



Vanuatu's Journey in Small Island Destination Management

Diversifying Tourism for Resilience, Inclusion & Climate Action

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Vanuatu Ministry of Trade and Commerce



83 Islands
12,189 km²

*Beauty Beyond the
Coastline*



From Coastal Pressure to Island-Wide Potential

*“Balancing Growth, Climate Risks &
Community Benefits”*



Not Mass Tourism — “Low Impact, High Value”

*Product Diversification Unlocks
Economic & Social Resilience*



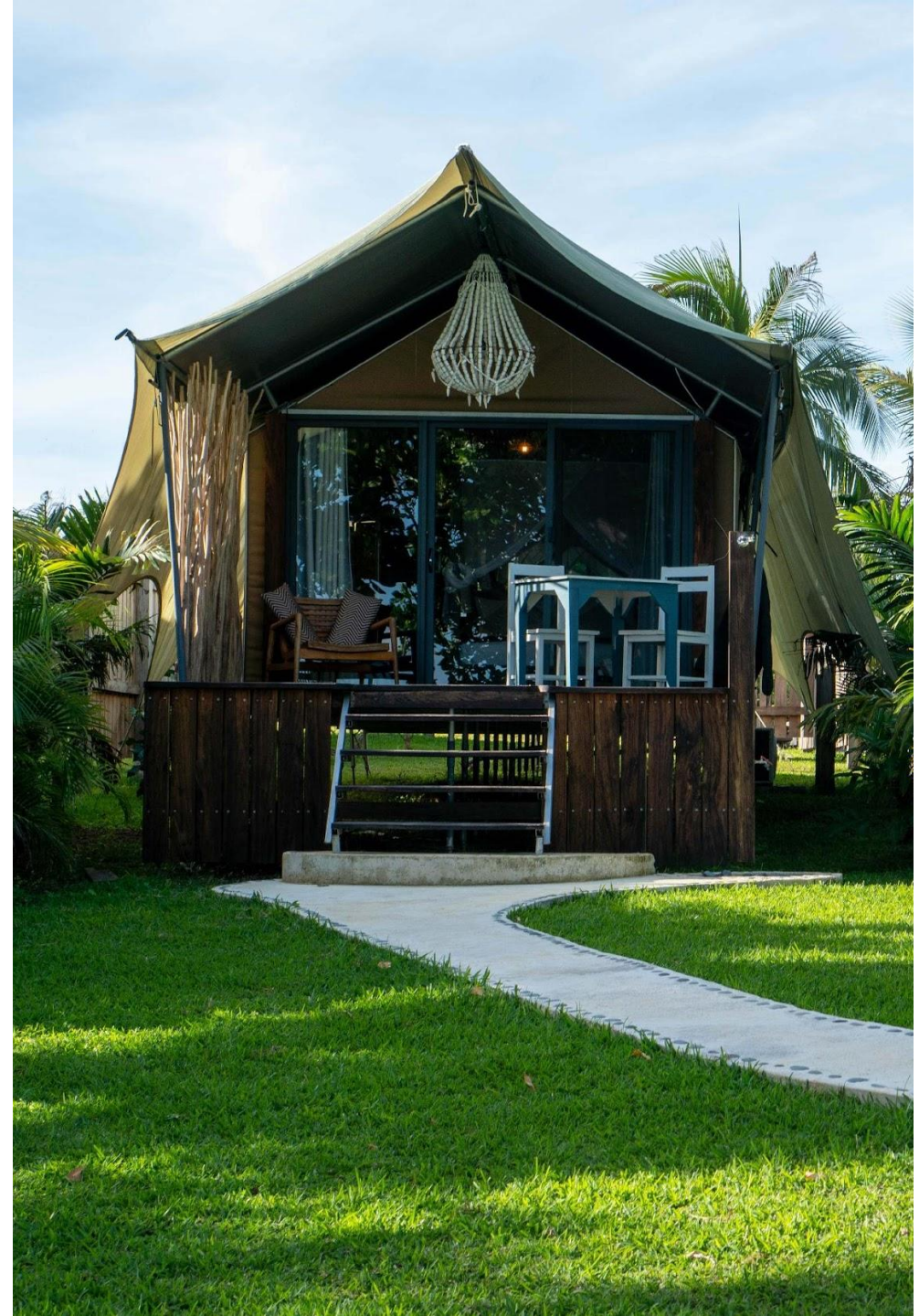
Growing Tourism from the Inside Out

*“Empowering Local Communities
& Kastom Custodians”*



“Deep Vanuatu” — Authenticity in Every Step

*“2000+ Registered Beds /
60% Inland Growth”*



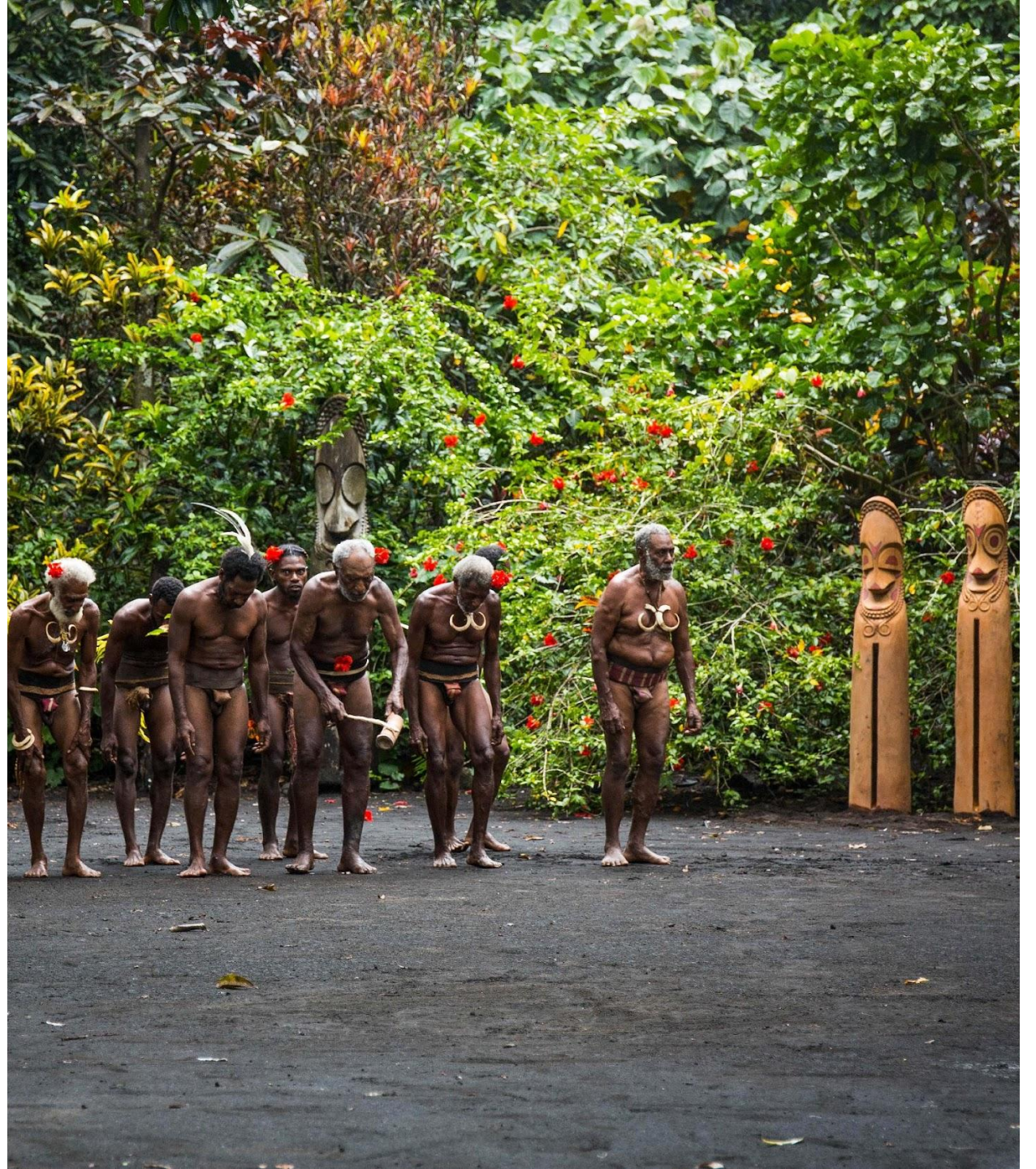
Guided by Strategy — Anchored in Climate Resilience

*“Vanuatu Sustainable Tourism
Strategy 2020–2025 & Policy 2030”*



700+ Businesses
90% Ni-Vanuatu
Owned 100+ SMEs
Supported

*“Agritourism, Niche Markets
& Cruise Tourism”*



Tourism That Protects, Empowers & Inspires

*“Climate Smart,
Community Led,
Globally
Connected”*



Thank you !

