



9 August 2024

Quarterly Newsletter



US EDA GRANT

Here's what has happened in the last 3 months and what's to come!

KAMORALE to all of you and welcome to the FSM Tourism Project: ARPA Newsletter!

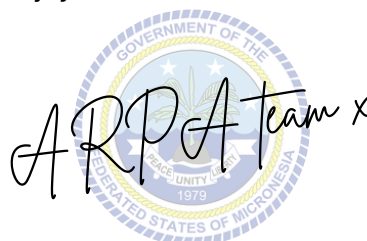
On the 1st of April 2024, the ARPA Team was officially formed. Hence, the planning process for the six different projects under the US EDA (U.S. Economic Development Administration) grant began.

The COVID-19 pandemic severely impacted global travel, including in the Federated States of Micronesia (FSM), which closed its borders to prevent virus spread. While reopening some borders back in September 2022, FSM aims to rejuvenate its tourism through targeted marketing strategies, update its tourism Policy and State Investment plans to incorporate regenerative and sustainable principles to enhance its competitiveness as a desirable tourist destination in the Pacific Region post-pandemic.

FSM R&D: Tourism Division Project Team is dedicated to revitalizing the beauty and allure of the Federated States of Micronesia. With the generous support of the US EDA Grant, we are embarking on an exciting journey to transform our tourism industry. Our vision is clear: to employ innovative marketing, branding, and policy strategies that will elevate FSM as a premier tourist destination in the Pacific Region, especially as we emerge from the challenges posed by the pandemic.

We are also excited to announce that we will be posting our newsletter on the first of after every 3 months.

Enjoy this month's newsletter!



In this newsletter you can expect:

Project & Team Introduction

Kosrae State Visit

Pohnpei State Visit

Yap State Visit

Chuuk State Visit

Social Media & Upcoming Tourism Events



Mr. Bermance Aldis
Program Manager

“ I enjoy spending time with my family especially my kids. They always bring energy and positive vibes into my life while I enjoy my bottle of Sakau!”



Mrs. Makelesi Muloilagi
Project Coordinator

“ I'm originally from Fiji, graduated from the University of the South Pacific, Suva. Previously worked for the Pacific Tourism Organisation (SPTO) before joining the FSM Department of R&D Tourism Division ARPA Project team.”



Ms. Gorang Albert
Finance Officer

“ I was born and raised on the beautiful island of Pohnpei (Home of the Nan Madol Ruins). I belong to the Diadi Village in Kitti. I love spending time with my family and friends. I was employed by the Pandemic Unemployment Assistance prior to joining the FSM Tourism Team. As a finance officer, I want to learn more about financial accounting and be able to contribute to the FSM R&D Department.”



Mrs. Diana Kihleng
Communication Officer

“I am half Japanese and half Pohnpeian, but born and raised in Pohnpei. I love to edit videos, take pictures, and watch movies during my free time. I recently received my Bachelor's degree in Hospitality and Tourism at Ritsumeikan Asia Pacific University in Beppu, Japan. Furthermore, I am excited to work and learn new things as the communication Officer for the Tourism Division at FSM R&D.”

Kosrae State Visit

From May 21st to 24th, the National Tourism Division and Kosrae Tourism Visitors Bureau organized a state visit to discuss the USEDA Grant for six tourism projects and events. The team, led by the Assistant Secretary/Project Manager, met with key Kosrae officials, including the Governor, Lt Governor, and other executives, to present the projects' objectives, timelines, and outcomes.

The team also held a half-day meeting with 22 stakeholders, including local businesses and state representatives, to address tourism challenges such as funding, infrastructure, and airline limitations. Stakeholders' concerns were acknowledged, and the team outlined how the projects would address these issues.

The Governor suggested holding an annual National Tourism Conference to better coordinate and market the nation as a destination. Additionally, the team visited the Yela Conservation Forest to learn about its ecosystem and the significance of the Ka tree.



meeting with Legislature Office



meeting with Governor Officials



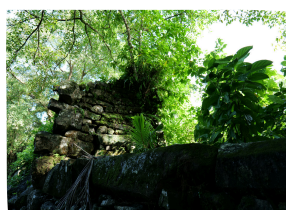
consultation with stakeholders



consultation with stakeholders



site visit to YELA Ka Forest



site visit to Lelu Ruins

Pohnpei State Visit

The National Tourism Division and Pohnpei Tourism hosted a two-day consultation meeting on June 20th and 21st at the Central Building complex, attended by 53 participants from various groups. The purpose was to discuss six upcoming USEDA Grant tourism projects and events.

The meeting was attended by 30 government, state, and local representatives. Activities included icebreakers and brainstorming sessions to identify suitable tourism markets for Pohnpei. The Key markets identified included historical sites, cultural heritage, community-based tourism, marine activities, food experiences, and eco-tourism. The challenges discussed included transportation, poor tourism services, and lack of awareness. Furthermore, the desired improvements focused on capacity building, financial support, and environmental beautification.

The second day involved 23 tourism stakeholders, private sector members, and women's groups. Participants discussed suitable tourism markets, identifying historical sites, culture, heritage, and eco-tourism as key areas. Other markets included community-based tourism, food, marine activities, and adventure.



consultation with Government Representatives



consultation with stakeholders



Consultation with Governor Officials



consultation with stakeholders

Yap State Visit

On July 8th and 9th, the National Tourism Division and Yap Visitors Bureau organized a state visit to discuss the USEDA Grant for six tourism projects. The team, led by the Assistant Secretary/Project Manager, met with the Yap Head of State and key officials to present the projects' objectives, timelines, and expected outcomes. They addressed issues like tourism product development, airline challenges, and environmental concerns.

The team paid a courtesy visit to the Governors office in the morning and at the Yap State Legislature in the afternoon. Speaker emphasized the need for intellectual property laws to protect Micronesian culture and heritage, showing strong support for the projects.

On July 9th, a stakeholder meeting was held with 19 participants, including tourism stakeholders, business representatives, and officials. They discussed Yap's tourism markets, challenges, and desired improvements. Key concerns included funding, limited activities, cultural preservation, and infrastructure. Proposed improvements included expanding Yap Day activities, developing a cultural center, and increasing local business opportunities. The team acknowledged these issues and outlined how the projects would address them, noting that intellectual property laws would also be considered.



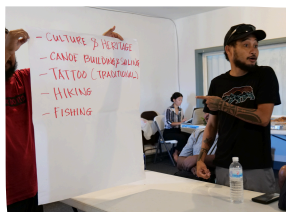
meeting with Government Officials



meeting with Legislature



refreshment during the consultation with stakeholders



consultation with stakeholders

Chuuk State Visit

Due to a flight cancellation and ongoing Expo preparations, the planned state visit to Chuuk was altered. Meetings with stakeholders, the governor, and Chuuk State officials were canceled, but the team managed to meet with the Chuuk Visitors Bureau (CVB) and the Speaker of the State Legislature.

On July 10th, the team arrived in Weno, visited the CVB, and reviewed Expo preparations. On July 11th, a meeting was held with the CVB at the airport VIP room, focusing on upcoming projects, investment opportunities, and local issues such as leadership changes at United Airlines and community engagement. The CVB Manager also discussed potential partnerships and youth development.

Later, the team met with the Speaker of the House, who expressed full support for the six projects and events.



meeting with Chuuk Visitors Bureau



meeting with legislature



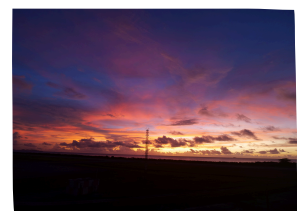
count down board for the 3rd Micronesia EXPO



3rd Micronesia EXPO site preparation



the making of Leis right outside Chuuk airport



sunset view from L5 Hotel

Our Social Media



Facebook
FSM R&D - Tourism Division



Instagram
@fsmgov_arpaproject



Twitter - X
@fsmgov_arpaproj



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@fsmgov_arpaproject



Upcoming Tourism Events

2025 WORLD EXPO

Location: Osaka, Japan
Duration: 6 Months (April 2025 -
October 2025)