SUPPLY CHAIN MANAGEMENT OF TOURISM
NEW MODES OF COMMUNICATION AND DISTRIBUTION

Michel MONVOISIN
CEO of Air Tahiti Nui
• 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

Supplier → Tour operators → Distributors

- Flights
- Accommodations
- Activities

TOURS-OPERATORS

TRAVEL AGENCIES (including Online Travel Agencies)

WEBSITE (Direct sales online)

20% direct bookings B2C for flights / hotels

Air Tahiti Nui
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
- Commerciale offer
- Marketing / promoting the destination
How do we communicate?

Advertisement

Social networks

Tourism fairs around the world

Press articles

Our Web site

E-Mailing
NEW MODES OF COMMUNICATION AND DISTRIBUTION

Digitalization

Sustainable tourism
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€
A group of 3 major local eTOs:
EVENTS 2017 CALENDAR

août-17
- Body Surf 4è Etape
- Billabong PRO
- HEIVA I SAN DIEGO
- HEIVA I TOKYO
- HEIVA I PARIS
- Concours COSMETIC ACADEMY
- CATALINA RACE

sept-17
- Championnat Pirogue à voile Etape 5
- Pacific Paddle Game WWT Etape 2
- HEIVA I SAN DIEGO
- HEIVA I TOKYO
- HEIVA I PARIS

oct-17
- WTT Etape 1
- WWT Etape 2
- Air Tahiti Nui Crossing Channel
- Ori Tahiti Nui competition
- Bora Bora Liquid Festival

nov-17
- Hawaikinui va’a
- Nuit de la Glisse

déc-17
- AIR TAHITI NUI Crossing Channel