



Parliamentary Written Question 110/2023: Response by Deputy Prime Minister and Minister for Tourism and Civil Aviation, Hon. Viliame Gavoka.

Hon. Jovesa Vocea to ask the Deputy Prime Minister and Minister for Tourism and Civil Aviation – Can the Deputy Prime Minister inform Parliament on the following

–

- (a) how many International Golf Tournaments have been organised by the Government in Fiji in the past;**
- (b) how much money was involved in each tournament; and**
- (c) what were the economic benefits to the country if any.**

1.0 PAST FIJI GOVERNMENT SUPPORTED INTERNATIONAL GOLF TOURNAMENTS

- 1.1** The Fiji International tournament was initiated through a partnership between the Fiji Government and the Professional Golfers Association ('PGA') of Australia, in a 5-year (2014-2018) Agreement ('Agreement') signed on 17 April 2014.

2.0 GOVERNMENT INVESTMENT

- 2.1** The Fiji Government supported the event through funding of AU\$3.5 million and additional Shortfall Payment where the PGA failed to secure sufficient third-party sponsorship. The Shortfall Payment could not exceed AU\$1.5 million per the Agreement.
- 2.2** The Fiji Government invested approximately **FJ\$44 million** (or FJ\$8.8 million annually) on the Fiji International event over the past 5 years.

3.0 RETURN ON INVESTMENT

Direct Economic Benefits

- 3.1 **Visitor Spend:** The 5-year cumulative direct economic impact from the tournament week alone is an estimated **FJ\$36 million**¹. This includes spend on accommodation, meals, air travel, departure tax etc. and excludes additional visitation outside tournament week or media and advertising value as noted below.

Table 1: Breakdown of Direct Economic Benefit

Category	Visitors	Air Travel FJS	Accomm & Meals FJS	Departure Taxes FJS	Local Expenditure	Totals FJS
Spend per person		\$1,300.00	\$440.00	\$200.00	\$192.00	
Professionals (international only)	619	\$482,820	\$1,906,520	\$123,800	\$808,166	\$3,321,306
Caddies & Entourage	756	\$589,680	\$2,328,480	\$151,200	\$987,034	\$4,056,394
PGA & Promoter*	217	\$282,100	\$668,360	\$43,400	\$291,648	\$1,285,508
International Media, Broadcast, Volunteers	602	\$547,820	\$1,854,160	\$120,400	\$809,088	\$3,331,468
Sponsor, Guests and International Spectators	2123	\$1,186,757	\$10,648,968	\$424,600	\$4,239,206	\$16,499,531
	4317	\$3,089,177	\$17,406,488	\$863,400	\$7,135,142	\$28,494,207
Local Event Organisational Spend						\$7,915,767
Cumulative Direct Economic Return						\$36,409,975

Source: PGA Post Event Report

- 3.2 The estimated direct economic benefit of the 2017 event conducted through the Fiji International Visitor Survey ('IVS') was an estimated **FJ\$4.19 million**².
- 3.3 **Players:** On average, approximately 863 international visitors came to Fiji specifically for the tournament from 2014-2018. This includes players, caddies and other entourage, media, event organisers from the PGA and ports & Entertainment Limited ('SEL'), broadcast team, international volunteers, sponsors and other special guests.

¹ Calculated through a survey conducted by consultants engaged by the PGA organisers.

² Total spend calculated using total ticket sales and key visitors (international visitors such as players, entourage, organising team, media, production team, etc) provided by the PGA.

Table 2: Player Participation

Year	Players	Countries
2014	120	16
2015	132	10
2016	132	16
2017	130	20
2018	132	16

Source: PGA Post Event Report

- 3.4 **Media Exposure:** Government's investment in the tournament was based on the global exposure of Fiji and brand Fiji, through the tournament's television broadcast, development of a high-end tourism niche, i.e., golf-tourism and the development of Fiji's events/sports events capabilities.
- 3.5 **Television Broadcast** (including total broadcast hours and media value increases year on year). This included exposure of brands Fiji International, Tourism Fiji and Fijian Made. Cumulatively over the 5 years, total QI³ media value from the event was FJ\$175 million while the Fijian brand was FJ\$97 million.
- 3.6 The event organisers maintain that the QI media value achieved through television broadcast is a sound measure of Fiji's return on investment. In 2018, the event achieved a QI media value of approximately FJ\$68 million, which would translate to a 755% return on investment in terms of media exposure in key tourism source markets.

Table 3: Television Broadcast Media Value

BROADCAST MEDIA VALUES				
FJ DOLLARS – converted from US as at 8 March 2019				
YEAR	TOTAL 100%	TOTAL QI	FIJI BRANDS 100%	FIJI BRANDS QI
2014	\$53,139,090	\$16,859,390	\$49,084,300	\$8,963,220
2015	\$103,290,440	\$32,203,569	\$77,254,420	\$23,475,100
2016	\$ 88,351,740	\$23,965,943	\$47,590,430	\$13,658,240
2017	\$125,485,080	\$34,999,240	\$72,772,810	\$21,554,410
2018	\$274,445,260	\$67,608,288	\$117,375,500	\$29,877,400
TOTAL	\$644,711,610	\$175,636,430	\$364,077,460	\$97,528,370

Source: PGA Post Event Report

³ QI Media Value is Nielsen Sports' global industry standard for sponsorship measurement that takes into account the quality and weight of exposure, audience size and cost per thousand.

- 3.7 The **cumulative global broadcast hours** was over 5,496 hours + across Asia Pacific (2,219 hours), Europe (2,188 hours), Africa and Middle East (381 hours), Australasia (310 hours), Eastern Europe (200 hours) and North America and Latin America (198 hours).
- 3.8 The event averages a potential reach of 330+ million households over the 5 years.

Table 4: Household Reach

POTENTIAL HOUSEHOLD REACH		
YEAR	GLOBAL REACH	NO. OF MARKETS
2014	321,840,524	25
2015	196,402,190	19
2016	293,767,490	46
2017	565,037,244	46
2018	305,393,481	46

Source: PGA Post Event Report

- 3.9 **Livestream Broadcast:** PGA introduced live streaming via PGA TV in 2017, which resulted in additional exposure in Australia. In 2018, it was also aired in Japan.

Table 5: Livestream

LIVE STREAM - PGA TV					
YEAR	VIEWS	YOUTUBE LIVESTREAM APP VIEWS	SOCIAL IMPRES-SIONS	POST ENGAGE	VIEW TIME (HOURS)
2017	458,656	60,261	2,583,123	89,100	1,698
2018	671,154	64,136	2,573,435	108,319	3,066
TOTAL	1,129,810	124,397	5,156,558	197,419	4,764

Source: PGA Post Event Report

- 3.10 **Social and Digital:** Platforms include the PGA of Australia and Fiji International websites and socials including Facebook, Instagram and YouTube.

Table 6: Digital Reach

DIGITAL REACH					
YEAR	TOTAL IMPRESSIONS	WEBSITE IMPRESSIONS	SOCIAL IMPRESSIONS	VIEWS	TOTAL ENGAGEMENT
2014	Data not available				
2015	640,001	240,777	372,881	4,555	20,779
2016	856,238	285,355	503,978	6,126	34,742
2017*	3,042,225	301,243	2,617,846	458,659	89,100
2018	3,011,117	339,977	2,573,435	657,713	108,319
TOTAL	7,549,581	1,167,352	6,068,140	1,127,053	252,940

Source: PGA Post Event Report

- 3.11 **Press Coverage:** The PGA tracked press coverage yearly during the tournament week using an independent company, iSentia.

Table 7: Tournament Week Press Coverage

PRESS COVERAGE TOURNAMENT WEEK			
YEAR	TOTAL ARTICLES	REACH	VALUE (\$FJ)
2014	378	10,850,364	\$5,134,000
2015	820	8,531,173	\$2,718,000
2016	1,837	8,263,094	\$4,228,000
2017	1,687	13,434,469	\$1,315,210
2018	1,878	12,002,774	\$2,114,000
TOTAL	6,600	53,081,874	\$15,509,210

Source: PGA Post Event Report

Indirect Benefits

- 3.12 There was also a number of direct local engagements the event organisers facilitated, which included:
- Golf roadshows conducted with approximately 1,000 primary school students around Viti Levu to create awareness of the event and develop the sport in the local community;
 - Engagement of approximately 300 local volunteers each year, including students from the Fiji National University (FNU), local villages and the golfing and sporting communities. This provided valuable experience in events and golf tournament operations;
 - Scholarship of FJ\$5,000 for two FNU students (one each in 2017 and 2018)
 - Implementation of the Westpac Schools Golf Development programme introducing an estimated 2,500 students to the game;
 - More than 50 local suppliers on average each year, with approximately 750 employees engaged directly and indirectly pre, during and post event;
 - identified through the PGA volunteer programme;
 - Skills and development workshop in partnership with the Fiji Arts Council for the Sanasana Women's group;
 - Donation of FJ\$12,890 to 6 local schools in 2018 under the "bucks for birdies" campaign;
 - From 2016, over 5,000 local Fijians were engaged in various on-going community programmes; and
 - Sponsorship of Fiji National Golf Team from 2014 – 2017 for FJ\$15,000 per year.
- 3.13 The event organisers and Tourism Fiji also facilitated media familiarisation trips and hosted golf and tourism media throughout the tournament week resulting in additional media coverage. In 2018, international media coverage was 1,878 reports that had a cumulative potential audience of over 12 million people.
- 3.14 Advertising value of covering the Fiji International also increased by 57% year on year due to more mainstream press and TV coverage rather than other digital channels.

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