



TOURISM

2,600
Beneficiaries

1.7m USD
Total Additional Income

632 USD
Additional Income per Beneficiary

50%
Female Participation

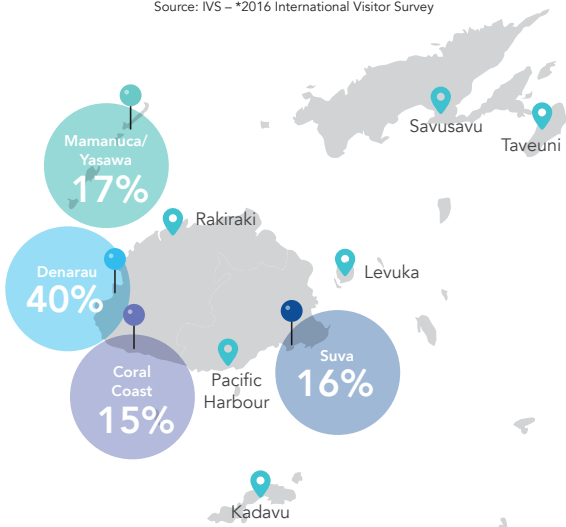
23
Partnerships

*These results are cumulative from 2011

CONSTRAINTS ADDRESSED

- Concentration of Tourism is **88%** in 4 key areas, **Denarau, Coral Coast, Mamanuca/Yasawa** and **Suva**.

Source: IVS – *2016 International Visitor Survey



= Key areas for concentration of tourism
 = Niche destinations

- Tourism leakage** - Lack of locally/Fijian made products and services in the tourism sector.

INTENDED CHANGES IN THE MARKET

Increase tourist yield from Fijian branded products and experiences.

Promoting niche destinations through better air and sea connectivity.

INTERVENTION AREAS AND PARTNERSHIPS

Domestic Air and Sea Connectivity

- Vuda Marina
- Port Denarau Marina
- Savusavu Tourism Association

Sustainable Community Business Engagement

- Tifajek Mudpool and Hot Springs
- Rise Beyond the Reef
- Talanoa Treks
- Nama of Fiji

Booking Technology and Destination Marketing

- Pacific Bed Bank
- Tour Managers Fiji
- Tourism Kadavu
- Tourism Suncoast
- Cover Story Limited

Product Development, Branding and Placement

- Adi Chocolates
- Bula Coffee
- Vou (Dance) Fiji
- Fiji Museum
- Coconut Kids Fiji
- Southern Solutions
- Essence of Fiji

KEY RESULTS



Development of niche destinations marketing initiatives, including new destination videos for Kadavu, Savusavu and Rakiriki ("Suncoast") and improved flight scheduling to Vanua Levu.



Support for the introduction and growth of **6 new locally made tourism products** into the tourism market: coffee, chocolate, handicrafts, toys and clothes and blast frozen fish.