



TOURISM TOGETHER

Navigating opportunities to
attract high value tourism and
investment in 2025

Fiji Tourism Convention 2024

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25 September 2024





WHAT DOES THE GLOBAL ECONOMY LOOK LIKE IN 2025?



IMF says global, 'soft landing' in sight in 2025

Global economic jitters predicted in 2025

GLOBAL ECONOMIC GROWTH...TO POTENTIALLY SLOW IN 2025

World Growth to Remain Stable in 2025

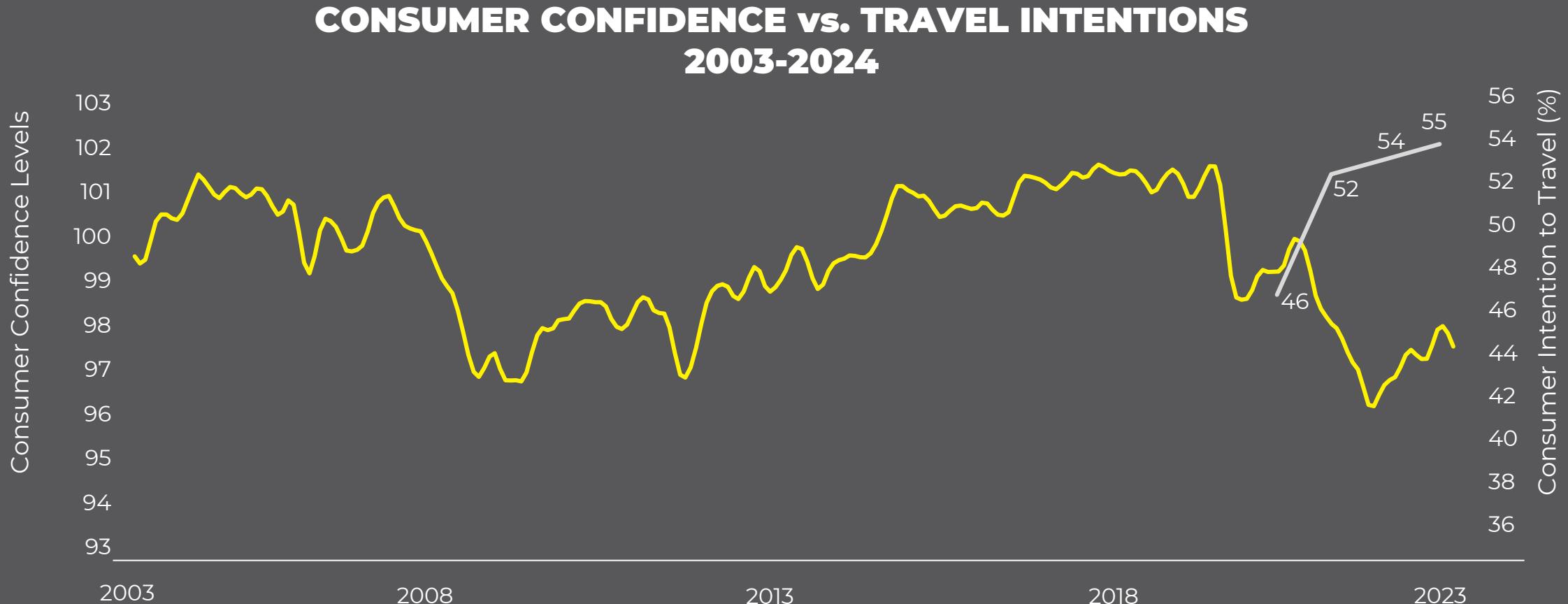
Despite Pivot to Monetary Easing

**2025 Economic Outline?
A mixed bag...**

FOR A GENERATION GLOBAL TOURISM HAS TRADITIONALLY BEEN LINKED TO ECONOMIC PERFORMANCE



ARE WE NOW WITNESSING A DECOUPLING OF TRAVEL INTENTIONS FROM CONSUMER CONFIDENCE?





4 TRENDS 1 THREAT

THAT WILL INFLUENCE
TOMORROW'S
TRAVELLER

&

OPPORTUNITIES FOR FIJI
TO ATTRACT TOURISM
INVESTMENT



Fully Sustainable Travel

AI Use in the Industry and Consumer Value Chain

THE TOURISM OF “ME”



THE TOURISM OF “ME”

1. **LUXURY IS BACK WITH A VENGEANCE**
2. **MY HEALTH AND WELLNESS**
3. **THE LONELINESS EPIDEMIC AND SOLO TRAVEL**
4. **TOURISM'S MURKY RELATIONSHIP WITH WORK**



1. LUXURY IS BACK WITH A VENGEANCE

GROWTH RATE

- Valued at USD \$628 billion to \$1.2 trillion with growth rate of almost 9% to 2031

DRIVERS OF GROWTH

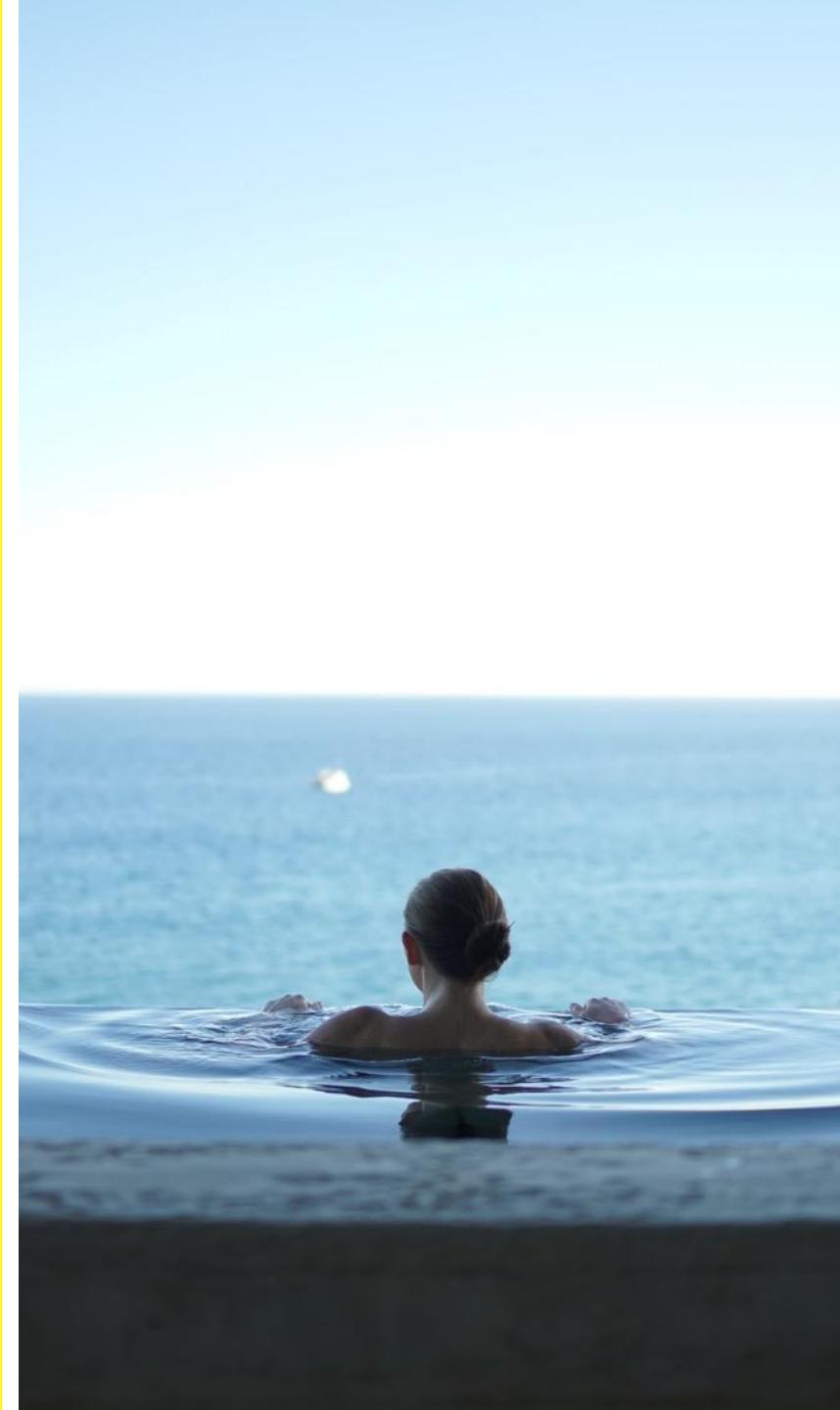
- High net worth travellers seeking unique vacation experiences joined by middle and upper middle class particularly from Northern East States and California, China and India; and driven by social media “insta-worthy” destinations



2. SPIRITUALITY, HEALTH AND WELLNESS — BEYOND THE SPA

Hotels are embracing “extreme wellness,” a trend that marries sleep, performance, recovery, spirituality, nutrition, and forward-thinking wellness practices aiming to optimize human performance and wellbeing

- 50% of professionals on the verge of burnout
- Post COVID, 55% of travellers prioritizing wellness, spirituality and nature-oriented experiences in remote and rural destinations



3. LONELINESS EPIDEMIC AND SOLO TRAVELLERS

While travel is still about experiences, it's becoming more about sharing those experiences, meeting and connecting with people

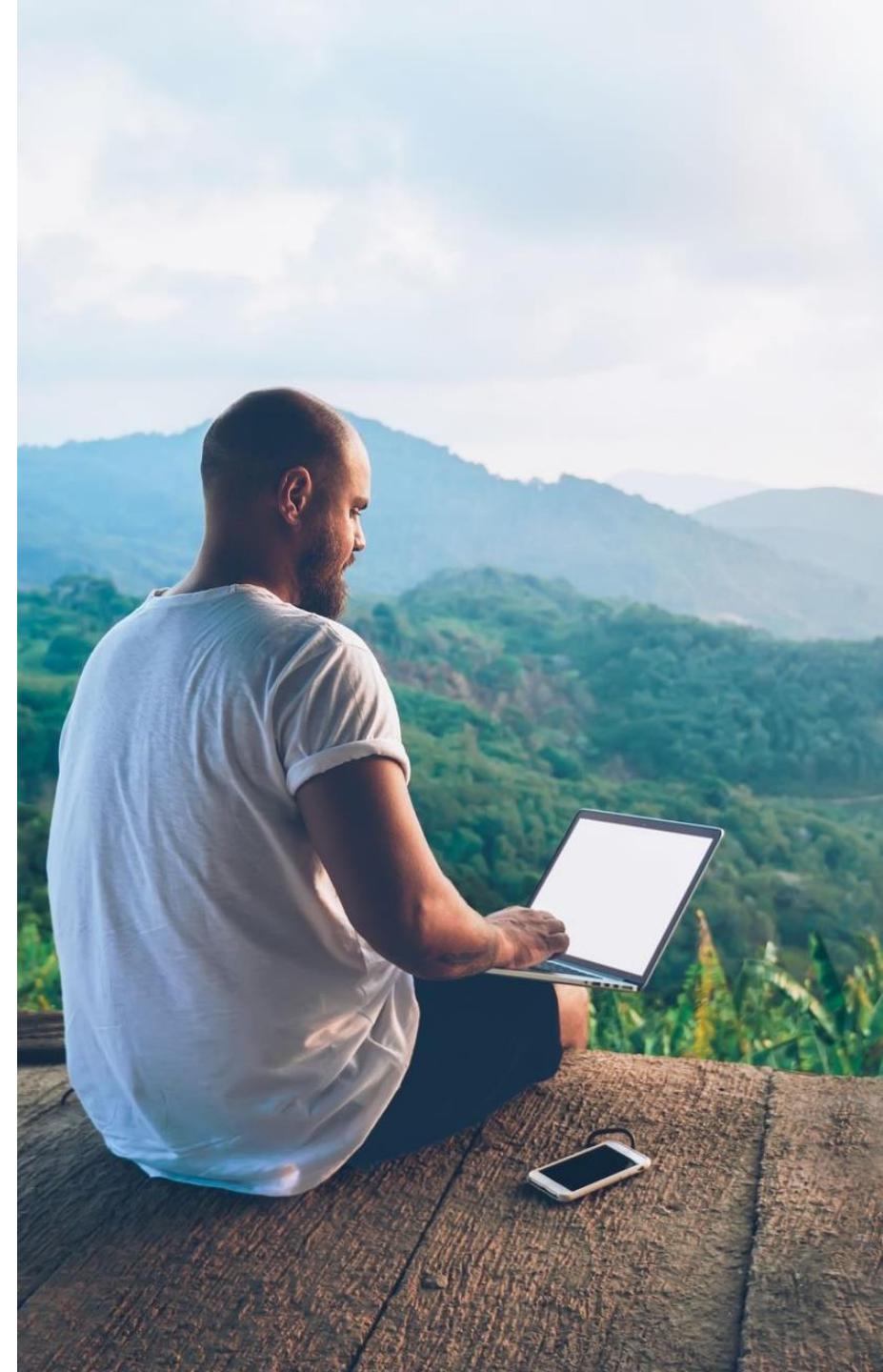
- 24% of adults feel lonely - for ages 19 to 29 that percentage is 65%
- 53% of hybrid workers struggle to connect with co-workers
- In 2017, 27% of travellers with the top 20 group tour operators were solos. In 2019, it was 39%. In 2023, it's 44%.



4. TOURISM'S MURKY RELATIONSHIP WITH WORK

United Airlines CEO declared a permanent structural change in the industry as business and leisure have become indistinguishable

- Work for many is now remote or can be remote for weeks or months freeing up opportunities to work from anywhere
- Travellers willing to bring work with them take **2X** as many trips and of those who do, are adding **3 or more days** to their vacation



1 THREAT

THAT WILL INFLUENCE TOMORROW'S TRAVELLER



SAUDI TOURISM INVESTMENT





LEVERAGING THE OPPORTUNITY

WHAT FIJI'S TOURISM INDUSTRY MUST TO DO TO SHIFT, ADAPT AND INVEST TO ACCELERATE GROWTH

A photograph of a woman from behind, standing on a wooden pier. She is wearing a black tank top and a long, patterned sarong with a red and green geometric design. She is leaning against a metal railing. The pier extends into a bright blue ocean. In the background, a small, sandy island with lush green trees is visible under a clear blue sky.

1

REALLY, REALLY KNOW YOUR CUSTOMERS AND DESTINATION

- ✓ **MARKET RESEARCH**
- **CUSTOMER EXPERIENCE**
- **COMPETITORS**
- **GAP ANALYSIS**

**GIVE TOMORROW'S
TRAVELLERS MORE
CHOICE IN FIJI:
TO ENGAGE IN THEIR
FAVOURITE
EXPERIENCES DURING
AND OUTSIDE OF THE
HIGH SEASON**



2

**DEVELOP MORE
EXPERIENCES BY
SEASON**

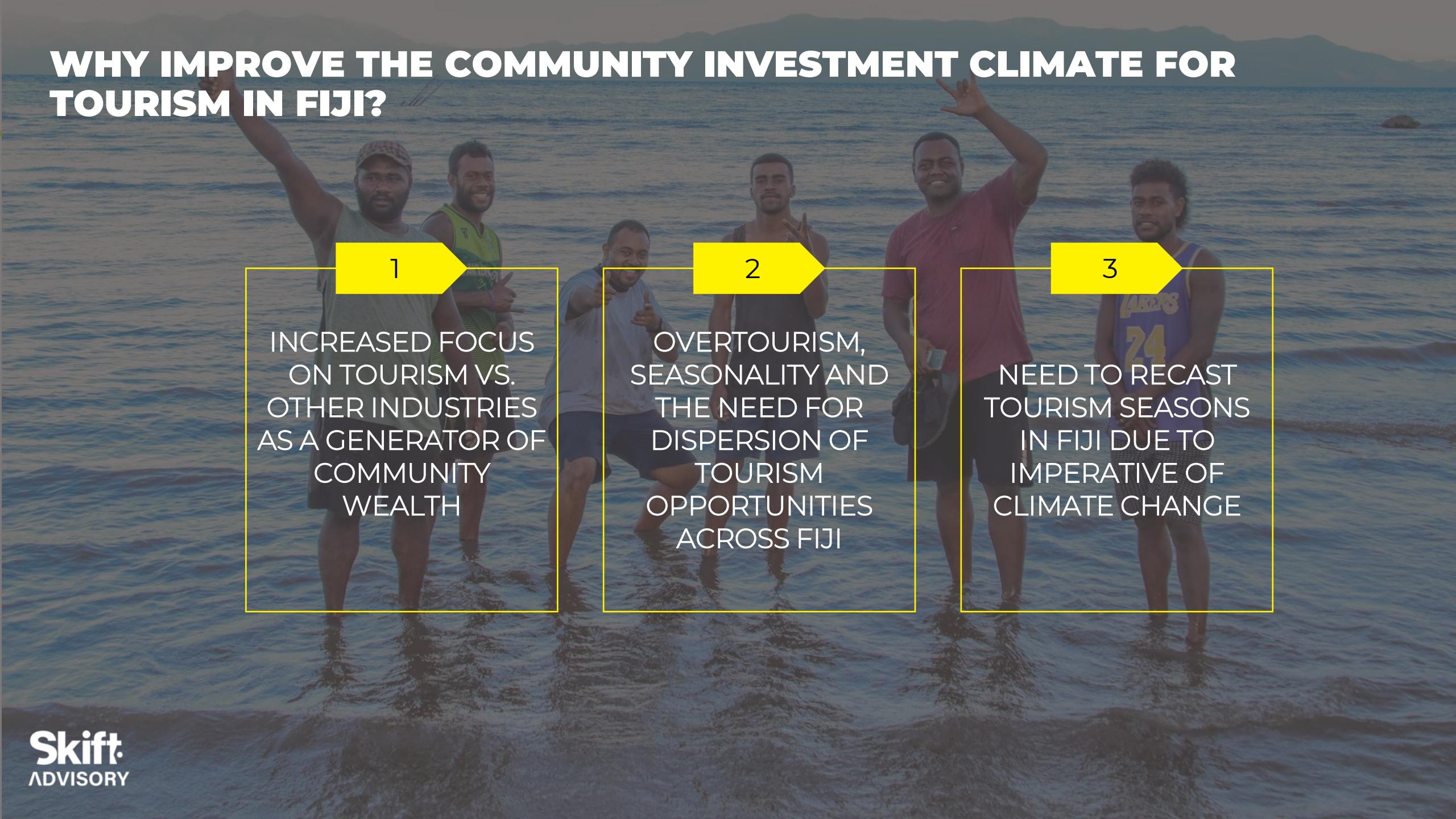
A close-up photograph of a young Fijian man with dark hair tied back. He is wearing a traditional headpiece made of green leaves and a necklace made of yellow beads. He is smiling and looking towards the camera. The background is blurred, showing greenery and a road.

3

IMPROVE FIJI'S ATTRACTIVENESS FOR INVESTMENT

With changes in traveller tastes, destinations need to keep on top of those tourism assets that best reflect their brand position, the needs of their customers and attract more entrepreneurs and investors to support

WHY IMPROVE THE COMMUNITY INVESTMENT CLIMATE FOR TOURISM IN FIJI?



1

INCREASED FOCUS
ON TOURISM VS.
OTHER INDUSTRIES
AS A GENERATOR OF
COMMUNITY
WEALTH

2

OVERTOURISM,
SEASONALITY AND
THE NEED FOR
DISPERSION OF
TOURISM
OPPORTUNITIES
ACROSS FIJI

3

NEED TO RECAST
TOURISM SEASONS
IN FIJI DUE TO
IMPERATIVE OF
CLIMATE CHANGE

WHAT TOURISM INVESTORS TOLD US:

Tourism and hotel investors have a great deal of choice in which destination they will risk their capital

“We came close to developing a resort in the destination but in the end, they just couldn’t get the land zoning to support so we moved on.”

THE IDEAL COMMUNITY FOR TOURISM INVESTORS:



TOURISM INVESTMENT ATTRACTION FROM PEER DESTINATIONS



Tourism Investment Monitor

2022-23

A guide to
**tourism
investment**

from concept to reality



DEFINING THE FUTURE OF GLOBAL TRAVEL AND TOURISM.

Skift
ADVISORY

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