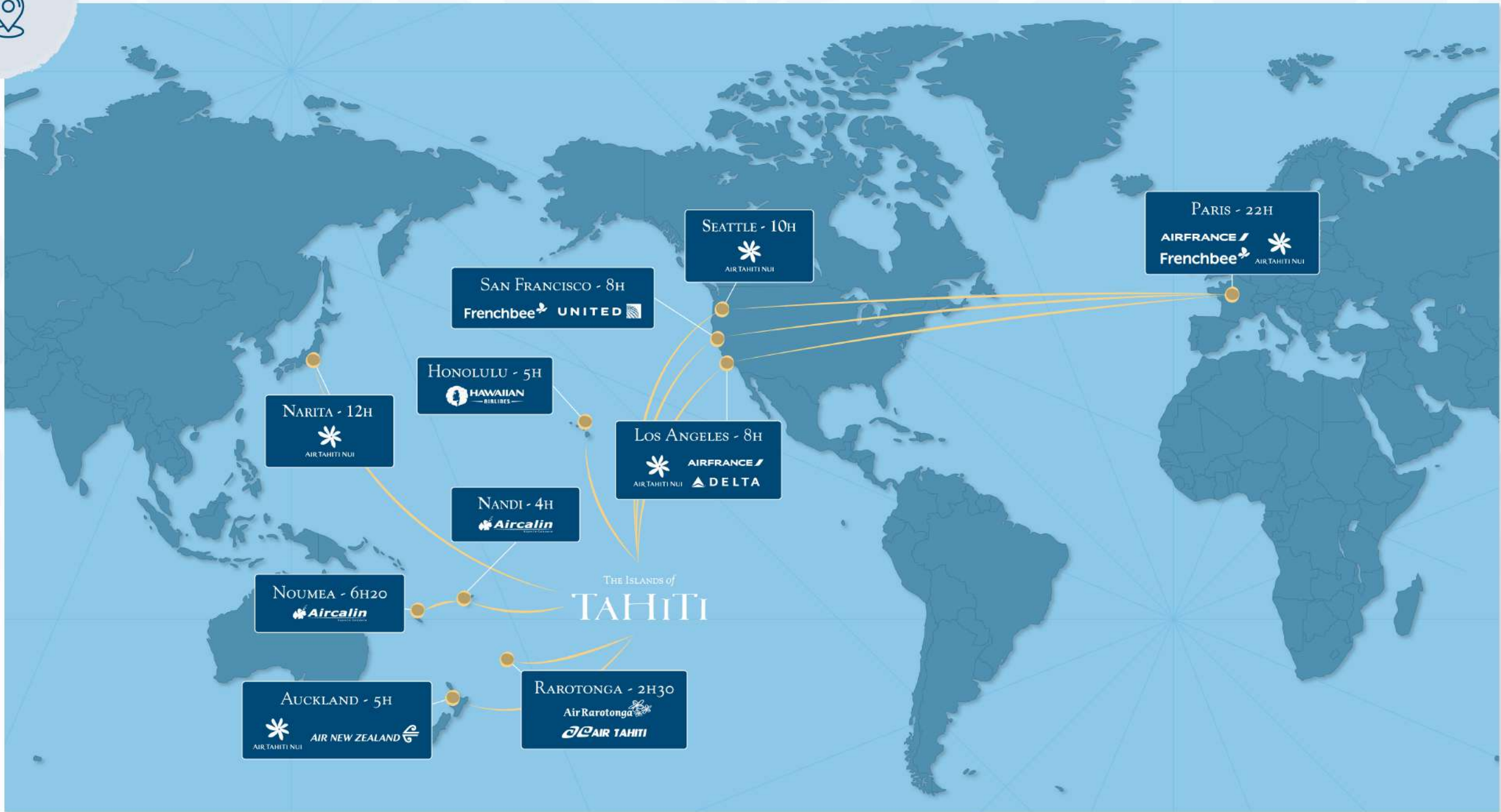




**‘IA ORA NA**





4 million km<sup>2</sup>  
the size of Europe

- 118 islands
- 5 archipelagoes



## High Islands with lagoon

*(Mostly in the Society Islands)*



## Atolls

*(Mostly in the Tuamotu Islands)*



## High Islands without lagoon

*(Mostly in the Marquesas Islands)*



## Discover the **5 axes** of our **action plan**



### **FOCUS 1**

Publicize and promote the destination



### **FOCUS 2**

Expand the diversity of experiences



### **FOCUS 3**

Tourism and sustainable ecotourism



### **FOCUS 4**

Structure and professionalize the different sectors



### **FOCUS 5**

Develop infrastructure





## Some *public* initiatives



One of the leaders in sustainable tourism



Exclusive economic zone reserved for polynesian fishing fleet



Largest marine sanctuary in the world



Biosphere reserve in Fakarava



2 Unesco world heritage sites :  
Marae Taputapuatea & The Marquesas Islands



# Some *private* initiatives



Wild life protection



Coral reef restoration



Deep Sea Water Air Conditioning System (SWAC)



Eco labels



Community and cultural engagement



Primary forest protection association



# SUSTAINABLE TOURISM PLAN

## PHASE 1 (2021 - 2022)

**CO-CONSTRUCTION WITH THE POPULATION**



**DEC 2022: VOTE OF THE STRATEGY**



**GLOBAL SUSTAINABLE TOURISM COUNCIL**



## PHASE 2 (2023)

**AWARENESS CAMPAIGNS AND TRAINING FOR PROFESSIONALS**



**AWARENESS CAMPAIGNS FOR THE POPULATION**



**PRELIMINARY STUDIES**



Sustainability Assessment of French Polynesia Tourism Sector



Tourism Sector Carbon Footprint Assessment



Population Sentiment Survey vs. Tourism

## PHASE 3 (2024)

**PRELIMINARY STUDIES**



Tourist accommodation development master plan



International visitors satisfaction survey

**JUNE - OCTOBER CO-CONSTRUCTION OF SUSTAINABLE TOURISM ACTION PLAN**

- Forum
- Industry Partners
  - Public Services
  - Population

Thematic workshops



**NOVEMBER VALIDATION OF THE ACTION PLAN**

By Public Authorities



**DECEMBER ACTION PLAN COMMUNICATION**

- Forum
- Industry Partners
  - Public Services
  - Population







# SUSTAINABLE TOURISM PLAN



## Challenges of Implementation :

- Stakeholder engagement
- Financial resources
- Awareness and training
- Monitoring and Evaluation



## Expectation and impacts :

- Enhanced visitor experience
- Equitable benefits
- Robust monitoring
- Transformative impact

# Māuruuru



THE ISLANDS of  
**TAHITI**

SOCIETY ISLANDS | TUAMOTU ISLANDS | GAMBIER ISLANDS | MARQUESAS ISLANDS | AUSTRAL ISLANDS