

National Tourism Policy 2025-2045

Policy Overview and Intent

National Tourism Legislation Reform
Consultation Workshop





Where are we now?



State of the Tourism Sector



Cruise Arrival: 26,527



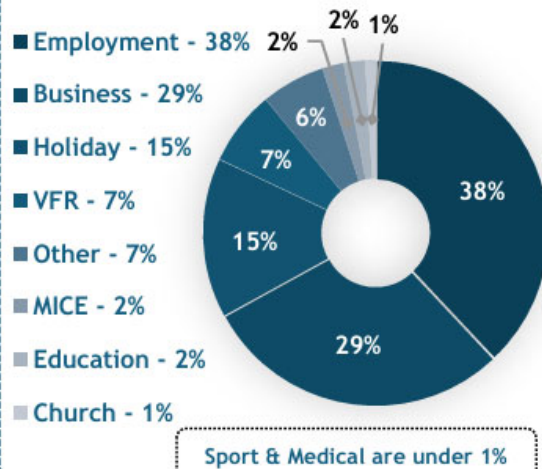
Air Arrival: 103,881



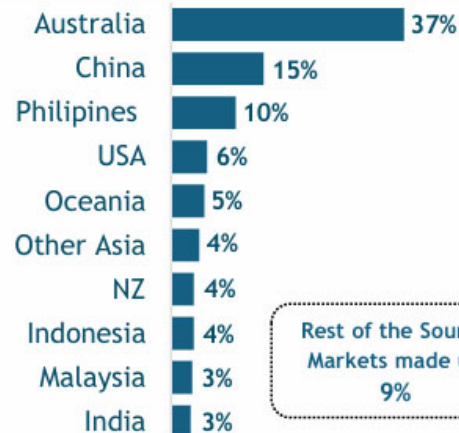
130,408 TOTAL VISITORS



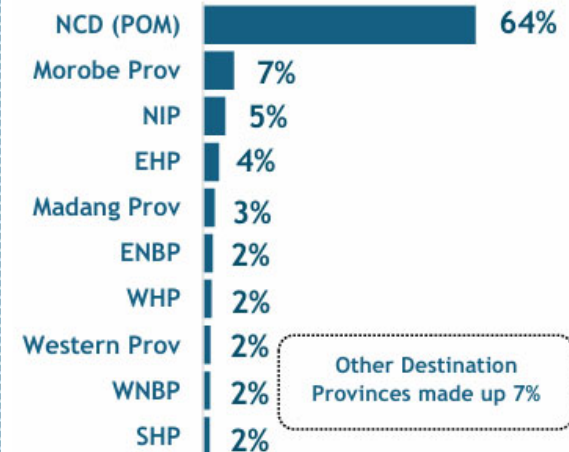
Purpose of Visits



Top 10 Source Markets



Top 10 Destination Provinces

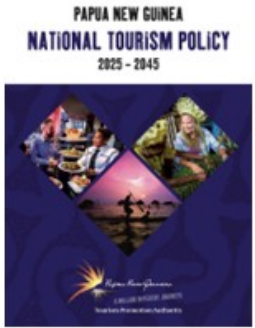




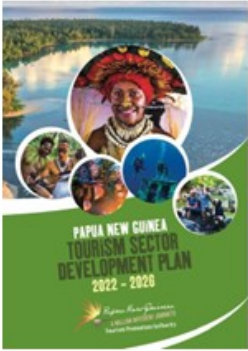
TPA Act 1993



TPA Corporate Plan



National Tourism Policy



Tourism Sector Development Plan(s)

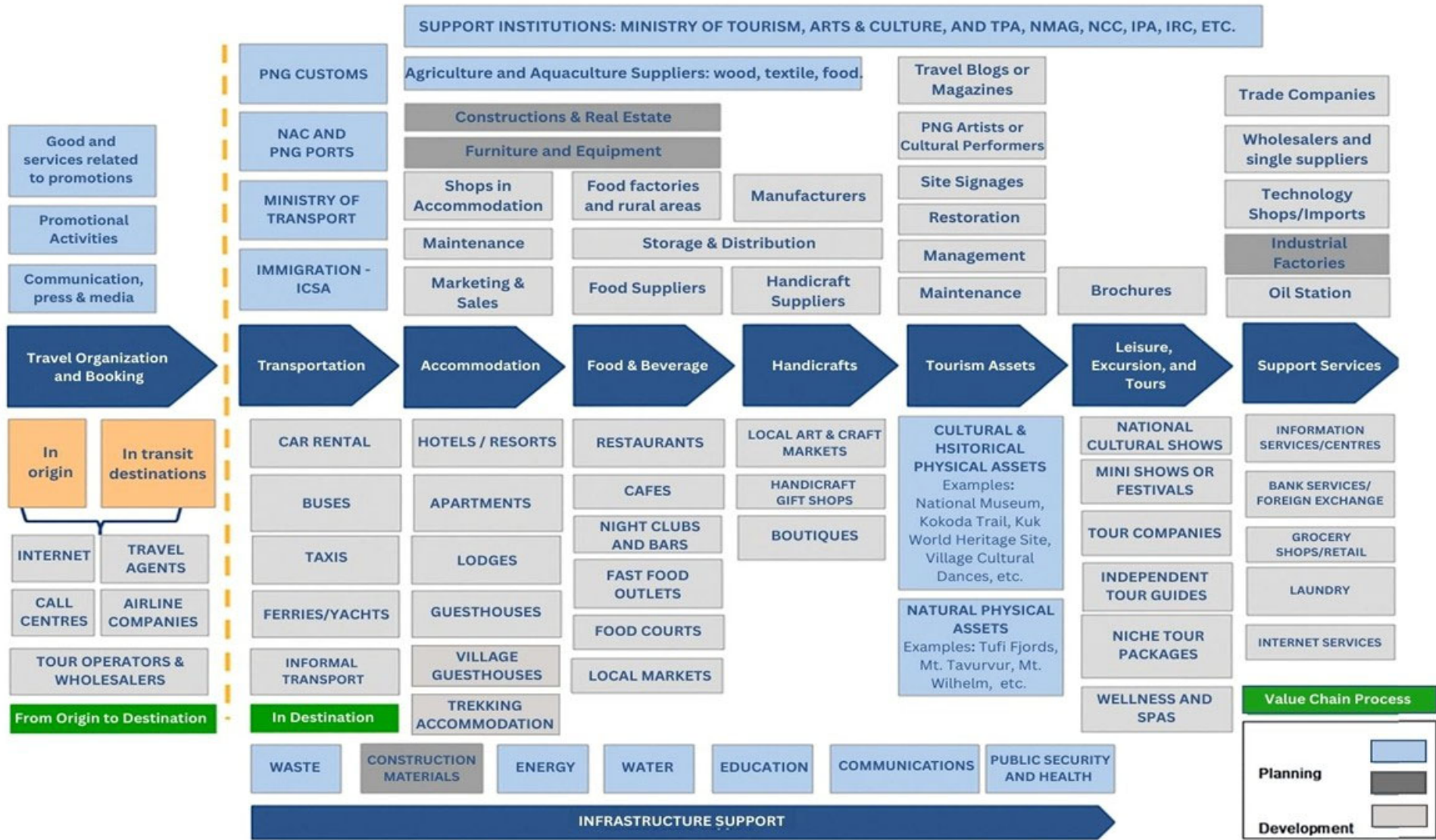
- ➔ Marketing Strategy
- ➔ Cruise Strategy
- ➔ Other Thematic Strategy(s)

2026 Divisional Workplans



INDIRECT

DIRECT



Contextual Considerations: The Tourism Landscape

Institutional Arrangements and Coordination Mechanisms for Tourism in PNG

- Tourism development requires a whole-of-government approach, as well as public, private and community collaboration.
- Governance structures and coordination platforms/practices are central to the policy intent.
- Lead role vs. support role for Tourism

Defining the “tourism industry” in PNG

- Tourism Act 1993 refers to tourism as “services by way of transport, hotel accommodation, tour guides, attractions, sports and entertainment”

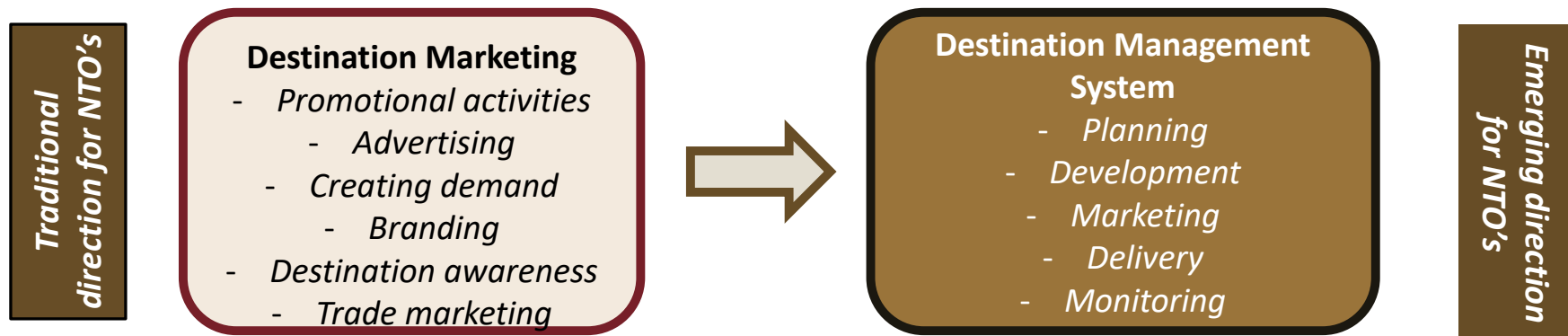
Growth in Tourism Arrivals & Supply in PNG to Date

- Growth over the years since had doubled each year, rivalling the Pacific neighbors since the last Policy was launched in 1995.
- This growth was mainly fueled by the business market.
- A clear decline in holiday makers emerged in 2017 first as election years became cautionary years for travelers and more drastically by 2020 due to Covid-19.
- PNGs tourism accommodation and related products and experiences have grown significantly in number, size and level of sophistication.



Global Landscape

- NTOs/Destination Marketing Organisations (DMO) of the past are no longer fit for purpose. They have - to varying degrees - taken on additional roles that go beyond *marketing* the destination to **managing** aspects of tourism in a destination
- e.g. sector development, product development, quality standards, impact monitoring, technology-related functions. This has typically evolved without changes to outdated legislated mandates.



Where do we want to go?



PAPUA NEW GUINEA

NATIONAL TOURISM POLICY

2025 - 2045



Policy Framework

The National Tourism Policy is framed around 15 key Policy Areas encompassing five cross-cutting themes in tourism development and 10 tourism-enabling functions. Each Policy Area is represented by an overarching Public Policy Response, which in turn are supported by a series of Priority Actions.

POLICY AREAS CROSS-CUTTING THEMES



**ENVIRONMENTAL
SUSTAINABILITY**



**CULTURAL HERITAGE
PRESERVATION**



**EMPOWERMENT OF
RESOURCE CUSTODIANS**



**INCLUSIVE ECONOMIC
GROWTH**



**RESILIENCE
BUILDING**

POLICY AREAS TOURISM ENABLING FUNCTIONS



TOURISM
SECTOR GOVERNANCE



AIR
CONNECTIVITY



HUB-BASED
DESTINATION DEVELOPMENT



NICHE-BASED VISITOR
EXPERIENCE DEVELOPMENT



INVESTMENT IN
TOURISM SUPPLY

POLICY AREAS TOURISM ENABLING FUNCTIONS



PUBLIC
INFRASTRUCTURE & SERVICE



TOURISM
INDUSTRY STANDARDS



WORKFORCE
DEVELOPMENT



DESTINATION
MARKETING



VISITOR ENTRY
& SAFETY



How do we get there?

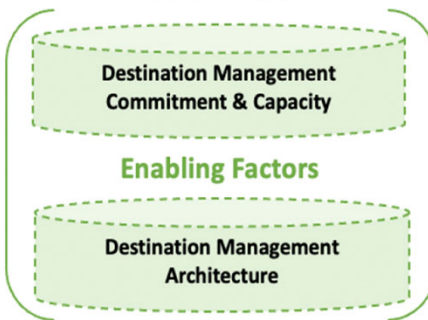


Destination Management System Model



The five critical **functions** of destination management:

- Destination Planning
- Destination Development
- Destination Marketing
- Destination Delivery
- Destination Monitoring



The **enabling factors** influencing how the functions are delivered by various destination management partners:

- The nature of government and other stakeholder **commitment** to - and **capacity** for - destination management.
- Destination management **architecture** (governance frameworks, institutional arrangements, and stakeholder coordination mechanisms for tourism and tourism-related matters).



The **partners** in destination management, i.e., the many stakeholders who lead, contribute to, and/or are impacted by the above functions (including public sector at national and subnational levels, host communities, the private sector, airlines, NGOs, the travel trade in source markets, visitors, and development partners).



National Standards Framework

The Strategic Rational

1

- Improve PNG tourism competitiveness in the Pacific region

2

- Align services with internationally recognized ISO standards

3

- Enhance visitor safety, quality, and sustainability

4

- Strengthen investor and travel trade confidence



Vision

To position Papua New Guinea as a

'Quality Assured, Safe and Sustainable Tourism Destination'

recognized across the Pacific and global markets.



Hello Poro's



Establish National Leadership & Governance



- Establish National Tourism Standards Taskforce/Committee

- Led by PNG Tourism Promotion Authority & NISIT plus key stakeholders

- Identify priority ISO standards

- Develop national implementation roadmap



Priority ISO Standards for PNG's Tourism Sector



- ISO 22483 – Hotel & accommodation service quality



- ISO 21101 – Adventure tourism safety management



- ISO 18513 – Standard tourism terminology



- ISO 9001 – Quality management systems



- ISO 14001 – Environmental management



- ISO 45001 – Occupational health & safety

Hello PNG



Expected Outcomes for Tourism

- ✓ Increased visitor confidence and safety
- ✓ Improved service consistency and quality
- ✓ Strengthen SME professionalism
- ✓ Stronger Pacific regional competitiveness
- ✓ Enhanced sustainability & cultural preservation
- ✓ Increased tourism revenue and investment



END



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RECAP ON THE PRESENTATIONS – 13/04/2026

NATIONAL TOURISM POLICY 2025-2045

[Propose Tourism Standards and Certification Framework]

1

GAP Analysis of the PNGTPA Act 1993

Wok painim aut bilong wanem law ino wok

2

KOKOPO WORKSHOP

3

Zero Draft of the proposed bill

4

Taim bilong toktok long save na pasin bilong tourism

Workshop Objectives

1. Review the effectiveness of existing tourism and legislation and regulatory mechanisms
2. Identify legislative gaps, overlaps, and implementation challenges
3. Capture stakeholder perspectives on priority reform areas
4. Validate proposed directions for tourism legislative reform

Thematic Areas of:

- Licensing, Standards and Accreditation
- Institutional Roles and Governance Arrangements
- Compliance, Enforcement and Penalties
- Investment, Innovation and Sustainability



Instructions

With the thematic areas in mind, answer the following questions:

- What are the key challenges?
- What should change in the new Tourism Act?
- Your recommendations and ideas

