
  - **Palau**: ‘Travel bubble’ commenced in April 2021; halted after 7 weeks; only 2% of pre-pandemic arrivals in April-May
  - **Cook Islands**: May 2021 ‘travel bubble’ with New Zealand. Bookings were strong; bubble halted after 3 months
- Re-opening by vaccination status now a focus for tourism dependent economies
- Less tourism dependent economies may be slower to reopen
Pacific Tourism & the Challenge of Re-opening

- Difficult for smaller economies to put sufficient protocols in place
- Can disadvantage smaller operators
- Visitor dispersal a greater issue than pre pandemic
- Regional collaboration and price cutting
- What does a ‘build back better’ actually look like?
- Balancing economic advancement with greater sustainability
- Challenges in Cook Islands compared to Vanuatu
PSDI Tourism Snapshots (14)

• Sector overview: challenges & opportunities
  • Covers: demand, supply, policy & planning, sector organization, environment & infrastructure and impacts of COVID-19
  • Based on 2019 indicators – ‘pre pandemic’ data
  • Identifies challenges and opportunities post pandemic
  • Developed via consultations with NTOs, private sector, donors
  • Complemented by secondary research
  • Underpins PSDI Phase IV Tourism Workplan and provides a guide for donors, Pacific island countries and regional tourism stakeholders

• Available at: https://pacificpsdi.org
PSDI Regional Tourism Assessment

- Regional Challenges and Recommendations for Recovery & Resilience
  - Part one: Evaluating the challenges after COVID-19
  - Covers: demand, supply, policy & planning, sector organization, environment & infrastructure
  - Impact of COVID-19 on Pacific tourism; recovery forecasts
  - Initial recommendations for recovery
  - Part two: to follow mid 2021, focus on building resilience and ensuring greater local benefit from the sector

- Available at: [https://pacificpsdi.org](https://pacificpsdi.org)
PSDI Phase IV Tourism Workplan 2021: Tourism Data and Evidence Based Planning

1. Support to SPTO in standardizing tourism data

   • Robust indicators vital for measuring the ‘value’ of tourism
     • Includes: arrival numbers, economic indicators, employment data
     • Additionally: extent of economic leakage, disaggregation of data, for example by gender

   • The value of tourism should be measured alongside its ‘cost’
     • Impact on supporting infrastructure, environmental and social indicators, carrying capacity
     • Robust data can be used to guide market segmentation, destination marketing, pricing.
PSDI Phase IV Tourism Workplan 2021: Crisis Management & Building Resilience

1. Building crisis response and resilience
   - Consideration of short-term planning, medium term ‘build back better’ and long-term resilience
   - Findings will be made publicly available and support PSDI work from 2022 onwards

2. A regional framework for the re-opening of tourism
   - Support SPTO with guidelines, considerations and planning support
   - Available to all ADB member countries to support economies of scale and best practice protocols.
1. Improving access to tourism finance
   • Short-term financing following COVID-19/ longer-term sustainability planning
   • Collaboration with PSDI Financing Growth team. Demand-driven country level support.

2. An assessment of tourism taxation mechanisms
   • Investigate types of taxation/ demand elasticity and taxation spend and sustainability
   • Findings to be made available mid 2022. Country level support on a request basis.
PSDI Phase IV Tourism Workplan 2021: Enabling Sustainable Tourism

1. Assessment of the regulatory environment for tourism
   • Regional mapping of tourism governance, regulation, licencing and standards, as well as environmental and land-use planning. Assessment of current practices and strategies for best practice approach
   • Planned work to commence early 2022. Country level support on a request basis.

2. Women and Tourism: Understanding the value chain
   • Analysis on the value of the informal sector and the role of women in tourism
   • Opportunities to increase the benefit of tourism for local communities and women
   • Work commencing in Fiji early 2022. Collaboration with other Pacific countries on a request basis.
Questions?

Please get in touch:
sara.currie@pacificpsdi.org