



# ATKOMA 2020 ANNUAL REPORT

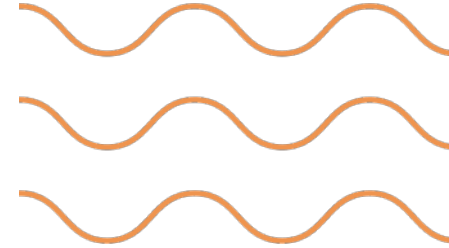
JANUARY 25<sup>TH</sup>, 2021

*Small Island, Big Heart*

# ATKOMA 2020 Annual Report

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## Dear Readers,

Since 2000, we have been working together as tourism advocates on Ataúro Island to pursue a common vision. The Asosiasaun Turizmu Koleku Mahanak Ataúro (ATKOMA) was officially established in 2019, and we have accomplished much since then despite the many challenges we face. The purpose of this document is to highlight ATKOMA's accomplishments in 2020, and the many people and businesses that supported us in our work.

2020 was a challenging year for everyone, and the thriving destination and businesses of Ataúro Island have been forced to adapt to incredibly challenging circumstances. Despite these challenges, ATKOMA forged ahead: recruiting local coordinators, revamping our website, creating brand collateral, training local guides, and more. We are prepared for whatever 2021 will bring—and glad to have you by our side.

*Obrigadu,*

*Mario Gomez*

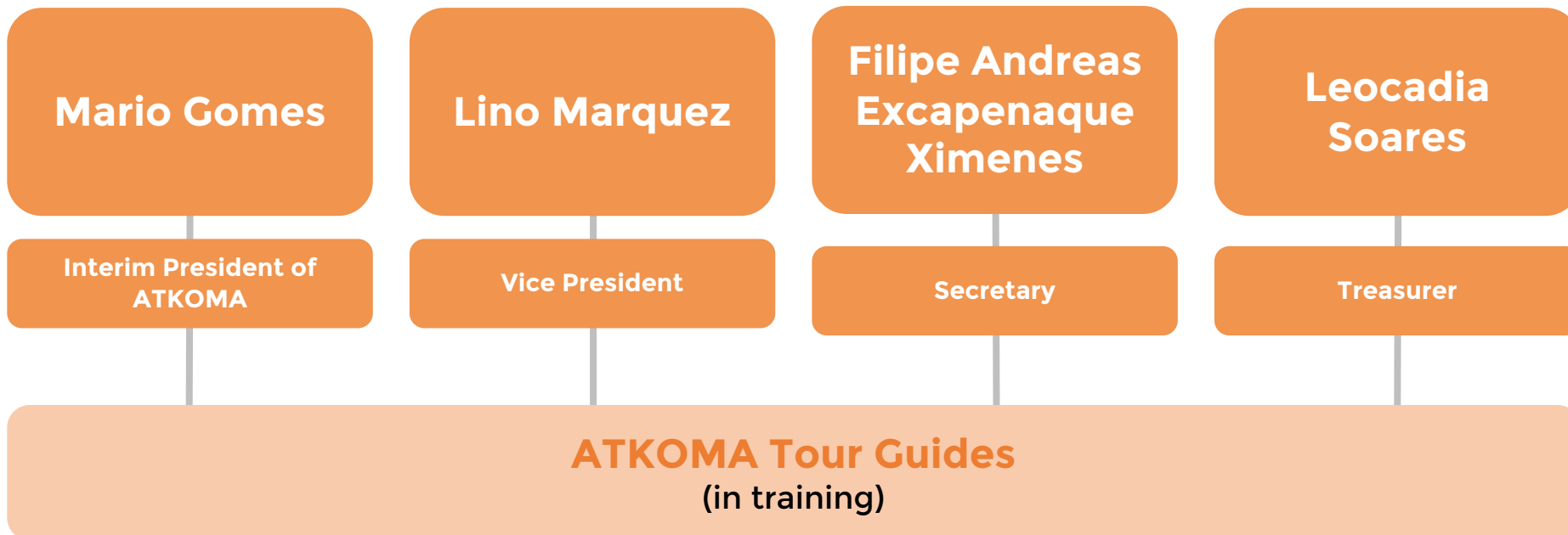
President, ATKOMA

# Who are we?

A group of tourism advocates has been working together since 2000 to pursue a common vision for developing low-impact tourism in Timor-Leste. Comprised of local tourism providers and community representatives, Asosiasaun Turizmu Koleku Mahanak Ataúro (ATKOMA) has remained steadfast in its dedication to seeing Ataúro develop as an ecotourism destination. This group of dedicated tourism champions is not only advocating for the interests of the tourism industry and future visitors, but is also committed to ensuring tourism economically supports the people of Ataúro and minimizes negative environmental and socio-cultural impacts. ATKOMA's main activities include destination marketing, tourism training and mentoring, research, planning, development and advocacy.

# Who are we?

## Organizational Chart



# Who are we?

**ATKOMA would not be what it is today without support from our members, including:**



## **Tua Koin Eco-Lodge**

Tua Koin, situated on the beautiful beaches of Vila, was the first eco-lodge on Atauro Island, established by community NGO Roman Luan and now managed by Mr Lourenco Oliveira.



## **Compass Atauro Beach Eco-Lodge**

Compass Atauro Beach Eco Lodge is located a 5-minute walk from Beloi's harbor and offers a great opportunity for a beachfront, quiet and breezy island treat.



## **Beloi Beach Hotel**

Beloi Beach Hotel Dive Resort is a unique, all-inclusive package, private island hideaway home to only 12 air-conditioned rooms, each with their own en-suite, hot water, flushing toilets, walk-in showers and 24-hour electricity.



## **Ataúro Dive Resort**

Ataúro Dive Resort is a small eco-resort with thatched bungalows and a shared bathroom right beside Beloi Beach. The resort offers PADI-accredited dive courses, guided diving trips (ranging from single to multi-day), equipment rentals and an onsite specialized scuba diving center.



## **Barry's Place**

Imagine sipping a cool drink in a hammock, swaying beneath palm trees, surrounded by the rush of the waves and the distant chatter of guests enjoying their delicious buffet lunch. Welcome to Barry's Place.



## **Adara Eco-Resort (Mario's Place)**

It is common knowledge on the island that the most beautiful beaches require a little work to reach! Located beside a beautiful white sand beach on the remote west coast of Ataúro, this eco-accommodation is one you will surely never want to leave.



## **Afonso Ecolodge**

This eco-accommodation ranges from simple thatched-roof huts to a larger room with a shared bathroom. It is located beside a beautiful white sand beach, where you can enjoy a cool sea breeze and sunset views on the west coast of Ataúro.



## **Moises Ecolodge**

Located next to the Afonso Ecolodge, this newly built eco-accommodation offers an additional accommodation option for visitors to stay overnight in Atekru.



# Who are we?

**ATKOMA would not be what it is today without support from our members, including:**



## **Dekali Guesthouse**

Dekali Guesthouse is the only guesthouse established in Maquili town in the sub-village of Fatulela, Suco Makili, Atauro island. The guesthouse was established under the support of the Catholic priest and is currently managed by the women's cooperative from this village.



## **Manucoco Rek Guesthouse & Restaurant**

Manucoco Rek consists of a Restaurant and Guesthouse located in the heart of the island's capital Vila Maumeta. The restaurant and the guesthouse was established with the support of an Italian Catholic priest and run by a group of women cooperative. The restaurant provides both Italian food such as Spaghetti, Tagliatelle, Gnocchi (hand made).



## **Trisan Guesthouse**

Located in the main road of Beloi opposite the Atauro Airport, this eco-accommodation offers a range of classic-looking thatched bungalows with shared bathrooms shaded by coconut trees. Rooms are equipped with double beds, fans and mosquito nets.



## **Vila Gracia Guesthouse**

Located in the main road of Vila Maumeta, this small guesthouse offers six rooms equipped with double beds, fans and mosquito nets. It also has a small courtyard where you can relax and enjoy conversations with the family.



## **Atauro Homestay Association**

Stay with one of eight fantastic families in Beloi and directly support the local communities of the island by booking through ATKOMA and the Atauro Homestay Association. Full board is \$20, includes breakfast, lunch and dinner; half board is \$15 and includes breakfast and dinner.

# What have we accomplished?

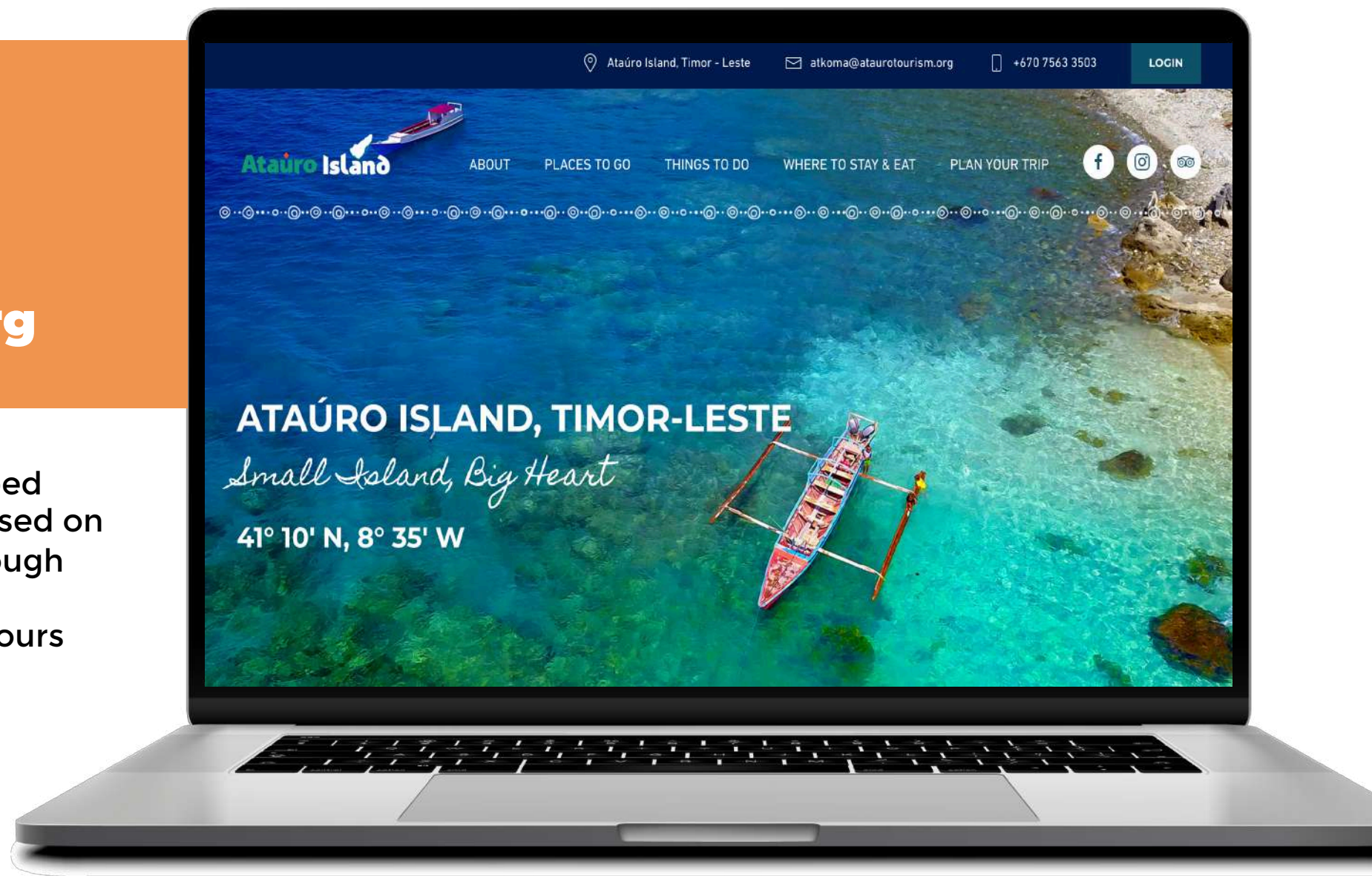
In 2020, ATKOMA succeeded in accomplishing the following:

- Updated and launched our new website, [ataurotourism.org](http://ataurotourism.org)
- Created 8 new Day Tours highlighting the best aspects of the island
- Created 6 new multi-day Island Itineraries for travelers to explore the entire island
- Recruited 13 private tourism operators as members into the organization
- Established a Visitor Voluntary Contribution Fee, in which travelers pay an optional fee towards supporting ATKOMA when they check out of their island accommodation
- Revitalized social media efforts, engaging more than 10,000 people in promotional activities
- Received over 200 entries to our Adventures in Ataúro Social Media Contest



# Website Revitalized October 2020 ataurotourism.org

Our website re-launch helped the site become more focused on sales, driving bookings through the website for ATKOMA members and a variety of tours developed for our guests



Timor-Leste's Ataúro Island is the untouched ecotourism gem of Southeast Asia. Just a short boat ride from the capital of Dili, Ataúro offers everything you could imagine or want in a relaxing tropical getaway: lush mountains with dozens of trails to explore; white sand beaches and gently lapping waves; volcanic mountains shrouded with wispy clouds; people and communities still living by local traditions; and the most biodiverse reefs in the entire world, with hundreds of dolphins and whales swarming the surface. Our website offers a detailed overview of the island, places to go and stay, things to do, and how to plan your trip. ATKOMA is here to make your experience an unforgettable one, so be sure to contact us if you have any questions or booking inquiries.



### *An Island Paradise*

**EVERYTHING YOU NEED FOR AN UNFORGETTABLE ADVENTURE**



**DIVING**



**TREKKING**



**CULTURE**



**BEACHES**





## Our Services

LET ATKOMA HELP YOU PLAN AND BOOK YOUR TRIP TO ATAÚRO



### ACCOMMODATION

Relax in one of our ecolodges, dive resorts or homestays



### TRANSPORTATION

From getting to the island to enjoying the many sites available



### ACTIVITIES

Explore the island with a day tour or multi-day itinerary



### VISITOR INFORMATION

Have questions? We are here to help

PLAN YOUR TRIP

# Long-Term Sustainability of ATKOMA

With the continued support of the USAID Tourism for All Project, ATKOMA has begun training new tour guides on a commission-based model, motivating talented individuals on Ataúro to sell and guide tours for future guests. Our focus for 2020 and 2021 is to ensure that ATKOMA becomes a financially sustainable organization. We are accomplishing this in three ways:

- Training tour guides and coordinators to be motivated by the success of ATKOMA through a commission-based model
- Training ATKOMA coordinators and leadership on how to update and use the website, so that it can continue to be improved long into the future
- Training ATKOMA leadership essential skills necessary to run a successful Destination Management Organization, including financial accounting, staff and board development, visitor services, marketing and communications, and more.



# ATKOMA Brand Updates



New ATKOMA Logo



New Ataúro Logo

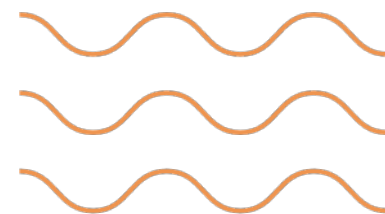




# Atauro Island

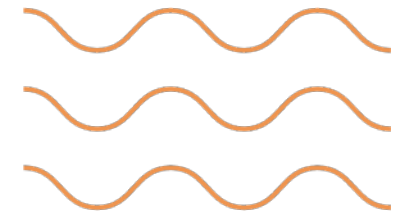
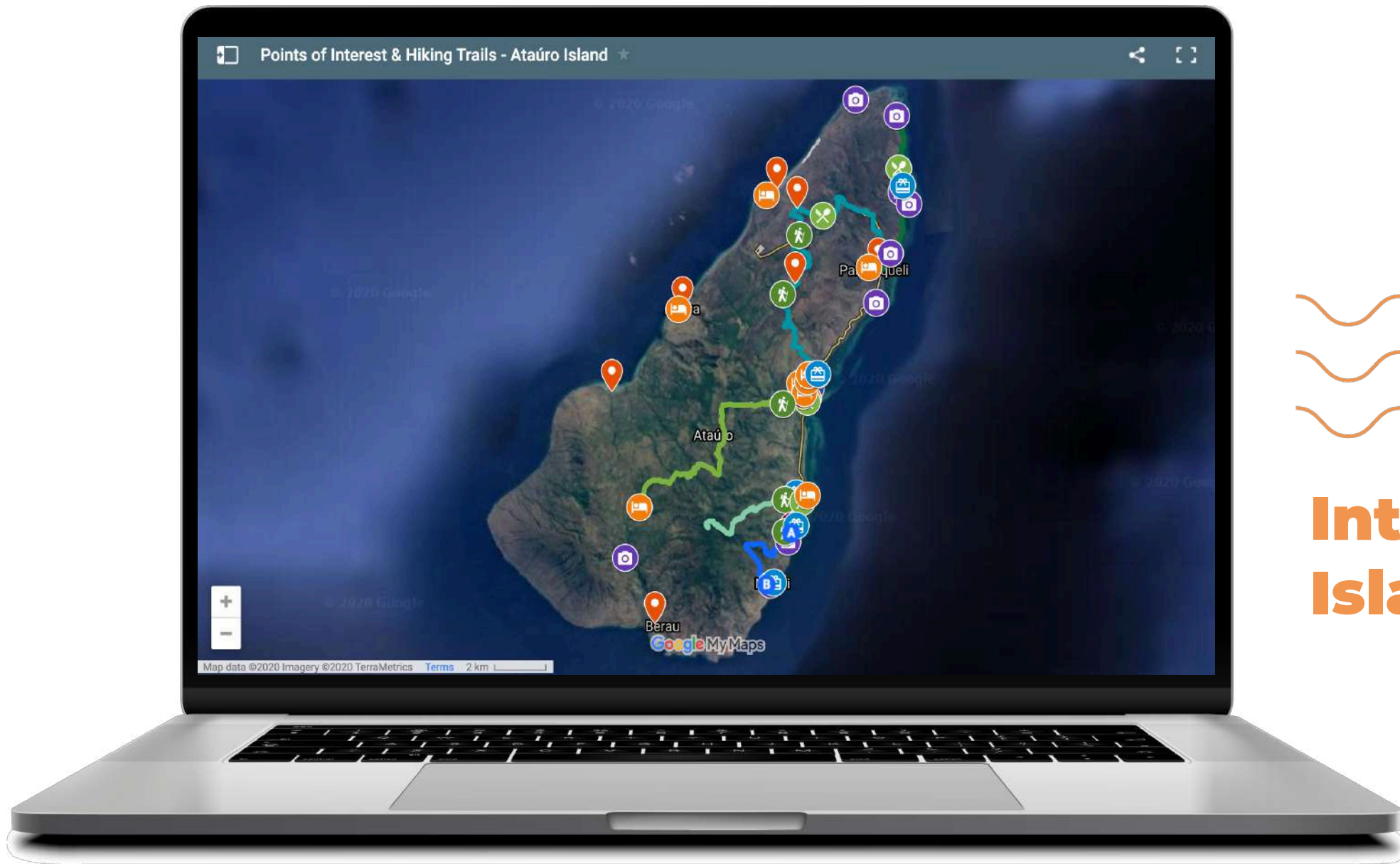
TIMOR-LESTE

*Small Island  
Big Heart*

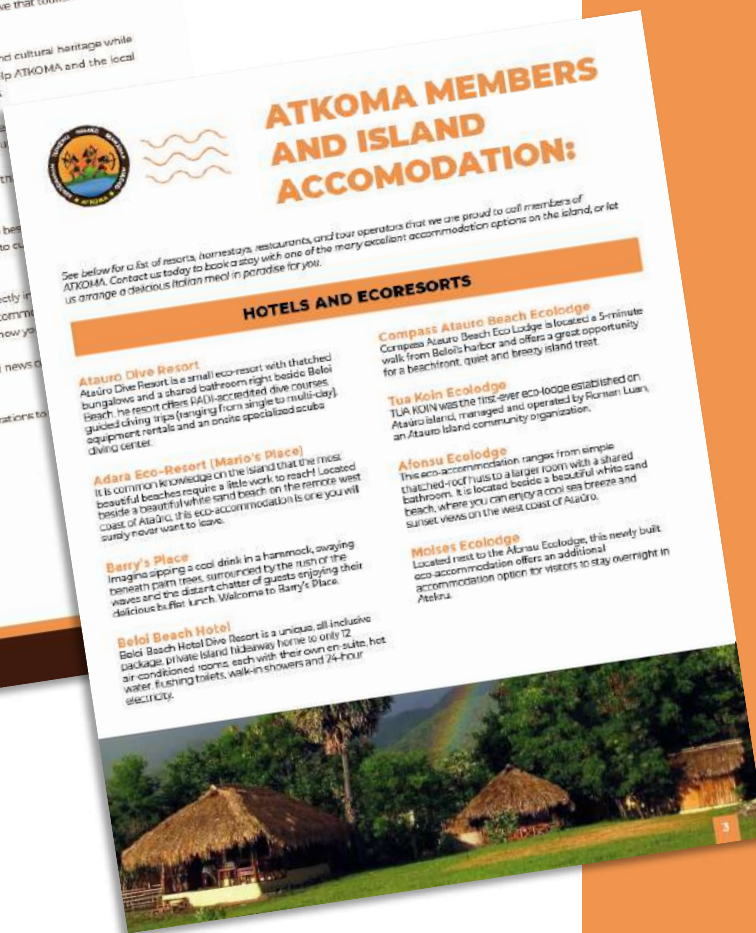


**New  
Island  
Map**





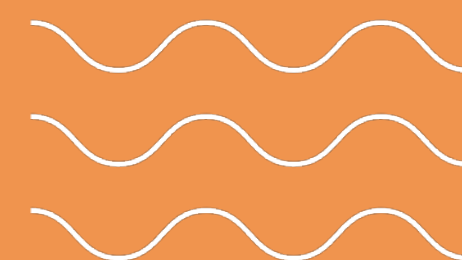
## Interactive Island Map



# New Booklets and Brochures!

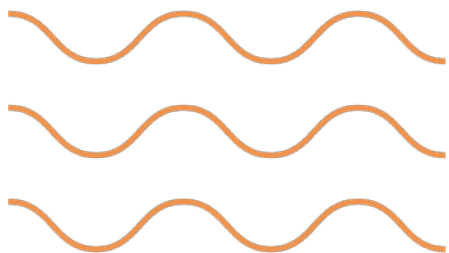
Distributed for Free to ATKOMA Members





**Distributed for Free to  
ATKOMA Members**





## Mobile Tour Desk

Promoting the following itineraries  
and packages, along with the  
excellent accommodation options  
provided by ATKOMA members



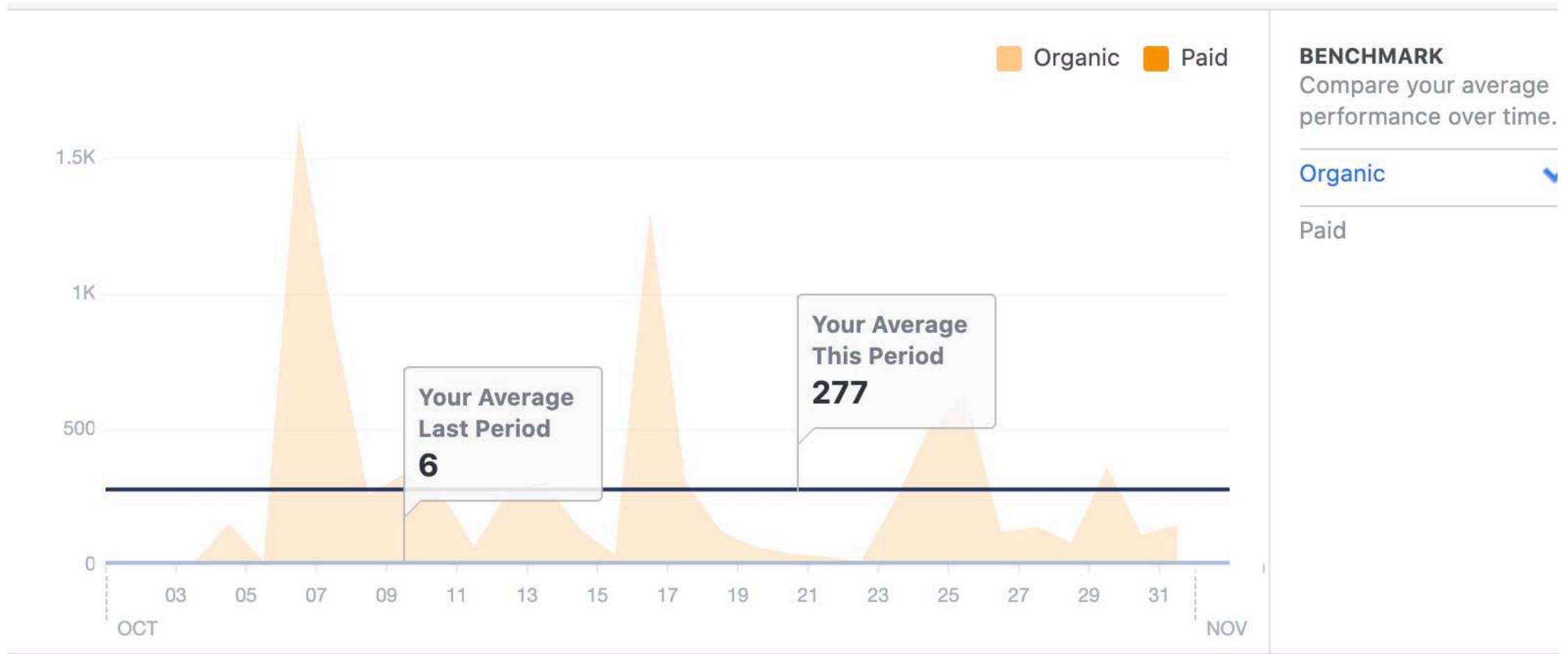


# Adventures in Ataúro Social Media Contest

- ✓ 216 individual entries
- ✓ Reached over 7,000 people via social media channels
- ✓ 250+ likes, comments & shares on contest posts
- ✓ 200+ link clicks to website
- ✓ 75 new followers/likes on Facebook

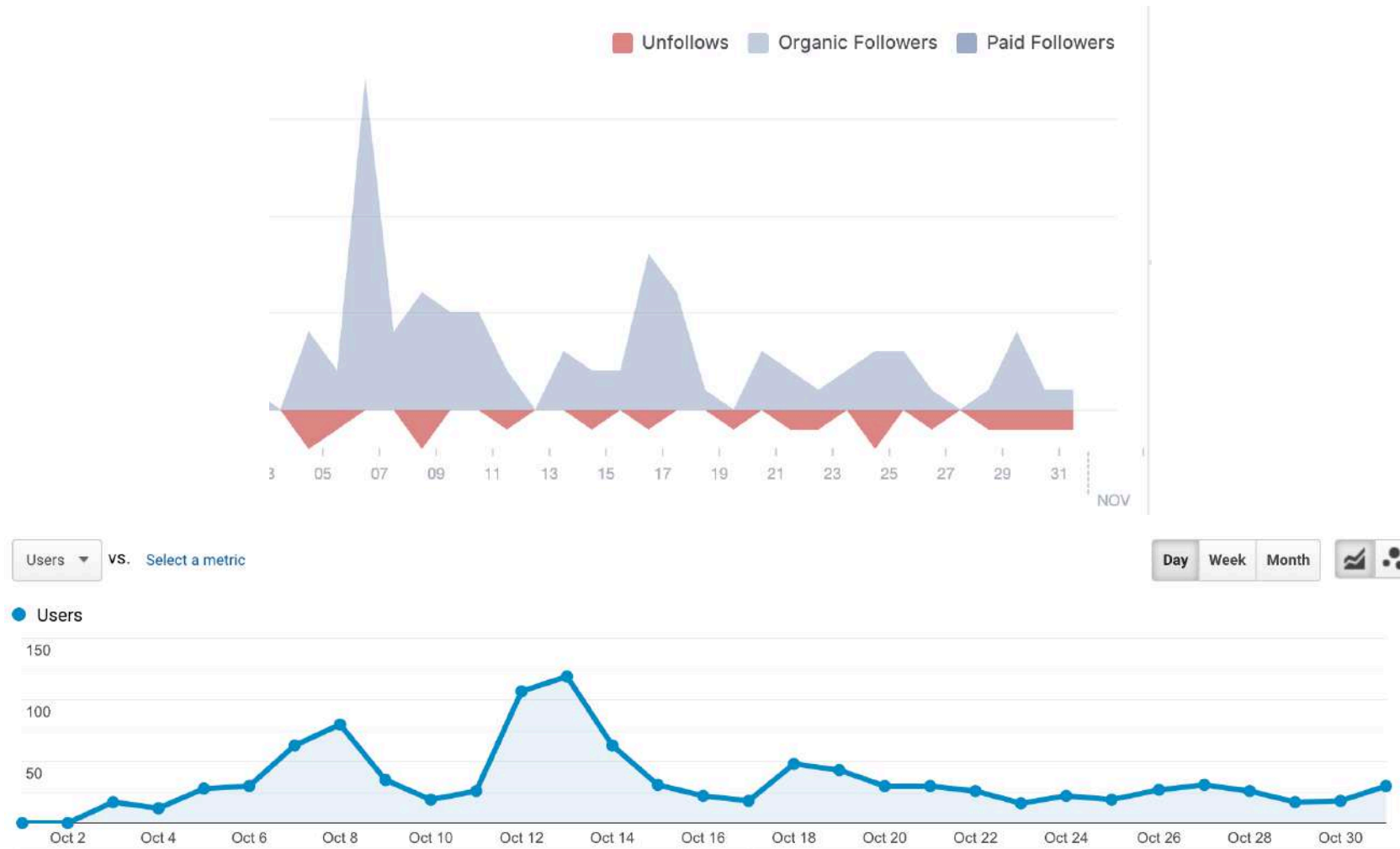


# Post Reach Average Increased Significantly in October Post-Website Launch





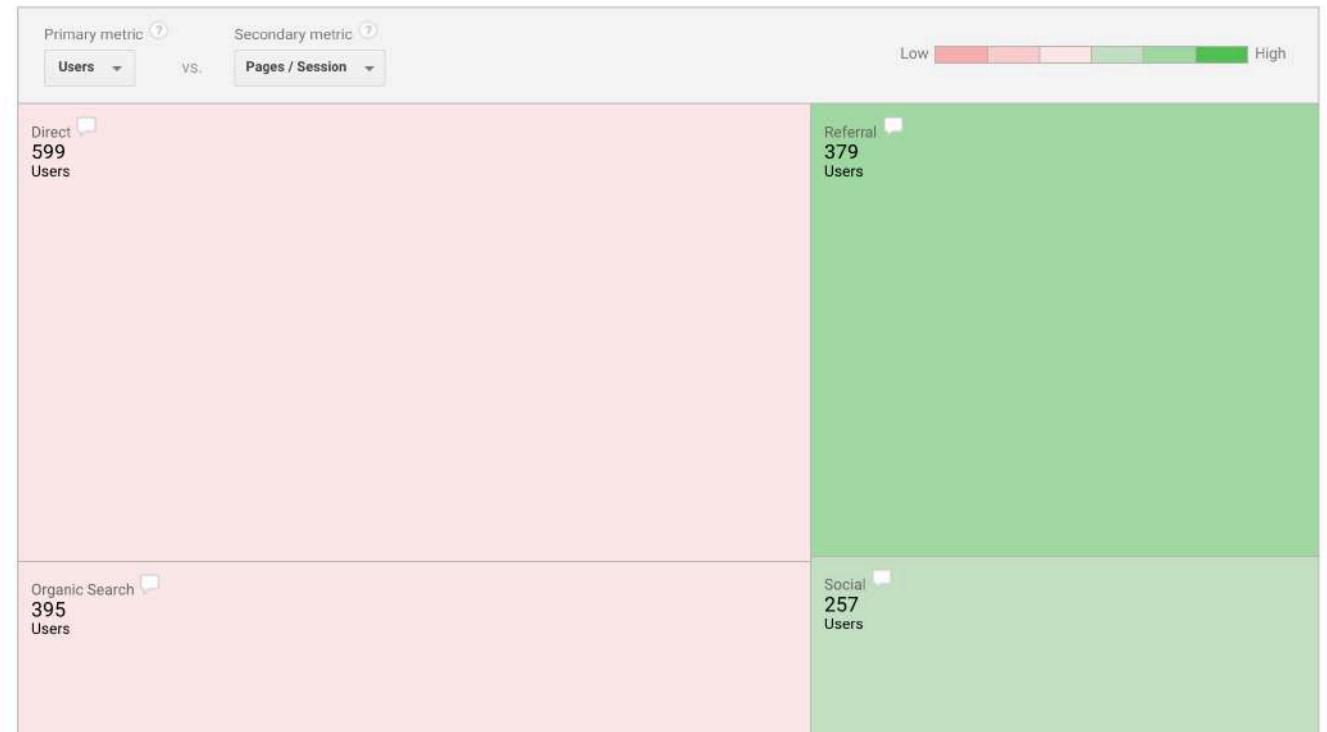
# Social Media Posts Drove Direct Traffic to Website – with Hundreds of New Users Post-Launch



# Nearly 1,000 Website Visitors in 2020 Post-Launch

- Several tour inquiries from customers
- Booking requests for hotels and homestays
- ATKOMA Tour Guides

Default Channel Grouping	Acquisition			Behavior	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?
	929 % of Total: 100.00% (929)	930 % of Total: 100.11% (929)	1,153 % of Total: 100.00% (1,153)	1.65% Avg for View: 1.65% (0.00%)	5.02 Avg for View: 5.02 (0.00%)
1. Direct	353 (36.66%)	353 (37.96%)	438 (37.99%)	2.05%	5.18
2. Referral	292 (30.32%)	276 (29.68%)	328 (28.45%)	0.61%	5.00
3. Social	173 (17.96%)	166 (17.85%)	195 (16.91%)	1.54%	5.47
4. Organic Search	145 (15.06%)	135 (14.52%)	192 (16.65%)	2.60%	4.23





## Why become a member of ATKOMA?

### Increased Business Revenue

Increase bookings and visits to your business through ATKOMA's easy to use online booking system, whether you are a restaurant, homestay, or established hotel

### More Visitors

Receive more visitors through marketing and promotion channels of ATKOMA, with your business proudly displayed online and in flyers and brochures distributed to guests

### More Visibility

Improve business visibility through ATKOMA's nearly 10,000 Facebook followers and high website traffic as the leading tourism website for Timor-Leste

*An investment in ATKOMA through its new membership program is an important contribution to the economic growth and sustainability of our island.*



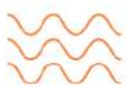
The following benefits are included with your annual membership:

- ✓ **Membership certificate and logo**
- ✓ **A listing for your business** on our revitalized tourism website, visitor brochure, and map currently being developed along with
- ✓ **Promotion and engagement** through ATKOMA's social media channels.
- ✓ **Booking and referral** services through the new visitor information and conservation center via brochures, flyers, and restaurant menus
- ✓ **An e-newsletter** highlighting ATKOMA news and initiatives
- ✓ **Member events** to allow your voice to be heard and learn more about how you can benefit from this partnership.

## Membership Fee Structure

Membership Category	Rate
Large Hotels, Ferry Operators and Airlines	\$500/year
Small Hotels and Homestays	\$150/year
Craft Shops and Restaurants	\$100/year
Tuk Tuks, Guides, Local Tour Operators and NGOs	\$50/year



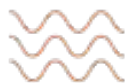


## SUPPORTING THE COMMUNITIES OF ATAÚRO

Since 2000, Asosiasaun Turizmu Koleku Mahanak Atauro (ATKOMA) has worked to help Atauro become an ecotourism destination that values our culture and traditions, natural ecosystems, and local livelihoods. We are a by locals, for locals organization: all of our work goes into helping our island thrive. We believe that tourism can be a force for positive change, and your contribution can help us to realize that vision.

Included in your room bill is a \$2 voluntary contribution to support ATKOMA. If you would like to donate an additional amount to our organization, please let us know.

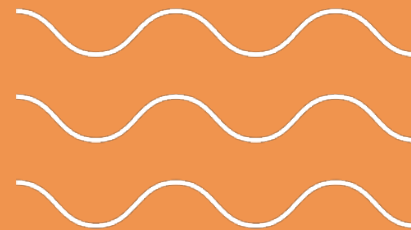
*Thank you for helping us help Atauro.*



## SUPPORTING THE ECOSYSTEMS OF ATAÚRO

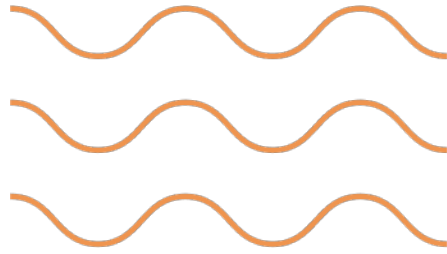
Atauro Island, Timor-Leste, hosts one of the most biodiverse reefs on the planet. Our vibrant corals, vast schools of fish, and whale and dolphin corridors did not happen by accident: the people of Atauro have worked for generations to preserve our natural heritage. In 2016, the communities of the island came together to use a traditional management practice known as tara bandu to create 12 marine protected areas around the island.

Whenever you dive, swim, or snorkel within our tara bandus, you pay a \$2 use fee that goes directly into improving marine conservation on our island, improving our reefs for generations to come.



# Visitor Voluntary Contribution Fee

Recognizing how challenging the current Covid-19 situation has been for businesses, ATKOMA will pursue a "Visitor Voluntary Contribution Fee" in place of our membership fees for the first 6 months of 2021. Visitors will have a voluntary \$2 fee included in their bill that will go directly to supporting ATKOMA.



## Looking Forward to 2021

ATKOMA will continue working with businesses, tourists, tour guides and leadership to build an organization that is both sustainable and promotes the long-term sustainability of tourism on our island home. We look forward to the continued support from our members to achieve this vision.





# Get in touch!

E-mail: [atkoma@ataurotourism.org](mailto:atkoma@ataurotourism.org)

Facebook and Instagram: [@ataurotourism](#)

