

SOUTH PACIFIC CRUISE FORUM

TAHITI 2015, OCTOBER 16-17



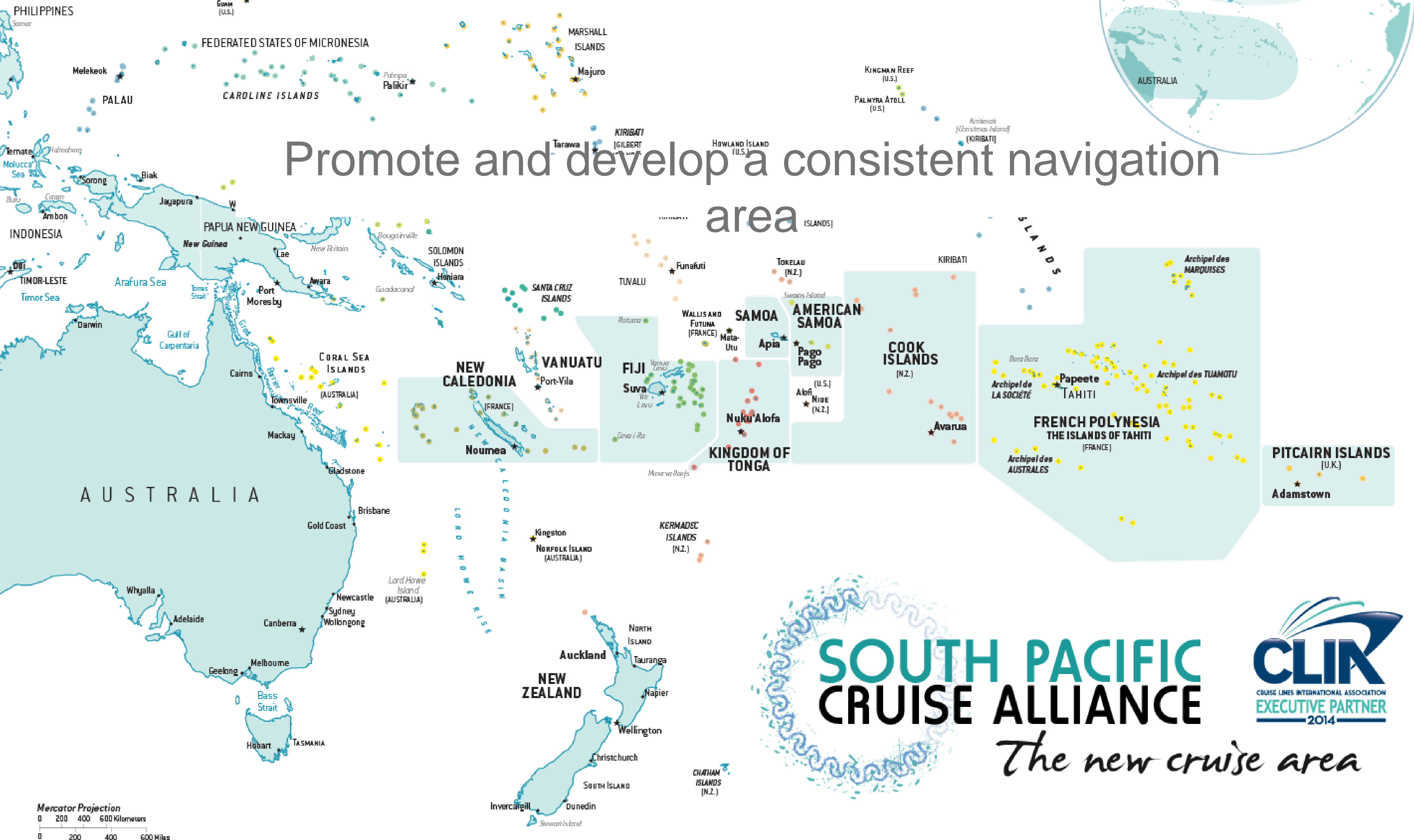
Cruise market

overview and forecast

South Pacific Cruise Alliance

- Economic cooperation between **8 South Pacific Islands Countries and Territories** for a dynamic and sustainable development in the field of Cruise Tourism.





Promote and develop a consistent navigation area



A Global trend

- Through regional references:
 - Cruise the St Lawrence
 - Cruise Down Under
 - Cruise Baltic
 - Atlantic Alliance
 - Southern Carribbean Cruise Alliance
 - Celtic Cruise
 - Cruise Europe
 - Med Cruise...
- SPCA was initiated in 2010 and officially launched in 2011.





Cohesion • Consistency • Constancy



Gather

to insure visibility

Regional cooperation

- Relationship with
South Pacific Tourism Organisation
Cruises Lines International Association
Pacific Funds [French Government]
Cruise New Zealand



- **PCMRI** Pacific Cruise Market Research and Intelligence Report
- **PCTDS** Pacific Cruise Tourism Development Strategy 2015-2019

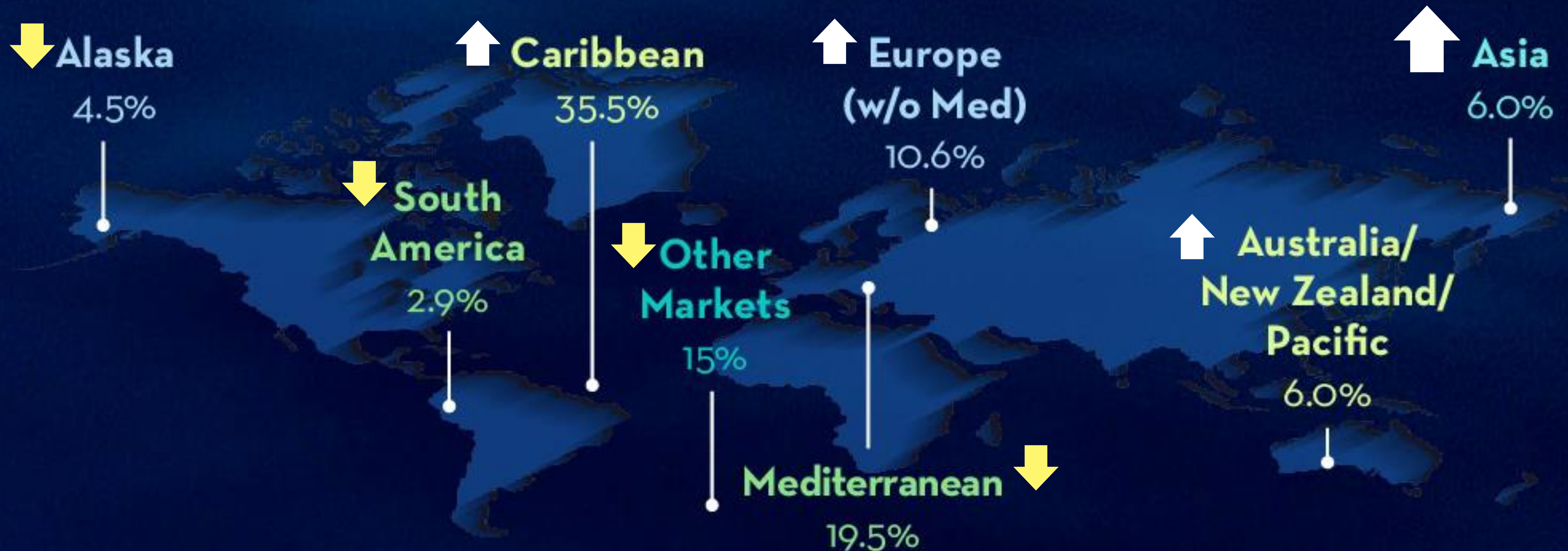


‘An Offensive Strategy’



CRUISE CAPACITY DEPLOYMENT

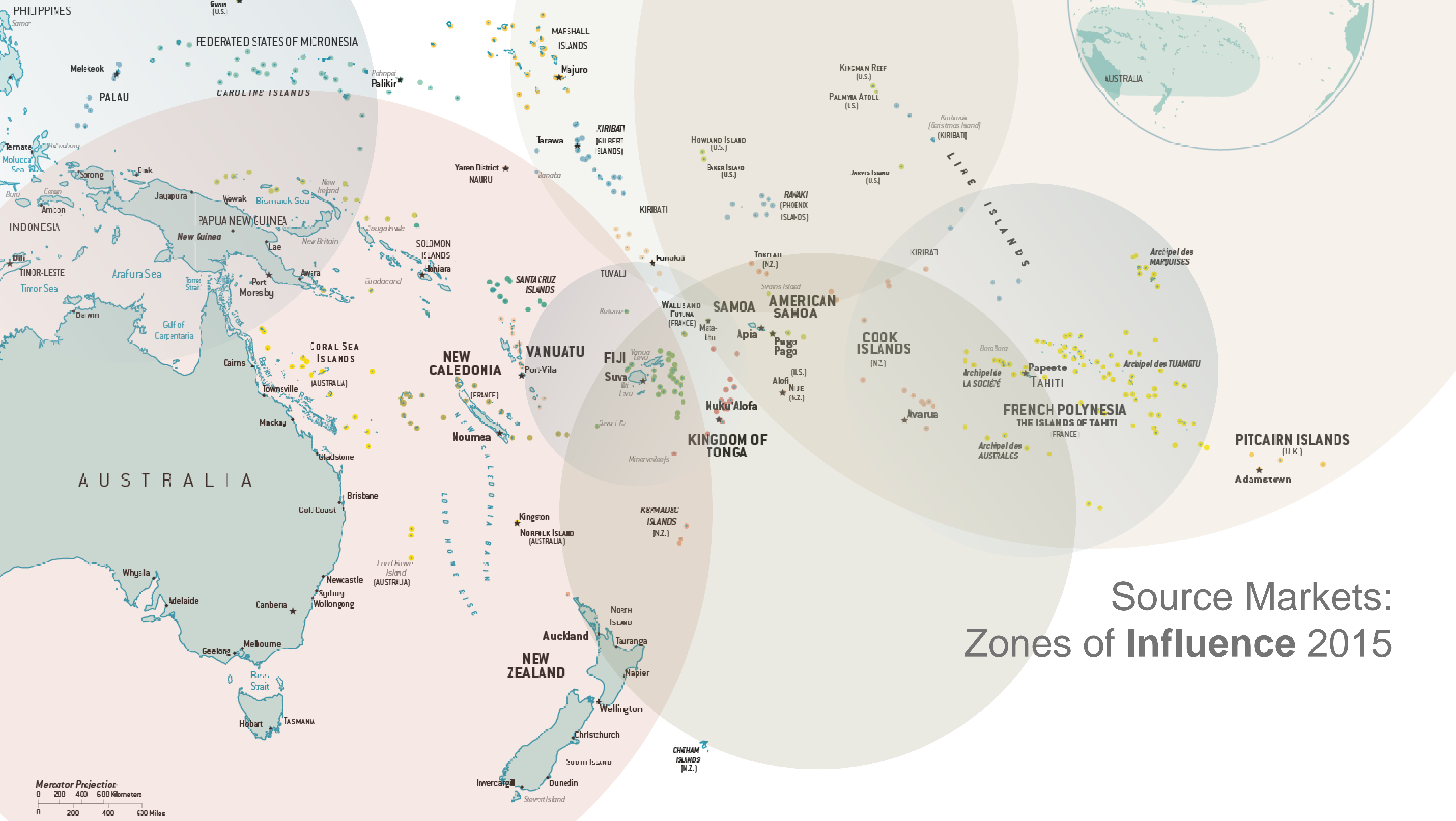
% of Available Bed Days Scheduled²

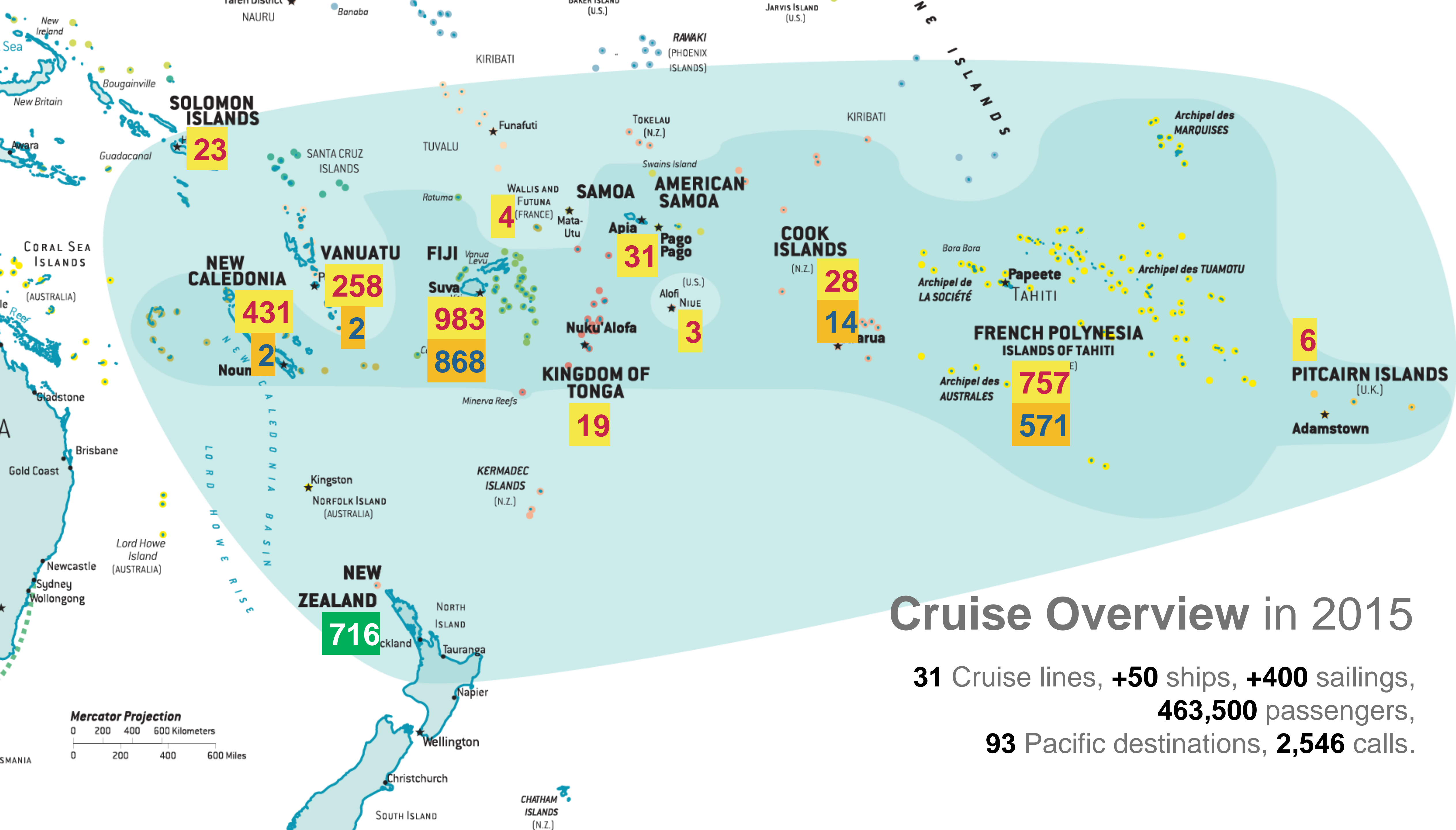


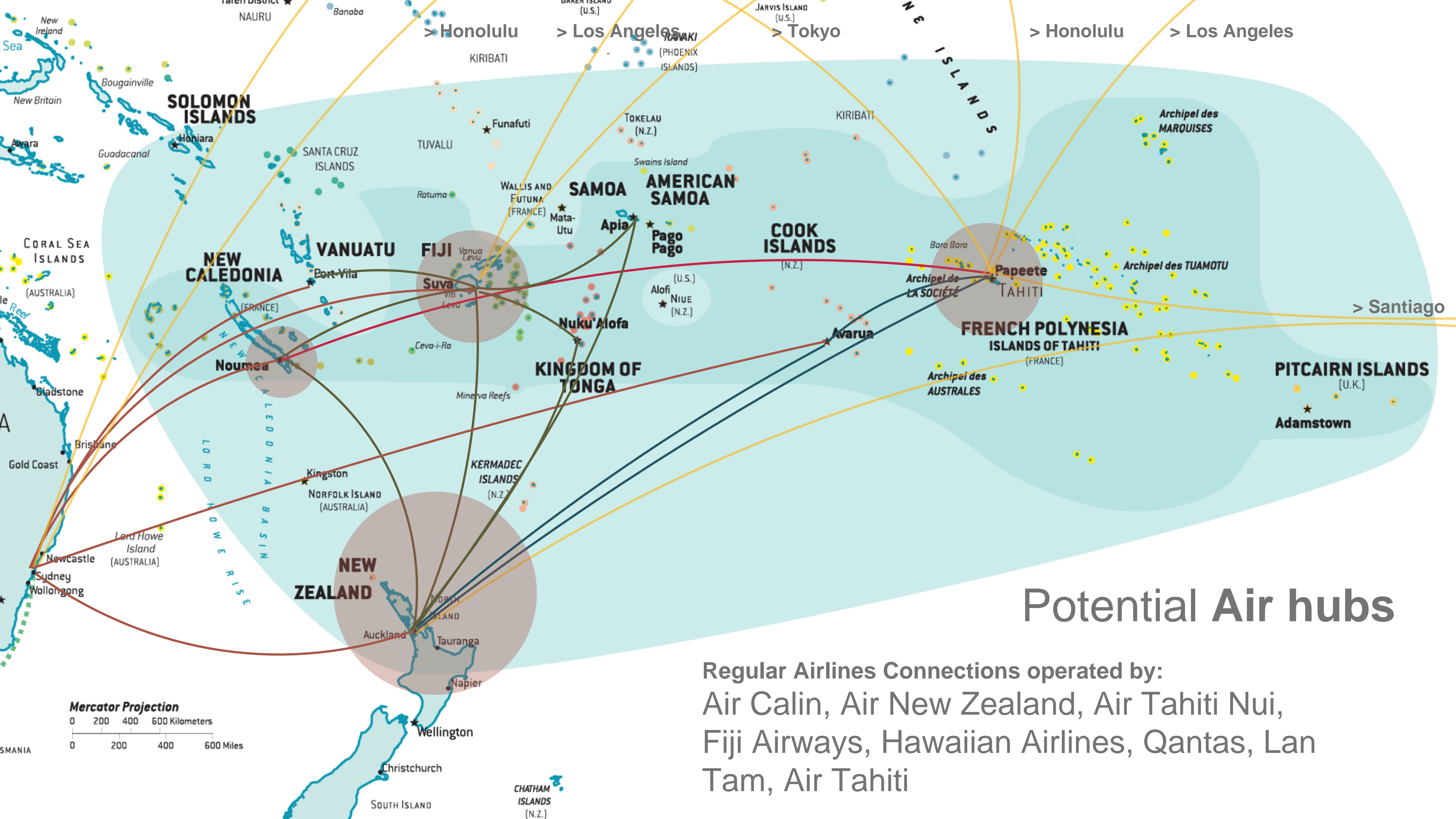
¹ As identified through December 19, 2014

² Scheduled as of September 30, 2014

³ Projected as of January 27, 2015

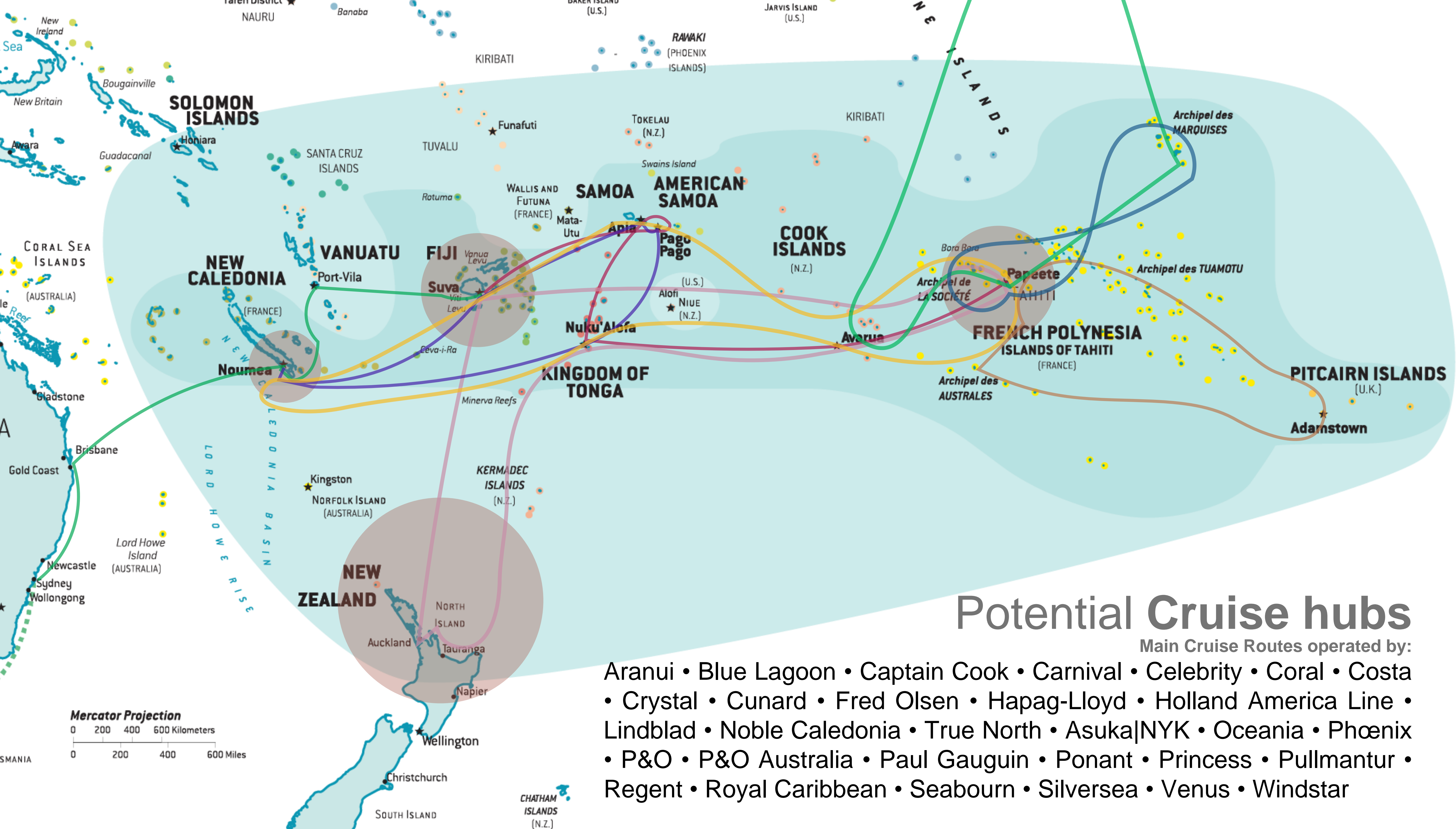


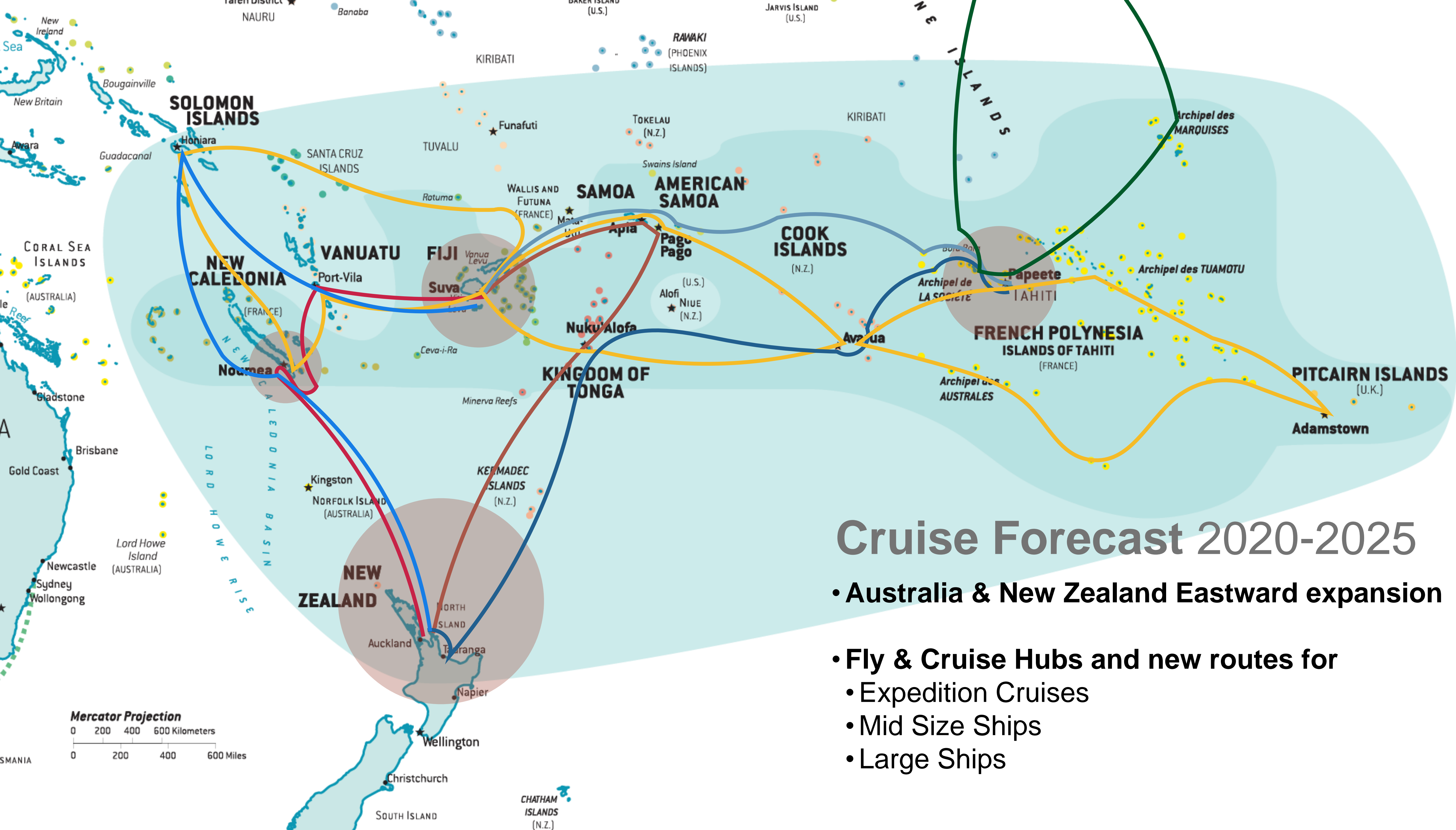


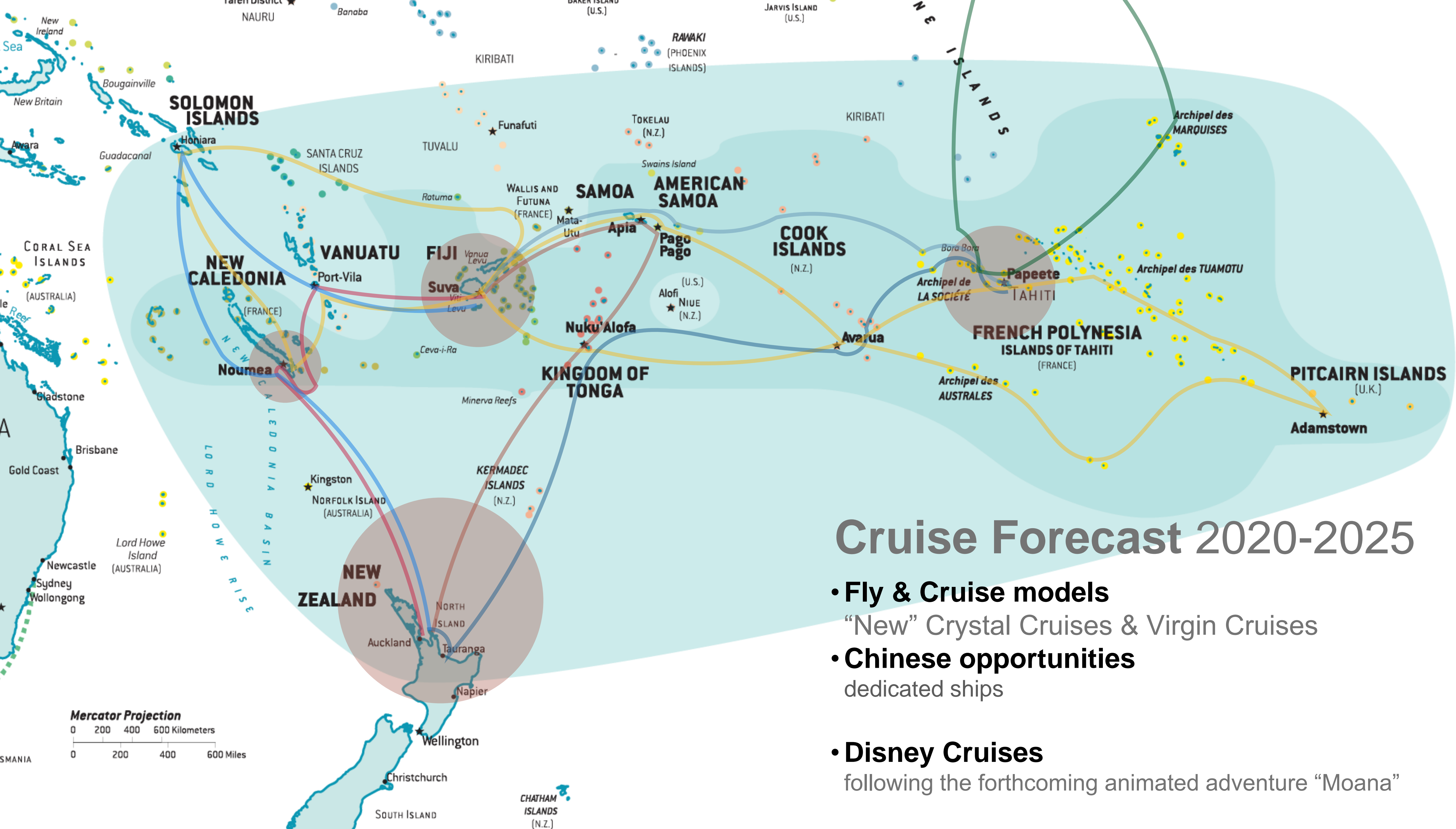


Potential Air hubs

Regular Airlines Connections operated by:
Air Calin, Air New Zealand, Air Tahiti Nui,
Fiji Airways, Hawaiian Airlines, Qantas, Lan
Tam, Air Tahiti







The Targets

- A necessary **IMPULSION** towards our destinations to establish :
 - **Common Structuration Heading,**
 - **Display** and a **Coordinated Marketing** towards **Cruise Lines Operators**
 - **Initiate a Starting point** for **Offensive and Pro-active actions**
- more **Cohesion** • more **Consistency** • more **Constancy**



Cooperation and Regional Structuring

- based on a strong and essential maritime expertise
- SPTO-SPCA distribution & partnership proposal:
 - Shoreside: travel agents training, destination education & Shorex improvement
» **SPTO**
 - Seaside: port operations, infrastructure development plans, itinerary planners
» **SPCA**





SOUTH PACIFIC CRUISE FORUM

TAHITI 2015, OCTOBER 16-17

Thank you for your attention

Organized by:

SOUTH PACIFIC CRUISE ALLIANCE

*The new
cruise area*

Country and Destination members:



In partnership with:



French Polynesia



FONDS PACIFIQUE



ASSEMBLÉE DE LA
POLYNÉSIE FRANÇAISE

TAHITI
TOURISME

In association with:



Supported by:



Media Partner:

