

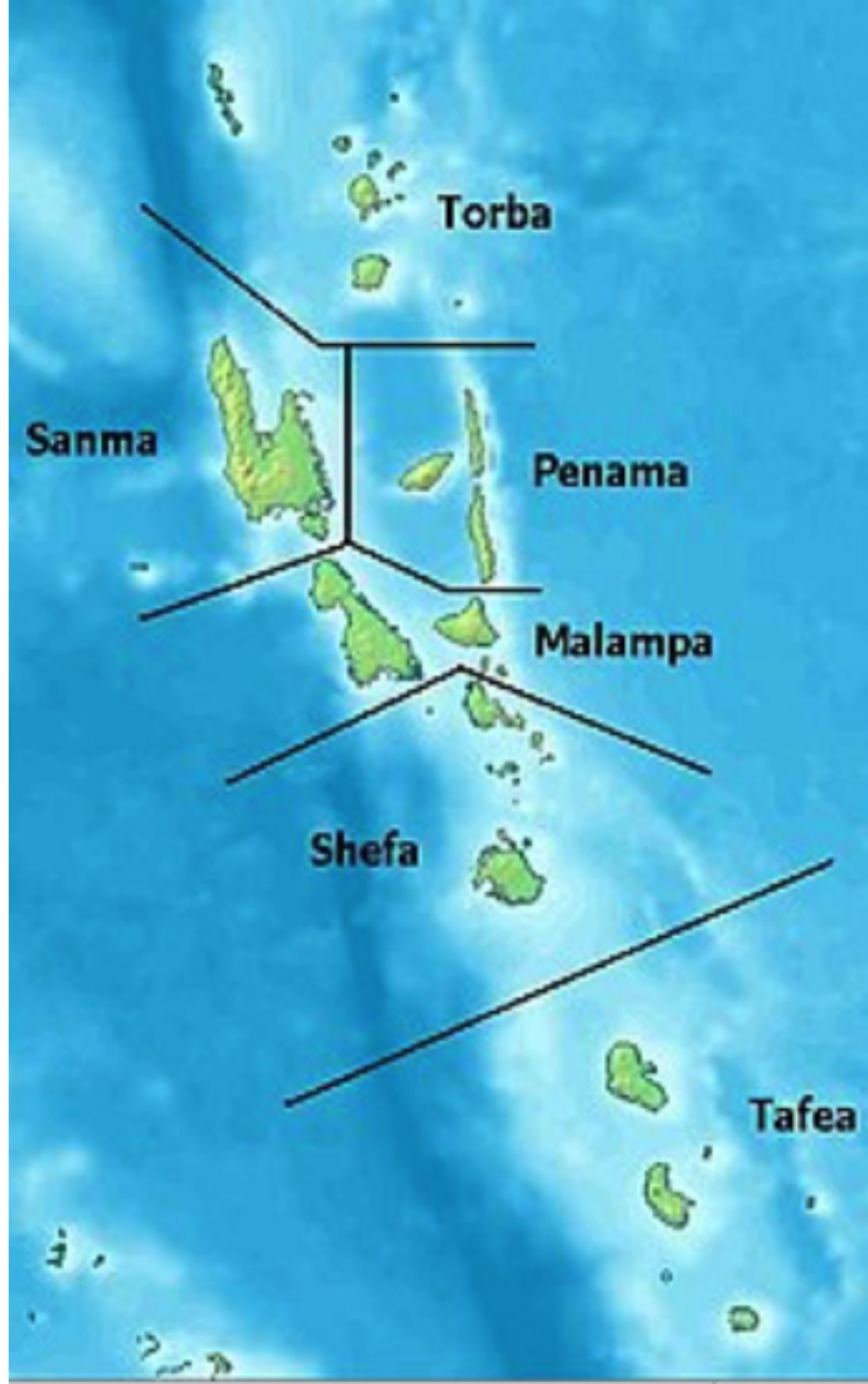


Evolving Ecotourism

Practical Examples
from Vanuatu

By Pascal Guillet
Vanuatu Ecotours
founder





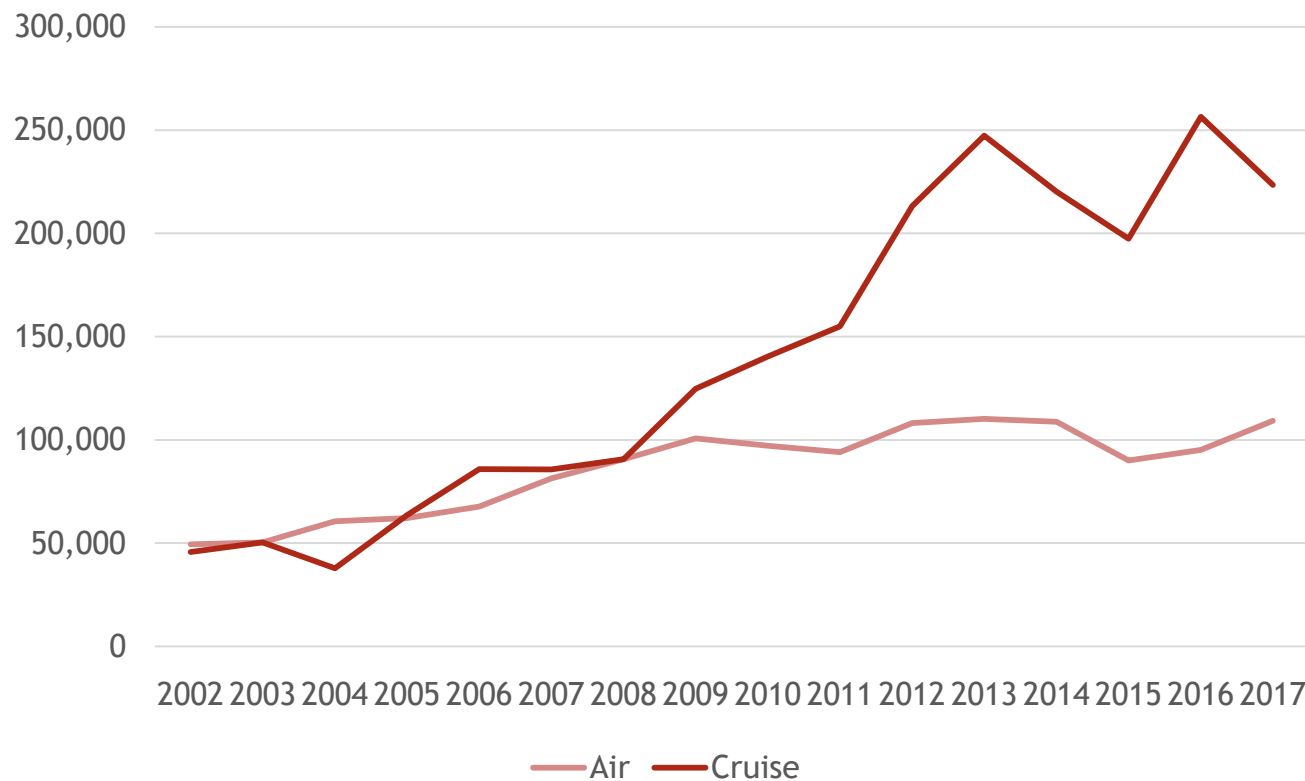


Vanuatu in brief



- ▶ Democratic country, election every 4 years, 52 deputy minister
- ▶ 284.000 (2018), 40% under 14 years old, 50 000 people live on Efate Island
- ▶ Density of pop 20 pp/km²
- ▶ Indigenous 98,5%
- ▶ Bislama/ English/ French
- ▶ Export: Copra, beef, cocoa, timber, kava, coffee
- ▶ No vaccinations required

Number of tourists per year



Vanuatu Tourism Profile



- ▶ 54% Australia
- ▶ 16% New Caledonia
- ▶ 9% New Zealand
- ▶ 5% Europe
- ▶ 3% China
- ▶ 3% North America



- ▶ 9 nights

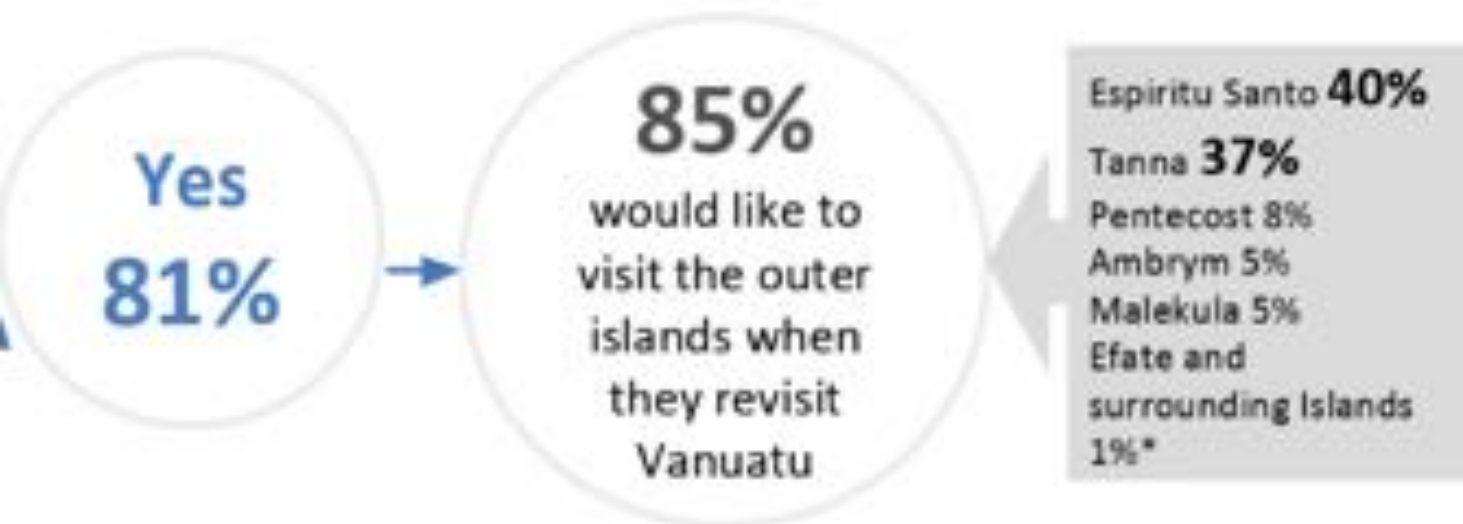


- ▶ 37 years old



- ▶ AUD\$ 136 spend prior to arrival per day
- ▶ AUD\$ 132 while in Vanuatu
- ▶ Only 5% spend on tour...

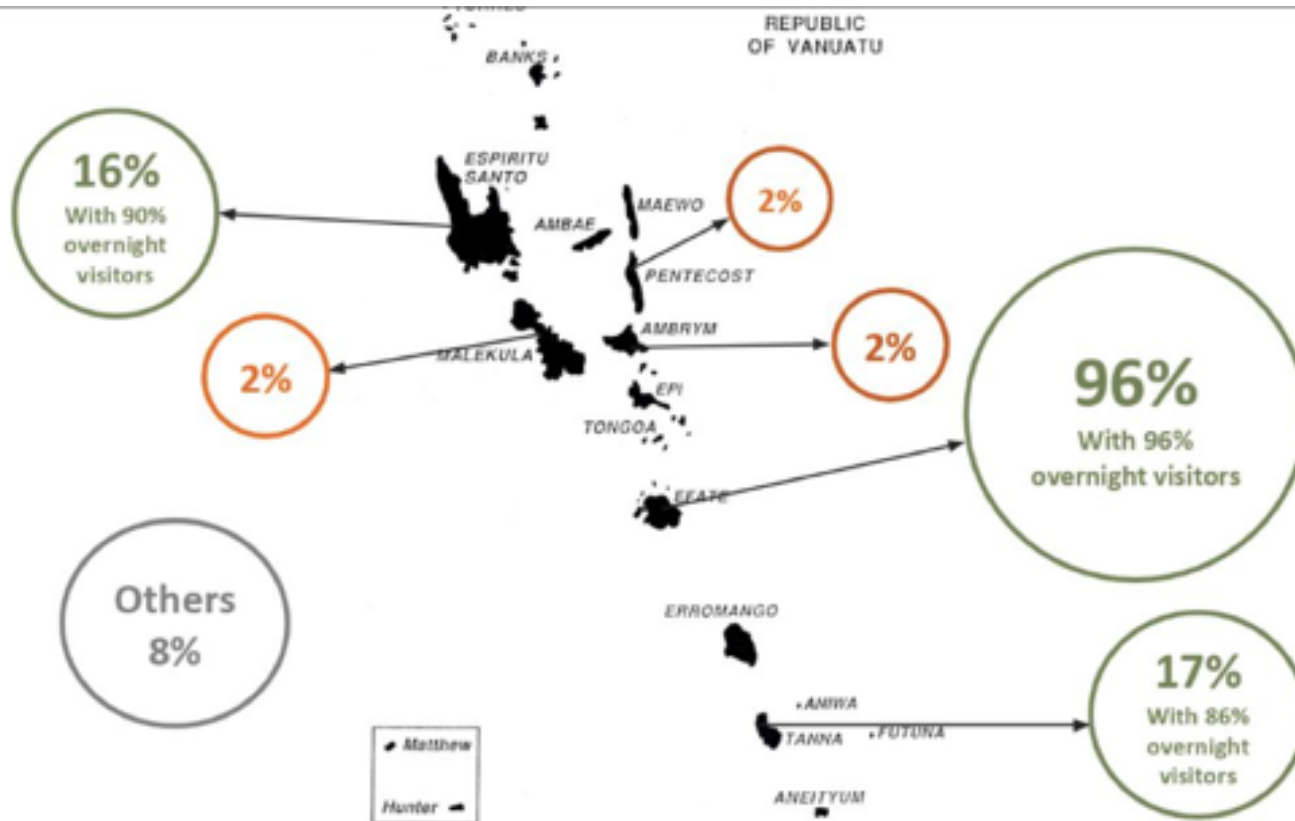
Willingness to Return



Actual Return

- ▶ 54% First time visitors
- ▶ 23% Second time visitors
- ▶ 23% More than three time visitors

Island Visited



Why Vanuatu?

Australian
&
NZ



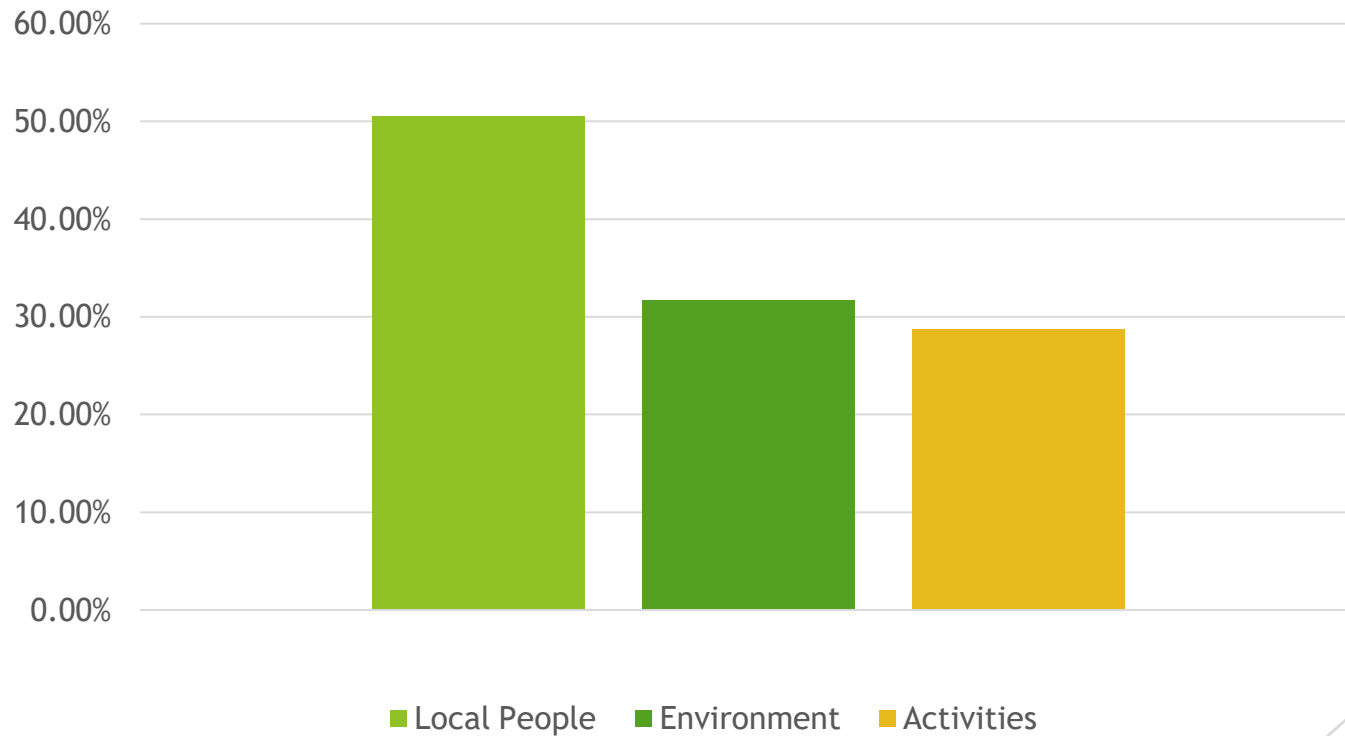
Quiet & relaxing
atmosphere



Experience of a
different culture

Why Vanuatu?

Most Appealing Aspects





Kastom and culture



Ni-Vanuatu people



Raw



Adventure



Natural wonders



Real



Connection



Freedom







Ecotourism in Vanuatu

Practical examples of
successful ecotourism
development in the island
nation of Vanuatu...

► Vanuatu Ecotours



**WALKING
BIKING
RIVER TOURS**



VANUATU ECOTOURS



**TEL: 25299
MOB: 45596**























UNFORGETTABLE ECO-ADVENTURES

Experience the beauty of Vanuatu's natural world



CHOOSE THE 4 DAY EFATE ALL-IN-ONE

5 half day eco-tours to choose from



RIVER KAYAKING

Experience the serenity of kayaking down a freshwater river



WATERFALLS

A magical experience in the heart of the rainforest



SEA KAYAKING

Kayak, swim & snorkel in Mele Bay's warm tropical waters



BUSH WALKING

Experience the true feeling of nature



MOUNTAIN BIKING

Follow us on off road tracks & jungle trails

CHOOSE YOUR ACCOMMODATION FROM OUR SELECT RANGE

- BOUTIQUE RESORTS - APARTMENTS - ECO-LODGES - BEACH BUNGALOWS -

CHOOSE A 3 DAY ECO-EXPERIENCE

3 DAY NGUNA & PELE

Extinct volcanoes & pristine tropical islands

Two spectacular half-day island walks & beachside bungalows.

3 DAY TANNA

Custom villages & a world-famous volcano.

This remote island will change your life! Half-day treks & a beachside bungalow.

3 DAY FREEDOM

Tailor made adventures are our specialty!

Tell us what you want to do & choose an accommodation option.









WALKING
BIKING
RIVER TOURS



VANUATU ECOTOURS



TEL: 25299
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KANLATU OCTOBER
with
KAP's BIKING TOURS

Keep Running Malina









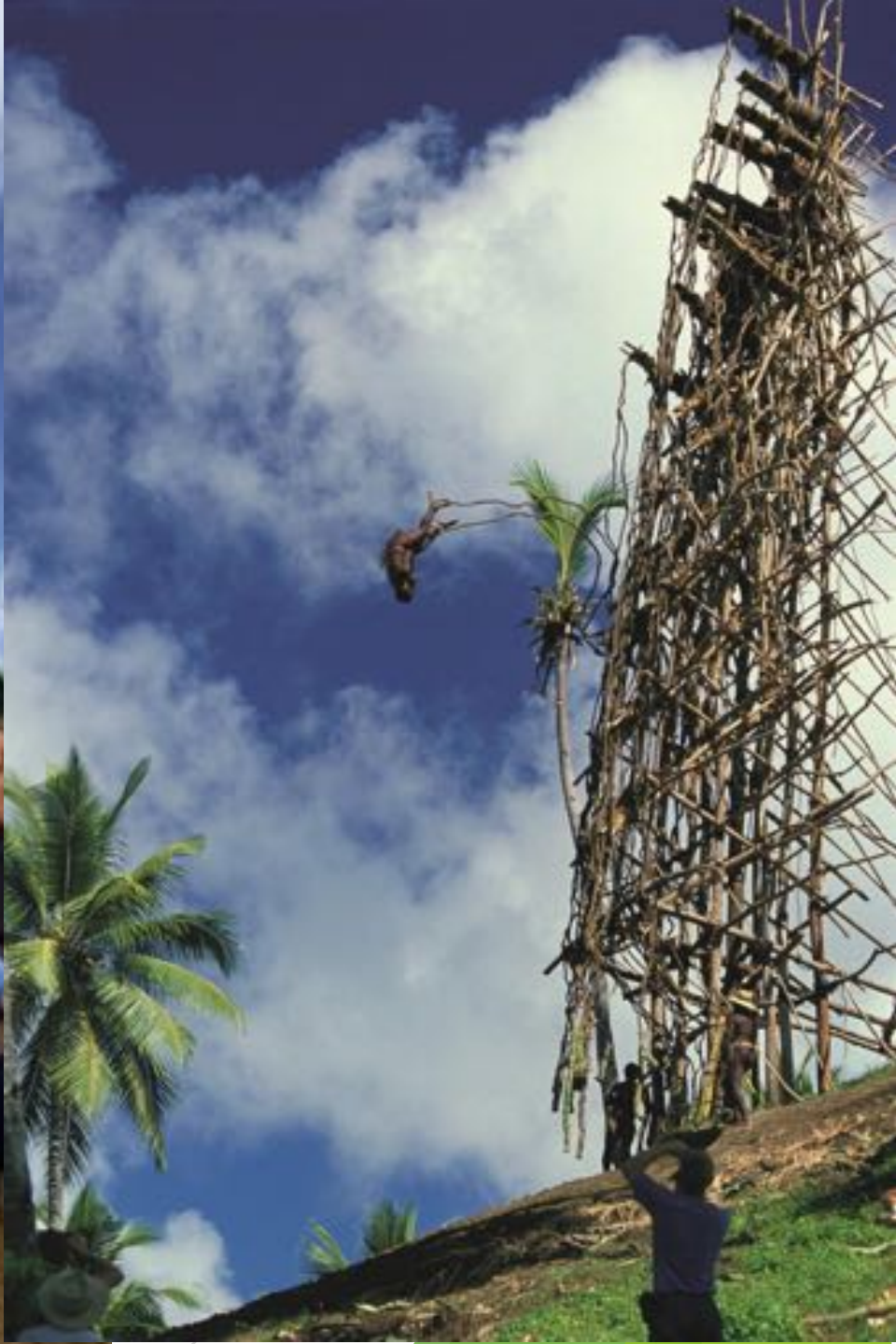
A GENEROUS
PEACE





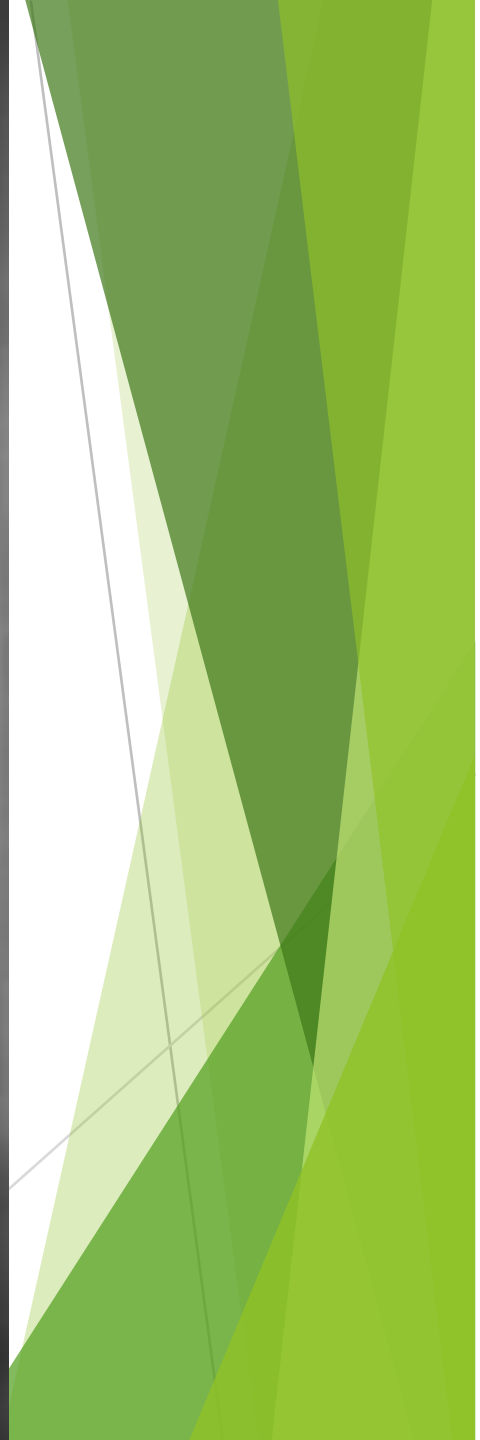
TV Globo came two times. On Tanna & Ambrym island first and then on Pentecost Island.











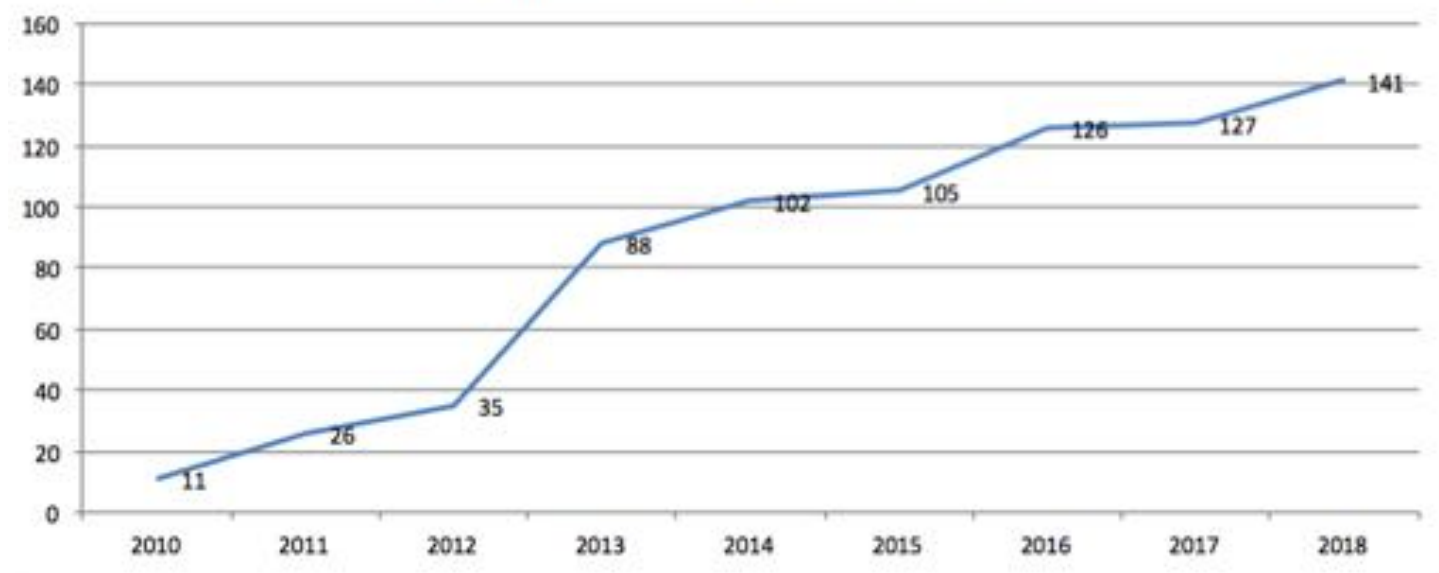


Ecotourism in Vanuatu

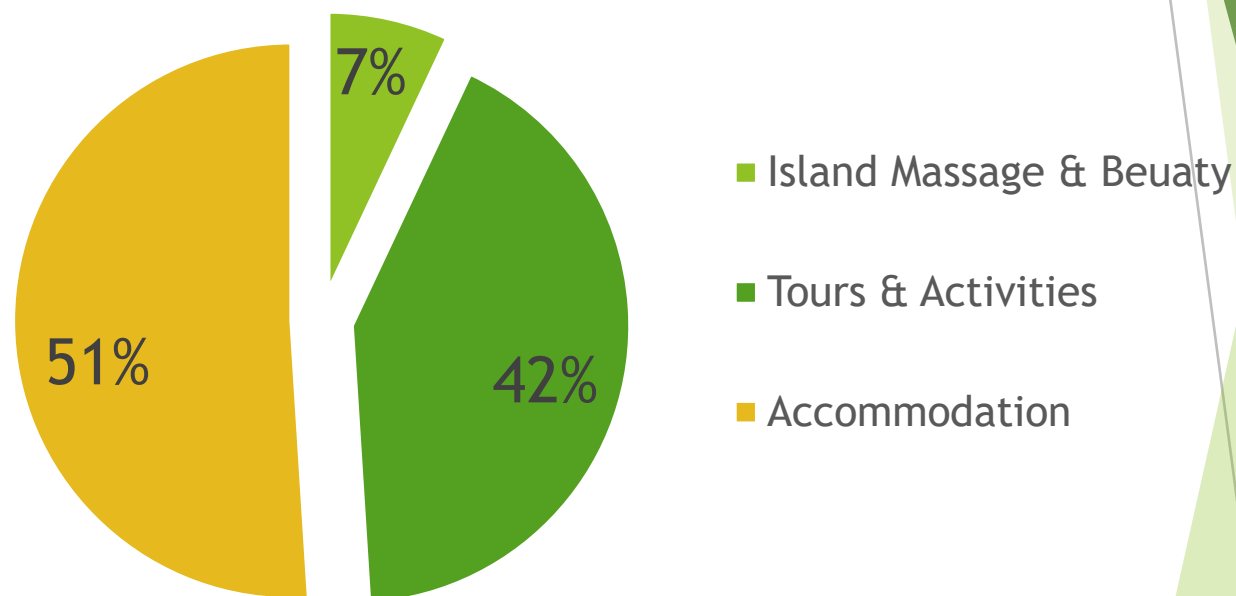
- ▶ Practical examples of successful ecotourism development in the island nation of Vanuatu... .
- ▶ Ecotourism Product Development in Vanuatu's Outer Islands

Ecotourism Product Development in Vanuatu

Total Number of Sft Clients 2010-2018



Ecotourism Product Development in Vanuatu



Ecotourism Product Development in Vanuatu

Mentoring local
Department of Tourism
Officers in product
development, tourist
expectations, marketing
and packaging.

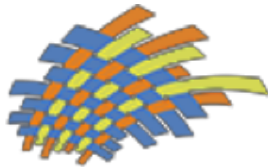


DEPARTMENT OF TOURISM
MINISTRY OF TOURISM, TRADE, COMMERCE & NI-VANUATU BUSINESS



VANUATU

**SKILLS
PARTNERSHIP**



Ecotourism Product Development in Vanuatu



Supported the development and use of the Vanuatu Tourism Operator Minimum Standards within the industry.

Ecotourism Product Development in Vanuatu

- ▶ Promoted principles of
eco-tourism- nature
based tourism, green
energy, slow food,
environmental
conservation, cultural
revitalisation and
community engagement.



Gau Island Case Study



GAUA TREK

Waterfall Trek	
Lake Trek	
Lake & Volcano Trek	
Lake & Waterfall Trek	
Lake, Waterfall, Volcano & Tony Paradise Beach 3 Days Tour	







































WELCOME TO
TONY PARADISE

BEACH



GAUA TREK

Waterfall Trek ————

Lake Trek ————

Lake & Volcano Trek ———— + ————

Lake & Waterfall Trek ———— + ————

Lake, Waterfall, Volcano & Tony Paradise Beach 3 Days Tour ———— + ———— or ———— then ————











06/07/2015



06/07/2015

















13/10/2015







A GUIDE TO WHAT HANDICRAFTS ARE ALLOWED INTO AUSTRALIA & NEW ZEALAND

NEW MATERIALS & MATERIALS

Green Checkmark (Allowed):

- Handmade leather goods (bags, shoes, belts, etc.)
- Handmade wood products (carvings, bowls, etc.)
- Handmade metal products (jewelry, tools, etc.)
- Handmade glass products (vases, etc.)
- Handmade paper products (books, etc.)
- Handmade textiles (clothing, etc.)

Red X (Not Allowed):

- Plastic products
- Mass-produced goods
- Products made from animal products (except leather)
- Products made from minerals (except stone)
- Products made from synthetic materials
- Products made from recycled materials

PLAMA

GAUA TREK

Australian Aid

GAUA TREK

Legend:

- Red Trek
- Green Trek
- Blue Trek
- Yellow Trek

GAUA TREK

Legend:

- Red Trek
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- Blue Trek
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- Yellow Trek

13/10/20

Challenges to ecotourism in Vanuatu

- ▶ Flights
- ▶ Cost
- ▶ Lack of infrastructure

Tanky u

► www.vanuatu ecotours .com

► **tumas**

► #VanuatuEcotours

► #DiscoverVanuatu

