



**SOUTH PACIFIC
TOURISM
ORGANISATION**

Become a Member

Pacific Greetings!

We are pleased to announce our updated **private sector membership** categories

- 1) Pacific Dawn for F\$70
- 2) Pacific Pearl for F\$150
- 3) Pacific Star for F\$330

- 4) Pacific Jewel for F\$500
- 5) Pacific Premium for F\$850

REVISED PRIVATE SECTOR MEMBERSHIP STRUCTURE: JANUARY 2019

Levels	Category 1	Category 2	Category 3	Category 4	Category 5
Name	Pacific Dawn	Pacific Pearl	Pacific Star	Pacific Jewel	Pacific Premium
Annual Membership Fees	F\$70	F\$150	F\$330	F\$500	F\$850
BENEFITS					
1 Subscription to the Weekly Newsletter - Pacific Pulse	✓	✓	✓	✓	✓
2 Online access to SPTO reports, research and publications via the online Tourism Resource Centre (RTRC)	✓	✓	✓	✓	✓
3 Free Access to SPTO promotional and informational collaterals	✓	✓	✓	✓	✓
4 Access to free technical advice and expertise	✓	✓	✓	✓	✓
5 Access to SPTO's tourism and development partner networks	✓	✓	✓	✓	✓
6 Access to use the SPTO Library and resources	✓	✓	✓	✓	✓
7 Priority invitation and discounted participation to SPTO's events		✓	✓	✓	✓
8 Free business listing on SPTO website		✓	✓	✓	✓
9 Promotion of members' business/products at international marketing events through brochure distribution/ display		✓	✓	✓	✓
10 Access to trainings and workshops organized by SPTO's national, regional and international partners		✓	✓	✓	✓
11 Weekly online promotion across SPTO's social sharing networks		✓	✓	✓	✓
12 Promotion of business on weekly Pacific Pulse e-newsletter			✓	✓	✓
13 Promotion of members online campaigns via SPTO online platforms			✓	✓	✓
14 Priority to referrals on travel and booking enquiries/requests			✓	✓	✓
15 Access to SPTO reports and publications (print copies)*				✓	✓
16 Free access to SPTO Image gallery on 17 Pacific Islands				✓	✓
17 Access to monthly outbound market intelligence via SPTO Market Watch E-newsletter				✓	✓
18 1 Free page- premium business listing featured on SPTO website					✓
19 Access to inbound market intelligence on tourism arrivals via SPTO Quarterly Reports					✓
20 2 x banner advertising on SPTO website					✓
21 Access to paid advertising on SPTO promotional materials					✓
22 Hotels group membership cover					✓
23 Access to international travel trade and media database					✓

Refer Annex II: SPTO Membership Benefits Details.

ANNEX II: SPTO MEMBERSHIP BENEFITS DETAILS

1	Subscription onto the Weekly Newsletter – Pacific Pulse	Weekly E-newsletter on regional news and updates on tourism, development and related stories
2	Online access to SPTO Reports, research and publications via the online Tourism Resource Centre (RTRC)	This is an online tourism database that centralises important information such as air visitor arrivals, cruise visitor arrivals, and an online library of more than 1,000 documents. This is a password protected database and only accessible to members.
3	Free access to SPTO promotional and informational collaterals	This is informational brochures produced by SPTO on the Pacific Islands for distribution or display to your clients. For eg: Travellers Guide to Pacific, Pacific Map, SPTO Facts & Figures etc
4	Access to free technical/professional advice and expertise	SPTO's Management team is suitably equipped to provide professional expertise in tourism and related fields, within its 3 Divisions of Marketing & Promotions; Research & Statistics and Sustainable Tourism
5	Access to SPTO's tourism and development partner networks	SPTO's valuable networks with development and tourism partners globally, will add value to your business aspirations as a member. For eg: PATA
6	Access to use of the SPTO library and resources	The SPTO Library is located in the SPTO office in Suva. This allows free accessibility to tourism and related publications and reports, produced by SPTO and its partners.
7	Priority invitation and discounted participation to SPTO's events	SPTO conducts an annual calendar of events organized by the 3 Divisions of Marketing & Promotions; Research & Statistics and Sustainable Tourism. Events are conducted across the region (Pacific Islands) and internationally. Members are given first priority for invitation and discounted participation to such events. Example: <ul style="list-style-type: none"> • Marketing & Promotions (travel agent training and roadshows, trade shows/ exhibitions) • In-country trainings and workshop events (on sustainable tourism, Micro Small Medium Enterprises (MSMEs), HR development, Research & Statistics etc)
8	Free business listing on SPTO Website	Inclusion of member's information on SPTO Members webpage (includes company name, country, and direct link to own company website)
9	Promotion of members' business/products at international marketing events through brochure distribution and display	Members can have business/product brochures and packages displayed/ distributed at international travel shows and exhibitions. A fee will be charged for this and courier will be at the cost and arrangement of the member.
10	Access to training and workshops organized by SPTO's national, regional and international partners	Access to information and opportunity to participate at events, training and workshops organized by partners of SPTO such as PATA, PIPSO, FHTA etc
11	Weekly online promotion across SPTO's social sharing networks	Members' products and services will be promoted across SPTO's social media pages including Facebook, Twitter and Instagram etc
12	Promotion of business on weekly Pacific Pulse e-newsletter	Promotional opportunities on Weekly E-newsletter to a growing database of 4,000 subscribers
13	Promotion of members online campaigns via SPTO online platforms	SPTO will assist in promoting members' campaigns through our website and social media networks
14	Priority to referrals on travel and booking enquiries/ requests	SPTO receives daily requests/enquiries from consumers and travel agents. Members are given first priority for such referrals, that often lead to business conversions
15	Access to SPTO reports and publications (print copies) *	SPTO produces reports and publications regularly. Members are provided free access to these. * In some cases, SPTO reports will need to be purchased.
16	Free access to SPTO Image gallery on 17 Pacific Islands	Members have free access to a selection of over 2,000 high resolution images from 17 Pacific Island destinations. This is password protected and only accessible to members. Note: SPTO images are not for re-sale and copyright provisions apply.
17	Access to monthly outbound market intelligence via SPTO Market Watch E-newsletter	Members have free access to outbound market intelligence on source markets for the Pacific. This is distributed monthly via Market Watch e-newsletter
18	1 page premium business listing featured on SPTO website	A premium featured listing allows members to enjoy a dedicated webpage with your business/company details, social sharing and google location. Members are provided login access to upload and edit content. This includes an image and video gallery to promote your products/services and campaigns
19	Access to inbound market intelligence on tourism arrivals via SPTO Quarterly Report	Members have free access to inbound market intelligence on tourism arrivals into the Pacific. This is distributed on a quarterly basis
20	2 x banner advertising on SPTO website	Member's Banner advertisements will be uploaded onto the SPTO website to promote your business. The banners will be directly linked to member's website.
21	Access to paid advertising on SPTO promotional materials	Members receive priority for paid advertising on SPTO promotional materials such as SPTO Guide book
22	Hotels group membership cover	Hotels under a group chain receive individual property benefit under one cover (pay 1 cover for 2 properties). This applies for a maximum of 2 Hotels, located in same country.
23	Access to international travel trade and media database	Access to SPTO's Travel and media agents database for source markets that SPTO undertakes marketing and promotional activities in.

For any further queries, please do not hesitate to contact your SPTO membership officer via email [@ members@spto.org](mailto:members@spto.org) or for more information please visit our website www.corporate.southpacificislands.travel/members