



INDIAN OCEAN TERRITORIES  
Regional Development Organisation  
*Australia*

## News from the RDO - Indian Ocean Fest

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The countdown is on for the inaugural Indian Ocean Fest, to be held on Christmas Island 21-28 June.

To complement and add to existing tourism initiatives, activities, tours and experiences available on Christmas Island, the RDO has developed the [Indian Ocean Fest](#), a pilot event that aims to:

- attract new, high-yield, adventurous and influential travellers to the region;
- increase the overall destination awareness and desirability of Christmas Island (and the Indian Ocean Territories) and its unique and authentic nature, adventure activities, food and culture;
- enhance the experiences on offer and develop new experiences to grow targeted visitation; and
- to deliver benefits to local businesses.

The program of activities will showcase Christmas Island's nature and culture, promote marine conservation, and provide high quality experiences.

Included in the group travelling to Christmas Island for the Indian Ocean Fest are the Fest Ambassador and MasterChef favourite Poh Ling Yeow, and representatives from Tourism Australia, Australian Traveller, Australian Marine Parks and the Tangaroa Blue Foundation.

Prior to proceeding with the event, the RDO conducted extensive stakeholder consultations with local operators, service providers, community organisations, government agencies and other interested parties. We also received in-principle support for the Indian Ocean Fest to run concurrently with SeaWeek, in addition to co-hosting and collaborating wherever possible to ensure positive outcomes for both.

From the outset we have offered opportunities for all local businesses and organisations to be involved in the Indian Ocean Fest, and over 20 will receive direct financial benefit from this pilot event. Where possible we have sourced goods and services locally, and we are continuing to liaise and work together with local businesses and operators to build opportunities. In addition, at the conclusion of the Fest equipment is being donated to the school and the CASA lifesaving team to promote marine science education and enhance water safety.



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As part of the Indian Ocean Fest, we are screening the *Ocean Film Festival – World Tour* at the Christmas Island Cinema on Wednesday, 22 June. The local community is invited to this screening and further details will be provided in an upcoming edition of *The Islander*. We look forward to seeing you there.

We would like to thank our program partners for their ongoing support, including Australian Marine Parks, the [Tangaroa Blue Foundation](#), [Fervor](#), and the local businesses and community members who are helping us to deliver the Indian Ocean Fest.

The Indian Ocean Fest was developed in response to the [Christmas Island Strategic Plan 2030](#) and the [Cocos \(Keeling\) Islands Strategic Plan 2030](#), which both identify tourism as a key sector for economic growth and job creation in the region, and as part of the implementation of the [Indian Ocean Territories Tourism Action Plan](#). The target market for the Indian Ocean Fest, adventurous travellers, is identified in the [Destination Management Plan and Comprehensive Marketing Strategy for the Indian Ocean Territories](#).

If you have any questions or comments please do not hesitate to contact the RDO Project Office.

## Contact information

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