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
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 😊