



# **NAC and PNGTPA Forge Partnership to Promote Tourism**

Feature

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NAC AND PNGTPA FORGE PARTNERSHIP TO PROMOTE TOURISM

The National Airports Corporation (NAC) and the Papua New Guinea Tourism Promotion Authority (PNGTPA) have officially signed a Memorandum of Understanding (MOU), solidifying their collaboration in various initiatives aimed at marketing and promoting Papua New Guinea's tourism potential both domestically and internationally.

The MOU outlines key areas of cooperation between both organizations which involve;

1. Raising Awareness of the Tourism sector and Potential
2. Marketing and Promoting PNG Tourist Destinations
3. Improving NAC Airports/Terminals
4. Sharing Data on Traveler Trends and Consumer Feedback
5. Joint Communication and Marketing Campaigns
6. Participation In Tourism Forums, Workshops and Conferences
7. Collaboration in Familiarization Programs and Learning Initiatives

At the MOU signing ceremony today, NAC's Acting Managing Director and CEO, Mr Dominic Kaumu, expressed optimism about the partnership: "Airports play an important role in tourism development and vice versa therefore, we believe this collaboration is an important step taken by both our organizations toward supporting tourism growth, and we eagerly anticipate the opportunities it brings." Mr Eric Mossman Uvovo, CEO of PNGTPA, emphasized the importance of working together: "Through this partnership, we can utilize the unique strengths and positions of our respective organizations to unlock the potential of PNG's tourism Industry and showcase our country to the world.

The signing of the MOU signifies a commitment from both NAC and PNGTPA to work hand-in-hand towards the common goal of promoting PNG as a premiere tourist destination while enhancing the overall traveler experience.

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Approved for release

Dominic Kaumu, ML OBE, Acting Managing Director/CEO National Airports Corporation

Eric Mossman Evovo, Chief Executive Officer PNG Tourism Promotion Authority

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