



# TOURISM

2,600  
Beneficiaries

1.7m USD  
Total Additional Income

632 USD  
Additional Income per Beneficiary

50%  
Female Participation

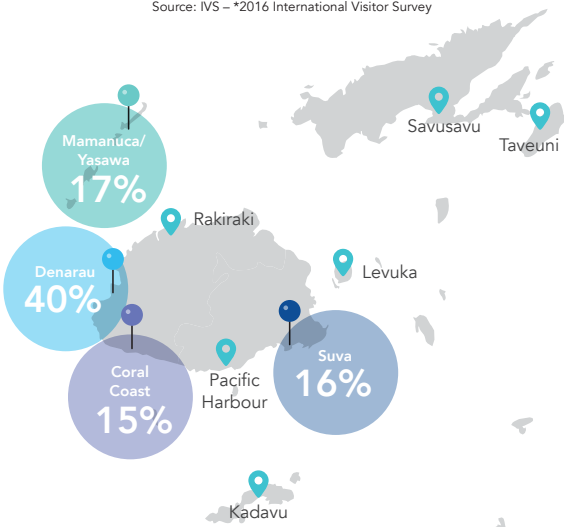
23  
Partnerships

\*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.