



PRESS RELEASE

SPC announces partnership with South Pacific Tourism Organisation

Thursday 3 November 2011, Secretariat of the Pacific Community (SPC), Noumea, New Caledonia –

The Secretariat of the Pacific Community (SPC) and the South Pacific Tourism Organisation (SPTO) today signed a Memorandum of Understanding (MOU), committing to working together for the benefit of the region's tourism sector.

SPC Director-General Dr Jimmie Rodgers and SPTO Chief Executive Officer Mr Ilisoni Vuidreketi signed the MOU at SPC's headquarters in Noumea, New Caledonia where high level foreign affairs officials from 22 PICTs are attending the Committee of Representatives of Governments and Administrations (CRGA), the annual meeting of SPC's governing body.

Under the MOU, the two intergovernmental organisations will work closely to ensure enhanced delivery of services to their fourteen common members: Cook Islands, Fiji, Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Samoa, Solomon Islands, Tahiti, Tonga, Tuvalu, Vanuatu and Papua New Guinea.

'Starting this year, SPC and SPTO will develop joint programmes in areas of mutual interest, including, but not limited to, infrastructure, private sector, and human resources capacity development, which have an impact on the tourism sector,' said Dr Rodgers.

The two organisations will develop greater synergies and cooperation with planned and existing activities to provide better delivery of services at national and regional levels.

'SPC and SPTO will work together in areas of importance to island countries and territories that require balancing developmental and tourism outcomes, such as in ecosystems management, conservation and culture,' he said.

Mr Vuidreketi added, 'The Pacific's unique cultural heritage, which is a living culture I might add, is a strong selling point for our tourism sector. We look forward to drawing on SPC's extensive knowledge and expertise in the preservation and promotion of Pacific culture to international tourism markets.'

For more information, please contact:

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Caption: SPC Director-General Dr Jimmie Rodgers with SPTO Chief Executive Officer Mr Ilisoni Vuidreketi.

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