



# MALO E LELEI! © & WELCOME TO THE KINGDOM OF TONGA



### Outline:

- Background
- Journey into Whale Industry
- Customer Experience
- •SWOT
- •Future goals

Name: Lahaina Tatafu Age: 22 **Occupation:** Receptionist/Secretary/Guide/Student Location: South Pacific Ocean **CREW** PHOTO(c)WWW.JLAPPALAINEN.COM



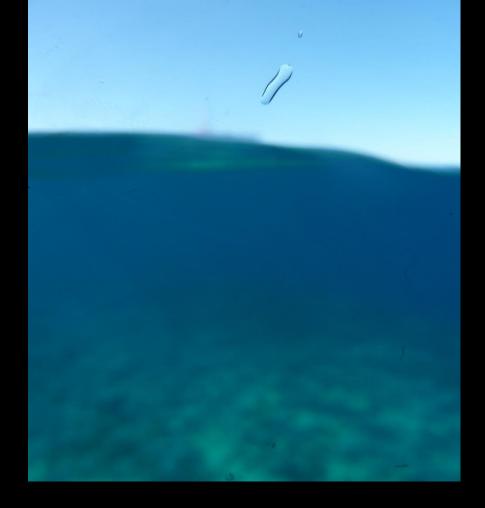
#### **Deep Blue Diving Tonga & 'Eua**

- Vision & Values
- Product & Services





**Age ; Seven**This point in my life I was quite certain I wanted to be a Lawyer



#### Ocean;

Greatest Fear ⊗

# MYTHS & LEGENDS





WELCOMING OF THE WHALES ©









**FUN FACT:** 

Whales are more Tongan than us Tongans  $\ensuremath{\mathfrak{G}}$ 



#### **Life Changer**

I wanted to be the BEST at what i do in the lives of the guests and the life of that whale i swam with.



#### 3 Gap years from school ⊗

No intention of going back to school



#### **Volunteers & Guests**

They became my life teachers



Whales / Marine + Ocean = OCEANHOLIC

# **Customer Experience**

- Once in a lifetime experience
- Family Outing
- Unique destination
- Authentic Culture



# **SWOT ANALYSIS**

#### **STRENGTHS**

- Locally owned organisation
- Operate all year round/sustainable
- Ongoing training
- Qualified guides/quality equipment
- Tongatapu/'Eua



# **SWOT Analysis**



#### Weaknesses

- Lack of local interest in marine studies
- Communication Barrier
- Lack of funding
- Seasonal nature of the whale Industry.

### **SWOT ANALYSIS**

#### **OPPORTUNITIES**

- Training
- Partner with local operators
- Seasonal nature of work
- Develop product
- Ministry of Education/Environment develop a program





# **SWOT Analysis**



#### **Threats**

- Environmental
- Family Time
- Licensing
- Climate Change
- Lack of Awareness

# **FUTURE GOALS FOR THE INDUSTRY**

- Long-term Vision is to continue the Family Business as the Top Operator in the Kingdom
- Aim: to build a sustainable Product.
- Target; To employ the unemployed of Tonga
- Introduction of the Triple P's
- PROTECT, PERPETUATE & PRESERVE
- Tongan Culture and heritage as well as our
- Whales in a Changing Ocean.

#### **Tongan Patron**

Acknowledge the Royal Family especially the late King Tupou IV & to the HRH.Princess Pilolevu who has been an Instrumental Guide in supporting the Whale Industry of Tonga

