

An aerial photograph of a tropical coastline. The left side of the image is dominated by a steep, lush green hillside covered in dense tropical forest, with numerous palm trees visible. A narrow strip of white sandy beach runs along the base of the forest. To the right of the beach, the water is a clear, vibrant turquoise color, revealing the seabed. Several small, colorful motorboats (yellow, white, and red) are anchored near the shore. In the background, the ocean extends to the horizon under a pale, overcast sky. The entire image is framed by a white, hand-drawn style border.

= A TOOLKIT =
TO INVITE THE WORLD
BACK TO VANUATU.

WELKOM
BACK TO
Vanuatu!



WHAT'S INSIDE

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WELKAM BACK TO Vanuatu!

With the whole world opening up again to tourism, we need to stand out from the crowd with a re-opening campaign that not only tells the world we are open for business from July 1 2022, but also showcases the warm, light-hearted and friendly welcome of the Ni-Vanuatu and the incredible life-changing moments on offer in our beautiful country.

This new campaign is an authentic and heartfelt invitation from the people of Vanuatu to welcome the world back to Answer the Call to Vanuatu.



WELKAM
BACK TO
Vanuatu!



THE POWER OF WELKAM

Welkam is a simple word that expresses a thousand deeper meanings – happiness, friendship, joy, optimism, hope, kindness, good will, harmony and many more. It is an invitation to share experiences and explore the culture of the islands. It instantly puts people at ease and reassures them because they already know a word of Bislama before they've even set foot on Vanuatu. And it reinforces visitors' first impressions of Vanuatu as a nation of people who greet new people with open arms and open hearts.

What better way to invite travellers back than with a message of genuine welcome in a language everyone can understand – the language of the Ni-Vanuatu people themselves.

OUR AUDIENCE

We want to extend a big warm welcome to international visitors from Australia, New Zealand and New Caledonia.





THE ASSETS

WELKAM
BACK TO
Vanuatu!

WELKAM
BACK TO
Vanuatu!

LOGO

This logo can be used on digital and printed collateral to help welcome people back to Vanuatu.

WELKAM
BACK TO
Vanuatu!

VIDEOS

Two suites of videos will be used in market. Through 60, 30 and 15 second executions, the videos are designed to emotively share the brand story and brand attributes of Vanuatu, as well as feature Ni-Vanuatu people warmly inviting people back. Anyone in the industry can share them on their websites and across social platforms to show their support. They will also feature in cinema and can be used as in-flight video content.

RADIO

Radio ads will also warmly welcome people back, describing the many and diverse wonders of our beautiful country and encouraging people to Answer the Call of Vanuatu.



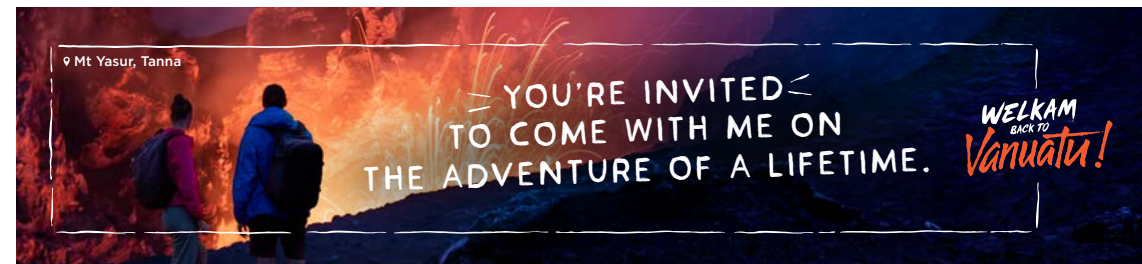
OUTDOOR, MAGAZINE AND DIGITAL

Billboards and other outdoor posters, as well as spots in magazines and digital banners will complement the suite of videos inviting people back to Vanuatu.



EMAIL FOOTERS AND EDM TEMPLATE

Invite people back to Vanuatu through your emails by using these email footers or this eDM template, and invite tourism operators on a voyage of re-discovering our country with this famil invitation.



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Adela Issachar Aru
Chief Executive Officer
Vanuatu Tourism Office



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Adela Issachar Aru
Chief Executive Officer
Vanuatu Tourism Office



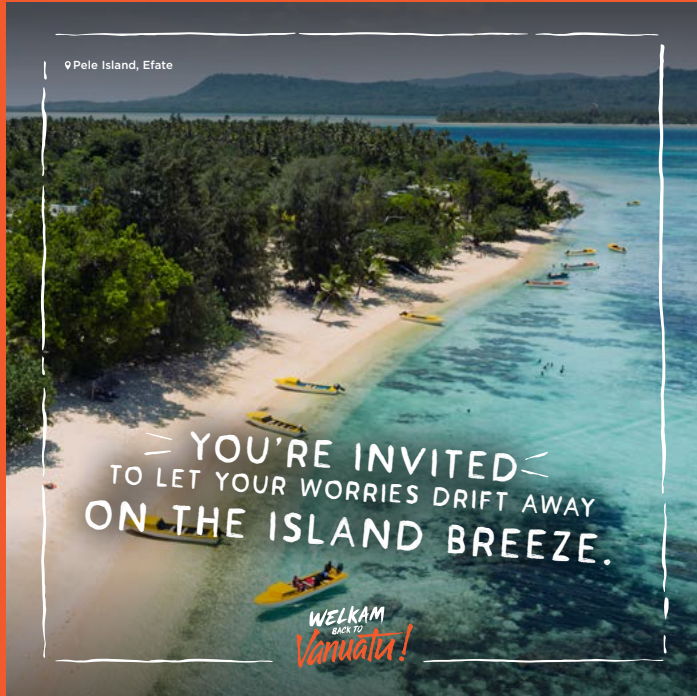
SAT X JUNE - WED X JUNE
DEP. MELBOURNE.

From 1 July 2022 Vanuatu will be open again for travellers and we can't wait to welkam visitors back to our island home.

But before you start booking flights and tours for your customers, it's time to re-discover for yourself the amazing adventures, breath-taking natural wonders and extraordinary culture and Kastom waiting to be experienced.

Refresh your memory and your knowledge on a XX day Famil in Efate and Espiritu Santo and Answer the Call of Vanuatu.

ANSWER
THE CALL OF
Vanuatu
VANUATU.TRAVEL



SOCIAL TILES

These digital assets can be posted on social platforms to raise awareness for the campaign and bring people back to our beautiful country.

An aerial photograph of a tropical beach. In the foreground, there's a sandy area with several palm trees. One palm tree is particularly prominent, leaning towards the right. To the left, there's a small, rectangular hut with a thatched roof. The background shows the ocean with some darker patches of coral or rocks. The overall scene is bright and sunny, with shadows cast by the trees and the hut.

HOW CAN INDUSTRY GET INVOLVED?

You have the power and opportunity to shape first-time travel experiences post-COVID. You can get involved by using the campaign tools and communications to talk to the market and ask people to Answer the Call of Vanuatu, and help visitors have the best experience possible with an industry that is vital to the recovery of our country.

When posting on social accounts, you can also use the following hashtags to help raise awareness for our re-opening:

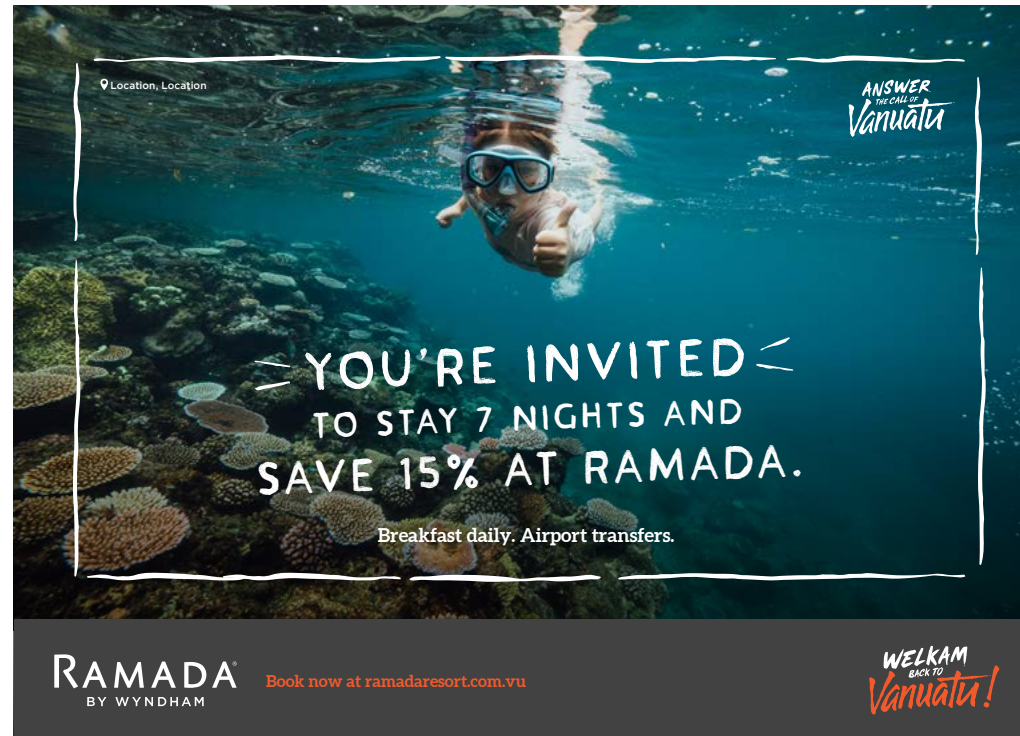
#WelkamBackToVanuatu #AnswerTheCallOfVanuatu
#VanuatuOpenforBusiness #WelkamBackToAdventure
#WelkamBackToFreedom #WelkamBackToKastomAndCulture
#WelkamBackToIslandLife #WelkamBackToEfate
#WelkamBackToEspirituSanto #WelkamBackToTanna

INDUSTRY EXAMPLES

The following pages are examples of how the 'Welkam Back to Vanuatu' can be brought to life for your business promotions, because who can better cast light on this than the stakeholders who live it every day?

Think about how your own images can work with the headline examples.

PRINT



Location, Location

ANSWER
THE CALL TO
Vanuatu

— YOU'RE INVITED —
TO STAY 7 NIGHTS AND
SAVE 15% AT RAMADA.

Breakfast daily. Airport transfers.

RAMADA
BY WYNDHAM

Book now at ramadaresort.com.vu

WELKAM
BACK TO
Vanuatu!



Location, Location

ANSWER
THE CALL TO
Vanuatu

— YOU'RE INVITED —
TO LET YOUR WORRIES DRIFT AWAY
ON THE ISLAND BREEZE.

Complimentary 1 hour massage.

Aore
ISLAND RESORT
EST. IN THE 1980s

Book now at aoreislandresorts.com

WELKAM
BACK TO
Vanuatu!

PRINT



Location, Location

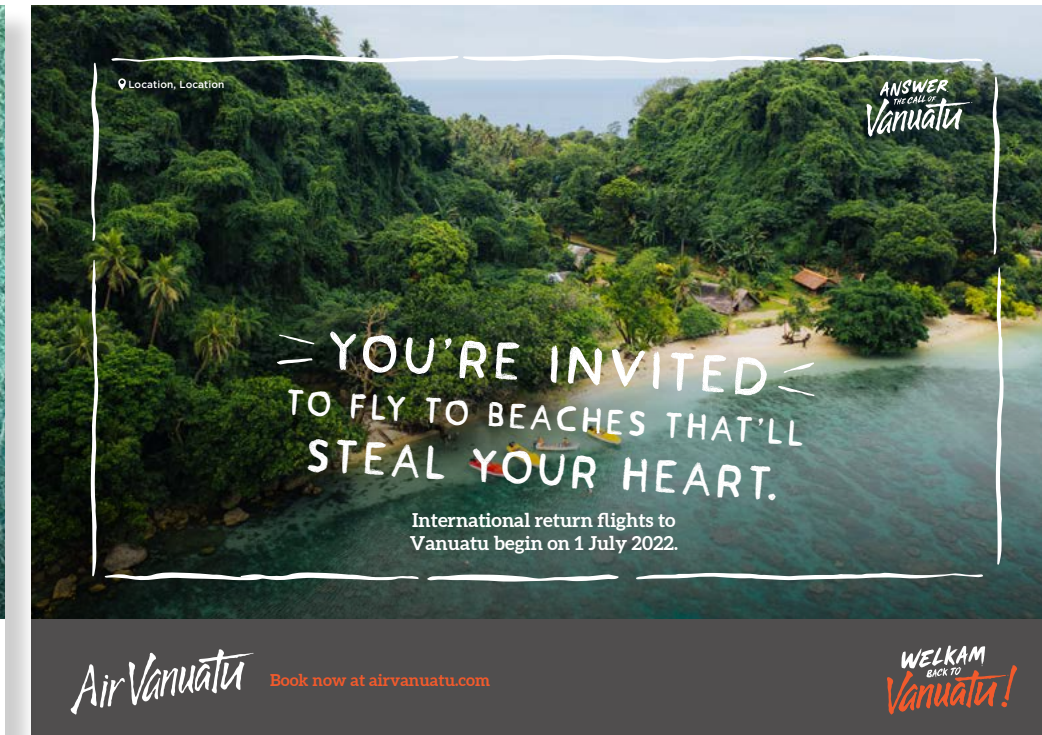
ANSWER
THE CALL TO
Vanuatu

— YOU'RE INVITED —
TO PADDLE WITH US ACROSS
CRYSTAL WATERS AND
SAPPHIRE LAGOONS.

Half day tours from \$125.

Book now at aoreislandresorts.com

WELKAM
BACK TO
Vanuatu!



Location, Location

ANSWER
THE CALL TO
Vanuatu

— YOU'RE INVITED —
TO FLY TO BEACHES THAT'LL
STEAL YOUR HEART.

International return flights to
Vanuatu begin on 1 July 2022.

Air Vanuatu

Book now at airvanuatu.com

WELKAM
BACK TO
Vanuatu!

OTHER HEADLINES YOU CAN COMBINE WITH YOUR OWN IMAGERY AND PROMOTIONAL OFFERS.

You're invited to feel the wind in your hair and the saltwater on your lips.

You're invited to open your heart to a new adventure.

You're invited to explore the wonders of nature with us.

You're invited to moments that'll take your breath away.

You're invited on incredible island adventures with us.

You're invited to leave the cares of the world behind you.

You're invited to feel the pure joy of freedom.

You're invited to skim across shimmering waters as far as the eye can see.

You're invited to liberate your beating heart.

You're invited to a world of unspoilt beauty with us.

You're invited to the edge of your comfort zone.

You're invited to revitalise your spirit with us.

Tourism Industry Partners can use these headlines in their own marketing material, along with email footer templates and social tile templates that can be used with their own imagery.

WEBSITE

This key message can be placed on your website with an image of you and your team to support the campaign and offer your guests a warm welkam back to Vanuatu.



= YOU'RE INVITED =
TO JOIN US AS WE
WELKAM THE WORLD
BACK TO VANUATU.

WELKAM
BACK TO
Vanuatu!