

## Vanuatu Tourism Help Desk Agent

### EXPRESSION OF INTEREST

The Vanuatu Tourism Office (VTO) seeks to engage a part-time agent for the Vanuatu Tourism Help Desk. The contract will be for seven (7) months. The VTO would like to receive proposals from suitably qualified individuals interested in taking on this contract.

The role is expected to commence on the 01st of June 2022 and continue through to the 15th of December 2022.

#### ABOUT THE VANUATU TOURISM OFFICE

The Vanuatu Tourism Office (VTO) is the national tourism destination marketing organisation and is a statutory body operating under the VTO Act Cap 142. Our headquarters are located in Port Vila, 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

In implementing the DFAT funded *Vanuatu Tourism Marketing Recovery Project*, (VTMRP) the Vanuatu Tourism Office is activating the 'Market Ready' stage of the Vanuatu Tourism Roadmap for border reopening. We need to ensure that it is as easy as possible to book and travel to Vanuatu. It is difficult to understand the status and opening plans of products and experiences across Vanuatu at this point in time. The situation will likely evolve as businesses get back on their feet and undertake their products' required work and staffing. It is expected that operators will stage the opening of various parts of their business in line with demand projections and staff availability.

The Help Desk Agent will be a conduit between international markets and the tourism industry to secure up-to-date information on the opening status, Safe Business Operations Pathway completion, and plans for experiences across Vanuatu. They will share this on the ground knowledge with international representatives, stakeholders, and aviation partners in a digital format.

The role will also assist with advocacy and reputational issues as Vanuatu moves through the reopening process. There will be a level of expectation management required.

#### THE OBJECTIVE OF THE HELP DESK

The objective of the Vanuatu Tourism Help Desk is to make it easy for travel trade and partners to secure information on various products and experiences as we move closer to border openings.

- To be the liaison between the overseas travel trade and the industry in Vanuatu
- To report accurately on the status of various tourism ready products and identify areas of support
- Provide regular updates on new products and experiences
- To develop a digital library of available products and associated contents (for information purposes only, not marketing)
- To manage the day-to-day incoming enquiries from travel trade partners
- Ensure operators going back to market have the right business and health requirements

## STRATEGIC PLATFORMS

Destination marketing for Vanuatu is led by the recently developed brand positioning and creative platform of Answer the Call of Vanuatu. More information can be found here

[www.vanuatu.travel/en/answerthecall](http://www.vanuatu.travel/en/answerthecall)

The market positioning and brand pillars of Vanuatu in the Tourism Market is that “Vanuatu delivers a real-life changing adventure by offering a more exciting way to relax.”

The Vanuatu Sustainable Tourism Strategy was released in 2021 to implement the Government’s policy and ensure that tourism in Vanuatu is more inclusive of the local community and the benefits of tourism spread more broadly and forms the policy directive for the development of the tourism sector of Vanuatu.

The Vanuatu Tourism Market Development Plan 2030 (released in 2019) lays out the platform for source and target markets. This plan will be reviewed following updated research and the initial stages of recovery from the COVID-19 pandemic.

Also released in 2020 was the Vanuatu Sustainable Cruise Tourism Development Strategy, which provides forward-thinking strategies for this vital sector, once cruising resumes in the Pacific and to Vanuatu.

## RECOVERY MARKETING PROGRAM

Once borders reopen, there will be a singular focus on recovery marketing programs and securing travel to Vanuatu in the short to medium term.

The Vanuatu Tourism Office is working for a 4-stage process towards border reopening.

- 1. Tourism Ready** - Facilitate activities and policies that prepare Vanuatu and its citizens for border opening and safe travel for Vanuatu citizens, business connections, and international visitors.
- 2. Market Ready** – Ensure Vanuatu and its tourism and aviation stakeholders are prepared for welcoming back international visitors through demand generating activities.
- 3. Market Opening** – Implement marketing campaigns to create awareness, interest, and demand for Vanuatu in a competitive environment to generate economic benefit and dispersal of benefit.
- 4. Sustainable Demand and Market Diversification** – implement programs that focus on product development and supporting market diversification for the long-term growth and benefit to Vanuatu. Maintenance on tradition business models must be maintained.

The successful agent will be involved in supporting all stages of this process.

## SCOPE OF WORK

The successful candidate will have the capacity and experience to deliver according to the role’s responsibilities and will work closely with the VTO team, the VTRMP coordinator, and various VTO stakeholders to undertake the task of providing the Help Desk services outlined in the Terms of Reference.

## EXPRESSION OF INTEREST

A Terms of Reference can be obtained to prepare a submission for the contracted service of the Help Desk Coordinator by emailing Ms Rae Ernst, Project Coordinator to the Vanuatu Tourism Marketing Recovery Program

[rernt@vanuatu.travel](mailto:rernt@vanuatu.travel)

Please submit your expression of interest in your preferred format including of the following information:

- Cover letter
- Profile including experience and credentials

### **CLOSING DATE OF SUBMISSION**

The closing date for submissions is ***Wednesday, 18th of May.***

All submissions to be addressed to:

The Chief Executive Officer, Vanuatu Tourism Office, Frist Floor, Tamarama Building, PO BOX 209, Port Vila.

***Emailed submissions should be sent to:***

Chief Executive Officer Adela Issachar Aru ([aissachararu@vanuatu.travel](mailto:aissachararu@vanuatu.travel))

***Copy in:***

Short Haul Markets Manager, Mr Paul Pio ([ppio@vanuatu.travel](mailto:ppio@vanuatu.travel)) and

VTRMP Coordinator, Ms Rae Ernst ([renst@vanuatu.travel](mailto:renst@vanuatu.travel))

