

**KVB Annual Tourism Stakeholders Meeting**  
**Update Report by Grant Ismael**  
**September 28, 2015**

**1<sup>st</sup> Time in History – Two cruises to visit Kosrae in one year**

For the first time in Kosrae tourism history, there are two cruise ships planning to visit Kosrae in the same year on October 14, 2015 and December 01, 2015 respectively. The PATA Micronesia Chapter subcommittee called the Micronesia Cruise Association (MCA) which KVB is a member had been working hard for the region and finally fruits of the labor is paying off. The first ship is from Germany, please see Visit Plan report below for details. As for the second ship, it is the Silver Sea Discoverer luxury lines which will start from Samoa and end at Solomon Island with one stop on Kosrae on December 1, 2015 at 7AM to 5PM. This is a 120 passenger with around 100 crews.

**1<sup>st</sup> Time in History – Japanese Groups Tours to start visiting Kosrae**

With KVB's relationship with travel trade of Japan, we are happy to announce that for the first time in Kosrae tourism history, we will be bringing in Japanese group tours to Kosrae. One of the groups will visit in November 2-7, 2015 and another in December 16-21, 2015. Each group is a total of 20-tourists group tours. Even with the challenges in high airfare cost and stringent airline schedule, KVB had manage to attract these group tours with hard work and consistency.

**KVB Significant Projects for FY2015**

There are lots of outputs and accomplishments that KVB had performed in the past year but here are some significant ones:

1. We had contracted a company in Guam, Pivot LLC to promote and coordinate the successful Rock Hopper annual event
2. We had contracted a PR company in Oakland, CA called The Placemaking Group, Inc. to represent and promote Kosrae tourism in US market including producing stories in print media and Social media.
3. We had contracted Tatsuro "Aliksa" Murayama as the PR rep for Japanese market
4. We had contracted a local construction group to renovate the KVB Hut roofing outside the office
5. We had contracted land owner groups of several historical sites on island such as Menka, Lelu Ruins, Olum, and Yela to do access improvements, clean up, resting huts, signage, and tour guide trainings.
6. We had contracted the ABCOR Engineering and Construction Inc. to do the Lelu Causeway Swimming dock improvements such as constructing a parking lot, repair access step hand rails, a open air hut, street lights and freshwater shower heads. We have acquired a Development Review Permit and a Land Use Right authorization from the State. This is a project from FY2015 carryover funds.

7. On September 28, 2015, KVB Board and Management held its annual tourism stakeholders meeting with the stakeholders of tourism from tour guides, car rental to hotel and restaurants to share accomplishments and updates of projects and also to get feedbacks from the stakeholders. There were two Kosrae State Senators, the Chairman of the Committee of R&D, who attended along with the Director of DREA.

### **Promoting Rockhopper in Kwajalein and Pohnpei through a Sales Mission**

Since there are a good number of runners on Kwajalein and also in Pohnpei, right next door us, we made a strategy to go to Kwaj to do a travel fair. With the help of UA and Governor Jackson, we held our Kosrae Travel fair in Kwaj on September 16-19, 2015. We also visited Pohnpei as part of the same trip to promote the Rockhopper event their too. We visited Pohnpei on September 12-16, 2015 to meet with runners and organizations. All and all, the trip was promising and we had seen a spike in registration on our event website. The race event itself will take place on OCT 12<sup>th</sup> at 7:00AM at the Pacific Treelodge Resort parking lot. We would not have been able to plan this event well without the funding contribution provided by former Congressman George who is now FSM Vice President George; Kulo Ma Lulap for your very kind and very valuable support Honorable George.

### **Japanese Promotion and activities Update**

As of today, there are 8 Japanese travel companies who offers travel package for Kosrae and each of them offer a variety of packages of Kosrae. The most popular package being sold is the diving package for divers and the eco-tour package for non divers. You can view the details of these packages in the links provided below in Japanese, with name of the travel agency and their website links to Kosrae packages:

World Air Sea Service-Co.,Ltd. [http://www.wastours.jp/tour/d/OP023T\\_15S.html](http://www.wastours.jp/tour/d/OP023T_15S.html)

Aqua lagoon-Inc. <http://aqualagoon.co.jp/tour/tour.php?no=93>

World Tour Planners Co.,Ltd.

[http://www.wtp.co.jp/cgi-bin/inet\\_tour.cgi?gocmd=detail2&area=MC&item\\_no=KSA6NRTTHU](http://www.wtp.co.jp/cgi-bin/inet_tour.cgi?gocmd=detail2&area=MC&item_no=KSA6NRTTHU)

Travel Pro International Co.,Ltd <http://www.blue-divers.net/divingarea/micronesia/kosrae.html>

Islands Flavour Co.,Ltd. <http://www.microflavour.com/ksa03.html>

Yama Oto Umi,Ltd. <http://www.y-o-u.co.jp/oceania-tour/2967/>

Travel Harmony Inc. <http://www.travelharmony.co.jp/rikutabi/tour/oceania/39/>

ST-World,Inc

[http://stworld.jp/tour\\_search\\_f2/?mode=d&tc1=FM&tc2=1KPE&tc3=7A&dyear=&dmonth=&day=1&homenG=PO&homen=FM&city=KSA&p=%E3%81%B2%E3%81%A8%E3%82%8A%E3%81%A3%E3%81%B7&matching=1&brand\\_cd=DV&sw=main&dep=NRT&gid=215](http://stworld.jp/tour_search_f2/?mode=d&tc1=FM&tc2=1KPE&tc3=7A&dyear=&dmonth=&day=1&homenG=PO&homen=FM&city=KSA&p=%E3%81%B2%E3%81%A8%E3%82%8A%E3%81%A3%E3%81%B7&matching=1&brand_cd=DV&sw=main&dep=NRT&gid=215)

In April, May, we landed six column stories in the Diver magazine Homepage free of charge with ad value at \$5,000. Also in 2014 till date, we have landed, Kosrae diving was featured in two top dive consumer magazines in Japan, namely Marine Diving Magazine and Diver

Magazine with multiple page editorials and ads sponsored by travel agencies Yama Oto Umi Ltd. and World Travel Planners, Inc.. The value of the ads are \$10 per page and there 2 pages.

### **Urgent Airline Strategy – A Direct Flight from Tokyo to Pohnpei, FSM**

We believe that in order to have immediate positive impact on our tourism, FSM should develop a direct flight into FSM. In our research, we found that one of the ways to effectively and immediately bring tourist is through charter flights to FS, especially to Pohnpei. In this strategy, we visualize the charters to bring tourists to Pohnpei, Chuuk and Kosrae collectively (see attached report).

### **Seeking a Marshall Island Visitors Authority MOU for new flight route (Nauru Air)**

KVB had met with Marshall Islands Visitors Authority to strategize on the new airline route brought by Nauru Airlines regarding potential tourists from Australia and the first thing came to mind is to establish a MOU for promotion. This MOU will entitle all our tourism offices to jointly promote their respective islands when any promotion is planned for Australia market. The MOU will engage the two islands to sell packages for tourists to visit both islands on their tours. We all hope to be able to meet soon, hopefully at the next PATA Meeting in Kosrae, to discuss and initiate this project to move forward.

### **PATA Micronesia Chapter Conference Planned for Kosrae in OCT 2015**

The upcoming PATA Micronesia Chapter meeting scheduled for August 1-4, 2015 had been delayed to October 5-10, 2015. The reason for the delay was from the issue of airline seats. The members could not book any seats to Kosrae on these dates as there is apparently a couple conferences being held in Kosrae for the same dates and so members of the organization from all over Micronesia, Australia and Hawaii could not secure any seats. We have confirmed two sponsors for this meeting already, the Bank of the FSM and the FSM Development Bank. As of now delegates around the region and in Australia are starting to make bookings and registering for the meeting.

### **Air Nauru New Flight Affects on the Arrivals and UA Current Situation**

We are still monitoring these charters and trying to work with Immigration Office closely to get a actual affects of the flights. In our discussions with Immigration and looking at the statistics, it shows that since June and July 2015, the number f passengers that got off in KSA International Airport was in 40-50 passenger per flight, however, after the special fare ended and the fare was increased, there were less people getting off in Kosrae to around 10 people per flight. On another note, the UA flight is still maintaining its arrival numbers comparing to previous year and sometimes increases. So, we concluded that there are increases in overall numbers for this year with the addition of Nauru Airline; however, we will wait to see the actual comparison at the end of this quarter.

### **Other Significant KVB Advertisement and Promotional activities 2015**

North America Market – in April, we landed two ads and story articles in these two magazines in US, the Exotic Escape magazine ad value at \$25,000, and Sport Diver magazine ad value at \$20,000. The ads were negotiated by our PR Company in Oakland , CA.

Australia and Asia Market – We had purchased a one full year 2015 full page ad on Pacific Islands Paradies Magazine with ad value of \$5,000.

Tradeshows KVB Attended: JATA in Japan on September 24-27, 2015; Kwajalein Travel fair on September 16-18, 2015; Andersen Air Force Travel Fair on June 14, 2015; Navy Guam Travel Fair on June 13, 2015; Scuba Show 2015 on June 5-7, 2015 in Long Beach, CA; Marine Diving Fair in Tokyo Japan on April 5-7, 2015.

## **CRUISE SHIP VISIT PLAN 2015 – GERMAN MV BREMEN**

Tour activities and actions needed for our October 14th Cruise Ship KSA Visit.

1. The Ship MS Bremen by Hapag Lloyd Cruise Lines is 111 meters long, 17 meters wide and drafts of 5.8 meters.
2. We will have 130 Passengers and 100 Crew on board.
3. The FSM Officials Immigration and Customs will be on board from Japan until Kosrae therefore the ship will be clear upon arrival.
4. We will come into Lelu Harbor to drop anchor at 7:00 AM and depart at 16:00 PM and will come on shore on our rubber dinghies at the floating docks behind the Marina Dock.
5. PLEASE arrange that one better would be two of the floating docks will be reserved that day for our landing operations. Please arrange if any repair is needed as there were some lose wooden blanks on the docks that needed some fastening, to avoid injury.
6. Please arrange for a Visitors Bureau Information booth to assist passengers that have questions or would like to use a Taxi Service. Please inform Taxis accordingly and let me know in due time what the Taxi cost for an hourly rental.
7. Please arrange for 2 shuttle busses (20 seaters) that will shuttle passengers from near the landing site (may be from the main road causeway) to the Museum starting at 8:30 AM going back and forth until the last bus departs at 15:00 PM at the Museum). But we still can discuss where to put the Bus Stop in Lelu. Please advice of the cost for the 2 shuttle buses as I need to inform the cruise line.
8. The passengers will have a chance when they come off the landing site to visit the Mariculture Clam Farm, the owner Martin Selch has agreed to open the doors all day long and show the clam farm to the passengers.
9. The Passengers will have a chance to visit the Bully's Restaurant at Treelodge Hotel the owner Maria has agreed to prepare different activities like weaving and tasting Kosrae soup at the Restaurant area all day long.
10. Passengers looking for a swimming area we will be advised that the Blue Hole is possibly the best swimming site during low tide.??
11. Passengers that would like to walk for a while, we will advise to walk along the main-road on the left towards Treelodge and onwards, it is the most picturesque as it follows the coastline and there are shading palm trees along the road.
12. If possible please advise motorists to be drive careful that day as many people will be walking along the road.

13. Please advise if the Lelu Church will allow tourists to take photos of inside the church.
14. I have talked to Mr. Paliknoa Sigrah and toured the Lelu ruins he agreed to assist in the efforts and in coordination with your office to clean up the ruins and repair the bridge within the ruins. Please arrange for an Information booth near the parking lot at the Adams supermarket for the passengers to get Information leaflets and brochures about Lelu ruins and to be pointed in the right direction. I will advise the passengers that the ruins will be opened from 9:00 until 15:00. The Passengers can go on their own at any time but we all want to offer 3 guided tours with Mr. Paliknoa at 9:30 AM, 11:30 AM and at 13:30PM. Please arrange that there will be local guides within the ruins at strategic points to advise and give directions to passengers throughout the day.
15. As for the access into the ruins by walking around the fence you wanted to see if there is a way to ask Adams if they could insert a gate in the near end of the fence. Or at least try to widen the walk way around it this would be of importance.
16. Talk to Lelu Choir about the singing presentation for about 20 or 30 minutes between 14:30 and 15:00 at Church grounds. We will offer a donation for the singing.
17. The same is for the traditional dance group I talked to Mr. Paliknoa he offered his assistance to do it inside the ruins. Please advise of any cost for the dance.
18. Please contact Mr. Lee Weilbacher and ask him if he has now the anchorage for MS Bremen secured in Lelu Harbor. That would be most important to make sure that we land there.

Thank you very much and I am looking forward to hear from you soonest.

Ship Tour Coordinator