



PACIFIC
SUSTAINABLE
TOURISM
COMMITMENT



PACIFIC TOURISM
ORGANISATION

Empowering Resilience:

Building a Shared Vision for
Sustainable Tourism in the Pacific

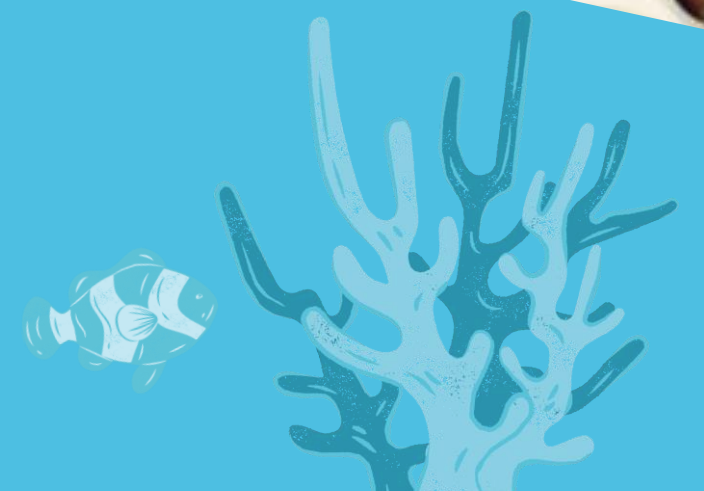
Penny Spoelder



Tourism is vital for the Pacific region

- fuels economic growth
- job creation
- income for communities

The Pacific Tourism Organisation (SPTO) is the mandated organisation representing tourism in the region and working with 21 nations



The Pacific Region faces significant challenges



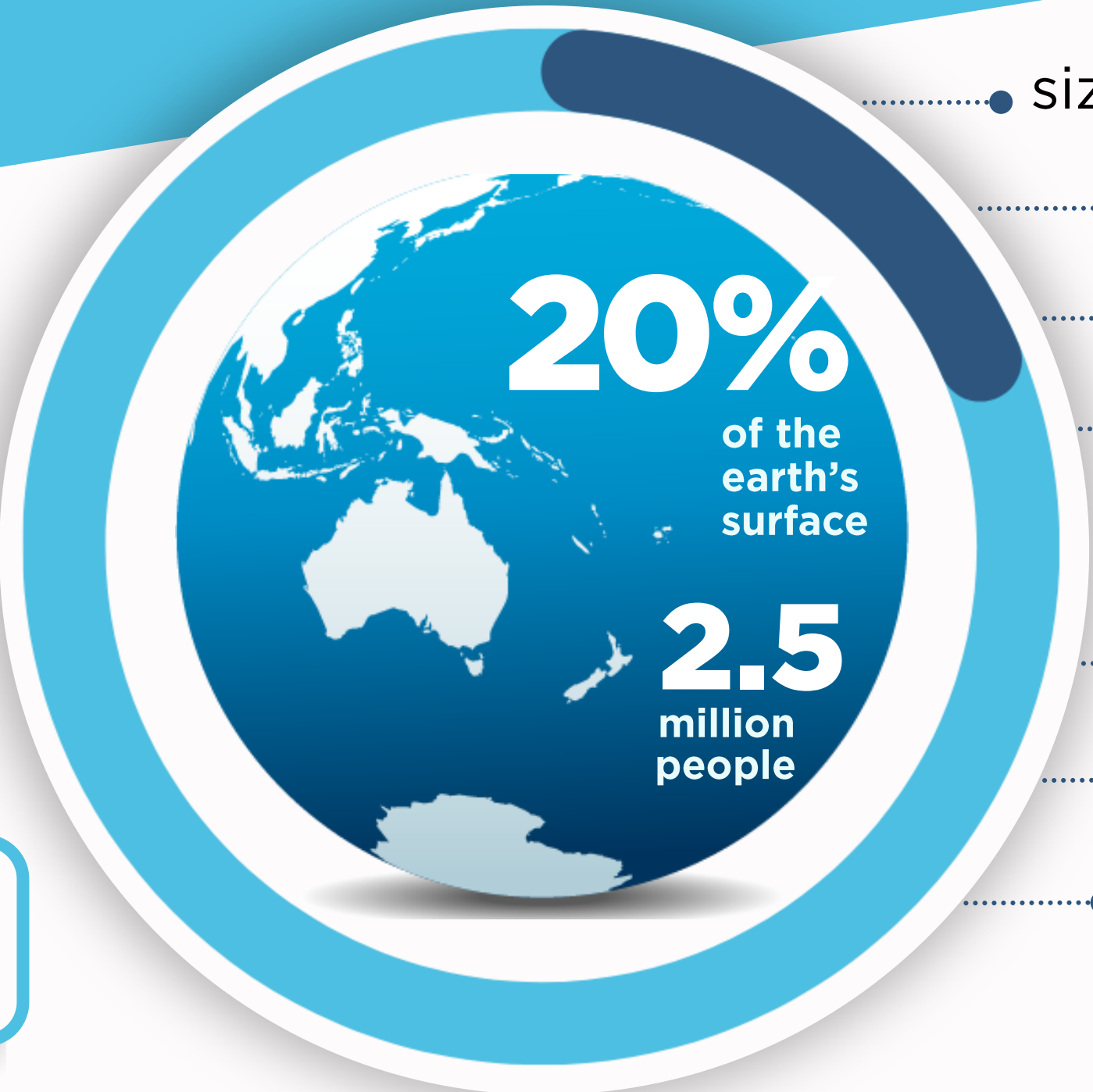
Stakeholders with competing priorities



Lack of incentives for sustainable tourism



Different starting points



.....● size & location

.....● economics

.....● natural disasters

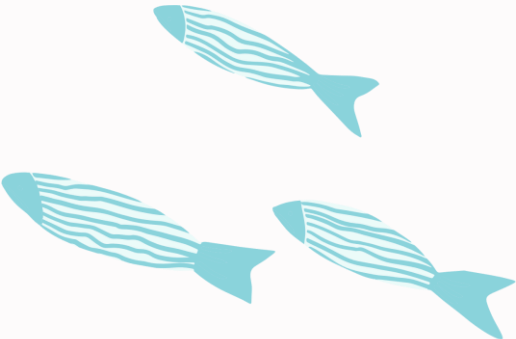
.....● product diversification

.....● resources

.....● climate

.....● environmental

.....● infrastructure





2021

Coalition of Sustainable Tourism Leaders



PACIFIC TOURISM ORGANISATION

- 19 SPTO member nations
- Private sector rep's
- Industry associations
- Civil society organisations
- Regional agencies
- Development partners
- Global agencies



To develop a shared vision and framework for sustainable tourism across the Pacific

Industry



Existing regional & national agencies



Communities & NGOs



Global experts



Development agencies & enablers



National tourism authorities



Pacific culture, traditional knowledge



Vision for 2030



Goal 1

Prosperous
& resilient
economies



Goal 2

Thriving
& inclusive
communities



Goal 3

Visible
& valued
cultures

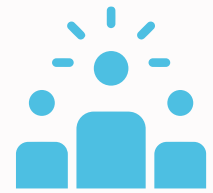


Goal 4

Healthy
islands
& oceans



The Pacific Sustainable Tourism Policy Framework



**Vision
Policies
Actions**

The Council of Tourism Ministers commit to elevate sustainable tourism as a regional priority for environmental, socio-cultural and economic development



The Flow on Effects



A Regional Framework and Action Plan

Destination and Industry Standards

GSTC Recognised

Pacific Sustainable Tourism Statistics and Indicators Strategy

Sustainable Leadership Summit and Youth Forum (Annual)

The Flow on Effects



Global Recognition



**2023 Commonwealth Secretary
- General's Innovation Awards**

