

Travel and Tourism in Tuvalu

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Abstracts

Tuvalu has no unified national strategy aimed at boosting tourist arrivals. Several campaigns have been loosely grouped under a slogan of “Timeless Tuvalu” but have generally failed to generate interest from travellers in main source countries. In particular, the Tourism Office has tried to stay relevant by drawing attention to the prospect of the island “sinking” as sea levels rise with climate change. However, this has been insufficient to stimulate any growth in the number of arrivals to...

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