

Welcome China Program



WHERE
HAPPINESS
COMES
NATURALLY

Bula! Ni Hao!

To be China Ready, it requires a long-term commitment and a clear strategy to drive your efforts towards Chinese travellers. It is important for Fijian tourism industry to be ready for meeting the demand from Chinese travellers.



China Market Development & Welcome Program



SOURCE MARKETS

- #1 - World
- #4 - Fiji



CHINA OFFICE

Shanghai



EXPECTATIONS

- Fiji tourism industry
- China trade
- China media
- Consumer



SUPPORT

- Strategic initiatives
- Alignment of product & service
- Improvement of culture readiness

Key Stats

- China remains the fourth-largest market for Fiji
- China and Hong Kong SAR contributed 10,161 Chinese visitors from mainland China and Hong Kong SAR to Fiji since FJ resumed the Hong Kong – Nadi flight in April
- Chinese travellers to Fiji are recovered 67% from April to July comparing to the same time in 2019, while the capacity is only recovered 65 % vs 2019
- The global Chinese market acquired the total of 39,351 worldwide Chinese-speaking visitor arrivals along with FJD\$72.9M+ sales revenues and 50,343 room nights since Fiji's border reopening in December 2022
- Average length of stay: 8 days and 6 nights
- Top Chinese travellers segments: luxury travellers, honeymooners, family travellers, and adventure seekers
- Key source cities: Beijing, Shanghai, Sichuan province, and Guangdong province

2023 China Arrivals (incl HKG)

	2023	2022	2019	Visitor Arrivals % of 19 V. 23	Air Capacity % of 19 V. 23
JAN	844	153	4,093	21%	n/a
FEB	895	130	6,304	14%	n/a
MAR	1,135	259	3,600	32%	n/a
APR	2,497	445	3,689	68%	68%
MAY	2,062	476	4,160	50%	64%
JUN	2,506	490	3,673	68%	57%
JUL	3,096	584	4,600	67%	72%

China Arrivals By Month
2019 & 2022 v. 2023



Consumer Social Listening

Assessment



Overview



Topical Categories



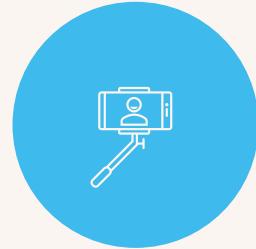
TRANSIT

Flight, airport, immigration, local transportation & getting around



LODGING

Facilities, service, location, amenity and services, and check-in/out experiences



THINGS TO DO

Tour operators, water activities, outdoors, local people and sports



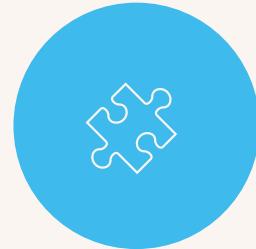
DINNING

Breakfast, lunch, dinner, street food and local boutique restaurants



ENTERTAINMENT

Nightlife, shopping, spa, activity and events



OTHER

Safety, payment, Wi-fi, communication and weather

Findings: Topical Categories



-  Quality service. Snorkelling with shark. Fiji culture, meeting locals
-  Spa service, Engagement with local people. Little culture souvenir
-  Happy with overall experiences. Friendly staff, little gifts



-  Seafood, Lovo, Vudi Vakasoso, Crab and Kava
-  The currency exchange, UnionPay, sim-card connectivity, Chinese friendly cuisine, and Chinese speaking staff are available
-  Like the atmosphere & hospitality



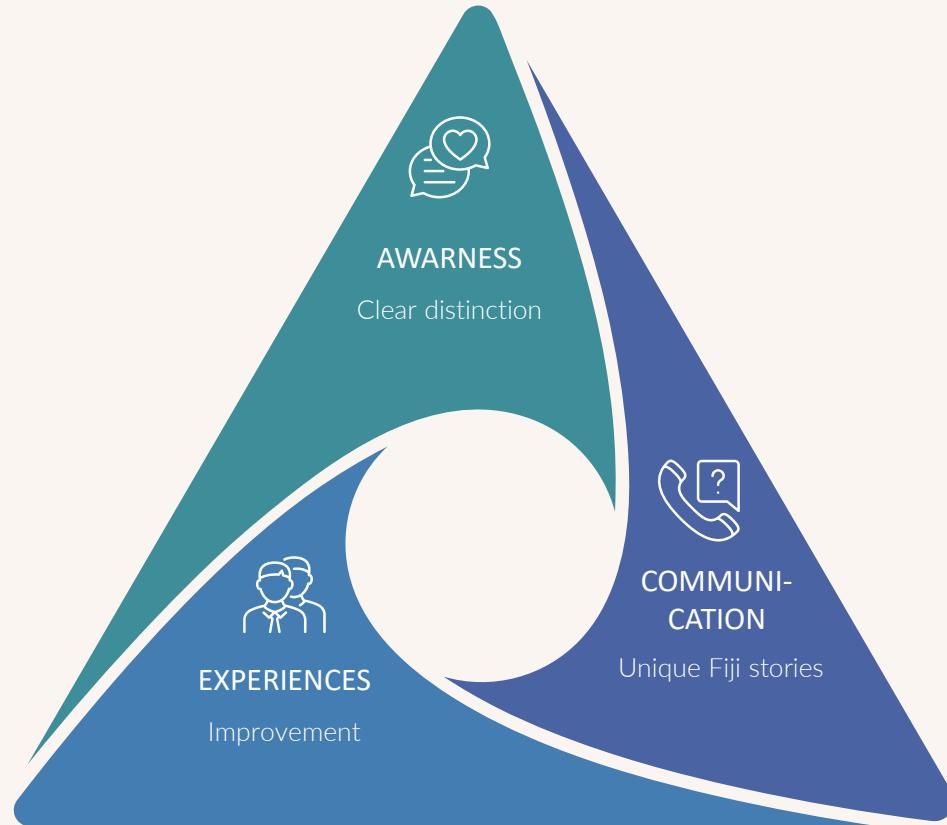
-  Boring service
-  Limited shopping options. Indoor entertainment and activities is not very interesting
-  Room amenity, lodging facility needs to be further improved



-  Breakfast is the most dissatisfying meal. Street food safety and hygiene issues
-  Basic needs are met, none of the experiences are perfect and smooth for every single Chinese
-  No direct flight, inconvenient to get around, FJ check-in counter service, airport limited dinning and shopping



Summary and Takeaways



AWARENESS

Clear distinction
Fiji VS competitor destinations

STORIES

Clear standout unique Fiji story
Hawaii: shopping diversity
Maldives: Overwater bungalows
Tahiti: luxury and French dining

EXPERIENCES

Things to Do and Entertainment options enjoy the highest sentiments
Overall experiences can be improved



01 KNOWLEDGE

Knowledge of destination - Fiji

02 AWARENESS

Awareness of Fijian industry partners China product and service

03 CHALLENGE

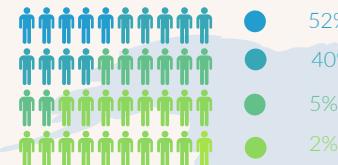
Challenges of developing Fiji's product and package

04 EXPECTATION

Expectations of service deliverables for China market



Survey Response Analysis



YEARS PROMOTING FIJI

Over 90% of the survey respondents have at least one year of experience selling Fiji tourism in China.



#BOOKING IN A YEAR

Overall, 81% of respondents bring in less than 800 Chinese customers in a year



19%

14%

29%

17%

10%

2%



MATAI SPECIALIST

Only 50% of the agent's team has earned Matai Specialist



50%



PROMOTIONAL MATERIALS

Lack of complete promotional material set



INFORMATION CHANNEL

Most respondents value the partnership with Fiji's local stakeholders



Summary and Takeaways



TOP 3 SATISFYING ASPECTS

Consumer: Awareness, unique selling point

Trade: Promotional material

Access: No direct flight



TOP 3 HURDLES SELLING FIJI

Great natural scenery

Variety of hotel selection

Warm hospitality and people



GROUND IMPROVEMENT

Chinese speaking staff/guide service, signage, menus

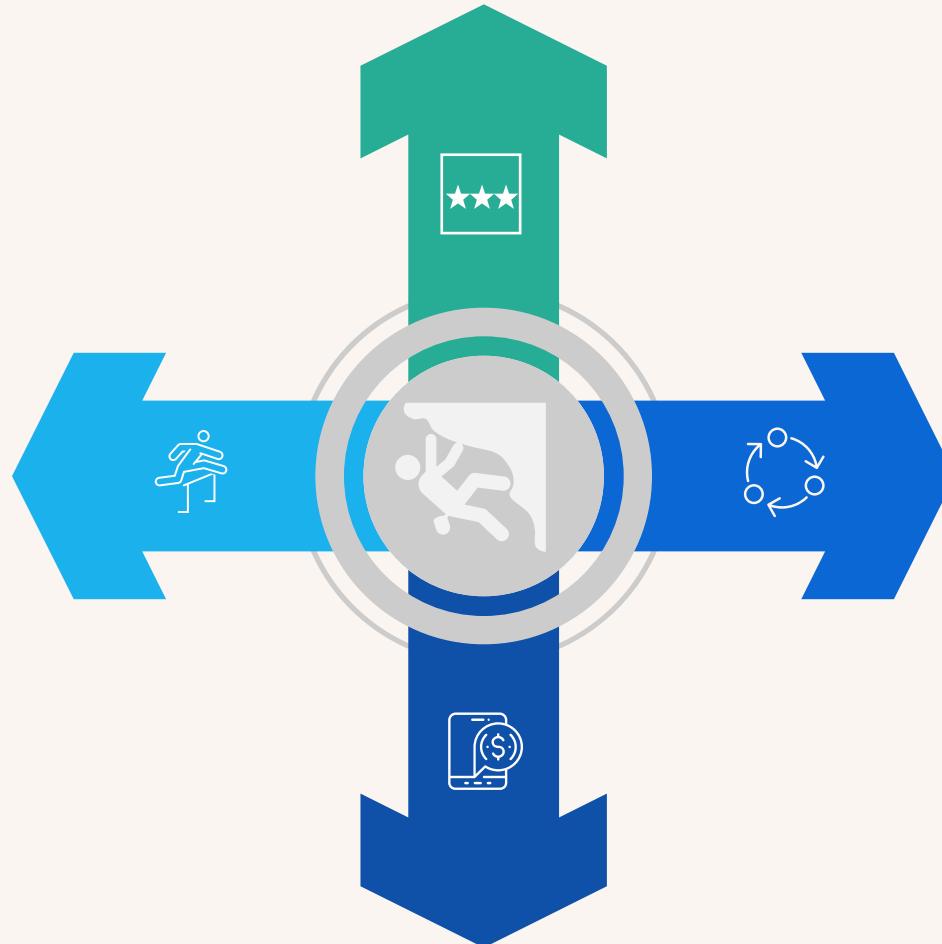
Digital payment

Chinese culture training



PRICE COMPETITION

Potential risks of Fiji becoming a commodified destination instead of truly a luxury island.

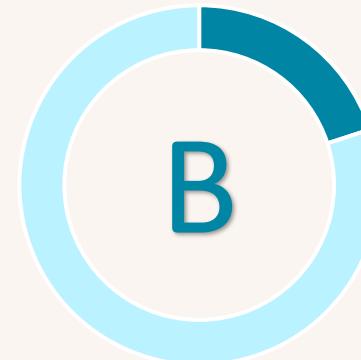


Objective



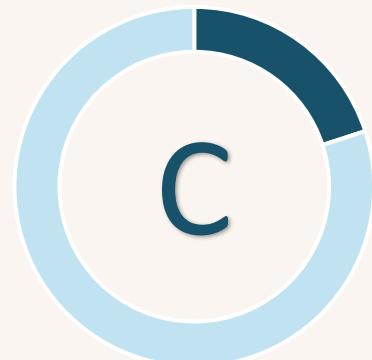
KNOWLEDGE

Knowledge of China market



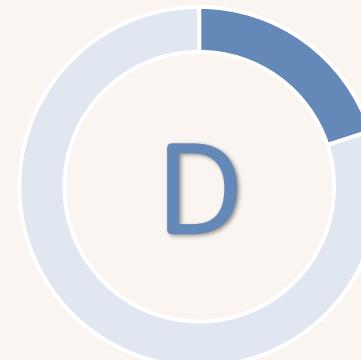
STRATEGY

Strategy and investment towards
China market



INITIATIVE

Initiative and specific service



CHALLENGES

The top challenges from China market
& Chinese visitors



Survey Analysis



Survey Analysis

ISSUES & CHALLENGES (SERVICING)

8

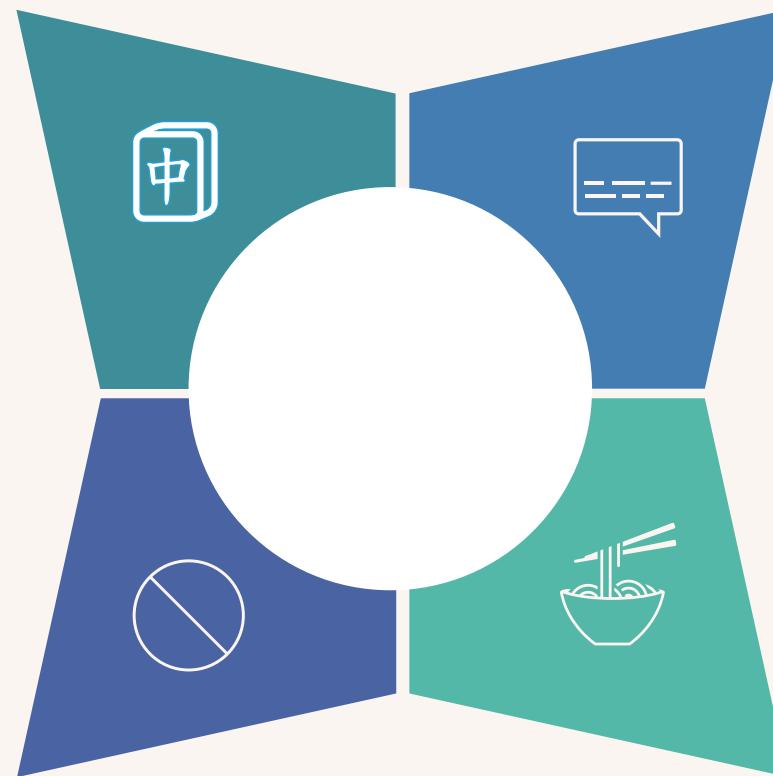
What are your main issues or challenges when servicing Chinese visitors?

LANGUAGE BARRIER

A clear language barrier despite having Chinese signage in place

RULES & REGULATIONS

Struggle to follow
Environmental rules
Social etiquette



CHINESE SPEAKING STAFF

Only be able to provide during high occupancy

FOOD VARIETY

Difficulties: food taste, preference, menus and Chinese chefs

Survey Analysis

REQUIRED SUPPORT

9

What assistance do you need to in attracting/managing Chinese visitors?

REGULATIONS

A set of standards and regulations for the service quality

RECOGNIZED PARTNERS

Control/regulate who is being promoted

BRAND AWANRESS

Working with Tourism Fiji directly
Need some brand exposure
Awareness of Fiji activities

INDUSTRY TRAINING

Culture, expectations, needs
Online training with travel trade



CONSUMER EDUCATION

The environment and social etiquette

CHINESE SPEAKING STAFF

Assistance in hiring Chinese instructors
Translation service

PRICE PARITY MANAGEMENT

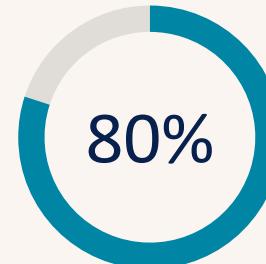
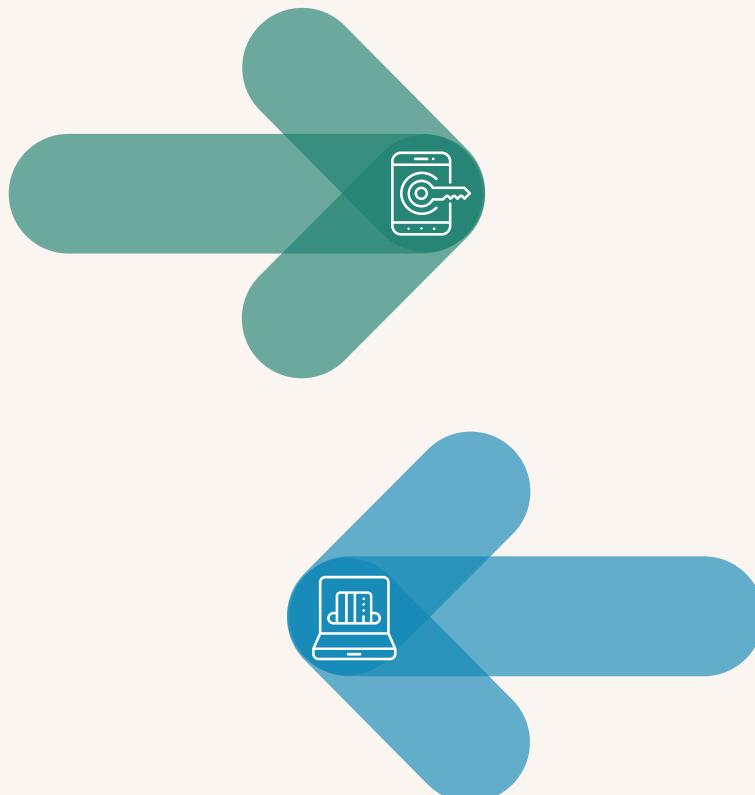
A common understanding of different service for different prices

OFF SEASON PROMOTION

Promotion flights during off seasons
More focus on the MICE market

Survey Analysis

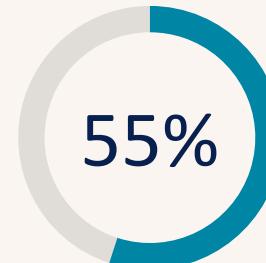
INTEREST WORKING IN THE CHINA MARKET



10

How important is growing the percentage of Chinese visitors to your business?

80% Very important
20% Less important



11

How likely are you and your staff to participate in the Chinese Market Development and Welcome Program?

55% Very likely



Summary and Takeaways



MARKET CHALLENGE

How to work in China market:

- Distribution system & commission level
- How to work with China travel trade
- How to build long-term loyal trade relationship

Key Distribution Partners:

- Who is being promoted



GROUND CHALLENGE

- Language barrier
- Chinese speaking staff
- Chinese food/menu
- Understanding of Chinese visitor's behavior



EDUCATION & SOLUTIONS

- Education: China travel trade and Chinese visitors
- Solution: language barrier, Chinese speaking staff, Chinese food/menu, translation service



How to be China - Ready

Practical Steps

FIRST STEP:

- Connect with Tourism Fiji China team in-market
- Cross check if your service and product can meet Chinese traveller's demand
- Be part of Tourism Fiji's Welcome China program
- Set up UnionPay at your EFTPOS terminal

SECOND STEP:

- Chinese signage
- Be clear and direct on your rules
- Be punctual and efficient
- Translate your materials in Chinese as much as you can (i.e. check-in form, menu, room compendiums and resort map etc)
- Engage Chinese speaking staffs or AI Chinese translation tool
- Provide some home comforts

FURTHERMORE:

- Contracted with IBOs who are specialised in the China market (FHTA and SOFTA members)
- Work with Tourism Fiji team China to leverage China social media on marketing your products and service.
- In-market roadshows and events



Practical Tips

- Complimentary bottled water
- Fruit platter
- Hotel slippers
- Amenity kits available in the room
- Tea cattle in the room
- Chopsticks available in the restaurant
- Offer share plates/communal dining options
- Provide Chinese food and drinks
- Offer hot drinks, even if only water, and soft drinks that aren't refrigerated
- Learn easy Chinese greetings – Nihao (Hello) and Thank You (Xiexie)



Roadmap & Timeline

1

2019/2020

- Identify issues
- Find the solutions
- Upskill industry travel new norm of China market post COVID-19



2

2023/2024

- Build “Key Partners” framework
- Supporting tactics for the issues/challenges identified in Phase 1



3

2024/2025

- Continuous education & support
- Accreditation



4

2025/2026

- Ongoing support
- Increased partnership
- Market toolkits



Vinaka Vakalevu

