



TOURISM



2,600

Beneficiaries



USD 1.7m

Total Additional Income



USD 632

Additional Income per Beneficiary



50%

Female Participation



23

Partnerships

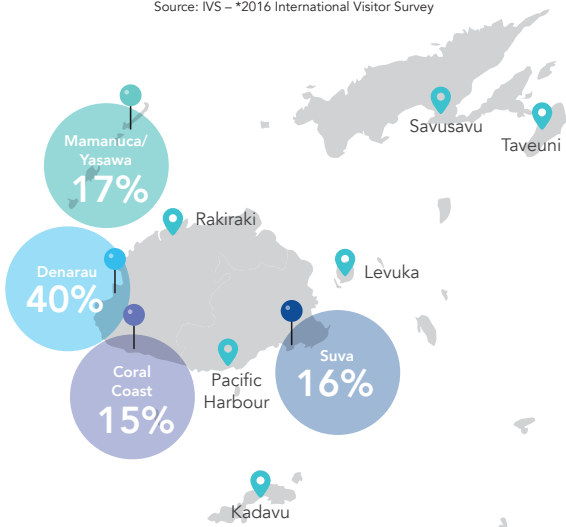
*These results are cumulative from 2011



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