

Status Report on the Rocket Guide to Vanuatu October 20, 2004

The Rocket Guide to Vanuatu is now the most complete reference guide to Vanuatu's tourism. The 2005-2006 version will have:

- ✓ 650 full pages of photos and text on Vanuatu
- ✓ 1330 photos (100 360 degree panoramas)
- ✓ 232 On the Map advertisements
- ✓ 61 Accommodations
- ✓ 16 Restaurants
- ✓ 2 Communications
- ✓ 2 Finance
- ✓ 20 Activities car rentals + tours(more coming)
- ✓ Special sections on Culture, travel tips, weather, Meetings Incentives Conferences & Exhibitions (MICE)

2004 – 2005 Distribution

Distribution (total manufactured 15,000):

Air Vanuatu distributed 2,500 to travel agencies in Australia.

VTO distributed 2,000 copies to the trade in Australia, 500 in New Zealand, 300 in USA and 200 in Japan.

Hotels and operators in Vila, Santo and Tanna, plus Internet distribution: 1,100 distributed to the trade in Australia, New Zealand, Europe, and the USA.

VTO Refer a Friend program has distributed 700 guides to hotels and operators in Vila, Santo and Tanna as a gift to clients that have enjoyed their stay in Vanuatu.

VTO has provided Coral Quays with 1000 disks to distribute in Australia next month.

950 distributed to the public

Total distribution to date: 9,250 copies

VTO will continue to distribute the rocket guides at Travel shows, seminars and general inquiries.

Market Acceptance:

Travel consultants have responded favorably to the Rocket Guide to Vanuatu. They are using the guide as an educational tool to become familiar with Vanuatu's tourism capabilities, for finding specific information in response to client questions, and some are showing it to clients and for group bookings.

A Travel Agent Survey in early October 2004 sent emails sent to 150 travel agencies that had received copies of the Rocket Guide to Vanatu.

- ✓ 19% were invalid email addresses
- ✓ 24% responded to the survey emails
- ✓ 97% replied yes to "Do you find the Rocket Guide to Vanuatu useful for general orientation to Vanuatu's tourism?"
- ✓ 97% replied yes to "Have you used it as an educational tool for yourself or staff?"
- ✓ 79% replied yes to "Do you refer to it for specific information.
- ✓ 55% replied yes to "Have you ever shown the Rocket Guide to a client?"
- ✓ 10% replied yes to "Do you use the Rocket Guide as a tool for group bookings?"
- ✓ 69% replied yes to "Do you want more copies of the 2004 edition?"
- ✓ 97% replied yes to "Do you want to receive the 2005 update?"
- ✓ 34% had suggestions for the new guide

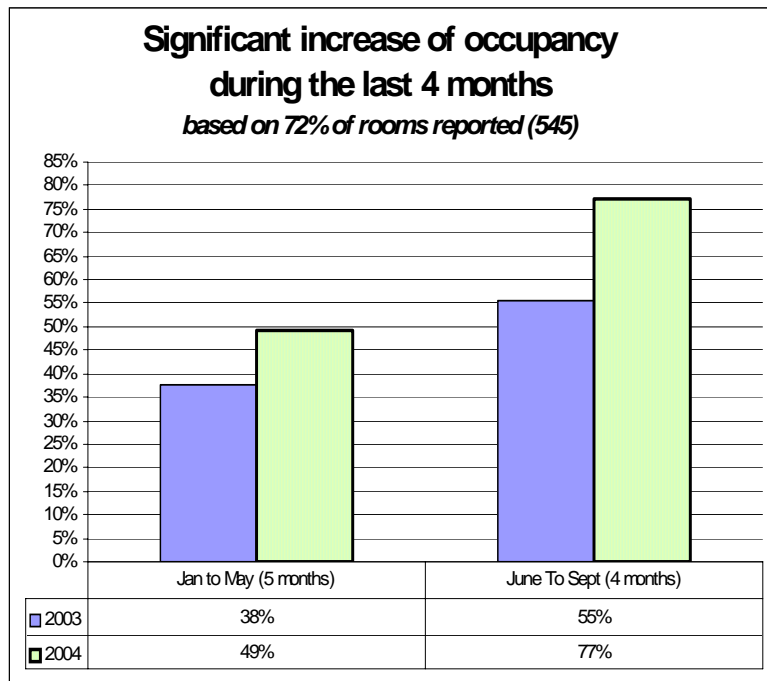
The 19% invalid email addresses reflects the high turn-over of staff in the industry. Educational Institutions supplying new accredited travel consultants have requested copies of the Rocket Guide.. These include:

- ✓ Tairawhiti Polytechnic, Gisborne NZ
- ✓ TAFE Sydney Institute, Ultimo
- ✓ TAFE in the City, Brisbane North Institute
- ✓ TAFE SA Adelaide City Campus School of Tourism & International Languages
- ✓ AFTA Education & Training Surrey Hills
- ✓ AFTA Travel & Tourism College, Clarence St.

Economic benefits:

The Rocket Guide to Vanuatu is a reference guide and training tool. It is difficult to quantify the exact economic contribution of the Guide to the 2004 increase in tourism revenue for Vanuatu Businesses because a great many factors influence destination bookings.

The Rocket Guide to Vanuatu is an integral component of the marketing strategy of the Vanuatu Tourism Office. It was initially mailed or given directly to travel agencies. The VTO holds regular industry meetings (TOK TOKS) to familiarize professionals with Vanuatu's tourism services. These meetings provide power point presentations and discussions with representatives from the tourism industry. The Rocket Guide to Vanuatu is given to the tourist consultants and provides them with instant access to all of the information provided during the TOK TOKS plus a great deal more. The Rocket Guide is also given to interested visitors to the Vanuatu Display at International Tourism conventions.



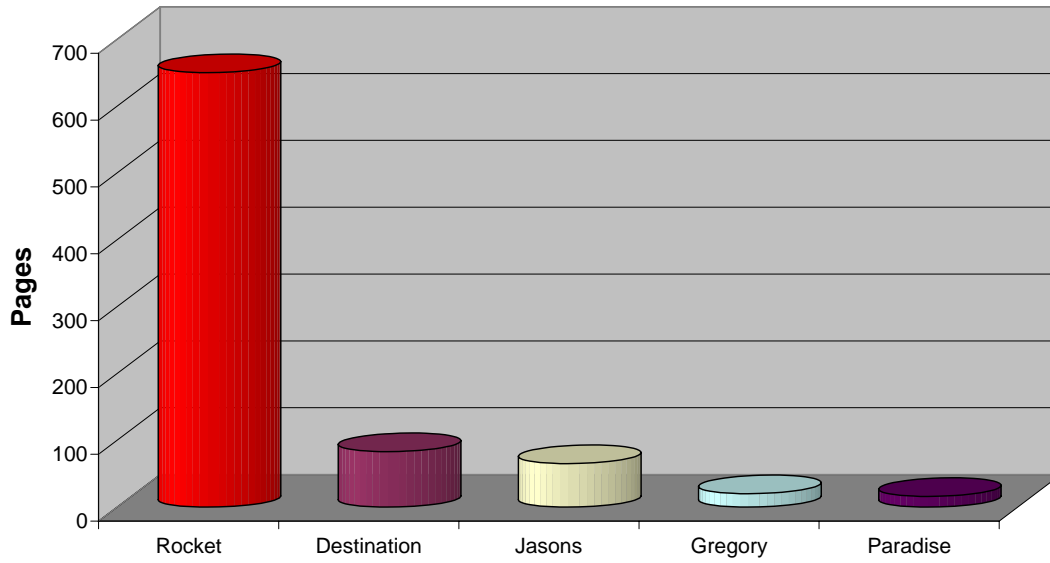
The marketing strategy is having a good economic effect. Preliminary statistics compiled by *Prepared by Patricia Gavotto* for the VHRA show that the VTO composite marketing strategy has produced a 11% increase in the occupancy ratio from January to May and a 22% increase starting in June.

The Rocket Guide to Vanuatu was the major change in the VTO marketing strategy this year and the increase of 22% started in June indicating the marketing strategy and the Rocket Guide was assisting the economic improvement (a view supported by the testimonials of the travel agents themselves).

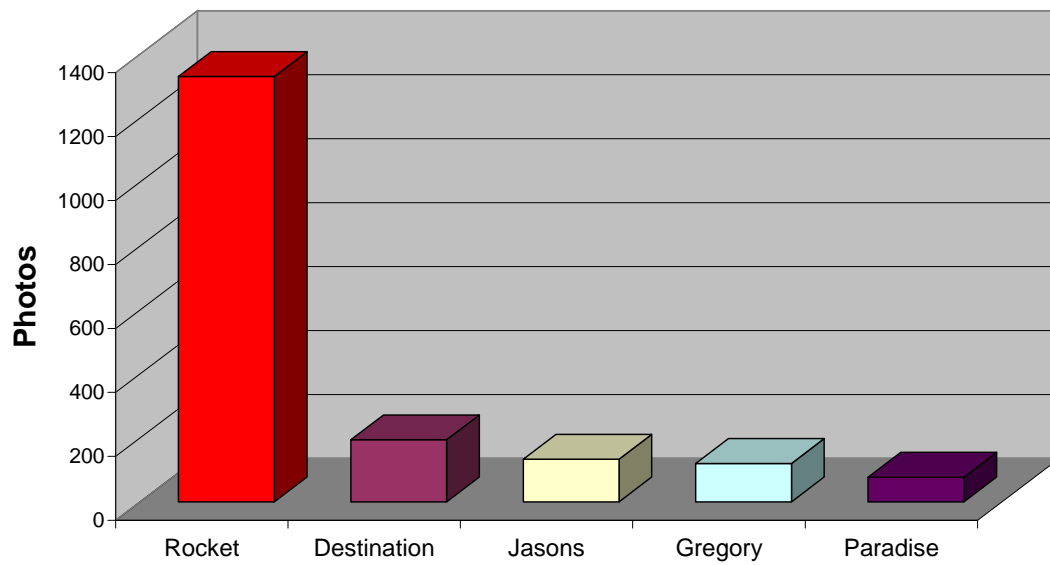
In July, Air Vanuatu introduced a new flight and there was a corresponding increase in the occupancy ratio that continued through August and September. The start of Pacific Blue flights in late September will no doubt have an even greater impact on arrivals.

Comparison between the Rocket Guide to Vanuatu and other promotional publications for Vanuatu.

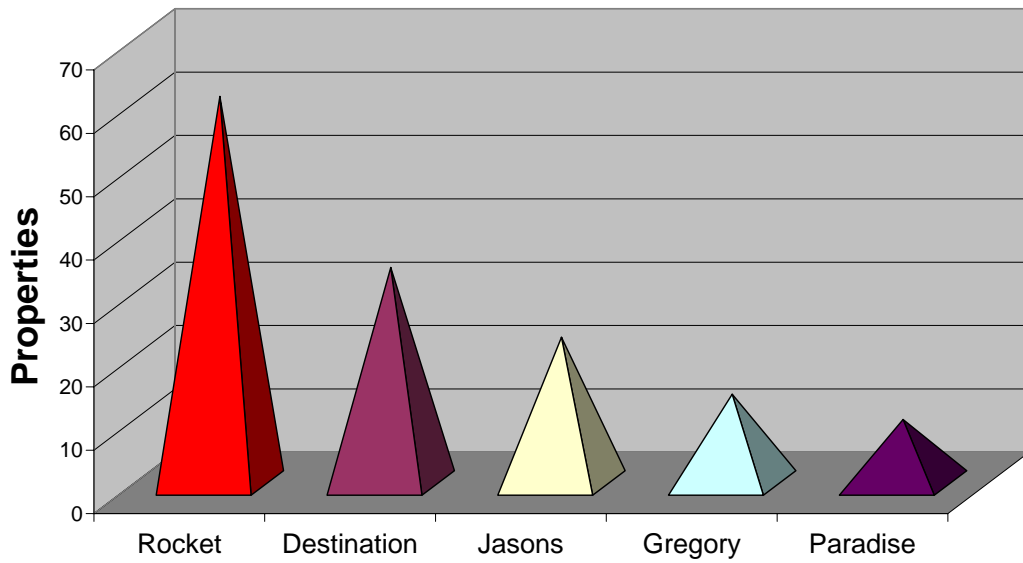
Pages of Information



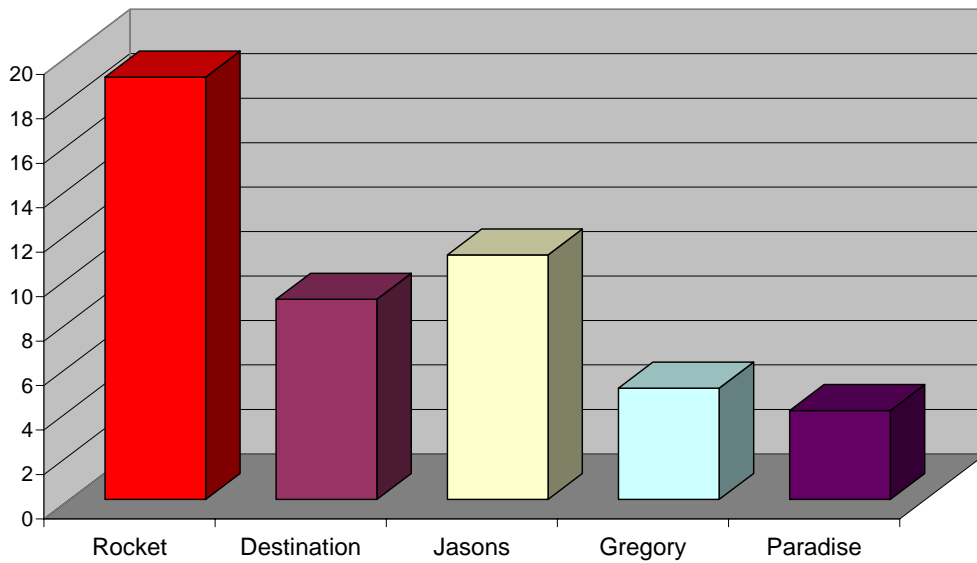
Number of Images



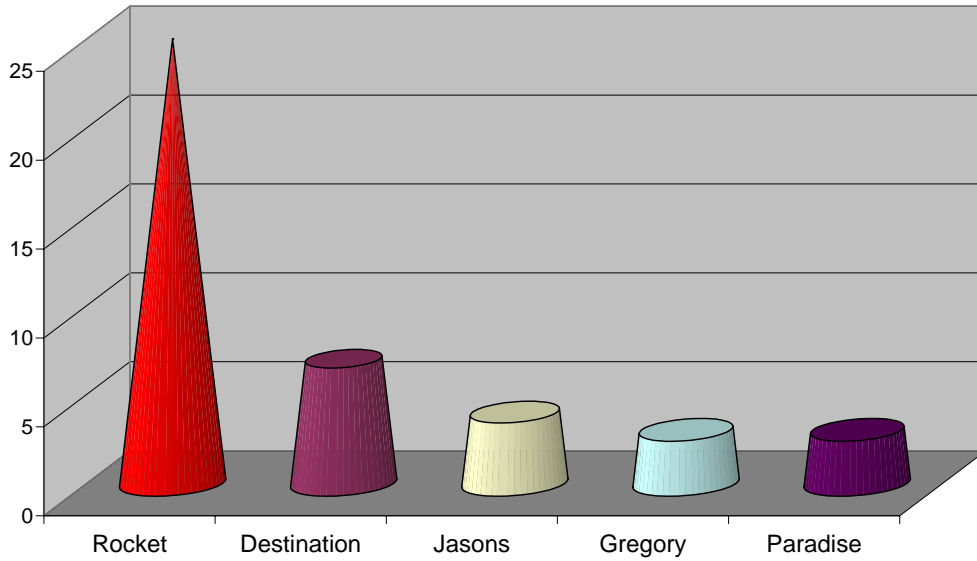
Number of Accommodations



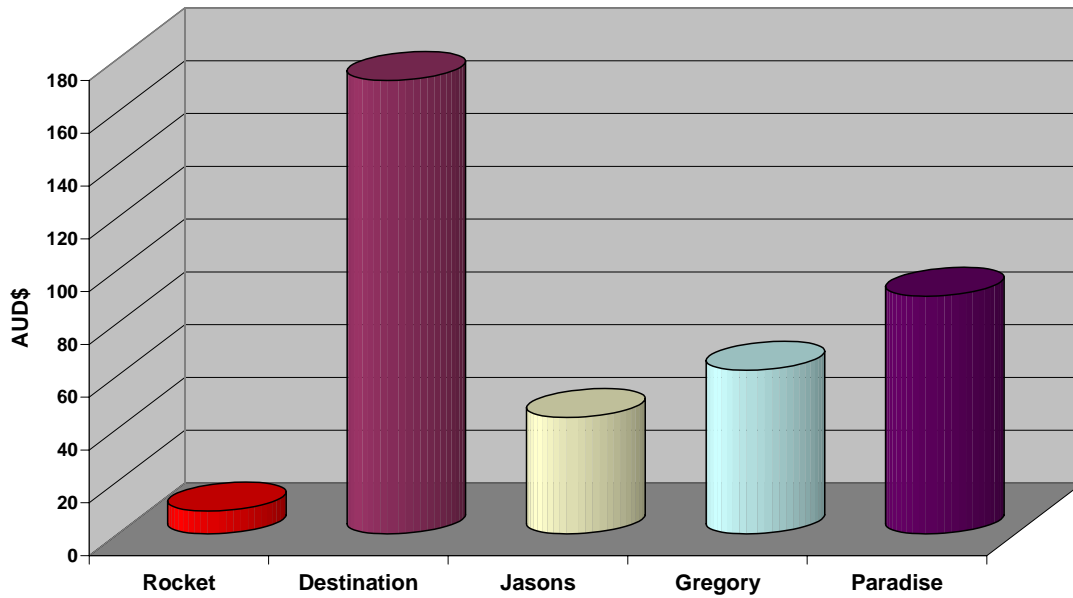
Activities and Tours



Number of Islands Represented



Cost Per Full Page per 1000 Readers



* The Rocket Guide cost is per page for a 6.5 screen multimedia presentation (Total advertisement cost inclusive of 20 to 30 photographs and 180 degree panorama is \$55 per 1000 readers.)