Ministry of Tourism
And Labor,
In charge of International
Transportation and
Institutional relations

Innovation and Digital transformation
New opportunities in the sustainable tourism era

31st March 2021
French Polynesia

- Oversea collectivity of the French republic
- 5.5 million km² (as vast as western Europe or 49% of continental US)
- 118 islands, 5 archipelagoes, 67 islands inhabited
- 278,400 people as of December 2019, 70% on Tahiti
- 43 airports
- 25 main touristic islands

- 3,652 businesses (7.5%)
- 11,897 employees (17.7%)
- About 2,000 self-employed
- 12% GDP (18% indirect and induced impacts)
Purposes: connect Tahiti to the world/connect the islands
Honotua domestic: 5 islands/245,000 inhabitants/70% tourism traffic
Natitua north: 20 islands/25,000 inhabitants/29% tourism traffic
Connecting the islands

**HONOTUA, 2010, USD 90 000 000**
Los Angeles-Hawaii-Tahiti

**HONOTUA domestic, 2010**
Tahiti-Moorea-Huahine-Raiatea-Bora Bora

**NATITUA North, 2018, USD 64 800 000**
Tahiti-Kaukura-Rangiroa-Fakarava-Manihi-Makemo-Hao-Takaroa-Hiva Oa-Nuku Hiva + 10

**MANATUA, 2020, USD 21 600 000**
Tahiti-Rarotonga-Aitutaki-Niue-Samoa

**NATITUA South, 2022, USD 15 000 000**
Tahiti-Tubuai-Rurutu

**Asia-Tahiti-Rapa Nui-Chile**
Tourism Forum USD200 000

Youth, unemployed and entrepreneurs
- Workshops
- Conferences
- International speakers
- 4 areas: Digital, Creation, Training, jobs

Digital area:
- Tourism contest winners
- Digital contest winners
- Polynesian tech projects
- PRISM projects
**Tourism business project contest**

**USD 150 000**

Entrepreneurs

11 jury members: 5 private, 5 public, Ministry

7 prizes: USD 50 000, USD 40 000, USD 30 000, USD 5 000 x 4

**Arioi Expérience:** Sharing cultural experiences

**Tahiti Wifi:** internet provider

**Destination Marquises:** Promotion and cultural experience

**Tahitian Trip:** Digital app

**Tahiti Legends:** VR and App

**Taputapuatea VR:** VR on site

**Fenua Explorer:** digital app
Tourism Award
USD 200,000

Companies, influencers

9 jury members

8 categories

Encourage digital tools and transition
Other incentives for innovation

POLYNESIAN TECH
Employers unions
- Forum on digital projects
- Digital project contest
- Smart Polynesia
- Tech 4 Islands

PRISM
Chamber of Commerce
- Training
- Mentorship
- Incubation

DIGITAL BUSINESS PROJECT CONTEST
Ministry in charge of Digital
- Apetahi App
- Hiking App
- Cultural experience app
# Incentives for digital transition

<table>
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<tr>
<th>Program</th>
<th>Target audience</th>
<th>Value (USD)</th>
<th>Eligible expenses</th>
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<tr>
<td>ACI: Internet Connexion</td>
<td>Association, SME, Self-employed</td>
<td>3 000/ 2 000</td>
<td>Internet connection, Hardware</td>
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<tr>
<td></td>
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<td>1 500</td>
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<tr>
<td>AID: Digital inclusion</td>
<td>Association</td>
<td>3 000</td>
<td>Internet connection</td>
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<td></td>
<td></td>
<td>4 000</td>
<td>Hardware</td>
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<tr>
<td>DAD: Digital grant</td>
<td>Digital transition</td>
<td>40 000</td>
<td>New digital solution</td>
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<td></td>
<td>Startups develop</td>
<td>40 000</td>
<td>Business plan</td>
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<tr>
<td></td>
<td>Product develop</td>
<td>20 000</td>
<td>New product</td>
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<tr>
<td>Tax exemptions</td>
<td>Operators</td>
<td></td>
<td>Hardware</td>
</tr>
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Domestic tourism

Domestic campaign « Support our Tourism »

International tourism

Campagne Sunnier Days Ahead
Don’t Cancel, postpone Tahiti Comes To You

Teasing Border reopening

Campagne « Reconnect with the World with The Islands of Tahiti »

Online consumer fair

Foire de Tahiti
Offers on Tahiti Tourism.pf
Awareness program

Sanitary and health protocol guide

Awareness video on health and sanitary recommendations

Online flyers

Domestic campaign
Awareness program on TV with HINA (jul - sept)
2nd part (roll out in october)

B2C and B2B press release and information on COVID19 situation (international and domestic)
Data collection: origin, distribution in the islands, distribution by type of accommodation, duration of stay, ...
ParauParau Tahiti – PPT Online 2021: Virtual Trade Show

ParauParau Tahiti-PPT is the main B2B event organized in Tahiti by Tahiti Tourisme to allow sellers to meet with international buyers.

In 2020, the event was cancelled due to the pandemic.

Connection with our international partners and ensuring that The Islands of Tahiti remain top-of-mind amongst the distribution network is more important than ever.

In 2021, Tahiti Tourisme is organizing the first virtual edition of the event to allow sellers to meet with buyers from 19 markets.
VIRTUAL BOOTHS WITH DIRECT INTERACTIONS
In the current Covid19 context and with the tightening of sanitary restrictions, it is becoming increasingly complicated to organize face-to-face show/events.

As a result, the yearly tourism consumer shows organized by *Tahiti Tourisme* to boost domestic travel were implemented via *Tahiti Tourisme’s* domestic website (with online special deals displayed by local tourism providers).

Consumers were able to *go through all online special deals and contact the local providers directly* to organize their domestic trips and benefit from the offers.
A Government initiative to boost domestic travel by increasing residents’ purchasing power and support local tourism providers while the borders are closed and international travel is halted.

Domestic Travellers who can prove they have booked a trip in the islands can benefit from an E-wallet (online travel vouchers) to spend with all tourism providers who have joined the initiative.

Tīteti ‘Āia: travel vouchers to boost domestic tourism