



South Pacific Sailing Network

Coordinated and regional promotion of South Pacific sailing



South Pacific Sailing Network, what is it?

An association working for **the development of international and regional yachting in the South Pacific Basin**, co-operating in the fields of promotion, structure and training.



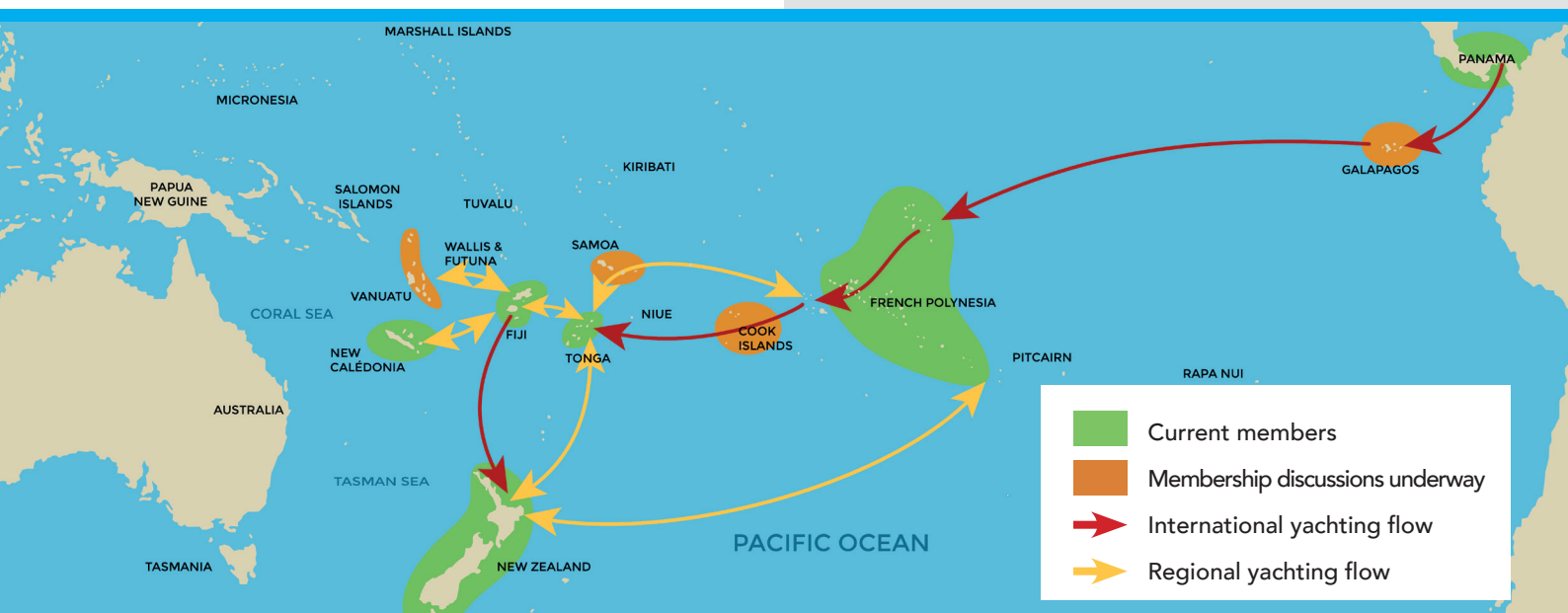
A network present across the South Pacific

Founding members

French Polynesia, Fiji, New Caledonia, Tonga, New Zealand, Panama.

Potential members

Vanuatu, Samoa, Cook Islands and The Galapagos.



Examples of on-going activities

- **Promotional activities:** Annual seminars in Panama promoting Tahiti, Fiji and New Zealand as a global sailing destination to international boaters as well as networking with marinas and other professionals.
- **Nautical events dedicated to yachting:** Tahiti Moorea Sailing RDV in Tahiti, Vava'u Blue Water Festival in Tonga and both Baja Ha-Ha and Pacific Puddle Jump in Mexico.



Headline statistics

- **1,500** sailboats pass the Panama Canal each year;
- **700** sailboats arrived in Polynesia in 2016;
- **510** international boats stopped in Fiji in 2016, **550** in Tonga, **508** in New Zealand ;
- Potential target of more than **5,000** sailboats in the West Indies, **3,000** sailboats on the Pacific coast of San Francisco, Mexico, and **2,000** boat owners residing in the South Pacific islands.



Findings

- **Strong growth potential** for international yachting;
- Need to promote **the inter-archipelago and inter-island movements** of boat owners based in the South Pacific and increase the attractiveness of the "Pacific Islands";
- **Numerous opportunities for regional collaborations** in terms of promotion, information, training and stakeholder networking.
- Initiate **exchanges** and **training courses** between member destinations, and networking between sailing industry professionals.



Our common objectives

- Position & promote the South Pacific region as a sailing destination equal to the Caribbean and Mediterranean;
- Make the area more attractive and style it as the 'Sailing Destination of tomorrow';
- Professionalize and develop services offerings available to boat owners;
- Work together at an across the Pacific level to achieve common goals.



Action plan

- Collect and compile **qualitative and quantitative data on the yachting sector** throughout the South Pacific region to better understand the movements of boating visitors, and the impact of this sector on the economy;
- Develop **multimedia tools** to promote the South Pacific sailing zone as one entity;
- Create and maintain **informational tools for each member destination** (regulations, formalities, navigation advice, recommended moorings, services and infrastructure available, ...);
- Undertake **regional promotion actions** during key events (international boat shows, Panama Canal transit peak season, Voiles de St Tropez, major Caribbean regattas races and America's Cup ...);
- Create **a dynamical event calendar** for South Pacific boat owners and boats crossing the zone, (events such as the Tahiti-Moorea Sailing Rendez-vous, to be introduced in Fiji, Tonga, and New Zealand);
- Work on the creation of **a major sailing event** in the Pacific (for example a transpacific race);
- Communicate on **using targeted media & multimedia formats** (purchase of advertising space, placement of editorial articles, etc.);
- Have a dedicated, professional team and **a permanent coordinator** to carry out all activities in a sustainable way, available to produce required marketing and other material.



Already in support

- Minister of Tourism of French Polynesia;
- Northland Inc. Tourism and Business Development Office NZ;
- Fonds Pacifique.



Already working together to create the SPSN

- The organizer of the Puddle Jump rally and offshore editor of Latitude magazine 38;
- Two groups of companies in northern New Zealand: Whangarei Marine Group & Bay of Islands Marina;
- One marina in Noumea, the tourism organism NCTPS, and the NC maritime cluster.
- One business group in Fiji: Vuda Marina;
- One marina and a yacht club in Panama (Shelter Bay Marina and Balboa YC);
- Yacht services group in Tonga (The Boatyard Tonga);
- Two service companies in Tahiti (Tahiti Crew and Sail Tahiti).