

NEW CALEDONIA IS READY!

DESTINATION UPDATE AND TRAVEL REBOOT

19 FEBRUARY 2025



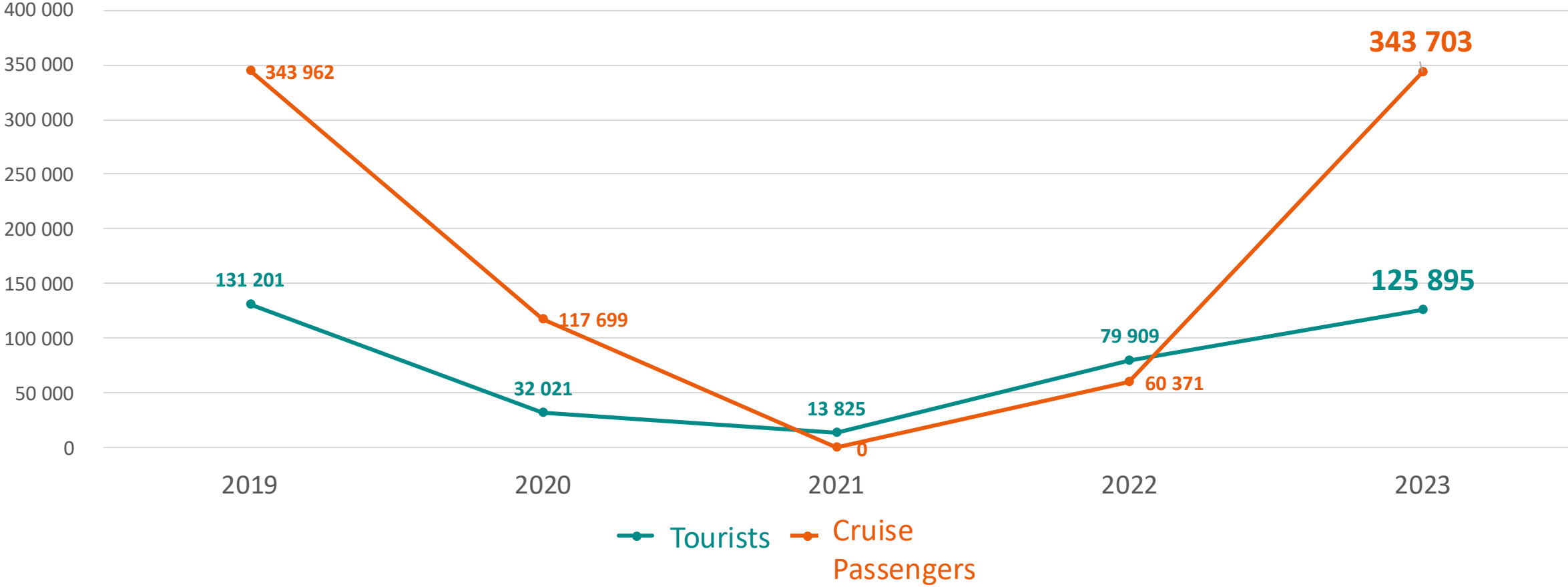
new
caledonia
Pacific heart



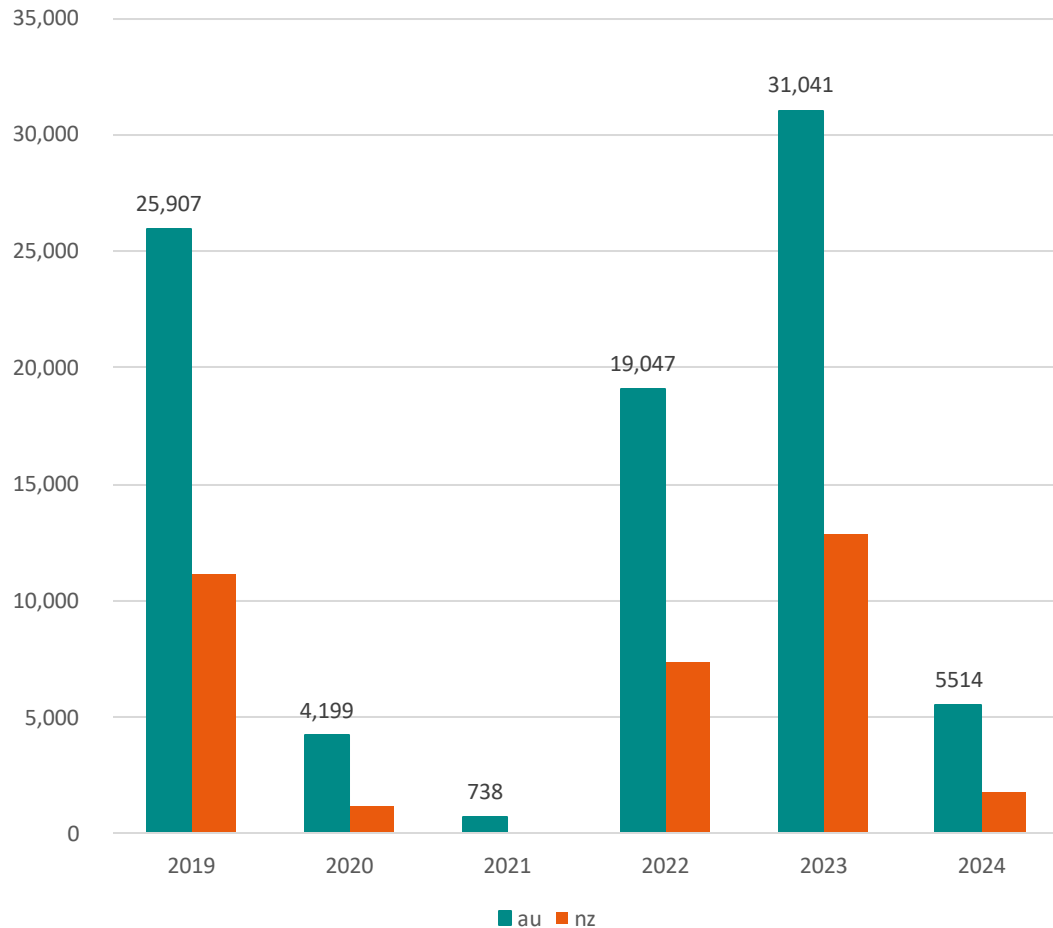
A TRENDING DESTINATION



A PROMISING POST COVID RECOVERY IN 2023



A RECORD 2023 FOR THE AU/NZ MARKET



- AU and NZ are respectively the 2nd and 3rd market
- Since 2015, number of AU visitors has increased by **48 %** and NZ visitors by **51%**
- Increase of **18.5%** of AU visitors and **14.5%** of NZ visitors 2023 vs 2019
- From January to March 2024, the number of visitors from these two markets remained steady compared to 2023.



A VITAL ECONOMIC SECTOR

50,9

billion XPF

INTERNATIONAL TOURISM INCOME

(NCT 2023 estimate, based on an average expenditure of XPF 365,388 per tourist/stay and XPF 5,000 per cruise passenger/stopover, plus cruise stopover accounts).

5 383

**DIRECT
EMPLOYMENT**

(IEOM 2023)

(15,950 direct, indirect and induced jobs in 2015 - VERTIGOLAB 2020)

2314

**BUSINESSES
THROUGHOUT THE
COUNTRY**





THE EVENTS OF MAY 2024

From the 13th of May onwards, New Caledonia went through a period of **intense protest**, triggered by debates on the evolution of **local electoral conditions**, resulting in serious damage and evidently having a **major impact on the tourism industry**.

It should be noted, however, that during these tense months, **tourists**, who were **not targetted by the internal dissension**, were **never singled out** in any way, as were the vast majority of tourist areas.

Initially clustered in the **outskirt of Nouméa**, the unrest and blockades gradually **diminished in intensity**.

Since October 2024, New Caledonia remains calm and safe across the territory



CURRENT SITUATION



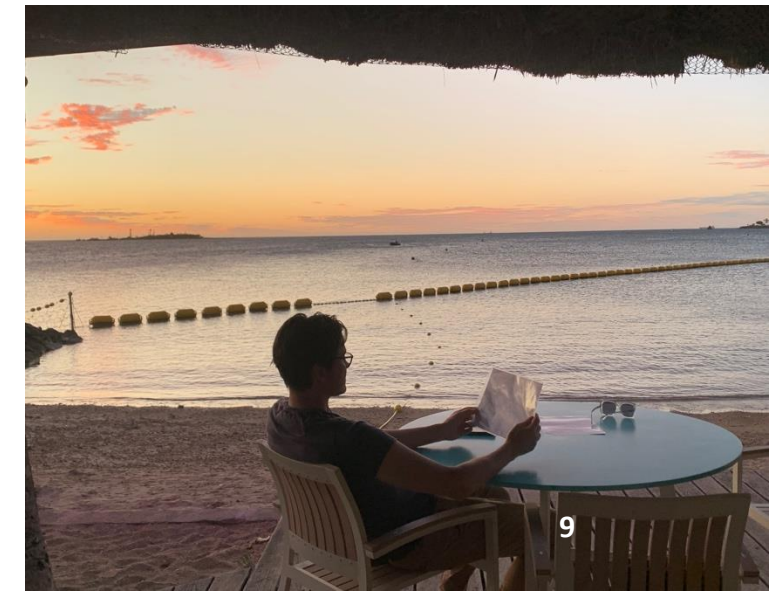
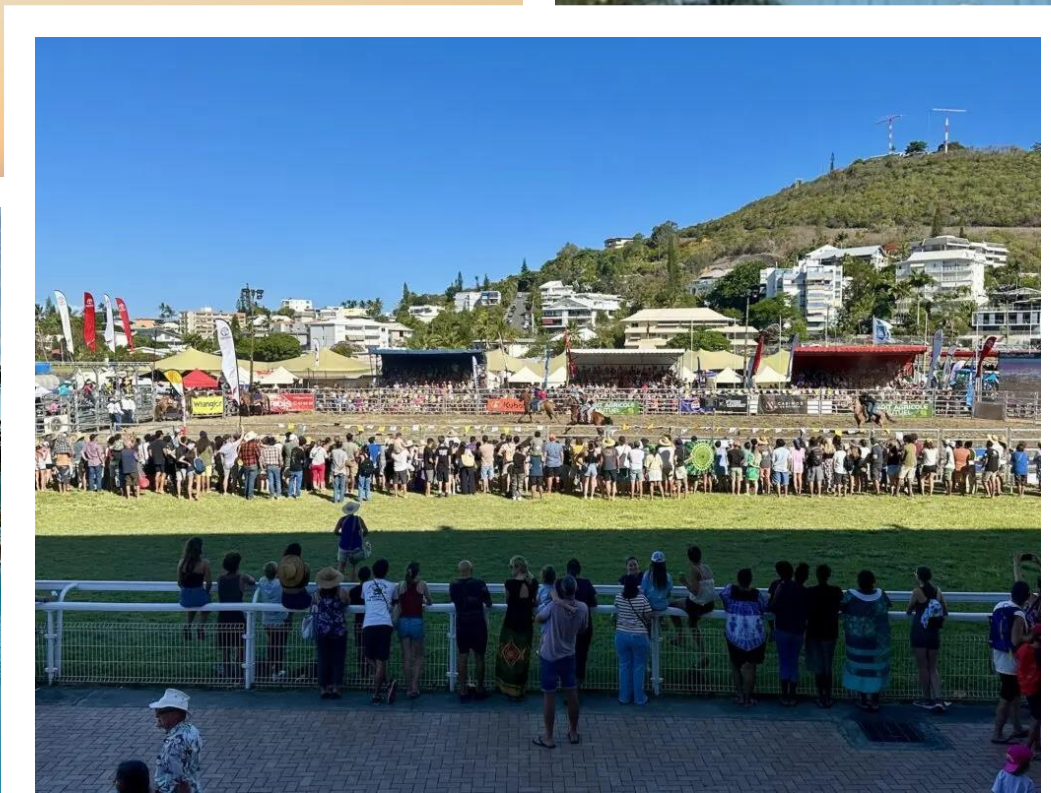
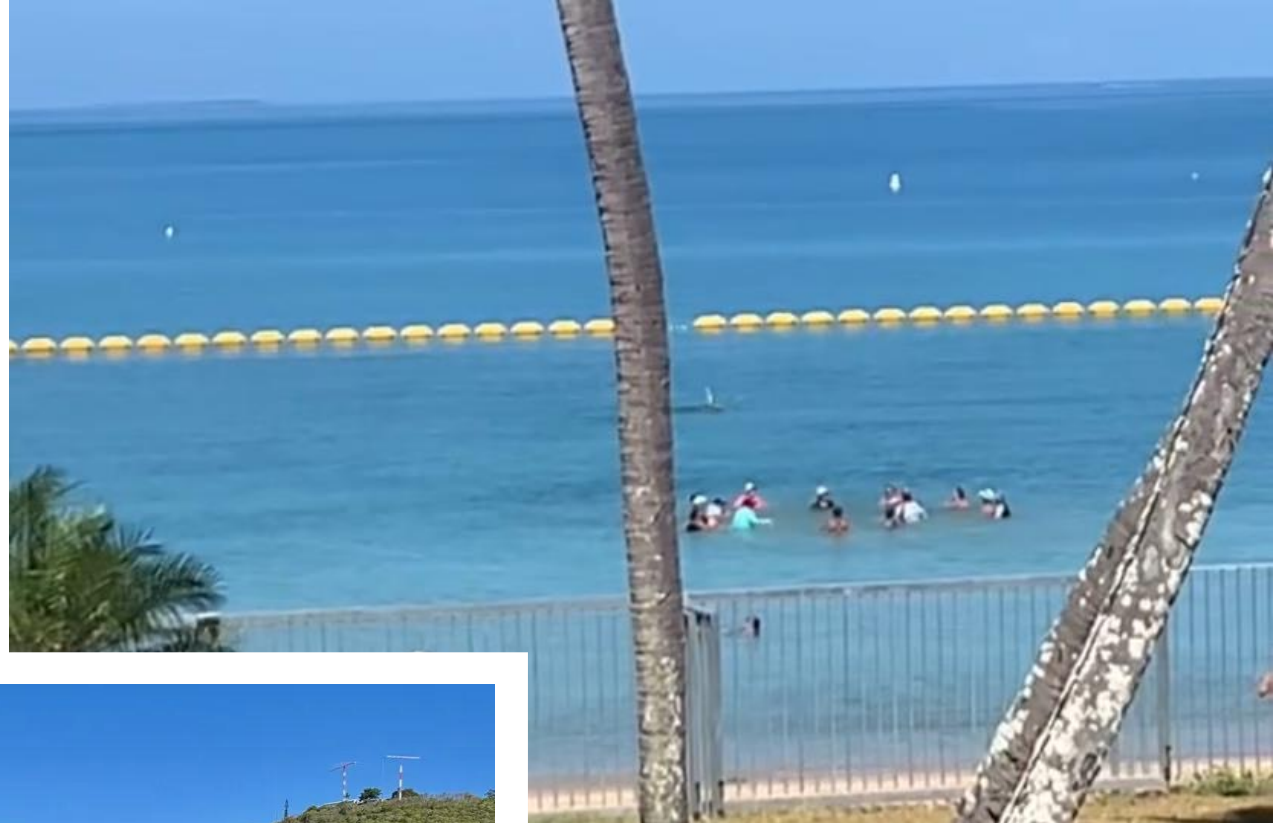
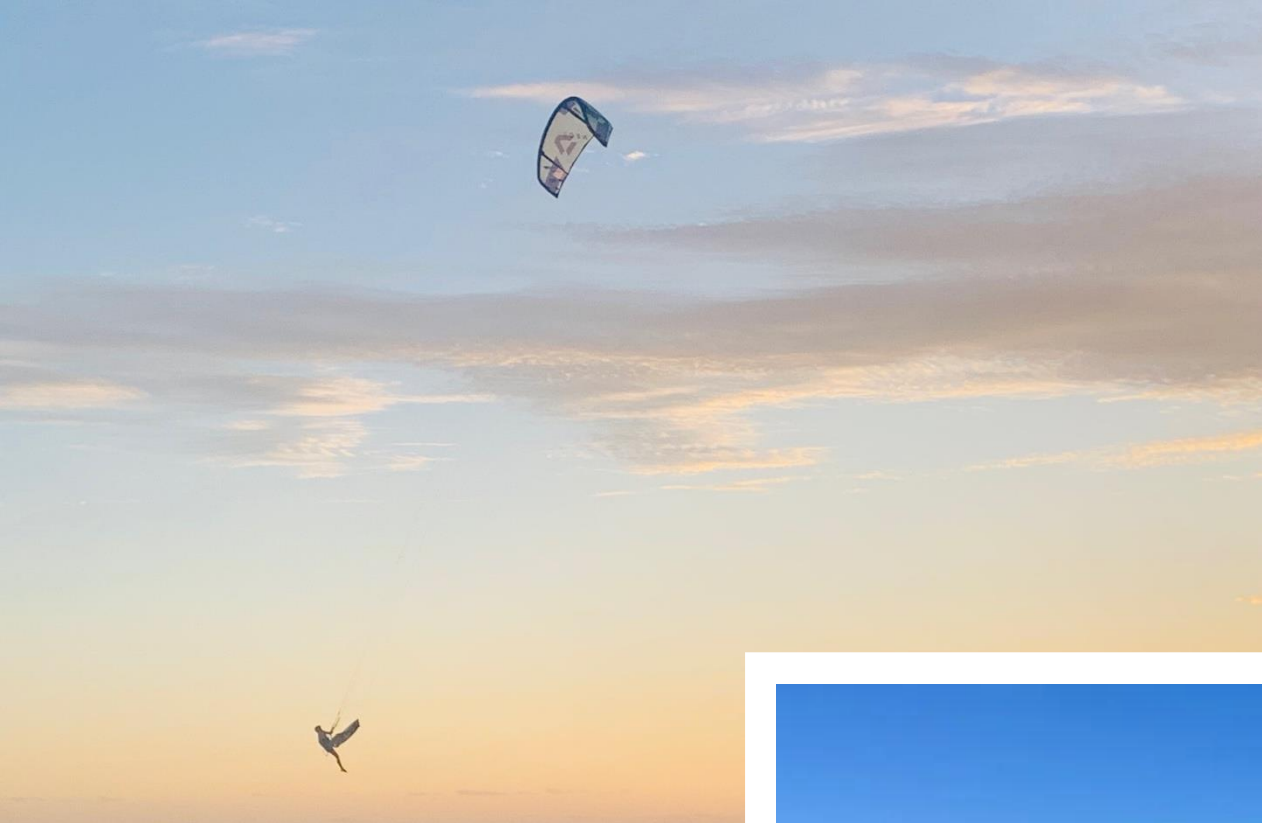


GENERAL UPDATE ON THE SITUATION

- **No impact on touristic areas:** Touristic areas have not been affected. No touristic infrastructure was damaged, enabling a faster recovery for tourism.
- **Nature remained intact:** New Caledonia's natural environment has not been affected by the events.
- **No stigma** of what happened.
- **Everyday life back to normal** - Calm has been restored, normal life has resumed
- **Economic aid:** The authorities have put in place a number of measures to support local businesses
- **Return of cruises to Lifou** since 18 October and **to Nouméa** since 10 November.
- **DFAT** (Australian government) lowered travel advice on 14 January 2025
- **MFAT** (New Zealand government) : awaiting change of travel advisory

smartraveller
.gov.au







An aerial photograph of a tropical resort. The top half shows a curved wooden pier extending into clear turquoise water, lined with numerous overwater bungalows featuring thatched roofs. A small circular island with palm trees is situated in the middle of the water. The bottom half shows a large, curved swimming pool on a wooden deck, surrounded by lounge chairs and palm trees. The background is a lush green island with many palm trees.

STATE OF PLAY



AIR CAPACITY AND FLIGHT SCHEDULE



FLIGHT SCHEDULE 2025*
*Subject to change

	JANUARY	FROM END OF MARCH
QANTAS		
BNE-NOU-BNE SYD-NOU-SYD	2x per week 3x per week	3x per week 3x per week
AIRCALIN		
BNE-NOU-BNE SYD-NOU-SYD AKL-NOU-AKL	2x per week 2x per week 1x per week	3x per week 3x per week 2x per week



- **Expanded Flight Options** – Aircalin and Qantas are increasing services from Sydney and Brisbane with 6 flights /week from March-April.
- **Expanded Flight Options** ex NZ with 2 flights/week with Aircalin. AirNZ has suspended the connection until Oct 2025
- Resumption of **domestic services** by **Air Calédonie** and **Betico** from July 2024.

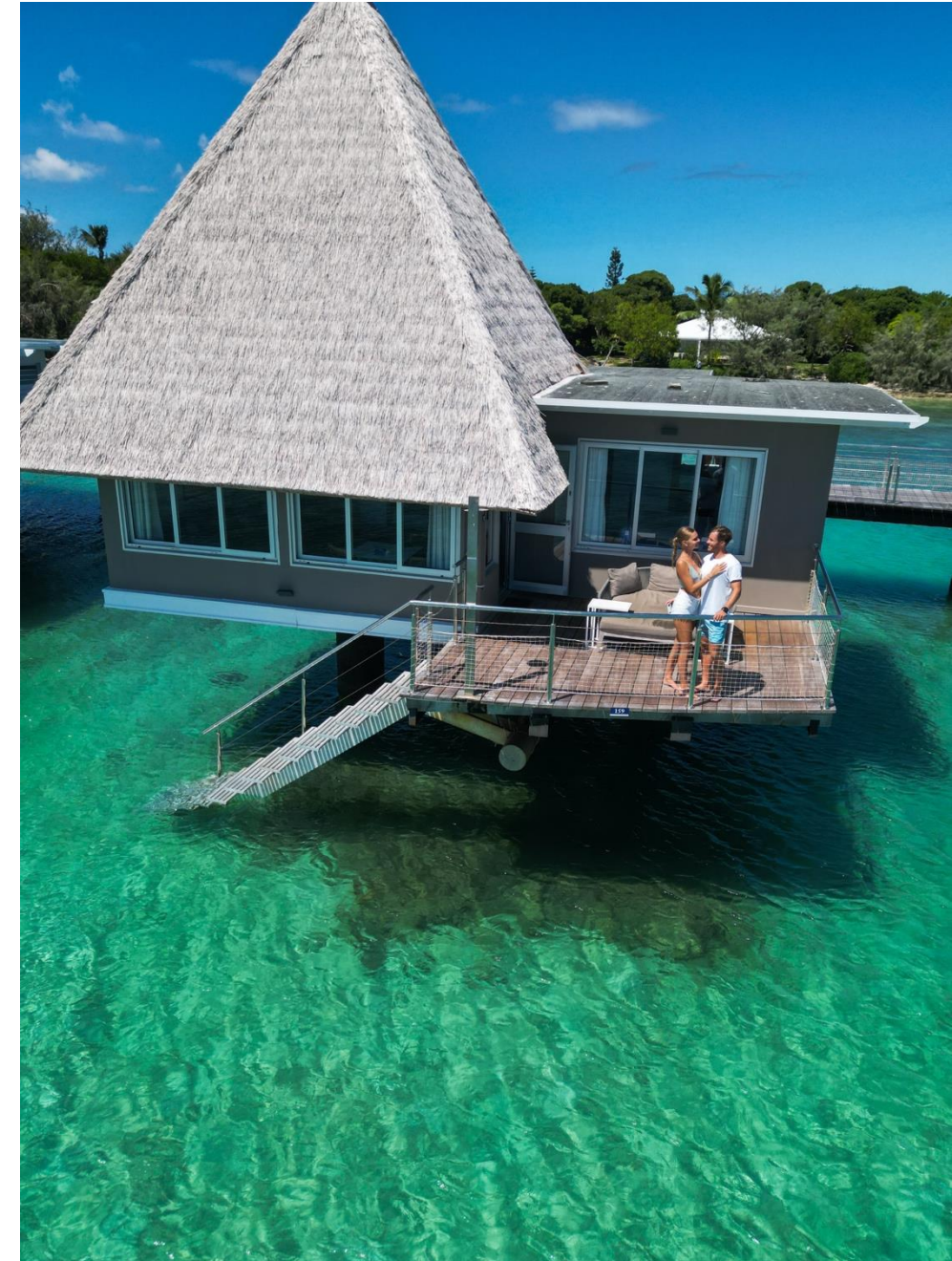




ACCOMMODATION

A survey on the state of tourism activity was carried out among 145 local professionals in Nov. 2024

- Overall, **hotel capacity has returned to normal** with occupancy rate below average especially on the loyalty Islands, great South and East Coast.
- With the **withdrawal of the security forces** and the increase in HR power, most of the partners offers now an increased level of services. Some accommodation have undertaken **renovations** or **training**. Ie: Le Hilton La Promenade
- **Le Meridien Isle of Pines is temporarily closed**





ACTIVITIES / RESTAURANTS / TRANSPORT

- All islets around Noumea are open (Amedee Island, Duck Island, Master Island etc...)
- All Natural Parks are open and activities operators are running
- Car renting, e-bikes, buses and shuttles are operating
- Restaurants and Bars operate as before

NEW!

New Restaurants and bars in Noumea


New Tree climbing adventures

New Mega Catamaran

Minimokes are back!

Buggies and dirt bikes at Sheraton Deva





**What makes
New Caledonia
so unique?**



1. EASY



SHORT FLIGHT FROM AU AND
NZ
NO VISA FOR AU AND NZ
PASSPORT HOLDERS

2. EXCLUSIVE



ONLY  **130,000 TOURISTS / YEAR***
14 PEOPLE / KM²

** max. number of pre-crisis COVID-19*

3. WIDE & CONTRASTED



WEST COAST
Cowboy country



EAST COAST
Kanak spirit



THE ISLANDS
Idyllic lagoons



GREAT SOUTH
Land of adventure



NOUMÉA
french riviera



4. NATURE





THE LARGEST ENCLOSED LAGOON IN THE WORLD
24 000 KM² OF LAGOON & 1 600 KM OF REEF

THE 4TH MARINE RESERVE IN THE WORLD
NATURAL PARK OF THE CORAL SEA

UNESCO WORLD HERITAGE LIST
6 LAGOON SITES INSCRIBED SINCE 2008

5. LAGOON

BROUSSARD

FRENCH

6. CULTURES

KANAK





7. CHOICE



HOTELS & RESORTS

Le MERIDIEN SHERATON DOUBLE TREE by Hilton INTERCONTINENTAL HOTELS & RESORTS

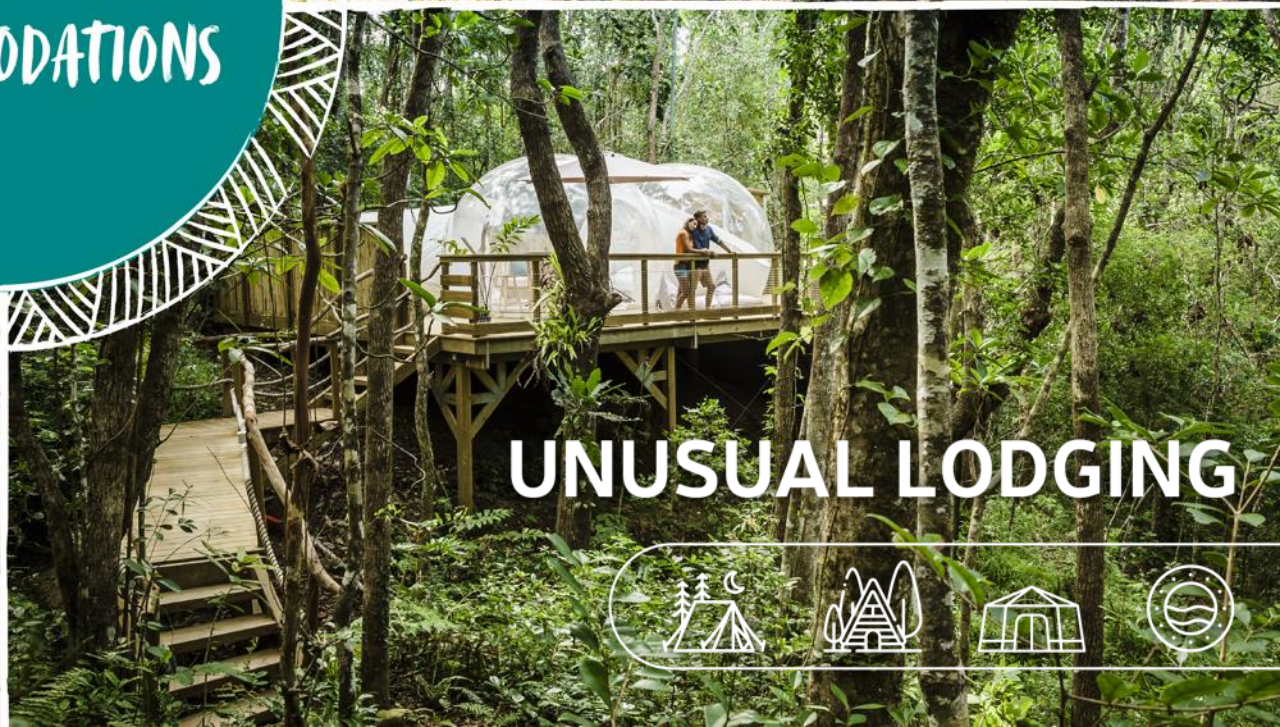


HOMESTAYS



SERVICED APARTMENTS

Hilton Chateau Royal BEACH RESORT & SPA RAMADA HOTEL & SUITES BY WYNDHAM NOUMEA



UNUSUAL LODGING

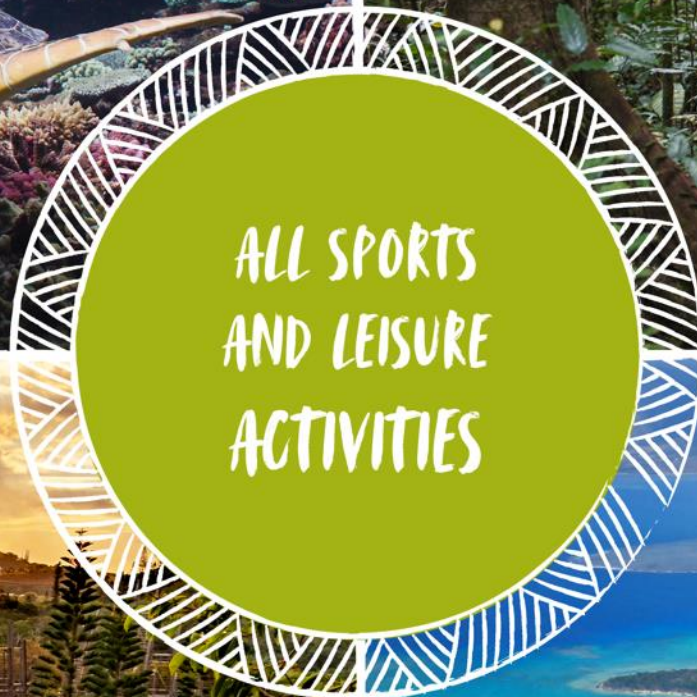




WATERSPORTS



LAND-BASED



CULTURAL



IN THE AIR



An aerial photograph of a coral reef system, showing various shades of blue and green water, sandy beaches, and dark brown reef structures. The text "We are 2025 ready!" is centered in a white box with a drop shadow.

**We are
2025 ready!**



OUR BRAND CAMPAIGN

Objective - A multi-market inspirational campaign designed to:

- Show that New Caledonia has turned the page.
- Encourage consumers (across various target audiences) in Australia and New Zealand to choose New Caledonia as the ideal destination to start the next chapter of their lives.

AWARENESS CAMPAIGN | MEDIA PLAN AUSTRALIA-NZ

Media Channels:


- META (Facebook, Instagram)
- Google Display Network & YouTube Pre-Roll
- Digital Catch-Up TV Out-Of-Home advertising



NEW CALEDONIA A New Chapter Awaits!




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FIND OUT ALL ABOUT THE CAMPAIGN (SPECIAL OFFERS,...) AT:

<https://au.newcaledonia.travel/new-chapter/>

NEW CALEDONIA A New Chapter Awaits!



DISCOVER A PLACE OF PURE BEAUTY, DEEPER CONNECTIONS AND ENDLESS POSSIBILITIES.

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TRAINING & WEBINARS AU/NZ

B2B training:

A series of webinars specifically designed for travel agents. These online sessions will be hosted by NCT representative and will provide up-to-date and reassuring information directly from our industry partners.

Each session will feature presentations from local providers, who will share a positive update on their products and services, highlighting ongoing efforts to ensure safe, enriching, and memorable travel experiences.

YOUR HOSTS TODAY

nouvelle calédonie
NCT NZ

Aircalin
NEW CALEDONIA

DOUBLETREE
by Hilton
SOUVERAIN PLAY WATER RESORT

Rebecca Marchal
AU/NZ Representative

Zack Redfern
AU Sales Executive
Aircalin and New Caledonia Tourism

Julie CASSIN
Director of Sales
DoubleTree by Hilton Noumea Est Malleva Resort





TRAVEL AGENTS FAMIL & SELF FAMIL PROGRAM



Welcome to the New Caledonia Trade website.

Helping you sell New Caledonia travel.

New Trade Website Q2 2025

This website is designed to help you increase your knowledge of the destination and ultimately help you give the best advice to your clients and make their dream holidays come true. You will find [inspiring itineraries ideas](#), a [toolkit section](#), a list of [wholesalers](#) that sell New Caledonia but more importantly you can become a 'New Cal Specialist' today with our [E-learning programme](#) and be a destination expert!



BECOME A 'NEW CALEDONIA SPECIALIST'

- ✓ Register at:
<https://trade.newcaledonia.travel/>
- ✓ Increase your knowledge with an e-learning program
- ✓ Advance to the following certification levels: Proficient > Advanced > Expert
- ✓ Win exclusive rewards: diploma, sustainable gifts, educational tour and self famil, listing on our B2C website...





WORKING WITH NCT

- ✓ Find out more at:
AU - <https://au.newcaledonia.travel/>
NZ - <https://nz.newcaledonia.travel/>
- ✓ Organise your own Fam Trip:
info@nctourisme.com
- ✓ Use our photo library:
images.newcaledonia.travel
- ✓ View and request our videos:
<https://www.youtube.com/@NewCaledoniaEN>
- ✓ Get in touch with our pros and DMCs

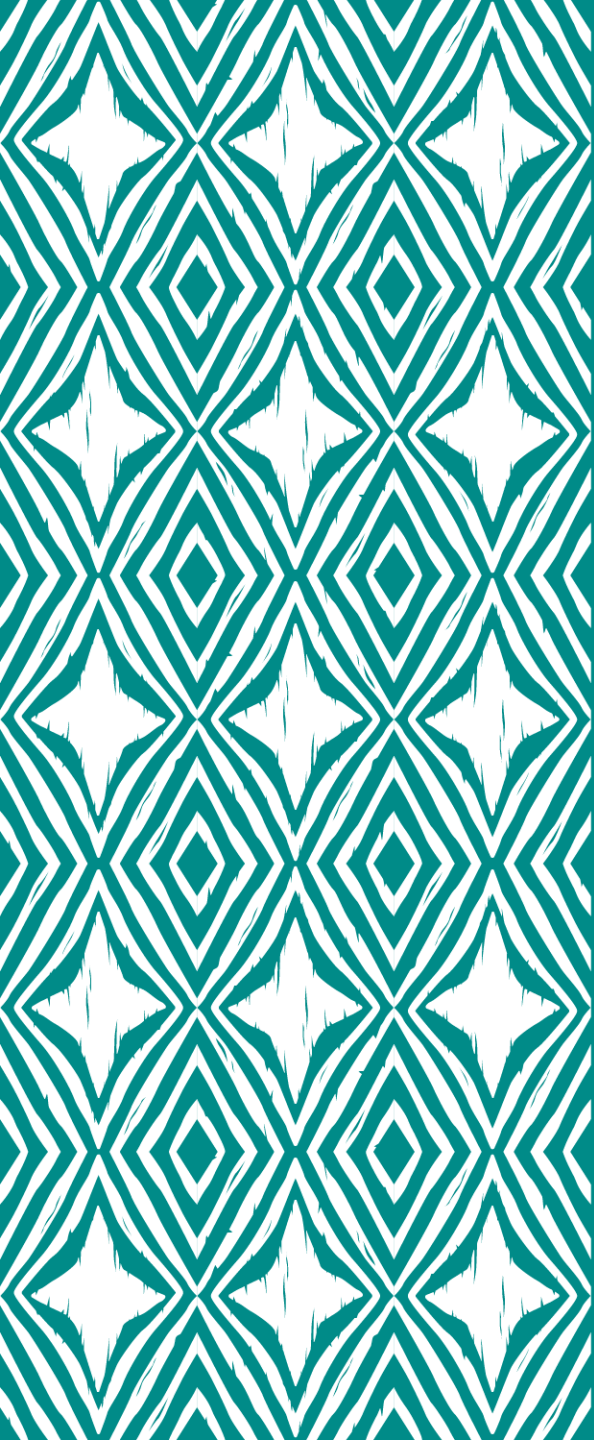
New Caledonia Travel Specialist

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MERCI!
SEE YOU IN
NEW CALEDONIA





Pacific heart