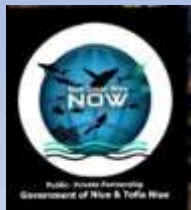




# *Niue's Approach to Development through Sustainable Tourism*



Janet Mackay



# Niue...where's that??



- 2400km north east of New Zealand
- 260 sq km
- 73km in circumference
- self-governing nation in free association with New Zealand
- residents have dual citizenship
- Population around 1,600







# Tourism Growth in Niue

Tourism in Niue has increased significantly since 2009. Major indicators such as visitor arrivals, average spend and business growth over the last five years indicate a positive trend.

Visitor arrivals have increased



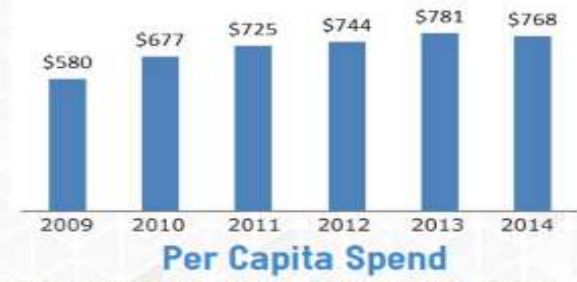
**59%**  
since 2009

The proportion of visitors from New Zealand is increasing:

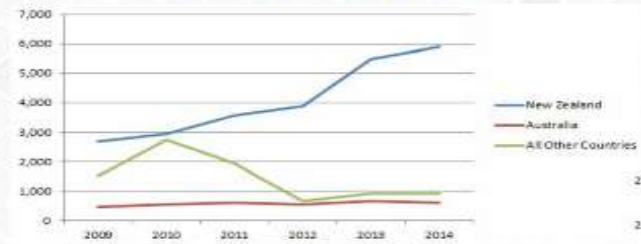
**2009 - 58% of arrivals from NZ**



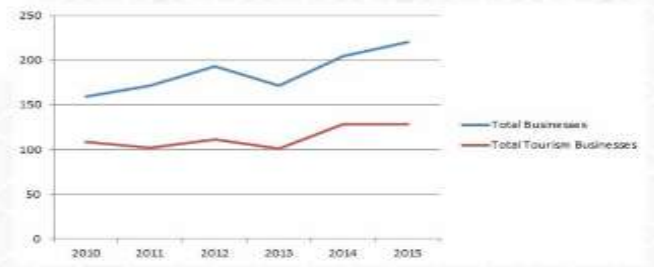
**2015 - 79% of arrivals from NZ**



## Visitor Arrivals



## Business Numbers





# Community vision

*In 2025 the island character and unspoilt beauty of Niue will remain, the benefits of tourism to the community will be greater, and having connected to the Niuean people and their culture and immersed themselves in the pristine waters teeming with marine life, explored the forests, caverns and chasms of the island every visitor will become an advocate for visiting and conserving this special place.*



We want to be a destination of choice for visitors that care about sustainable tourism and conservation

We want to be known for the right things – pristine environment, prosperous culture, sustainable communities



We do not want to see inappropriate development impact on our island and our future – we want to see the environment improved

We want a balanced approach between tourism, lifestyle and conservation



We want to retain our lifestyle, our character and our sense of place

The whole destination needs to offer high quality, seamless experiences and consistent customer services



We want all the village communities to benefit from tourism and have the opportunity to engage with it if they want to



**Showcasing and Conserving the  
World's Largest Raised Coral Atoll and its EEZ**

# What the Ecotourism project aims to do

Increase benefits to Niue from eco-tourism through increasing the global profile of Niue as a pristine eco-tourism destination, building on contribution by Niue to global marine conservation and enhanced focus on marine conservation values.

Outcome: Increased benefits to Niue from eco-tourism and effectively managed fisheries and marine resources.

# Project components

- ✓ Experience development strategy
- ✓ Niue ecotourism development and marketing strategy based including identification of priority marine eco-tourism opportunities with villages, operators, community
- ✓ Responsible tourism policy
- ✓ Niue Marine Tourism Quality Assurance Standard
- ✓ Establish eco certification standards and seek certification scheme that best meets standards
- Commence process of Eco-certification of tourism operators
- Initiate Sustainable Destinations framework and program
- ✓ Marketing training for operators





WASHINGTON, D.C., OCTOBER 05, 2017

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## Niue Creates Large-Scale Marine Protected Area Encompassing 40% of the Nation's EEZ

The Government of Niue and Tofia Niue, National Geographic, Oceans 5 and others are proud and excited to announce the creation of a large-scale marine protected area around Beveridge Reef and Niue.



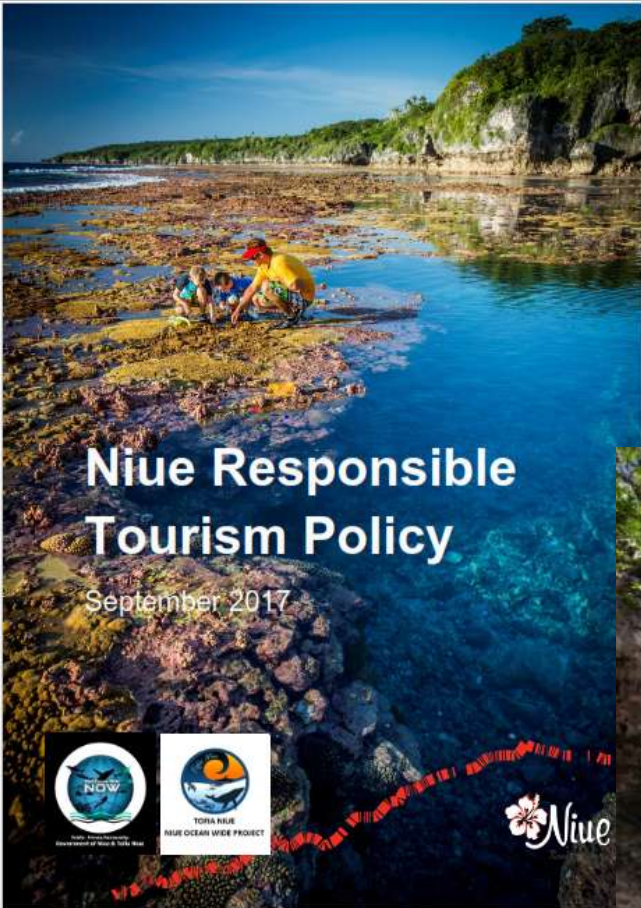
[Newsroom Home](#)  
Contact  
Waleau Elvira



Niue Premier Sir Toke Talagi:

*This commitment is not a sacrifice, it is an investment in the certainty and stability of our children's future. We simply cannot be the generation of leaders who have taken more than they have given to this planet and left behind a debt that our children cannot pay. Climate change, plastic rubbish, pollution, overfishing – these are all debt collectors we cannot outrun. Our ocean needs to heal – it's not rocket science – she just needs the space and time to do it.*



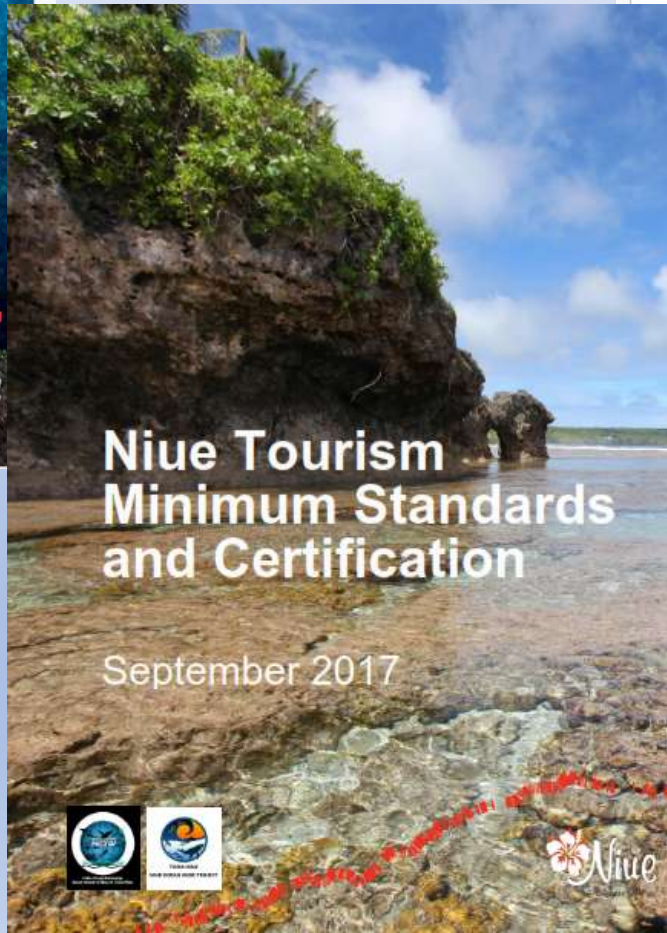


# Niue Responsible Tourism Policy

September 2017



Niue



# Niue Tourism Minimum Standards and Certification

September 2017



Niue

## NIUE TOURISM BUSINESS

# Code of Practice

As consumers become more sophisticated, and the natural values of a destination are recognised, it is increasingly important to be able to demonstrate a commitment to sustainable development and encourage continuous improvement from the tourism industry and more responsible behaviours and actions by visitors.

### THE PRINCIPLES

- Quality in tourism service delivery
- Proficient in tourism business
- Effective communication with customers
- Commitment to staff training
- Respect for cultural difference
- Attention to safety and security
- High standards of cleanliness and hygiene
- Care for the local ecosystem
- Reduction of waste and pollution
- Support for the local community
- Implementation and use of the code

### ACTIONS

#### SERVICE AND PROFESSIONALISM

- Marketing and promotional materials are accurate and truthful in the nature, price and quality of the service provided
- Every effort is made to ensure guests' expectations are met in the provision of service and facilities
- The business complies with all relevant laws of Niue
- The business must not allow or accommodate any form of discrimination (racial, religious, gender, disability)
- Staff are given required training and instruction in their area of work, personal hygiene and grooming and environment and cultural policies
- Procedures for the prompt handling of complaints are in place, and enquiries and refunds are dealt with properly and consistently

#### SAFETY & CARE

- Staff and management are trained and equipped to deal with all emergencies and emergency procedures are clearly displayed
- Cleanliness and hygiene are observed in all areas of the business operations
- Considerable care is taken in the operation and maintenance of facilities to ensure a safe environment for guests and staff at all times
- All customers and staff are treated with equal respect and consideration

#### SUSTAINABILITY

- Tourism activities are compatible with the local ecosystem, cultural heritage and traditions
- Tourism business is respectful of local cultural protocol and tourists are well informed about local customs, values and appropriate dress code and conduct
- Tourism business works closely with the local community and uses local labour, goods and service wherever possible



### NIUE VISITOR CODE OF CONDUCT

# golden rules for your stay in Niue

With your help we can ensure Niue continues to be a great place for everyone to enjoy.

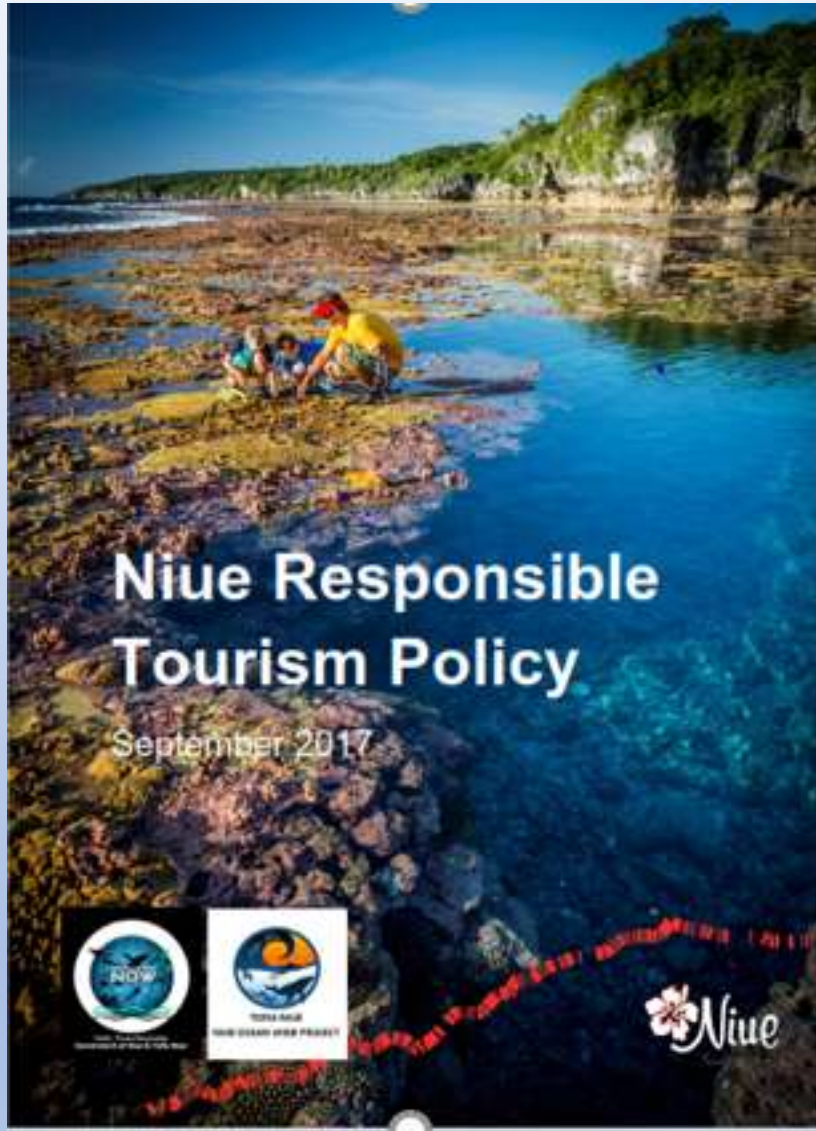
During your stay we ask that you:

- Treat all people with respect and politeness.
- Respect cultural and religious protocols and beliefs and act in a manner consistent with Niuean philosophy.
- Appreciate that not everything in Niue will be the same as in your own country.
- Respect Niue, its environment and facilities.
- Contribute to Niue's commitment to responsible tourism through appropriate waste management, energy and water conservation.



Fakaane, thank you



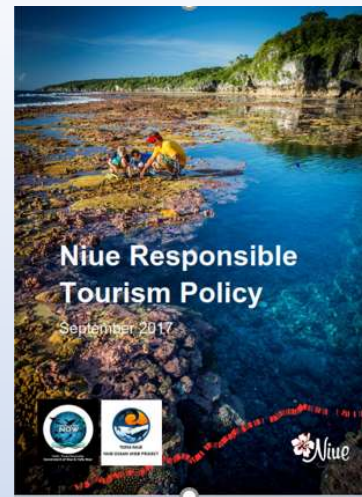


- A Call to Action for Government, tourism industry, businesses and community of Niue
- Working towards being a world class sustainable destination



- positive and sustainable returns to Niue's economy
- protecting Niue's community and environment from potential negative impacts of tourism.
- Guide the industry's ongoing sustainable development
- support Niue's contributions to National development aspirations and ultimately global Sustainable Development Goals

- Environment
- Community
- Business and economic sustainability



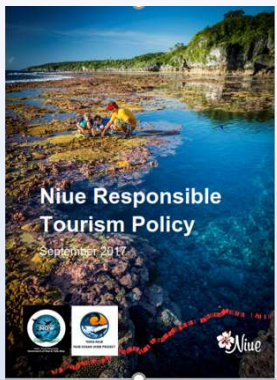
# Environment

Identify ways visitor economy (businesses and visitors) can participate in

- Niue's Waste Action Plan.
- energy conservation
- food security initiatives
- manage water security
- low waste, non-polluting / contaminating products relevant to the tourism industry

Best-practice minimum impact guidelines for tourism developments

Holistic sustainable development and management of our ocean and its resources to improve livelihoods of Niuean's now and into the future

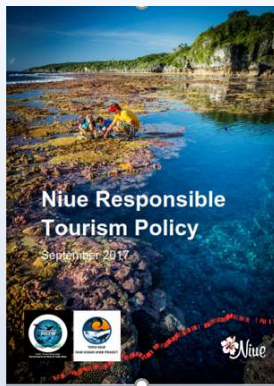


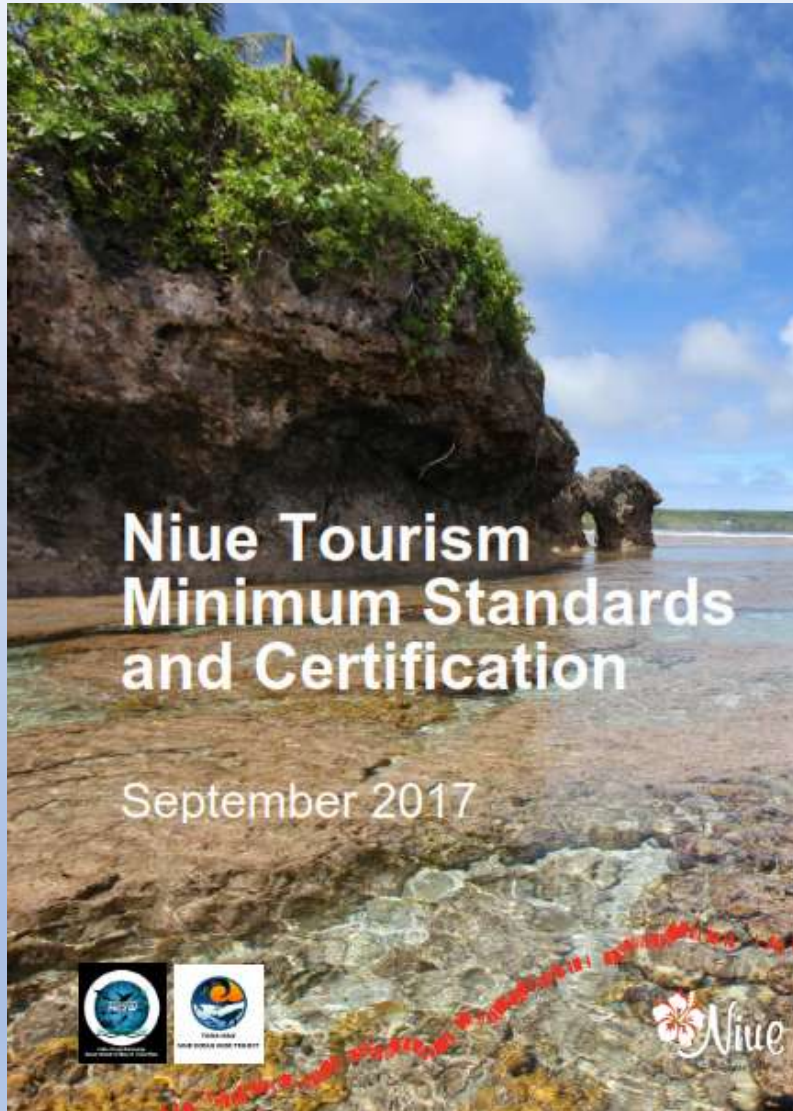


# Community, business

- Enhance existing marine based tourism activities, while ensuring cultural sensitivity and respect
- Identify opportunities / interest in developing cultural experiences with local people
- Identify business development opportunities for the industry and work with operators to increase yield and profitability of businesses

- Work with the community to ensure businesses are socially sustainable and benefitting all.
- Reinvest income from tourism back into Niue's efforts to document and maintain cultural values, knowledge and practice for the younger generation of Niueans and local residents





- One of the actions from the Responsible Tourism policy
- Minimum standards for businesses and operators
- Phased in with incentives for highest standard operators
- Internationally recognised
- Based on Vanuatu's base standard developed with EA



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Fakaane, thank you

Mutual respect...

*what the visitor can expect from Niue and what the community and businesses can expect from the visitor*







Together we can all  
make a huge  
difference