

TOURISM MARKETING DEVELOPMENT FUND

The Tourism Marketing Development Fund is a joint, private sector initiative of the Vanuatu Hotels & Resorts Association in partnership with the Vanuatu Tourism Operators Association, Espiratu Santo Tourism Association and the Vanuatu Scuba Operators Association.

All members contribute to the TMDF by way of a monthly levy, currently 0.5% of tourism income. Funds are then allocated to projects by the TMDF Board, which includes representatives from each contributing association with the VHRA holding the chair and veto vote. Funding is allocated to projects of destinational promotional value, often in partnership with the Vanuatu Tourism Office and Air Vanuatu – it is a legislative requirement that the private sector fund 1/3 of the VTO's marketing budget. The long term objective of the fund is a strong destinational marketing programme, funded and administered by the private sector for the benefit and development of Vanuatu's tourism sector.