TOURISM

**Constraints Addressed**

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

Source: IVS – 2016 International Visitor Survey

- 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.