EAST NEW BRITAIN TOURISM AUTHORITY

OBJ: GROWING THE LOCAL ECONOMY THROUGH SUSTAINABLE TOURISM DEVELOPMENT

TARGET GROUP: RURAL COMMUNITIES
1. PROVINCIAL DEVELOPMENT PLAN 2011-2021
2. NATIONAL MASTER PLAN (TPA)
3. ENB TOURISM MASTER PLAN 2017 – 2022
4. TOURISM ACT 2017
5. IMPLEMENTATION STRATEGY
STRATEGIC TOURISM CLUSTER HUBS

- Pomio
- Rabaul / Kokopo
- South Coast
- Islands
- Inter land
THE TOURISM HUB
IDENTIFIED DEVELOPMENT PROJECTS

• 18 HOLE GOLF COURSE AND HOTEL DEV IN KOKOPO – CRUISE SHIP WHARF

• DIVE & FISHING LODGES ON REMOTE ISLANDS

• GAME HUNTING, TREKKING / CULTURAL VILLAGES/ NATURE

• VOLCANO / MOUNTAIN CLIMBING

• CAVING, SINK HOLES, UNDERWATER RIVERS

• WHITE WATER KAYAKING

• WAR RELICS / HISTORY
SUCCESS STORIES

• PROVINCIAL TOURISM MASTER PLAN
• PROVINCIAL TOURISM ACT 2017
• CRUISE TOURISM 13 C/S 2015 – 19 C/S 2016 – 20 C/S 2017
• TREKKING - 70 km RUGGED TRACK
• COMMUNITY PARTICIPATION (TOURISM SITES)
• MASK FESTIVAL & WARWAGIRA (PRIVATE SECTOR)
TRAINING & CAPACITY BUILDING

• HIGH SCHOOL - TOURISM & HOSPITALITY  
  (INTRO TO TOURISM & HOSPITALITY)

• TEVT TRAINING – CERTIFICATE PROG

• COLLEGE LEVEL - DIPLOMA PROG

• UNIVERSITY LEVEL - DEGREE & MASTER PROG
  UNRE/GRIFFITH UNI – BRISBANE AUST  
  (EXCHANGE PROGRAM)