

PRODUCT PROFILE DESTINATION





New Caledonia

New Caledonia: The 10 types of travellers the South Pacific Island is suited to.

NEW Caledonia is much more than a tropical playground. The country's charming mix of French and Melanesian cultures sees warm hospitality sit alongside European elegance, gourmet food beneath palm trees, sandy beaches, French cowboys, tribal stays and activities galore. Indeed, New Caledonia has it all and there is something for all types of travellers. So whether an adventure junkie, a food lover or a party-goer, here you'll find ideas on just how New Caledonia can appeal to a variety of clients.

1. THE EXHAUSTED PARENTS

New Caledonia offers the chance to totally disconnect and just "get away from it all". With a warm island welcome, and its beautiful beaches and reefs, New Caledonia is a true South Pacific hotspot to rest and recharge. Book exhausted parents for a lovely stay on the Isle of Pines and they will come back revitalised and ready to do it all again!

2. THE FOOD LOVERS

Whether it's fine dining, eating with the locals or enjoying wine or cheese tastings, there is something for everyone in New Caledonia. Expect to see baguettes and gooey French cheeses sold alongside coconuts and yams at the local market – the blend of tropical and Gallic influences makes the island such a delicious and mouth-watering destination for foodies.

3. THE CULTURE VULTURES

Much like the variety of cuisine on the island, New Caledonia's mixed heritage creates a unique and interesting architectural landscape. Traditional native buildings sit next to avant-garde structures and neighbourhoods featuring both European and Chinese colonial buildings. Some highlights include

the cottages in the Vallée des Colons and the mansions of Faubourg Blanchot, as well as the amazing Tjibaou Cultural Centre in Nouméa.

4. THE WATER- SPORT FANATICS

Located in the world's largest lagoon and possessing the second-largest barrier reef and one of the biggest marine reserves, New Caledonia is a diver's paradise. The crystalline lagoon also lends itself to windsurfing, kitesurfing, snorkelling, canoeing and scuba-diving, or simply a relaxing dip if preferred.

5. THE AUTHENTICITY SEEKERS

For a truly authentic New Caledonian experience, there are options for travellers to immerse themselves in the island's Kanak, or traditional Melanesian, culture. Guests can experience the traditional Kanak way of life through a tribal homestay, or can try traditional cuisine, such as the Kanak Bougna casserole.

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