

Content produced
in collaboration with
Vanuatu Tourism Office

VANUATU Tourism Office (VTO) has unveiled a new marketing campaign featuring a rally cry for Vanuatu, encouraging travellers to 'Answer the Call of Vanuatu'.

The new campaign, which goes live today, features fresh, bespoke imagery and video content, presenting the destination's incredible natural beauty and real, life-changing adventures in a fun, light-hearted and cheeky manner.

Vanuatu Tourism Office Chief Executive Officer, Adela Issachar Aru, said travellers always have such a strong connection to Vanuatu when they visit, and it was this bond and engagement with people and place that they had aimed to encapsulate.

"It was imperative to capture the essence of Ni-Vanuatu people in our marketing program as this is always at the core of any holiday experience in Vanuatu.

"However, Answer the Call of Vanuatu is more than just a campaign; our long-term goal is to make this a way of doing business

for the tourism industry, and aim to integrate the sentiment of Answering the Call of Vanuatu into a range of programs that improve the Vanuatu visitor experience," said Aru.

In addition to the catchcry, VTO has developed a tool kit to help agents better understand the new direction.

To access the tool kit **CLICK HERE**.

VTO training incentive

TO CELEBRATE the unveiling of Vanuatu Tourism Office's (VTO) new campaign, the tourism board is giving Aussie agents the opportunity to experience the destination firsthand by winning a spot on their mega famil this Nov.

To be in the running, agents simply need to complete VTO's training modules (which include

new segments); ticket an Air Vanuatu flight for departure in 2020 and explain in 25 words or less what their ultimate Vanuatu moment would be.

All three steps need to be completed by 13 Sep for agents to be eligible for the incentive.

To answer the call of Vanuatu and enter, **CLICK HERE**.

Answer the Call of Vanuatu



Agent rates to Vanuatu

AGENTS can see Vanuatu first hand, with Vanuatu Tourism Office (VTO) offering agent rates for those wanting to explore the archipelago for themselves.

Vanuatu is only a 2.5 hour flight from the east coast of

Australia and there are great agent rates available on flights, as well as special rates for accommodation.

For any queries and to view the specials, visit www.vanuatuspecialists.com/famils.

THE MOMENT
VANUATU FELT
BRAND NEW

ANSWER
THE CALL OF
Vanuatu

2.30pm Matevulu Blue Hole, Espiritu Santo



Learn more at vanuatuspecialists.com