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SPTO WEEKLY NEWSLETTER UPDATE
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Regional News



Pacific Regional Tourism Capacity Building Programme (PRTCBP)



SPTO and SPC support Niche Tourism Segment in Niue

Secretariat of the Pacific Community [SPC] in collaboration with SPTO and Niue Tourism conducted a two week Sport Fishing Development Workshop in Niue. SPTO and FAME (Fisheries, Aquaculture & Marine Ecosystems) Division of SPC have a common interest to develop community-based sport fishing in the tourism sector. The two organizations believed that coastal sport fishing is a potential niche market and its development in the region does not only require a gradual and careful approach, but also guidelines aimed at policy makers and prospective operators to follow and understand, the successful implementation of sport fishing operations. At the margins of the workshop, SPTO made a membership drive presentation to all tourism operators and stakeholders and also explained the current and future marketing and tourism development programs that will benefit Niue, especially in the Niche Market segment. [Read more](#). *Pictured [center in yellow & black] SPTO Membership Services Manager Ms. Ruslia Drekeni with workshop participants in Niue.*

Shark-Dive Tourism in Fiji Worth Millions a Year

A new analysis by the Australian Institute of Marine Science and the University of Western Australia concluded that in 2010, shark-related diving contributed \$42.2 million (\$73 million Fijian) to the economy of Fiji. Shark-diving operations generated \$4 million that year for Fijian communities through salaries and local levies. "This study clearly shows the role sharks and tourism play in the economy of Fiji," said Jill Hepp, manager of global shark conservation at the Pew Environment Group. "Fiji has a significant financial incentive to declare a shark sanctuary and solidify its reputation as one of the top diving destinations in the world." [Read more](#). (Source: *Environmental Protection* 19 April 2012)

Visitor arrivals in Fiji up by 3.4pc

Visitor arrivals in the first month of this year totalled 50,107 a 3.4 per cent increase over the previous year. The Fiji Bureau of Statistics said visitor numbers increased for China, New Zealand and Australia. China recorded 2749 from 1542 visitors in January, 2011 or an increase of 127.8 per cent. New Zealand visitors totalled 5661 from 4627 in January 2011. Australia, our main market increased arrivals by 2.2 per cent with 26,288 visitors. [Read more](#). (Source: *Fiji Times/PACNEWS Business News* 16 April 2012)

Small And Medium Enterprise Market Access Project

Pacific Islands Trade & Invest and South Pacific Tourism Organisation, in association with the Cook Islands Tourism Commission is proud to be offering the tourism industry of the Cook Islands an exciting new program designed to help tourism operators improve their online marketing and distribution. The project aims to get as many accommodation providers as