



**International  
Finance Corporation**  
WORLD BANK GROUP



# FIJIAN TOURISM 2021 STRATEGY DEVELOPMENT

NOVEMBER 17, 2017



# WHO WE ARE

## **IBRD**

International Bank for Reconstruction and Development

Loans to middle-income and credit-worthy low-income country governments

## **IDA**

International Development Association

Interest-free loans and grants to governments of poorest countries

## **IFC**

International Finance Corporation

**Solutions in private sector development**

## **MIGA**

Multilateral Investment and Guarantee Agency

Guarantees of foreign direct investment's non-commercial risks

## **ICSID**

International Centre for Settlement of Investment Disputes

Conciliation and arbitration of investment disputes



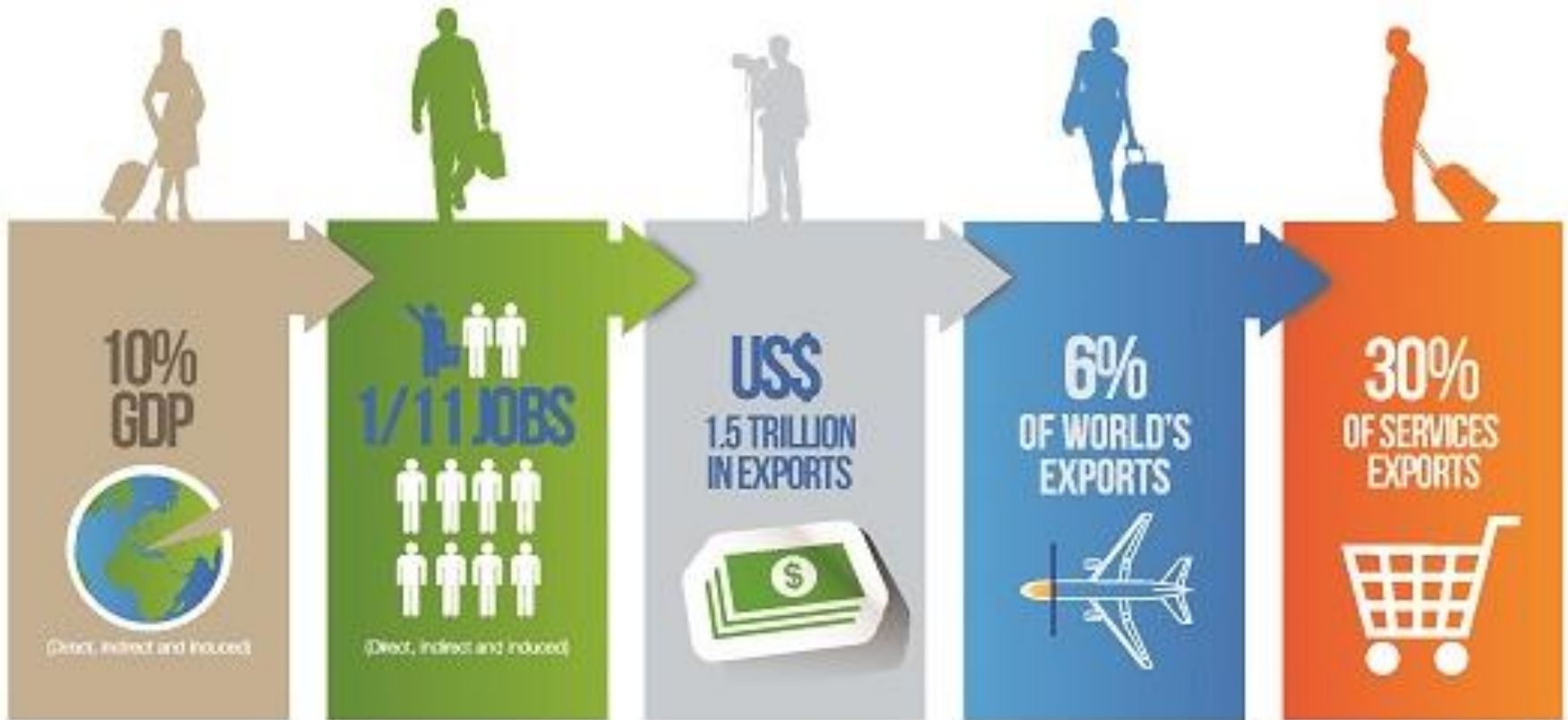
# INTERNATIONAL FINANCE CORPORATION

- Largest global development institution focused on private sector in emerging markets
- Uses capital, expertise and influence to work with more than 2,000 businesses
- Delivered \$19.3 billion in long-term financing for in FY2017
- Leverages the power of the private sector to help end poverty and boost shared prosperity

**IFC 3.0** proposes a holistic approach to tackle more difficult development challenges by creating markets and mobilizing private investors.

The **Cascade** maximizes financing for development by leveraging the private sector and optimizing the use of public resources.

# WHY TOURISM?



# TOURISM, RETAIL AND PROPERTY (TRP) SECTOR OVERVIEW (FY16)

Total investments  
**US\$7.7 billion** in  
**460+ projects**  
since inception

*Integration of  
**Green Building**  
and **Energy Efficiency**  
Components  
wherever possible*

## Tourism/Hotels

- **US\$2.7 billion** in over 276 hotel projects in 90 countries
- **All types of hotels: business, leisure, lodges**
- IFC's partners include
  - **leading international investors**, such as Orient Express Hotels, TPS Serena, and Shangri-La,
  - **local investors under management or franchise contracts with leading hotel brands** including Hilton, Marriott, Hyatt, Inter-Continental, Accor and domestic/regional hotel chains.



## Retail

- Over **US\$2.7 billion** in over 105 retail projects in more than 34 countries
- **long-term financing** (e.g., Schwarz Group in Central and Eastern Europe), **advisory services** (food safety to the Metro Group in Ukraine) and **supplier finance** (emerging markets suppliers of Comercial Mexicana, Perry Ellis, Levi's)



## Property

- **US\$2.3 billion** in over 90 property and construction projects in 40 countries
- **Commercial real estate projects** such as **shopping malls, office buildings, warehousing**, etc.
- Strong focus on **affordable housing** to help increase the supply of affordable, quality housing, enabling more low- to middle-income citizens to become homeowners for the first time (**over US\$530 million** in 17 projects).

# IFC KEY TOURISM CONCEPTS

Grow arrivals

Increase the  
value of  
tourism to  
economy

Improve  
Sustainability

Spread  
economic  
benefits

# IFC TOURISM ADVISORY SERVICES

- An **integrated approach** with private sector investment
- **Drive market demand and visitor arrivals** to achieve better economic and social outcomes from the supply side and to unlock investment potential
  - Market demand analysis
  - Support targeted marketing activities to high value markets and build links with anchor outbound firms
  - Improve linkages between the tourism sector and local supply chains
  - Enhance destination management through product development
  - Advance demand driven tourism HR skills
  - Provide upstream support for tourism investments

# FIJIAN TOURISM 2021

Fiji

Established markets,  
products and services

Increase arrivals from high  
value markets

Improve flow of tourism  
dollars into the local economy

Spread the benefit of tourism  
throughout the country

Fijian  
Tourism  
2021



# FIJIAN TOURISM 2021 DEVELOPMENT PROCESS

- MITT led and owned process to develop initial strategy and objectives
- IFC provided support on
  - Existing market research and data analysis
  - Streamlining of thematic areas and strategies
  - Learning from global examples
  - Responding to private sector stakeholder feedback
  - Managing stakeholder consultants in Quarter 1 2017 and incorporating verbal and written feedback
  - Hosting consultations with Government departments, industry associations, donors, development partners, education sector and statutory bodies in October 2017

# IFC TOURISM ADVISORY ACTIVITIES

## Grow high value arrivals

- International visitors survey and market research
- Identify high value markets
- Support focused marketing activities and build links
- Develop packages for targeted markets

## Increase value from tourism

- Increase linkages to local supply chains – agriculture
- Conduct labor employability gaps analysis and implement recommendations with MITT and sector

## Investment

- Build a pipeline of tourism investment leads
- Increase investment in sustainability: energy, green building, etc.
- Benchmarking on aspirational competitor destinations