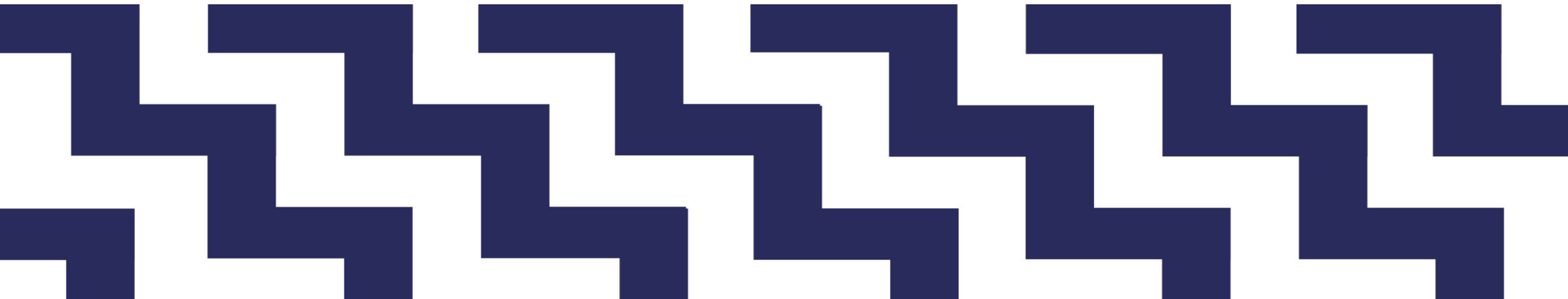


Innovation and Digital Transformation:

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**
 2. **NTO Digital Capability-building. Planning now.**



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**

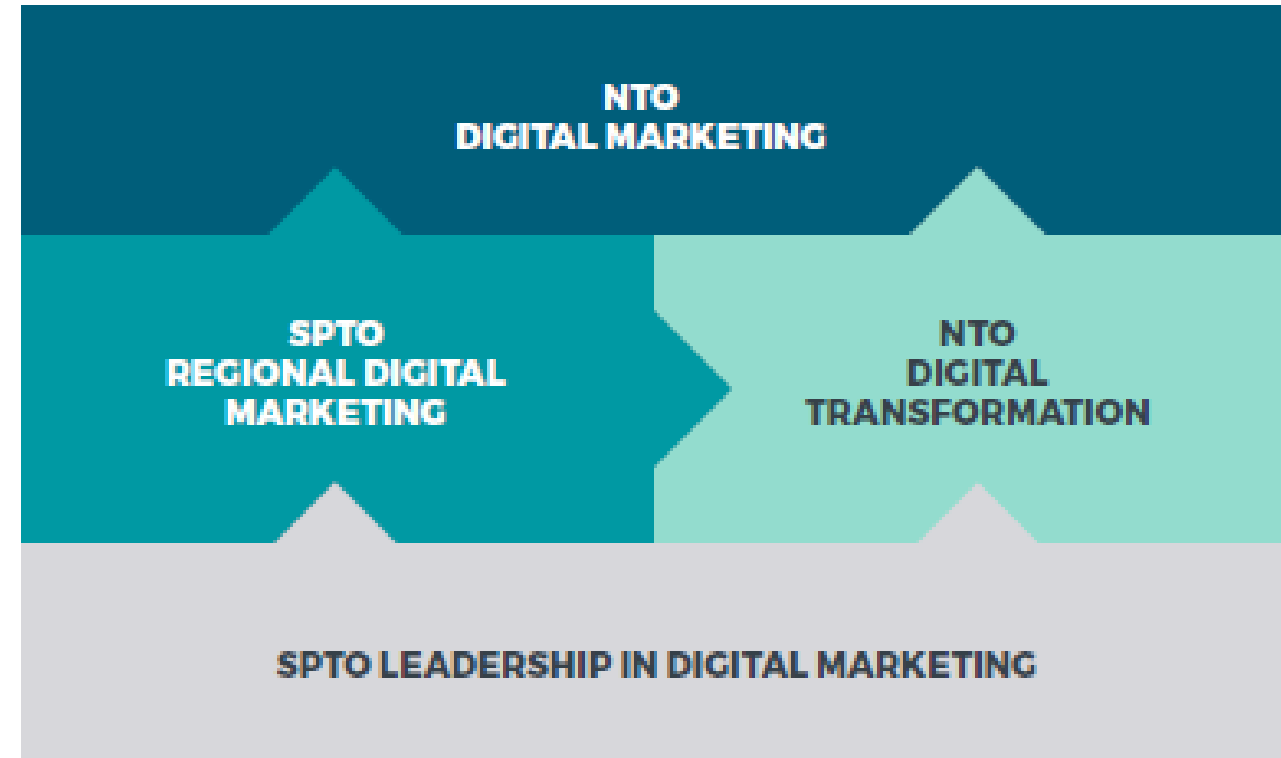
Defined three tiers of Pacific NTOs:

- 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



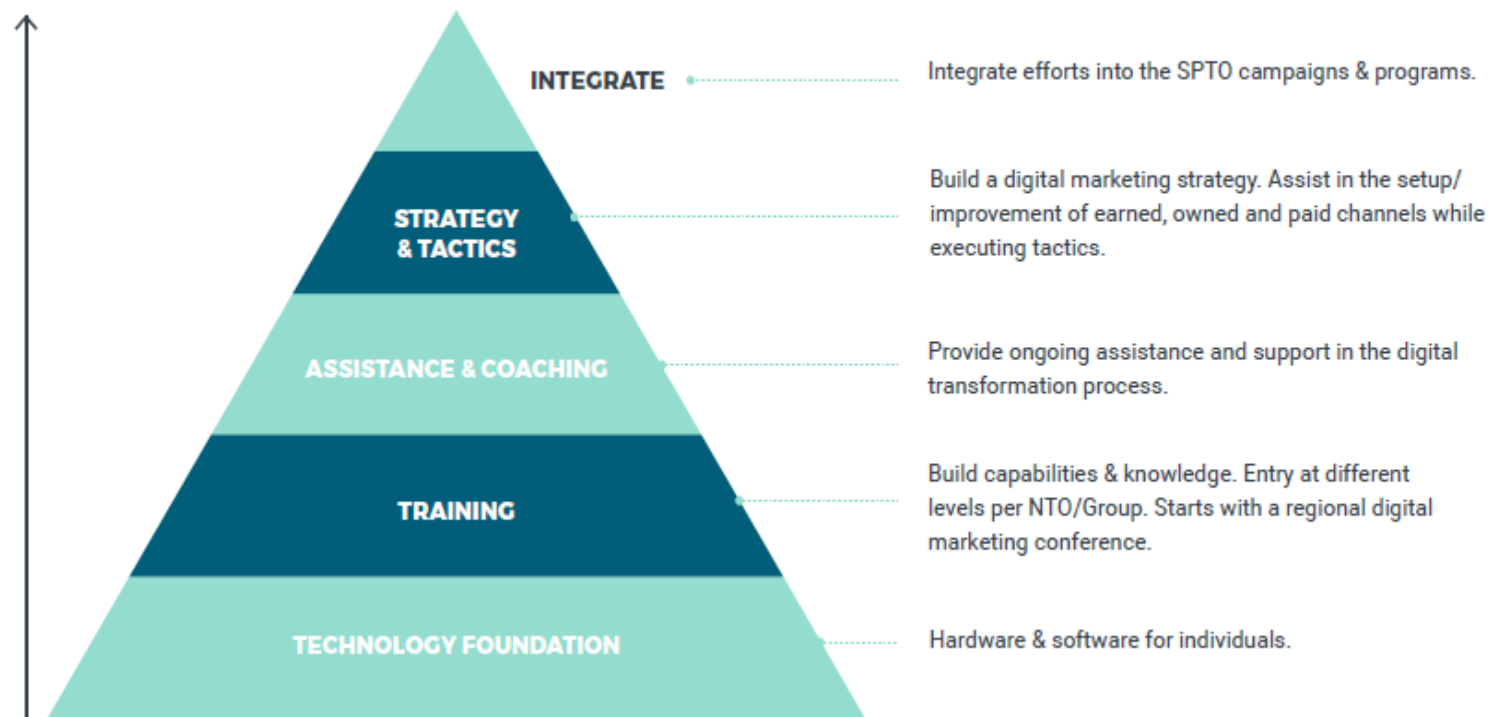
NTO Digital Capability Building: design

Tailored to NTO needs by tier

5 building blocks:

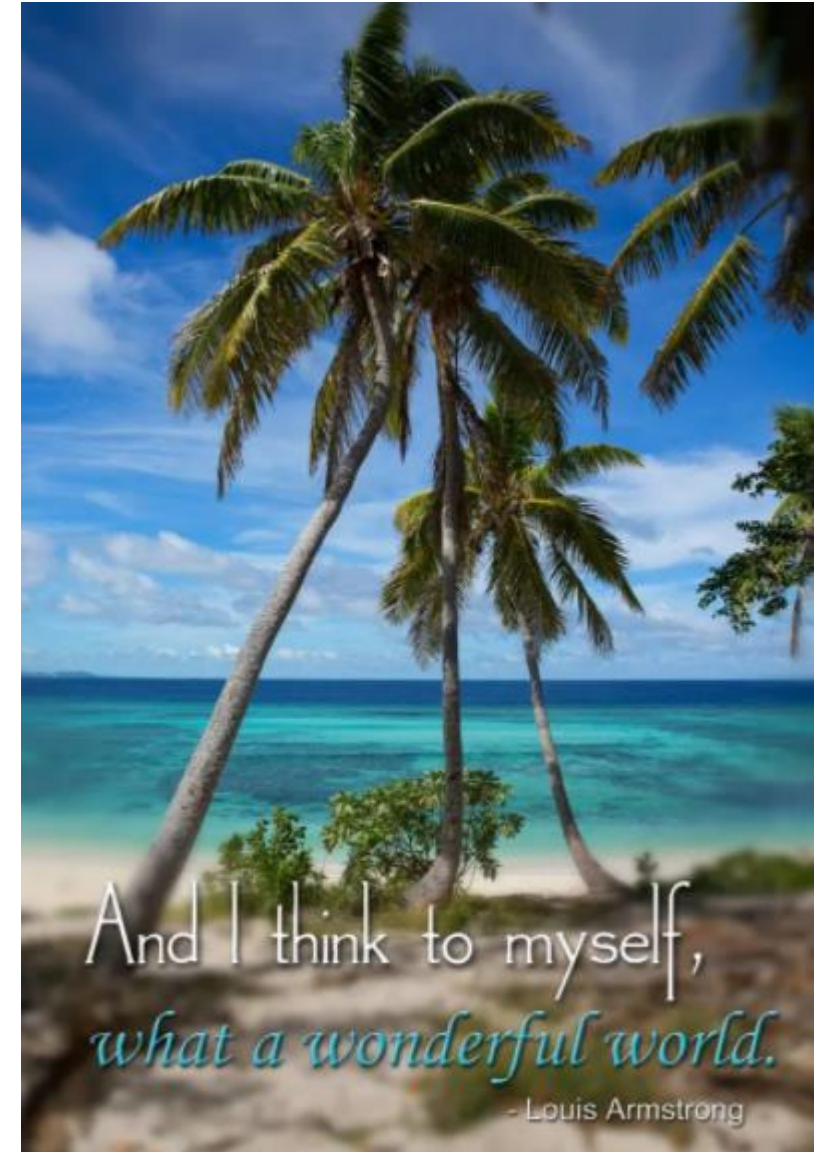
- Technology foundation
- Training
- Assistance and coaching
- Strategy and tactics
- Integration (SPTO & NTOs)

NTO Digital Transformation



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





NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Aid Programme

Thank you for your time.