



## Expression of Interest (EOI)

### PROJECT CO-ORDINATOR – VANUATU TOURISM MARKETING RECOVERY PROGRAM (PHASE 1)

#### About the Vanuatu Tourism Office

The Vanuatu Tourism Office (VTO) is the national tourism destination marketing organization. Our headquarter is based in Port-Vila (Vanuatu) supported by various representations in Australia, New Zealand, New Caledonia and other long-haul markets in Europe, China, and North America.

Our role is to promote Vanuatu as a destination for international and domestic tourists.

#### Background

As part of the Pillar 4 of the Tourism Crisis Response and Recovery Plan (TCRRP) and Themes of the Vanuatu Sustainable Tourism Strategy (VSTS), the Vanuatu Tourism Office is responsible to develop and implement a marketing recovery strategy to increase awareness and international demand for Vanuatu. With support from the Australian Government through the Governance for Growth Program (GFG), the VTO is now preparing to implement the **2021-2023 Vanuatu Tourism Marketing Recovery Program** in the source markets of Australia, New Zealand and New Caledonia.

To support the implementation of the different components of the program, we are recruiting a Project Co-ordinator to work with the VTO Implementation Team and the Project Steering Committee to ensure strong governance, adherence to program goals and objectives and timely implementation. The program guided by the project steering committee will provide industry intelligence and marketing guidance to the program.

#### Expression of interest

A Terms of Reference (ToR) can be obtained to prepare submission for the position of Project Coordinator by contacting Mr. Paul Pio, Short Haul Markets Manager at the Vanuatu Tourism Office on email address – [ppio@vanuatu.travel](mailto:ppio@vanuatu.travel)

#### Closing Date of Submission

The closing date for submissions is scheduled for **Friday, 20<sup>th</sup> August 2021**.

**Previous applicants for the position do not need to re-apply.**

All submissions to be addressed to the Chief Executive Officer, Vanuatu Tourism Office, First Floor, Tamarama Building, P o Box 209, Port Vila.