French Polynesia – Sector Reform Performance Contract for tourism

An 11th EDF regional programme to support tourism in French Polynesia

Objectives:

To objective of the programme is to support the implementation of the 2015-2020 tourism development strategy of French Polynesia, whose overall objective is to promote smart, inclusive and sustainable growth which will create direct and indirect employment opportunities, and to improve the efficiency and governance of the tourism sector.

Specific objectives in three key areas:

- affirming French Polynesia as a tourist destination;
- establishing conditions for the development of tourism;
- restructuring the governance of the tourism sector.

Expected results:

- increased revenues from tourism;
- improved social benefits for the population stemming from tourism;
- increased number of visitors.

OCT 11th EDF CONTRIBUTION EUR 29.95 million

BENEFICIARY French Polynesia

PROJECT DURATION: 2017-2023
MODALITY: Budget support
STATUS: Decided

Contact: Antonio.ILALIO@ec.europa.eu; Rebecca.VON-SCHREEB@ec.europa.eu
The sector reform performance contract will support the implementation of French Polynesia’s public policy on tourism (2015-2020 Tourism Development Strategy) and should:

- support sustainable tourism;
- promote natural, historical and cultural sites;
- develop nautical infrastructure for tourist purposes;
- enhance land- and water-based tourism activities;
- establish a charter for sustainable tourism;
- professionalise the actors in tourism;
- increase the visibility of French Polynesia in the media (press, TV, internet) in an efficient way;
- increase the presence of French Polynesia on social networks;
- operationalise global booking platforms for tourist accommodations;
- operationalise a tourism steering committee that will also conduct surveys and monitoring;
- operationalise a tourism observatory that would also perform a strategic surveillance function.

**Implementation:**

The sector reform performance contract with French Polynesia will be implemented through the budget support modality in the period 2017-2023. The different components of the financial envelope are as follows:

- Budget support: EUR 29.75 million
- Evaluation: EUR 200 000