

2009 PATA Face of the Future Award

The PATA Face of the Future 2009 is **Andrew Nihopara**, Marketing Manager for the South Pacific Tourism Organisation, based in Suva, Fiji Islands. Andrew leads a team that embraces 13 national tourism offices in the South Pacific.

Andrew's role includes managing joint marketing efforts for 15 Pacific destinations at many global events - including ITB Berlin and the PATA Travel Mart.

In 2007 he developed and launched a South Pacific specialist online training programme that attracted enrolment applications from no less than 260 travel consultants around the world.

He then launched a series of comprehensive Market Access Guides that provided practical advice on how to penetrate key tourism markets. His current duties include managing the development of the Pacific Pavilion at the Shanghai World Expo 2010.

He is a native of the Solomon Islands and previously worked for the Solomon Islands Visitors Bureau.



Andrew Nihopara receives the PATA Face of the Future Award for 2009 from the Association's immediate past chairman Janice Antonson.