



STANDING COMMITTEE ON ECONOMIC AFFAIRS

Consolidated Report on the Review of Tourism Fiji 2013 and 2014 Annual Reports



PARLIAMENT OF THE REPUBLIC OF FIJI
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Table of Contents

Chairperson’s Foreword.....3

1.0 Introduction.....4

1.1 Background 4

2.0 Findings and Recommendations5

4.0 Conclusion7

Members Signature8

Chairperson's Foreword

The Standing Committee on Economic Affairs is pleased to submit to Parliament, the consolidated Review report of the Tourism Fiji 2013 and 2014 Annual Reports.

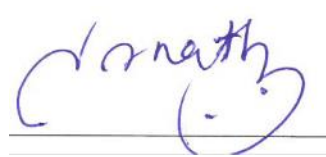
We are all aware of the extremely significant role the tourism industry has played towards Fiji's economy. Not only has it brought in revenue for the nation, it has also provided employment to thousands of Fijians. In fact, in 2014 itself, Fiji welcomed a record 692,350 international visitors and tourism earnings was valued at \$1.5bn by the Fiji Bureau of Statistics.

Over the years, Tourism Fiji has introduced and executed various initiatives and programmes in its efforts to market Fiji to the world. In 2013 itself, Tourism Fiji launched the global brand campaign, "Fiji – Where Happiness Finds You" after extensive research which indicated there was something about the genuine warmth and welcoming nature of Fijian people that enriched peoples' visit to Fiji and left an enduring impact. While in 2014, Tourism Fiji launched its new online travel agent specialist training programme. The new Fiji Matai Specialist Programme and website was the destination training programme for tourism partners selling Fiji.¹

The Committee commends Tourism Fiji for continued progress towards increasing Fiji's market share through their various campaign strategies and suggests that Tourism Fiji's reports be inclusive of their progress towards achieving the Sustainable Development Goals relevant to them.

Finally, I would like to thank our Committee Members who were part of the team that produced this report: - Deputy Chairperson Hon. Veena Bhatnagar, Hon. George Vegnathan, Hon. Inosi Kuridrani and Hon. Ro Filipe Tuisawau. I also take this opportunity to acknowledge and thank the Parliamentary Staff who have given us invaluable support.

On behalf of the Standing Committee on Economic Affairs, I commend the Review of the Tourism Fiji 2013 and 2014 Annual Reports to Parliament.



Chairperson – Hon. Vijay Nath

¹ 2013 and 2014 Tourism Fiji Annual Reports

1.0 Introduction

1.1 Background

Tourism Fiji is a statutory body fully funded by the Fiji Government and is the destination marketing arm of the Fijian Government. Tourism Fiji is governed by the Tourism Fiji Act 2009 which specifies its role as: “Tourism Fiji is to ensure that the Fiji Islands is promoted and marketed as a tourist destination for the purpose of maximizing sustainable and long-term benefits to the Fiji Islands” The tourism industry has contributed significantly to Fiji’s economy and is the country’s largest foreign exchange earner. The industry provides employment directly and indirectly to many Fijian people and is the fastest growing industry in terms of employment.

Tourism Fiji has a global team that undertake marketing and promotional activities to attract international visitors to Fiji. Their offices in 2014 were located in Australia, New Zealand, North America (USA & Canada) and South Korea.

Committee Remit and Composition

The Committee is made up of five (5) Members of Parliament, three (3) of which are Government members and two Opposition members. According to Section 109(2) (a) the Standing Committee is responsible to look into matters related to economic development, finance, banking and taxation.

2.0 Findings and Recommendations

1. The Committee is aware of the critical importance of key visitor statistics as highlighted in the reports and therefore recommends for Tourism Fiji to include in its future reports, a summary of key visitor statistics for a period of at least five (5) to ten (10) years prior to and including the year of the report.
2. Further to the above, the Committee noted that the report is activity based reporting and recommends that this be expanded to include details on Key Performance Indicators, including Overseas Regional Offices performance, and the achievement of those under the period of review.
3. The Committee acknowledges Tourism Fiji for the various campaigns they undertook during the period of review such as the global brand campaign, “Fiji – Where Happiness Finds You” and launch of their website in 2013, Tourism Expo and Matai Programme in 2014. These campaigns contributed positively towards tourist arrivals in Fiji.
4. The Committee commends Tourism Fiji for exploring social media and digital marketing as means of increasing market share. With internet and e-commerce activity on the rise, the use of digital tools greatly assists in marketing Fiji to the world.

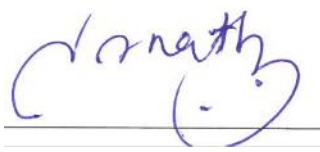
3.0 Gender Analysis

The Committee understands the importance of gender equality and suggests that Tourism Fiji while strategizing and undertaking any new initiatives consider the impacts and benefits for both genders alike.

4.0 Conclusion

To conclude, the Committee commends the overall performance of Tourism Fiji and acknowledges their contribution towards Fiji's economy during the period under review and encourages continued progress towards exploring other avenues to enhance its market sustainability.

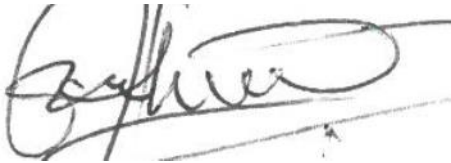
Members Signature



Hon. Vijay Nath (Chairperson)



Hon. Veena Bhatnagar (Deputy Chairperson)



Hon. George Vegnathan (Member)



Hon. Inosi Kuridrani (Member)



Hon. Ro Filipe Tuisawau (Member)

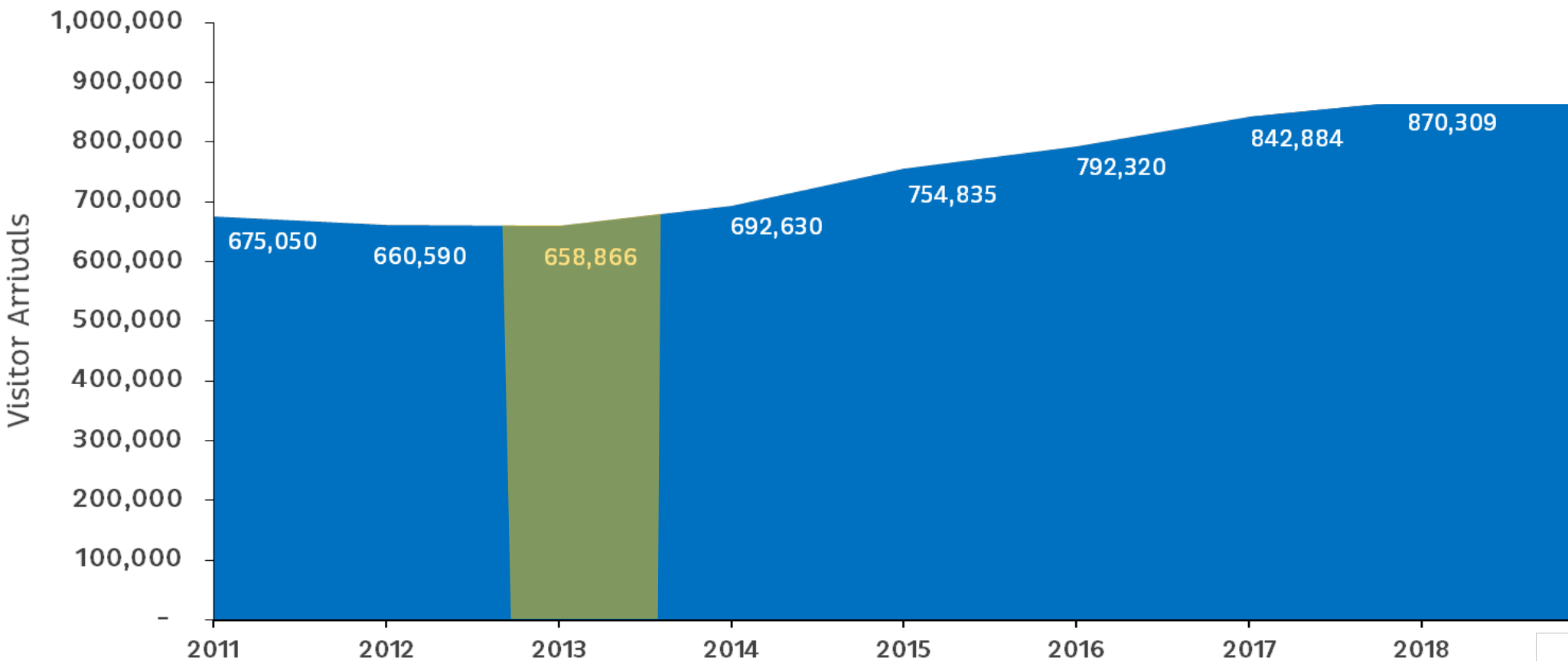
Tourism Fiji Annual Report 2013 - 2014



Presentation to
The Standing Committee on
Economic Affairs



Visitor Arrivals – 2013



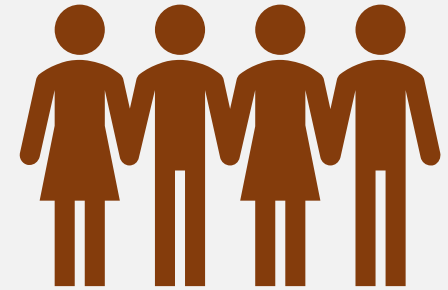
Our Core Objectives for 2013



**Rebuild growth
following natural
disasters**



**Continue to develop
new brand**



**Structural changes to
strengthen team**



Key Successes

**Global
Brand
Launch**

**Structural
Efficiencies**

**Growth in
Visitor
Earnings**

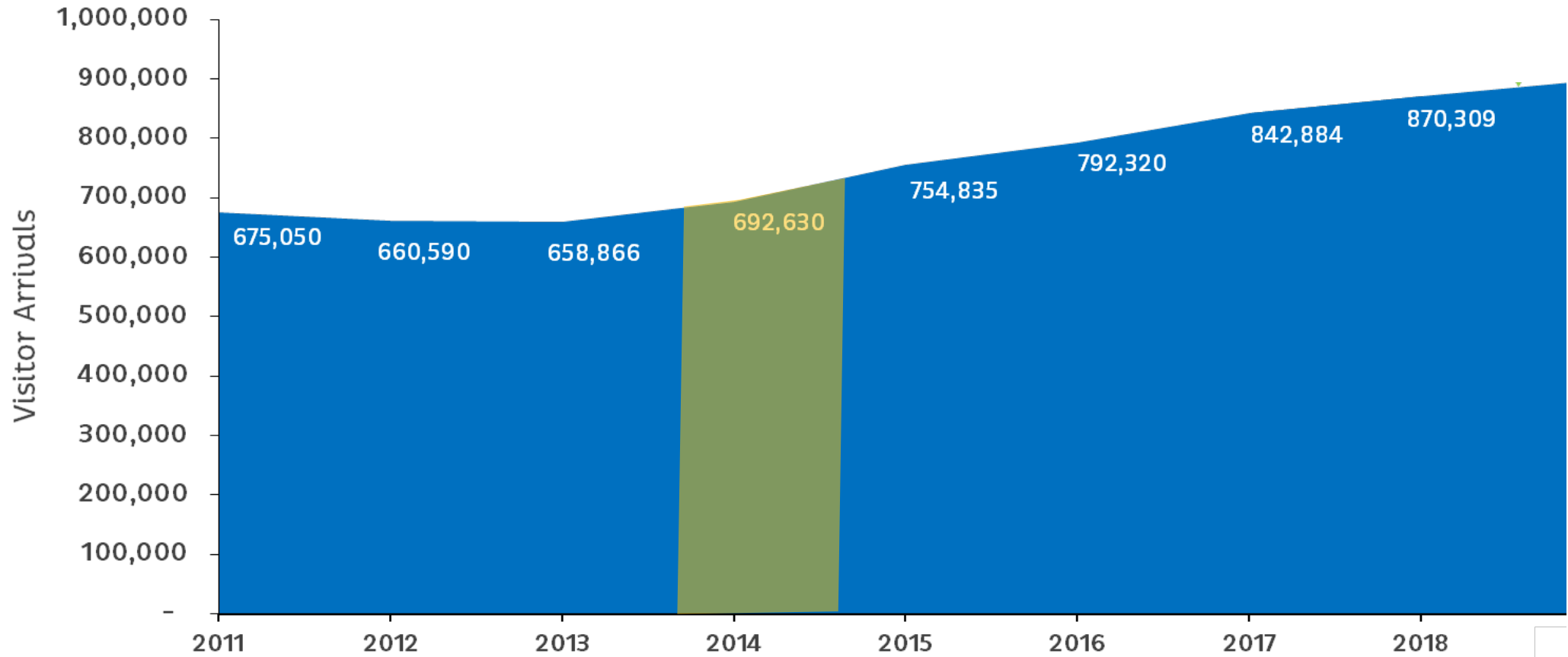


Key Challenges

**Natural
Disaster
Recovery**

**Slight drop
in arrivals**

Visitor Arrivals - 2014



Our core objectives for 2014



**Continuation of
Brand
Development**



**Enhance
Business
Capabilities**



**Grown Industry
Focus**



**Develop Online
Capability**



Key Successes



**FTE
Launch**



**Niche
Market
Launch**



**Matai
Programme
Launch**



Key Challenges



**Leadership
Changes**

Vinaka
Vakalevu

