

TOURISM FIJI



Agency Tender

Creative | Media | Digital



1. Introduction

This is an invitation to leading agencies to partner with us in shaping the next phase of our growth - sharing the Fiji story with the world with more depth and impact, and cementing Fiji as an iconic, must visit island destination for those seeking meaning from their travels.

Tourism Fiji is seeking strategic agency partners to support the next phase of destination growth and global brand leadership. This tender is not a request for a new brand platform. “Where Happiness Comes Naturally” remains the foundation of Tourism Fiji’s positioning and has demonstrated strong commercial and brand performance across key markets.

The purpose of this process is to identify agency partners who can:

- deepen the distinctiveness and effectiveness of the existing platform;
- drive measurable commercial outcomes;
- improve conversion across the travel customer journey;
- strengthen market-specific execution; and
- deliver more integrated, accountable and efficient ways of working.

Tourism Fiji is specifically seeking agencies capable of combining strategic rigour with creative excellence. Responses should demonstrate clear thinking grounded in audience insight, market realities, operational delivery capability, and measurable outcomes within the specified budget range and not simply high-level brand narratives or aspirational creative concepts. Agencies are expected to apply disciplined strategic thinking and respond directly to the objectives, priorities, deliverables, and commercial parameters outlined in this brief. Ideas or recommendations must demonstrate commercial feasibility within the stated budget range. Unrealistic or unscalable proposals may receive lower evaluation weighting under price and value for money criteria.

Agencies are encouraged to focus their submissions on strategic and executable solutions relevant to Tourism Fiji’s objectives. While relevant experience should be demonstrated, submissions should prioritise applicability to the brief rather than general agency credentials. The emphasis of this process is on practical, well-considered, and executable solutions that demonstrate a strong understanding of Tourism Fiji’s requirements and market context. Agencies are expected to challenge assumptions where appropriate and provide evidence-based recommendations supported by data, market intelligence and relevant case studies. This is a competitive commercial tender. Tourism Fiji will assess responses not only on creative capability, but also on strategic depth, operational structure, cost efficiency, reporting capability and ability to deliver results across multiple international markets.

2. Our Brand:

Where Happiness Comes Naturally

In 2022 we refreshed our brand platform to **“Where Happiness Comes Naturally” (WHCN)**. This positioning holds a powerful truth: In Fiji happiness is not turned on for visitors, it exists whether they are here or not. It is the result of a culture grounded in community, sharing, respect, spirituality and connection; elements proven by science to deliver *genuine* happiness, not the superficial happiness so often trumpeted by global brands.

Post-Covid and against a backdrop of ongoing global conflict and uncertainties, the global traveller has changed. People are increasingly seeking connection over consumption, meaning over movement and belonging over escape. Fiji is uniquely positioned to lead this shift because this way of life has always been true here.

WHCN perfectly taps into this shift - brand tracking, creative testing, campaign metrics and most importantly, commercial outcomes of visitor arrivals and revenue show the platform has deeply resonated. It has also been widely recognised at an industry level, receiving multiple global awards including a **Silver Effie**, a **PATA Gold** and awarded **Best Communications Strategy by City Nation Place**. Since launch multiple island destinations have also followed suit with culture first positioning including Hawaii, Tahiti, New Caledonia and Jamaica.

Given the platform already holds significant brand equity and has proven to be compelling to the modern traveller, we are not seeking to change it. However, we are aiming to bring more depth, protecting the distinctiveness of our positioning against competitors who are catching up, maintaining its appeal for potential visitors, and ensuring it remains deeply true to Fiji.



What "Where Happiness Comes Naturally" means

Fiji is renowned for its friendly and welcoming culture.

But being Fijian (including the multiple ethnic groups who call Fiji home) is much more than being friendly and joyful

1

Connection & Belonging

- It's understanding that we are part of something greater than ourselves
- It's a connection to people, land, history and responsibility
- It's being part of a culture that is lived, not learned

2

iTaukei Values

Veidokai - Respect

Vakarokoroko - Humility

Veiqaravi - Service

Vakaturaga - Integrity

3

Vanua

It is "Vanua" which translates to land, but also encompasses people, tradition and spiritual connection. This is what our visitors experience when they visit, and what stays with them long after they leave. This feeling is our true competitive advantage.

4

Accountability & Stewardship

- It is recognition that our accountability goes beyond systems, policies, and organizations. We are accountable to the Vanua to our people, ancestors, and the values we carry. We believe the land sees all so we must always act with integrity
- It is understanding that we belong to the land. The land existed before us, and it will remain after us. We are simply caretakers for a time. This means we must protect, respect and preserve it for those who will come after us

5

Past, Present & Future

It is seeing the past, present and future as intimately connected - the past is in front of us because we know what has already come and the future is something we walk into. We move forward while looking into the past.

6

Honored Guests (Vulagi)

It's knowing that visitors (vulagi) are more than guests. They are honored, respected, placed under our care and brought into our circle. We are responsible for what they experience and how they remember Fiji.



Based on our cultural values, Fijian happiness is:

Human

connection, care, belonging,
grounded in lived traditions

Natural

unspoiled beauty, effortless and
authentic experiences, a
respected and protected
environment

Emotional

It's not just what visitors do but how
they feel, the mana (lived integrity)
that Fijians carry, an invitation to
experience our world

What WHCN is not

- Superficial or clichéd
"tropical paradise"
messaging
- Generic happiness,
escapism or servitude
to the visitor
- Staged, scripted,
or transactional

Implication for Agencies

- All work must deepen our platform, not replace it
- Bring authenticity and emotional truth to life by showing, not telling
- Share the Fiji story with the world in ways that are contemporary and innovative, but also meaningful
- Avoid visual clichés and overly posed, retouched and saturated imagery, ensure meaningful storytelling across every touchpoint

3. Strategic Context

Our Marketing ambition is to position Fiji as world's most welcoming and emotionally rewarding island destination.

Macro Environment

Post-Covid the global environment has remained unstable. Ongoing global conflict, political upheaval, cost of living pressures and decreasing consumer confidence have impacted travellers' choice of destination. Fiji's geographic location, warm and inclusive culture, and safety record have remained competitive advantages in the current climate, with travellers particularly in core markets rethinking long-haul travel in favour of closer, more familiar destinations.

Fiji's prices have remained relatively high post-Covid and we are seeing increasing competition from South East Asian destinations which travellers see as providing a unique cultural experience at a lower cost.

Strategic Pointers

- Focus on value 3 both yield-driven growth and the value Fiji offers over other lower priced destinations
- Ensure awareness translates to meaningful preference and conversion
- Deliver an always-on marketing ecosystem that can easily flex to accommodate global shifts and opportunities
- Look beyond 'destination marketing' to storytelling and initiatives with purpose
- Leverage partners to drive visibility beyond traditional marketing
- Execution to have a combination of pure branding and as well as mid to low funnel co-operative execution style

4. Objectives of Tender

Tourism Fiji is seeking agency partners capable of delivering against the following commercial and strategic priorities:

Brand & Positioning

- Strengthen and evolve the “Where Happiness Comes Naturally” platform without replacing it.
- Protect Fiji’s differentiation as competitors increasingly adopt culture-led positioning.
- Increase consideration and emotional preference in key source markets.

Demand & Yield

- Drive high-value visitation and increase yield across priority segments.
- Improve conversion efficiency across paid, owned and earned channels.
- Support visitation growth while reinforcing value over price-based competition.

Market Effectiveness

- Deliver market-specific strategies for Australia, New Zealand and North America.
- Demonstrate understanding of differing audience behaviours, airline economics, booking windows and media consumption patterns by market.
- Improve integration between global brand activity and local market activation.

Digital, Data & AI Capability

- Improve Tourism Fiji’s digital ecosystem, CRM maturity and performance reporting.
- Deliver clearer attribution modelling and measurable ROI frameworks.
- Support first-party audience growth and customer journey optimisation.
- Integrate AI across travel inspiration and journey planning process as a starting point, and more.

Operational Capability

- Provide a clear servicing structure with principal strategic oversight.
- Demonstrate ability to work effectively with Tourism Fiji HQ, regional directors and in-market partners.
- Deliver efficient production using new technologies and media approaches with transparent commercial structures.

We are also seeking partners that matches the core values of vuvale (family) in conducting day to day business, access to the principle at all times, fair value remuneration and kinship. We therefore invite agencies that can deliver on the objectives of the tender regardless of their organisation size – you could be a big name agency or a proven boutique agency, both having track record in tourism, hospitality and airline background.

5. Scope of work

Agencies are welcome to apply for one or more of the following functions, or demonstrate an alternative, non-traditional method of fulfilling the following requirements.

Creative

Be our core partner in global brand authenticity, creativity and guardianship, helping increase consideration for brand Fiji in key markets. You will:

- Deliver distinctive global brand campaigns (eg film, digital, social, OOH) working closely with HQ and in-market teams to ensure campaigns reflect the nuances of each market and consistently tracking and optimizing performance.
- Deliver efficiency in production budgets, and assets that can live long-term (at least 30 months for all global brand campaigns). Utilise local production partners effectively, engaging them as early as possible
- Help deepen our brand story across all touchpoints including our brand guidelines
- Support our talented in-house content team to enhance our always-on content ecosystems
- Deliver proactive ideas to leverage social trends and opportunities based on global climate and competition
- Work with media, digital, and in-market PR agencies to ensure a consistent and cohesive narrative for brand Fiji
- Regularly share creative inspiration, trends and industry insights with the Tourism Fiji team

Digital

Help deepen attention across all digital platforms ensuring that brand and digital work hand in hand to deliver authentic narratives, platforms are cohesive and instinctive to use, and new technologies are used to deliver best in class audience engagement. You will:

- Optimise our digital customer journey from inspiration to conversion
- Review and enhance our website and content ecosystem and journey, ensuring the right CTAs are applied across demand generation activities and regional landing pages are effective
- Continue to enhance CRM and personalization strategy to grow consumer database
- Develop a social media strategy to leverage best performing, most influential social platforms to deliver an increase in loyal followers from global markets
- Maintain digital data dashboard and provide regular reporting for team, including for executive and board
- Explore an online marketplace for experiences and properties with a third-party booking provider (underway)

Media

Find contemporary, unique, integrated ways to share the Fiji story with audiences in core and emerging markets, capturing attention and hearts. Ensure efficiency and sustainability in media approach. You will:

- Deliver comprehensive global and market-level media strategy. Global strategy to be determined by a core team working with HQ and regional representatives. Strategy will ideally be activated by in-market agency teams who can work directly with our in-market teams. If your agency does not have representation in our core markets please demonstrate how you will deliver strategies highly relevant to unique markets
- Provide always on and detailed reporting, attribution measures and optimisation, in real time where possible
- Improve conversion across the full travel customer funnel
- Full-funnel planning and buying, working with the nuances of each market eg some markets buy some media directly
- Deliver an always on performance strategy to drive digital metrics (search, social, programmatic etc) and a brand growth strategy to drive awareness and consideration
- Ensure consistent planning docs (global schedules, PCAs and reporting)



6. Key Audiences

Key Segments

- High-value experiential travellers
- Families including multi-gen and multi-family groups
- Luxury and premium couples
- Adventure and nature-led travellers
- Visiting Friends & Relatives (VFR)
- MICE
- Weddings and Honeymoon
- Marine tourism
(dive, small ship cruises, super yachts)

Key Markets

- Core: Australia, New Zealand
- Growth: North America China
(although China scope is not part of this RFP)
- Emerging: Asia (rest apart from China - priority Japan), UK, Europe

7. What does success look like?

Commercial*

	Current	FY25-26 target	FY26-27 target
Visitor arrivals	986,367 (2025)	1m (2026)	1.025m (2027)
Tourism earnings	\$2.81m (2025)		
Regional dispersal	No target/data	No target/data	

Brand*

	Current	FY25-26 target	FY26-27 target
Increase familiarity (awareness) in core markets	AU 50% USA 36% NZ 47% China 48% Japan 16%	Increase by at least 3% in each market	Increase by at least 3% in each market
Increase impression (consideration) in core markets	AU 64% NZ 61% Canada 55% China 61% Japan 42%	Increase by at least 3% in each market	Increase by at least 3% in each market
Brand sentiment	Recognised for beaches, hospitality, natural scenery, and the warmth of the visitor experience	Recognised for cultural depth, quality service, breadth of experience, environmental stewardship	

Digital*

	Current	FY25-26 target	FY26-27 target
Website sessions	13,371,526	14m	20m
Website unique visitors	7,693,526	10m	14m
Time on site	2.22min	2min+	2min+
Leads to operators and Fiji Airways	48,492	50,000	75,000
Conversion Rate	To be reviewed & discussed with successful bidder		
Database sign ups		50,000	80,000
Social followers and engagement	1,108,823	1.3m	1.3m

In addition to the above which are currently tracked, we are seeking agency support in developing measures for climate resilience, sustainability, and quality of life alongside relevant community and government partners.

***measured by financial year**

8. Response requirements

Agencies must address the following areas in detail.

1. Strategic Market Response

Provide independent strategic recommendations for:

- Australia
- New Zealand
- North America (United States and Canada)

Responses should include:

- audience behaviours and trends;
- competitive analysis;
- media and channel considerations;
- key conversion barriers and opportunities;
- recommended strategic priorities by market.

2. Audience Segment Strategy

Provide tailored approaches for the following priority segments:

- Australia High-value experiential travellers
- Families and multi-generational travel
- Luxury and premium couples
- Weddings and honeymoon
- MICE and Events
- Adventure and nature-led travellers
- Marine tourism (small ship cruising, diving and (super) yachting)
- Visiting Friends & Relatives (VFR) – relatively lower priority

Responses should include:

- segment insight;
- audience targeting approach;
- content and messaging strategy;
- conversion pathway strategy.

3. Brand & Creative Platform Evolution

Demonstrate how you would deepen and evolve “Where Happiness Comes Naturally” over the next three years without changing the core platform. Responses should include:

- strategic creative territories;
- examples of storytelling approaches;
- how Fiji’s cultural positioning can remain differentiated;
- approach to avoiding category clichés.

Tourism Fiji is not seeking speculative rebrands or superficial campaign lines.

4. Media Strategy

Provide:

- full-funnel media approach globally and for market specific execution;
- balance between brand and performance activity;
- channel planning philosophy;
- approach to attribution and optimisation;
- integration between global and market-level activity.

Agencies should also demonstrate how they would respond to changing economic conditions, airline capacity shifts and geopolitical disruptions.

5. Digital & CRM Strategy

Provide recommendations covering:

- website/customer journey optimisation;
- CRM and first-party data growth;
- social ecosystem strategy;
- performance marketing integration;
- reporting dashboards and measurement

6. Team Structure & Operating Model

Provide:

- proposed servicing structure;
- names, roles and seniority of key personnel;
- office locations and market coverage;
- escalation and governance structure;
- approach to collaboration with Tourism Fiji HQ and in-market teams.

7. Commercial Structure

Clearly outline:

- fee structure;
- retainers;
- project costs;
- production mark-ups;
- media fees;
- third-party costs;
- technology/platform costs.

Tourism Fiji reserves the right to benchmark commercial proposals independently.

8. Case Studies & Results

Provide a maximum of five relevant case studies (maximum 2 pages per case study) demonstrating:

- measurable commercial outcomes;
- destination, airline, hospitality or premium brand experience;
- integrated creative/media/digital execution;
- evidence of long-term brand building and conversion impact.

9. Timeline and Budget

Timeline

- **24 August | Stage 1**
Submissions Due
- **15 September | Stage 2**
Three agencies shortlisted
and final briefing provided
- **5 October | Stage 3**
Presentations in Fiji
- **13 October | Announcement**
Winning Agencies Informed

Budget

Please note budgets are tentative, there is room for some negotiation depending on selected agency(ies), scope of work proposed and team structure.

- Media - \$5.5m
- Creative - \$1.25m
- Digital - \$500k

10. Further Conditions

- a) all requests for clarification must be submitted in writing to the contacts listed in section 13 below no later than 7 days prior to the submission deadline. Responses will be shared with all participating agencies to ensure fairness and transparency.
- b) Tourism Fiji reserves the right to issue an addendum to this RFP. If such addendum is issued it shall form part of this RFP.
- c) Proposal must be submitted in the format set out in Section 8 above. Submissions that do not comply with these instructions will be disqualified at Tourism Fiji's discretion. Also, no late submissions will be accepted.
- d) All submissions shall remain valid for 180 days from the closing date unless withdrawn in writing
- e) Tourism Fiji reserves the right to accept or reject any or all proposals or to cancel this RFP at any time without any liability to any participating or potential agency
- f) Agencies must declare any actual, potential or perceived conflict of interest in relation to this RFP. Failure to disclose such conflicts may result in disqualification
- g) Agencies must not engage in any form of collusive, deceptive or anti-competitive conduct. Any evidence of collusion will result in immediate disqualification and reporting to relevant authorities
- h) Tourism Fiji maintains a zero tolerance policy towards fraud, bribery and corruption. Any attempt to improperly influence the evaluation or award process will result in immediate disqualification
- i) Agencies must not offer gifts, inducements or hospitality to any representative of Tourism Fiji during this RFP process.

11. Selection Criteria

Criteria		What to assess
Strategic Brand Capability	25%	Understanding of destination branding, strategic thinking, creativity, long-term brand stewardship.
Relevant Experience	15%	Experience with national tourism organisations, airlines, hospitality or international consumer brands. Demonstrated results.
Integrated Capability	15%	Ability to deliver branding, media strategy, digital marketing and website development under one coordinated approach.
Team & Resources	15%	Experience of key personnel, account management, technical capability, local and international support.
Methodology & Innovation	15%	Research approach, use of data, AI capability, optimisation processes, reporting and innovation.
Price & Value for Money	15%	Commercial proposal, transparency of pricing and overall value.

Evaluation will be conducted by a panel appointed by Tourism Fiji. Tourism Fiji may shortlist agencies for presentations or clarification meetings as part of the evaluation process. All such evaluation proceedings and/or meetings must remain confidential. For the avoidance of doubt no contract shall exist until a formal written agreement is executed by Tourism Fiji and the successful agency

12. Contacts

Queries and Submission Contacts

Vimlesh Deo | Chief Financial Officer

vdeo@tourismfiji.com.fj

Ana Bakaniceva | Senior Manager Global Campaigns

abakaniceva@tourismfiji.com.fj

Deepesh Singh | General Counsel

dsingh@tourismfiji.com.fj

13. Final thoughts

Tourism Fiji is seeking long-term strategic partners, not simply campaign suppliers.

The successful agency or agencies will demonstrate:

- strategic discipline;
- commercial accountability;
- operational capability;
- strong creative judgement;
- cultural sensitivity; and
- the ability to deliver measurable outcomes in a highly competitive global tourism environment.

While creativity remains critical, Tourism Fiji is equally focused on effectiveness, efficiency and execution. Agencies are encouraged to bring forward bold thinking, but all recommendations must remain grounded in clear strategic rationale, realistic delivery capability and measurable impact.

Kindly limit your submission to 20 pages.

Additional information may be provided in the form of cross-referenced appendices.

