

FRAMEWORK FOR PACIFIC REGIONALISM – REGIONAL INITIATIVE TEMPLATE

Please complete each section below.

1. Contact Details

Please provide the following contact details:

Name of individual or group submitting initiative

New Zealand Samoa Trade & Investment Commission

Name and position of primary contact

Fatu Fuatavai
Chairman

Email address

Phone number

Fax number

Mailing address

2. Name of Initiative

Encourage greater tourism into the region – regional coordination

3. What is the common regional issue or challenge that this regional initiative aims to address?

You may also want to address the following: What are the causes of this issue? Are there links to national, regional or international goals/policies?

Please limit your response to no more than 750 words.

Greater coordination to promote the Pacific regionally as a great destination for global tourists
Increase flights with airline companies and ideally, direct flights to key destinations make for a greater tourist experience
A coordinated approach amongst tourism agencies in the region

4. Briefly describe this regional initiative

You may also want to address the following in this section:

How would this initiative contribute to a positive change to the region?

Who are the main beneficiaries?

How would the initiative contribute to the vision, values and objectives of the Framework for Pacific Regionalism?

Has the initiative been carried out previously?

What are the key risks in implementing this initiative?

Are there any complementary projects and programmes that are currently active?

Please limit your response to no more than 750 words.

Increasing tourism will increase spending in the region by tourists – the Pacific is a beautiful destination and is not marketed or promoted well as a region. The better tourism countries can provide best practice approaches to increase tourist.

5. Why does this initiative require the attention of the Leaders of the Pacific Islands Forum?

Please consider whether this initiative requires the attention and consideration of the Leaders of the Pacific Islands Forum in order to be implemented and outline why this is the case. Could it not be overseen or implemented at the level of Ministers, officials or by a regional agency?

Please limit your response to no more than 750 words.

To keep tourism at the forefront of economic development initiatives for the region. To showcase the best of the Pacific to the globe. It requires greater leadership and coordination.

6. Attachments

Please attach additional information in support of this initiative.

Please attach no more than 3 pages.

7. Uploading initiatives to the Forum Secretariat website

In line with the process outlined in the [Framework for Pacific Regionalism](#), all submitted initiatives, inclusive of all attachments, will be publicly available via the Forum Secretariat website.

8. Guidelines and Contact Details

For further information on completing this template, consult the submissions guideline below or contact Pacific Regionalism Adviser Joel Nilon at the Forum Secretariat: