

**WORLD
TOURISM
DAY 2025**

**TOURISM
SUSTAINABLE
TRANSFORMATION**



UN Tourism

2025 WORLD TOURISM WEEK

PROGRAM BOOKLET



EAST NEW BRITAIN PROVINCE, PAPUA NEW GUINEA

THURSDAY 25TH – SATURDAY 27TH SEPTEMBER 2025

Proudly organized by PNG TOURISM PROMOTION AUTHORITY in partnership with the ENB TOURISM AUTHORITY & UNIVERSITY OF NATURAL RESOURCES AND ENVIRONMENT



World Tourism Day 2025 – East New Britain

For this year's **World Tourism Day (WTD) 2025**, the **PNG Tourism Promotion Authority** (PNGTPA) is proud to announce that **East New Britain** (ENB) Province has been chosen as the **host destination** to commemorate and celebrate this global occasion.

The United Nations Tourism theme for **2025** is **“Tourism and Sustainable Transformation”** — a powerful call to action that highlights sustainability as the cornerstone of our industry. Tourism, as a renewable sector, thrives on responsible policies, innovative products, meaningful experiences, and the shared benefits it delivers to our communities and our country.

We are delighted to partner with the **East New Britain Tourism Authority** (ENBTA) and the **University of Natural Resources and Environment** (UNRE) in delivering this year's program.

The **2025 WTD Celebratory Week** will run over **three days** and feature:

- **School Outreach Programs** reaching 10 schools across the province;
- Two **Community Waste Collection Drives** in Kokopo and Rabaul; and
- A **Social Media Awareness Campaign** led by our team on the ground, featuring interviews with industry members to highlight and share their sustainable best practices.

The objective of this week-long celebration is to promote, inspire, and raise awareness around the theme of sustainable transformation in tourism. **As Papua New Guinea marks its 50th Independence Anniversary**, it is timely to **reflect on and champion the principles and long-term benefits of sustainable tourism**.

This year's commemoration brings together representatives from government, the private sector, academia, communities, and the public in East New Britain — working hand in hand to create an **environmental, educational, and cultural program** that **speaks to the future of tourism in PNG**.

Together, let us celebrate the transformative power of tourism.

Happy World Tourism Day 2025!

WELCOME MESSAGE FROM PNGTPA

I welcome you all to East New Britain for the 2025 World Tourism Day celebrations.

This year's program will bring people together through community clean-up drives, school outreach programs, and a social media campaign that shines a light on industry members leading the way in sustainable best practices. These activities remind us that tourism is about caring for our environment, investing in education, and sharing knowledge that creates a better future.

We look forward to working with our partners and everyone taking part in this celebration.

MR. KENNEWTON KENNEDY
EXECUTIVE MANAGER, PNGTPA

MESSAGE FROM EAST NEW BRITAIN TOURISM AUTHORITY

It is a privilege for East New Britain to host this year's WTD celebrations. Our province is proud to welcome participants to take part in clean-up drives, school visits, and awareness activities that reflect our shared commitment to sustainable tourism. These initiatives highlight the importance of working together to protect our environment, empower our young people, and promote positive practices across our industry.

MR. KANIA TUBAL
CHIEF EXECUTIVE OFFICER, ENB TOURISM AUTHORITY

MESSAGE FROM UNIVERSITY OF NATURAL RESOURCES AND ENVIRONMENT

UNRE is proud to stand alongside PNGTPA and ENBTA in championing sustainable tourism through education, awareness, and community engagement. By participating in school outreach and supporting social media awareness campaigns, our students gain real opportunities to learn, share, and contribute as future custodians of this industry.

MS. NAOMI MWAYAWA
ACTING HEAD OF TOURISM DEPARTMENT, UNRE

SCHEDULE OF EVENTS

Thursday 25th September 2025

UNRE Tourism Outreach Program | ENB | 10AM – 2PM

7.45 AM	UNRE Students, ENBTA and PNGTPA to convene at the central point
8.00 AM	Debrief
8.30 AM	Teams to disburse to various schools
9.30 AM	Set up sound, presentations and quizzes
10.00 AM	Assemble Students
10.30 AM	Welcome and Icebreaker
10.50 AM	Student Presentation on various Tourism Topics
11.50 AM	Interactive Q&A and Discussion Session
12.00 PM	Group Activity: Tourism Mapping or Quiz
12.30 PM	Closing Remarks
12.40 PM	End of Program

Friday 26th September 2025

Community Waste Collection Drive | Rabaul Town | 10AM – 12PM

9.00 AM	UNRE Students, ENBTA, PNGTPA and Tourism Industry Volunteers to convene at the old Rabaul Market
9.30 AM	Distribution of garbage bags, gloves and tools
9.45 AM	Debrief
10.00 AM	Waste Collection Drive Commences
12.00 PM	Group to return to Rabaul Hotel
12.30 PM	Group Photo
12.40 PM	Lunch
2.00 PM	End of Program

Saturday 27th September 2025

Community Waste Collection Drive | Kokopo Town | 10AM – 12PM

9.00 AM	UNRE Students, ENBTA, PNGTPA and Tourism Industry Volunteers to convene in front of the Kokopo War Museum
9.30 AM	Distribution of garbage bags, gloves and tools
9.45 AM	Debrief
10.00 AM	Waste Collection Drive Commences
12.00 PM	Group to return to Kokopo Beach Bungalows
12.30 PM	Group Photo
12.40 PM	Lunch
2.00 PM	End of Program

NOTICE TO PARTNERS, PARTICIPANTS & VOLUNTEERS

Please take note of the following important details for the upcoming events:

1. COMMUNITY WASTE COLLECTION DRIVE

- Dress code: Blue, white, or green t-shirt with black shorts.
- Bring a hat and water bottle.
- Security will be provided, but please avoid bringing valuables.
- Lunch and transport will be provided after the activity.

2. UNRE SCHOOL OUTREACH PROGRAM

- All teams must attend in their respective uniforms.
- Transport and refreshments will be provided only for the outreach teams.
- Please remain vigilant and mindful of personal security at all times.

ACKNOWLEDGEMENTS

The PNGTPA warmly thanks all partners, stakeholders, and supporters who are working with us to deliver this year's World Tourism Day celebrations.

Special appreciation to:

- East New Britain Tourism Authority
- University of Natural Resources and Environment
- East New Britain Provincial Administration
- Our volunteers, students, and community leaders
- Industry partners and sponsors

Your commitment and support will help make this celebration a true showcase of tourism in Papua New Guinea.

CONTACT INFORMATION

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UNIVERSITY OF NATURAL RESOURCES AND ENVIRONMENT (UNRE)

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