PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF CASE STORY

Small Micro-Enterprise (SME) e-Marketing Support - 2013 – 2014 across 11 Pacific ACP countries: Federated States of Micronesia, Marshall Islands, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Timor Leste, Tuvalu and Vanuatu

Q2: CASE STORY ABSTRACT

It aims to support participating SMEs by providing them with the tools and training to make optimum use of the Internet for on-line sales and for processing on-line bookings. Activities envisaged under the project include training workshops in digital marketing in each country, assessing the market readiness of SMEs, collecting digital content (photos and written content), building websites or providing booking buttons for all participating SMEs and providing booking and channel management tools.

Completion of these project activities will allow SPTO to work with National Tourism Offices to assess their impact and to decide on the form and scale of subsequent work to support other tourism SMEs across each participating member country.

The purpose of this project is to enhance the viability of accommodation SMEs in the Pacific ACPs by improving their e-marketing capabilities.

Within this context, the specific purposes of this contract are as follows:

a. To implement best in breed e-commerce/e-marketing tools for participating SME accommodation providers along with the training needed to take best advantage of the tools provided.

b. To introduce the concept of social media marketing to participating SME accommodation providers and appropriately apply it to their newly developed e-commerce websites.

This project is being implemented within the framework of the Pacific Regional Tourism Capacity Building Programme (PRTCBP), which is funded by the European Union under the 10th EDF and implemented by the South Pacific Tourism Organisation (SPTO). The project forms part of the broader Programme Activity 7: Capacity Building in E-marketing for SPTO and National Tourism Organisations and envisages provision of technical assistance and training for SME accommodation providers in Pacific ACP countries.

Q3: LONG DESCRIPTION OF THE CASE STORY

The purpose of this project is to enhance the viability of accommodation SMEs in the Pacific ACPs by improving their e-marketing capabilities.

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b. To introduce the concept of social media marketing to participating SME accommodation providers and appropriately apply it to their newly developed e-commerce websites.

This activity is expected to yield the following main results:
• A marked improvement in the e-marketing capabilities of all participating SMEs

• A significant increase in the online presence of SME accommodation providers

• Improved understanding of the international distribution options for the accommodation industry

• Increase in sales volume by participating SMEs by 25% after 2 years of operation

• Capacity building of IT support staff from NTO and local IT companies

Overall deliverables achieved by the consultant:

- Mission Reports Completed: 11
- Workshops run: 11
- Digital Marketing Workshop Participants: 163 industry participants representing 124 properties
- Project Participants: 124
- Photo Shoots Completed: 124
- Initial Digital Health Checks Completed: 83
- e-Commerce Web Sites Launched: 61 live and a further 63 complete and on the staging server ready to go live when the SME is ready.
- Mobile Sites Launched: 61 live
- Set-Up/Instruction Manuals Developed: 1

WHL has also developed an Online Platform that tracks bookings and enquiries made through the e-Marketing Solutions (e.g. Booking Widget, email enquiries) developed for the SMEs. As at Quarter 4 (2014), the following stats were recorded from 165 Live websites:

APRIL 2012 – DECEMBER 2014: 7,816 Enquiries & 2,345 Bookings

Comments made by some participants:

RMI – Majuro: "In the past 6months, 200 + bookings have been done via this online booking tool. It has been quite an effective and convenient to use. We are very happy with what is being provided to us under this SPTO SME e-marketing project" Sabrina Muller Kabua. Manager Long Island Hotel .

Kiribati – "Just straight after we have our website launched, the bookings and enquiries started coming in. We are looking at upgrading our booking system to include the booking widget. This is good for our business and we are grateful to SPTO and EU for this assistance". Mr Jacob Teem Owner Ikari House

Niue - "The website http://www.teresasguesthouse.com/ looks great…… I am really happy with it. Thanks heaps to you and your team for the great effort" Alicia Hipa - Owner Teresa's Guest House .

Kiribati - Christmas Island - "This is great and thank you once again. By the way, next month I will have 2 married couples from Italy to stay in my bungalows and August, September and October already booked. All from the website you helped me put up on the internet. Many many thanks indeed for the work you have done on our accommodation." Timei - Owner Lagoon View Bungalows .

Q4: Please add here web links to project/programme materials.

http://www.teresasguesthouse.com/

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Q5: YOUR CONTACT DETAILS

Name:	Kotoyawa Tamani
Ministry/Institution/Organization:	South Pacific Tourism Organisation
Country:	Fiji
Email Address:	ktamani@spto.org

Q6: FUNCTION

Public sector

Q7: FUNDING PARTNER Tick the appropriate box(es)

Multilateral organization

Q8: Additional information

This project is being implemented within the framework of the Pacific Regional Tourism Capacity Building Programme (PRTCBP), which is funded by the European Union under the 10th EDF and implemented by the South Pacific Tourism Organisation (SPTO).

Q9: START DATE OF PROJECT/PROGRAMME

2013

Q10: STATUS OF PROJECT/PROGRAMME

Respondent skipped this question

Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME

1-3 years

Q12: COST OF PROJECT/PROGRAMME

Between US$50,000 - US$200,000

Q13: Additional information

Project funded in Euro, 160,000 Euro cost of project

Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME

Grant

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Q15: PROJECT/PROGRAMME TYPE

Regional

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Q16: SINGLE COUNTRY/CUSTOMS TERRITORY   *Respondent skipped this question*

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Q17: REGION(If the region does not appear in the drop down menu, please enter manually.)

Pacific Islands

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Q18: MULTI-COUNTRY(Enter all countries or customs territories)

Federated States of Micronesia, Marshall Islands, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Timor Leste, Tuvalu, and Vanuatu.

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Q19: CASE STORY FOCUSTick the appropriate box(es)

Upgrading network infrastructure (ICT, power, telecoms)

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Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box(es)

Very successful

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Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

New network infrastructure (e.g. broadband),

Services sector skills

Q22: Additional information(maximum 300 words)

It aims to support participating SMEs by providing them with the tools and training to make optimum use of the Internet for online sales and for processing online bookings. Activities envisaged under the project include training workshops in digital marketing in each country, assessing the market readiness of SMEs, collecting digital content (photos and written content), building websites or providing booking buttons for all participating SMEs and providing booking and channel management tools.

Q23: **WHAT WERE THE OUTCOMES OF YOUR PROGRAMME Tick the appropriate box(es)**

Increase in data traffic

Q24: **Additional information(maximum 300 words)**

The purpose of this project is to enhance the viability of accommodation SMEs in the Pacific ACPs by improving their e-marketing capabilities.

Q25: **WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)**

Increase in foreign investment

Q26: **Additional information(maximum 300 words)**

• A marked improvement in the e-marketing capabilities of all participating SMEs

• A significant increase in the online presence of SME accommodation providers

• Improved understanding of the international distribution options for the accommodation industry

• Increase in sales volume by participating SMEs by 25% after 2 years of operation

• Capacity building of IT support staff from NTO and local IT companies

Q27: LESSONS LEARNT Tick the appropriate box(es)	Importance of good project design,
	Importance of alignment with national priorities,
	Importance of alignment between different development partners in programming ,
	Importance of engagement by private sector,
	Importance of agreeing clear project implementation responsibilities ,
	Importance of agreeing clear project monitoring and evaluation process and procedures ,
	Importance of agreed accountability frameworks,
	Importance of attention to long-term sustainability ,
	Importance of political will and commitment by project partner
Q28: Additional information(maximum 300 words)	*Respondent skipped this question*
Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)	M&E framework used