

Thematic subcommittee on : Tourism development using local resources

<Basic Info>

- Title: [New brand: Where Happiness Comes Naturally](#)
- Organization/presenter: [Tourism Fiji / Robert Thompson](#)
- Tourism Resources: [Authenticity of Fijian People/Culture](#)



<Activity>

- 1) Tourism products/projects utilizing local resources : [The key pillars of our new brand development include: Culture as a point of distinction, Generate reach through unfair SOV, Optimise Digital Engagement, Be data first, integrate a deep Fiji narrative](#)
- 2) Activities and characteristic: [Develop new assets showcasing our people/culture, leverage partners/events with strong global reach, create 'best in class' digital platforms, use data to inform our decisions, build content around our brand pillars of nature, culture, adventure and relaxation](#)
- 3) [Points to make it even better: Dive deeper into developing product aligned with our culture – Destination Development](#)
- 4) [Other tourism resources: Significant nature based resources that can be developed into new product generating wealth for communities outside of the tourism areas.](#)
- 5) [Ideas for new future tourism projects/projects utilizing local resources :](#)
 - [Glamping development projects](#)
 - [Mobile luxury camping tents](#)
 - [Fiji Trail](#)

Visitor arrivals

100% of 2019

Brand metrics

Grow Fiji brand

awareness and **interest**

in core markets AU, NZ, NAM, China & Japan against established benchmarks.

Improve **perceptions of Fiji** against priority pillars – sustainability, warmth, adventure etc.

Emphasise **value of Tourism** in and to Fiji.

Digital metrics

2,800,000

unique website hits


+100,000

followers across social channels

+10,000

eDM sign up



The image shows three women in traditional Fijian attire, smiling and looking to the right. They are wearing yellow dresses with a purple leaf pattern, large flower leis, and beaded necklaces. The background is a blurred natural setting with green foliage. The text is overlaid in the center of the image.

Keep Fiji top of mind on the world stage as the place where happiness comes naturally with high impact, boundary pushing marketing.

Key marketing pillars for FY23/24

Continue to use culture as point of distinction

To stand out amongst competitors and connect with travellers seeking authentic, meaningful experiences

Generate reach via unfair SOV

To grow brand visibility and talkability in new ways beyond media

Optimise digital engagement

To deliver the biggest and most engaged digital audience in the South Pacific

Be data first

To ensure insights are applied across all marketing initiatives, budget is optimised, and new trends are leveraged

Integrate a deeper Fiji narrative

To ensure audiences understand the diverse and multidimensional Fiji experience beyond cocktails and white sand



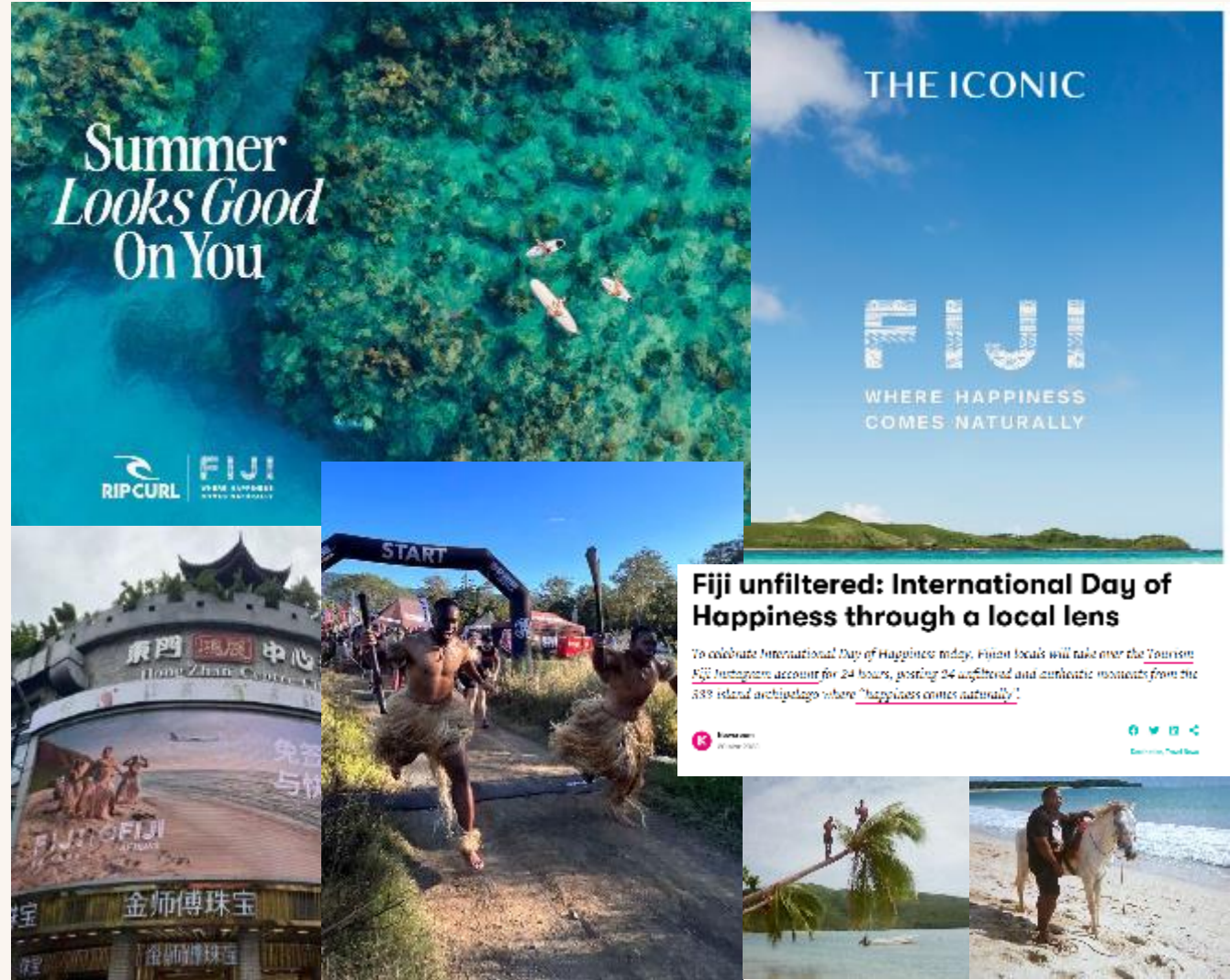
1. Continue to use culture as points of distinction

Led by our global brand platform “Where Happiness Comes Naturally”. In FY23/24 extend this platform with new assets, with regionalised messaging where relevant.



2. Generate reach via unfair SOV

Grow visibility by leveraging key events – Spartan & WSL with brand activations. Explore new partnerships with Drua & Fiji Water. Use contextual/integrated media placements that generate talkability (eg Times Square). Leverage social moments eg RWC to tap into consumer emotion.



3. Optimise digital engagement

Create best in class website with fiji.com.fj – the digital home of all destination information – to drive leads. Refine social TOV and be present in all relevant channels (re-intro Pinterest and YT shorts), deliver deeper pre and in destination experience via AI itinerary builder. Focus on building first party data. Develop our digital channels to become a media channel in their own right.



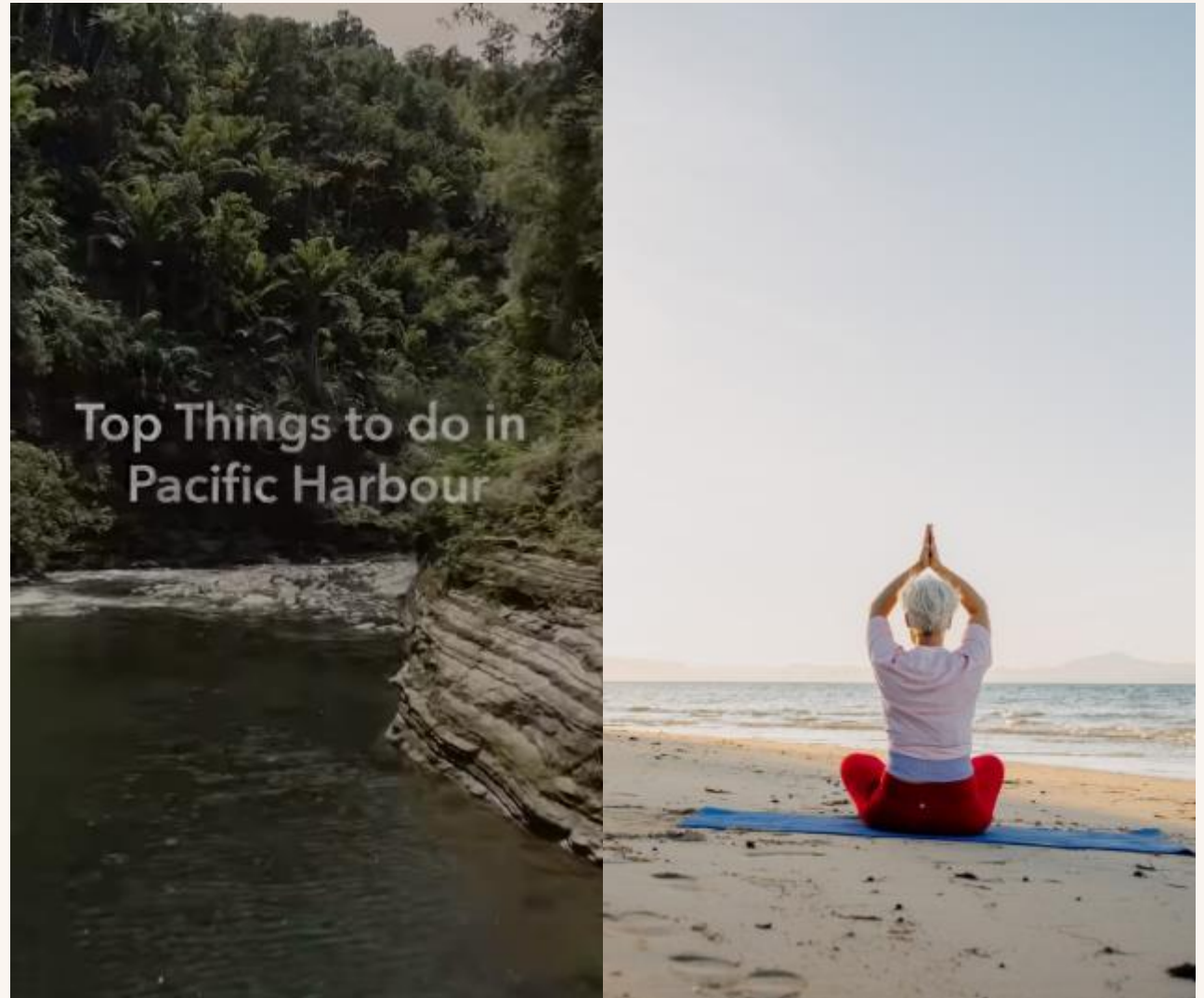
4. Be data first

New reporting dashboards for website tracking visitors, leads, and digital media, and ensure budget is optimised accordingly. Continue brand tracking via Twenty31 and ensure brand metrics and language are used with board and team frequently. Integrate insights into industry comms. Lean into growing trends eg sustainability.



5. Integrate a deeper Fiji narrative

Build content around brand pillars (nature, culture, adventure, relaxation, food & drink) and integrate across all channels and marketing initiatives.



A tropical beach scene with a dense forest of palm trees and other greenery in the background. The foreground shows a sandy beach and clear, turquoise water. The word "Vinaka" is written in white serif font across the center of the image.

Vinaka

