

TOURISM IN THE PACIFIC

Tourism is an important source of economic development and employment in the Pacific.

PSDI has since 2020 worked to develop a **sustainable, private sector-led, and inclusive tourism sector in the Pacific**, built on evidence-based planning, sound government policy, and crisis resilience.

What's holding Pacific tourism businesses back?

A lack of **reliable data**

Uncertain **regulatory requirements**

Insufficient **government planning and policy**

A lack of **digital innovation**

Difficulty **accessing finance** to expand or grow



PSDI'S APPROACH TO SUPPORTING PACIFIC TOURISM:

DEVELOPING A SUSTAINABLE, PRIVATE SECTOR-LED TOURISM SECTOR

EVIDENCE-BASED TOURISM PLANNING



Improving Pacific tourism data collection and analysis to support government policy and **enhance sustainability and inclusivity**.

CRISIS MANAGEMENT



Improving policy and planning for the post-COVID-19 era to **foster a stronger and more resilient sector**, capable of absorbing crises and shocks.

FINANCING SUSTAINABLE TOURISM



Increasing access to finance for tourism businesses, and seeking to **strengthen bonds between tourism projects, lenders and investors, and green/blue financing instruments**.

ENABLING PRIVATE SECTOR-LED TOURISM



Driving innovation and growth in the Pacific tourism sector.

The **economic empowerment of women** is mainstreamed throughout all of PSDI's tourism program activities.

OVERCOMING THE IMPACTS OF COVID-19

ASSESSING THE IMPACTS OF COVID-19



COVID-19 has been devastating for many of the Asian Development Bank's (ADB) **14 Pacific developing member countries**, particularly the most tourism-dependent.



REGIONAL APPROACH TO RECOVERY



Post-COVID-19, Pacific countries could benefit from a **regional, collaborative approach to tourism** which prizes **cooperation and resource sharing** over competition for arrivals.



SECTOR SUSTAINABILITY



PSDI also believes the tourism sector post-COVID-19 can **lead Pacific sustainability initiatives**, including on energy, water, and climate proofing, to **better cater for travelers while mitigating tourism's environmental effects**.



PUBLICATIONS ...



PSDI has published two reports exploring the impact of COVID-19 on Pacific tourism, and looking ahead to the resumption of travel:
LOOKING FORWARD VOL. 1: EVALUATING THE CHALLENGES FOR PACIFIC TOURISM AFTER COVID-19 (2021)

REOPENING BORDERS TO TOURISM IN PACIFIC ISLAND COUNTRIES: KEY LESSONS AND GUIDANCE (2022)

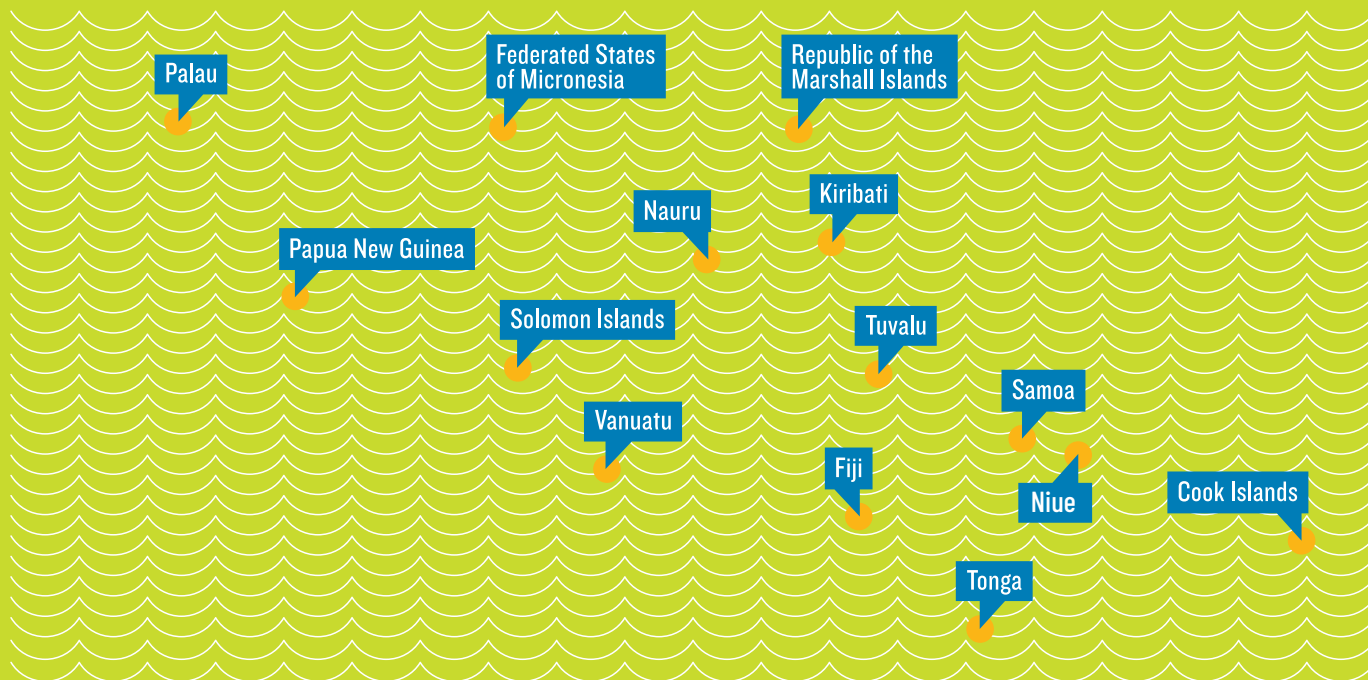
PSDI in 2021 also published tourism sector snapshots for each of the ADB's 14 Pacific developing member countries.



The Pacific Private Sector Development Initiative (PSDI) helps the 14 Pacific developing member countries of the Asian Development Bank achieve sustainable economic growth through business environment reform.

Since 2007, PSDI has worked to alleviate poverty and promote growth through reforms that encourage private sector investment and entrepreneurship.

PSDI's focus area experts provide a range of technical assistance to promote private sector development in the region. This includes specialized support in the areas of business law reform, access to finance, reforming state-owned enterprises, establishing public-private partnerships, the economic empowerment of women, and promoting competition.



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