

# Data Driven Insights: Understanding Travel Behaviour and Demand in Key Fijian Source Markets

Select research findings from the 2021-2022 Fiji Tourism Data Insights Dashboard



# Fiji Tourism Data Insights Dashboard: Identifying Fiji's Competitive Advantage

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**OF THE DECISION TO TRAVEL  
TO A DESTINATION IS DRIVEN  
BY THE TOURISM BRAND**





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## Achieving Quality Tourism

### Robust growth in Singapore's tourism sector over the past decade

The 2000s saw Singapore's tourism sector overcoming SARS in 2003 and weathering the Global Financial Crisis of 2008 to 2009. The decade also witnessed the introduction of major tourism projects like the two Integrated Resorts and the hosting of the Formula One Singapore Grand Prix. These lent fresh impetus to visitor arrivals and spending, and were accompanied by a surge in lifestyle offerings in dining, entertainment, retail and hospitality.

The transformation of the tourism landscape brought with it record growth in tourism performance. In the ten-year period from 2002 to 2012, Singapore's tourism receipts grew at a compounded annual growth rate of 10 per cent and visitor arrivals at 6.6 per cent.





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- Trade Portal
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- Transfer of ownership

### Register of accommodation 2022


Statutory Accommodation

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#### Fáilte Ireland Trade Portal



The Trade Portal is Fáilte Ireland's online self-service portal. Accommodation providers can use this facility to apply for and renew their registration.

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#### Quality Assurance



Whether you operate a hotel, guest house, hostel or other business, find out about the benefits of Fáilte Ireland quality assurance and how to become approved.

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For the latest industry information and advice on Coronavirus (COVID-19), including visit our COVID-19 advice pages.



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### VisitEngland Quality Schemes


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VisitEngland offers a range of quality schemes for tourism businesses in England, all of which are managed by VisitEngland Assessment Services. We have a team of over 50 trained quality assessors who visit our quality scheme participants, assess the quality of their business and award star ratings and accreditation.

With strict criteria for each of our quality schemes, the VisitEngland assessors check the services and facilities offered to determine the most appropriate level of accreditation. Each year, every aspect of the business is thoroughly inspected from the efficiency of the booking process to the level of service provided.

### Accommodation quality schemes

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### VAKINN QUALITY & ENVIRONMENTAL CERTIFICATION

Looking for quality experiences?

Vakinn is Iceland tourism's official quality assurance organization and operates as a service for the Iceland tourism industry. Vakinn is run by the Icelandic Tourist Board. Only tourism businesses that maintain the highest standards in all aspects of business practices and meet Vakinn's comprehensive assessment criteria have earned the right to carry Vakinn – Iceland tourism's official quality and environmental label. When you see a business displaying the Vakinn symbol you can be assured that it is trustworthy and professional.

For travellers, the VAKINN certification means that:


- Certified businesses operate in an ethical, professional and environmentally sustainable way.
- Certified businesses have required systems and policies for a safe and happy holiday in Iceland.
- You make a better choice.
- You can book with confidence.

For the travel trade, VAKINN provides:

- Third party audits based on quality and environmental criteria that have been approved by specialists in the field.
- Validation of insurance, safety and regulatory requirements.
- Confirmation that the company demonstrates professionalism and integrity in quality and environmental work.
- A competitive advantage and professional credibility.

You can find all further information Vakinn's website [www.vakinn.is](#)

For quality holiday experiences in Iceland, look for the VAKINN logo!






A group of four young adults (three men and one woman) are sitting outdoors on a bench, looking at a tablet held by one of the women. They are all smiling and appear to be engaged in a shared activity. The background shows a blurred city street with buildings.

**HYPER-CONNECTED  
CONSUMERS SPEND MORE  
THAN 50% OF THEIR TIME  
ONLINE  
LOOKING AT CONTENT**

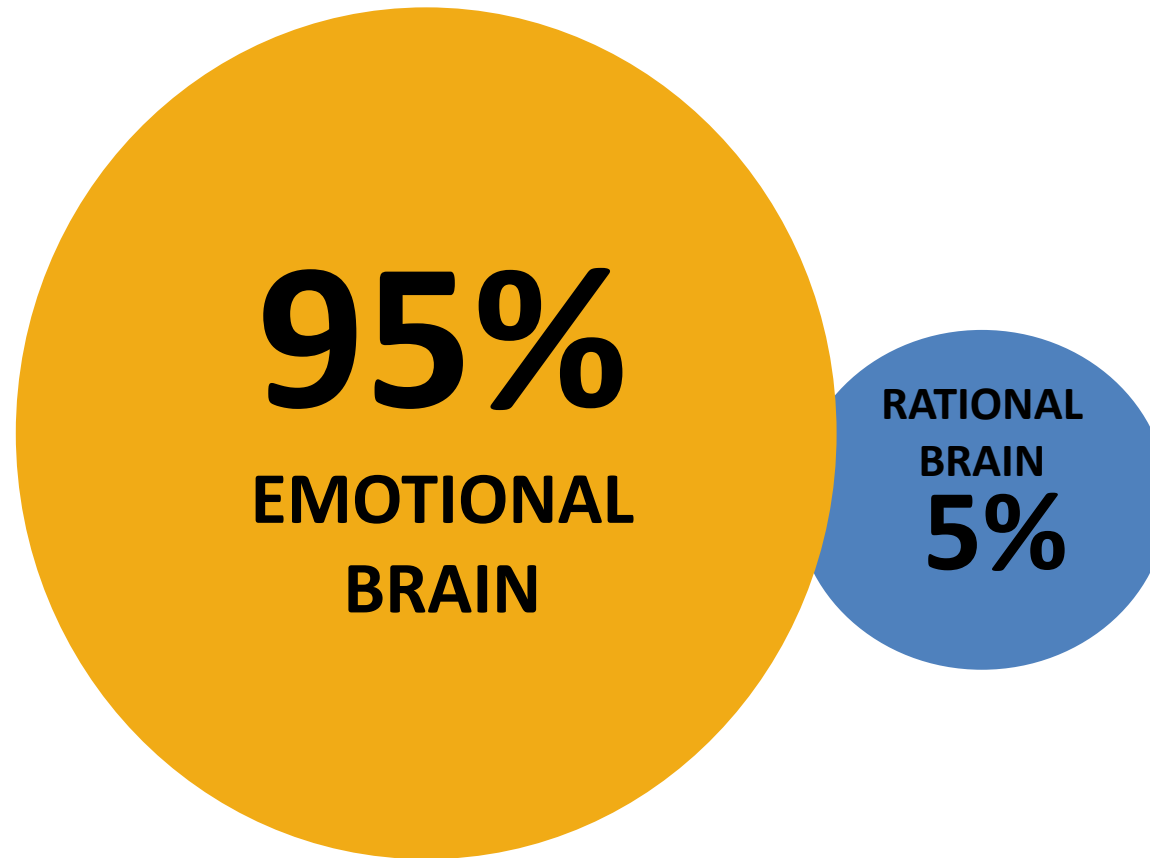


A person wearing a straw hat and a backpack is seen from behind, holding a smartphone to take a photo of a large, ornate, multi-tiered temple structure. The temple has a golden spire and is surrounded by greenery. The sky is blue with some clouds.

# 73%

OF HYPER-  
CONNECTED  
CONSUMERS

GET **FRUSTRATED**  
WITH BRANDS  
WHEN THEIR  
DIGITAL CONTENT  
HAS NOTHING  
TO DO WITH THEIR  
INTERESTS



**THE POWER OF THE EMOTIONAL BRAIN IN  
TRAVEL DECISIONS**

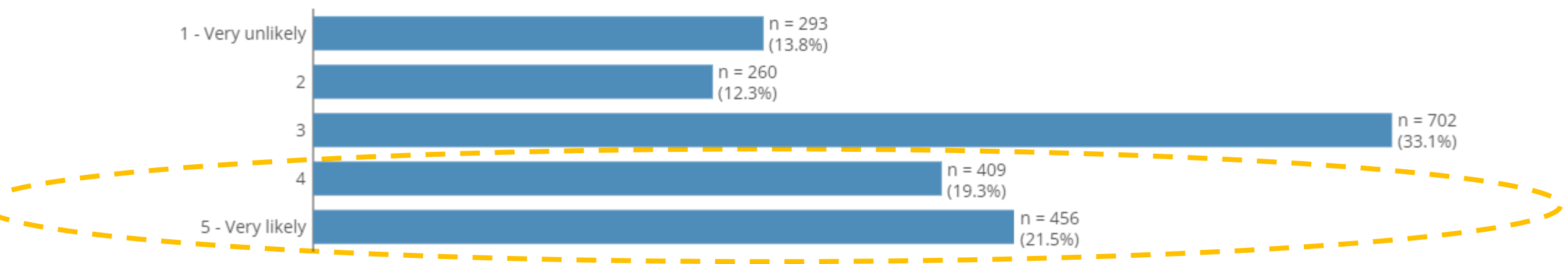


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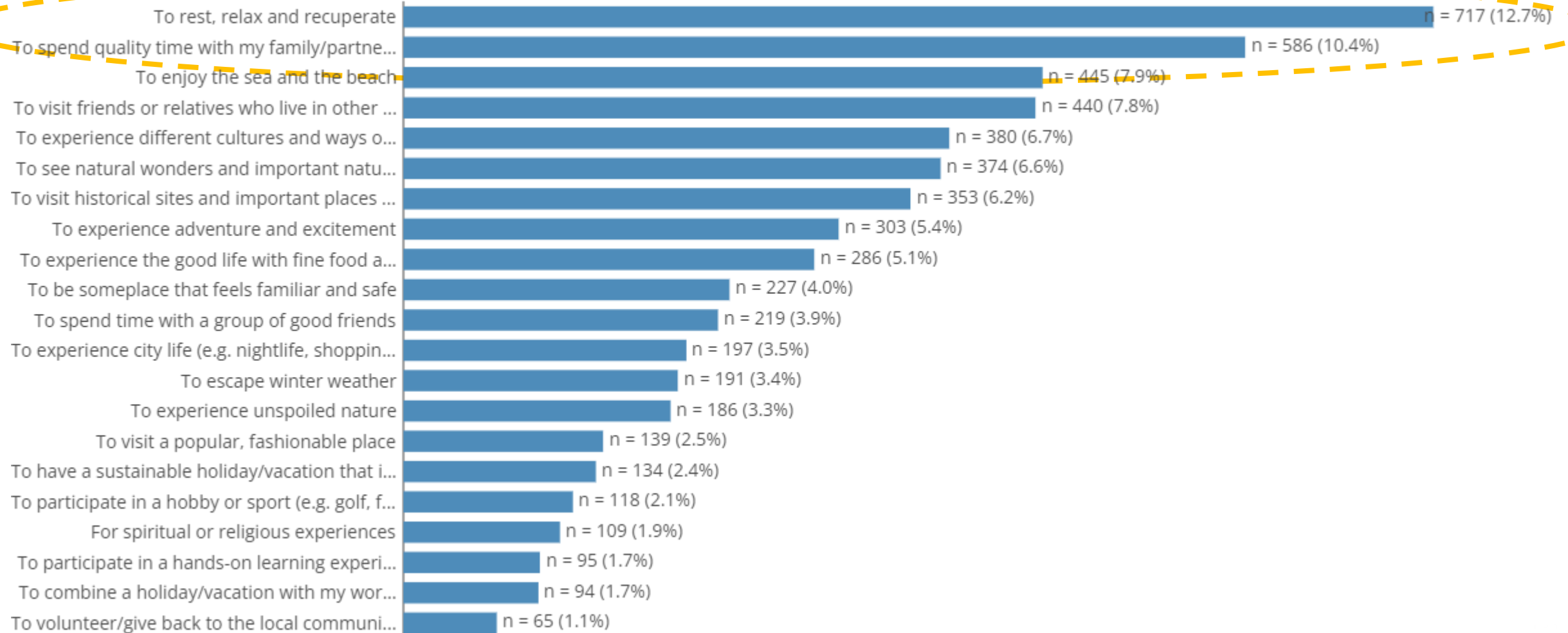
					
					
					
					
					

Q6. REAL DEMAND: How likely is it that you will take an international holiday/vacation in 2022?

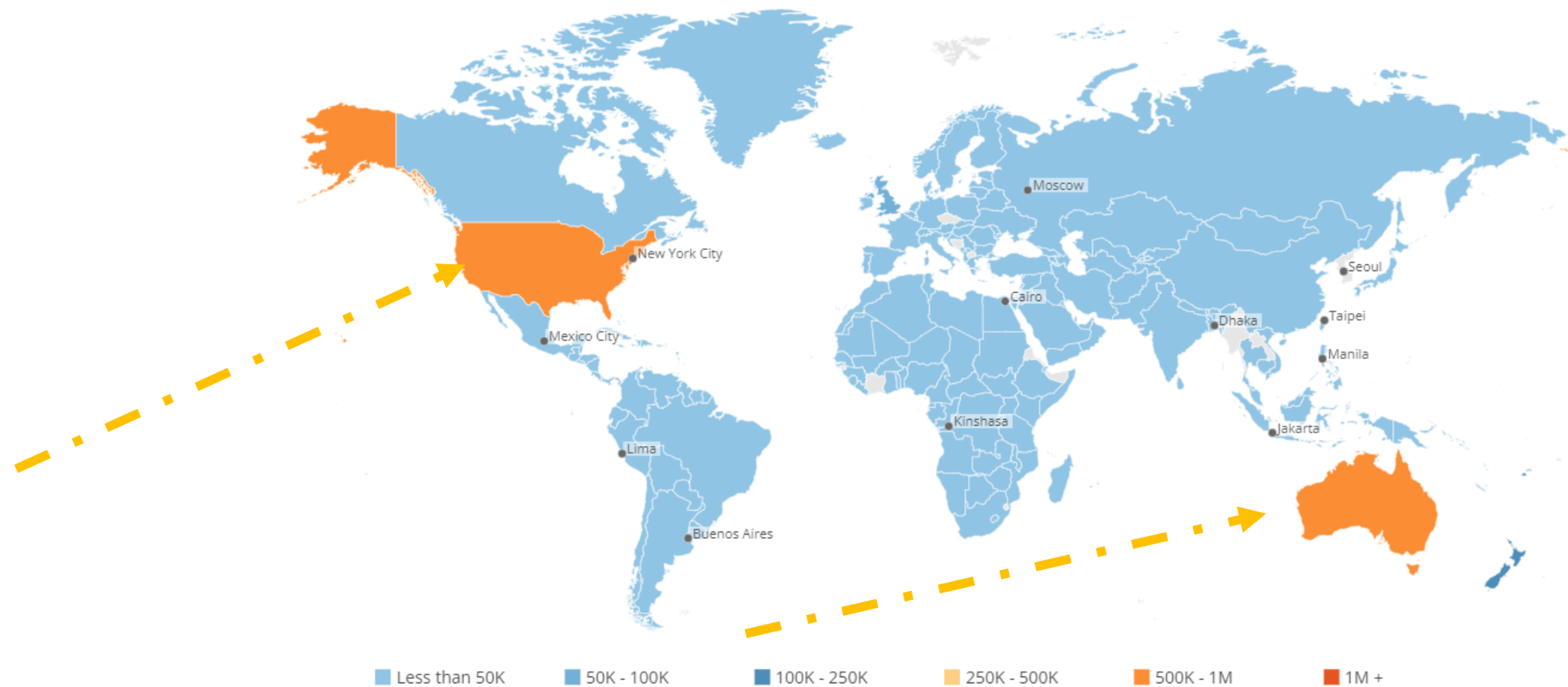




Q9. MOTIVATORS: Which of the following priorities will be most important to you when choosing a potential holiday/vacation in Fiji 2022?

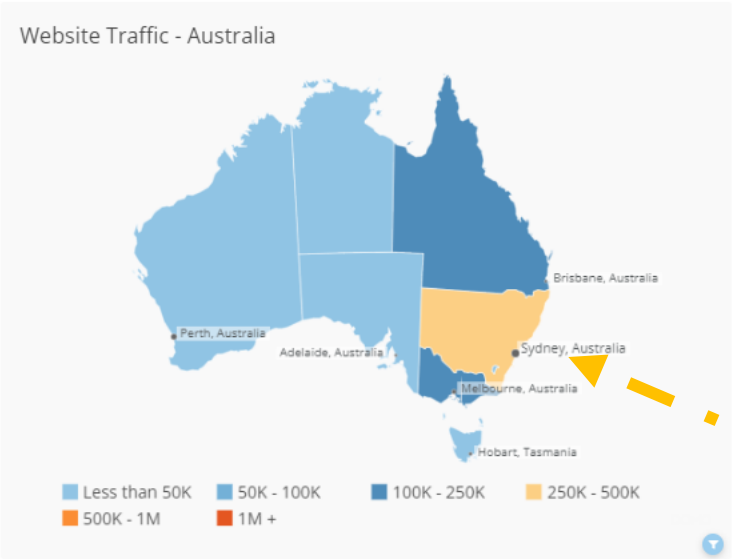
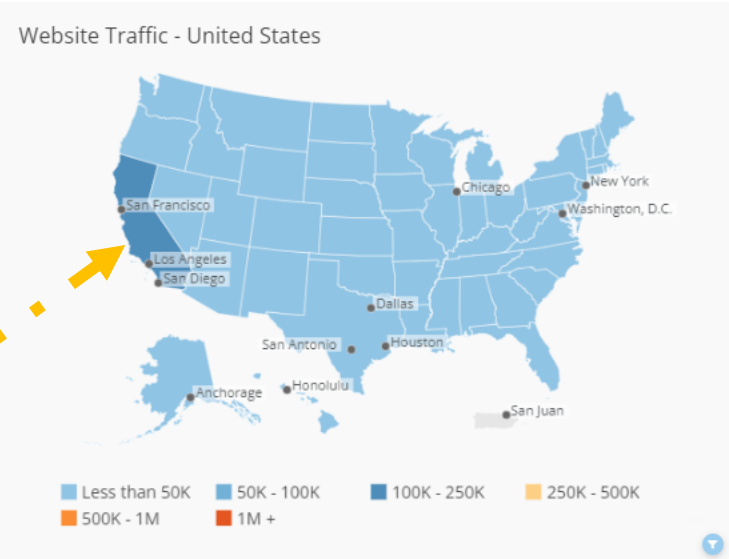


# Fiji's travellers are largely from Australia and the US – December 2021 to March 2022





# Fiji's travellers are largely from NSW and California – December 2021 to March 2022



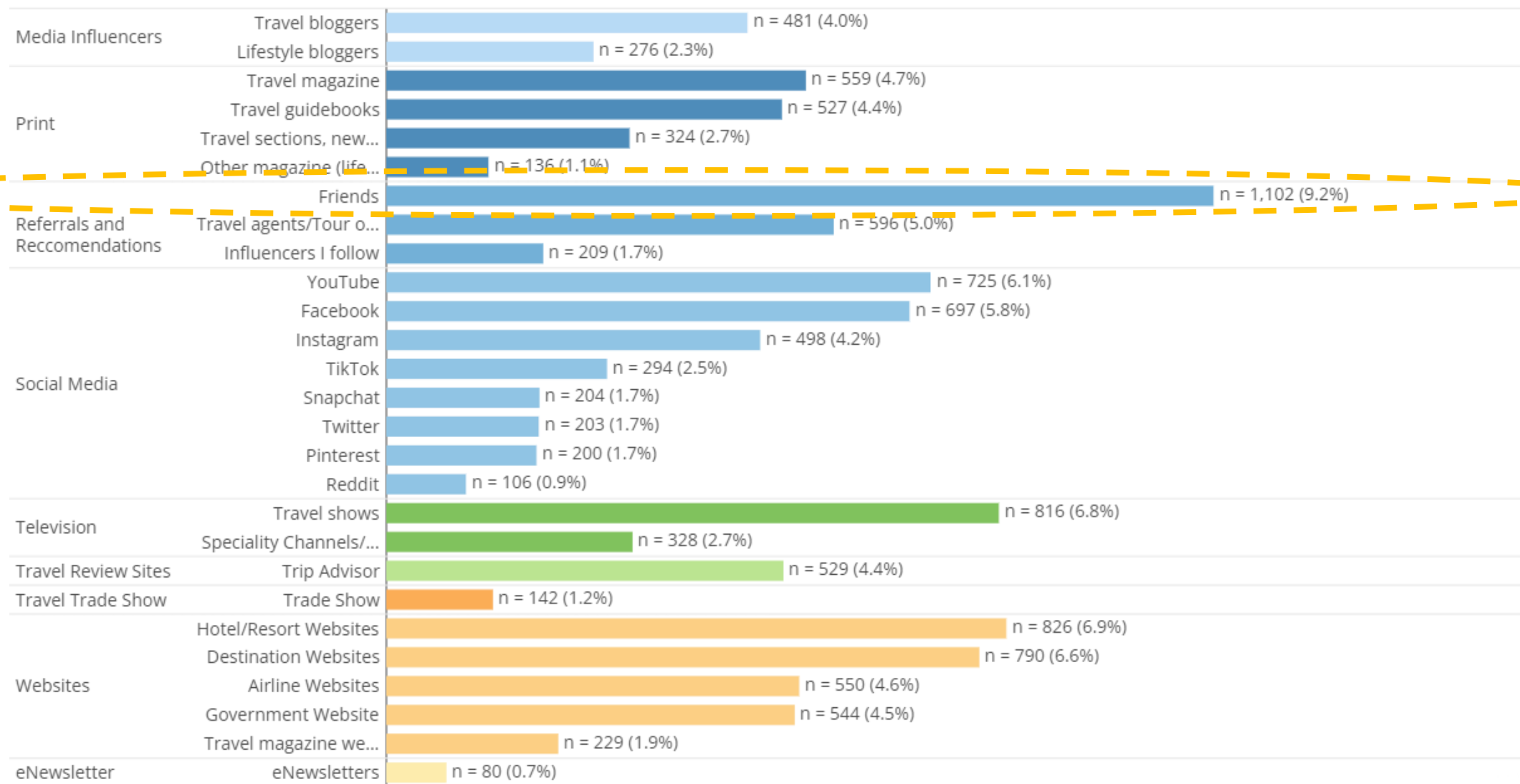
Website Traffic - Top US States

Region	Sessions	Pageviews / Session
California	170,748	1.88
Texas	45,575	1.63
Washington	32,279	1.94
New York	29,767	1.56
Florida	29,249	1.68
Illinois	17,142	1.81
Oregon	15,119	1.96
Colorado	14,962	2.06
Georgia	14,515	1.75
Virginia	13,486	1.75

Website Traffic - Australian States & Territories

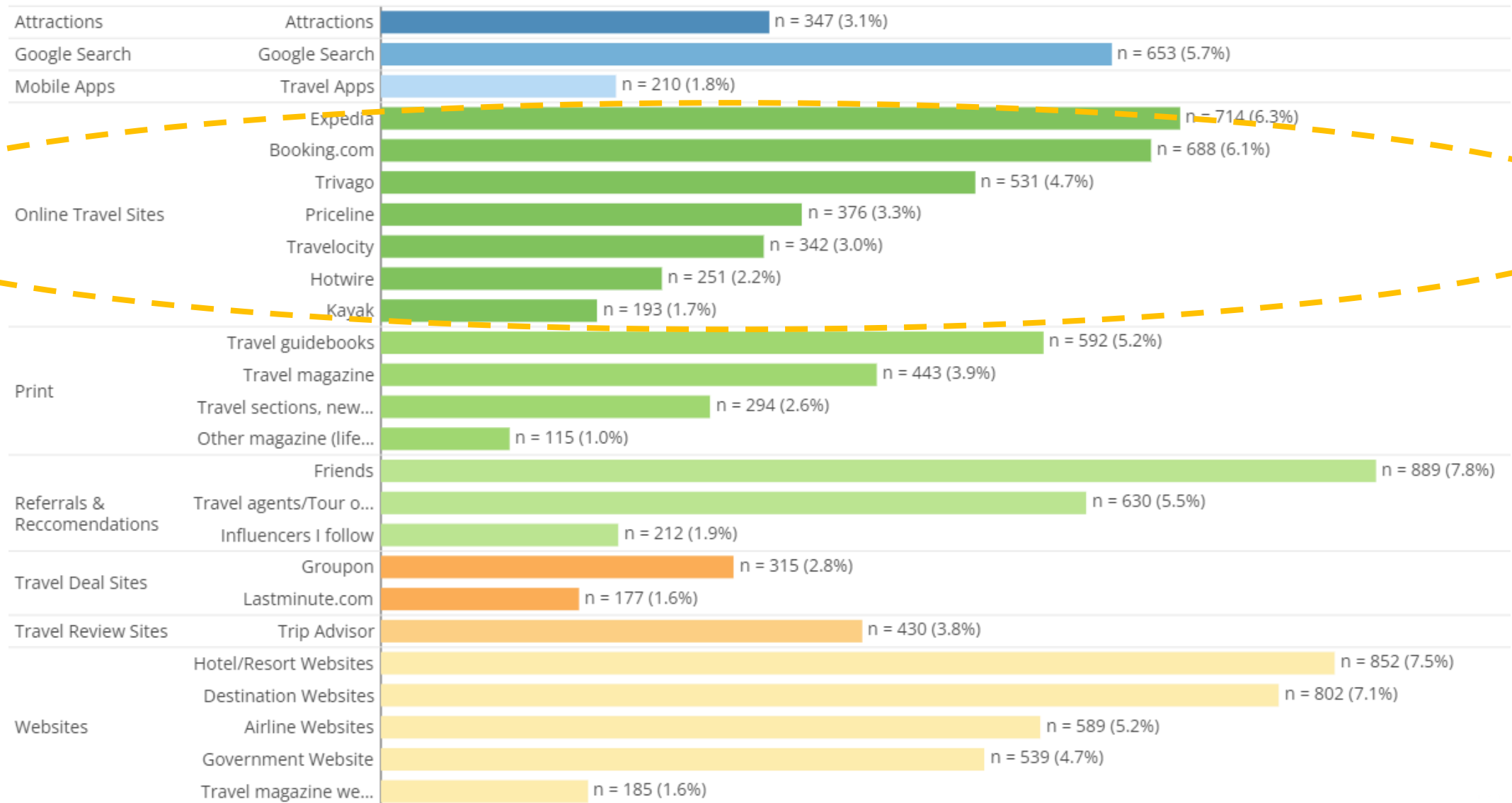
States & Territories	Sessions	Pageviews / Session
New South Wales	327,521	2.02
Victoria	172,909	2.05
Queensland	105,037	1.92
South Australia	18,815	2.13
Australian Capital Territory	12,654	2.16
Western Australia	12,017	2.03
Tasmania	3,868	2.18
Northern Territory	772	2.16
Jervis Bay Territory	2	1.00

## Q18. Which of the following sources are usually most important in inspiring you?



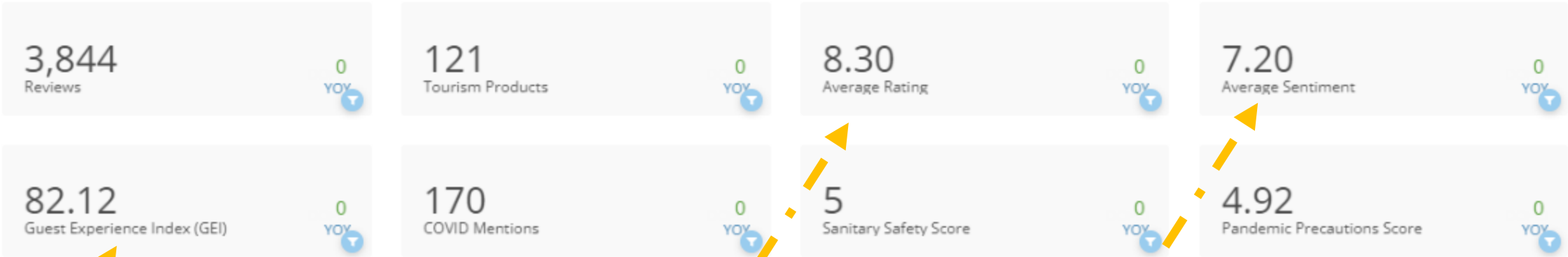


Q19. For **planning** your detailed itinerary for an international holiday, which of the following would you tend to use?



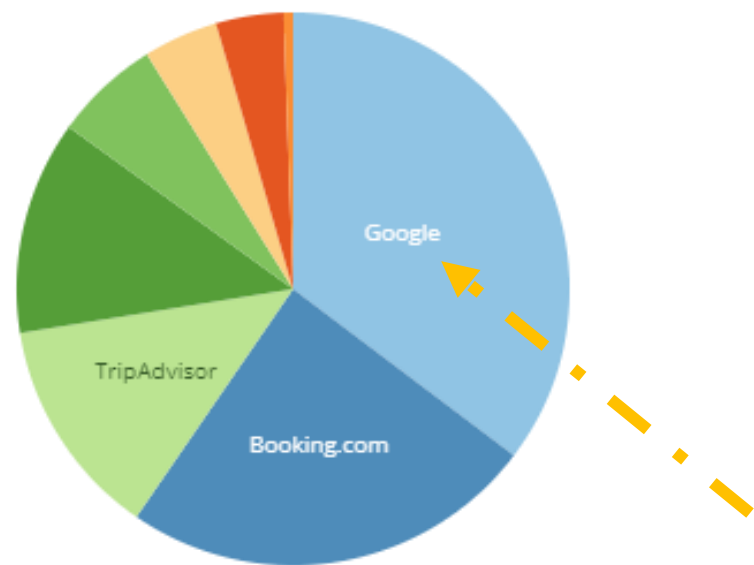
# Overall Destination Summary – December 1<sup>st</sup>, 2021 to March 31<sup>st</sup>, 2022

## OVERALL DESTINATION SUMMARY





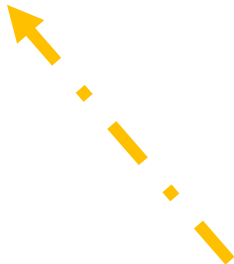
# Ratings & Reviews by Source



Google	35.3%
Booking.com	24.3%
TripAdvisor	12.9%
	12.5%
Expedia.com	6.2%
Hotels.com	4.4%
Facebook	3.9%
Other	0.6%

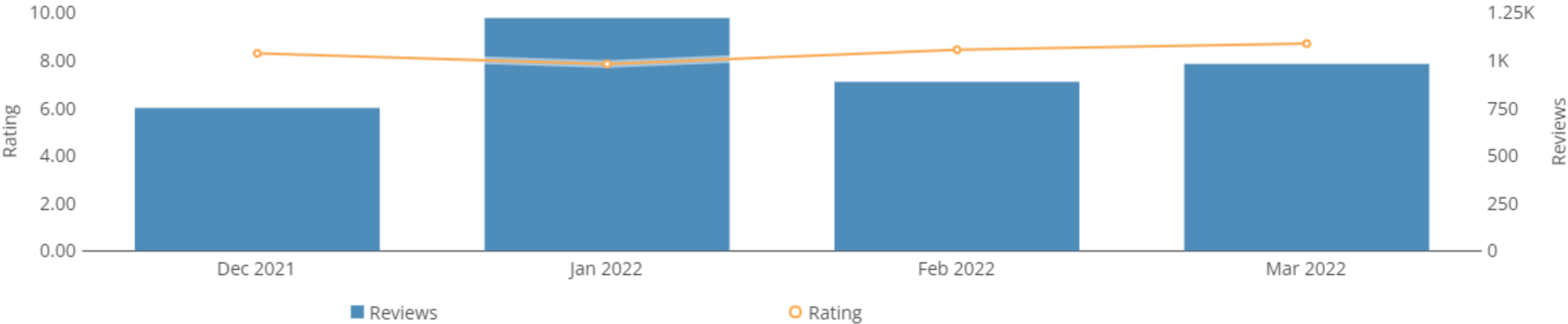
# Rating Analysis by Review Source

Source	Review Count	Review Count %	Average Rating
Google	1,154	35%	8.39
Booking.com	795	24%	7.72
TripAdvisor	421	13%	8.49
	409	13%	8.55
Expedia.com	202	6%	8.41
Hotels.com	143	4%	7.68
Facebook	129	4%	9.33
Wotif	8	0%	10.00
Agoda	6	0%	7.00
Orbitz	4	0%	4.50
Total	3,271	100%	8.30

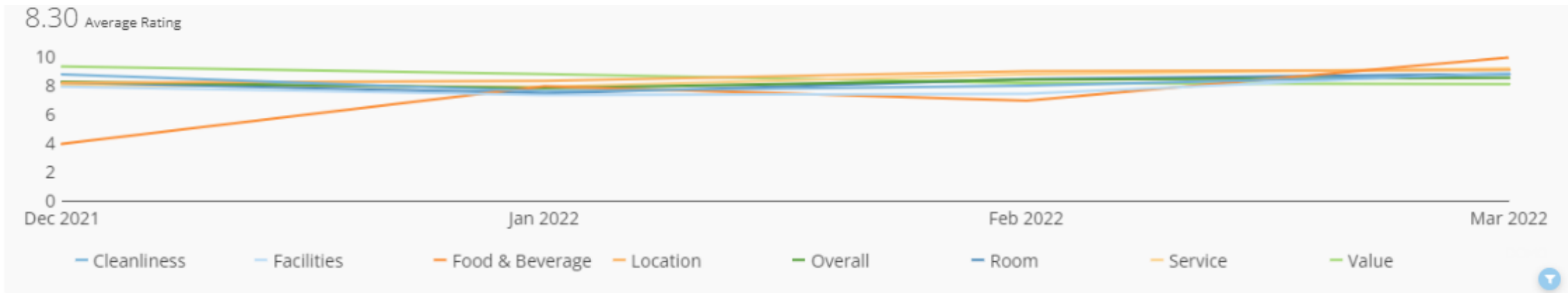




# Reviews and Overall Rating



# Ratings by Category



## Rating Segment

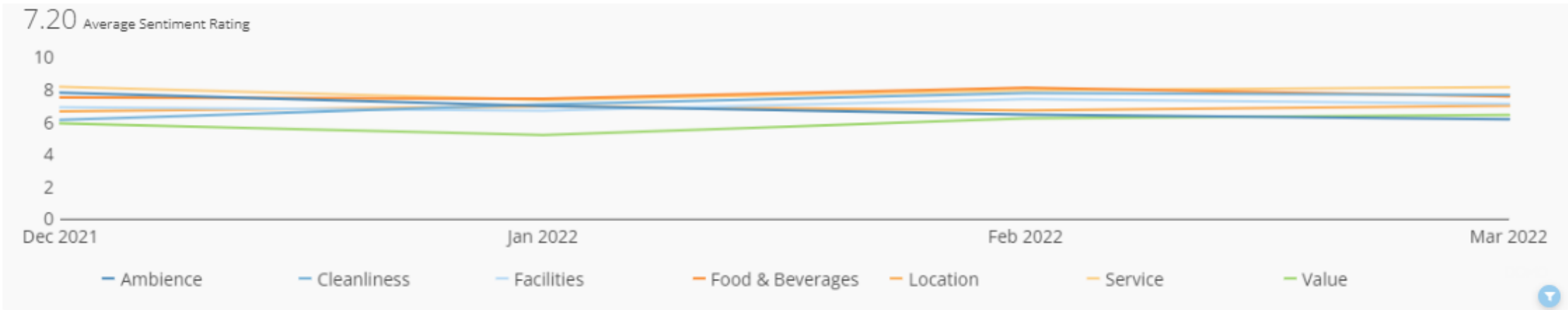
Rating Segment	Review Count	Review Count %	Average Rating
Overall	2,799	72.8%	8.27
Service	319	8.3%	8.53
Room	230	6.0%	8.20
Location	176	4.6%	8.70
Cleanliness	151	3.9%	8.29
Facilities	103	2.7%	7.90
Value	60	1.6%	8.50
Food & Beverage	6	0.2%	7.67
Total	3,844	100.0%	8.27

# Ratings by Facility

NAME	Review Count	Overall	Cleanliness	Facilities	Food & Beverage	Location	Room	Service	Chart	Value
Radisson Blu Resort Fiji Denarau Island	513	9.02	9.42	9.33		9.42	9.21	9.46		9.03
Sofitel Fiji Resort & Spa	293	8.64	8.55	9.56		8.67	8.65	9.10		7.67
Fiji Marriott Resort Momi Bay	276	8.30	9.43	9.60		8.71	8.91	8.36		8.80
Hilton Fiji Beach Resort & Spa	266	8.02	7.14	7.60		9.56	7.80	8.93		
Shangri-La's Fijian Resort And Spa	239	8.11	7.33	7.33		8.77	7.67	7.89		10.00
Doubletree By Hilton Fiji sonaisali Island	178	7.16	8.80	10.00		6.73	7.93	7.50		8.00
Fiji Gateway Hotel	171	8.01	8.00	7.89		10.00	7.00	8.68		
Outrigger Fiji Beach Resort	99	9.25	10.00	8.67		9.67	9.17	9.83		8.00
Port Denarau Marina	90	8.59								
Tanoa Waterfront Hotel	89	8.11	7.00	7.00		7.33	9.00	8.00		
Warwick Fiji	83	7.97	4.00	6.00		7.14	5.71	6.25		
InterContinental Fiji Golf Resort & Spa	81	9.02	10.00	10.00		8.00	8.00	7.20		
Suva Municipal Market	79	7.95								
Mercure Nadi	75	7.65	7.50	7.00		9.60	10.00	9.11		
Holiday Inn Suva	62	9.15	10.00	10.00				10.00		
Tokatoka Resort Hotel	57	7.70	2.00	2.00		10.00	4.00	6.00		
Grand Pacific Hotel	51	8.39	8.00	7.00			6.00	6.00		
Smugglers Cove Beach Resort & Hotel	47	6.27				9.00	8.00	6.00		
Ramada Suites By Wyndham Wailoaloa Beach Fiji	44	7.60	10.00			4.00	6.00	4.00		
First Landing Beach Resort & Villas	43	8.22	6.00	6.00		10.00	7.00	9.00		
TappooCity Suva	41	8.78								
Club Fiji Resort	41	7.59	6.29	6.75			6.80	8.00		
Fiji Airways	35	5.18	8.00	6.67	6.00			5.67		6.00
Tanoa Plaza Hotel	35	8.04	5.00	6.00			7.00	8.00		



# Sentiment by Category

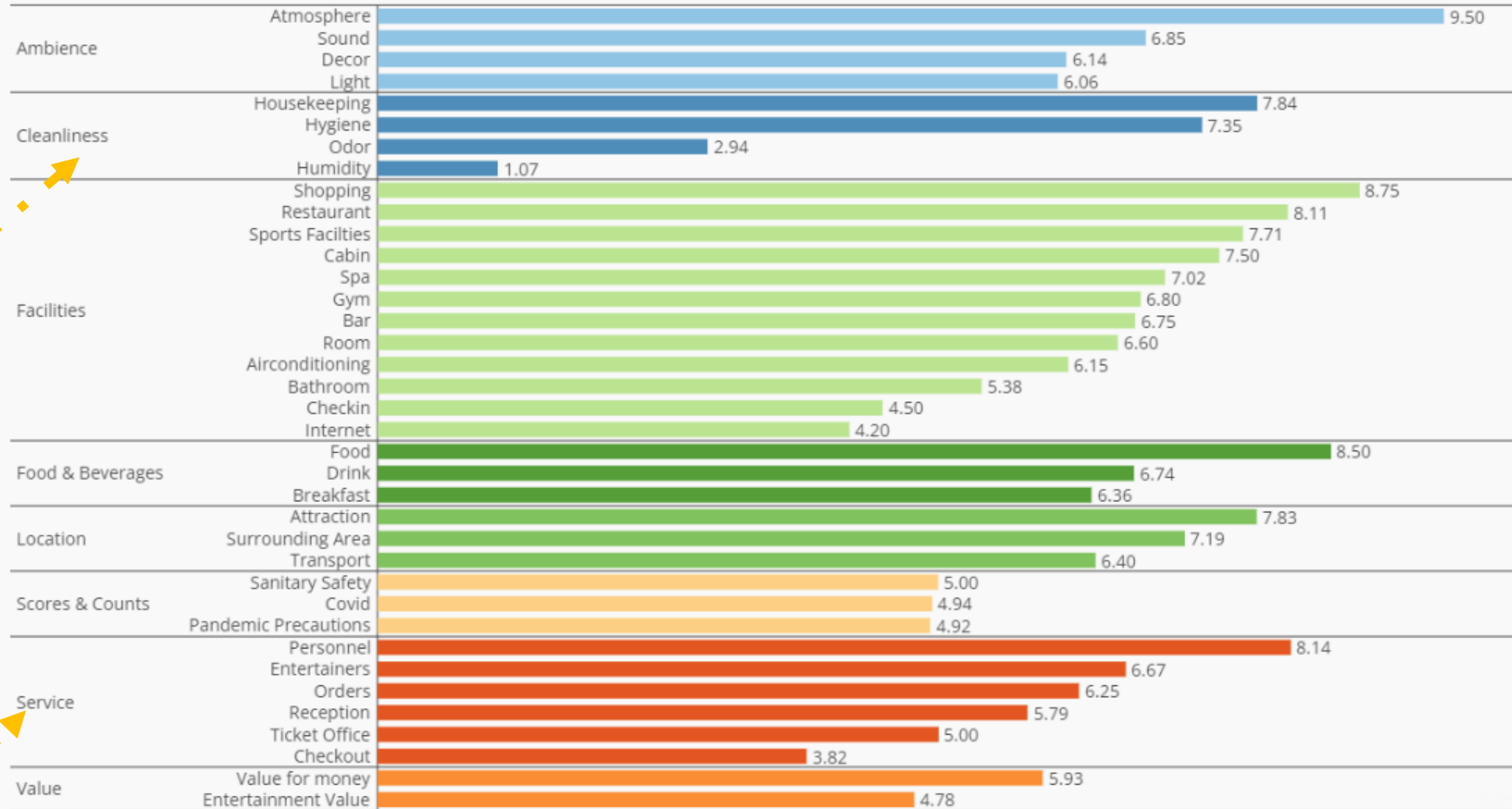


## Sentiment Rating

⬆️ Sentiment Rating	▼ Opinions Count	⬆️ Opinion Count %	⬆️ Average Sentiment
Facilities	4,259	41.2%	7.01
Food & Beverages	1,905	18.5%	7.66
Service	1,885	18.3%	7.86
Cleanliness	822	8.0%	7.27
Location	711	6.9%	6.89
Value	542	5.2%	5.86
Ambience	201	1.9%	6.80
Total	10,325	100.0%	7.20

# Sentiment by Category

Product Sentiment Rating and Sub-Rating Breakdown



## Overall Destination Summary – December 1<sup>st</sup>, 2021 to March 31<sup>st</sup>, 2022

- Digital presence is key
- Keep information current
- Have a defined quality assurance policy
- Have a plan to review and action client feedback
- Monitor your Google, Facebook and Trip Advisor reviews





## Workshop #3 – Ratings and Review Data



**Australian  
Aid** 



MINISTRY OF  
COMMERCE, TRADE,  
TOURISM AND  
TRANSPORT

Tourism **fiji**