TOURISM

CONTRIANITS ADDRESSED

- Concentration of Tourism is 88% in 4 key areas, Denarau, Coral Coast, Mamanuca/Yasawa and Suva
- Tourism leakage - Lack of locally/ Fijian made products and services in the tourism sector

Source: IVS - 2016 International Visitor Survey

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

2,600 Beneficiaries
USD 1.7m Total Additional Income
USD 632 Additional Income per Beneficiary
50% Female Participation
23 Partnerships

*These results are cumulative from 2011