

# High Value/ Low Impact Tourism: A PNG Experience



- Operated 3-12 day tours for some of the world's leading outbound tour operators (USA, Japan, Europe)
- Slept in village houses, trekking and travel in dug-out canoes
- High cost per tour, low volume (less than 500 pax per year) but TOP QUALITY



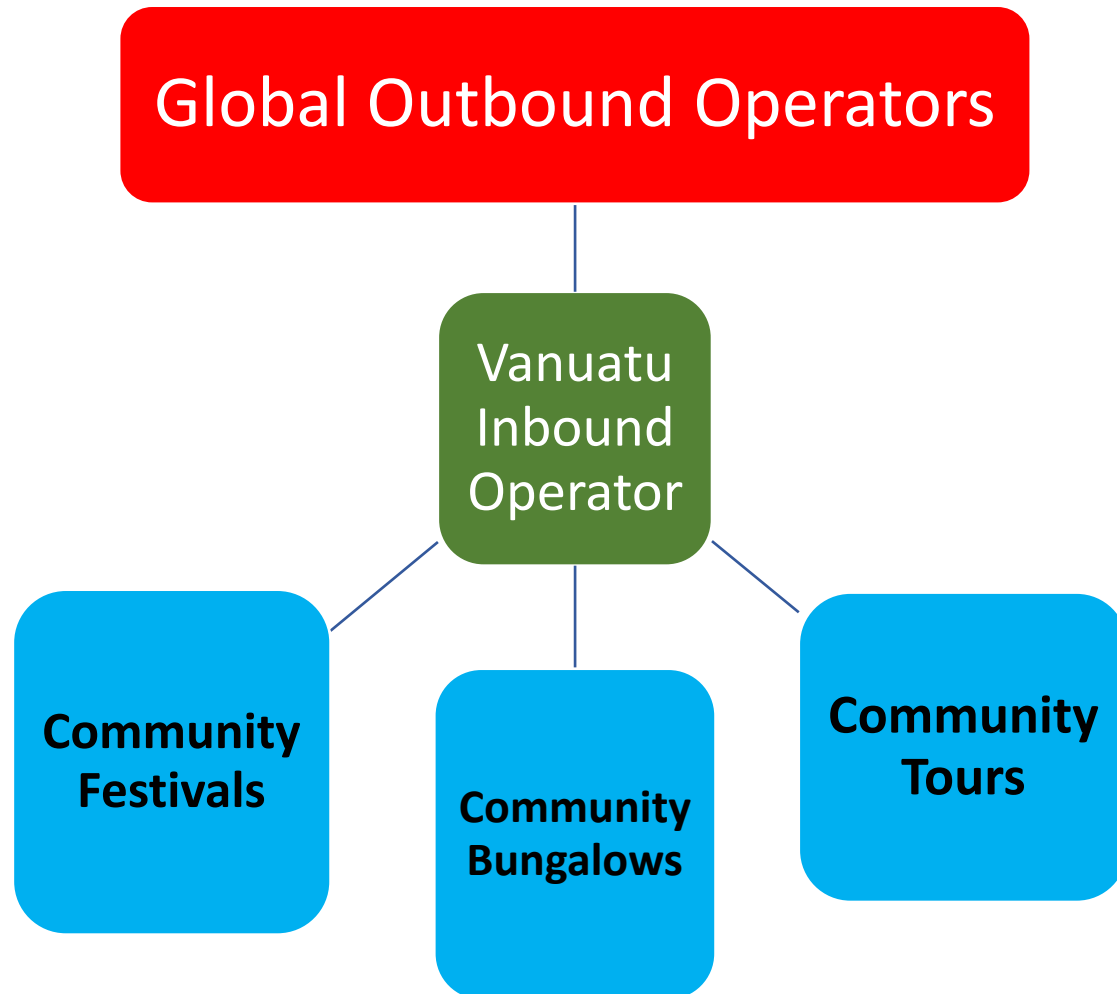
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# Why are the world's leading outbound tour operators not selling Vanuatu?

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- Destination knowledge
- Destination profile
- Looking for reliable inbound operators who can deliver high quality, authentic experiences
- Looking for inbound operators that share their philosophy: generally want responsible tourism
- Need key attractors – such as festivals

# High Quality Inbound Operators are essential to achieving high value/ low impact tourism



**Vanuatu's inbound operators connect Vanuatu's community tourism products to a global market**

# Intrepid Travel: Case Study

- The world's largest adventure travel company , selling thousands of multi-day tours in hundreds of countries
- Looked at Vanuatu before, couldn't find a reliable inbound operator
- Sold PNG Festivals, then Fiji, then Solomons. Vanuatu was only Melanesian country they were not selling
- Finally Intrepid has found a partner (Vanuatu Ecotours) who shares their philosophy
- Monthly 8-day tours start July 2021 + festival extension options
- 5-day Naghol packages start 2022

**VANUATU  
ECOTOURS**

