

# Welcome China Program



# 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

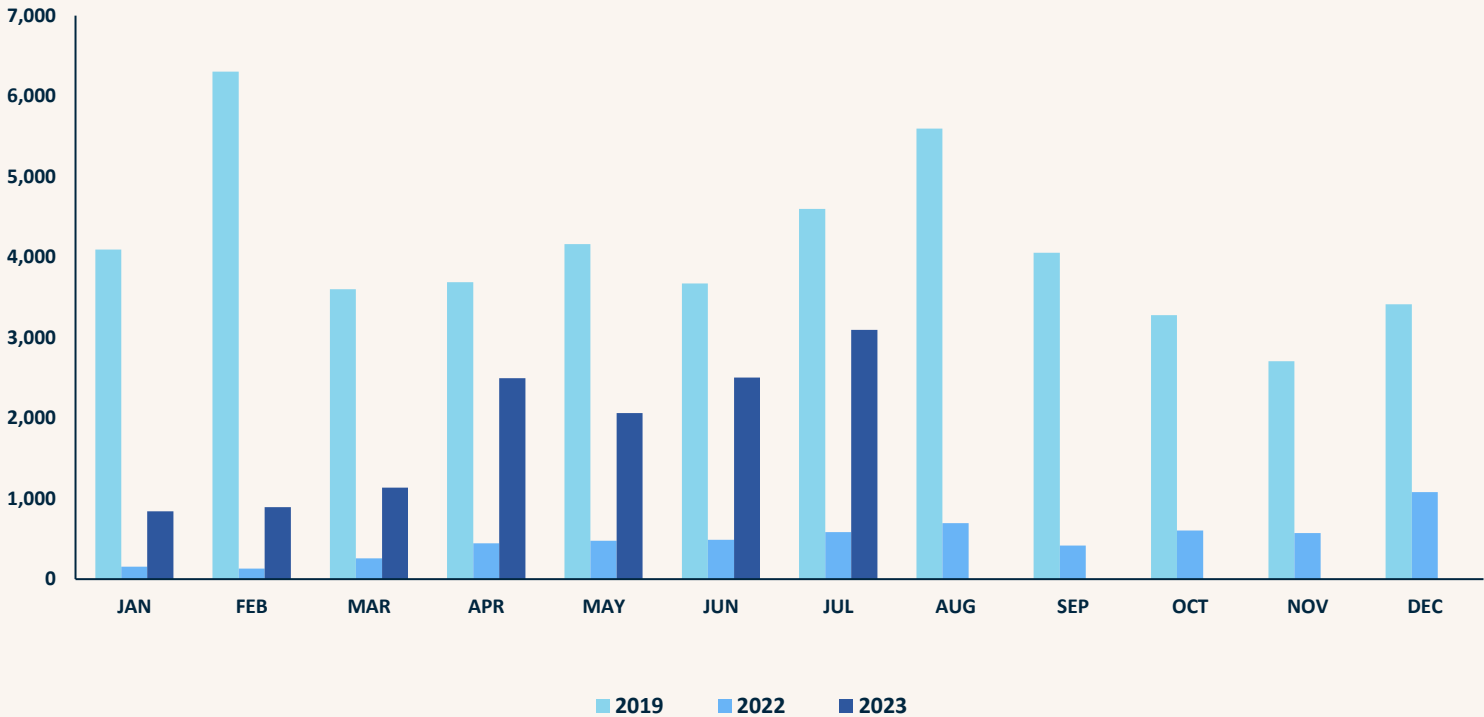
- China remains the fourth-largest market for Fiji
- China and Hong Kong SAR contributed 10,161 Chinese visitors from mainland China and Hong Kong SAR to Fiji since FJ resumed the Hong Kong – Nadi flight in April
- Chinese travellers to Fiji are recovered 67% from April to July comparing to the same 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



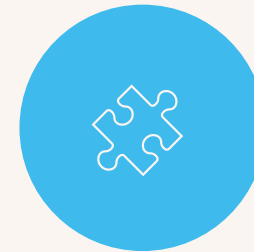
## DINNING

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



Boring service



Limited shopping options. Indoor entertainment and activities is not very interesting



Room amenity, lodging facility needs to be further improved



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



Breakfast is the most dissatisfying meal. Street food safety and hygiene issues



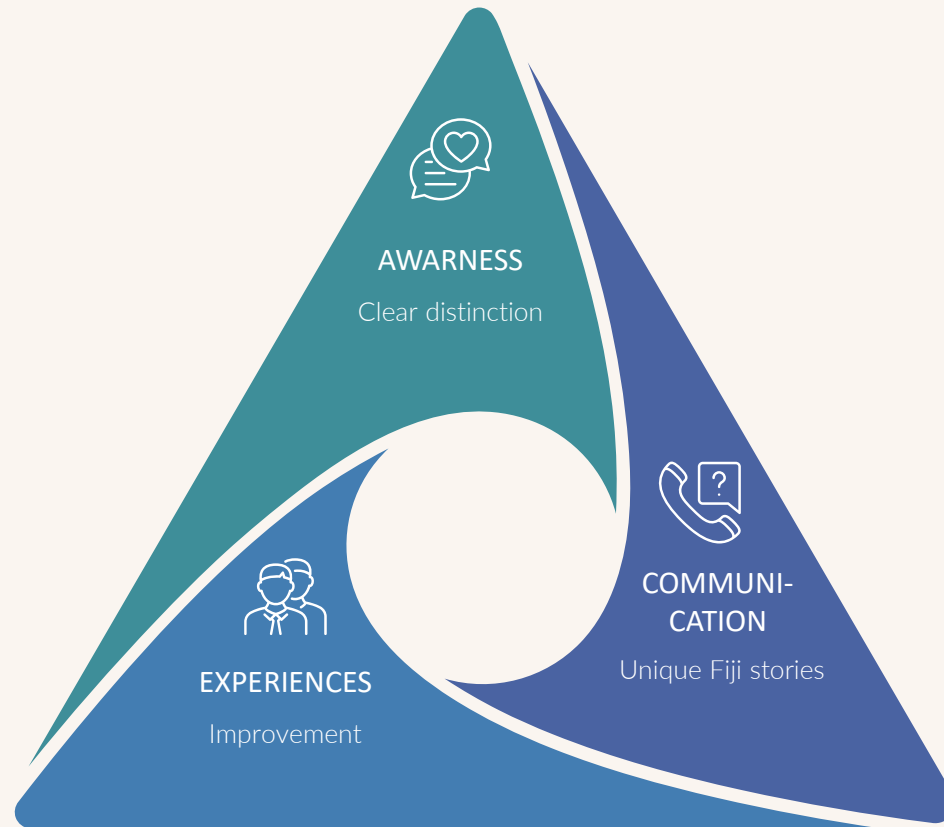
Basic needs are met, none of the experiences are perfect and smooth for every single Chinese



No direct flight, inconvenient to get around, FJ check-in counter service, airport limited dining 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

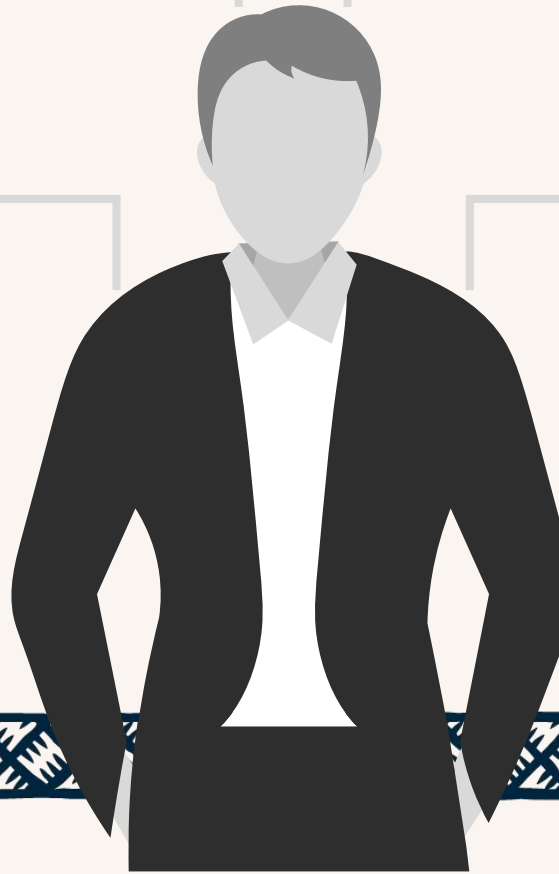
Awareness of Fijian industry  
partners China product and  
service

## 03 CHALLENGE

Challenges of developing Fiji's  
product and package

## 04 EXPECTATION

Expectations of service  
deliverables for China market



# Survey Response Analysis



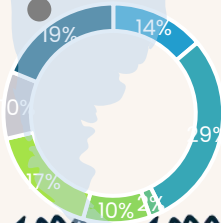
## YEARS PROMOTING FIJI

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 Chinses customers in a year



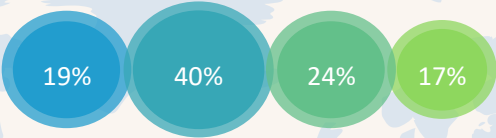
## MATAI SPECIALIST

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



## INFORMATION CHANEL

Most respondents value the partnership with Fiji's local stakeholders



## HUMAN RESOURCE ALLOCATION

40%: 1-3 staff. Indicating that Fiji is still a niche market



## PROMOTIONAL MATERIALS

Lack of complete promotional material set



# 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

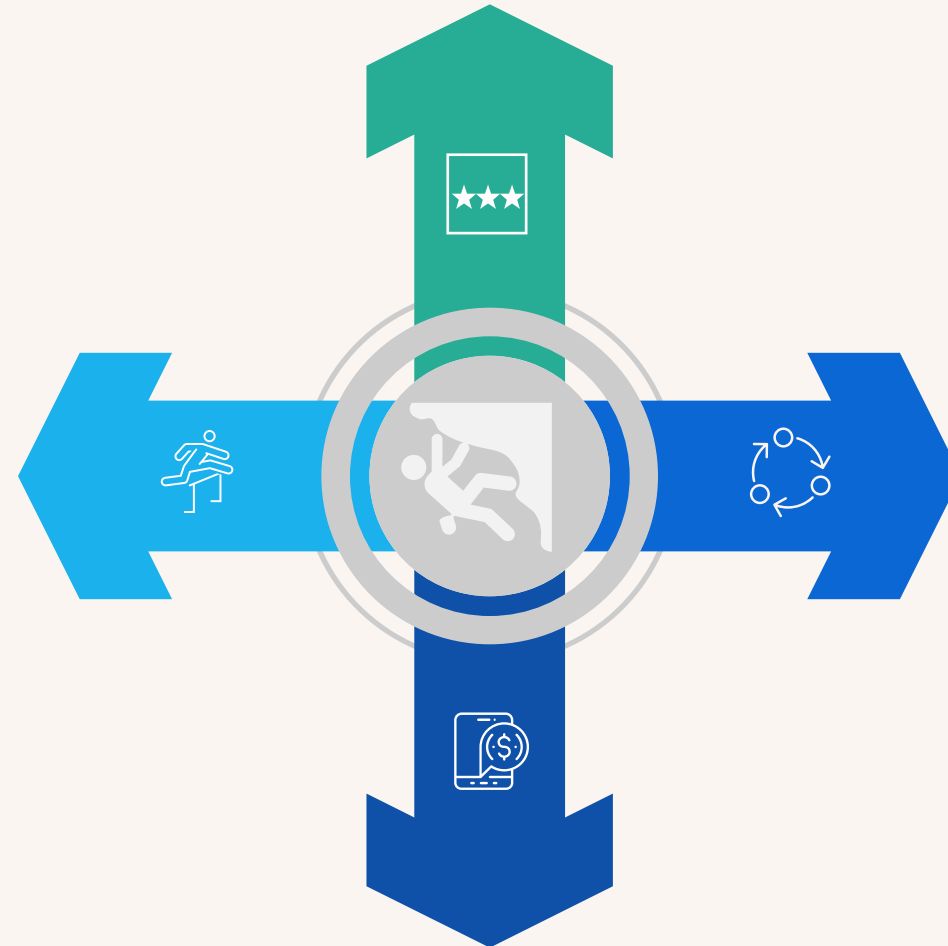
Digital payment

Chinese culture training



## PRICE COMPETITION

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







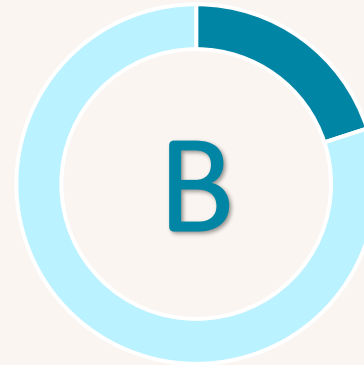


# Objective



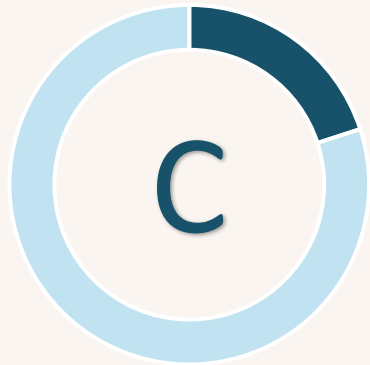
## KNOWLEDGE

Knowledge of China market



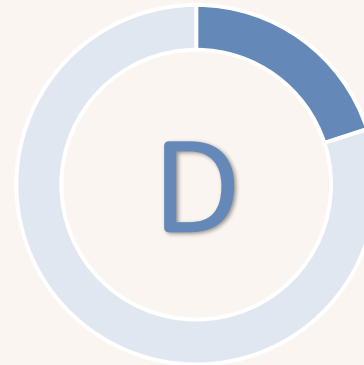
## STRATEGY

Strategy and investment towards  
China market



## INITIATIVE

Initiative and specific service



## CHALLENGES

The top challenges from China market  
& Chinese visitors



# Survey Analysis

## ISSUES & CHALLENGES (MARKETING)

7

What are your main issues or challenges when you promote your business in China?



# Survey Analysis

## ISSUES & CHALLENGES (SERVICING)

8

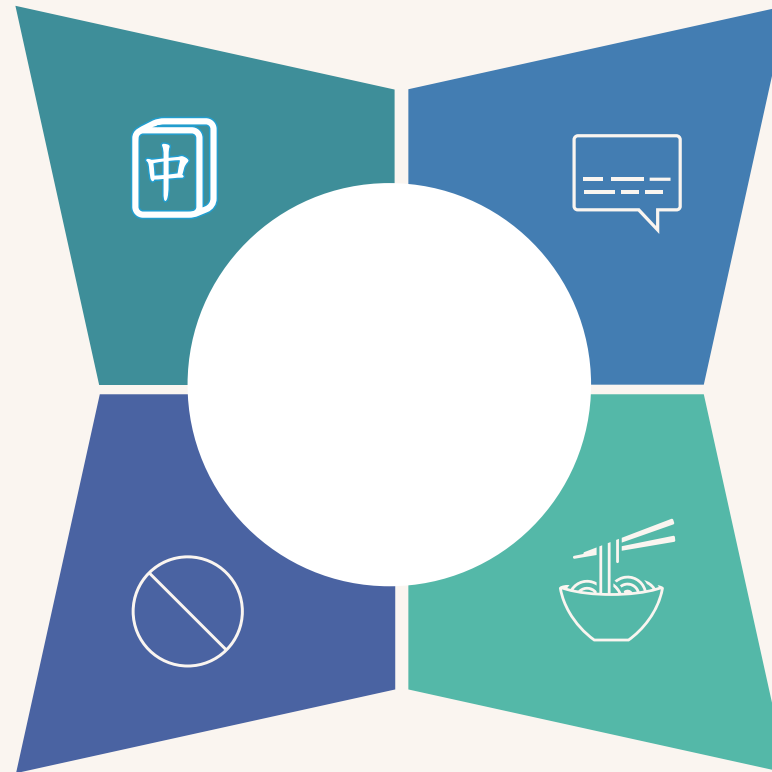
What are your main issues or challenges when servicing Chinese visitors?

### 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

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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

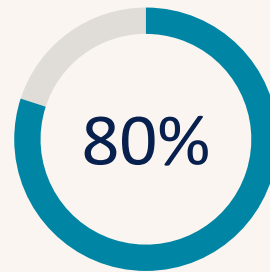
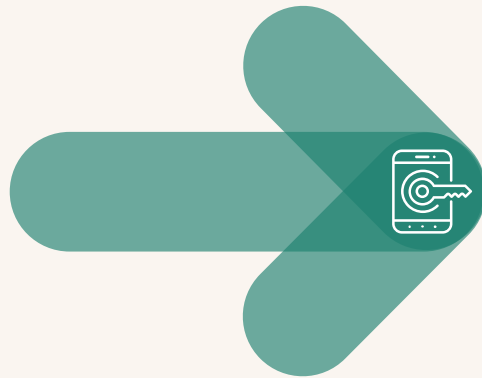
### OFF SEASON PROMOTION

Promotion flights during off seasons  
More focus on the MICE market



# Survey Analysis

## INTEREST WORKING IN THE CHINA MARKET

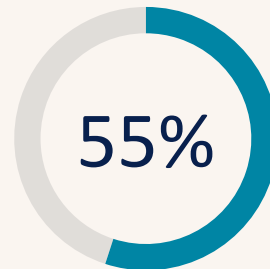


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How important is growing the percentage of Chinese visitors to your business?

80% Very important

20% Less important



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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 caddy 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





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