

Seminar Two:
Sustainable and
Responsible Tourism



Maeva - Bienvenue - Welcome

SUPPLY CHAIN MANAGEMENT OF TOURISM NEW MODES OF COMMUNICATION AND DISTRIBUTION

A I R T A H I T I N U I

Michel MONVOISIN
CEO of Air Tahiti Nui

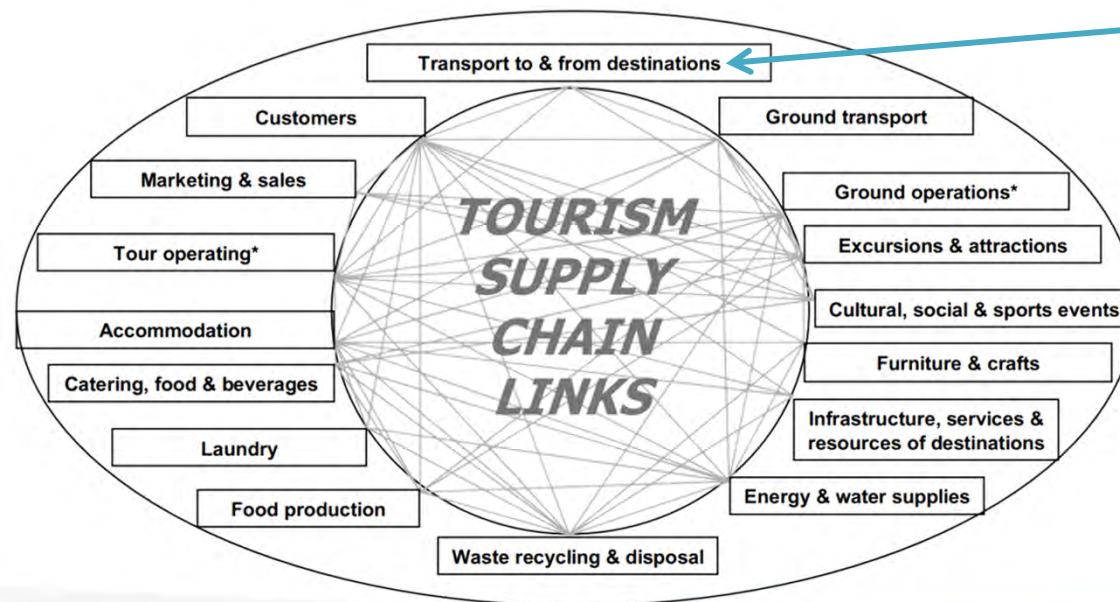
pecc Pacific
Economic
Cooperation
Council

KEY FIGURES OF TOURISM IN FRENCH POLYNESIA

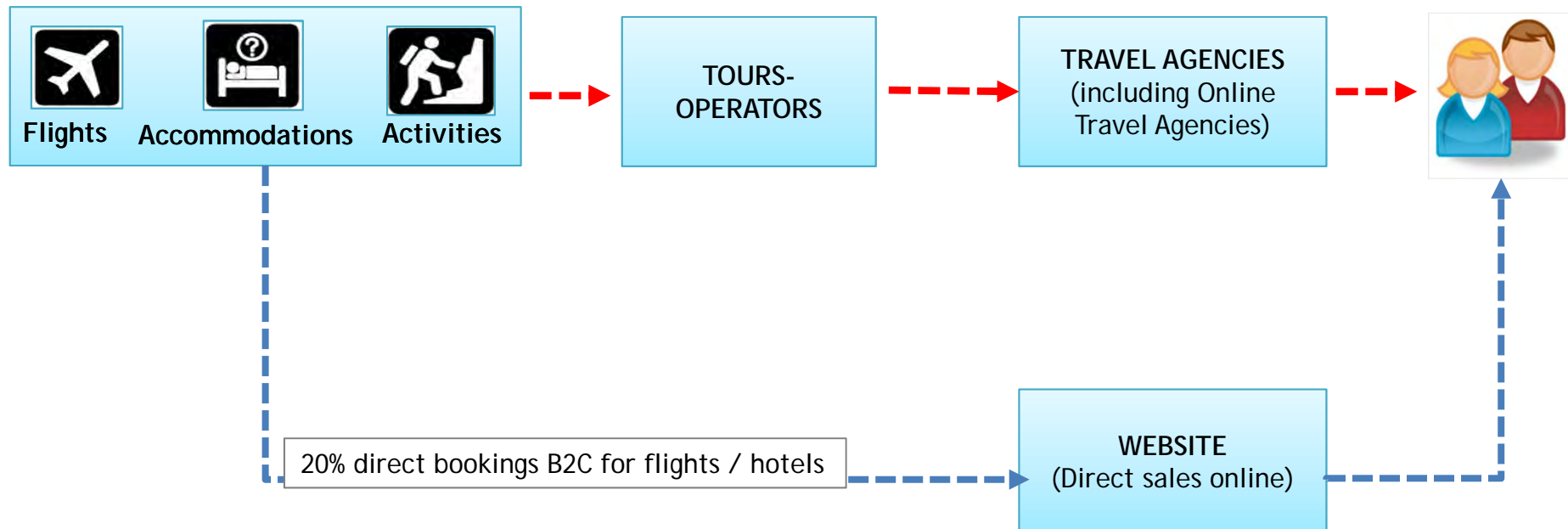
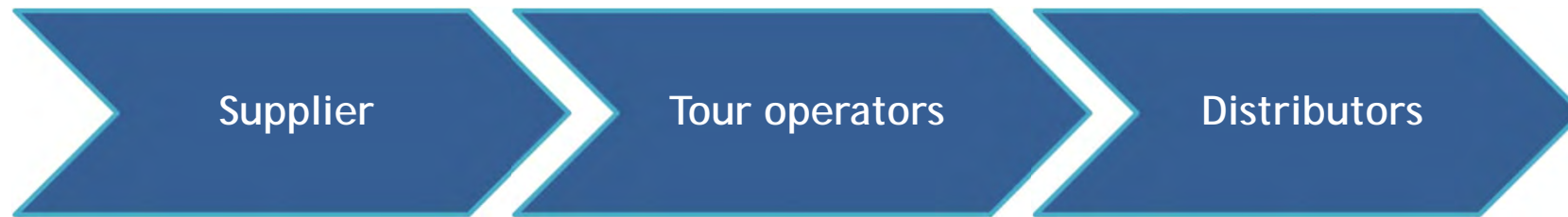
- 53 billion CFP (523 million USD) in 2016
- +17% of tourists over the last 3 years : 164 400 (in 2013) → 192 500 (in 2016)
- The filling rate of international flights in 2016: 80%
- ATN carried nearly 480 085 passengers in 2016
- Cruise tourism: axis of development, niche segment

SUPPLY CHAIN MANAGEMENT OF TOURISM

Philosophy of management that involves the management and integration of a set of selected tourism key business processes from end user through original suppliers, that provides products, services and information that add value for customers and other stakeholders through the collaborative efforts of supply chain tourism members' (Ho et al., 2002, p. 4422)



VALUE CHAIN AND DISTRIBUTION



NEW MODES OF COMMUNICATION AND DISTRIBUTION

Working together with:

- Tahiti Tourisme
- Hotels
- Tour operator
- DMC (Destination Management Company)
- Travel agencies

Cooperating in different ways:

- Price
- Commercial offer
- Marketing / promoting the destination

NEW MODES OF COMMUNICATION AND DISTRIBUTION

How do we communicate?

Advertisement



Social networks

Tourism fairs around the world

Press articles

E-Mailing

Our Web site



Si vous n'arrivez pas à visualiser cette page, veuillez cliquer ici



En Février et Mars 2018, partez à Tokyo le mardi pour profiter de notre promotion spéciale sur cette 3ème fréquence hebdomadaire

Jusqu'au 26 mars, profitez de cette promotion exceptionnelle à partir de 87 800XPF*

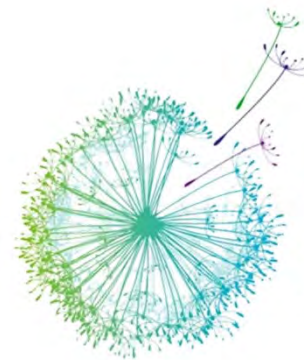
NEW

NEW MODES OF COMMUNICATION AND DISTRIBUTION

Digitalization



Sustainable
tourism



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

Ancillaries online

Book a flight

Book an Hotel

Rent a car

Package request

web self-service
check-in

The image shows the Air Tahiti Nui website with several red arrows pointing to specific features:

- Package request:** Points to the "Find your special holiday to the Islands of Tahiti" banner at the top, which lists options like Surf & Dive, Pension, Bed & Breakfast, Islands of Discovery, Luxury/SPA, Honeymoon, Cruise, Family, and Hot Vacations.
- Book a flight:** Points to the "Book Flights" button in the main navigation bar.
- Book an Hotel:** Points to the "Hotels" button in the main navigation bar.
- Rent a car:** Points to the "Cars" button in the main navigation bar.
- web self-service check-in:** Points to the "CHECK IN" button in the top navigation bar.
- Book a special airfare:** Points to the "Find a Special Airfare to Tahiti, Los Angeles, Paris or Tokyo for your next trip" section at the bottom.

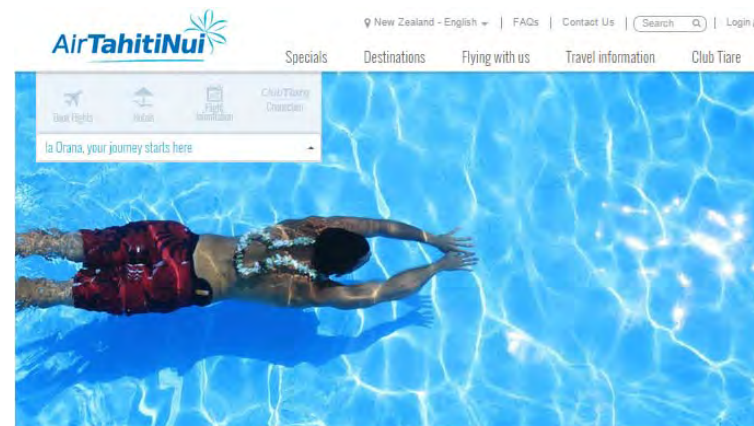
The website interface includes the Air Tahiti Nui logo, a navigation bar with links like "BOOK", "TAHITI VACATIONS", "FLYING WITH US", "TRAVEL INFORMATION", "ClubTiare", "THE ISLANDS OF TAHITI GUIDE", "LOGIN", "CHECK IN", "MANAGE MY BOOKING", and "CONTACTS". The main banner features a woman in a pink dress and the text "Maeva - Welcome The Spirit of Air Tahiti Nui". Below the banner are buttons for "Book Flights", "Hotels", "Cars", and "Flight Information". A flight search form is visible with fields for "From" (Los Angeles, CA (LAX)), "To" (City or Airport), "Depart" (Select a date), and "Return" (Select a date). It also includes dropdowns for "Moana Economy", "1 Adults (12+ years)", "0 Children (2-11 years)", and "0 Infants (-2 years)", and a "search flights" button. A "Booking.com" logo is also present on the right side of the page.

NEW MODES OF COMMUNICATION AND DISTRIBUTION

What is sustainable tourism for ATN ?

- Highlight local people and traditions
- Support small traditional hotels
- Promoting tourism in Family Guest Houses

Communication campaign in Europe
« la Ora, au cœur des traditions »
Special rate: -300€



Specials
Tahiti Airlines
LAX & USA Airlines
Paris & Europe Airlines
Tokyo - Japan Airlines

Specials (Tahiti Holidays)
Pension, Bed & Breakfast

HOUSE OF TRAVEL

HUAHINE - Pension Tupuna Huahine
TIKEHAU - Pension Relais Royal Tikehau
FAKARAVA - Pension Tokerau Village Fakarava

TAHITI VACATIONS

PENSION RELAIS ROYAL
PENSION RAIKA LAGON
MAUPITI - PENSION TUPUNA
TIKEHAU - PENSION HOTU
MOOREA - PENSION FARE MITI - GUEST HOUSE
TAHAA - PENSION AU PHIL DU TEMPS
PENSION HITI MOANA VILLA - GUEST HOUSE
TAHITI - PENSION VANIRA LODGE - GUEST HOUSE

AirTahitiNui Créé par Booking.com

Nos Offres Destinations

Rechercher
Plus de 584 000 hôtels, appart'hôtels, Bed & Breakfast et bien plus encore...

Destination/Nom de rétablissement :
ex. ville, région, quartier ou hôtel spécifique

Voyage pour : ☒ Affaires ☐ Loisirs

Du Jour Mois Jour Mois

☒ Je n'ai pas de dates de séjour précises

Personnes 2 adultes, 0 enfant

Autres options de recherche

J'y vais !



PROMOTING LOCAL EVENTS

Tattoo



Book Now

Reserver un vol Hôtels **Tahiti events** Information vols ClubTiare Connexion

la Orana, votre voyage con

Aller-retour Aller simple Destinations multiples / Escales

De Tahiti - Papeete (F) Vers

Depart * 24 SEP 2016 Retour 24 SEP 2016

Classe Economique Flexible dates Dates fixes

Adultes 01 +12 ANS Enfants 00 2 À 11 ANS Bébés 00 - DE 2 ANS

Code de promotion (facultat) Rechercher les vols

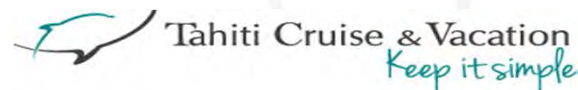
Ori Tahiti



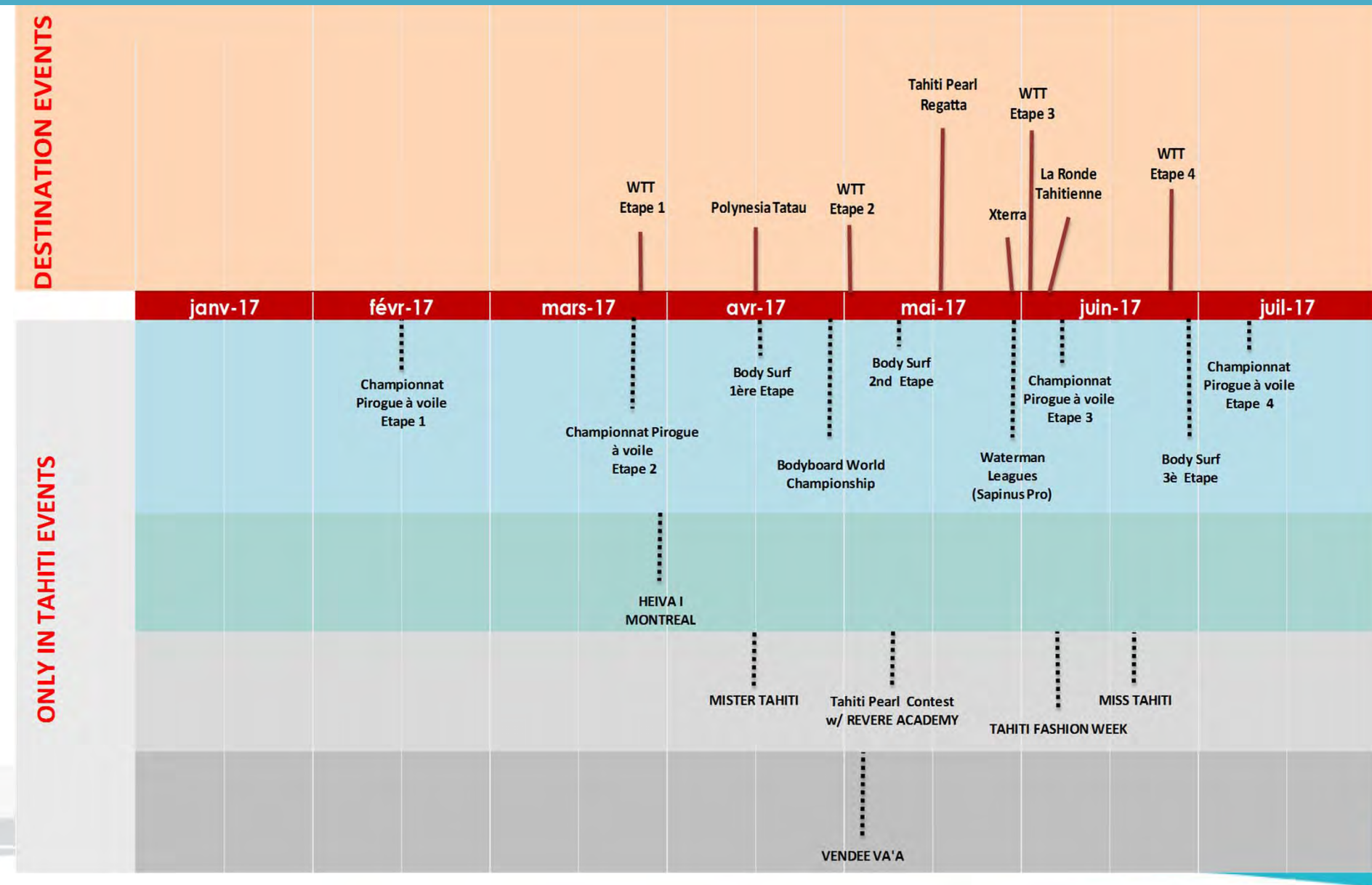
Va'a



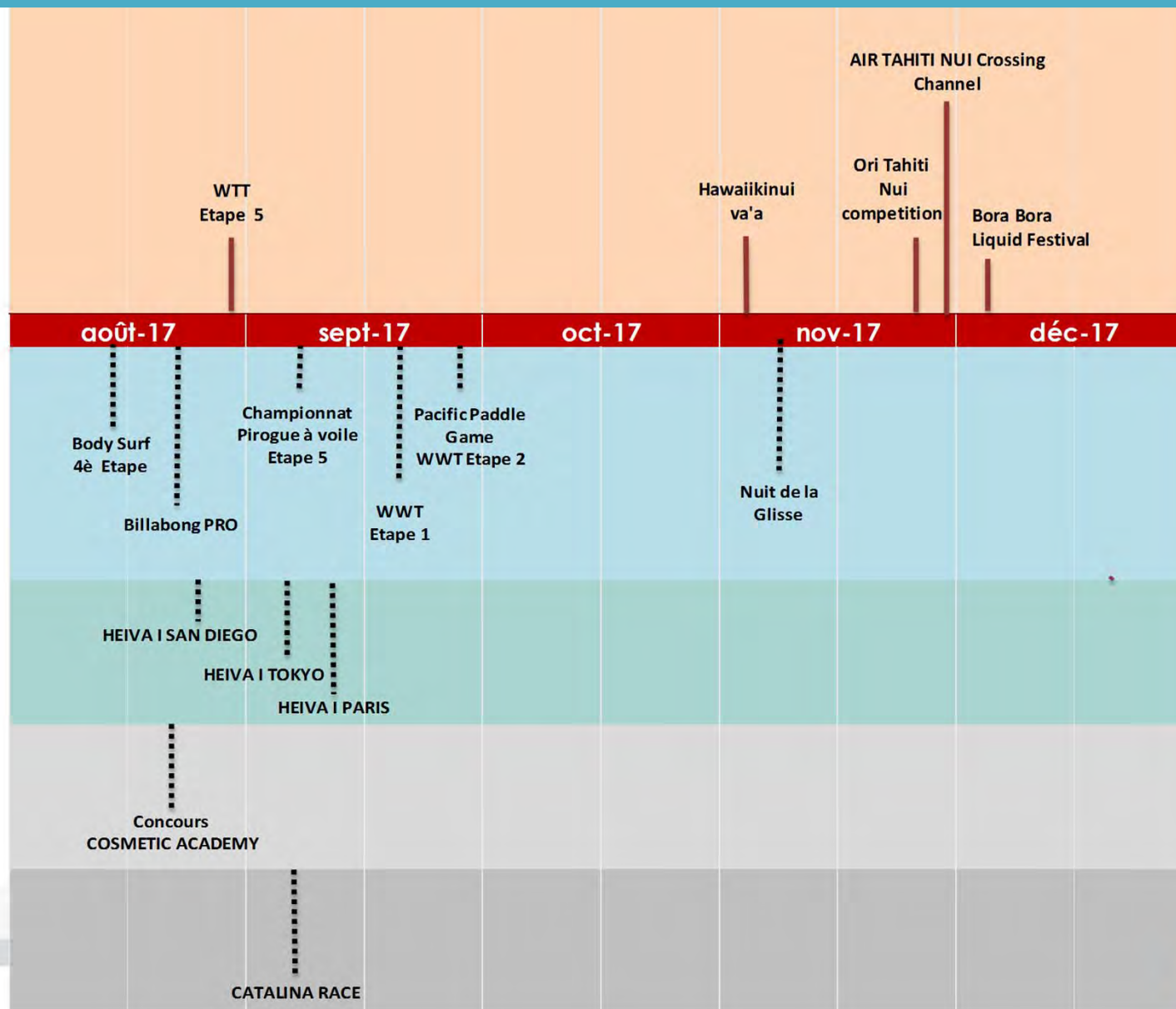
A group of 3 major local eTOs:



EVENTS 2017 CALENDAR



EVENTS 2017 CALENDAR



MAURUURU

