



**Dear Recipient,**

In our continued efforts to promote tourism development in Papua New Guinea, We have embarked on this email newsletter concept as a means of disseminating news and information on developments within PNG Tourism Promotion Authority (TPA) and the industry to a wider audience. All information will be brief and will also highlight issues carried by the mainstream media. Any contributions or objective comments from government, industry, stakeholders and the public are welcome. Visit our website: [www.pngtourism.org.pg](http://www.pngtourism.org.pg) or send queries to [info@pngtourism.org.pg](mailto:info@pngtourism.org.pg)

*#E-Tourism Newsletter, Volume1, Issue 1, 23 August, 2004 #*

**1: Fantastic Festivals of the World:** The United States based television program Discovery HD Theater Channel, a part of the Discovery Network, will visit PNG in September to film both the Goroka Show and the Tufi Cultural Show. This is their first time to PNG and they will also visit Rabaul and Alotau. Discovery HD Theater has a 10-15 minute segment on the Discovery Channel titled the “Fantastic Festivals of the World” where PNG will be featured. The Discovery team blankets the festival and surrounding area capturing the “feel” of the event. Every program features the festival and then takes the viewers to an “Off the Beaten Path” segment. These stories highlight the city and region where the festivals take place by emphasizing its attractions and activities, culture and historical sights, great scenery, music and gastronomy typical of the location. Email: [hpokapin@pngtourism.org.pg](mailto:hpokapin@pngtourism.org.pg) for more information.

**2: Discovery Channel “Reel Race”:** Preparations are also underway to host the final of an exciting new TV series, also to be aired on Discovery Channel The “Reel Race” final will be filmed on the Kokoda Track in September. Reel Race will be screened on the Discovery Channel in the UK, Europe, Middle East, South Asia, Australia, India, Latin America and Liberia. It will be aired in more than 160 countries and territories, reaching more than 182 million subscribers. The two finalist student film-makers will compete for the ultimate prize on the Kokoda Track. The Reel Race is a new 5 x One hour docu-reality series which will showcase the work of five up and coming non-professional documentary makers drawn from around the world. Each episode in the series will start and conclude in a film vault and every week the selected group of documentary makers will be sent to different location to produce a short doco. In that week, they must research, travel, shoot and edit their mini-documentary and get it back to the vault for judging. The challenge is to get your finished work back inside

the vault before it closes for the week. If you fail, you will be eliminated from the next stage. The winner receives a production contract with Discovery Channel. Email: [hpokapin@pngtourism.org.pg](mailto:hpokapin@pngtourism.org.pg) for details.

**3: Tari Airport to re-open:** Transport and Civil Aviation Minister Don Polye has confirmed that Air Niugini will resume flights to Tari, Southern Highlands next week. The re-opening follows the completion of a K300, 000 maintenance work on the airport. Tari is popular for the Huli Wigman and the majestic Ambua Lodge.

**4: Gavin Anderson & Co (GA & Co):** Since its appointment in May, GA & Co has done well so far as the TPA's public relations agent in Australia. Its media assist program for the Australian media includes: contacts and information on PNG's tourism industry, destinations, people, events, news and issues; visiting journalists programs; story ideas and interesting people to interview; photography & video & film footage; and journalists visas and filming permits. Call Ms. Alexandra Westberg +61 (0) 2 9552 4499 or email: [pngtourism@gavinanderson.com.au](mailto:pngtourism@gavinanderson.com.au)

**5: Web Marketing:** South Pacific Tourism Organisation (SPTO) web expert Peter Dawkins will conduct a one-day Internet Marketing Seminar focused on the Open Content Management System (CMS) in Port Moresby on September 14. CMS is a user friendly program and allows operators with a page within the TPA website to update and maintain their pages, paste articles on the newsletter and post announcements on the home page. Industry members who attend this seminar will be provided passwords and given a one-on-one session on how to use the program. For registration: Email: [nholland@pngtourism.org.pg](mailto:nholland@pngtourism.org.pg)

**6: JATA 2004:** PNG will be represented by the TPA at the Japan Association of Travel Agents (JATA) show at the Tokyo Big Sights from 24<sup>th</sup> – 26<sup>th</sup> September. Two industry representatives and a Manus dance group comprising 7 students and a team leader will be part of the TPA contingent. Email: [pkone@pngtourism.org.pg](mailto:pkone@pngtourism.org.pg)

**7: WTM 2004:** TPA will also represent PNG at the World Travel Mart in London from November 8- 11. TPA will be supported by Air Niugini and Trans Niugini Tours. All tourism operators are encouraged to supply brochures etc to TPA for inclusion in give-away kits at the exhibition: Email: [alicek@pngtourism.org.pg](mailto:alicek@pngtourism.org.pg)

**8: New Office Space:** The TPA Office has been relocated from the 2<sup>nd</sup> to the 5<sup>th</sup> Floor of Pacific MMI House in Port Moresby since the beginning of August. All contact numbers remain the same - Ph: (675) 3200211, Fax: (675) 3200223.

**9: New IT Officer:** We also have a new Information Technology Officer Mr. Leith Isaac from East New Britain Province. Email: [lisaac@pngtourism.org.pg](mailto:lisaac@pngtourism.org.pg) for all website enquiries.

**10: September Shows:** September is a set to be another bumper festival month with the Hiri Moale Festival, 16<sup>th</sup> – 19<sup>th</sup> September in Port Moresby; Goroka Show, 17<sup>th</sup> – 19<sup>th</sup>; and the Tufi Cultural Show 17<sup>th</sup> – 19<sup>th</sup>. These shows will coincide with PNG's 29<sup>th</sup> Independence Anniversary celebrations on September 16.

**11: Milne Bay Kenu Festival:** There is excitement in the air as preparations are hotting up for the inaugural Kenu Festival in Alotau. To be staged from the 5<sup>th</sup> – 7<sup>th</sup> November, activities will include Canoe racing, Dry river canoe race, Cultural Events, Exhibitions, Arts & Crafts, Side shows, Choirs, Crazy raft race and the “Tour de Milne Bay” bicycle race. For details email: [info@milnebaytourism.gov.pg](mailto:info@milnebaytourism.gov.pg)

**12: Pro-Invest in PNG:** Consultant Robert Cleverdon of Pro-Invest Scheme, a program of the ACP Group and European Commission for promoting tourism investment in the Pacific will be in Port Moresby on October 11. He also travels to Rabaul and Madang. Mr Cleverdon will meet with PNG operators who have submitted expressions of interest under the Pro-Invest Scheme as well as conduct a workshop for those industry members who are unable to attend the meeting with potential partners and investors in Fiji in February 2005. For details email: [nholland@pngtourism.org.pg](mailto:nholland@pngtourism.org.pg)

**13: Italian Piano Maestro Visits:** Pier Giorgio Bertacchini who shared some of the world biggest opera stages with Luciano Pavarotti is currently in PNG on a private tour with a number of Italian celebrities. Mr. Bertacchini performed at a fundraiser in Port Moresby before travelling to Madang and the Sepik River. The group also visited the Mount Hagen Show and did some diving at Loloata Island Resort.

**14: Russian Journalist Visit:** THE many facets of Papua New Guinea tourism will soon be featured in one of Russia’s luxury travel guide magazine – The “Fly and Drive”. This follows a visit to Papua New Guinea by journalist Marinika Markova and photographer Slava Voronin, who spent over a week visiting several tourism sites in PNG. Miss Markova and Mr Voronin visited the colourful Mount Hagen Show, the mystical Karawari Lodge along the Sepik River; the spectacular Ambua Lodge in Tari and beautiful Madang before returning to Russia this afternoon. Both were impressed with what they saw and experienced on their short trip. Mr Voronin described the Mount Hagen Show as “unusual, very original and unique” saying “you do not find this kind of a show anywhere else in the world.” Miss Markova was impressed by the simplicity and smiles of Papua New Guineans saying her impression of PNG has changed tremendously since taking this trip. “We read and heard a lot about crime but everyone we met was very good to us,” she said. She said they would do a main piece of PNG based on their visit plus a few pieces on accommodations. PNG Tourism Promotion Authority chief executive officer Peter Vincent thanked the Russians for committing their time to promote PNG as a tourism destination in Russia. Mr Vincent said the TPA considers Russia as a major source market and would continue to do everything possible to lure tourists from that market.

**15: Germany Office:** Mr. Rudiger Knospe is the TPA representative for the Germany Market based in Frankfurt: Email: [PNG.TOURISM@t-online.de](mailto:PNG.TOURISM@t-online.de) Ph: (49) 69 634 095 Fax: (49) 69 631 3332

**16: Kokoda Tract Meeting:** A meeting of all major tourism operators was held on July 20 @ the Gateway Hotel in Port Moresby where major issues affecting the track was discussed. As a follow-up, TPA chief executive officer Peter Vincent has held follow-up meetings with the Central Provincial Administration (CPA) regarding the deteriorating state of the road between the Sogeri Monument and Owers Corner. CPA

has confirmed on Monday that funding has been secured from the Asian Development Bank and work should begin towards the end of this year.

**17: PTO's Meeting:** More workshops for Provincial Tourism Officers will be conducted in future following a successful workshop in Port Moresby on June 7. TPA CEO Peter Vincent was impressed with the turn-up and participation by nearly all 20 PTOs saying a greater understanding and corporation between the National Tourism Office and the PTOs must be maintained.

**All queries about the contents of this email newsletter should be emailed to: [ctaimbari@pngtourism.org.pg](mailto:ctaimbari@pngtourism.org.pg) or Ph: 3200211 or write to: PNG Tourism Promotion Authority, Pacific MMI House, P.O. Box 1291, Port Moresby, NCD.**