



Essential Reopening & Recovery Strategies for Island Destinations



In association with



PACIFIC TOURISM
ORGANISATION

Today's
Objective

**The latest research,
analysis & global examples
to guide tourism reopening
& recovery strategies in the
South Pacific**

With You



Chris Adams
Head of Research & Insights
GM – South Pacific
Miles Partnership



Matthew Finlay
Director
Ailevon Pacific Ltd



Halatoa Fua
CEO
Cook Islands Tourism



James Goodwin
CEO
Australian Airports Association



Jessie McComb
Tourism Specialist
World Bank

Today's
topics

1. **Latest South Pacific Research**
2. **International Examples** Chris Adams
3. **Pacific Aviation Market** Matthew Finlay
4. **Cook Islands Update** Halatoa Fua
5. **Australian Insights** James Goodwin
6. **World Bank Resources** Jessie McComb

Slides, Research & Resources: <https://milespartnership.co.nz/spto-resources>



[What We Do](#) [Meet Miles](#) [Our Work](#)

Essentials of Reopening & Recovery for Island Destinations

WEBINAR RESOURCES



Please enter your details below to access the free resources mentioned during the Miles Partnership & Ailevon Pacific Webinar held in collaboration with South Pacific Tourism Organisation:

Name

Email Address

Organisation

9 + 6 =

Submit



The screenshot shows the homepage of the Miles Partnership COVID-19 portal. At the top left is the Miles Partnership logo. To its right is a navigation menu with links: Home, Webinars, Insights, Data Tracking, and Expert Sources. The main banner features a dark, abstract background with the text "CLARITY IN A TIME OF CRISIS" in large white letters. Below this, a subtitle reads: "COVID-19: A collection of research, resources and recommendations for DMOs and tourism organizations." A button labeled "REGISTER NOW FOR THE WEBINAR ON APRIL 7" is positioned below the subtitle. Underneath the banner, a paragraph states: "Miles Partnership, along with our industry partners, has created and curated a resource center with essential insights and recommendations for DMOs and tourism organizations. These resources provide clear, timely answers to questions about COVID-19 and travel & tourism." At the bottom, there are four square tiles, each representing a different resource category: "Webinars" (with a "Webinar Series" subtitle and a "View Schedule" button), "Data Tracking" (with a "Partners" subtitle and a "Get the Data" button), "Insights" (with a "Resources for Recovery" subtitle and an "Explore Now" button), and "Expert Sources" (with a "Health and Travel Sources" subtitle and a "View the List" button).

miles
PARTNERSHIP

[Home](#) [Webinars](#) [Insights](#) [Data Tracking](#) [Expert Sources](#)

CLARITY IN A TIME OF CRISIS

COVID-19: A collection of research, resources and recommendations for DMOs and tourism organizations.

REGISTER NOW FOR THE WEBINAR ON APRIL 7

Miles Partnership, along with our industry partners, has created and curated a resource center with essential insights and recommendations for DMOs and tourism organizations. These resources provide clear, timely answers to questions about COVID-19 and travel & tourism.

Webinars
Webinar Series

View Schedule

Data Tracking
Partners

Get the Data

Insights
Resources for Recovery

Explore Now

Expert Sources
Health and Travel Sources

View the List

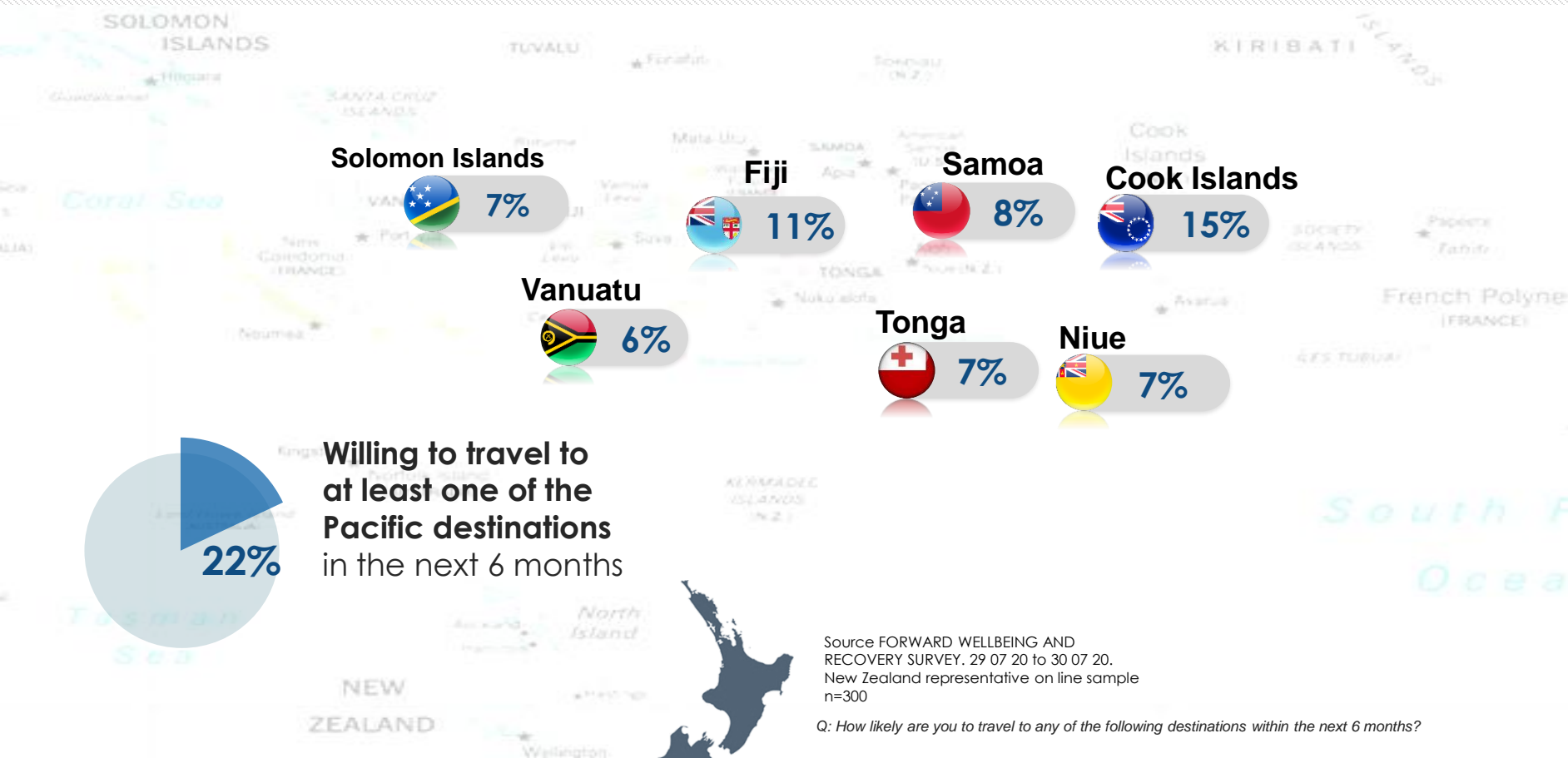
South Pacific Research Summary

Survey of 300 New Zealanders as of July 28, 2020.

FORWARD



INTEREST TO TRAVEL TO PACIFIC DESTINATIONS RELATIVELY HIGH



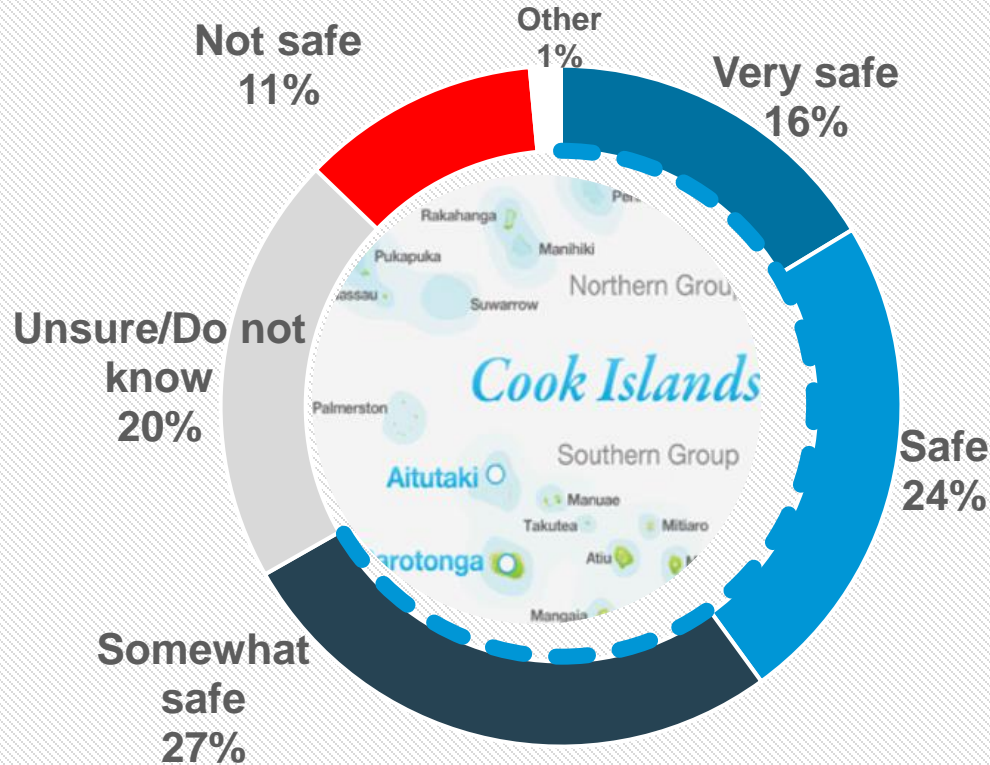
HOW SAFE IS TRAVEL TO THE COOK ISLANDS?

WHAT DO NEW ZEALAND TRAVELERS THINK?





KIWIS ARE DIVIDED ON PERCEPTIONS OF SAFETY OF TRAVEL TO THE COOK ISLANDS



QUESTION: How safe would you consider a trip to the Cook Islands to be?

1/3 Safe
1/3 Somewhat safe
1/3 Not Sure/Not safe



Destinations' Health & Safety Information is Critical

Critical PACIFIC ISLANDS travel information



International Examples

Chris Adams
Miles Partnership

Miles Partnership clients

65+ years old
100% travel
150+ DMOs



Reopening Strategies

1. **COOK ISLANDS:** travel bubble between 2 safe nations
2. **TAHITI:** test 3 days prior to arrival & 4-day self test
3. **ICELAND, AUSTRIA & OTHERS:** on arrival testing
4. **BERMUDA/USVI & OTHERS:** prior to arrival testing



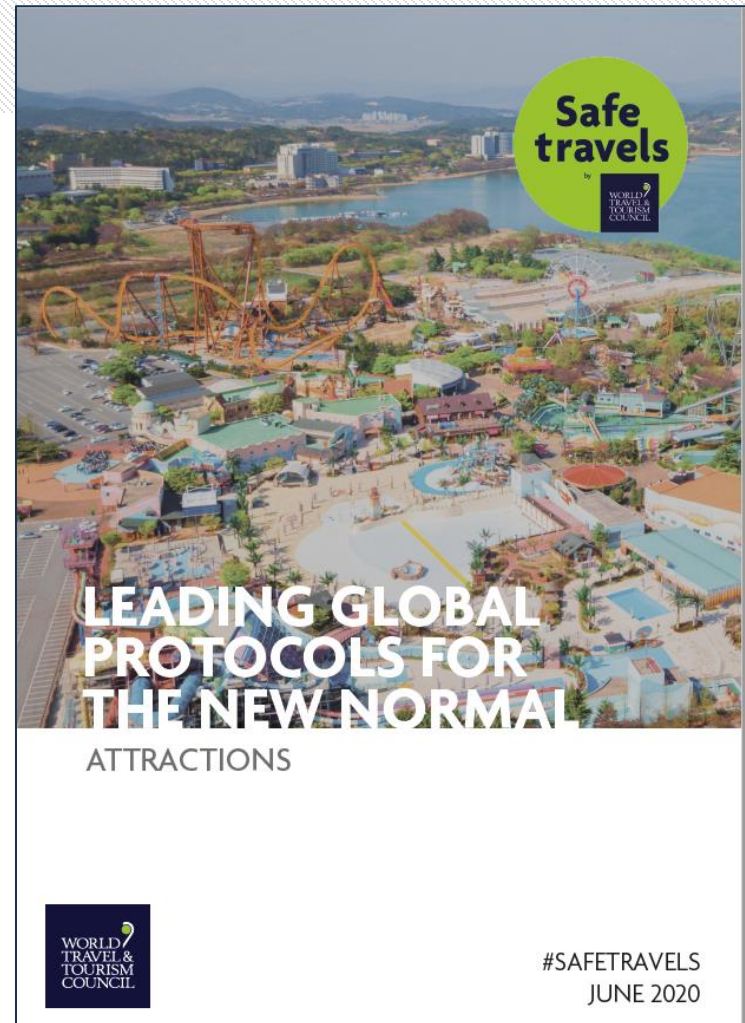
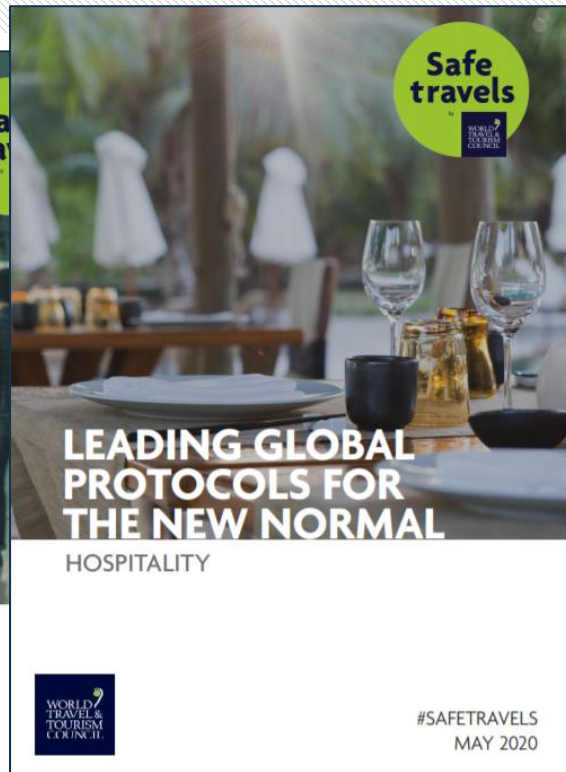
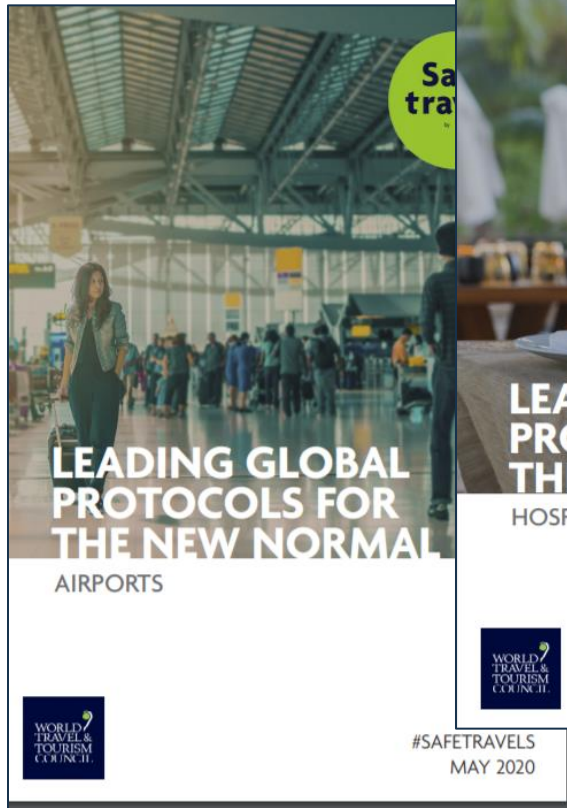
Sandals

PLATINUM
PROTOCOL

— OF —
CLEANLINESS



HEALTH & SAFETY PROTOCOLS



WTTC: <https://wttc.org/COVID-19>



High End Travellers

Magical
Extraordinary
Journeys

Travel Bubbles: Jet – Testing - Resort

A breathtaking flight leads to possibly the most stunning beach on earth... but where is it?!



DISCOVER BARBADOS

THINGS TO DO

YOUR STAY

PLAN YOUR TRIP



EN



BARBADOS TRAVEL PROTOCOLS

Packs your bags! We're heading to Barbados.

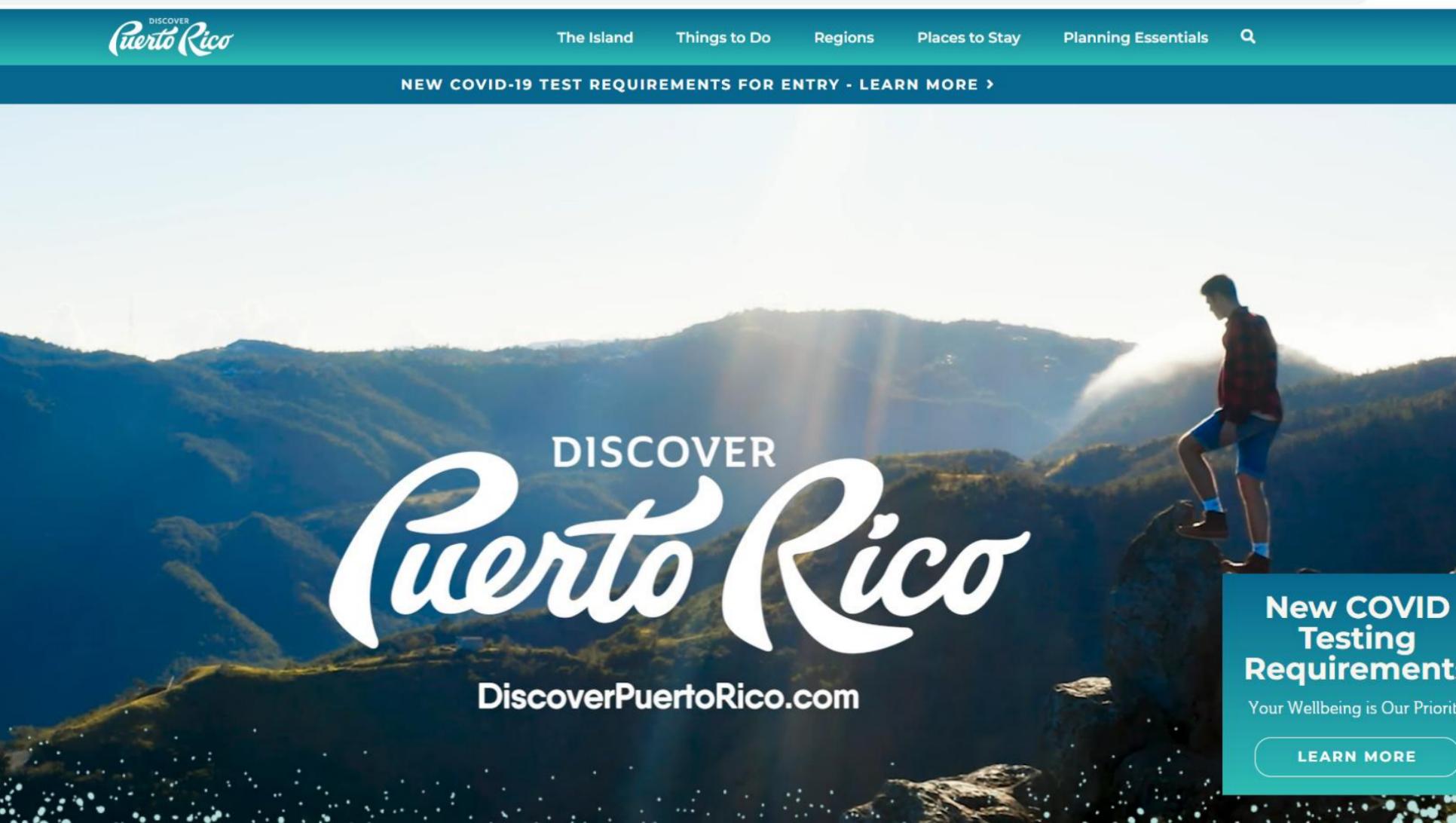
We have new travel protocols for safe entry into our island

Our airport has reopened to international travel on July 12th, 2020

[View Entry Requirements](#)



[NEW COVID-19 TEST REQUIREMENTS FOR ENTRY - LEARN MORE >](#)



DISCOVER
Puerto Rico

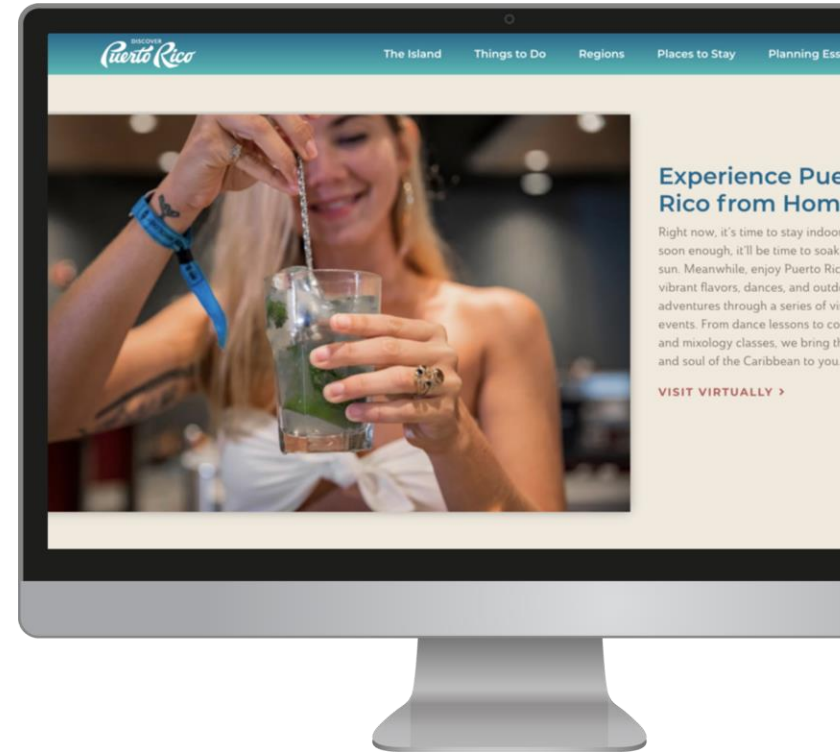
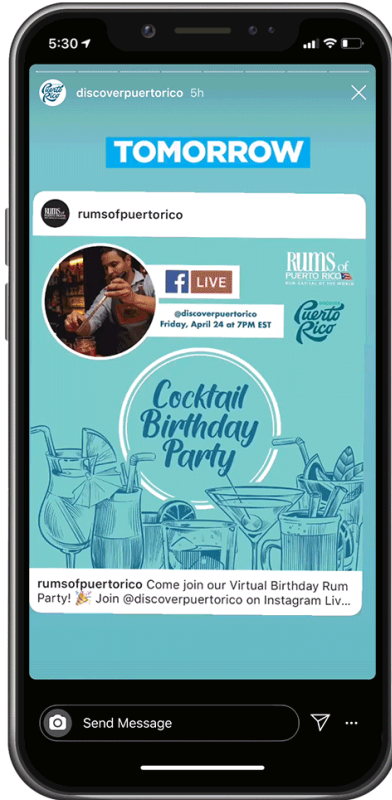
DiscoverPuertoRico.com

**New COVID
Testing
Requirement**

Your Wellbeing is Our Priority

[LEARN MORE](#)

DIGITAL STORY TELLING



DISCOVERY PUERTO RICO: <https://www.discoverpuertorico.com>

Rarotonga

Island known for beaches & scuba diving

Island with sandy beaches, lagoons & reefs, known for diving, resort hotels & Polynesian culture.

Top sights

Based on traveler visits and local insights



Muri Beach

4.8 ★★★★★ (46)

Laid-back beach for swimming & sunning



Te Vara Nui Village

4.6 ★★★★★ (152)

Maori attraction with live performances



Te Rua Manga

4.2 ★★★★★ (5)

Mountain Peak



Punanga Nui Market

4.4 ★★★★★ (365)



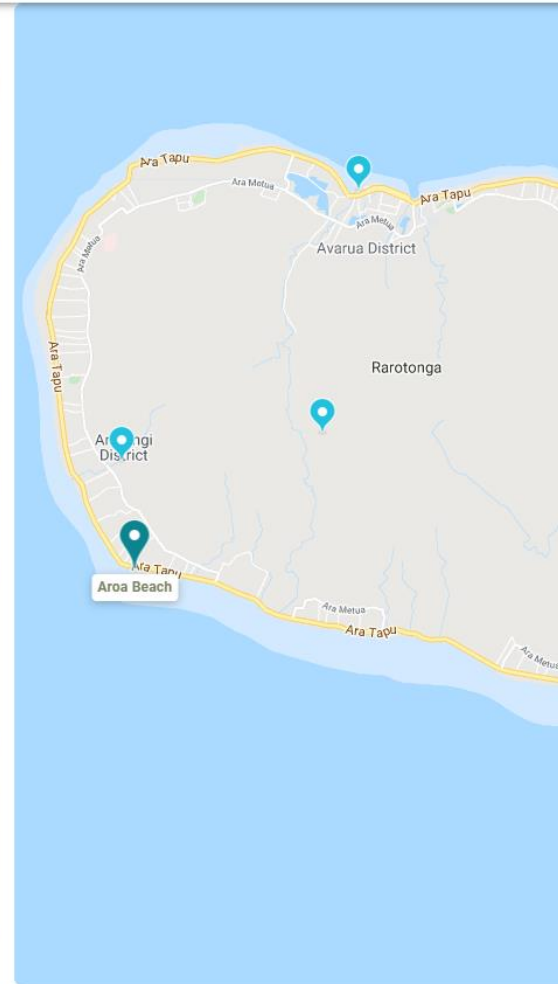
Aroa Beach

4.6 ★★★★★ (18)



Titikaveka Beach

4.8 ★★★★★ (20)



FREE BUSINESS GUIDES: 3 ESSENTIALS FOR GOOGLE & 11 FREE TOOLS



3 ESSENTIAL, FREE TIPS FOR GOOGLE CHECKING YOUR BUSINESS' PROFILE FOR THE COVID-19 RECOVERY

As we continue to manage and mitigate the impact of the COVID-19 pandemic we are all working to attract local and domestic customers. Google My Business (GMB) is a critical source of information for these consumers. Here are 3 steps to ensure you are sharing accurate and complete information across Google Maps, Search & more:

Make sure your business is marked as "open."

This may seem obvious, but many businesses were automatically marked as "temporarily closed" by Google during the pandemic. Check to make sure your business listing is not marked as closed on Google in your GMB dashboard or by searching for your business on Google or Google Maps.

If you see the red banner shown to the right, you will need to "reopen" your business. Access your GMB dashboard at <http://business.google.com> and look for the "Mark as open" button under "Info."



Ensure your hours are up-to-date.

Business hours impact visibility of your listing across many different platforms, including Google, Yelp and Facebook when people search for businesses "open now," for example.

Business hours impact consumer confidence. If someone can't figure out whether your business is open, they're likely to go somewhere else instead. In a recent study from Destination Analysts, opening hours was first on a list of types of information sought by potential visitors and local residents.

The single most important action you should take is to make sure that your hours of operation are up to date across online platforms starting with Google My Business, even if your hours are unchanged! In other parts of the world, Google has started rolling out supplemental notes on hours displays which indicate the last time the hours were updated for a business.

Sunday	10:00 AM-2:00 PM 5:00 PM-10:00 PM
Monday	5:00 PM-10:00 PM
Tuesday	5:00 PM-10:00 PM
Wednesday	5:00 PM-10:00 PM
Thursday	5:00 PM-10:00 PM
Friday	5:00 PM-10:00 PM
Saturday	10:00 AM-2:00 PM 5:00 PM-10:00 PM



...that Google added a new hours feature for businesses. The More Hours is located in the 'Info' section of your business listing. It allows businesses to specify types of hours. Available options vary by category. This is useful when they have unique offerings such as Happy Hour or designated time for seniors.

...ices or specials to your business on Google



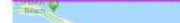
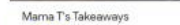
Attributes.

COVID-19 restrictions, Google introduced Google My Business listings which highlight pickup options for certain business types. Attributes section under the info tab at business.google.com to make sure that you have checked all that are available for your business type. If not, make sure those are reflected.

Attributes are important to businesses right now because these pickup attributes can significantly impact the way your business is shown in specific types of search results and can help your listing by highlighting information.

Attributes allow businesses to share accurate information quickly and easily with customers. When you have attributes, you will be visible to more people who are looking for businesses like yours.

Attributes are also valuable in attributes even beyond recently COVID-19. For example, users may be looking for businesses, kid-friendly businesses, audience-specific needs.



11 ESSENTIAL & free online marketing tools

Consider utilizing some of these marketing tools to enhance online marketing for your destination, travel business or organization.

1 WEBSITE ANALYTICS

Google Analytics to Monitor Website Traffic

Monitor your website, campaign activity and online business goals. See where your website users are visiting from, their demographic profile and their user journey through your website. Google Analytics and a wide range of related tools and trainings are available at www.google.com/analytics.

For more on Google Analytics, see our "12 Essential Google Analytics Reports" resource.



2 CAMPAIGN TRACKING CODES

Measure Your Online Activity and Advertising Efforts

Track and compare the performance of all your marketing activity (online advertising, links, email, etc.) by easily adding campaign tracking codes to the web address of your landing page. Google's Campaign URL Builder allows you to add campaign parameters to URLs to track in Campaigns using Google Analytics.



3 SHORT URLS

Create Short Web Addresses with URL Shortener Tools

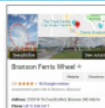
Shorten long web addresses for social media posts and emails. You can also use short web addresses when using Campaign Tracking Codes. Google's URL Shortener and Tiny.cc are free tools to use. Bit.ly is paid option that comes with additional features.



4 GOOGLE MY BUSINESS

Utilize Google Maps and Google's Travel Platforms

Make sure to claim, optimize and enhance your business listing on Google My Business. Focus on uploading great imagery and adding immersive video and 360 content. New features for Google My Business and Google Posts are available at <http://www.google.com/business>.



5 ONLINE FILE HOSTING

Share and Store Documents Online

Store, share and collaborate in documents online or "in the cloud." Services with free storage options include Google Drive, OneDrive, Microsoft OneDrive and Google Photos.



Note: Some of these tools are completely free but many have paid or subscriber options for enhanced features. All have free and valuable information, functionality or reports available.

Slides, Research & Resources: <https://milespartnership.co.nz/spto-resources>



[What We Do](#) [Meet Miles](#) [Our Work](#)

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INTERNATIONAL LESSONS

5 Insights from Global Island Destinations

1. Monitor International Reopening Strategies & their Results
2. Health & Safety Information Critical
3. Recovery Starts at Home: Domestic
4. High End Travelers Kick Start Recovery
5. Focus on Digital Marketing Content

Pacific Aviation Market Insights

Matthew Finlay
Ailevon Pacific



Enhancing Pacific Air Connectivity

Presentation to
South Pacific Tourism Organisation
5 August 2020

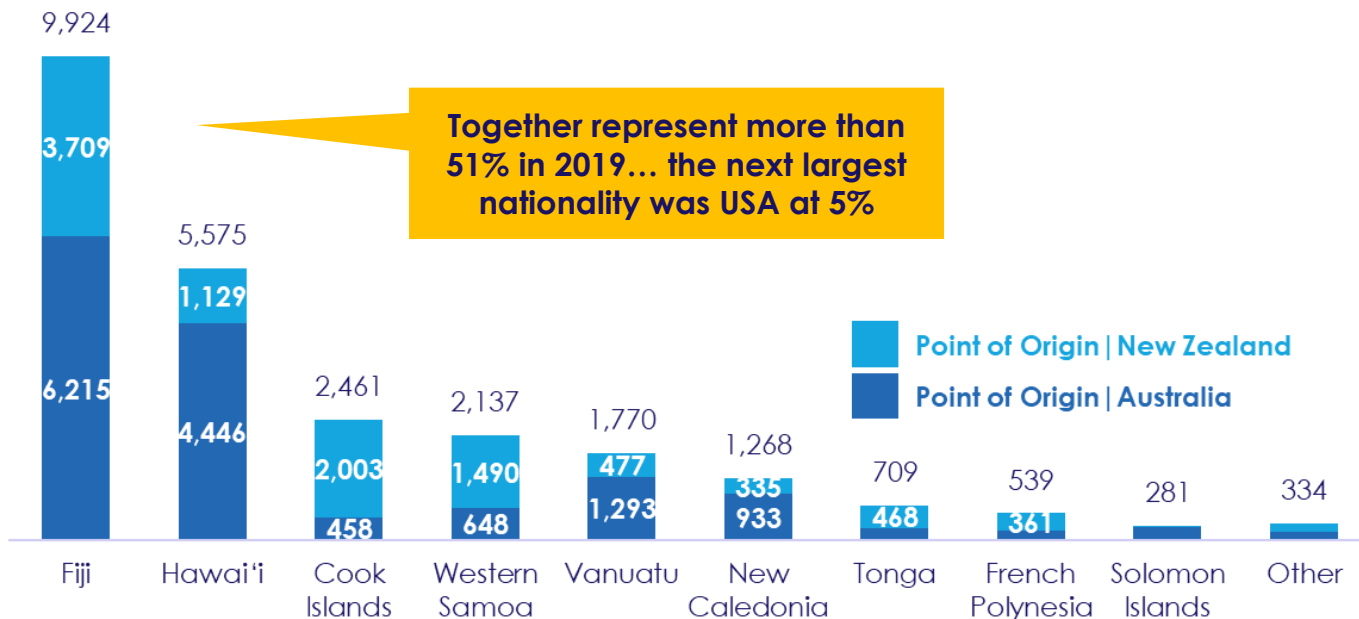
Deep experience & global coverage has helped our clients achieve outstanding success

Ailevon Pacific Aviation Consulting is an international firm specializing in Air Service Development. We provide advice to Boards, CEOs, Business Development Managers, and other senior managers to help them define aviation strategy, identify new markets and business opportunities, and develop their organizations.

The Pacific has been heavily reliant on inbound volumes

AUSTRALIA/NEW ZEALAND-PACIFIC ISLANDS (INCL. HAWAI'I, GUAM & SAIPAN) O&D MARKETS , 2019

Passengers per week each way (PWEW); Point of Origin = Australia & New Zealand

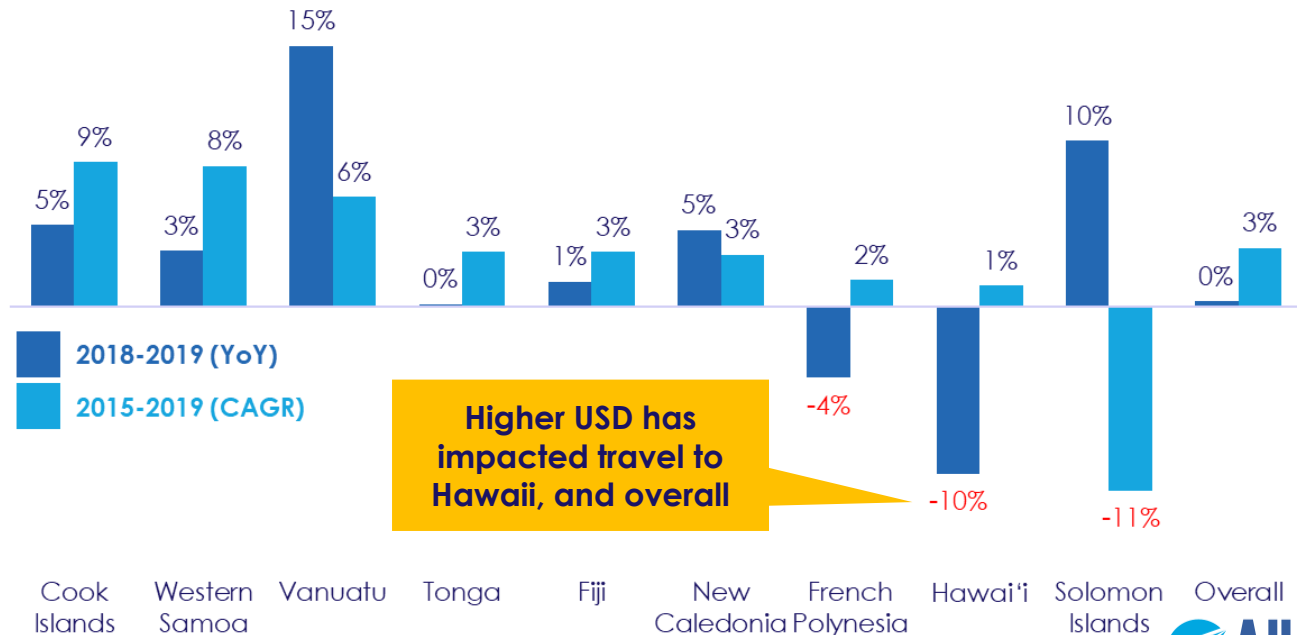


Source: IATA; Ailevon Pacific Aviation Consulting analysis

Growth in air passenger movements has been encouraging for many SWP nations over the last 5 years

GROWTH OF AUSTRALIA/NZ-PACIFIC ISLANDS (INCL. HAWAI'I, GUAM, SAIPAN) O&D MARKETS, 2015-2019

Percent growth

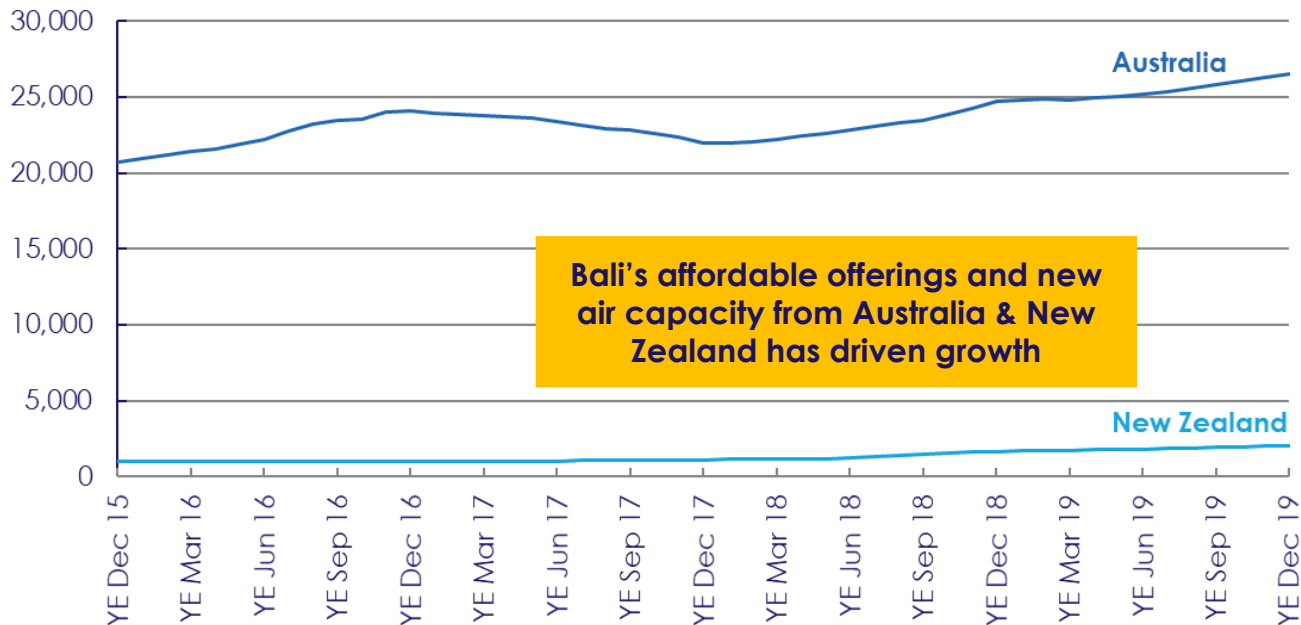


Source: IATA; Ailevon Pacific Aviation Consulting analysis

Australia/NZ has ~28k PWEW to Bali. Where's their alternative beach resort?

AUSTRALIA/NEW ZEALAND-BALI ORIGIN-DESTINATION DEMAND, 2015-2019

Passengers per week each way; Rolling year-end total

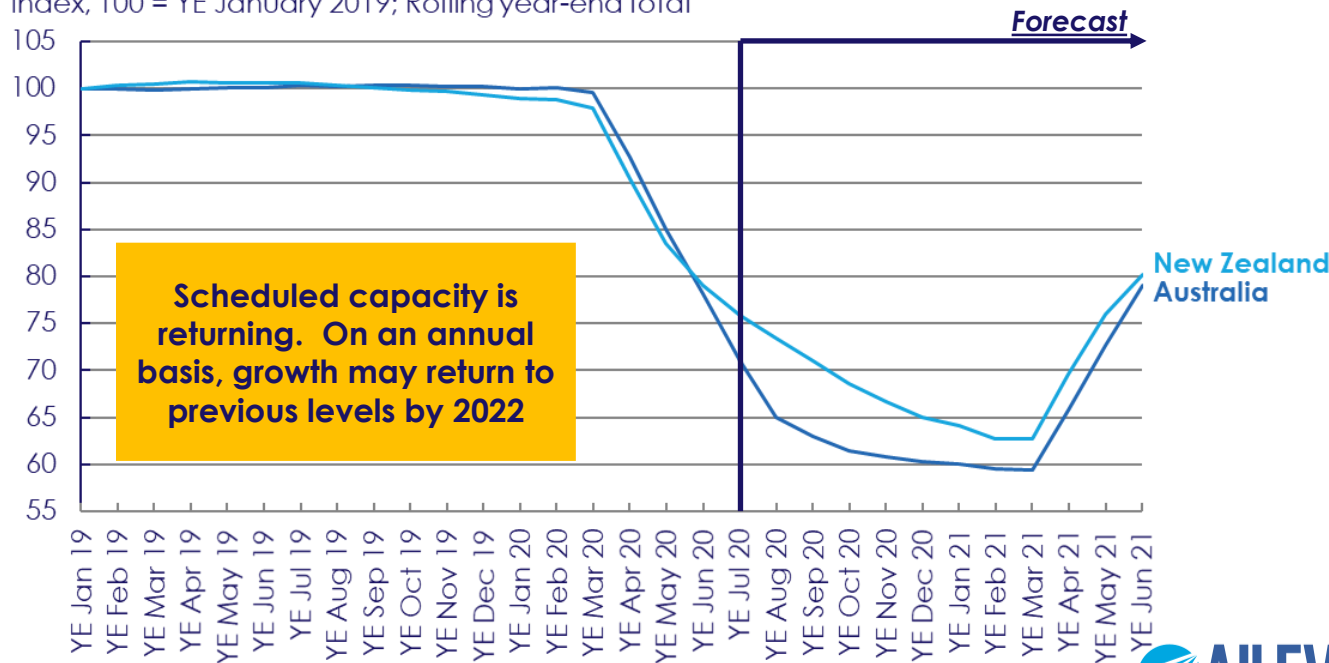


Source: IATA; Ailevon Pacific Aviation Consulting analysis

Slow recovery: There's encouraging domestic trends in NZ & each state in AU (but a week is a short time in aviation)

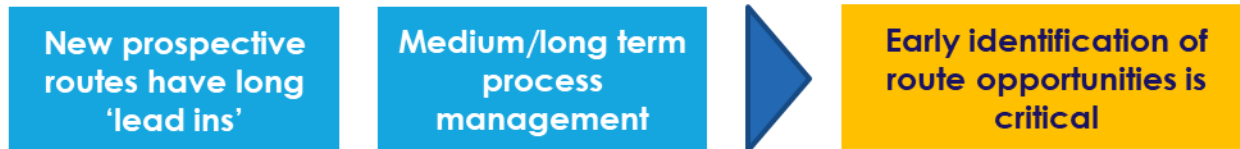
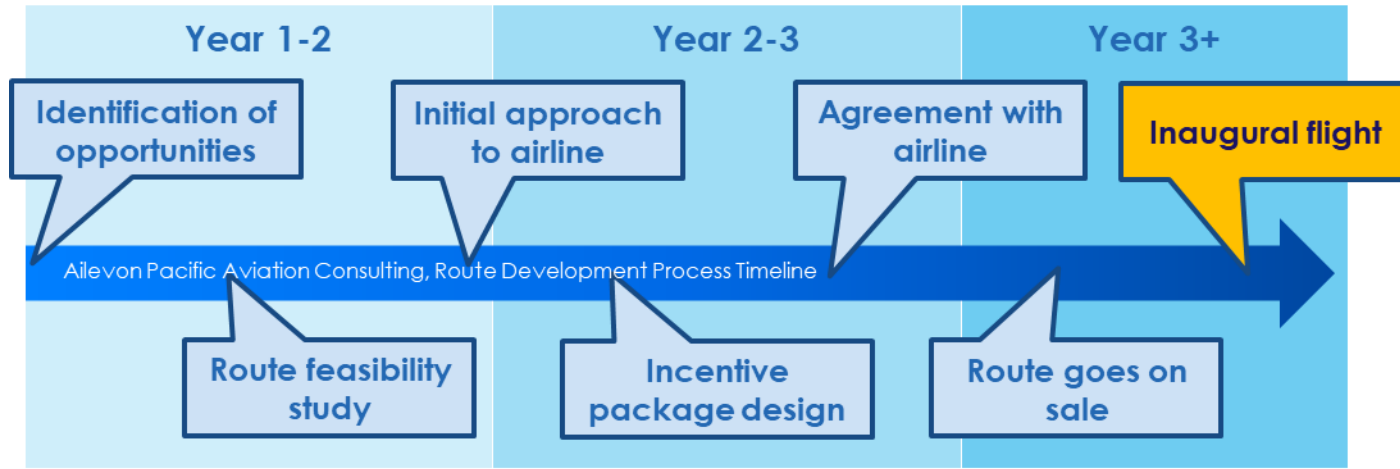
SEAT GROWTH OF AUSTRALIA/NEW ZEALAND DOMESTIC MARKET

Index, 100 = YE January 2019; Rolling year-end total

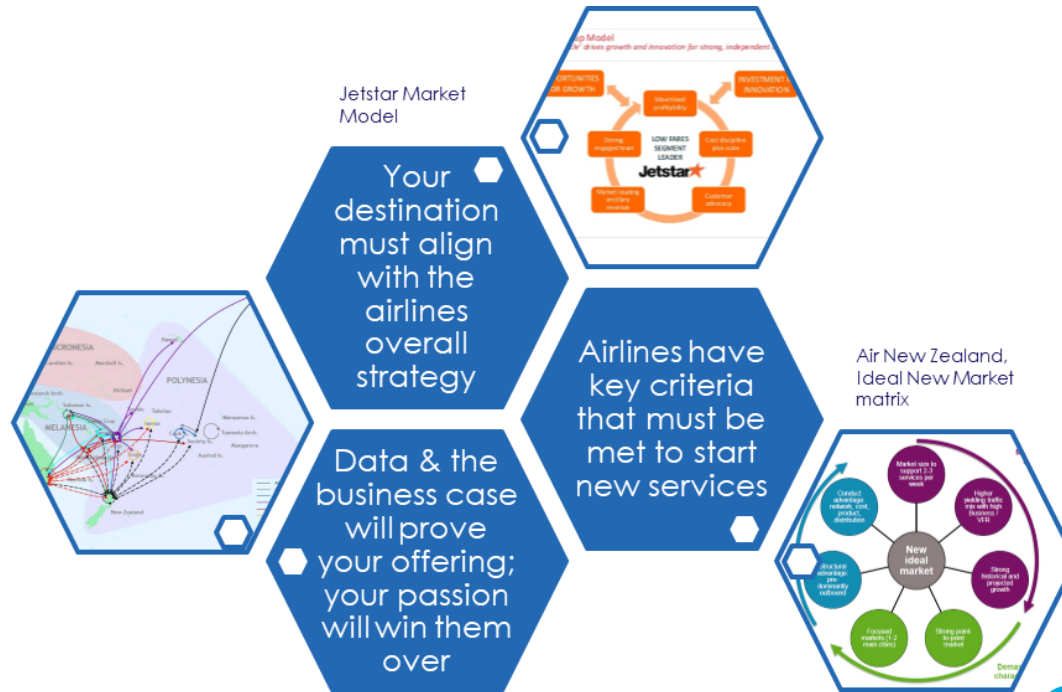


Source: IATA; Ailevon Pacific Aviation Consulting analysis

Route Development Process has now been compressed



Air corridors/travel bubbles allow travel to resume, but not all airlines know your destination & why flying there works.



Source: Airline Investor Presentations; Ailevon Pacific Aviation Consulting

Safe air corridors & travel bubbles will create opportunities for new entrants serving differing segments & markets



Thank you!

For more information:

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matthew.findlay@ailevonpacific.com

 [Ailevonpacific.com](https://ailevonpacific.com)



Cook Islands
New Zealand Travel Update

Halatoa Fua
Cook Islands Tourism



SPTO Webinar – Essentials of Recovery
& Reopening Strategies

5th August 2020



DESTINATION MARKETING RECOVERY PLAN



RESET

April to June 2020



REFRESH

July 2020 to June 2021

BORDER OPENING TO NEW ZEALAND

- ☐ Health protocols
- ☐ Border protocols (Aviation & Maritime)
- ☐ Industry preparedness



RATIONALE

- Solution to incorporate both visitors and residents.
- Not reliant on smart-phones. It is simple & cost effective.
- Ease of use for stakeholders.
- Diminished concerns over privacy

HOW DOES IT WORK?

- Unique QR codes for both visitors & residents.
- Names & contact details are uploaded to the database.
- Residents opt in via Puna
- QR code comes as image, sticker, or card.
- Used entering/leaving premises.

REOPEN
From July 2021





Australian Perspective & Insights

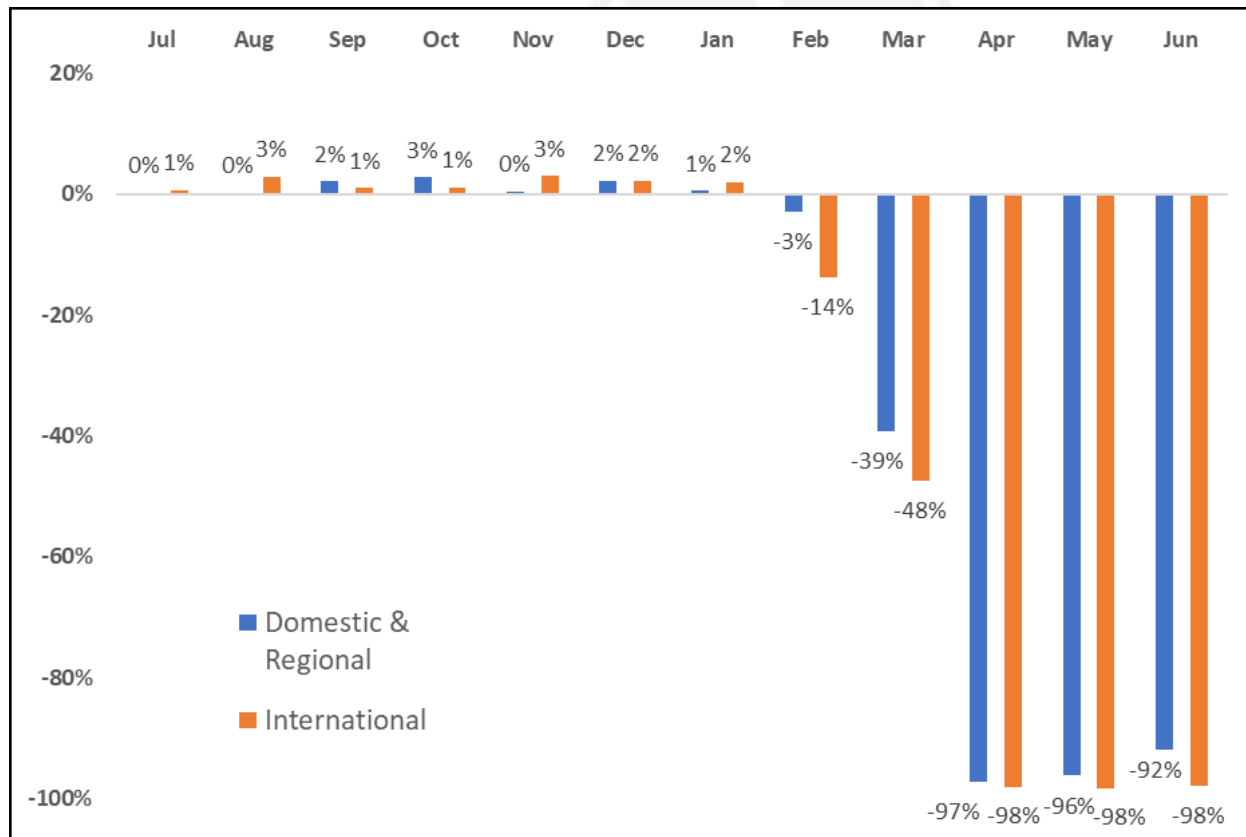
James Goodwin
Australian Airports Association



Australian Perspective and Insights

James Goodwin
Chief Executive

Australian air travel has been hit hard by COVID19



Situation in Australia

Australia was managing the COVID19 pandemic

- International Borders remain closed
- Small number of repatriation flights – 14 day mandatory hotel quarantine
- Many states and territories restricted movement within Australia
- Majority of active COVID cases were acquired overseas
- Talk of Trans Tasman Travel Bubble



Situation in Australia

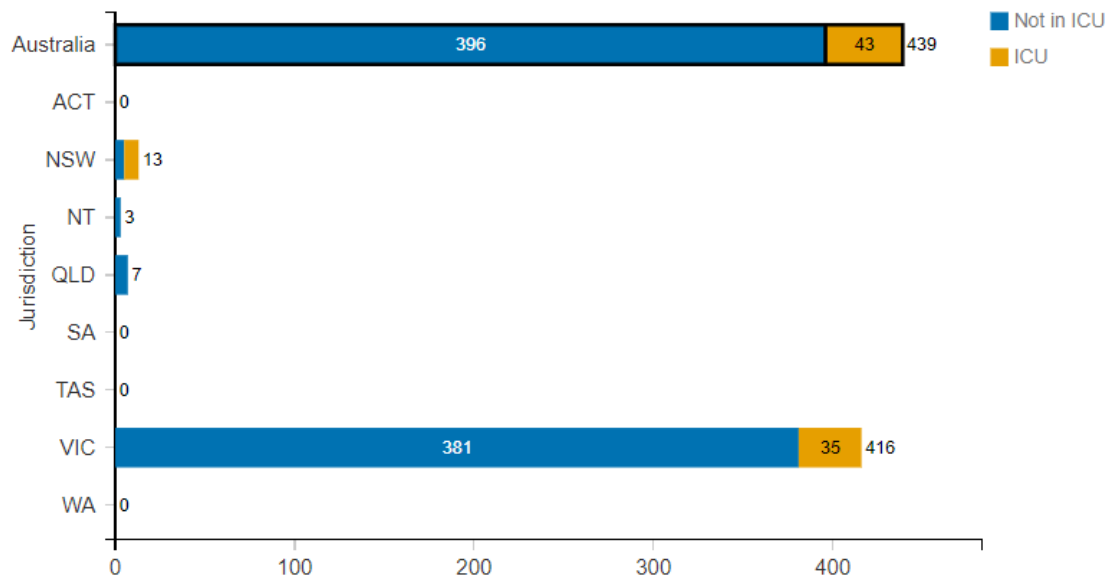
Community transmission outbreaks

- Problems with mandatory hotel quarantine
- July 2020 had the first outbreaks of community transmissions (not related to family members)
- State borders begin to close again
- Victoria the state with the most active cases
- Loss of confidence to discuss international border reopening



Current COVID-19 cases in hospitals and Intensive Care Units (ICUs)

Source: Department of Health, States & Territories Report 3/8/2020



Travel Bubbles – Safe Zones

Tourist Bubbles:

- In June, the Australian Government was confident a Trans-Tasman Travel Bubble with New Zealand could be established by September 2020
- In August, there's no appetite from government to actively discuss the arrangements with New Zealand or Pacific Island nations.

Economic Bubbles:

- International University Students
- Agricultural seasonal workers

- Could the “bubble” be state by state?
 - This is difficult to manage with quarantine and Border Force being national responsibility

Aviation is ready to welcome passengers

COVID-SAFE AIR TRAVEL

Airlines and airports have worked together on a set of protocols to minimise the risks of COVID-19 at each stage of your journey, the next time you fly. We want you to travel with confidence, and we all have a role to play in that. Here's how:



More information is available from individual airlines and airports, and www.infrastructure.gov.au. Industry protocols have been developed with regard to Australia Government advice and requirements and international best practice guidance.



World Bank Resources

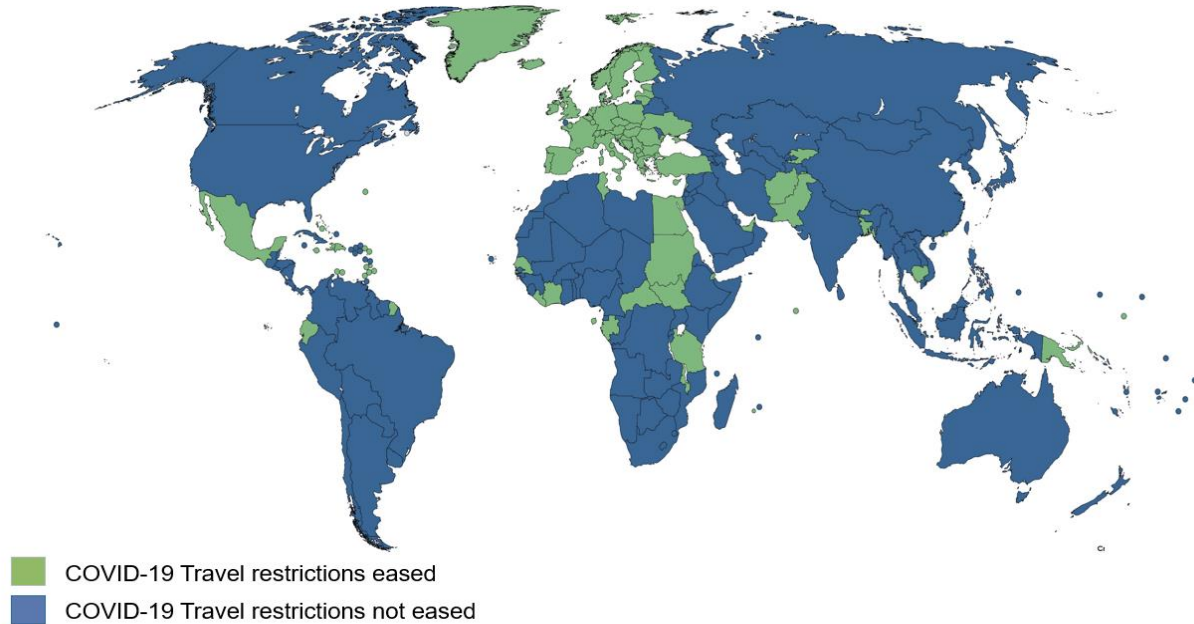
Jessie McComb
World Bank

Safe and Sustainable Reopening of Tourism

Jessie F. McComb
Essentials of Reopening & Recovery Strategies for Island Destinations
Pacific Tourism Organisation (SPTO)
August 5th 2020

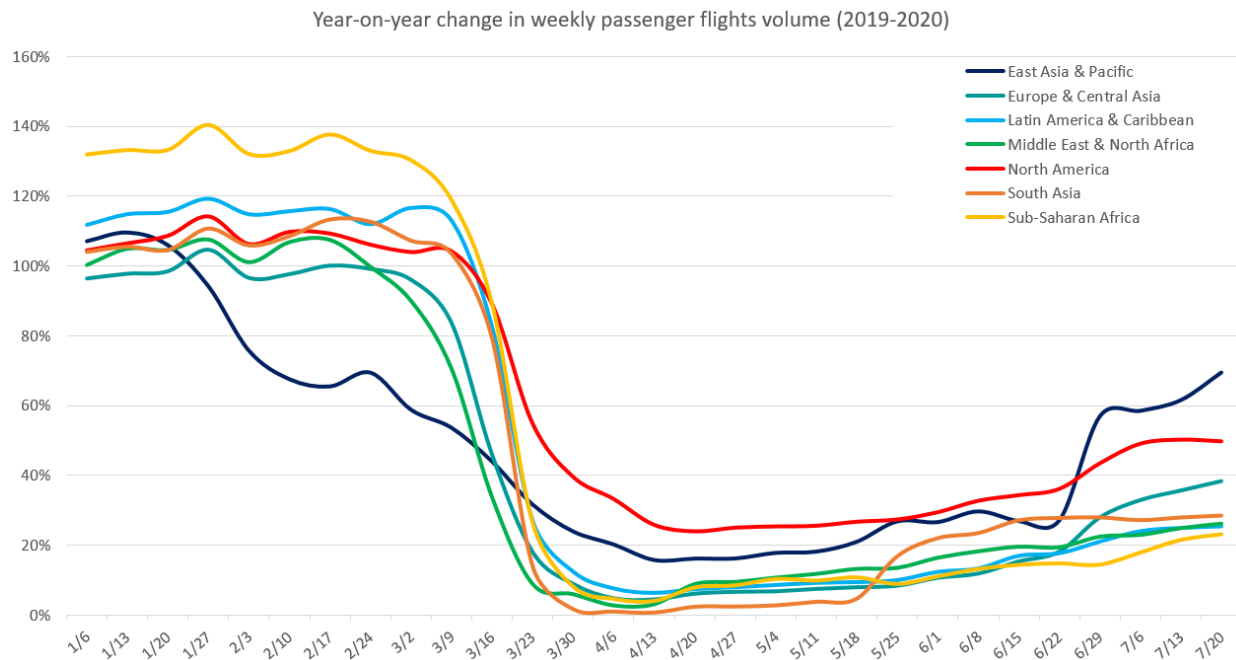
Most of the Pacific and its main source markets still have travel restrictions in place, but they are rapidly evolving.

Destinations that have eased COVID-19 related travel restrictions as of 19 July, 2020



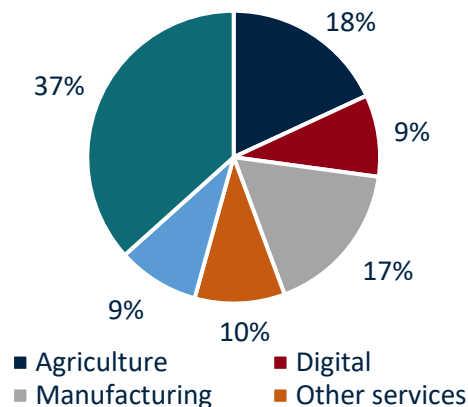
Source: Data compiled by UNWTO as of 19 July 2020

Governments are implementing policies to support reopening and Aviation trends are starting to show some recovery



Source: M&T's Aviation Dashboard

Policy Measures by Economic Sector (%)



Source: M&T Policy Tracker

Structural changes are underway to which destinations must respond...

1. **Increasing focus on health and hygiene** standards will affect traveler experience and supply-side costs
2. **Understanding how demand will recover**
 - Impact of virus in source markets => recovery will be slow and sporadic
 - Role of domestic and regional tourism; leisure, business
 - Groups with higher risk appetite rebound first – high yield, adventure, nature-based
3. **Interpreting changing business models due to consolidation and corporate restructuring including repurposing of assets** to meet new and different demand, reduced scale, different delivery modes and impacts on workforce
4. **Mobilizing innovation and technology solutions impacting distribution and market access** and providing new opportunities e.g. virtual tourism experiences, ecommerce etc.
5. **Guiding public investments in destinations in** to position them for a more sustainable and resilient tourism industry post COVID.

At the same time, Pacific destination must cope with structural issues that existed prior to COVID-19



Even with clear plans, destinations are reopening with varying success

World Bank is addressing the crisis through short, medium and long-term interventions

Short Term Measures (12 months) address crisis: health and firm survival

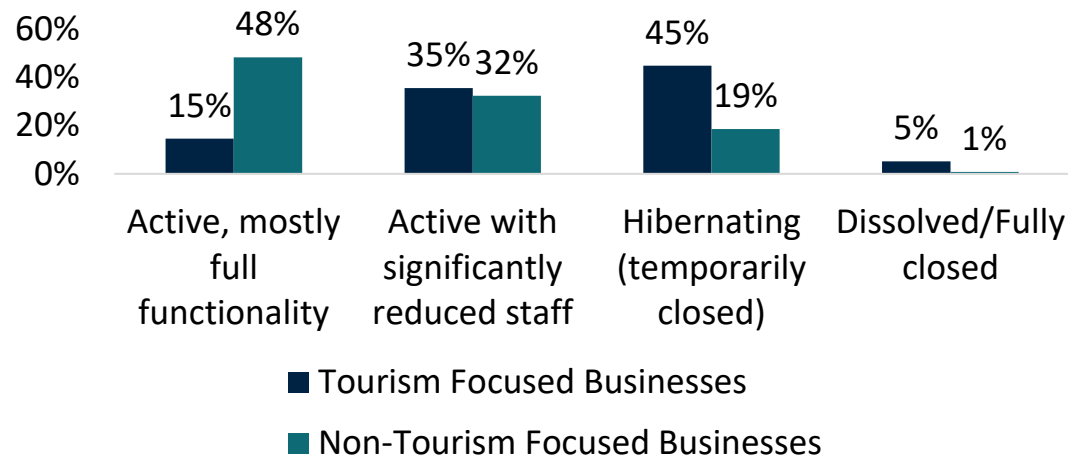
- ❑ **Health responses to adapt and restructure sector and businesses**
 - [Country Best Practice: Singapore SG Clean, Portugal Clean and Safe.](#)
- ❑ **Financial, job-saving responses**
 - Financial support through local banks for fixed costs components of businesses
 - Temporary tax exemptions/reductions
- ❑ **Sector-specific actions**
 - Recovery planning and destination assessments
 - Public investments to enhance existing destinations and safety
 - Digitize licensing, registration and payments
 - Crisis management and communication platforms
 - Access for SMEs to enhanced upskilling tools
 - Improve tourism information and data management systems

Medium Term Measures (12-36 months)

- ❑ **Implement recovery planning to build resilience and sustainability**
 - Circular economy practices and value-addition as volumes may decline
 - Stimuli for product diversification, upskilling in sales and marketing, domestic and regional tourism
 - Update policies, regulations and institutions to build resilience, agility and responsiveness
 - Re-evaluate options for SOEs
 - Boost marketing and promotion budgets
- ❑ **Recovery investment**
 - Recovery plans supported through integrated WBG instruments leveraging grant financing and COVID-19 emergency funds

IFC's Fiji COVID-19 Business Survey

Business impacts are more severe for tourism sector



Estimated financing need per respondent

Media	Tourism Focused	Non-Tourism Focused
Large Businesses	\$500,000	\$300,000
MSMEs	\$30,000	\$15,000

If the situation does not change by November 2020 **29%** of tourism businesses will be **bankrupt**

Respondent Profile

- Over 3,500 businesses responded including 620 tourism businesses
- Predominately in the service sector, agriculture, trade and tourism
- Majority are micro and small businesses



IFC

**International
Finance Corporation**
WORLD BANK GROUP

Creating Markets, Creating Opportunities

Resources

World Bank Global Resources:

<https://www.worldbank.org/en/topic/competitiveness>

World Bank Group in the Pacific:

<https://www.worldbank.org/en/region/eap>

https://www.ifc.org/wps/wcm/connect/region_ext_content/IFC_External_Corporate_Site/East+Asia+and+the+Pacific

Fiji COVID-19 Business Survey:

https://www.ifc.org/wps/wcm/connect/region_ext_content/ifc_external_corporate_site/east+asia+and+the+pacific/resources/fiji+covid-19+business+survey+-+tourism+focus

COVID-19 and Tourism in South Asia : Opportunities for Sustainable Regional Outcomes:

<https://openknowledge.worldbank.org/handle/10986/34050>



ADDITIONAL RESOURCES

Slides, Research & Resources: <https://milespartnership.co.nz/spto-resources>



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[Submit](#)




CASE STUDIES OF COVID 19 RESILIENCE & RECOVERY:

<https://globalallstars.milespartnership.com>


Home Global All-Stars 2020 Past Sessions

STORIES OF RESILIENCE AND RECOVERY FROM AROUND THE WORLD




Discover Puerto Rico's Virtual Events

[Visit](#)




Kentucky Department of Tourism's Video Series

[Visit](#)




Helsinki Marketing's Virtual Events


[Visit](#)



Samoa Tourism's Use of Social Listening



Chattanooga Tourism Company's #ConnectChatt Initiative



Louisiana Travel's Tiny Trips Social Video Campaign

REIMAGINING THE FUTURE OF TOURISM

How 2020 Has Changed Travel Forever, The Future of DMOs

<https://globalallstars.milespartnership.com>

Five Ways Tourism Will Be Changed Forever



Three Ways DMOs Will Be Changed Forever





QUESTIONS, ANSWERS & DISCUSSION



THANK YOU!

**Essential Reopening & Recovery Strategies
for Island Destinations**