

# MAKING FIJI MORE COMPETITIVE

THE SOCIETY OF FIJI TRAVEL ASSOCIATES



# About SOFTA

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- SOFTA was established in 1967 & this year celebrates it's 50<sup>th</sup> anniversary.
- SOFTA's role is to represent tour operators, activity operators, rental cars and marine tourism operators in Fiji.
- Approximately 70% of visitor arrivals to Fiji utilize or experience a SOFTA operator's products during their stay.
- SOFTA members undertake a considerable amount of Fiji's annual destination marketing and promotion.

# SOFTA Members

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Pacific Destinations



MALAMALA  
BEACH CLUB  
FIJI



# SOFTA's Contribution

- SOFTA members collectively over the past the 12 months have invested an approximate \$30m worth of new assets to improve Fiji's tourism industry.
- SOFTA members make up 75% of the tenancies within the Nadi Airport arrivals, well over 50% of tenancies at Port Denarau and 100% of Fiji's resort tour desks.
- SOFTA members are heavily involved with both Tourism Fiji as well as their own independent marketing activities globally.
- SOFTA members apply and adhere to a code of ethics in regards to quality, sustainability and licensing.



# SOFTA's Challenges



- Rate competitiveness.
- Achieving a return on investment when investing in quality vs. quantity.
- Non-licensed or non-compliant operators.

# Where SOFTA Wins



- Improvement in roading infrastructure which decreases both travel time as well as vehicle wear and tear.
- Improvements at Nadi Airport to ease congestion and assist with the transferring of both arriving and departing visitors.
- Increase in tourism marketing spend and initiatives.
- New air access in both emerging and established markets.
- Strong partnerships with the likes of Government, Tourism Fiji and FHTA.



VINAKA VAKA LEVU!