Innovation and Digital Transformation:
Advancing the Agenda
in Partnership with SPTO
SPTO Digital Economy Pacific Tourism Initiative 2021-2024

Three year programme: Objectives

- Transition SPTO to a digital-driven organisation
- SPTO as a central driver of digital marketing excellence, starting with individual NTOs
- Transition of NTOs to be digital-first
- Why a NZ priority? Build Pacific economies, efficiency, accelerated COVID-19 recovery
Phase 1 – Completed October 2020

- Analysis of latest best practice: Digital Comms and Destination Marketing
- Digital Audit and Gap analysis of Pacific NTOs
- SPTO Capability Assessment
- Recommendations: 2 work-streams
  1. SPTO Leadership - underway
Performance Assessment Criteria

Capacity and capability

• Strategic marketing capability; adaptation to a ‘digital-first’ comms landscape
• Digital tactics
• Skills & technology available

Baseline gap analysis

• Quality of technology tools and channels
• Dedicated digital budget
• Leadership commitment to digital marketing
• Team size and capabilities
• International Benchmarks

• Also destination factors: air access, total budget, population, visitation levels, education, cultural differences
Defined three tiers of Pacific NTOs:

- Digitally Proficient
- Digitally Ambitious
- Digitally Constrained

- Build SPTO capability to provide a central source for digital support, capabilities and tools
Phase Two:

1. SPTO Capability
2. Business Case for NTO support

- SPTO Capability building under way, technology & skills
- Website rebuild underway
- Phase 2 contract for final tactical and operational programme design, with investment business case
- 3 year programme, start Sept 2021
NTO Digital Capability Building: design

Tailored to NTO needs by tier

5 building blocks:
- Technology foundation
- Training
- Assistance and coaching
- Strategy and tactics
- Integration (SPTO & NTOs)
Supporting tools & technical advice

- SPTO as a central knowledge base
- Selection of digital suppliers
- Region-wide digital asset management (still images, content, videography)
- Campaign structure & design
- Social media
- Hardware
- Email, storage and collaboration tools
- Integration with PSDI Digital Programme to build operator competencies and experience
Thank you for your time.