



Fiji Tourism Development Plan 2007-2014

Strategic Directions

Strategic Directions for Fiji's Tourism Development

The Sustainable Tourism Development Consortium and the University of the South Pacific (managed by GRM International) have been engaged by the Ministry of Tourism and Transport to develop the Fiji Tourism Development Plan 2007-2014. This brochure provides an indicative summary of the initial strategic directions for Fiji's tourism development over the next seven years.

In order to understand tourism in Fiji, information on past tourism statistics, existing and proposed tourism products, linkages (air, sea and land), tourism marketing and competitive position, tourism policies and management plans have been considered. Further, there has been extensive consultation with government agencies, industry bodies and local communities.

The challenge is to provide quality tourism experiences that are derived from environmentally sustainable tourism, whilst fostering ongoing growth in a highly competitive global tourism market.

Vision for tourism in 2020

"Growing Fiji with Our Friends"

- Present Fiji to *countless satisfied tourists*.
- A key *aspirational destination* for the Pacific Rim and other key markets.
- Support *conservation* and have reduced its ecological footprint.
- Perceived as a *benefit* by all Fijians.
- Support *poverty alleviation* and reduce urban migration.
- A major *economic contributor*.
- Provide its *own infrastructure*, support its communities.
- Support many *Fijian services and supply enterprises*.
- A driving force to gain a *Developed Nation Status*.

The medium to long term global, Asia Pacific and Fiji tourism outlook is positive. Fiji has remained ahead of world tourism growth rates for the past 15 years. Even as a small fish in a big ocean, Fiji has the opportunity to ride the wave of global and regional tourism growth.

The key to planning for Fiji's ongoing tourism development is to ensure that there is balance between the four planks of prosperity: Social; Cultural; Environmental; and Economic.

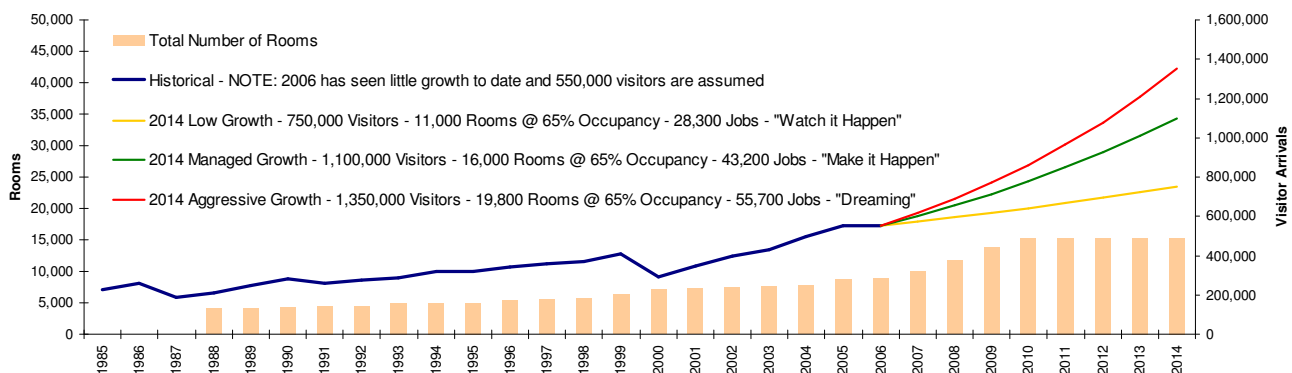
Guiding Principles

- **Brand Fiji** – Be Fijian in character, place and experience
- **Sustainable Development** – Encouragement and regulation.
- **Creating the Future** – Facilitation for Fiji's benefit.
- **Guiding Future Growth** – Encourage the good, prevent the bad.
- **Balanced Supply** – Planes, rooms, place, people and product.
- **Regional Prosperity** – Spreading the benefits.
- **Team Fiji** – Growth through collaboration.
- **Encouraging Initiative** – Security through diversity.

Development Scenarios

Based on the review and analysis of the current status and future directions of Fiji tourism, three growth scenarios for 2014 have been modelled. These are: Low Growth; Managed Growth; and Aggressive Growth. One key finding is that there are presently real, identifiable proposed accommodation projects which conservatively total an additional 7,000 rooms.

The proposed strategic direction is to adopt the Managed Growth Scenario as the target.



Current Fiji Tourism

In Fiji 2005, there were 550,000 visitor arrivals, visitors stayed an average of 8.5 nights and spent \$1350. This level of tourism created at least 21,000 jobs, an economic contribution of \$588m and a tax revenue of over \$40m. Tourism is at least 12.5% of Fiji's GDP. Three quarters of Fiji's visitors came for rest and relaxation, whilst one tenth were honeymooners and, one in seven were backpackers. Departure surveys show just over two thirds of visitors are likely to return.

Most visitors arrive by plane with in excess of 900,000 aircraft seat capacity into Fiji annually. In addition to flight arrivals in 2006 there are 78 cruise ships expected and, in 2005 there were more than 500 yachts.

Target of 1.1 m Visitors in 2014

The following outlines the proposed target of the managed growth scenario:

- 9% growth (UNWTO growth rate for Asia Pacific);
- 1,100,000 visitors (up from 550,000 in 2005);
- 16,000 rooms @ 65% (9,000 in 2006);
- \$1,485m tourism spend (\$729m in 2005);
- \$683m retained expenditure (\$336m in 2005);
- \$1,195m total economic contribution;
- 43,200 jobs (21,800 new jobs).

The Managed Growth Scenario is achievable with a proactive management partnership between government, industry, financiers and the community.

Making it Happen

The Managed Growth scenario is considered reasonably ambitious, it requires:

- Major growth from existing markets; and
- New air route(s) serving new source market(s).

A suite of specific strategies are required to achieve the growth targets, these include streamlined approvals, a new incentives package and increased government expenditure on tourism marketing among many. The detailed strategies may be reviewed in the "Strategic Directions".

Key Outcomes

Providing Linkages

Growth in air capacity from existing markets and new routes (perhaps with new carriers) for emerging markets will drive tourism growth. Air, land and sea linkages will spread tourism throughout Fiji for regional prosperity.

Target Markets

The growth of tourism can only be achieved by growing existing core markets and developing new emerging markets.

Tourism Product Diversity

Fiji has a diversity of tourism products and can build on this to create a unique set of market niches whilst creating an aspirational destination.

Regional Prosperity

The desired outcome is to have appropriate, sustainable tourism contributing to the social and economic well-being of each region in Fiji.

Facilitating Growth

Fiji must compete on a world stage for the investment dollar. This will take financial incentives and streamlining of approvals processes, whilst maintaining currency control. Generous incentives and smooth approvals processes are essential to achieve the managed growth scenario. The application of these incentives will provide a good return on investment to the economy generally and to government revenue.

Brand Fiji

Creating *Brand Fiji* to ensure Fiji is a prime aspirational destination from our key source markets is essential to achieve growing market share.

People Power

Human resource development and capacity building is the foundation of a strong tourism industry. Quality service starts with quality education.

Building Blocks

The desired outcome is to have adequate infrastructure to support tourism growth with the least possible cost to government.

Sustainable Development

Fiji's ecology, culture, societies and economy can and must benefit from tourism. Sustainable development is the foundations for tourism growth.

Informed Decisions

Tourism is a diverse series of linked services. Understanding it requires active monitoring. This will be essential for proactive planning for growth.

For your copy of the Fiji Tourism Development Plan - Strategic Directions, Email fijitourism@grm.com.au

Exceeding Expectations

In a global tourism market, exceeding expectations in service, place and product is essential for success.

Managing Risk

In a world where change and catastrophe are inevitable, preparedness for response to emergency situations by government and the tourism industry is prudent.

Facilitating Growth - Legislation

Provide an efficient compliance and governance framework which enables a growing sustainable tourism industry.

Vanua – Community Benefit

Fiji's traditional society and resource ownership is fundamental to its character and society. Tourism can and should provide benefits to and become partners with prosperous communities.

Institutional Arrangements for Growth

Tourism is delivered by a series of private and public sector enterprises, and involves many activities regulated by government. Only through proactive collaboration can tourism growth be efficiently realised.

The 1998-2005 Plan

The 1998-2005 Tourism Development Plan (the 1998 Plan) was developed as a joint exercise of the Ministry of Transport and Tourism, Tourism Council of the South Pacific and Deloitte & Touche. The Plan proposed a *Step Change* for Fiji's tourism development with a high energy coordinated driving of tourism development required.

The Current Project

This project will deliver:

- Tourism Development Plan 2007 - 2014;
- 3 Year Action Plan 2007-2009; and
- 3 Regional Tourism Development Strategies.

These will be finalised by early 2007.

Have Your Say

Community groups, industry and government agencies are invited to contribute to the preparation of the Tourism Development Plan.

Fiji Tourism Development Plan

Phone: 3300588

Fax: 3302060

Address: PO Box 1260 Suva, Fiji Islands

Email: fijitourism@grm.com.au

Note: The figures above are preliminary and are subject to verification and further analysis. The dollar amounts are 2005 Fijian dollars. Tax revenue figures are subject to further input by FIRCA.

