



# Fijian Tourism Talanoa 2017

What's our  
role?



# What is our role?

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**“Promote and market Fiji as a visitor destination for the sustainable and long-term benefit of the country”**

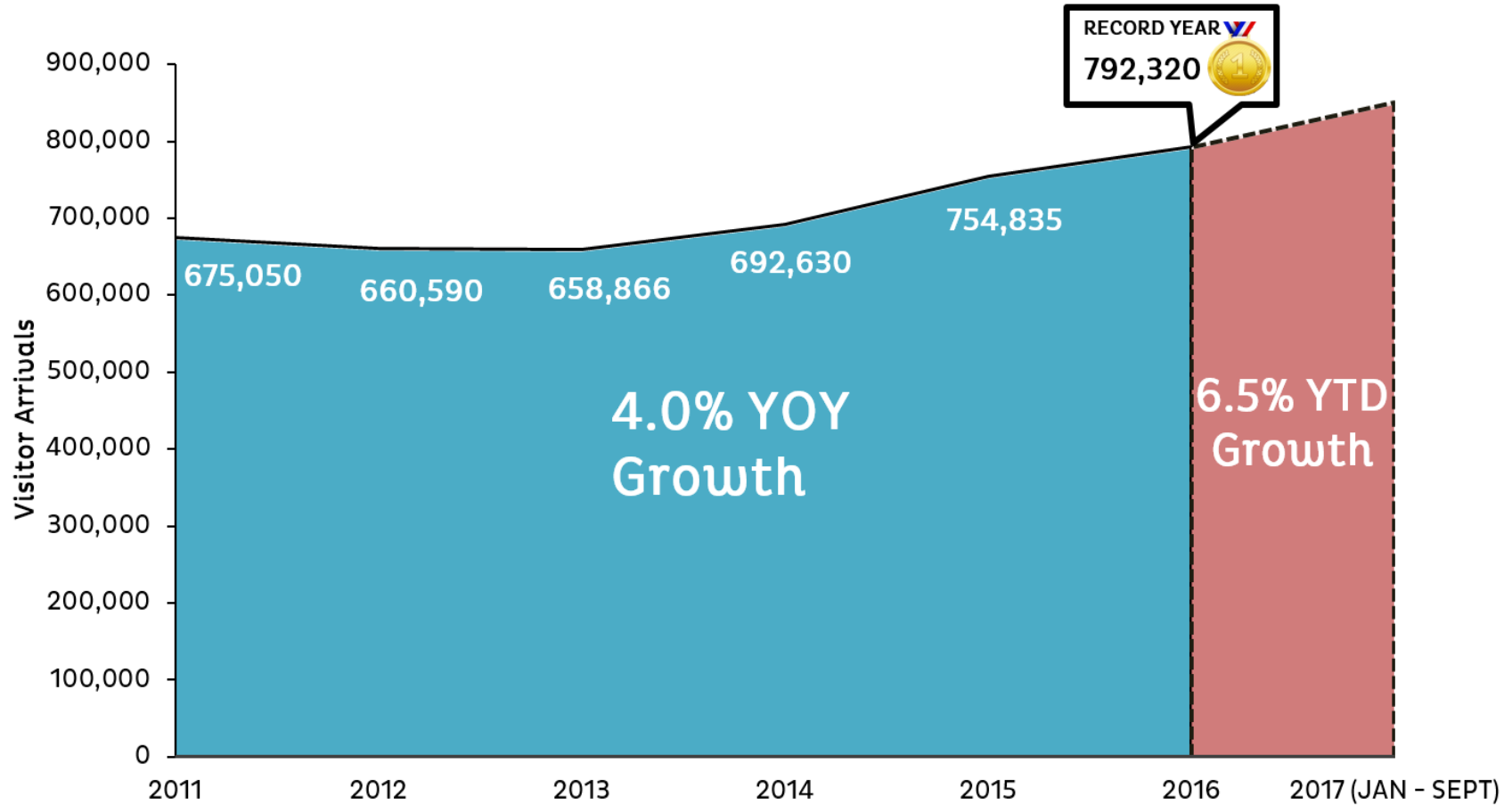
- Represent all the regions of Fiji
- Our interests are long-term
- Sustainability is critical
- Our role is **marketing and promotions**.....

# Plans for Growth



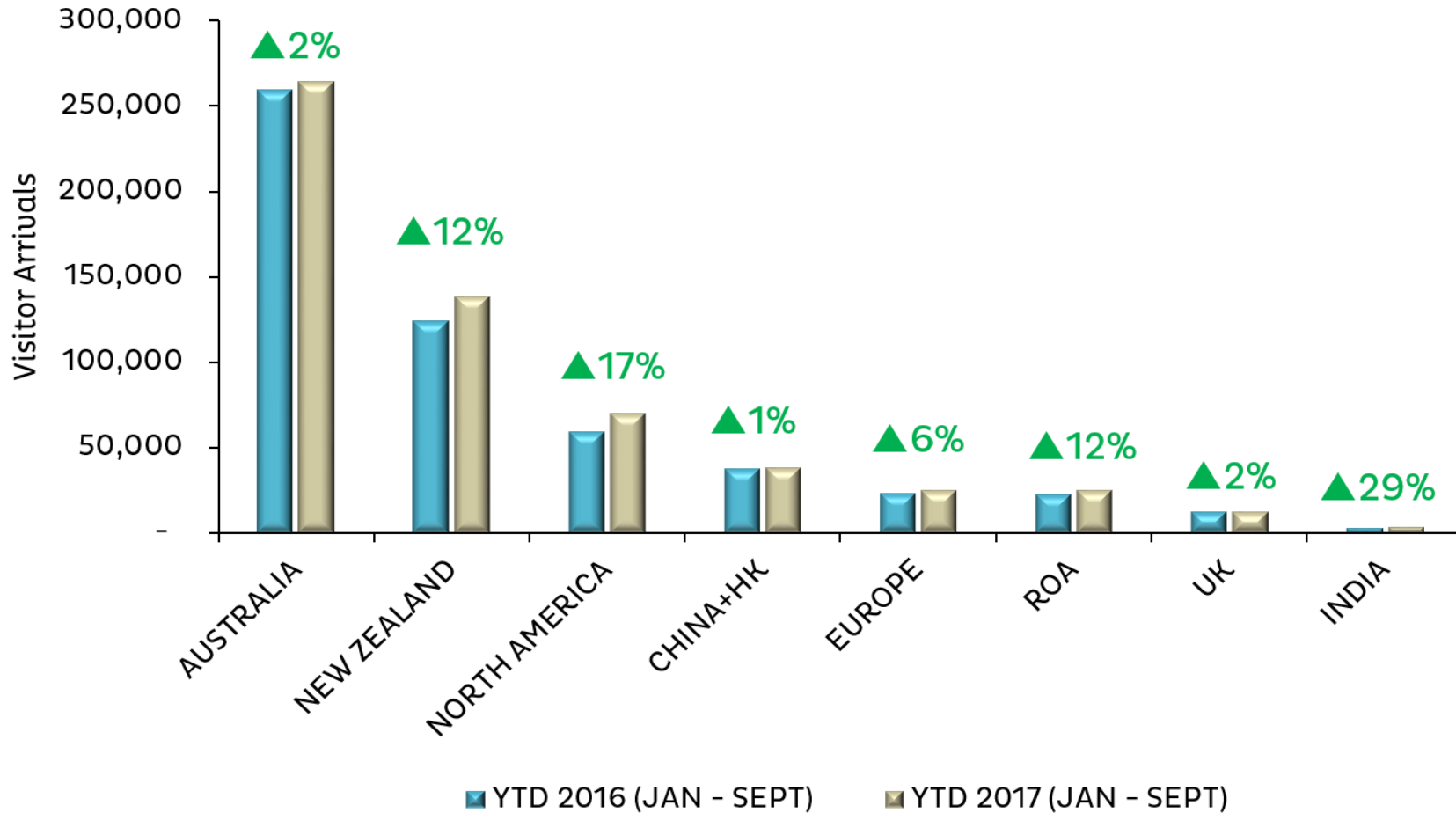
# Set new records

## Visitor Arrivals 2012 - 2017











# Arrivals are up across all our markets

## YTD 2017 (JAN - SEPT) : VISITOR ARRIVALS



# 5% increase in visitor arrivals for 2017/18

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REGION	TARGET
AUSTRALIA	 Moderate
NEW ZEALAND	 High - Moderate
NORTH AMERICA	 High
UNITED KINGDOM	 Moderate
CONTINENTAL EUROPE	 Moderate
REST OF ASIA	 High
CHINA	 Moderate - High
INDIA	 High

# Our Focus





# Making it happen

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1

**Build our capabilities**

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2

**Develop world-class assets**

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3

**Form stronger partnerships**

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4

**Improve the effectiveness  
of our marketing activities**

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# Two core objectives

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- (1) Improve seasonality
- + (2) Add-value to the brand and its positioning
- = Long-term success

VINAKA  
VAKALEVU

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