



**PACIFIC TOURISM
ORGANISATION**

**ANNUAL
REPORT**

2022





VISION

OUR PACIFIC ISLANDS EMPOWERED AND
BENEFITTING FROM SUSTAINABLE TOURISM

MISSION

SUSTAINABLE TOURISM DEVELOPMENT
THROUGH INNOVATIVE PARTNERSHIPS



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Chairperson's Message

Mauri!



DEAR SPTO MEMBERS, PARTNERS & STAKEHOLDERS,

In 2022, our Secretariat worked extremely hard to deliver strong outcomes for the benefit of its membership. Whilst many of these deliverables are detailed in this report, what is often under-reported is the hard work, behind the scenes. As one of the smaller CROP agencies, SPTO is tasked with being the regionally mandated body, representing sustainable tourism development throughout the Pacific.

Given our diversity and the range of serious challenges facing our industry and indeed the wider Blue Pacific, this is a mammoth task. However, this report is a testament to both the quality and quantity of outcomes, achieved by the Secretariat in 2022.

As such, on behalf of the SPTO membership, I would like to extend warm congratulations to the team, for a job well done in 2022! Your work does not only benefit us at the NTO and government level but also extends widely to our industry's valued stakeholders.

Moreover, at the regional level, SPTO plays a critical role in leading collaboration, engagement and advocacy, for Pacific tourism. For this, we thank you for your hard work, commitment and passion for our industry.

Throughout the past year, a range of activities have been developed and implemented under the guidance of the organisation's key documents:

- [SPTO Strategic Plan 2020 - 2024](#)
- [Pacific Tourism Statistics Strategy](#)
- [Pacific Sustainable Tourism Policy Framework](#)
- [SPTO Digital Strategy](#)

Aligning to all of the above, is of course the 2050 Strategy for the Blue Pacific Continent which our Council of Tourism Ministers endorsed at the 31st meeting of the Council on 3rd November, 2022, in the Cook Islands.

In doing so the Council acknowledged the role of the 2050 Strategy, in offering long term guidance on how the Pacific will work together to secure our region's future, against the

challenges of today and the coming decades, to achieve a free, safe and prosperous region. The Council also acknowledged the importance of collaborative efforts between SPTO, other CROP agencies and development partners, to implement the 2050 Strategy for the benefit of our Blue Pacific Continent.

With this in mind, as we forge on in 2023, let us emphasize people and partnerships. Let us be mindful that although we are united under a Blue Pacific banner, we are also unique in the challenges we face, the needs we have and the ambitions to which we aspire.

Let us not lose sight of the crucial role of partnerships, for if the pandemic taught us anything, it is that we are strong when we stand together and we are stronger still when we work collaboratively with like-minded partners.

Thank you and I wish you well for the year ahead. May I bestow upon you our traditional Kiribati blessings of *Te Mauri, Te Raoi ao Te Tabomoa* (Health, Peace and Prosperity).

Kam bati n rabwa



PETERO MANUFOLAU

Chairperson,
SPTO Board of Directors

Chief Executive Officer's Message

Warm Pacific Greetings!



DEAR SPTO MEMBERS, PARTNERS & STAKEHOLDERS,

2022 finally saw a shift away from the grips of the pandemic, with many of our Island Nations gradually reopening borders, welcoming tourism back after a lapse of two years and planning longer term recovery of the industry.

For SPTO, the past year has been framed by regional tourism recovery efforts, to revitalize commitments to sustainable development and to ensure equity, resilience and innovation through partnerships.

In 2022, the Executive and Special Projects Division (EOSP) retained the strategic leadership and management functions of SPTO. In this capacity, the Division drove the successful implementation of year one of the New Zealand government funded Pacific Tourism Digital Transformation Project. The project marks the first time that New Zealand's Ministry of Foreign Affairs and Trade (NZMFAT) has provided regional tourism funding in the Pacific. This project presents an important opportunity for attracting additional long-term partnerships for the benefit of Pacific Tourism. As such, SPTO remains committed to effective project communication and coordination, alongside collaborative and innovative partnerships.

Moreover, under the EOSP's leadership, the Pacific Tourism sector was represented in 36 various regional and international forums, SPTO activities and achievements were communicated broadly to all stakeholders through 60 media releases, four media interviews and various public relations events, attended by the CEO and/or senior management team. In addition, the Division led and managed the successful hosting of two Board of Directors Meetings and one Council of Tourism Ministers Meeting.

To fulfil the vision of *"Our Pacific Islands' empowered and benefitting from sustainable tourism"*, SPTO continued to strengthen partnerships with development partners through delivery of activities in the following strategic priority areas:

Sustainable Tourism Planning and Development

- **Pacific Sustainable Tourism Leadership Summit (PSTLS)**

The inaugural PSTLS comprised of over 90 tourism stakeholders and 11 member countries. Post-pandemic, the Summit provided an important opportunity to discuss and agree on recommendations for advancing sustainable tourism recovery and development.

- **Pacific Sustainable Tourism Leaders' Statement of Commitment (SOC)**

As part of ongoing efforts to promote national ownership and regional stewardship for sustainable tourism, 14 Member Countries joined as signatories of the SOC in 2022

- **SPTO SME Recovery Toolkit**

In partnership with the Pacific Islands Forum Secretariat, SPTO supported delivery of a free of charge, online training on the toolkit. The training benefitted over 30 tourism practitioners and through increased capacity of Pacific tourism SMEs to plan for and promote a sustainable and responsible recovery. The Toolkit is now available in both video and text formats.

Marketing The Region

- **Seatrade Cruise Global 2022**

In partnership with the South Pacific Cruise Alliance (SPCA), SPTO participated in Seatrade 2022 to begin promoting the

Pacific as borders began re-opening in the Pacific. Established in 1970, Seatrade Cruise Global is considered the world's largest cruising trade show. The event returned to Miami Beach in April and attracted over 500 exhibitors, with whom SPTO was able to interact and promote the Pacific to.

- **SPTO Business Mixer Event**

Held in Nadi on 12th May, the event was successfully organised in partnership with Tourism Fiji and coincided with the Fijian Tourism Expo (FTE). Fiji Airways and Raddison Blue provided door prizes that successfully attracted about 70 buyers from both short haul and long-haul markets, who received a regional tourism update from the CEO.

- **Mastercard Pacific Islands Project**

SPTO partnered with Mastercard on a project to provide data on Tourism and travellers in the Pacific (pre, during and post-pandemic). Through enhanced data insights, the project helped several member countries develop informed tourism recovery strategies.

- **Strengthening the Ours is Yours Brand**

In May, a new promotional video covering unique destinations and activities in the Pacific was produced. The theme of the video was Ours Is Yours and had two versions produced, a 1-minute video teaser with soundtrack only and a 3 minute video with voiceover. The new 1-minute promotional video was



successfully screened at networking events and round-table meetings this year, including the Global Islands Cultural Diversity Forum in Korea and the UNWTO round-table meeting in Maldives.

Research and Statistics

- [Building Regional Partnership by Secured funding for Pacific Tourism Research Cooperation Framework](#)

In 2022, the Research and Statistics Division developed a funding proposal for the Pacific Tourism Research Cooperation Framework (PTRCF) and successfully secured funding from the Ministry of Foreign Affairs and Trade, New Zealand (NZMFAT). The framework is aimed at strengthening collaboration

between key players in the tourism sector that will boost coordination to support tourism research in the region.

- [Improved Access to Tourism Statistics for Planning and Decision Making](#)

The Research & Statistics Division continues to support the information needs of Members through the compilation and dissemination of Quarterly and Annual Visitor Arrivals Snapshots Reports. These reports provide valuable insights into tourism trends in the region and are an essential tool for tourism stakeholders, including government agencies, tourism boards, and private tourism operators, as it helps them to make informed decisions about marketing and tourism strategies.

Through various other partnerships and activities, all of which are documented in this report, SPTO continues to help our industry build back better post pandemic. In doing so, we remain committed to engaging with our membership so as to ensure that our work is defined by integrative approaches, partnership building, innovation and best practice.



Finally, I would like to sincerely thank all partners, the donors, the Council of Tourism Ministers, the SPTO Board of Directors, and especially the SPTO team who have been the backbone supporting SPTO's successful journey in 2022.

Looking beyond 2022, we look forward to building on lessons learnt and attracting diversified and longer term support for SPTO, to assist with delivering on our vision and mandate.

Ofa atu

CHRISTOPHER COCKER

Chief Executive Officer,
SPTO

Board of Directors 2022



Petero Manufolau
CHAIRPERSON
Kiribati
(appointed May 2022)



Faamatuainu Suifua
DEPUTY CHAIRPERSON
Samoa
(until May 2022)



Christopher Cocker
CHIEF EXECUTIVE
OFFICER



Minnie Tuia
American Samoa



Karla Eggelton
Cook Islands



Xi Lin
China



Yolinda Chan
Fiji



Gina Bunton
French Polynesia



Bermance Aldis
Federated States of
Micronesia
(appointed May 2022)



Juliana Pitcher
Nauru
(appointed May 2022)



Julie Laronde
New Caledonia
(appointed September 2022)



Micah Fuhiniu
Viviani
Niue



Eric Mossman
Uvovo
Papua New Guinea



Francis Carlos
Domnick
Republic of Marshall Islands



Pativaine Tevita
Samoa
(appointed August 2022)



Fiona Teama
Solomon Islands



Dagnal Dereveke
Solomon Islands



Jelino Soares
Timor Leste



Mika Perez
Tokelau



Sione Finau Moala
Tonga



Silaati Filiake
Tuvalu



Adela Issachar Aru
Vanuatu



Marion Kualoa
Wallis & Futuna



Edmund Paoa
Rapa Nui



Brian Kirsch
Fiji Hotel & Tourism Association
Fiji



Robert Skews
Turama Pacific
Cook Islands



Bud Gilroy
Tahiti Yacht Agents
French Polynesia



Akuila Batiweti
Fiji Airways
Fiji



Ali Serhan
Warwick Le Lagon
Resort & Spa
Vanuatu

Acronyms

ADB	Asian Development Bank	PAYE	Pay As You Earn Tax
APacCHRIE	Asia-Pacific Council on Hotel, Restaurant, and Institutional Education	PIC	Pacific Island Country
BOD	Board of Directors	PIFS	Pacific Islands Forum Secretariat
CEO	Chief Executive Officer	PMS	Performance Management System
COTM	Council of Tourism Ministers	PSSP	Pacific Storytelling Specialist Programme
COVID-19	Coronavirus Disease 2019	PSTLS	Pacific Sustainable Tourism Leadership Summit
CROP	Council of Regional Organisations of the Pacific	PSTPF	Pacific Sustainable Tourism Policy Framework 2021–2030
EDM	Electronic Direct Mail	PSTS	Pacific Sustainable Tourism Standards
EOSP	Executive Office & Special Projects	PT	Provisional Tax
EOI	Expression of Interest	PTRCF	Pacific Tourism Research Cooperation Framework
FJ	Fiji	PTSS	Pacific Tourism Statistics Strategy
FHTA	Fiji Hotel and Tourism Association	PTWAI	Pacific Tourism Waste Action Initiative
FNPF	Fiji National Provident Fund	PWC	PricewaterhouseCoopers
FRCS	Fiji Revenue and Customs Services	SDG	Sustainable Development Goal
FTE	Fijian Tourism Expo	SIDS	Small Islands Developing States
GICDG	Global Islands Cultural Diversity Forum	SIDS-GBN	Small Islands Developing States Global Business Network
GSTC	Global Sustainable Tourism Criteria	SIS	Small Island State
IDEEA	Institute for Development of Environmental-Economic Accounting	SME	Small and Medium Enterprise
IUGS	International Union of Geological Sciences	SPC	The Pacific Community
JICA	Japan International Cooperation Agency	SPCA	South Pacific Cruise Alliance
KICO	Kioa Island Community Organisation	SPT	South Pacific Tourism Exchange
LGBTQI	Lesbian, Gay, Bisexual, Trans, Queer and Intersex	SPTO	Pacific Tourism Organisation
MCT	Ministry of Culture and Tourism of China	ToSP	Treasures of the South Pacific
MEL	Monitoring, Evaluation, and Learning	TSTP	Tuvalu Sustainable Tourism Policy
MOU	Memorandum of Understanding	TTPP	Trade, Investment and Tourism Promotion Project
NGO	Non-governmental Organisation	UN	United Nations
NSO	National Statistics Office	UNDP	United Nations Development Programme
NTO	National Tourism Organisation	UNESCO	United Nations Educational, Scientific and Cultural Organization
NZ	New Zealand	UNWTO	United Nations World Tourism Organisation
NZMFAT	New Zealand Ministry of Foreign Affairs and Trade	USA	United States of America
PACER Plus	Pacific Agreement on Closer Economic Relations Plus		



Executive Office & Special Projects Division

In 2022, the Executive and Special Projects Division (EOSP) retained the strategic leadership and management functions of SPTO.

In fulfilling these functions, the EOSP progressed a wide range of activities and special projects stemming from the organisation's key priority areas: marketing the region, sustainable tourism planning and development, and research and statistics.

MAJOR DIVISIONAL ACHIEVEMENTS FOR 2022

Outcome: Pacific Tourism advocacy and engagement

In order to fulfil its advocacy and engagement function on behalf of the organisation and the Pacific Tourism sector, the EOSP led SPTO's effective participation in a number of regional and international forums, some of which are noted below:

Regional

- 54th CROP Heads Meeting
- Stakeholder Consultations: Regional Aviation Strategy
- 2nd Pacific Regional Aviation Ministers Meeting
- Special CROP Heads Meetings, in preparation for CROP Heads dialogue with Forum Leaders
- Forum Foreign Ministers Meeting
- 51st Pacific Islands Forum Leaders Meeting
- Forum Economic Officials and Ministers Meeting
- 12th Pacific Islands Conference of Leaders
- 55th CROP Heads Meeting

International

- ADB "Does tourism have a future in the Pacific?" Webinar
- Small Island Developing States – Global Business Network (SIDS-GBN) Forum
- 2022 Seatrade Cruise Global
- United Nations Small Islands Developing States Tourism Working Group Presentations
- Asia Pacific CHRIE Conference

- UNWTO Ministerial Roundtable and Global Summit on Community-based Tourism
- UNWTO-JICA Webinar: Tourism and the SDGs: Accelerating the 2030 Agenda
- Incheon International Oceans Forum
- Asian Development Bank Regional Cooperation and Integration Conference
- Global Island Cultural Diversity Forum

Outcome: Enhanced strategic leadership and management

Under the leadership of the Executive Office, candidates for the following positions, under NZMFAT Phase 2, was completed:

- Finance & Procurement Officer
- Content Writer
- Project Officer
- Regional Advocacy and Communications Officer
- Assistant Programme Analyst
- Research & Statistics Manager
- Monitoring, Evaluation & Learning (MEL) and Compliance Officer
- Programme Analyst

With financial sustainability in mind, these positions are aligned to the project timeline (October 2021 to December 2025). The project team will support successful project implementation.

Furthermore, organisational performance was enhanced through the delivery of the following staff trainings and workshops:

- NZMFAT Phase 2 Inception Meeting
- MEL Workshop
- Risk Management & Communications

- Workshop
- Digital Skills Training
- Website Familiarization Training

In order to ensure proper implementation of SPTO's Performance Management System (PMS), the organisation recruited a private consultant to undertake a thorough review of the PMS and all relevant supporting documents, such as individual job descriptions. As a result, the Division led the completion of two performance reviews; January to June 2022, and July to December 2022.

A conducive working environment was maintained through weekly virtual meetings between the CEO and Board Chairman, weekly management meetings, monthly staff meetings, weekly wellness activities, social club events and an annual staff retreat and Christmas.

Outcome: Ongoing public relations and corporate communications

SPTO activities and achievements were communicated broadly to all stakeholders through 60 media releases, four media interviews and various public relations events, attended by the CEO and/or senior management team.

Outcome: Strengthened governance and reporting

As required by the SPTO Constitution, the SPTO Board of Directors and Council of Tourism Ministers, met as follows:

- Board of Directors Meeting: 25th May, 2022 (Virtual)

- Board of Directors Meeting: 1st November, 2022 (Rarotonga, Cook Islands)
- Council of Tourism Ministers Meeting: 3rd November, 2022 (Rarotonga, Cook Islands)

Key outcomes of these meetings included:

The SPTO Board of Directors:

- Elected Mr. Petero Manufofau of Kiribati as the new Chairperson of the SPTO Board of Directors.
- Approved the resumption of the South Pacific Tourism Exchange (SPTE) from May 2023
- Approved the launching of the inaugural PSTLS in the Cook Islands in November 2022
- Approved the 2021 SPTO Annual Report and the Financial Audit report for 2021
- Approved the membership of Cook Islands and French Polynesia in the Sustainable Tourism Sub Committee
- Approved the recommendation that the Chairperson of the Board also be assigned Chairmanship of the Finance Sub Committee
- Approved the 2050 Strategy for the Blue Pacific Continent and the ways in which SPTO and its portfolio link to the thematic areas of the Strategy
- Approved the 2023 Annual Work Plans and Budgets

The SPTO Council of Tourism Ministers Endorsed:

- Hon. Tingika Elikana of the Cook Islands as the new Chairman of the Council
- The 2050 Strategy for the Blue Pacific

Continent and the ways in which SPTO and its portfolio link to the thematic areas of the Strategy

- SPTO pursuing further discussions on improving regional air connectivity with interested partners
- The SPTO Communications Strategy and corresponding Work Plan
- The revised SPTO Finance Policy and Manual
- A course of action in relation to long outstanding government membership fees and arrears
- Board Resolutions, from the meeting of the SPTO Board of Directors, on 1st November, 2022
- The key recommendations from the inaugural PSTLS convened on 2nd November, 2022

Moreover, frequent reporting and monitoring of the organisations performance was ensured via the following reporting mechanisms:

- CEO monthly updates to the Board
- Quarterly Divisional Reports
- Quarterly Board Sub Committee Meetings

- New Zealand Ministry of Foreign Affairs and Trade (NZMFAT)
- Asian Development Bank - Pacific Sub Regional Office (ADB)
- The Ministry of Foreign Affairs, Republic of Korea
- Ministry of Culture and Tourism of China (MCT)
- Pacific Islands Forum Secretariat (PIFS)
- New Zealand Maori Tourism
- United Nations Development Programme
- Embassy of the People's Republic of China in Fiji
- Festival of Pacific Arts and Culture 2024
- Pacific Islands Development Programme
- Pacific Bedbank
- Mastercard International
- United Nations World Tourism Organisation

MOUs

- New Zealand Volunteer Services Abroad
- New Zealand Maori Tourism
- Pacific Agreement on Closer Economic Relations (PACER) Plus
- East-West Center

Outcome: Increased key strategic partnerships

Developing and strengthening of relationships with key partners, donors and stakeholders was an important role of the EOSP in 2022. This function acknowledges the critical role of strategic partnerships and donor support, in achieving SPTO's mandate and goals. In 2022, these key partnerships included:



Marketing Division

The Marketing Division's primary responsibility is to promote the Pacific region as a preferred tourist destination. The division carries out several core marketing activities, such as marketing planning, brand management, trade show coordination, digital marketing, cruise sector marketing, and project management.

As part of its commitment to the Pacific, the Marketing Division also manages SPTO's Industry Membership Programme and the Pacific Storytelling Pacific Specialist Programme.

The Division works closely with donor agencies, development partners, government agencies and ministries, non-governmental organisations (NGOs), industry associations and trade groups, academic institutions and researchers, media outlets and other key partners to achieve the following priorities:

- Develop planning systems that effectively meet the marketing needs of member countries and Industry Members.
- Strengthen the connection between the Pacific region and key long haul, short haul and emerging markets.
- Increase awareness and promote Pacific segment products to potential customers.
- Manage the Pacific Storytelling Specialist Programme to effectively communicate the unique aspects of the region.
- Lead the NZMFAT's Digital Transformation Project to enhance digital marketing capabilities of SPTO's partners in the Pacific.
- Manage the Industry Membership Programme to build and maintain relationships with key stakeholders and partners.
- Conduct market research and analysis to identify new opportunities and trends.
- Develop and implement marketing campaigns to attract visitors to the region.
- Collaborate with local businesses and organisations to develop and promote tourism experiences and products.
- Measure and evaluate the effectiveness of marketing initiatives and adjust strategies accordingly.

MAJOR DIVISIONAL ACHIEVEMENTS FOR 2022

Outcome: Strengthened existing partnerships and establishment of new opportunities

COVID-19 Recovery Response Webinars for SPTO Members

The Marketing Division continued to organise webinars as part of their objective to establish a planning system that caters to the marketing needs of all member countries. The “Reopening the Pacific” webinar series aimed to provide insights and learnings regarding tourism recovery from around the globe to SPTO members and other stakeholders. The webinars were held monthly in partnership with Fiji, French Polynesia and Cook Islands. The webinars were expected to help National Tourism Organisations (NTOs) and other tourism stakeholders align their strategies in preparation for the lifting of border restrictions.

A total of seven webinars were organised in 2022, featuring expert presenters who shared their knowledge and experience on various topics related to tourism recovery. Topics covered included leveraging data and insights to restart tourism, the Pacific tourism crisis and resilience planning, and recovery initiatives for Asia-Pacific. The webinars were well-attended, with an average of 68 participants per session.

Strengthening the “Ours is Yours” Brand

The “Ours Is Yours” campaign has been used to actively promote Pacific tourism products and services throughout 2022. The Ours Is Yours message also featured prominently

on the homepage of SPTO's Consumer Site. In May, a new promotional video covering unique destinations and activities in the Pacific was produced. The theme of the promotional video was *"Ours Is Yours"* and two versions were produced; a 1-minute video with soundtrack only and a 3-minute video with voiceover.

The new promotional video was screened at networking events and round-table meetings this year, including the Global Islands Cultural Diversity Forum in Korea and the UNWTO round-table meeting in Maldives. The video was also shared with the Deputy Director the Pacific Islands Centre in Tokyo, who played the video in a virtual seminar organised by the Pacific Fun Community, a Japan based Non-Government Organisation. The promotional video was uploaded on the SPTO website and Social Media Channels and gained over 67,000 views on YouTube.

Outcome: Ongoing presence and awareness in key short haul, long haul and emerging markets

SPTO Business Mixer Event

One of the highlights of the year was the Business Mixer event that was held at the Sails restaurant in Nadi in May. The event was organised in partnership with Tourism Fiji who also assisted with buyer invitations and venue selection. The event coincided with the Fijian Tourism Expo (FTE) and was well-attended by buyers from both short haul and long-haul markets. An estimated 70 buyers attended the event. The CEO provided an update on tourism activities in the Pacific, including details of border opening in

member countries. There were lucky door prizes which included gift certificates and the grand prize of a return trip to Fiji with hotel accommodation sponsored by Fiji Airways and Radisson Blu Resort Fiji. Other prizes included gift. The evening programme also included cultural performances from the VOU Dance group.

South Pacific Tourism Exchange

The date and venue of the 7th South Pacific Tourism Exchange (SPTe) was announced in June 2022. The event was held from 12th to 13th May at the Air Force Museum of New Zealand in Christchurch. Preparations for the event commenced subsequently with the Marketing Division sending out invitations to over 900 buyers in the short haul, long haul and emerging markets. Over 200 sellers from the Pacific were also invited to participate in SPTe as exhibitors. Sellers included Industry members, National Tourism Organisations and other tourism operators in the region.

Sponsorship proposals were also circulated to corporate organisations and National Tourism Organisations. New Zealand Maori confirmed their support for SPTe with an initial contribution of NZ\$50,000 while Fiji Airways came on board as an in-kind sponsor providing free and discounted tickets worth FJ\$60,000. Other sponsors of the event include; South Pacific Pocket Guide, Tonga Tourism Authority, Vanuatu Tourism Office, Control Union and Trove Tourism Development Partners. In November SPTO's Marketing Manager visited Christchurch to conduct a site inspection at the Air Force Museum and to meet event partners which included hotels, signage companies, the University of Canterbury (to discuss the recruitment of volunteers for SPTe).



Emerging Market – Korea

Marketing and Public Relations activities in Korea continued through blog posts, social media updates, articles in mainstream media, and updates on Korean travel agency websites. Facebook and Instagram remained the most popular social media channels for the Trade, Investment, and Tourism Promotion Project (TTPP) project, with a total of 94 posts published throughout the year. In addition, 70 articles were published in mainstream media, covering a range of topics such as the signing of business agreements, border openings, and the Global Islands Cultural Diversity Forum (GICDF).

In the second half of the year, SPTO Korea focused on three priorities: sharing border opening news in member countries and information on accommodation and activities available for tourists, promoting products grown/made by Pacific Islanders in the Korean market, and preparing for GICDF,

which was held from 8th to 9th December. The event aimed to promote cultural diversity, sustainable tourism, and address climate change in the Pacific. Overall, these efforts helped to increase market awareness in Korea and promote the Pacific as a sustainable and luxury tourism destination.

Emerging Market – Japan

Marketing activities were implemented in Japan to create awareness of Pacific destinations. One of them was the display of Pacific images by the Pacific Islands Centre (based in Tokyo). High-quality images were supplied by SPTO, which were displayed in a strategic location in Okegawa City, Saitama prefecture. The gallery was located close to a library/bookstore, attracting a large number of visitors from surrounding areas. The display ran for 12 days (13th to 25th July), showcasing the beauty and uniqueness of the Pacific Islands to potential Japanese tourists.

Treasures of the South Pacific

SPTO sponsored the Treasures of the South Pacific (ToSP) programme in partnership with Pacific Trade and Invest Australia. ToSP is an educational training programme for travel agents based in Australia. The event is coordinated by the Treasures of the South Pacific Committee (consisting of 8 Sydney-based NTO offices; Tahiti, Vanuatu, Samoa, Cook Islands, Norfolk Island, New Caledonia, Solomon Islands and Fiji).

The sponsorship supported ToSP's digital marketing campaign and facilitated several planned activities throughout the year. These activities included events in major cities, such as Brisbane, Gold Coast, Melbourne, Sydney and Western Sydney, targeting over 450 retail travel agents. A VIP Trade Partners function also took place in Sydney targeting 60 key sellers and trade partners as well as a VIP Media function in Sydney targeting over 20 key trade and consumer journalists.

The ToSP webinar series was also conducted in July for travel agents based in Australia. SPTO presented the webinar on the Hidden Treasures of the Pacific in partnership with Pacific Trade & Invest Australia. A total of 75 travel agents attended the live webinar. The following SPTO member countries are part of the Hidden Treasures of the Pacific: Nauru, Kiribati, Niue, Tuvalu, Tonga, Federated States of Micronesia and Republic of the Marshall Islands.

Outcome: Development of Pacific segment products

Mastercard Pacific Islands Project

SPTO partnered with Mastercard on a project to provide data on Tourism and traveller in

the Pacific (Pre-COVID, during COVID-19, and Post-COVID).

The project was about helping several of the member islands' Tourism Authorities rebuild tourism strategies through data insights. The project had three overarching phases including:

1. Providing a deeper understanding of pre-COVID Destination markets and tourist behaviour – in other words, where do tourists come from and what do they do on holiday;
2. An overview of what has happened in 8 key origin markets during the pandemic in relation to consumer sentiments, spend ability and international travel intentions, to inform potential outbound tourist behaviour, and finally;
3. Providing strategic identification of how Pacific Island Destination markets might consider key insights for tourism enhancement (i.e. high value, low impact markets)

The project has provided several key members with a holistic 360-degree view of the tourism, through the Mastercard Tourism Insights Platform, including elements such as:

- Flight bookings, capacity and prices
- Hotel reviews and prices;
- Behavioural indicators such as tourism engagement and review of products, businesses and attractions; and
- Spend: Where, how and when tourists spend.

In addition, the Mastercard team also provided in-market training for the Tourism Authorities of Samoa, Cook Islands, The

Islands of Tahiti, Fiji and Vanuatu through monthly reporting on key insights and localised the platform to suit each market's individual needs.

Outcome: Innovative Partnerships – Cruising and Yachting

In April, the CEO and Marketing Manager attended the Seatrade Cruise Global Trade Show and Conference in Miami Beach, USA. Cruise and Yachting sector development in the Pacific are part of the Marketing Division's innovative partnership priority area as stipulated in the Strategic Plan. Hence SPTO participated in Seatrade Cruise Global 2022 in partnership with the South Pacific Cruise Alliance (SPCA).

Established in 1970, Seatrade Cruise Global is considered the world's largest cruising trade show. It is typically a 4-day event that offers a selection of live events and conferences, marketing services, digital advertising and print advertising. It's a platform to promote one's brand and products to stakeholders in the cruise industry. Seatrade Cruise Global normally takes place in April but it was cancelled in 2020 due to the pandemic.

Furthermore the 2021 event was deferred to September. Representatives of the South Pacific Cruise Alliance (SPCA) attended the event physically in September 2021 and reported that physical attendance was low due to borders restrictions. Seatrade Cruise Global 2022 returned to Miami Beach in April and had over 500 exhibitors present at the Convention Centre.

SPTO established new contacts with four cruise companies and a few digital content

creators. Through these contacts, the Marketing Division got an article published in the Cruise and Ferry magazine with the help of Fiji Ports and Corporations Ltd. The article focused on what ports and destinations were doing to benefit the environment and protect our seas and shores for future generations. There are plans to do more campaigns with Cruise and Ferry magazines in future. These activities helped SPTO enhance its role and development initiatives in cruise tourism and establish partnerships to promote cruising and yachting in the Pacific region.

Outcome: Pacific Storytelling Specialist Programme

The Pacific Storytelling Specialist Programme (PSSP) is an accreditation programme that aims to train and educate travel agents around the world on how to sell the Pacific region with confidence and passion. It was continually promoted in the Pulse newsletter on a weekly basis. This helped create awareness on the programme, which subsequently led to travel agents enrolling in the programme.

To manage enrolments, completions and other administrative tasks related to the programme, full-time Marketing Officer was recruited. The PSSP Programme is also an important component of the Pacific Digital Transformation Project, funded by New Zealand's Ministry of Foreign Affairs and Trade. Tenders were advertised for consultants to develop a strategy that would help enhance the delivery of the programme.

Miles Partnership, a New Zealand-based digital agency was awarded the PSSP project. Miles Partnership provided key recommendations on how the programme

should be restructured and accessible to not only travel agents but anyone who had a passion to share stories of the Pacific. It was also recommended that the delivery of the learning modules be done on a Learning Management System.

The Strategy also included:

- Organising an event to launch the PSSP Programme
- Promotional activities
- Pacific Storytelling Specialist Toolkit,
- Trade Famils Charter.

These activities would help create a structured plan to achieve the objective of increasing enrollment and certification in the programme.

Outcome: SPTO website as the lead referral site for tourism in the Pacific

In Quarter 1, the official SPTO website received 26,026 pageviews, 17,630 sessions, and 14,709 users. The Marketing team continued to run Google ads to improve the website's performance.

In Quarter 2, the main SPTO website saw a significant increase in traffic, with 55,155 pageviews, 40,432 sessions, and 33,361 users, compared to the previous quarter. This was achieved by investing more on Google Ads and the creation of a Facebook page to share new job listings and blog posts. The SPTOJobsLink website also saw a significant increase in traffic, with 106,035 pageviews, 23,617 sessions, and 16,100 users, primarily due to the increase in job listings on the site, with the majority of traffic from social media.

In Quarter 3, the main SPTO website had increases traffic, with 82,699 pageviews, 63,202 sessions, and 51,131 users, compared to the previous quarter. The SPTOJobsLink website, however, saw a decrease in traffic, with 59,901 pageviews, 15,336 sessions, and 11,016 users, primarily due to the slowing down of the job market.

In Quarter 4, the main SPTO website received 75,966 pageviews, 58,642 sessions, and 49,636 users, with a slight decrease from the previous quarter, the website, however performed better than Quarter 4 of the previous year. The SPTOJobsLink website saw a significant increase in traffic, with 114,581 pageviews, 33,094 sessions, and 25,119 users, primarily due to social media referrals.

Outcome: Optimizing destination exposure through Electronic Direct Mail (EDM)

The Marketing Division sent out a total of 72 Electronic Direct Mail (EDM) campaigns in 2022, including newsletters, webinar invitations, event invitations, and digital toolkits. The mailing list for the SPTO grew by 2,951 new subscribers over the year, with a total of 10,041 contacts by the end of Q4.

Quarter 1 saw the addition of 2,671 new subscribers to the SPTO mailing list, and 13 campaigns were created. In Quarter 2, 302 new subscribers were added and a total of 23 campaigns were created. Quarter 3 had 1,416 new subscribers and 24 campaigns were created. Finally, in Quarter 4, 246 new subscribers were added and 12 campaigns were created.

Outcome: Optimizing destination exposure through social media networks

Over the year, SPTO saw exponential growth on all its social media channels. Facebook remained the most popular platform with a total of 109,765 followers, followed by YouTube with 27,817 subscribers, LinkedIn with 8,716 followers, Twitter with 6,078 followers and Instagram with 1,858 followers.

Facebook had the largest increase in followers with a 48% increase from the previous year, while LinkedIn had a 63% increase from the previous year. Twitter had an 84% increase in followers from the previous year. SPTO focused on creating engaging content, with a total of 719 posts across all platforms for the year. It also conducted paid promotion on Facebook and Twitter to help increase targeted followers.

Despite YouTube and Instagram experiencing slower growth, SPTO planned to re-look at their strategies for those platforms, including developing a content strategy for YouTube's "Digital Content Upgrade" activity and implementing new strategies for Instagram, such as posts on travel inspiration.

Outcome: Industry Membership Programme

The Industry Membership Programme was consistently promoted weekly in the Pulse newsletter highlighting the 50% discount for anyone who signed up in 2022. The programme was also promoted through bi-annual stakeholder meetings, mainly held in the Coral Coast and Nadi. The new Marketing Officer also coordinates the

Industry Membership Programme and all associated promotional activities. Following the recruitment of the Marketing Officer, a tender was advertised to recruit a consultant to develop a strategy for the Industry Membership Programme. Miles Partnership was again selected to develop the strategy which was designed to be future-focused, adapted to a post-pandemic world, and designed to leverage the strengths of SPTO.

Outcome: NZMFAT Phase 2 Digital Transformation Project

In March, Tenders and Expressions of Interest (EOI) for Phase 2 were advertised, which included Digital Content Upgrade, Digital Measurement and Benchmarking, Digital Skills and Technology Needs Assessment and Designing of e-learning Modules, Pacific Storytelling Specialist Programme, Consumer, Trade and Media Marketing and Lead Digital Specialist. A Tender Evaluation Committee was setup to review Tenders and EOIs and appoint consultants to implement the activities outlined in the NZMFAT Workplan. Two Digital agencies were awarded all the Tenders and EOIs advertised. Trove Tourism Development Advisors were awarded the Tender for Lead Digital Specialist and Digital Content Upgrade while Miles Partnership were awarded the rest of the Tenders/EOI which included; Pacific Storytelling Specialist Programme, Digital Skills and Technology Needs Assessment and Design of e-learning modules, Digital Measurement and Benchmarking and Consumer, Trade and Media Marketing. All strategies were submitted by the Consultants in December 2022. The implementation of the activities are expected to begin early 2023. The entire project is expected to conclude in September 2025.



Sustainable Tourism Division

Guided by the SPTO Strategic Plan 2020–2024, the work of the Division of Sustainable Tourism (DST) in 2022, focussed on sustainable tourism development in the Pacific, through the coordination of targeted awareness and outreach. In doing so the Division sought to ingrain the important principles of sustainable tourism planning and strategic partnerships. Moreover, in line with this goal and guided by the Pacific Sustainable Tourism Policy Framework (PSTPF), the division marked the first full year of the PSTPF implementation.

MAJOR DIVISIONAL ACHIEVEMENTS FOR 2022

Outcome: Strengthened high level and wider stakeholder engagement in sustainable tourism through targeted regional dialogue

Over ninety Pacific tourism stakeholders took part in the inaugural Pacific Sustainable Tourism Leadership Summit (PSTLS) held on 2nd November in Rarotonga Cook Islands. Bringing together public and private sector stakeholders, civil society, youth, partners and donors, the Summit centred on the theme of *“Partnering for a resilient, prosperous and inclusive future through sustainable tourism”*.

The PSTLS is a platform to reinvigorate the annual convening of the Council of Tourism Ministers, strengthen high level engagement and to create a much stronger purpose. It also serves as an avenue to achieve the long term vision of transforming SPTO to become a global leader in sustainable tourism.

The PSTLS was attended by eleven member countries, including American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, New Caledonia, Papua New Guinea, Samoa, Solomon Islands, Tonga and Vanuatu. Ministers from six countries (American Samoa, Cook Islands, French Polynesia, Kiribati, Tonga and Samoa) took part as panelists during the inaugural event. The following key recommendations for future partnerships in advancing sustainable tourism were noted:

- Stronger regional collaboration across

stakeholder groups and sectors is essential.

- Recognise the importance of value adding experiences and sharing tourism benefits widely particularly at community level.
- Enhance partnerships for strategic action at all levels of the sector.
- Protect and promote culture as a determining factor for destination promotion and differentiation.
- Pacific Islands to lead efforts for the protection of the environment.
- Sustainable and regenerative tourism to advance for a balance in governance, development, local community participation.
- A sustainable recovery will consider economic, environmental and cultural sustainability.
- Innovative partnerships and donor and technical support for air access and connectivity across the region will ensure the wider dispersal of tourism benefits.
- Climate action needs to be stepped up using the Glasgow Declaration as a starting point, sharing of knowledge and information as well as improved access to climate finance is needed.
- Tourism must benefit Pacific people and prioritise their wellbeing in order to overcome future shocks. Pacific tourism therefore must place Pacific people at the centre of development and this should be the norm not an option.

The detail PSTLS Recommendations can be accessed [here](#).

Outcome: Increased Pacific tourism leaders' commitment to region-wide transformation to sustainable tourism

As part of ongoing efforts to promote national ownership and regional stewardship for sustainable tourism, ten Member Countries joined as signatories of the Pacific Sustainable Tourism Leaders' Statement of Commitment. These included American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Solomon Islands, Timor Leste, Tokelau, Tonga and Vanuatu.

By committing to the regional vision for a resilient, prosperous and inclusive tourism, the Statement of Commitment will support prosperous and resilient economies, empower communities, amplify and promote Pacific culture and heritage, accelerate climate action, protect ecosystems and build resilience.

The demonstrated commitment by these Member Countries to the implementation of the Pacific Sustainable Tourism Policy Framework brings the total number of signatories to 14 by the end of the year. The summary of the commitment can be viewed [here](#) and a copy can be accessed [here](#).

Outcome: Increased capacity of Pacific tourism SMEs to plan for and promote a sustainable and responsible recovery

To further increase the uptake of the SPTO SME Recovery Toolkit developed in 2021, this year saw a joint collaboration between SPTO and the Pacific Island Forum Secretariat in delivering a targeted virtual training on the Toolkit focusing on key

points from the following topics:

- [Chapter 1 – Evolving market trends](#)
- [Chapter 2 – Designing and adapting products](#)
- [Chapter 3 – Health, safety and security](#)
- [Chapter 4 – Pricing](#)
- [Chapter 5 – Access to market and getting ready for business](#)
- [Chapter 6 – Customer service](#) and
- [Chapter 7 – Online sales and marketing](#)

Held over a four week period from 22nd July to 22nd August 2022, the training directly benefitted 36 tourism practitioners representing National Tourism Organisations, tourism training providers, tourism businesses and industry associations and 3 SPTO staff. Participants represented ten Member Countries including Fiji, French Polynesia, Kiribati, Marshall Islands, Samoa, Tokelau, Tuvalu, Solomon Islands, Papua New Guinea and Vanuatu. The training was available free of charge and delivered by VilLink Ltd through the funding support from the Technical Cooperation for Capacity Building Facility. The Toolkit can be accessed [here](#).

The trainees have formed a pool of local and regional experts who can be called upon to deliver trainings widely at national level on the SPTO SME Recovery Toolkit.

Outcome: Enhanced diversification of tourism offered through the Pacific Ecotourism Recovery Initiative

From the [Pacific Ecotourism Recovery Initiative Report](#) published in 2021, the Division in collaboration with The Pacific



Community (SPC) and UNESCO facilitated the submission of the 3 sites from the Pacific to the International Union Geological Sciences (IUGS) Top 100 Geological Heritage Sites globally. The application was approved and a recognition award ceremony was held in Spain in November where the geological focal points from Tuvalu and Samoa attended. The three sites are:

- Samoa: Mount Matavanu, Savaii Island
- Tuvalu: Funafuti Atoll and
- Vanuatu: Yasur Volcano

Obtaining the IUGS Top 100 Geological Heritage Sites status provides inspiration for Pacific Island countries to integrate geological heritage with existing tourism experiences and evaluate opportunities for future work in developing these geoparks. SPTO congratulates the National Tourism Organisations from the three countries who have been working collaboratively with their

respective geological focal points in this initiative. The recognition is timely in forging a clear and inclusive pathway for engaging communities, government, private sector, development partners and SPTO in advancing innovative and diversified visitor experiences.

Outcome: Improved sector cohesion through integration of sustainable tourism goals and priorities into national policies and standards

In line with the priorities of the PSTPF, progress was made on the development of the Pacific Sustainable Tourism Standards (PSTS) this year, with funding from NZMFAT through the Pacific Tourism Digital Transformation Project. The PSTS comprise both Destination Criteria and Industry Criteria which have been aligned to the Global Sustainable Tourism Criteria (GSTC). Acknowledging that each destination is at a

different point of its sustainability journey, the standard and related quality assurance programmes can help inform sustainable tourism practices and inspire collective action at individual destinations. The PSTS objectives are to:

- Provide direction and guidance to develop and implement national sustainability standards for SPTO member countries by acting as a benchmark for each destination and the tourism industry to assess current performance, and to progressively build upon in areas requiring further development over time.
- Support member countries and their tourism sector in becoming more sustainable through public and private sector partnerships and action.
- Create awareness and encourage visitors to travel responsibly.

Led by SPTO with technical support from TRC Tourism, the development phase of the process brought together multiple stakeholders from across the region. The PSTS are intended to be the minimum standards any tourism destination should aspire to reach. It also identifies what needs to be done, but not necessarily how to do it as country needs differ. The PSTS were finalised in November 2022 and will be submitted for recognition under the GSTC Recognition process.

The PSTS can be accessed from [here](#).

Outcome: Increased capacity of PICs to respond to plastic pollution challenges whilst sustaining

livelihoods through the Pacific Tourism Waste Action Initiative

The SPTO Plastics Repurposing Trainings under the PTWAI extended to Rotuma, Samoa, and Tokelau, this year through continued partnership with Fiji Creative Consultant Warwick Marlow. Funded by Chinese Embassy in Suva and SPTO, the initiative:

- Trained 64 participants comprising women, men, youth, LGBTQI and people with disabilities across the 3 locations.
- Introduced new crafting skills for plastics repurposing as well as tin-can repurposing for Samoa.
- Provided crafting tools for all participants.
- Enabled the formulation of new partnerships between tourism and other sectors including the education and waste recycling.
- Introduced a new opportunity to have a trainee positioned as a trainer for plastics repurposing, sharing skills learnt.
- Raised awareness on waste management, plastic pollution, environmental conservation and sustainable tourism.
- Provided a platform for NTOs to engage strongly with communities and key players at national level on shared interests in protecting the natural resources that tourism depends on.

Outcome: Well informed policy directions for promoting sustainable tourism through policy instrument integration

The Tuvalu Sustainable Tourism Policy was officially launched in Funafuti Tuvalu on 9th

December. This unique milestone for the country marks the culmination of extensive remote technical support provided by the Division to the Tuvalu Department of Tourism and national partners. The Policy was developed with funding from the United Nations Development Programme (UNDP) under the Regional Inclusive Growth Programme, SPTO and the Enhanced Integrated Framework, Tuvalu.

As a Small Island State, the policy outlines the vision, goals, objectives and priorities for the sustainable development of tourism in Tuvalu as well as ensuring a sustainable and green recovery. Assisting the Division with this work were Professor Stephen Pratt and Mr. Tomu Hauma of Tuvalu. The launch was officiated by the Honourable Minister of Tourism and national tourism stakeholders. A copy of the Policy can be downloaded from [here](#).

This year also saw the start of the SPTO–Tokelau partnership for the development of the Tokelau Sustainable Tourism Policy. The Policy will guide Tokelau’s tourism planning and inform broader plans for an airstrip to better connect to the world. To kick start this process, the Division led the entire policy development process. A planning workshop was held in November with the Economic Development, Natural Resources and Environment (EDNRE) Department to exchange information and reflect on a sustainable future for Tokelau through tourism. The first draft of the Policy will be available in Quarter One 2023.

At the community level, the Division collaborated with the Kioa Island Community Organisation (KICO) in Fiji for the development of the Kioa Community Tourism Plan. This initiative was the result of

Kioa Island identifying tourism and culture as potential sectors for supporting community livelihoods as part of the KICO Strategic Plan. Consultations have been completed with the draft Plan expected to be ready for review in 2023. These policy initiatives reflect the importance of SPTO’s role in supporting the mainstreaming of sustainable tourism goals and advocating for greater policy cohesion across the region and at country level.

Outcome: Increased advocacy on tourism resilience and disaster risk reduction

Through the Pacific Resilience Partnership, the Pacific tourism sector was represented at the Asia Pacific Ministerial Meeting on Disaster Risk Reduction which was held in Brisbane Australia in September. Sharing the Pacific tourism’s story on the COVID-19 pandemic, its impacts and opportunities for a greener and more sustainable recovery was made possible through a side event coordinated by the Division. The event was attended by a multi-stakeholder group comprising the NTO (SPTO Chairperson – Kiribati), Private Sector (Fiji Hotel and Tourism Association), Development Partner (ADB Private Sector Development Initiative) and SPTO. The SPTO side event was the only tourism initiative from the Pacific, hence, the participation from the Pacific provided a unique platform to share tourism’s perspective on crisis planning, response and recovery. The role of the Division in identifying opportunities such as these for stakeholder engagement is needed and will lead to further follow up work whilst the Sendai Framework is under review. The Co-Chairs Statement for the event can be accessed [here](#).



Research & Statistics Division

The Research & Statistics Division aims to ensure timely and quality statistics and research, through collaborative partnerships, are readily available to all tourism stakeholders for decision and policy-making.

SPTO acknowledges the importance of research and statistics as a key strategic priority in developing the Pacific region as a competitive and highly visited tourism destination.

In hindsight, the COVID-19 pandemic provided individual countries and the Pacific region with an opportunity to reset, rethink and rebuild tourism to be more resilient and sustainable. A range of tourism research initiatives have been and continue to be undertaken in the Pacific.

Recognising the invaluable contribution such research and knowledge has to recovery efforts, SPTO brings clear and concise travel and tourism research and insights to Pacific Island Countries, partner organisations, private sector, and development partners.

MAJOR DIVISIONAL ACHIEVEMENTS FOR 2022

Outcome: Building regional partnership by secured funding for Pacific Tourism Research Cooperation Framework

In 2022, the Research & Statistics Division developed a funding proposal for the Pacific Tourism Research Cooperation Framework (PTRCF) and successfully secured funding from NZMFAT. The framework is aimed at strengthening collaboration between key players in the tourism sector that will boost coordination to support tourism research in the region. The establishment of a robust and inclusive research framework will outline the roles and responsibilities of the partners and will attempt to address gaps in conducting research work, outlining challenges, capacities and future opportunities.

More importantly, this framework will serve as a platform to coordinate and disseminate

knowledge and learnings about Pacific tourism for Pacific peoples. All of which could contribute towards achieving a green and blue Pacific with common prosperity for all Pacific Islands through timely and relevant research.

Outcome: Strengthening regional statistics through appointment of consultant for Pacific Sustainable Tourism Indicators Framework

With funding support from the New Zealand government, via the Pacific Digital Tourism Transformation Project, the Division appointed IDEEA Group, an Australian-based firm, to strengthen tourism planning and development in the region through a set of Sustainable Tourism Indicators for SPTO Pacific Island members. The IDEEA Group was appointed in October 2022, after international recruitment was conducted by SPTO.

Acknowledging the critical role of tourism in economic development in the region, the indicators will seek to support a more holistic approach to measuring and monitoring tourism development in the region. The indicators will be an extension to the current economic variables, and will also expand to comprise other imperative variables such as environmental, social, and cultural measures that will strengthen the statistical base of tourism information in the region. The indicators will operate under the work of the Pacific Tourism Statistics Strategy (PTSS) in support of the Pacific Sustainable Tourism Policy Framework (PSTPF) and the Digital Marketing Strategy which envisages a more resilient, prosperous and inclusive tourism.



Outcome: Improved access to tourism statistics for planning and decision-making

The Division continues to support the information needs of Members through the compilation and dissemination of Quarterly and Annual Visitor Arrivals Snapshots Reports. These reports provide valuable insights into tourism trends in the region and are an essential tool for tourism stakeholders, including government agencies, tourism boards, and private tourism operators, as it helps them to make informed decisions about marketing and tourism strategies.

The Division collects data from a variety of sources, including immigration records, hotel occupancy rates, and transportation statistics which are facilitated by the Member Countries' National Statistics Office (NSO). This data is then analyzed and compiled into a comprehensive report

that includes information about the total number of visitors, their country of origin, the purpose of their visit, and their spending patterns.

In addition to these key metrics, the report also provides insights into emerging trends in the tourism industry, such as changes in visitor demographics and emerging markets. This information is essential for tourism stakeholders who need to stay up-to-date with the latest industry developments to remain competitive, ensuring that they are well-positioned to attract visitors to their destinations.

Outcome: Improved and secured access to tourism information and data through SPTO Knowledge Hub

The Knowledge Hub portal is the Pacific's regional hub for tourism information. It is

an online tourism database that centralises essential information while elevating the quality of user experience when searching for tourism information. It is designed to support the sustainable development of tourism in the Pacific by providing stakeholders with access to the latest research and insights into travel trends and best practices.

The content has been regularly updated to ensure that stakeholders have access to the latest information on emerging trends and market developments. This information is designed to support evidence-based decision-making and help tourism stakeholders to develop better strategies.

In 2022, the Division has also enhanced the features and functionalities of the portal. The portal now has a digital certificate that authenticates a website's identity and provides an encrypted connection.

The Knowledge Hub is a vital tool for tourism stakeholders in the Pacific region, that provides them with the information and resources they need to make informed decisions about tourism development and marketing strategies. Its user-friendly interface and comprehensive content make it an essential resource for anyone involved in the tourism industry in the region.



Finance & Operations Services Division

Led by the Finance and Operations Manager, the Division provides accurate and timely financial information for effective decision making while also managing the day to day operations of the Organisation.

MAJOR DIVISIONAL ACHIEVEMENTS FOR 2022

Outcome: Robust financial services

Timely and accurate monthly financial reports for both core and donor projects were developed to monitor SPTO's financials at both the divisional and organisational level. Regular financial updates were provided for the Pacific Digital Tourism Transformation Project to meet SPTO's accountability requirements of the NZMFAT.

To achieve financial sustainability for SPTO and to improve the financial position of SPTO, financial resources were efficiently utilized. This resulted in a surplus budget for 2022 further boosting the growth of SPTO's cash reserves.

Further to the above, the Division ensured that SPTO accounts are maintained and independently audited by PricewaterhouseCoopers (PWC). The Division developed and implemented an audit and reconciliation plan in ensuring that SPTO complies with relevant statutory regulations, General Acceptable Accounting Principles and SPTO Financial policies and procedure.

The audit conducted for the 2022 financial accounts resulted in an unqualified audit opinion for both the core account and NZMFAT project where the auditor concluded that the organisation's financial statements are fairly and appropriately presented without any identified exceptions and in compliance with the accounting standards.

Outcome: Review and update of the Finance Policies and Manual

As part of the implementation plan of the Finance Strategy 2020-2024, SPTO undertook a comprehensive review and update of the Finance Policies and Manual in 2022.

SPTO is committed to maintaining a strong internal control environment supported by adequate and relevant policies which are in accordance with the industry best practices and provides SPTO and its stakeholders with appropriate guidance and support in executing the day-to-day operations of the organisation and assists in achieving financial, operational and management excellence.

The financial policies adopted and implemented by SPTO provides the overarching framework and guidance for executing work in accordance with the applicable reporting and regulatory requirements and ensures that all associated objectives are achieved in a prudent manner while being cost effective as well.

The policies are in place to ensure proper management of SPTO's financial resources, in a manner that satisfies the requirements for accountability, financial viability, safeguarding of assets, internal control procedures, management of financial risks, International Financial Reporting Standards, relevant legislative compliance, and other mandatory financial obligations and regulations as laid down by the relevant authorities.

These policies form part of the management framework designed to ensure that resources are being directed and applied properly towards the achievement of SPTO's Strategic

Plan and business and operational objectives. The updated policy was welcomed by the Board of Directors and endorsed in the November, 2022 Board Meeting.

Outcome: Government membership update

The Finance and Operations Division issued SPTO's government members with membership invoices in the first quarter of 2022. 18 countries had fully paid their 2022 membership fees. Having considered the provisions of the newly developed Policy and Manual, the Council of Ministers on the recommendation of the Board, endorsed to waive the arrears prior to 2022 of Rapa Nui, Timor Leste and Nauru.

It was further concluded that membership contributions for 2022 must be paid as a gesture of goodwill and which would indicate commitment to ongoing SPTO membership. In reaching this recommendation the Board of Directors and the Council of Ministers acknowledged the importance of maintaining regional representation in SPTO's membership. In addition, the government membership arrears from 2022 would be addressed as per the SPTO Finance Policy and Manual.

Outcome: Efficient administrative and procurement support

The processing of salaries, management allowances and supplier payments are other key services undertaken by the division. Ensuring that the organization was in compliance with the laws and regulations of Fiji Revenue and Customs Services (FRCS)

and Fiji National Provident Fund (FNPF), the 12 months lodgements and payments of Pay As You Earn Tax (PAYE), Contractual Provisional Tax (PT) and FNPF deduction were done on a timely basis. Staff welfare, via medical insurance, term life policies, leave entitlements and other benefits were also maintained by the division.

In addition, The Finance and Operations Division continues to provide sound expertise and advice to all the divisions in relation to Terms of Reference, Procurement matters, Memorandum of Understanding, internal policies and frameworks. The division promoted consistency and good governance over its procurement function in order to acquire quality goods and services at competitive price which reflects 'value for money' benefit for the SPTO. All the divisions were provided support during the evaluation of Tender and Request of Quotation.

Furthermore, procurement registers were developed and maintained as per the procurement policy for ease of reference and robust contract management.





Financial Statements

PACIFIC TOURISM ORGANISATION SPECIAL PURPOSE FINANCIAL STATEMENTS 31 DECEMBER 2022

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REPORT ON THE SPECIAL PURPOSE FINANCIAL STATEMENTS

In accordance with a resolution of the Board of Directors, we herewith submit the balance sheet of the organisation as at 31 December 2022, and the related income statement and cash flow statement for the year then ended and report as follows:

1. Directors

The following were directors of the organisation from all member countries at any time during the financial year and up to the date of this report:

- Cook Islands - Ms. Karla Eggelton
- Samoa - Ms. Pativaine Tevita (appointed on 2 August 2022)
- American Samoa - Ms. Minnie Tuia
- China - Mr. Xi Lin
- Fiji - Ms. Yolinda Chan
- French Polynesia - Ms. Gina Bunton
- Federal State of Micronesia - Mr. Bermance Aldis (appointed 5 May 2022)
- Kiribati - Mr. Petero Manufolau [Chair]
- Nauru - Ms. Juliana Pitcher (appointed 6 May 2022)
- New Caledonia - Ms. Julie Laronde (appointed 1 September 2022)
- Niue - Ms. Micah Fuhiniu-Viviani
- Republic of the Marshall Islands - Mr. Francis Carlos Domnick
- Papua New Guinea - Mr. Eric Mossman Uvovo
- Solomon Islands - Ms. Fiona Teama & Mr. Dagnal Dereveke
- Timor Leste - Mr. Jelino Soares
- Tokelau - Mr. Mika Perez
- Tonga - Mr. Sione Finau Moala
- Tuvalu - Mrs. Silaati T Filiake
- Vanuatu - Ms. Adela Issachar Aru
- Wallis & Futuna - Ms. Marion Kualoa
- Rapa Nui - Mr. Edmund Paoa

Private Sector Representative include the following:

- Fiji Hotel and Tourism Association - Brian Kirsch
- Turama Pacific - Robert Skews
- South Pacific Cruise Alliance (SPCA) - Bud Gilroy
- Fiji Airways - Akuila Batiweti
- Warwick Hotels - Ali Serhan

2. Principal activity

The principal activity of the organisation is to promote and develop the tourism industry in the Pacific and foster regional co-operation between the member countries, the tourism operators and the private sector.

During the year ended 31 December 2022 there has been no material change in the nature of the organisation's activities or in the classes of activities in which the organisation has an interest.

REPORT ON THE SPECIAL PURPOSE FINANCIAL STATEMENTS - continued

3. Operating results

The surplus of income over expenditure for the financial year was \$85,760 (2021: \$204,557).

4. Reserves

No transfers to reserves were recommended by the directors in respect of the year ended 31 December 2022.

5. Provisions

There were no material movements in provisions during the year apart from normal amounts set aside for items such as doubtful debts, depreciation and annual leave.

6. Bad and doubtful debts

We have taken reasonable steps before the organisation's financial statements were made out to ascertain that all known bad debts were written off and adequate provision was made for doubtful debts. At the date of this report, we are not aware of any circumstances which would render the amount written off for bad debts, or the amount of the provision for doubtful debts, inadequate to any substantial extent.

7. Current assets

We took reasonable steps before the special purpose financial statements were made out to ascertain that the current assets of the organisation were shown in the accounting records of the organisation at a value equal to or below the value that would be expected to be realised in the ordinary course of business.

At the date of this report, we are not aware of any circumstances which would render the values attributable to the current assets in the organisation's special purpose financial statements misleading.

8. Basis of accounting

We believe that the basis of preparation of the special purpose financial statements is appropriate and the organisation will be able to continue its operations for at least 12 months from the date of this statement. Accordingly, we believe the classification and carrying amounts of the assets and liabilities as stated in these special purpose financial statements to be appropriate.

REPORT ON THE SPECIAL PURPOSE FINANCIAL STATEMENTS - continued

9. Other circumstances

At the date of this report, we are not aware of any circumstances not otherwise dealt with in this report or special purpose financial statements which would render any amounts stated in the special purpose financial statements misleading.

10. Unusual transactions

The results of the organisation's operations during the financial year have not in the opinion of the directors been substantially affected by any item, transaction or event of a material and unusual nature other than those disclosed in the special purpose financial statements.

11. Events subsequent to balance date

No charge on the assets of the organisation has arisen since the end of the financial year to the date of this report to secure the liabilities of any other person.

No contingent liability has arisen since the end of the financial year to the date of this report.

No contingent or other liability has become enforceable or is likely to become enforceable within a period of twelve months after the end of the financial year which, in the opinion of the directors, will or may affect the ability of the organisation to meet its obligations as and when they fall due.

12. Directors benefits

No director of the organisation has, since the end of the previous financial year, received or become entitled to receive a benefit (other than a benefit included in the total amount of emoluments received or due and receivable by directors as shown in the organisation's special purpose financial statements) by reason of a contract made by the organisation or related corporation with the director or with a firm of which he is a member, or with an organisation in which he has substantial financial interest.

Dated 25th day of April, 2023.

For and on the behalf of the Board



Chief Executive Officer



Chairperson

APPROVAL OF THE SPECIAL PURPOSE FINANCIAL STATEMENTS

In the opinion of the Directors, the special purpose financial statements set out on pages 8 to 16 are drawn up so as to give a true and fair view of the state of affairs of the Pacific Tourism Organisation as at 31 December 2022 and of its results and cash flows for the year ended on that date.

The Directors and Management believe the basis of preparation of the special purpose financial statements and the classification and carrying amounts of assets and liabilities as stated in these special purpose financial statements are appropriate.

The special purpose financial statements are approved in accordance with a resolution of the directors this 25th day of April, 2023.

For and on behalf of the Board



Chief Executive Officer



Chairperson



INDEPENDENT AUDITOR'S REPORT

To the members of Pacific Tourism Organisation

Report on the Special Purpose Financial Statements

Opinion

We have audited the accompanying special purpose financial statements of (referred hereafter as "financial statements") of the Pacific Tourism Organisation (the 'Organisation'), which comprise the balance sheet of the Organisation as at 31 December 2022 and income statement, and cash flow statement for the year then ended and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements are prepared, in all material respects, in accordance with the accounting policies as described in Note 1 to the financial statements.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We are independent of the Organisation in accordance with the ethical requirements of the International Ethics Standards Board for Accountant's Code of Ethics for Professional Accountants (IESBA Code) that are relevant to our audit of the financial statements in Fiji, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code.

Emphasis of Matter - Basis of accounting

We draw attention to Note 1 to the financial statements, which describes the basis of accounting. The financial statements are prepared in accordance with the accounting policies described in Note 1 to the financial statements. As a result, the financial statements may not be suitable for another purpose. Our opinion is not modified in respect to this matter.

Other Information

Management is responsible for the other information. The other information comprises the information included in the Directors' Report on the Special Purpose Financial Statements but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent

INDEPENDENT AUDITOR'S REPORT - continued

with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibility of Directors and Management for the financial statements

Directors and Management are responsible for the preparation of the financial statements in accordance with the accounting policies as described in Note 1 to the financial statements, for determining that the basis of preparation is acceptable in the circumstances, and for such internal control as the Directors and Management determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Directors and Management are responsible for assessing the Organisation's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Directors and Management either intend to liquidate the Organisation or to cease operations, or has no realistic alternative but to do so.

The Directors and Management are responsible for overseeing the Organisation's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with the ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with the ISAs, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organisation's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Directors and Management.
- Conclude on the appropriateness of the Directors and Management use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt



INDEPENDENT AUDITOR'S REPORT - continued

on the Organisation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organisation to cease to continue as a going concern.

We communicate with the Directors and Management regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Restriction on Use

This report is made solely to the Organisation's members. Our audit work has been undertaken so that we might state to the Organisation's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Organisation and the Organisation's members as a body for our audit work, for this report, or for the opinions we have formed

25 April, 2023
Suva, Fiji


PricewaterhouseCoopers
Chartered Accountants

INCOME STATEMENT

	Note	2022 \$	2021 \$
Income			
Members' contributions		1,601,721	1,281,629
PRC donation		-	977,743
Activity income		137,107	333,035
Other income	7	272,095	619,747
Total Income		2,010,923	3,212,154
Expenditure			
Depreciation		38,926	27,971
Doubtful debts expense		180,141	57,464
Activity costs	8	325,874	1,708,070
Salary and other staff costs		873,579	781,953
Administration and other operational costs		506,643	432,139
Total expenditure		1,925,163	3,007,597
Surplus for the year		\$85,760	\$204,557

The above income statement should be read in conjunction with the accompanying notes.

BALANCE SHEET

	Notes	2022 \$	2021 \$
ASSETS			
Current assets			
Cash and cash equivalents	2	853,897	1,125,730
Government membership fees in arrears	3	110,599	198,106
Other debtors and prepayments		267,487	100,832
Total current assets		1,231,984	1,424,668
Non-current asset			
Term Deposits		513,502	504,671
Plant and equipment	4	73,832	85,207
		587,334	589,878
Total assets		1,819,318	2,014,546
EQUITY			
Accumulated funds	6	1,431,137	1,345,377
Total equity		1,431,137	1,345,377
LIABILITIES			
Current liabilities			
Amounts received in advance		-	-
Creditors and accruals		125,348	486,036
Intercompany		1,443	1,443
Total current liabilities		126,792	487,479
Non-current liabilities			
Donor grant – deferred income	5	261,389	181,690
Total non-current liabilities		261,389	181,690
Total liabilities		388,180	669,169
Total reserves and liabilities		\$ 1,819,318	\$ 2,014,546

The balance sheet should be read in conjunction with the accompanying notes.

These special purpose financial statements are approved in accordance with a resolution of the Board of Directors.

For and on behalf of the Board of Directors.


Chief Executive Officer


Chairperson

CASH FLOW STATEMENT

	Notes	2022 \$	2021 \$
Cash flows from operating activities			
Receipts from member countries		1,601,721	1,278,916
Receipts from donor funded workshops/conferences		4,179	51,208
Payments to suppliers and employees		(1,850,182)	(1,595,768)
<i>Net cash from operating activities</i>		<u>(244,282)</u>	<u>265,644</u>
Cash flows from investing activities			
Purchase of plant and equipment		(27,550)	(78,305)
<i>Net cash used in investing activities</i>		<u>(27,550)</u>	<u>(78,305)</u>
Net increase/(decrease) in cash		(271,832)	(343,949)
Cash and cash equivalents at the beginning of the year		<u>1,125,730</u>	<u>1,469,679</u>
Cash and cash equivalents at the end of the year	2	<u><u>\$853,897</u></u>	<u><u>\$1,125,730</u></u>

The cash flow statement should be read in conjunction with the accompanying notes.

NOTES TO AND FORMING PART OF THE SPECIAL PURPOSE FINANCIAL STATEMENTS

1. Summary of significant accounting policies

Set out below is a summary of the significant accounting policies adopted by the organisation in the preparation of the special purpose financial statements. These policies have been consistently applied by the organisation except where otherwise stated.

(a)Basis of accounting

These financial statements are Special Purpose Financial Statements ('financial statements') and it reflects the activities of SPTO's Main and Revenue Accounts. The special purpose financial statements have been prepared in accordance with the accounting policies described below. They have been prepared on the basis of historical costs and except where specifically stated, do not take into account current valuations of non-current assets.

(b)Plant and equipment

Property, plant and equipment are stated at historical cost less depreciation. Historical cost includes all expenditures that are directly attributable to the acquisition of the asset.

Plant and equipment acquired through the various projects undertaken by the organisation and which are funded by donors are capitalised as the organisation's assets at the Board's valuation.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the organisation and the cost of the item can be measured reliably. The carrying amount of the replaced part is derecognised. All repairs and maintenance are charged to the income statement during the financial period in which they are incurred.

(c)Depreciation

Depreciation is calculated on a straight-line basis so as to write off the cost of each asset over its estimated useful life.

The depreciation rates in use are:

Furniture, Fittings & Equipment	20.0%
Computer Equipment	33.3%
Motor Vehicle	20.0%

NOTES TO AND FORMING PART OF THE SPECIAL PURPOSE FINANCIAL STATEMENTS - continued

(d) Donor grants

Grants from governments and other donors are recognised at their fair value when there is a reasonable assurance that the grant will be received, and the organisation will comply with all attached conditions.

Grants relating to costs are deferred and recognised in the income statement over the period necessary to match them with the costs that they are intended to compensate.

Grants relating to the purchase or acquisition of property, plant and equipment are included in liabilities as deferred revenue and are credited to the income statement on a straight-line basis over the expected lives of the related assets.

(e) Foreign currency

All amounts in foreign currencies at balance date are translated to Fijian dollars at the rates of exchange prevailing at year end. All transactions during the year denominated in foreign currencies are translated at rates prevailing at the transaction date.

Exchange differences are brought to account in determining the results for the year.

(f) Employee entitlements

The amounts expected to be paid to employees for their pro-rata entitlements for annual leave are accrued annually at current wage rates.

(g) Reporting currency

The special purpose financial statements are presented in Fijian dollars, which is the functional and presentation currency of the organisation.

(h) Revenue recognition

Subscription income is brought to account on an accrual basis. Any subscriptions received in advance are carried forward in the balance sheet under current liabilities. Subscriptions in arrears are taken up as receivables.

(i) Cash and cash equivalents

Cash and cash equivalents include cash on hand, demand deposits and other short-term highly liquid investments with original maturities of three months or less.

(j) Comparative figures

Where necessary, comparative figures have been changed to conform to changes in presentation in the current year.

NOTES TO AND FORMING PART OF THE SPECIAL PURPOSE FINANCIAL STATEMENTS - continued

2. Cash and cash equivalents

Cash and cash equivalents comprise of:

	2022	2021
	\$	\$
Cash on hand	400	400
Cash at bank	853,497	1,125,330
	<u>\$ 853,897</u>	<u>\$ 1,125,730</u>

3. Government membership fees in arrears

Fees in arrears	110,599	436,068
<u>Less:</u> Provision for doubtful debts	-	(237,962)
	<u>\$ 110,599</u>	<u>\$ 198,106</u>

4. Plant and equipment

(a) Plant and equipment are included on the following bases:

	2022	2021
	\$	\$
Furniture, fittings and equipment		
• at Board's valuation	3,031	3,031
• at cost	43,907	36,987
	<u>46,937</u>	<u>40,018</u>
<u>Less:</u> Accumulated depreciation	(40,387)	(39,330)
	<u>6,550</u>	<u>688</u>
Computer equipment		
• at Board's valuation	93,575	96,359
• at cost	132,820	114,581
	<u>226,395</u>	<u>210,940</u>
<u>Less:</u> Accumulated depreciation	(159,101)	(126,421)
	<u>67,294</u>	<u>84,519</u>

NOTES TO AND FORMING PART OF THE SPECIAL PURPOSE FINANCIAL STATEMENTS - continued

Motor vehicle		
• at Board's valuation	36,768	36,768
• at cost	-	-
	36,768	36,768
<u>Less: Accumulated depreciation</u>	<u>(36,768)</u>	<u>(36,768)</u>
	-	-
Total plant and equipment		
• at Board's valuation	133,374	136,158
• at cost	176,727	151,568
	310,100	287,726
<u>Less: Accumulated depreciation</u>	<u>(236,256)</u>	<u>(202,519)</u>
	<u>\$ 73,844</u>	<u>\$ 85,207</u>

(b) The depreciation policy adopted is set out in note 1(c).

(c) The organisation also acquires plant and equipment through the various projects undertaken and which are funded by donors. In accordance with note 1(b), these assets are capitalised in the organisation's special purpose financial statements at values recommended by the Board based on costs incurred by the donors to acquire these items.

(d) Reconciliation of plant and equipment

	Furniture, Fitting & Equipment	Computer Equipment	Motor Vehicle	Total
	\$	\$	\$	\$
Carrying amount as at 31 December 2021	688	84,519	-	85,207
Additions	6,920	20,631	-	27,551
Disposals	-	(5,176)	-	(5,176)
Depreciation	(1,057)	(32,681)	-	(33,738)
Carrying amount as at 31 December 2022	<u>6,551</u>	<u>67,293</u>	<u>-</u>	<u>73,844</u>

NOTES TO AND FORMING PART OF THE SPECIAL PURPOSE FINANCIAL STATEMENTS - continued

5. Donor grant – deferred income

	2022 \$	2021 \$
Opening balance	181,690	439,477
<u>Add: Grant received during the year (at Board's valuation)</u>		
: East West Centre	10,681	-
: NZMFAT received during the year	48,510	204,316
: Grant – SIS Attachment Programme received during the year	-	-
: Micro – Credentials Project received during the year	-	10,600
: US Federal Assistance Award	-	25,011
: Tourism Research Symposium	-	76,697
: Tourism Promotion Project	-	751,525
: UNESCO	29,502	16,000
: PTWAI Fiji	-	30,356
: Pacific Tourism Research Cooperation Framework	72,336	-
: SPTE Programme	62,400	-
<u>Add: Donated Assets</u>	-	68,310
<u>Less: Amortization on donated assets</u>	(22,747)	(7,603)
<u>Less: Transfer to other income during the year</u>	(120,983)	(1,432,999)
	<u>\$ 261,389</u>	<u>\$ 181,690</u>

6. Accumulated funds

The accumulated funds is reconciled as follows:

Opening balance – 1 January	1,345,377	1,139,644
(Deficit) / Surplus in income over expenditure for the year	85,760	204,557
Add: Other adjustments	-	1,176
Closing balance – 31 December	<u>\$ 1,431,137</u>	<u>\$ 1,345,377</u>

NOTES TO AND FORMING PART OF THE SPECIAL PURPOSE FINANCIAL STATEMENTS - continued

7. Other Income

	2022	2021
	\$	\$
Exchange Gains/(Losses)	41,403	(5,331)
Funds from NZMFAT Project Account	-	477,010
Interest Income	9,319	8,009
Other Income	34,949	11,248
Program Management Fee	186,424	128,811
	<u>\$ 272,095</u>	<u>\$ 619,747</u>

8. Work Programme/Activity Cost

	2022	2021
	\$	\$
NZMFAT Project Activity Costs	-	471,945
Marketing Events/Activities	314,935	496,007
Other Core/Project Activities	10,939	65,758
Tourism Promotion Project-Funded by Korea	-	674,360
	<u>\$ 325,874</u>	<u>\$ 1,708,070</u>

9. Income taxes

The organisation is exempt from income taxes in accordance with the Second Schedule of the Diplomatic Privileges and Immunities Act, 1971.

10. Principal activity

The principal activity of the organisation is to promote and develop the tourism industry in the Pacific and foster regional co-operation between the member countries, private sector and the tourism operators.

The organisation's registered office is situated on level 3, FNPF Place, Victoria Parade in Suva.

NOTES TO AND FORMING PART OF THE SPECIAL PURPOSE FINANCIAL STATEMENTS - continued

11. Commitments and contingent liabilities

(a) There were no commitments as at 31 December 2022 (2021: \$Nil).

(b) There were no contingent liabilities as at 31 December 2022 (2021: \$Nil).

12. Employee entitlements

	2022	2021
Provision for annual leave	\$ 46,097	\$ 49,813
Average number of employees during the financial year	15	16

13. Events subsequent to balance date

No charge on the assets of the organisation has arisen since the end of the financial year to the date of this report to secure the liabilities of any other person.

No contingent liability has arisen since the end of the financial year to the date of this report.

No contingent or other liability has become enforceable or is likely to become enforceable within a period of twelve months after the end of the financial year which, in the opinion of the directors, will or may affect the ability of the organisation to meet its obligations as and when they fall due.





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