

PRESENTATION TO THE SPTO BOARD MEETING

- OCTOBER 2ND 2018 - APIA SAMOA -



PANAMA



FRENCH POLYNESIA



TONGA



FIJI



NEW ZEALAND



NEW CALEDONIA



INTRODUCTION TO SPSN BY FOUNDING MEMBER, M. CHRIS GALBRAITH



- General Manager, **Far North Holdings Limited**, New Zealand.
- Owners and operators of the **Bay of Islands Marina and Boatyard** and also New Zealand's largest Port of Entry for International visiting vessels (**Port Opua**).
- Chairman of the **New Zealand Marina Operators Association**, where I have been on the Executive Committee for over 10 years.
- Board member of **NZ Marine**.

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HEADLINE STATISTICS

- **1,500** sailboats pass the Panama Canal each year
- **720** sailboats arrived in Polynesia in 2018/ compared to 500 in 2012
- **550** international boats stopped in Fiji in 2018,
- **650** in Tonga
- **550** in New Zealand

POTENTIAL TARGET OF MORE THAN :

- **5,000** sailboats in the West Indies,
- **3,000** sailboats on the Pacific Coast of California and Mexico,
- **2,000** boat owners residing in the South Pacific islands.

A trend of 10% growth per year and still a huge growth potential



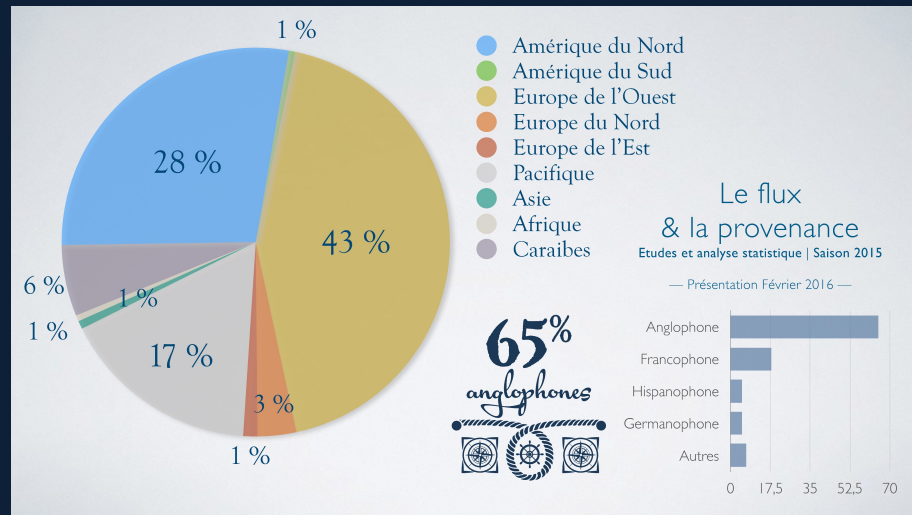


PROFILE OF OUR CUSTOMERS

The sailboats and yachts will almost certainly be **visiting multiple countries in the South Pacific** during their stay.

To each country they visit, these visitors **inject currency into a wide range of businesses**. They often stop in remote villages and islands where traditional tourist don't. They also generally **spend with locally owned organizations** rather than staying in foreign-owned hotels whose profits are sent offshore.

The **length of their stay** is much longer than traditional tourist. There are 2 to 5 average crew members. They have friends or **family joining them** at some stopovers, or will themselves leave the boat for a few months in marinas or shipyards in the islands and fly back home for a while. This generates payments for airline tickets, plus marina and storage fees.





ECONOMIC IMPACT OF OUR NICHE MARKET

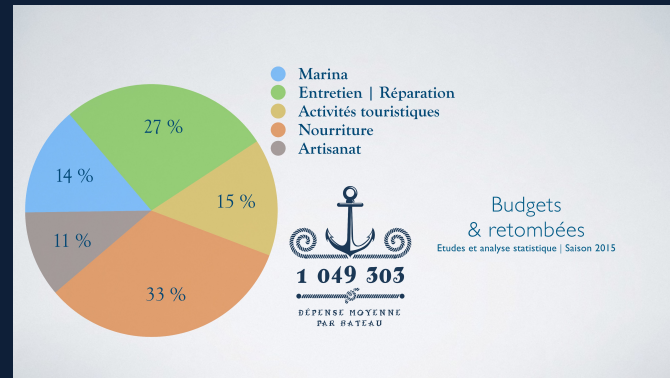
Some of our member destinations have done surveys to evaluate the major expenses of those sailors during their stop overs in our islands.

- Major area of expenditure: marinas, maintenance and repairs, touristic activities, provisioning and handcraft
- 40% of those sailors declare that families or friends often fly from overseas to join them in their stopovers.
- Direct revenues for government as well with VAT and clearances and departure taxes

A FEW FIGURES

- Tahiti: average length of stay 90 days, expenses amount per sail boat: 10 000 €
- Fiji: average length of stay 157 days, expenses amount per sail boat: 15 000 €
- NZ: average length of stay 210 days, expenses amount per sail boat: 25 000 €
- Tonga: annual spent estimation of 360000 €

One of SPSN's goals is also to initiate further surveys to get more qualitative and quantitative data from each destination. This data will help us improve public and private investment in infrastructures and services to this sailing tourism market.





SOUTH PACIFIC SAILING NETWORK

WHAT IS IT?

A regional 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.

Our targets are :

- The **regional flow**: Encourage **sailing vessels** already based in the South Pacific to sail more inside the region and experience our islands,
- The **international yachting flow**:
 - Encourage yachts doing a world tour to not rush through the South Pacific.
 - Invite yachts based in the Caribbean, Mediterranean to pass through Panama and discover the richness of our sailing area.

**A cooperation to increase the flow of sailing boats in the South Pacific islands
and the duration of their stopovers**



A NETWORK PRESENT ACROSS THE SOUTH PACIFIC

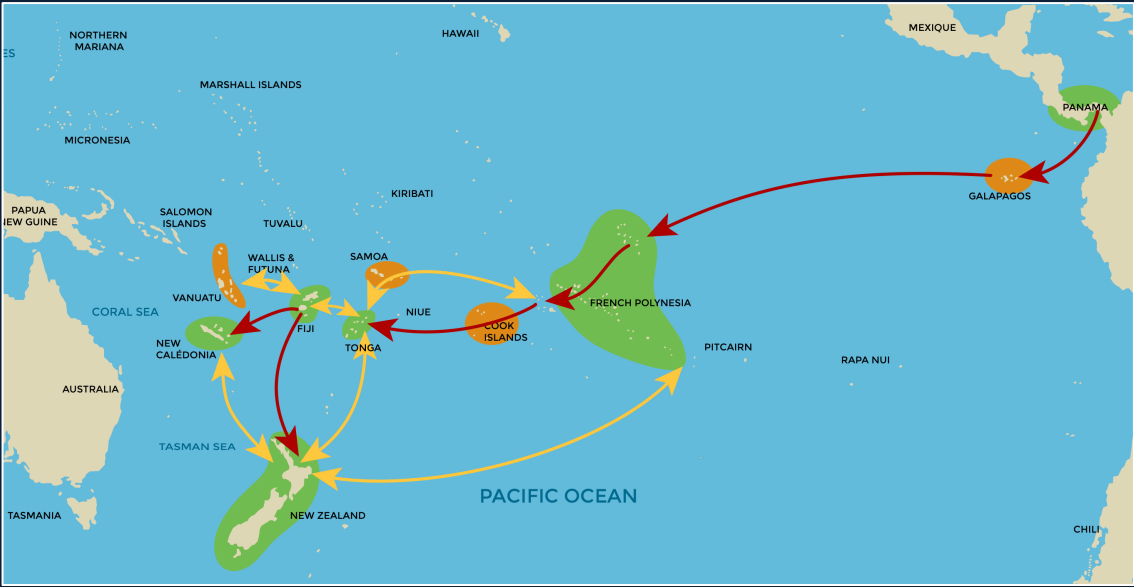
Members are companies or group of companies acting in the maritime and nautical industry.

Founding members are based in :

- French Polynesia
- Fiji
- New Caledonia
- Tonga
- New Zealand Northland
- Panama

Potential members in:

- | | |
|------------------|------------------|
| Vanuatu | Kiribati |
| Samoa | Marshall Islands |
| Wallis et Futuna | Salomon Islands |
| Cook Islands | Niue |
| The Galapagos | Papua New Guinea |
| Tuvalu | Easter Island... |





FINDINGS AND COMMON OBJECTIVES

- **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
- Need to Initiate **exchanges** and **training courses** between member destinations, and networking between sailing industry professionals
- Need to **convince our governments** to support this sector and the development of services and infrastructures.
- **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



LONG TERM ACTION PLAN

SPSN creates marketing, promotion and educational projects and events designed to be mutually beneficial for all member organizations

- 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**
- Undertake **regional promotion actions** during key events (international boat shows, Panama Canal transit peak season, Voiles de St Tropez, major Caribbean regattas races, America's Cup...)
- Create a **dynamical event calendar** for South Pacific boat owners and boats crossing the zone,
- 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
- Seek and share funds to reach those common objectives

EXAMPLE OF ACTIVITIES

SPSN established several **sailor informative seminars** across their South Pacific route

March 2018: Thanks to the support of each member destination and the founding of the Fonds Pacifique, SPSN organized 2 seminars in Panama- the gate to the South Pacific, promoting it as a global sailing destination, and more specifically Tahiti, Tonga, Fiji, NZ and NC.

70 boats reached = 10% of the annual flow.

SPSN collected so a **database** of those customers and some **qualitative informations** about their voyage.

June 2018: Informative seminars in Tahiti during the Sailing RDV promoting western destinations to the participating boats.

60 boats reached.





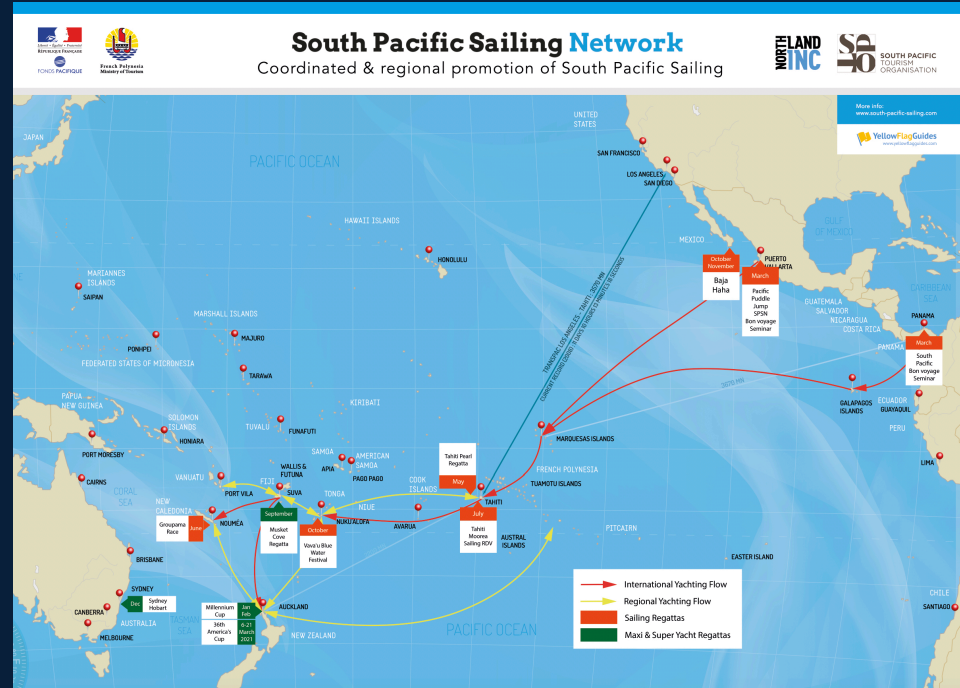
EXAMPLE OF ACTIVITIES

ENHANCING THE SAILING DYNAMIC OF OUR REGION

SPSN creates and promotes a nautical events calendar:

- Tahiti Moorea Sailing RDV in Tahiti,
- Vava'u Blue Water Festival in Tonga
- Musket cove regatta in Fiji
- Millennium Cup and AC in New Zealand
- Groupama Race in NC
- Both Baja Ha-Ha and Pacific Puddle Jump in Mexico

SPSN web site under progress





BACKGROUND AND PROFESSIONAL STRENGTH OF SPSN BOARD MEMBERS

The SPSN board members:

Chairman: M. Andy Turpin (*USA and South Pacific*) - A lifelong sailor, Andy has had a 40-year career as a yachting and tourism journalist, including more than 20 years as an editor at San Francisco-based Latitude 38 magazine. He is also director of the Pacific Puddle Jump rally, which brings more than 200 sailboats to the South Pacific annually. He and his wife are now cruising the South Pacific on their sailboat.

Secretary: Miss Sharron Beck (*Northland NZ*) - Sharron, who is the longtime assistant manager of Whangarei Marina, represents Whangarei Marine Services Group and Northland, New Zealand, companies which have actively promoted their area as a sailing re-fit destination for over 25 years.

Treasurer: Miss Tehani Valenta (*Tahiti*) - Tehani is the founder and manager of Tahiti Crew, a French Polynesian yacht agency specializing in services and supplies for visiting sailing yachts. She acts as the agent for approximately 250 foreign yachts annually during their visits to French Polynesia (out of 700 total that visit annually). She is therefore perfectly familiar with local formalities, regulations, visas and servicing.



BACKGROUND AND PROFESSIONAL STRENGTH OF OTHER SPSN MEMBERS

| Panama | French Polynesia | Kingdom of Tonga | Fiji | New Caledonia | New Zealand |
|---|--|---|---|---|---|
| <p>Russ Goedjen - Russ is deeply involved with the management of Shelter Bay Marina, a 100-berth marina and vessel haulout facility on the Atlantic side of the Panama.</p> <p>The commodore of the Balboa Yacht Club (30 moorings on the Pacific side of the Canal).</p> | <p>Tehani Valenta - Manager of Tahiti Crew, a company specialized in the operations, services and supplies of sailing ships. Expertise in local formalities, regulations, visas and servicing.</p> <p>The yacht Broker Sail Tahiti - Multi Hull solutions (purchase & sales of new & used boats).</p> | <p>Kate Walker & Alan Morey, managers of Tonga Boat Yard. Set up Vava'u Shipwrights in Tonga (2012). Own, built and operate The BoatYard, the only yacht haul out facility in Tonga (opened 2015) which can handle yachts up to 58ft length. Opened first chandlery in Tonga (2016).</p> | <p>Adam Wade - General Manager, Vuda Marina Fiji A 33-year resident of Fiji, Adam is the General Manager of Fiji's popular Vuda Marina. Having previously worked in hotels and marinas, he is a true hospitality professional with a vast network of personal connections in the country.</p> | <p>Emma Colombin is the manager of Archipelagoes Noumea, a consulting firm focused on the local nautical industry and tourism sector. Building on her 20 years of sailing experience, Emma handles coordination of the Maritime Cluster of New Caledonia, and is editor of the New Caledonia Stopover Handbook, a welcome guide for sailors.</p> <p>SODEMO, a company managing Port Moselle, the largest marina in Noumea.</p> | <p>Chris Galbraith: Provides access to New Zealand Marina Operators Association and to NZ Marine.</p> <p>Ross Blackman: Business manager for Team New Zealand's Americas Cup Challenges in 1988, 1992, 1995, 2007, 2013, CEO Team New Zealand 2003. He is now Chairman Far North Holdings Ltd (Bay of Islands Marina)</p> |
| PANAMA | FRENCH POLYNESIA | TONGA | FIJI | NEW ZEALAND | NEW CALEDONIA |
| | | | | | |



COORDINATION OF SPSN

The SPSN coordination:

SPSN coordination: Miss Stéphanie BETZ (Tahiti) from Archipelagoes, a company specialized in the structured development of nautical tourism and the maritime economy in the South Pacific. Organizer of sailing events (Tahiti Pearl Regatta - Tahiti Sailing RDV - sailing rally welcome festivities)

The SPSN administrative assistance:

SPSN part-time administrative support & secretarial work: Miss Nathalie Bourgoïn, who's the secretary of the Tahiti Cruise cLub and used to help the SPCA (South Pacific Cruise) as well.

The SPSN marketing agency:

SPSN has hired the services of the marketing company, Level, based in NZ, to set up B2C and B2B web site.

Already in Support:

SPSN members are only private entities , but they have already received support from NTO and public organisations :

Fonds Pacific

Northland Inc

Minister of Tourism in French Polynesia



FRENCH POLYNESIA
Ministry of Tourism



And now looking forward to collaborate with SPTO



HOW CAN THE SPSN AND SPTO WORK TOGETHER?

SPSN is targeting the type of tourist that supports SPTO's mandate to **promote the Pacific Islands as a tourist destination**.

The SPSN promotes THE ENTIRE south pacific region, wants to **get more yachts to enter the Pacific and stay** in the Pacific.

SPTO wants to encourage more tourists to spend time in the South Pacific. SPTO does this through interactions with **the relevant Tourism Boards** of each country and are mainly focused on traditional tourists who arrive via aeroplane. A tourist who will probably visit only one country during their holiday. For example, a couple visiting Tahiti for their honeymoon are unlikely to visit other islands in the Pacific before or after their stay.

In this context, SPSN and SPTO could establish a MOU and **collaborate to each other action** and goals.



WHERE AND HOW SPTO AND SPSN COULD COLLABORATE

IN TERMS OF PROMOTION:

- SPTO and SPSN could share photo galleries and information to contribute to each others website, brochures and communication tools and get a co-ordinated image projected of the Pacific Islands
- SPTO and SPSN could share costs of resource materials
- Encouraging tourism from friends & family to visit the yachts
- Streamlining Customs, Immigration, Bio Security inter island communications
- Work cooperatively with SPTO to jointly represent South Pacific travel destinations at international travel shows, boat shows, seminars and other public events.
- Promote and encourage nautical events such as rallies and regattas in the region (Groupama Race, TPR, America's Cup...), in order to establish the South Pacific as a dynamic and attractive sailing area.

IN TERMS OF STRUCTURE :

- SPTO and SPSN could share figures on number of tourist, origin, behaviour, expenditure....and better survey so the trend of this niche market and it's contribution to each economy.
- Another aspect is for SPTO to support the development of "cruiser friendly" infrastructure via member country maritime sector parties – both public and private. This ensures that we are not only promoting cruising in to the south pacific but we also have an industry here that is able to provide quality services, now and in to the future. This is especially around moorings and marinas, customs and immigration at ports.
- Raise awareness of governments and organizations about the potential growth of our market and our needs to meet this growth
- Help SPSN to find members in the other South Pacific islands (Cook, Vanuatu, Wallis & Futuna, Samoa...).



South Pacific Sailing Network

Coordinated and regional promotion of South Pacific sailing

THANK YOU

SHELTER BAY
MARINA
at the Panama Canal



Latitude 38

South Pacific Sailing Network - 2018