

WHALES IN A CHANGING OCEAN ☺

By Lahaina Tatafu





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



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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 😊



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

Malo'aupito



Q & A 😊