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Sustainable tourism in New Caledonia an investment opportunity



Known for its biodiversity, New Caledonia quickly developed sustainable tourism by offering a multitude of memorable experiences to discover its varied ecosystems.



Designated 'Destination Durable 2021' by National Geographic, New Caledonia is a must for ecotourism. In addition to its remarkable lagoon, a UNESCO heritage site since 2008, the municipalities of Foa and Farino obtained the precious Station Verte label in 2019.

The marine animal watcher

Every year, from mid-July to mid-September, Grande Terre becomes a refuge for humpback whales, which frequent the south of the Caledonian lagoon to give birth and breastfeed their young. These marine animals escape the cold Antarctic to reach the warm waters of the archipelago. The meeting takes place off the bay of Prony, where a magnificent blue ocean reigns facing the south of Grande Terre. From the catamaran to the taxi-boat, there are several possibilities for visitors to admire the whales.

Avifauna in New Caledonia



The territory has nearly 183 species of birds, including 24 endemic species. In the southern province, there are many trails where you can observe birds in their natural environment. Visitors will have to keep their eyes and ears wide open to see the Casin, this funny bird with gray plumage, emblem of New Caledonia.

Investments and environmental interests go hand in hand



Beginning 2020, the Intercontinental hotel group arrived to the archipelago with the launch of three projects in the Loyalty Islands, while respecting the local sustainability strategy. Investments are also focused on many ecolodges which have opened their doors, notably the bubbles of Farino and the Beach house lodges of Poum. Currently, tourism covers only 4% of Caledonian GDP, therefore it has become a priority in the archipelago's investment strategy.

New Caledonia is pursuing its objective of becoming the fully sustainable destination. Its inhabitants live in harmony with nature and remain aware of the natural and cultural riches that surround them. They are therefore working for a tourism system that reflects their territory.