

# News Caledonia

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July 2005

## Editorial

New Caledonia is continuing its efforts to establish an efficient and high performance tourist industry and in consultation with specialised agencies is currently working on a concerted tourist development plan. The hotel product is developing with the opening of a new hotel establishment in Sarraméa. There is a change in the management of Le Méridien Ile des Pins and Nouméa is becoming a popular nightspot.

The New Caledonia archipelago is emerging from its Pacific reserve and is being showcased on popular TV programmes both in Australia and New Zealand. New initiatives have been launched to attract world-renowned artists to perform at the Tjibaou Cultural Centre and we also have pleasure in welcoming Philippe Torretton who will preside over the La Foa International Film Festival.

## Contents

- Tourism Development Plan
- New Caledonian nautilus take off to Aishi
- The "Evasion" in Sarraméa
- Massages & Beauty at Le Méridien Ile des Pins
- A new manager at Le Méridien Ile des Pins
- The Etnick, the trendy place to go in Noumea
- VIP
  - Philippe Torretton presides over the La Foa Film Festival
  - International Artists on stage in Nouméa
- New Team, New Direction, New Adress: New Caledonia
- Brochures
- Media
  - "Great Outdoors": A shoot was conducted in Nouméa
  - "Today Show" sent a TV crew to shoot in Nouméa and Isle of Pines
- 10<sup>th</sup> Bula Fiji Tourism Exchange
- Clipboard



## Tourism Development Plan

As a sequel to the Tourism Forum held in Noumea at the end of 2004, working group sessions and individual and group interviews took place in Noumea in June of this year under the direction of two consultants from KPMG in Paris. The main themes discussed included supply, demand, product marketing, economics, and the organisation of key players to implement the New Caledonia Tourism Development Plan. The results of these efforts will be available during november 2005.



## New Caledonia Nautilus take off to Aishi



*Invited to the Aishi universal Exhibition, (in the Nagoya region of Japan), New Caledonia will be present from 26 August to 1<sup>st</sup> September on the France/Germany stand.*



To illustrate the theme of the exhibition, the "wisdom of nature" our destination has chosen to present the beauty and wealth of New Caledonia's biodiversity in an aquarium where multicoloured fish and nautilus will be the ambassadors of the world's largest lagoon. These creatures attracted a lot of attention when they travelled by plane on Aircalin. This true living fossil which has remained the same for 360 million years, the Nautilus Macromphalus, a cephalopod which is endemic to New Caledonia is not rare. However, because it lives at 150 to 600 metres, it is isolated from the divers' investigation zone.

## The "Evasion" in Sarraméa

*Situated at the base of the Dogny plateau amidst lush vegetation, the Evasion is a new tourist complex, scheduled to open in September 2005 in the pretty and dynamic region of Sarramea.*

The hotel which has been built alongside a river on more than 6 hectares of garden, has 10 bungalows and 5 rooms with bathroom, bath, separate toilet, minibar, heating, air-conditioning, television (with satellite channel including music programmes in English and Japanese) and direct dial telephone. The

restaurant will offer French cuisine prepared with produce from a region known for its delicious fruit and vegetables, coffee and seafood. Theme evenings will be organised in the weekends. A sandwich bar will be available for hikers. Internet connection at reception.

For your relaxation : swimming pool, tennis, forest walks and hiking on the Dogny plateau, swimming in the river, pétanque, horseriding and quad biking.

Contact : [New Caledonia Tourism.South](http://NewCaledoniaTourism.South)

## VIP :

### Philippe Torretton presides over the La Foa film festival



*This is a beautiful story... A meeting of emotion, "impulse", discovery, produced from a small rural district : La Foa. It is a festival which attracts stars despite the distance...* Jean-Pierre

Jeunet, Gérard Jugnot, Charles Berling, Jane Campion have over the years left their mark on a whole generation of festival-goers. This year Philippe Torretton joins us to share with us the magic of his profession, the magic of the best of cinemas from all over the world. Philippe Gomez – President of the Southern Province.

### International Artists on stage in Nouméa



The Southern Province, in conjunction with Flying Fox Productions, has signed an agreement with the principal objective of enticing internationally renowned artists to come to New Caledonia to perform in Nouméa at the amazing Tjibaou Cultural Centre. This partnership enables local artists to perform as supporting acts alongside these well-known artists and to organise "master classes" with international artists.

Amongst the artists who have come this year are Norah Jones and Aaron Neville in April and Laurent Voulzy in May. Djamel is due to perform in September.



## Brochures

We have stocks available of our new 6 page general brochure on New Caledonia as well as the 6 page theme brochures "Go Hiking" and "Diving".



## Massage & Beauty at Le Méridien Ile des Pins

In addition to their existing activities such as the swimming pool, pedalo, canoeing, mountainbiking, billiards, underwater diving and excursions on board the traditional outrigger canoe, Le Méridien Ile des Pins also offers a complete range of beauty and face treatments, using balneotherapy and aromatherapy techniques, along with various massage options for your relaxation and total sense of well-being.

[meridienidp@meridien.nc](mailto:meridienidp@meridien.nc) – [www.lemeridien.com](http://www.lemeridien.com)



## A new manager at Le Méridien Ile des Pins

Thomas Barguil took over at the end of March 2005 as head of the Isle of Pines most luxurious establishment, replacing Christophe Guardia. Born in New Caledonia, Thomas Barguil gained his experience working for various hotel groups in France, Congo, in Egypt, Morocco and in Thailand (Phuket).



## The Etnick, the trendy place to go in Noumea

The music bar on the Baie des Citrons, has just been voted amongst the 35 best "Night spots" in the world by the specialised American magazine, Condé Nast Traveler for its good atmosphere, its friendliness and its clientele. The atmosphere is cool by day whilst enjoying a cocktail and watching the sun set behind Maitre Islet. Temperatures start to rise as the tropical evening darkens over the Baie des Citrons. The magazine is published in 3 million copies and read by an informed public.



## New Team, New Direction, New Address: New Caledonia



**New Caledonia Tourism.South has appointed Diane Moynihan to head the organisation in Australia as it mounts a renewed drive into its closest tourist markets.**

Ms Moynihan brings more than

20 years' experience in sales and marketing, including 16 years in the travel industry. She was most recently Group Director of Marketing for Ross Human Directions Ltd (formerly Spherion) and has held positions as Director of Sales and Marketing for Stamford Hotels & Resorts and National Sales and Marketing Manager for the Dynasty Hotel Group. She has also co-directed sales and marketing at Travel Representation Services where she represented clients including PITC, Iririki Island Resort Vanuatu, Tokoriki Resort Fiji and the Vanuatu Tourism Office.

Ms Moynihan will head the Sydney office as it responds to the task force findings and will develop a more targeted approach to its marketing in Australia. The office this month relocated to suites in East Sydney

New Caledonia Tourism.South is now located at level 5, 140 William Street, East Sydney, NSW 2011;

Telephone number 02 9360 3933;

Fax 02 9360 4133;

Toll-free number 1800 673 745;

Email [info-syd@nctps.com](mailto:info-syd@nctps.com);

and Website [www.visitnewcaledonia.com](http://www.visitnewcaledonia.com)

A welcome cocktail party was organised by the team of New Caledonia Tourism. South to welcome onboard Diane Moynihan and at the same occasion to show their new office to more than 20 guests. : Journalists from the trade press, wholesalers and their main suppliers. Mr Moisan, our General Manager flew to Sydney to attend this event.

## Media :

- **Great Outdoors:** A shoot was conducted in Noumea, May 2-3, as part of a P&O Pacific Sun segment. The story went on air on June 13 (Channel 7).

- **Today Show** sent a TV crew to shoot in Nouméa and Isle of Pines and went on air on the 27 June (channel 9), showing nice images of the destination, Noumea and Isle of Pines.



## 10<sup>th</sup> Bula Fiji Tourism Exchange

The 10<sup>th</sup> Bula Fiji Tourism Exchange took place in Fiji from 08 to 11 June. Over 600 delegates were present at the Exchange with over 180 sellers from the Pacific region and over 120 buyers from Australia, NZ, Canada, South America, USA, China, Japan and Europe.

New Caledonia was present at the Tourism Exchange again this year and attracted a lot of interest from the overseas buyers who are keen to market alternative destinations in the South Pacific.

The Air Pacific Tabua Marketing Awards attracted over 185 entries in 9 categories. Out of 39 entries in the product brochure category, New Caledonia Tourism.South was awarded "Best Product Brochure South Pacific" for the

Meeting Planner "Discover New Caledonia". Best Poster South Pacific was won by Air NZ Holidays for their New Caledonia/Tahiti poster.



## Clipboard :

### What's On !

Every Thursday on Place des Cocotiers in Noumea City Centre from 17h to 20h. Meet the entertainers and handcraft artists from New Caledonia

### July

- **13 Jul./18 Sep. :** Exhibition : The American presence (Maritime History Museum)

- **13 Jul./25 Sep. :**

"The wood which talks"  
JM Boone exhibition  
*Tjibaou Cultural Centre*



- **29 :** The Decazeville (Toulouse) International Pyrotechnics Competition. Participation by the Interdis company who will present a New Caledonia inspired light and sound fireworks display.



- **Until 31 July :**  
Mélanésia 2000  
The custom gesture  
*Tjibaou Cultural Centre*

### August

- **7 :** Clark Cup – Henri Millard Racecourse – Nouméa.

- **10/13 :** Ballet "Les Océans se parlent" (Oceans which talk to each other).  
*Tjibaou Cultural Centre*

- **12/14 :**

Bourail  
agricultural  
fair.



- **12/15 :** Tourism Festival on Lifou.

- **20 :** Full Moon Raid – A 15 km full moon evening race – Yaté

- **21 :** International Marathon of Nouméa.

- **28 :** The Coffee Festival in Sarraméa.

- **28 :** The mountainbike Mégarando – 3 circuits to choose from 25, 50 or 75 km to Boulouparis.

### September

- **September :**

#### Heritage Month

All the districts in the Southern Province are joining forces to make September a month full of events based around the theme of the earth :

The nourishing earth, the land in Kanak country, the land of exile, land of welcome, land of evangelisation, land reforested, from one land to another  
Programme available on internet :

<http://www.newcaledonia-tourism-south.com/calendar>



- **3 :** Isle of Pines Raid

- **14 Sept/31 Jan 06 :** the "Communards" of New Caledonia – *Tjibaou Cultural Centre*



- **16/18 :**

The Islands  
Fair  
on Maré

- **19/23 :** 56th session of the WHO in Nouméa  
After Shanghai in 2004, Nouméa will host the 56th session of the Regional Committee of the World Health Organisation for the western Pacific from 19 to 23 September 2005. Two hundred delegates are expected for this conference, whose major events will take place at the Tjibaou Cultural Centre and within the Pacific Community.  
[www.dass.gouv.nc](http://www.dass.gouv.nc)

- **25 Sept./2 Oct.:**

#### Motorbike Tour 2005

Mr Orsini is the only New Caledonian to have participated in the past few years in the Motorbike Tour in France.



The next leg of the course will depart from Reims and arrive in Toulouse. The support car will sport the colours of New Caledonia.

### October

**01/02 :** Female Funk Festival

**2 Oct./31 Dec.:** Jules Verne overseas (Maritime History Museum)

**6/7 :** Concert "Ménage à trois" - (Singers Jane Edwards, ténor David Hamilton) and piano (David Bollard) - (Territorial Music School)

**10/16 :** Equinox Festival (theatre, street art, music...)

**23 :** Southern Transprovincial Raid

**29 Oct./4 Nov. :** Dream Raid

### November

**10/12 :** World Vaa Championship (Polynesian outrigger)

**10/12 & 18/19 :** Light and Sound Festival at Fort Teremba (Moindou)

**26 :** Ngan Jila Festival – *Tjibaou Cultural Centre*

### December

**1/25 :** Christmas Train

**5 :** Christmas lights switched on

**31 :** Fireworks

All you need to know about  
New Caledonia from the north  
to the south of the mainland  
and from the Isle of Pines  
to the Loyalty Islands.

[www.visitnewcaledonia.com](http://www.visitnewcaledonia.com)