

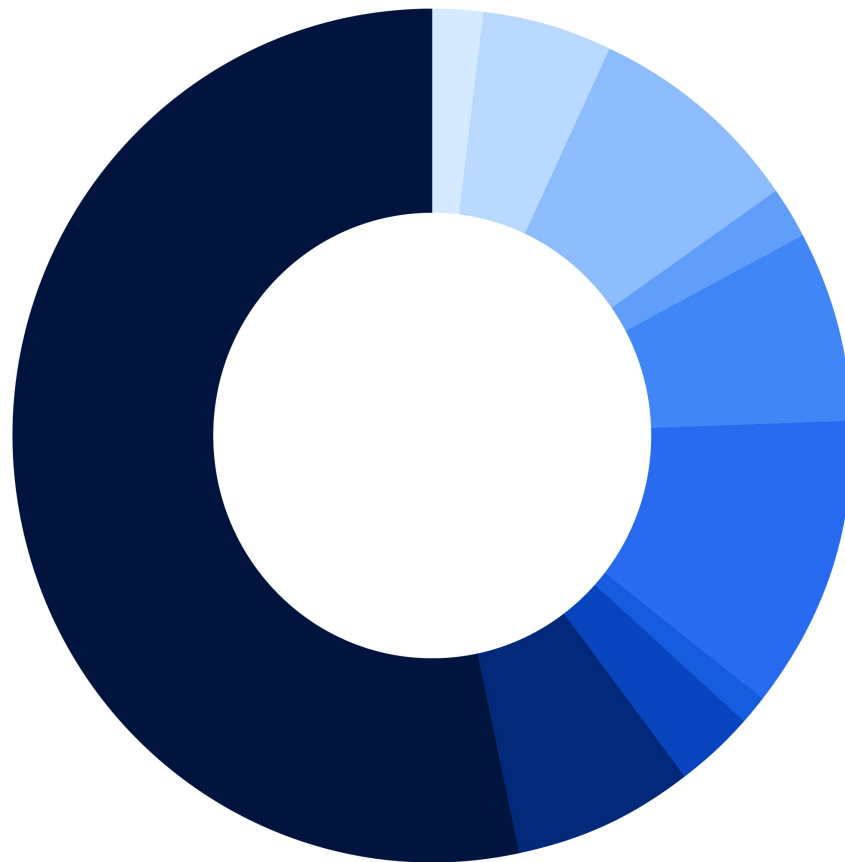
Papua New Guinea Tourism

Papua New Guinea Ready For Investment

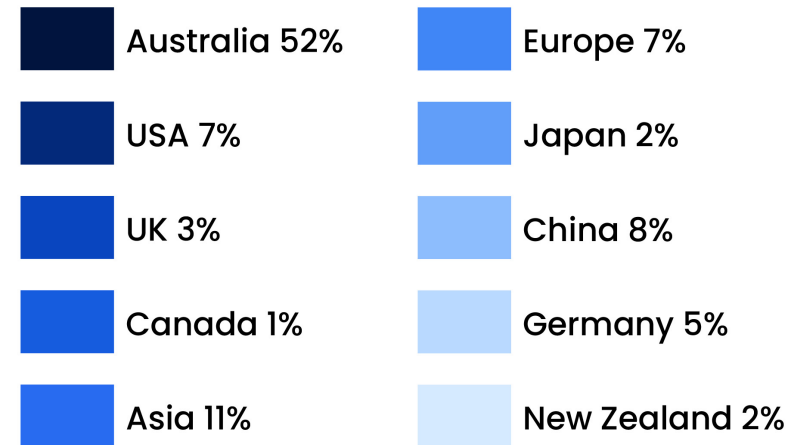
The Land of "A Million Different Journeys"



Overview of the tourism sector in Papua New Guinea



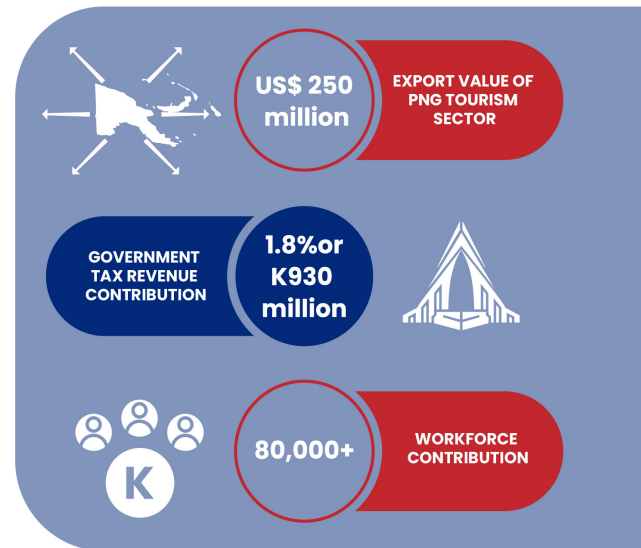
PNG received 144,067 international visitors by air and sea. Holiday arrivals made up 11% of that total number – that is over 15,000.



State of PNG Tourism sector

Cultural and historical tourism has a high value in PNG as tourists tend to spend more money on cultural and historical experiences.

A demand assessment conducted in 2017 revealed that Papua New Guinea has the potential of developing five niche products to enhance the tourism revenue stream.



The assessment focused on 5 key niche markets:

Niche Market	Culture	Birdwatching	Soft Adventure	Historical	Dive
Global size	270 million trips	4.9 million trips	357 million trips	5.5 million trips	2.5 million trips
Global value	\$453 billion	\$22 billion	\$470 billion	\$18.8 billion	\$8.1 billion
PNG size	10,000	460	13,641	5,665	2,202
PNG value	\$35 million	\$3.3 million	\$32.2 million	\$16.2 million	\$6.9 million
Key source markets	Europe, USA, UK	USA, UK + Netherlands	USA, Europe, China	UK, USA, Europe	USA, Europe, China
PNG Comparative advantage	Diverse and varied intangible cultural heritage	100+ endemic birds, 12 endemic and 29 near-endemic birds of paradise species. Flora and fauna	Variety of terrain, climates and adventure tourism assets Potential for a multitude of adventure activities	Numerous historical attractions + WWII relics Unique and iconic WWII narrative	Diverse marine assets and wrecks Uncrowded and unspoiled marine destinations
Trends	Cultural tourist seeking authentic, interactive, unique experiences Culinary experiences are gaining popularity. Most bookings are made online	Looking for new places to explore and see new birds Increased demand for more in-depth experiences in local communities (green footprints) Younger demographic interested in birding	New trend of travelers seeking "natural environment, learning and meaningful experiences" Most in-demand activities are hiking, ecotourism and cultural Adventure tourist want customizable experiences/trips	Dark tourist travel to sites of historical disaster or catastrophe Ancestral pilgrimages for wartime history	Diving in the Coral Triangle becoming popular due to consistently warm waters and good quality diving compared to other locations

Government Priority Agenda for Tourism

TOURISM SUSTAINABLE DEVELOPMENT PROGRAMS

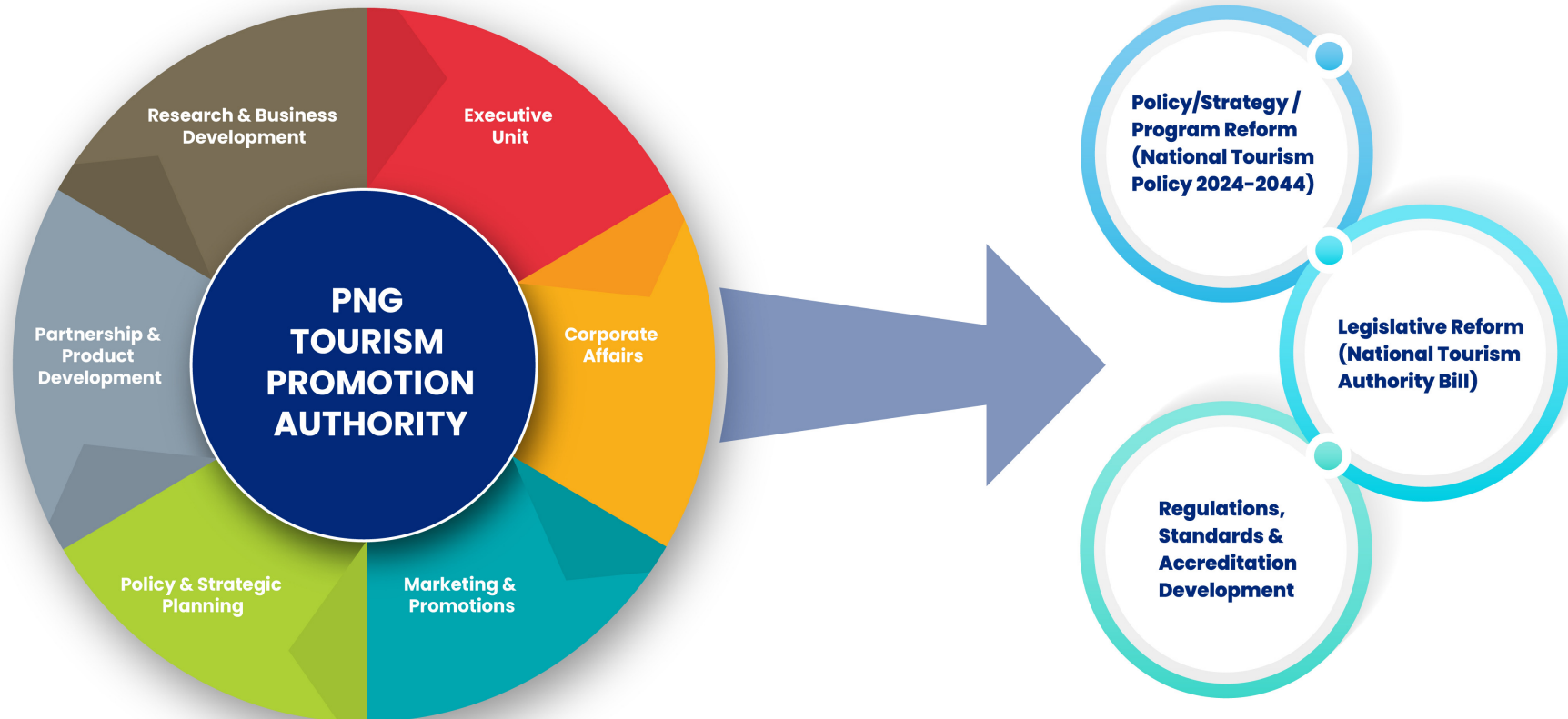
TOURISM HUBS DEVELOPMENT PROGRAM



- 1 Global and Domestic Marketing, Advertising and Sales
- 2 Tourism SME Financial Support Facility
- 3 Tourism Suppliers & Producer Organization Capacity Development Program
- 4 Tourism Product and Services Improvement Program
- 5 Sector Governance; Leadership, Synergy and Coordination Strengthening Program

Regulatory reforms for investment in the tourism sector

The Authority is currently implementing policy, legislative and regulatory reforms to grow the sector. These reforms are implemented by the four functional and two administrative divisions.



Investment Incentives Program

TOURISM BUSINESS INCUBATION CENTRE

PORT MORESBY MARINA SEZ PROJECT



1 Direct implementation as it is functional mandate

2 Lead coordination role in partnership with National Gaming Control Board



Tourism Hubs Development as a Foreign Direct Investment



NEW GUINEA ISLAND REGION
East New Britain Province
Home of Tavorvur and Valcan



SOUTHERN REGION
Milne Bay Province
Home to the Island of Love



PNG TPA's Strategic Initiatives



Justin Olam
Brand Ambassador
Program



Cruise
Tourism



Festivals



Hello Poro
Domestic Marketing
Campaign



Event
Presentation



Product development
MOUs



Product



Accommodation
accreditation
scheme





THANK YOU

For more information contact us:



+675 3200211



info@papuanewguinea.travel

