



Bula! Happiness is at the heart of Fiji's identity. It's not something that's turned on for tourists—it's how Fijians live. The spirit of community, family, spirituality, gratitude, sharing, and inclusion all contribute to why Fiji is such a naturally joyful place.

As a culture that has long embraced happiness, Fiji is uniquely positioned to offer experiences that inspire true joy in visitors—whether it's through our welcoming communities, vibrant traditions, authentic experiences or stunning natural beauty.

In 2021, we introduced our brand platform, 'Fiji - Where Happiness Comes Naturally', to share this ethos with the world. Our creative direction reinforced that happiness is woven into the very fabric of Fijian life, and that the true source of happiness for anyone who visits Fiji is the culture itself.

This transformation has been immensely successful, repositioning a Fijian holiday from a traditional "family flop and drop" experience to a deeper, culturally rich journey. Not only did this campaign help recover Fiji's tourism to pre-pandemic levels, but it also exceeded 2019 numbers by 18%\*. We have also seen significant increases in our brand metrics, tracked by Skift Advisory. Our last brand dip showed awareness was up in key markets by 11% in Australia, 6% in NZ, 16% in USA and 9% in Canada. Likelihood to travel also saw big jumps increasing by 8% in Australia, 8% in NZ, 13% in USA and 10% in Canada.

In the first chapter, we focused on showing the world the genuine happiness that springs from authentic Fijian culture and how it creates unforgettable holiday experiences. This year, we wanted to take it a step further and make the world feel this happiness for themselves.

Given the increasing demand for travel that helps people feel better—where they can reconnect with themselves and reignite their zest for life—we saw a natural evolution to lean into the playful, mischievous side of Fijian culture. This infectious energy is a big part of what makes Fiji so special, and we wanted to share it with the world.

We hope you enjoy this new work as much as we do. Vinaka.



## CAMPAIGN OVERVIEW

Our new Happy Passport campaign celebrates the infectious joy of Fiji, reinforcing our brand's promise that happiness comes naturally here. It taps into the playful, mischievous spirit of Fijian culture, inviting visitors to experience this unique energy for themselves.

Passport photos are usually serious, but in Fiji, it's impossible to keep a straight face. In this campaign, we follow Ana, a customs officer, and Viliame, a local passport photographer, who both notice the same thing: visitors can't help but smile. Their fun interactions highlight how the vibrant spirit of Fiji makes every moment filled with joy.



## HOW YOU CAN BE A PART OF IT

When sharing Fiji on your social channels, let the essence of the campaign shine through—it's impossible to stay serious in a place this joyful! Focus on capturing authentic moments of laughter, joy, and genuine connection between locals and visitors. Highlight the natural beauty of these interactions, where the happiness of Fiji's people and culture is impossible to miss. This campaign is all about celebrating the unfiltered joy that makes Fiji a destination like no other. By sharing these moments, you'll help the world see why Fiji is the ultimate place for happiness.



## Happiness, shared.

Use the provided video and photography assets to create engaging posts on Facebook, Instagram, Twitter, and LinkedIn.

Tag **@TourismFiji** to connect with the campaign and share the joy.

**#HappyPassport**  
**#FijiHappy**  
**#HappinessNaturally**

### Download Video Assets

These videos capture the contagious joy of Fiji, featuring playful moments with Ana and Viliame.

### Download Social Posts

Share the Playfulness ; It's impossible to stay serious in a place this joyful! Show how Fiji's happiness transforms every moment.