

Overview of Fari'ira'a Manihini 2022-2027

Where are we coming from?

Where are we?

Where are we going to?

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Tourism development strategy of French Polynesia, 2015-2020

- 1995: Progress Pact, tourism identified as major economic development engine, providing the essential of the country own resources.
- 2014: EDF to finance tourism development
- 10 years of reflexion which dynamism but no real action plan or framework.

SWOT (Political will to place tourism at the heart of a society project)

STRENGTHS	WEAKNESSES
<p>Persistent MYTH Important natural capital to value Secure society French Touch in the Pacific</p>	<p>Society not in phase with the myth Weak vision and strategic coherence Lack of sector structuration Tourism model too much duplicated</p>
OPPORTUNITIES	THREATS
<p>Natural resources to An identity lift by sustainable development values Growth potential for employment and revenue</p>	<p>Environment quality degradation risk Westernisation of way of living Instable political and administrative organisation</p>

Methodology

- Phase 1: Framework definition
- Phase 2: Research and Benchmark
- Phase 3: Consultation
- Phase 4: Taskforce (Revenue, Employment, Supply)
- Phase 5: Diagnostic
- Phase 6: Report

The strategic positioning "Human Nature" highlights the Polynesian: its culture and its natural environment

Three strategic axes have been selected,

bringing together 134 actions in total (hemselves broken down into sub-actions).

- Affirm the destination, through promotional and marketing actions and strategic intelligence
 - Establish the conditions for the development of tourism, by structuring the activities of the sector, the development of infrastructures, professionalization and training, the development of tourist products and appropriate regulations
 - Restructure governance, by organizing consultation and the necessary public structures
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- This is an inter-ministerial action plan whose general objective is to promote the development of sustainable tourism, the well-being of the population while placing the Polynesian at the center of the development of the country's first industry. (52.7 billion XPF).
 - Europe supports French Polynesia in its tourism development through the 11th EDF (European Development Fund), intended to participate in the financing of the strategy to the tune of 29.95 million euros (3.57 billion XPF).

COVID-19 RESET

- Tourism in French Polynesia
 - GDP: 8% if State transfers included, 12% if market sector only, 17% with indirect and induced impacts
 - Tourism revenue: 75 billions XPF (approx 760 millions USD)
 - 82% of FP resources
 - 7,5% of the businesses
 - 1.55 billions USD turnover (16,4%) not included other connected sectors
 - 18% of the workforce
 - About 2 000 self-employed

Crisis management

- Phase 1: Health – Lockdown, repatriation, health protocols
- Phase 2: Relief – economic relief plan, reopening protocols
- Phase 3: Recovery – New strategy

- Methodology:
 - Participative task force

FARI'IRA'A MANIHINI 2022-2027

A new strategy for the period 2021-2025 must be defined.

This strategy must lead to a territorial distribution of flows in the islands of Polynesia while preserving the environment, the quality of life, the culture and the daily uses of Polynesians.

A collaborative and participatory approach was adopted by the Ministry of Tourism. Everyone's opinion is required: private and public actors, individuals, professionals, associations... « Participate in the definition of the Fāri'ira'a Manihini 2025 strategy by creating your own collaborative project on a theme of the tourism sector that interests you or by joining a collaborative project

A context study of tourism over the past 5 years

The objective of each project is to succeed in developing recommendations for action

Framework Committee with the aim of developing the architecture of the new 2021-2025 strategy.

The mediator, assisted by a team in charge of coordinating the various phases of implementation of the strategy, guarantees the smooth running of collaborative projects