

Making Fiji Competitive

Panel Discussion Dot Points

- Industry need to work together- Team Fiji
- Create awareness internationally about Fiji
- Strive to be on “Supermarket Shelves” of tourism and travel. COP23 is doing this big time globally and especially during winter in Europe
- Adequate funding and supporting of Tourism Fiji
- Continue with the marketing committee which involves major stakeholders in Fiji to build traffic especially in the short to medium term.
- Work with regional organizations such as SPTO so that we can grow the cake for a bigger slice.
- FHTA plans for the next 12months including studies and various analysis of the industry (including SWOT).
- Give value for money and enjoyment to visitors. Increase enjoyment level and return traffic
- Work with Universities, IFC, RBF, FHEC and similar organizations for research.
- Promote a business friendly environment for ease of doing business and less bureaucracy
- Fiji Tourism 2021 plan need to be implemented and this will cover the main issues.
- HRD – our people is our best asset and will need to be nurtured
- In ease of doing business we need an efficient and effective local environment with government and local agencies to be included as Industry Stakeholders
- FHTA meet FRCS, MSAF, FJ, TF, SOFTA and other stakeholders on a regular basis
- Need competitive pricing to increase visitors traffic and benefit to Fiji and as such cost associated with doing business such as licenses, fees, taxes, processes etc. likewise the need to be streamlined, efficient and competitive.
- Government is giving assistance to FJ to develop routes and products for current and emerging markets as air excess and links is a very important part of the Tourism formula
- Incentives are requested for tourism investment in particular hotels etc. as the industry was built on attracting investors to Fiji and also improving the hotels including expansion of facilities and inventory
- Need for air capacity and accommodation to match.