

Manufoalau to Head Kiribati Tourism Association

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SUVA



Petero Manufoalau has been appointed chief executive officer of the Kiribati Tourism Association.

Leading tourism sales and marketing expert, Petero Manufoalau, has been appointed chief executive officer of the Kiribati Tourism Association. Mr Manufoalau plans to promote the benefits of tourism as a way of mitigating the outlook of the island nation as a victim of climate change.

He will take up his new position on June 10.

He currently holds the position of director Sales and Marketing with the Outrigger Fiji Beach Resort and Spa.

"This appointment is part the Government of the Republic of Kiribati's 20 years strategic plan," Mr Manufoalau said.

"In this plan it recognises the potential contribution of sustainable tourism towards stimulating economic development, providing employment, income generation.

"As well as supporting the retention of cultural traditions, sustainable management of national environmental assets and wider contribution towards social-economic benefits."

He said as CEO, he is tasked with:

- reforming the tourism sector in Kiribati to become an authority with business aims and objectives, marketing to attract investors and visitors,
- upgrading the tourism's status
- and expanding it both regionally and internationally

"I acknowledge enormous potential that the island nation has to offer through tourism and I look forward to committed engagement with regional and internal stakeholders to drive the sustainable growth of tourism in Kiribati."

Mr Manufoalau joined the Outrigger Fiji

Beach Resort and Spa as Director Sales and Marketing in October 2014.

"I am excited to be at the forefront of changing the agenda or focusing on Kiribati as being a tourist destination and focus on positive changes for the island nation.

"I want to use tourism to mitigate the effects of climate change as everyone has these negative thoughts on this issue and I want to flip the coin and get tourism up and running."

Working in Kiribati will not be new for Mr Manufoalau as he had worked there previously while employed at the South Pacific Tourism Association (SPTO).

Prior to this, Mr Manufoalau worked at:

- The Warwick Fiji as Director Sales and Marketing from July 2014 to October 2014.
- South Pacific Tourism Organisation from October 2011 to June 2014 as marketing manager
- The Warwick Fiji from August 2003 to October 2011 as Sales and Marketing Manager
- Shangri-La's Fijian Resort and Spa as Sales Co-ordinator from June 2002 to August 2003
- Air Terminal Services as Passenger Services Agent from August 1999 to August 2003