

03 November, 2011. **Tonga joined other off-the-beaten-track South Pacific Islands destination in partnership, with Adventure World in targeting experience baby boomers in its new "First Footprints".**



The collection is 'designed for the bold traveler looking for authentic experiences at island destination that continue to embrace their centuries-old tradition and culture" according to Adventure World's Diane Moynihan. There's a growing demand for more authentic island experiences - in contrast to the normal 'flop and drop' packages on offer.

First Footprints program offers Tonga, Solomon Islands, Papua New Guinea and Niue as well as New Caledonia's Loyalty Islands, Aitu in the Cook Islands and Tanna and Pentecost Island from Vanuatu.

The official launching of the Adventure World "First Footprints" brochure was held in Sydney on Friday 21st October, 2011. The Ministry's Representative in Australia, Mr. Sione Pinomi represented Tonga at the launching program and carried a presentation on Tonga.

According to Sandra from the Tonga Visitors Bureau, 'The Ministry is pleased with this development as part of its Joint Venture marketing program with key Wholesalers in this year's program. The 'First Footprints' Programme epitomizes the Tongan experience - it's exactly what our brand. First Footprints and Tonga are natural partners in delivering a unique and culturally distinct visitor experience'.

The 'First Footprints' launching is quite timely as Tonga is undertaking a Tourism Roadshow through out the key states in Australia this week, added Sandra.

Australia offers the highest potential market for Tonga to tap into and we have started developing programs with some of the wholesalers to promote Tonga in the vast Australian market. The Tonga Tourism Roadshow covers Melbourne, Brisbane, Adelaide and Sydney and is represented by key Tourism Operators as well as TVB Officials who is coordinating the Roadshow.

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