

A vibrant tropical beach scene. In the foreground, a large palm tree with lush green fronds leans over a white sandy beach. To the right, a small white boat is beached. The ocean is a clear, bright blue, meeting a deep blue sky with a few wispy white clouds. The overall atmosphere is serene and idyllic.

# **Covid-free New Caledonia opening challenges**

**PECC International Virtual Seminar 2021  
Connectivity and Tourism Recovery from Covid 19**



- French Pacific Overseas Territory
- Local government and Congress
- Population : 271,400 (2019)
- GDP 2019 : 9.9 billion USD / 8.4 billion €
- Archipelago : 18,875 km<sup>2</sup>
- EEZ : 1.3 million km<sup>2</sup>
- UNESCO world heritage site since 2008
- 1 international airport, 10 domestic airports and 1 cruise terminal

# 1. Health status and measures

## Covid-free status

- Quick responses to the pandemic outbreak
  - Borders closure in February 2020 until 31 October 2021
  - Sanitary bubble with Wallis and Futuna stopped (March 2021)
- Weekly flights from Paris (through Tokyo) for French passengers only
- Airfreight and Medical evacuation flights from Paris & Sydney



Loyalty Islands exhibition, August 2020

# 1. Health status and measures

## Official communication and information

- Daily government press releases on crisis management
- Customary authorities supporting Covid-19 prevention measures
- Physical distancing
- Good hygiene / masks
- Covid-19 information and awareness campaigns on TV and radio
- As of 31 May 128 cases treated,

## Covid-19 preventive strategy

- Expert Steering Committee advise on specific Health protocols for travellers
- Systemic Testing roll out
- Mandatory quarantine in hotels (14 days / 7 days for vaccinated travellers from 12 May)
- Vaccination campaign
  - Launched in January 2021- open to all now.
  - Free vaccines provided by French Authorities
  - 42,390 people (2 doses)
  - 48,922 people (1 dose)

## 2. Impacts of Covid-19 on Tourism industry

### 2019 overview

- 130,458 tourists (+21% in 5 years)
- 343,962 cruise passengers
- 1,700 businesses
- 5,300 direct employment
- Revenues : 336.6 million USD / 285 million€



### 2020 buffer measures

- - 92 % air travelers /No cruise ship
- Promoting local tourism
- Financial support from local government
  - Income support programs
  - Subsidies to businesses
  - Social protection and Tax relief measures
- Bank loans with special guarantee from French Central Bank
- MSMEs support grants from French Central Bank

### 3. New Caledonia tourism recovery



[www.newcaledonia.travel](http://www.newcaledonia.travel)

#### Meet future travelers demand

- Sustainable tourism
- Quality products, experience sharing and story telling back home
- Wide-open spaces and outdoor activities
- Close-to-home getaways
- Quality health infrastructure
- An effective Covid-19 management strategy

### 3. New Caledonia tourism recovery



#### Air Caledonnie International

- Local commercial airline :
  - New aircrafts (A330Neo and A320Neo)
  - Crew health protocols
  - Direct connectivity to 7 countries (Australia, New-Zealand, Japan, Fidji, Vanuatu, Wallis & Futuna, and French Polynesia) and more partners
- Short-stay visa required  
Except for : EU, Australia, Canada, Japan, New-Zealand, Singapore citizens...
- **Target markets :**  
Australia, New Zealand, Japan

### 3. New Caledonia tourism recovery

#### La Tontouta International Airport

- Airport Carbon Accreditation (February 2018)
- 8,000 m2 solar farm project
- Covid-19 risk management matrix (Protection – Screening – Distancing – Cleaning – Information)
- Airport Health Accreditation (May 2021)- 1<sup>st</sup> step for destination “safe travels” stamp





### 3. New Caledonia tourism recovery

Public sector restores confidence before borders re-opening by January 2022

- Implement a vaccination certificate
- Develop a traveler traceability platform and adopt Covid-19 self-testing
- “Safe Travels” stamp recognition by the World Travel and Tourism Council



Private sector innovates for the New Normal

- Adopt crisis management mechanisms through tailored safety protocols
- Flexibility (cancellation and reimbursement policies)
- Build a skilled workforce and business capabilities
- Implement cultural / creative experiences, biodiversity conservation, strengthen social and gender inclusion, for beneficial of communities

# THANK YOU FOR YOUR ATTENTION

## CONTACT DETAILS



[www.cci.nc](http://www.cci.nc)

**Government of New Caledonia**

<https://gouv.nc/coronavirus>

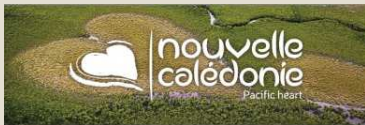


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[www.newcaledonia.travel](http://www.newcaledonia.travel)  
[Visa-information](#)

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