

Tourism *fiji*

ANNUAL REPORT

2017 AUGUST - 2018 JULY



Content

Letter From The Chairman	3
About Tourism Fiji	4
Summary Of Performance 2017-18	9-10
2017-18 Key Visitor Statistics	11-12
Overview Of Key Achievements	13-26



LETTER FROM THE CHAIRMAN

Bula Vinaka!

A huge priority for our team this year was to build capacity in our team to ensure we are well staffed and equipped to effectively promote Fiji. We completed an extensive recruiting process and firmly believe that we now have the right people in roles to take us further than ever before.

Tourism Fiji conducted a thorough research and found that we needed a revitalization of Fiji's brand to ensure our relevance and effectiveness in our core markets. In 2017, Tourism Fiji embarked on a rigorous global tender process to appoint a creative agency, out of the fifteen international companies that submitted their interests, we're pleased to note that Brand agency, Saatchi & Saatchi NZ were successful in the overall tender process, and we look forward to working with them.

This year our annual premier event, the Fijian Tourism Expo (FTE) 2018 was cancelled on Saturday 7 April due to Tropical Cyclone Keni. The decision was made to cancel with consultation with our Ministry of Industry, Trade and Tourism (MITT) event was scheduled for 10 - 12 April 2018. If we had not cancelled the event, we would have hosted 74 exhibitors and 162 buyers and media who had all registered for the event and we're confident that will deliver a great event next year.

Vinaka Vakalevu,

Andre Viljoen
Chairman

Who Are We?



Located in the heart of the South Pacific, Fiji is blessed with 333 tropical islands and is a popular tourism destination for visitors from around the world.

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.

In 2017/2018, Fiji welcomed a record 859,132 international visitors. Tourism earnings was valued at \$1.96bn by the Fiji Bureau of Statistics.

The importance of tourism to the Fiji economy drives Tourism Fiji to continue to deliver world-class marketing and promotional activities to attract more visitors to our shores.

Our offices are located in :

Australia • New Zealand • North America (USA & Canada)
• UK & Europe • China

We have Market Representatives in :

Japan • India • Singapore

WHAT WE ARE TRYING TO ACHIEVE

Vision

Seen by the world as the jewel of the South Pacific;
spearheading the growth of international
Visitor Arrivals and Tourism Earnings

Mission

We achieve our vision by highlighting the richness
and diversity of our people, culture, land and sea,
delivering increased visitor arrivals that create
wealth for the nation

WHAT WE ARE TRYING TO ACHIEVE

Values

Our work is guided by values:

Conduct our business with integrity.

Be accountable for all decisions.

Demonstrate commitment to the vision.

Promote teamwork.

Foster innovative thinking.

Ensure transparency in all operations.

Socially and culturally responsible for all actions.



TOURISM FIJI STRUCTURE

Board of Directors



Andre Viljoen
Chairman



Shaheen Ali
DIRECTOR



Dixon Seeto
DIRECTOR



Meliki Tuinamuana
DIRECTOR



Ajay Raniga
DIRECTOR



Neeraj Chadha
DIRECTOR

Executive Management

August 2017 - July 2018

Matthew Stoeckel
CHIEF
EXECUTIVE OFFICER

Halstead Caldwell
REGIONAL MANAGER
AUSTRALIA

Jane West
REGIONAL MANAGER
UK/EUROPE

Sera Cawanibuka
SENIOR MARKETING
MANAGER

Michell Sinnott
DIRECTOR
OF MARKETING

Sonya Lawson
REGIONAL MANAGER
NEW ZEALAND

Vincent Zheng
REGIONAL MANAGER
CHINA

Makereta Qalo
HUMAN RESOURCES
MANAGER

Vimlesh Magan
CHIEF
FINANCIAL CONTROLLER

Ruth Daly
REGIONAL MANAGER
NORTH AMERICA

Katherine Koyamaibole
REGIONAL MANAGER
ASIA

Thomas Valentine
OPERATIONS
MANAGER

Summary of Performance



Summary of Tourism Fiji's Performance

Financial Year 2017/2018 saw a record number of visitor arrivals with a total 859,132 international visitors throughout the year as reported by Fiji Bureau of Statistics.

This represents a YOY growth of 4.20%. The YOY change in visitor arrivals across each international market is provided in the table below.

Overall, there was growth in all markets with the exception of UK and Singapore which was attributed to an increase in competitor activity in the market. The introduction of the Narita to Nadi flight was a key driver in the strong increase in the Japan market.

Arrivals	Current Yr (Aug '16-Jul '17)	Previous Yr (Aug '17-Jul '18)	% Change
Australia	365,517	362,222	1%
New Zealand	193,767	174,924	11%
North America	97,390	89,037	9%
United Kingdom	16,291	16,936	-4%
Europe	35,287	33,412	6%
China + Hong Kong	50,542	50,293	0%
Singapore	2,454	1,694	45%
India	5,800	4,713	23%
Japan	7,047	6,392	10%
Rest of Asia	26,134	24,623	6%
Others	58,903	55,455	6%
Total Visitors	859,132	819,701	5%

2017 August - 2018 July Year on Year Visitor Arrivals



Source: Fiji Bureau of Statistics.

2017/2018 Progress Against Strategy

The financial year 2017/2018 was a year to kick start transformation. To compete for market share with other destinations, Tourism Fiji focused on building its capabilities to be more creative, innovative and effective. A big part of this was embracing new technology and media channels to market and promote the destination through the brand 'where happiness finds you'.

This transformation was aligned with Government's Fiji Tourism 2021 direction. The core of the transformation was to revitalize Fiji's brand. Alongside this, several other strategies were in place to position the industry for long-term sustainable growth.

1. Revitalise our Brand and Positioning:

- In FY 2017/18 Tourism Fiji began the process of revitalizing Fiji's brand to ensure it is still relevant and effective.
- Extensive research was undertaken to validate the brand to ensure Fiji will continue to inspire visitors and give them compelling reasons to visit Fiji over other destinations.
- The revitalized brand would transform consumer perceptions of Fiji as just a "fly and flop" destination by showcasing the depth and breadth of Fiji's outstanding experiences and product.

2. Introduce a Content Marketing Approach:

- Through a content-led approach Tourism Fiji seeks to engage and promote Fiji to consumers 365 days a year rather than only during traditional campaign periods, ensuring that Fiji remains top-of-mind for the target market.
- To do this, Tourism Fiji started to create and share digital content such as articles and video that inform, engage and entertains our target market. Tourism Fiji started to share these stories through new media channels that are more cost effective than traditional paid advertising media.

3. Develop World Class Assets:

- With the recognition that Tourism Fiji is competing on a world stage for visitors and a world class destination needs world class assets, Tourism Fiji started the process of developing new brand assets.

- With the revitalized brand, all Tourism Fiji's assets started the process of being refreshed and aligned. This included a new website project, developing new marketing collateral, campaign images and video, and refreshed merchandise.
- Tourism Fiji changed their processes to ensure that all content developed will be license free to ensure Tourism Fiji could use the assets in perpetuity

4. Build Team Capabilities:

- Tourism Fiji undertook an audit of Tourism Fiji's capabilities and identified the need for additional capabilities in Content Marketing, Social Media, Digital Marketing, Communications, Brand Management, Research and Insights and Events.
- New teams and positions were created to fulfil these capabilities and ensure Tourism Fiji had the resources required to implement its new direction.

5. Research and Performance Management:

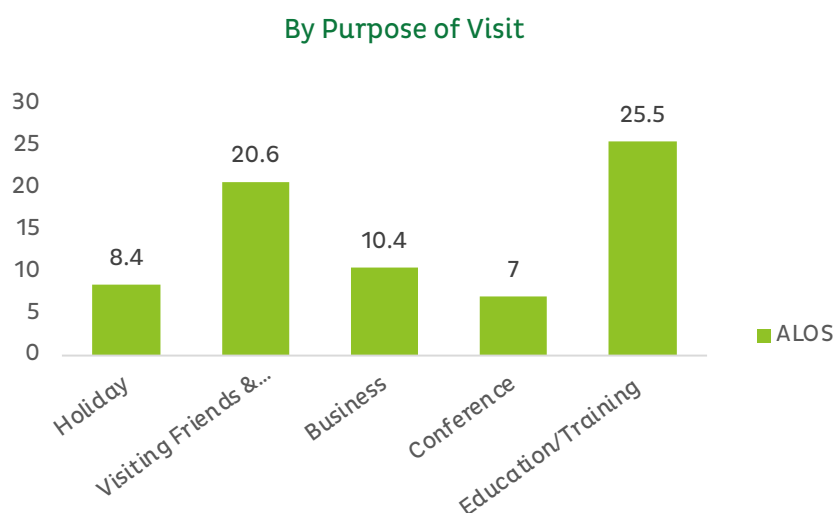
- Tourism Fiji developed in-house capabilities to undertake analysis of the International Visitor Survey, as well as other information sources to ensure strategic decision making is well informed.

6. Develop Partnerships :

- In 2017, Tourism Fiji aligned its strategy with the directions set-out in the Draft Fijian Tourism 2021 Strategy.

Key Visitor Statistics

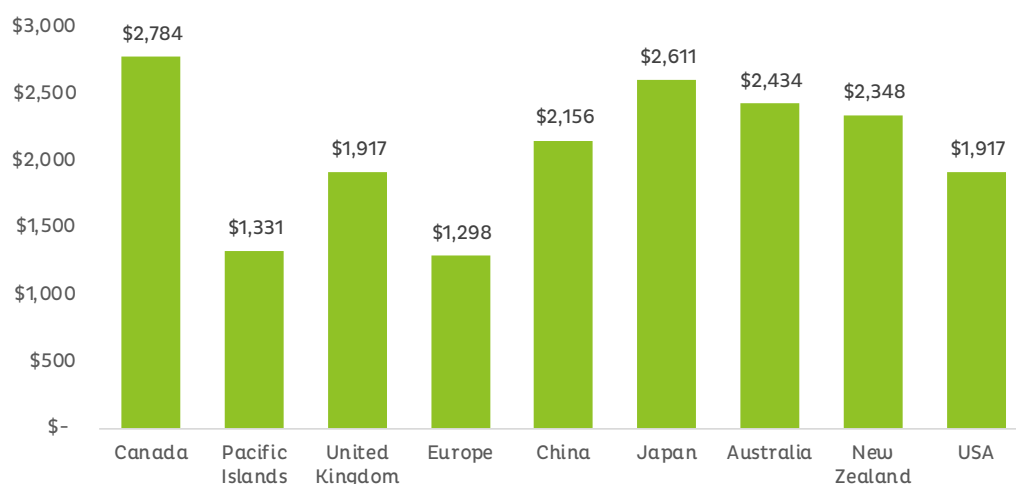
2017/2018 Average Length of Stay



Source : Fiji Bureau of Statistics.

Examining visitor arrivals based on purpose of visit, holiday visitors spend an average of 8.4 nights in Fiji per trip while those visiting for a conference spend 7 nights. Visiting friends and relatives and business travelers tend to spend longer in the country. Those travelling for education purposes tend to stay much longer with an average of 26 nights spent in Fiji in 2017/2018.

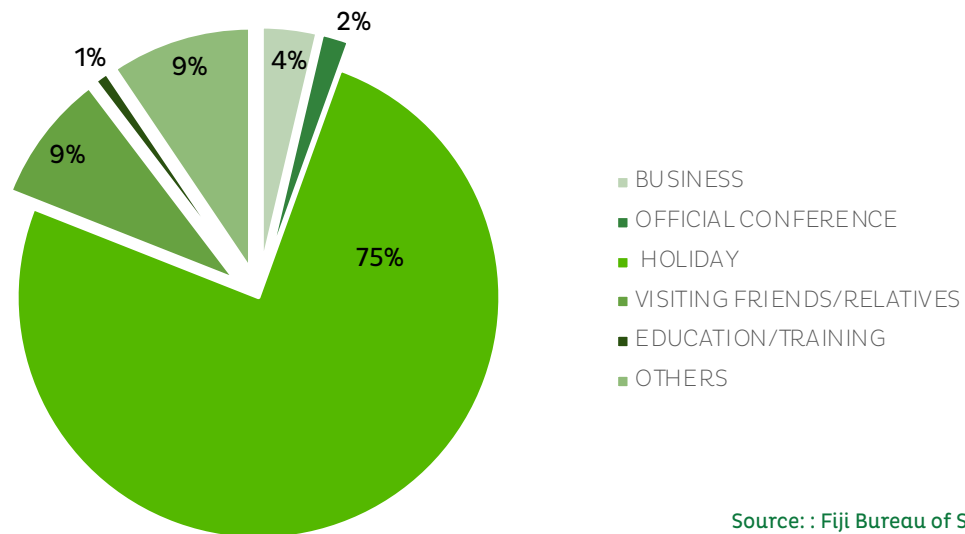
2017/2018 Average Spend by Country



Source : Fiji Bureau of Statistics.

In 2017 / 2018, average spend per visitor was FJ\$2283. Visitors from Canada were the highest spenders at FJ\$2,784. In Australia, our largest market, average spend increased to \$2,434.

Visitor Arrivals by Purpose of Visit



Source: : Fiji Bureau of Statistics.

In 2017/2018, visitors travelling to Fiji for a holiday made up 75% of arrivals, highlighting the importance of holiday visitors to Fiji's tourism industry. Visiting friends and relatives accounted for 9%, with business and conference making up 6% of visitors and "others" accounting for the rest.

Overview of Key Performance

2017 AUGUST - 2018 JULY

Tourism **fiji**



Global Activity for the Period

Brand Revitalization

Following the outcome of research studies, Tourism Fiji identified that a revitalization of Fiji's brand and positioning was required to ensure its continued relevance and effectiveness in the core markets. Thus, effecting a global strategic priority where adding value and distinctiveness to the Fiji brand, that supports premium pricing. An additional allocation of funds for the Global Brand Revitalization was included in the FY2017/18 Budget for the project.

In 2017, Tourism Fiji embarked on a rigorous global tender process to appoint a creative agency. Fifteen international companies submitted their respective submissions to state why their agency would be the right for Tourism Fiji.

The five companies shortlisted for Phase 2 had to provide their submissions in response to the creative brief and present their ideas to the Tourism Fiji panel in Fiji.

Brand agency, Saatchi & Saatchi NZ was successful in the overall tender process. Tourism Fiji engaged Saatchi and Saatchi NZ to provide recommendations on the current brand identity. The brand agency undertook a thorough review of all creative assets and competitors to assess the effectiveness and relevance of the current "where happiness finds you" brand.

The agency identified the following improvements to the brand that would assist Tourism Fiji to execute its strategy:

1. Create greater visual/tonal distinction between Fiji and other beach holiday destinations that emphasized a positioning that's more aspirational and importantly, one that will support premium pricing.
2. Ensure greater flexibility in our brand platform to convey a range of experiences ensuring the key needs of each market are met. This was vital to change the perception that Fiji was a 'single visit' destination by showcasing the variety of experiences available throughout Fiji.
3. Lift the emotional value of Fiji in our communications, make our audience feel happy. The brand platform needed to be versatile enough to tailor specific messages that were targeted to each of our audiences across all our markets.
4. Create a more active, authentic expression of Fiji in our tone and manner.

Brand Creative Development

Tourism Fiji and Saatchi & Saatchi NZ engaged the best suited Production Company and Director to deliver the assets for Tourism Fiji to use in perpetuity across all platforms. For the creative development, the key objective was to create a stronger expression of happiness that was uniquely Fijian.

Two scripts were developed that endeavored to capture the Spirit of Fiji and showcase the Bula Spirit.

Bula:

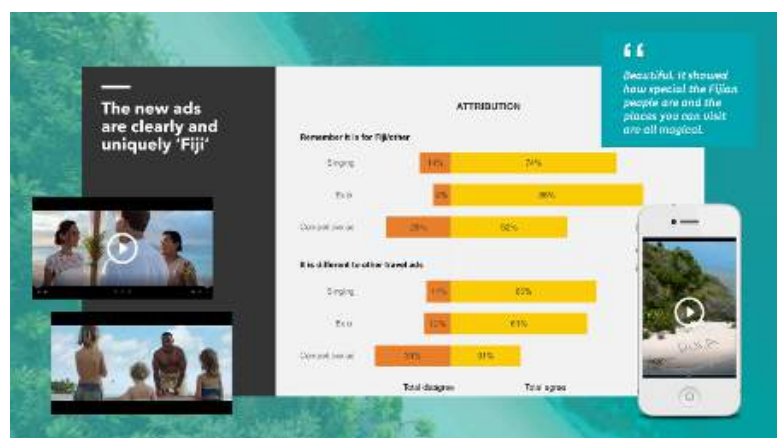
Bula isn't just a greeting in Fiji. It goes deeper than that. The ubiquitous Bula is a genuine and infectious expression of our warmth and friendliness of the destination.

Happiness:

This video was created and inspired by the sounds we hear in Fiji. Its intention was to create an emotional connection to Fiji through singing and also lift our profile as a more aspirational destination to visit. Singing is as infectious as the happiness it inspires. The song was an original that was choreographed by Igelese Ete and Damiano Logaiuvau and the Pasifika Voices.

Research on the videos was extremely positive suggesting they stood out from other destinations and were distinctly Fijian.

The brand videos were developed in the 2017/2018 financial year and launched towards the end of 2018.



Industry Day 2017

The annual Industry Day was held in November 2017 in three locations across Fiji in a bid for our entire Tourism Fiji team to meet with our industry partners in their regions – Pacific Harbour, Nadi and up North in Savusavu. While we received overwhelmingly positive responses within relation to registrations, length and content of our presentations, it was also a chance to hear from industry the challenges they face and how we could better engage with and support them.

Fijian Tourism Expo 2018

The Fijian Tourism Expo (FTE) 2018 was cancelled on Saturday 7 April at 2:38pm through an official announcement via the event software due to Tropical Cyclone Keni. The cancellation was undertaken with consultation between the Ministry of Industry, Trade and Tourism (MITT) as well as other key stakeholders. The event was scheduled for 10 – 12 April 2018 with 74 exhibitors and 162 buyers and media registered.

Interhash 2018

Supported by Tourism Fiji, the Interhash 2018 commenced on 24 May and was attended by 1,700 visitors from more than 20 countries. For 10 years, Nadi Interhash had actively bid to host the event and were finally successful with the Interhash held in Nadi in 2018. Fiji beat out much larger bidders like Indonesia and Malaysia and was the first county in the Pacific region to host such an event.

INTERHASH COMES TO FIJI

INTERHASH 2018
24th - 27th May
Nadi, Fiji

DSM CENTRE
your healthcare professional

If you see large crowds of men and women wearing red dresses and even heels running through Lautoka's streets, know it is for a good cause. International running group Hash House Harriers will converge on Fiji's paradise for their biennial International meet from May 24th to 27th 2018. Fiji won the right to host the event in Nadi beating out bids from Malaysia and Indonesia.

For the first time ever Fiji will host Interhash – the granddaddy of periodic international Hash House Harriers events. Over 1,500 hashers from 60+ plus different countries will gather on western Viti Levu for the event's 21st anniversary.

Hash House Harriers is a global self-proclaimed "drinking club with a running problem," whose members meet, run and socialize. Hashers all go by nicknames, some of them even R-rated.

Money raised from the Red Dress Run, a signature event of the world's largest running club, will go toward the renovation of the Nadi Hospital. The red dress run will take on a historic route through the sugar city of Lautoka tracking along Marine Drive, the wharf area, a sugar cane mill, FSC compound, the hospital and finishing off at the Lautoka Club.

The event's home base will be Prince Charles Park in Nadi. With eight different run sizes to choose from, hashers in their bold attire will charge through scenic countryside including the Sabeti Mountains and Momi and some urban areas on short, medium and long trails.

The hash closes with a ceremony and the announcement of the winner of the Interhash 2018.

*Compiled by EXPLORE Fiji. Finner Fiji photos.

RUM Co. of Fiji

RATU
PREMIUM AGED RUM
AGED BLENDING RUMS FROM FIJI

AVAILABLE AT LEADING RESORTS, BARS AND CLOTH FREE.

EXPLORE FIJI

Regional updates

AUSTRALIA

Australian Bridal Service Wedding Expo

Australia's largest bridal expo since 1992 was held in Melbourne and Sydney in January 2018. In both cities, it was pegged as the prime bridal event for couples planning to get married. The Expo recorded visitations from over 6,000 brides and honeymooners in each city and was an excellent opportunity to push Fiji's wedding and honeymoon experiences.

Flight Centre Expo

The Flight Centre Travel Expo in February 2018 was the largest consumer show in Australia with over 3 million subscribers to the Flight Centre Group Network. Tourism Fiji attended shows in Sydney, Melbourne and Brisbane to promote Fiji to over 60,000 attendees collectively.

Matai Mega Conference 2018

Approximately 140 Matai agents from Australia, New Zealand and North America attended the 2018 Matai Mega Conference in Fiji to meet with Fiji's tourism industry and learn more about Fiji's tourism products. A number of networking events were arranged for agents and local trade to build strong relationships and pre/post famils were organized to be able to showcase Fiji's many regions and experiences.

NEW ZEALAND

Helloworld Rotorua Consumer Expo

Tourism Fiji New Zealand attended this full-day expo alongside 24 other destinations and global products. Two Fijian operators attended alongside Tourism Fiji to raise brand awareness of these resorts and drive conversion.

Flight Centre Cooperative Campaign

A cooperative campaign with focus on families and Fiji Airway's special child fare coincided with the popular Flight Centre expos. During the campaign, a tactical press placement was also in place to supplement the activity. This resulted in an additional 922 passengers booking trips to Fiji.



Bridal Service Wedding Expo, Australia



Flight Centre Expo 2018, Australia



Matai Mega Conference 2018, Fiji

NORTH AMERICA

Virtuoso Awards

In August 2017, Fiji was named the 'Hottest Destination of the Year' by luxury consortia Virtuoso at the Annual Virtuoso Travel Week in Las Vegas. The award was the culmination of 6 years of marketing investment with the retail network and ongoing education and training of its travel agent members.

San Francisco Rugby Integrated Consumer Campaign

In July 2018, Tourism Fiji North America ran an integrated campaign in San Francisco to coincide with the Rugby World Cup 7s tournament in the area. This campaign was a consumer campaign focusing on the San Francisco area leading up to and during the Rugby 7's tournament. Fiji Airways was a tactical partner and the paid campaign reached 44 million consumers promoting a \$777 fare from San Francisco to Nadi. The PR activities in the week leading up to the tournament gathered 75m earned impressions.

Expedia 2017/2018 Campaign

An exceptionally popular cooperative campaign was in market with Expedia over 2017/2018. The campaign delivered 17.5m impressions with a 5% click through rate.

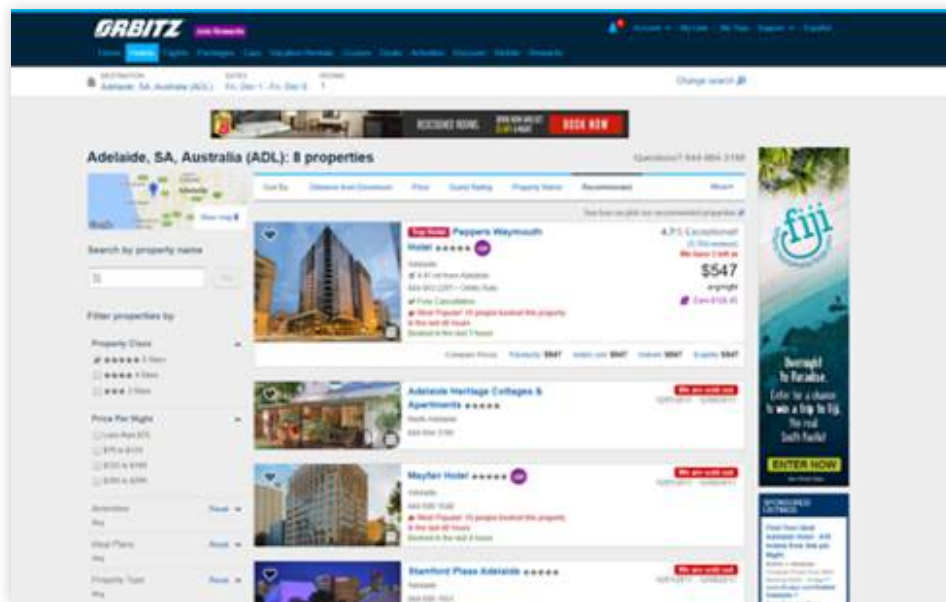


Annual Virtuoso Travel Week in Las Vegas, USA





San Francisco Rugby Integrated Consumer Campaign, San Francisco, USA



Expedia Campaign



UNITED KINGDOM & EUROPE

FTI Touristik South Pacific Trade Workshop

In March 2018, Tourism Fiji partnered with Fiji Airways and South Sea Cruises to run a dedicated 2-day workshop focusing exclusively on the South Pacific. The workshop was held in the FTI Touristik Head Office lounge in Munich and was attended by 62 agents.



FTI Touristik South Pacific Trade Workshop, Munich

Fiji Bula Nights, Stuttgart & Zurich

In July 2018, Tourism Fiji ran two evening presentations in Stuttgart & Zurich. The evening events included a 3-course dinner, 10-15 minute presentations by partners and entertainment by the visiting VOU dance group. A total of 80 agents attended.

For these events, Tourism Fiji partnered with Fiji Airways, Outrigger Resorts, South Sea Cruises, Captain Cook Cruises and Nanuku Auberge Resort. The cultural entertainment was much appreciated, and Tourism Fiji received a lot of praise from the agents about the innovative event.



CHINA

China Luxury Traveler Social Campaign

Tourism Fiji China ran a social media campaign with popular WeChat channels Premium Traveler, Galerie North America and Galerie Europe to target China's luxury travelers. The campaign resulted in increased brand awareness and eventually an increase of Tourism Fiji's WeChat follow.

Tuniu Campaign 2018

The Tuniu campaign was a 12-month campaign with OTA Tuniu, marketing directly to the family market through emphasizing family vacations. This consumer campaign brought about an average of 262 bookings every 2 months.

China May Roadshow 2018

The China May Roadshow involved travel trade sales missions to Beijing, Shanghai, Hangzhou, Chengdu, Shenzhen and Hong Kong. A total of 193 agents visited the booths and a total of 8 tourism partners from Fiji attended the trade seminar.

REST OF ASIA:

SATTE India 2018

Tourism Fiji participated at SATTE, India's leading travel and tourism event in New Delhi at Pragati Maidan from 31 January – 2 February 2018. The Tourism Fiji booth was shared with Fiji Airways, Tour Managers and Rosie Holidays and saw over 300 agents at the Trade Show.

Trade Partner Launch – Japan

Tourism Fiji launched a partnership with three agents that have exclusive tour brochures and sales activities for Fiji. These agents included JTB World Vacation, Playguidetour and Toho Travel. This activity had a strong impact in regard to increased brand awareness and sales conversions.

Malaysia Agents Sales Mission

Tourism Fiji attended this trade event to support Fiji Airways GSA in Kuala Lumpur – Chiu Travel, 1-2 Fly, Harpers and Forever and Sunway for the Leisure and MICE markets. A total of 4 Fijian operators attended and 5 trade sellers.

KPI Analysis

KPI Analysis for 2017/18

ANNUAL KPI PER REGION- 2017/2018	AUSTRALIA		NEW ZEALAND		NORTH AMERICA	
	TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL
Visitor Arrivals	369,466	329,909	186,294	165,195	97,941	86,612
Cooperative Campaigns No. of campaigns undertaken	10	17	12	17	8	11
Consumer Campaigns No. of campaigns undertaken	3	6	5	12	10	10
Website sessions to fiji.travel	237,657	324,917	8,600	162,884	260,000	699,696
Media Files No. of famils	12	19	10	18	11	14
Trade Files No. of famils	23	21	11	9	3	5
No. of pax	230	174	106	107	53	58
Matai Program No. of new registrations	895	871	330	359	160	529
No. of new specialists	340	514	227	227	120	345
Roadshows No. of roadshows undertaken	9	13	2	8	2	7
No. of Fijian operators	67	116	21	93	14	100
No. of agents attended	470	941	400	941	325	610
No. of Post roadshow reports (incl. participants evaluation)	9	11	2	5	2	7
Consumer Shows No. of shows attended	7	11	16	18	4	4
No. of Fijian Operators attended	53	70	48	83	10	18



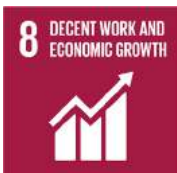





CHINA+HK		UK/EUROPE		INDIA		SINGAPORE		JAPAN	
TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL
55,322	45,562	52,859	46,315	5,656	5,324	1,754	2,212	37,218	28,594
28	23	20	28	6	5	1	2	1	11
3	5	6	16	4	2	2	3	2	2
10,000	19,305	105,000	150,685	60,000	106,310	28,000	37,444	4,000	7,253
2	7	13	15	3	2	6	2	2	3
2	6	12	7	4	0	1	3	2	4
40	57	47	23	32	0	10	29	20	34
120	9	300	315	315	240	200	15	80	5
120	7	180	156	100	93	80	6	40	4
4	3	6	13	1	2	1	5	1	3
16	5	3	44	10	6	3	13	3	20
350	137	115	856	400	550	100	165	50	288
4	3	6	12	1	2	1	3	1	1
0	2	8	10	1	-	1	1	2	1
0	-	1	5	N/A	-	1	0	2	1

Sustainable Development Goals

Tourism Fiji's Progress Towards Sustainable Development Goals

Since the United Nations launched the Sustainable Development Goals (SDGs), Tourism Fiji will be aligning its operations to ensure positive contribution towards the United Nations SDGs as an organization.

SDG 2017/18	POLICY	ACTION	TARGET	PROGRESS
	Ensure healthy lives and promote well-being for all at all ages Staff welfare is very important to Tourism Fiji.	Tourism Fiji also ensures that when staff do fall ill, they are well taken care of and cover their medical bills.	100% of Fiji based staff have health insurance.	This was achieved.
	Achieve gender equality and empower all women and girls Tourism Fiji is an equal employment opportunity employer.	Recruitment and promotion are purely based on merit and is free of bias or gender.	0 complaints.	In 2017 56% of our team were females while 44% were male. It's a good balance but we continue to provide equal opportunities to all, regardless of one's gender.
	Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all The work that Tourism Fiji does has a real and direct impact on the growth of visitor arrivals & tourism sector employment.	We have regular check-ins with staff and aim to ensure we have a positive, non-toxic working environment for our staff as well as promote these values to our tourism industry as well.	We aim to build our capacity and hire the right people in the roles, so we achieve high standards of work. This impacts on tourism numbers and employment in tourism	On-going recruitment and capacity building to hire several roles in the organisation at the moment.
	Reduce inequality within and among countries Tourism Fiji tried to ensure that we pay our staff a decent salary for the job required	We are working to get a survey report conducted to see if there are any gaps that need to be filled in this regard.	Ensure we identify how Tourism Fiji compared with other companies and ensure we make the relevant changes needed as best practice.	We are still making progress with this goal but are in a good spot
	Take urgent action to combat climate change and its impacts* Tourism Fiji fully understands the detrimental impacts that climate change has on the Pacific – our people, their way of life and futures.	As much as we can, we support Fiji's plight to raise awareness on the harmful impact of climate change.	Working with MITT to map out ways to be more proactive and contribute more to this space over the next few years.	Active conversations are ongoing.
	Protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss As much as we can, Tourism Fiji does its best to promote sustainability throughout our industry.	Tree planting exercises with media and trade famils that come to Fiji on a regular basis.	Incorporate at least 5 activities that promote biodiversity, sustainability and protection of the environment and forest.	Achieved this through partnership with industry stakeholders in 2017.



An aerial photograph of a tropical beach. The top right corner shows clear, turquoise water meeting a wide, white sandy beach. Several palm trees are scattered along the shoreline, with a dense cluster of green foliage in the bottom left. Two blue lounge chairs are positioned on the sand near the water's edge. The overall scene is bright and idyllic.

Tourism **fiji**