

2022 Challenges & Changes

- **Staffing Challenges:**
 - Skilled labour shortages, including as a result of immigration flows
 - Training & Upskilling: Significant number of new personnel across the industry in all roles, with knowledge and experience gaps vs pre-pandemic staff
 - Retention: Employee incentives/benefits, longer term career progression opportunities
 - The need to build a pipeline of skilled workforce across all areas of the industry
- **Traveler Expectations:**
 - More informed, and actively seeking more information pre-travel
 - Increase in communication required – resource and time intensive exercise for stretched teams, with on average 10-15 email exchanges per guest
 - Demographic shift: Growth of the 20-30s age bracket with different purchasing behaviour and trends. There is opportunity to be more proactive with capturing market share through this demographic vs other destinations globally
 - Increase in demand for more value inclusive offerings including Half Board, Full Board, and other Packages
 - Preference for flexibility in booking policy – leading to higher rates of cancellation in-month, and need to replace this business last minute
- **Trends:**
 - Over 50% of travelers have purchased packaged product, including Accommodation + Flight, Accommodation + Meals
 - Spend per occupied room has increased overall – a willingness to pay and experience ancillary offerings including activities, tours, spa, F&B
 - Business mix at properties is shifting towards the leisure segment vs traditional MICE/Corporate reliance
 - Guest Satisfaction is up! 93% of travelers between April – August 2022 were satisfied with their trip according to airport data
 - Increase in 'last minute' bookings
 - Increase in average length of stay, especially from long haul markets (US & Europe)

Key Takeaways & Actions

- **[Expedia]:** Deliver more data and insights on competitor destinations, traveler demand trends
- **[Expedia]** Support training and refinement of processes around **guest communication** – Leveraging existing tools in Partner Central (and exploring ways to technically develop this further)
- **[Expedia & Properties]** Work together to develop, implement and manage value-inclusive products and packages to meet traveler demand
- **[Expedia & Properties]** Collaborate on Training, Learning & Development opportunities to upskill staff.
 - **[Properties]** Please leverage your Market Managers to support your internal training and development frameworks
 - **[Expedia]** Explore virtual workshop and training opportunities in 2023
 - **[Expedia]** Support properties with transition to a dynamic B2B distribution space
- **[Tourism Fiji, Fiji Government, Industry Collaboration]** Training Academy for the Fijian Tourism Industry. This could involve a 4-6 week finishing program to ensure the workforce is equipped with all fundamental skills to set up for long-term success in the industry. Expedia Group will endeavor to understand our capacity to support development plans in this space.