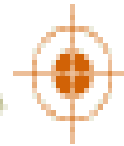




Ministry of Public Enterprises & Tourism
REPUBLIC OF FIJI

Connectivity: placing transport at the service of tourism

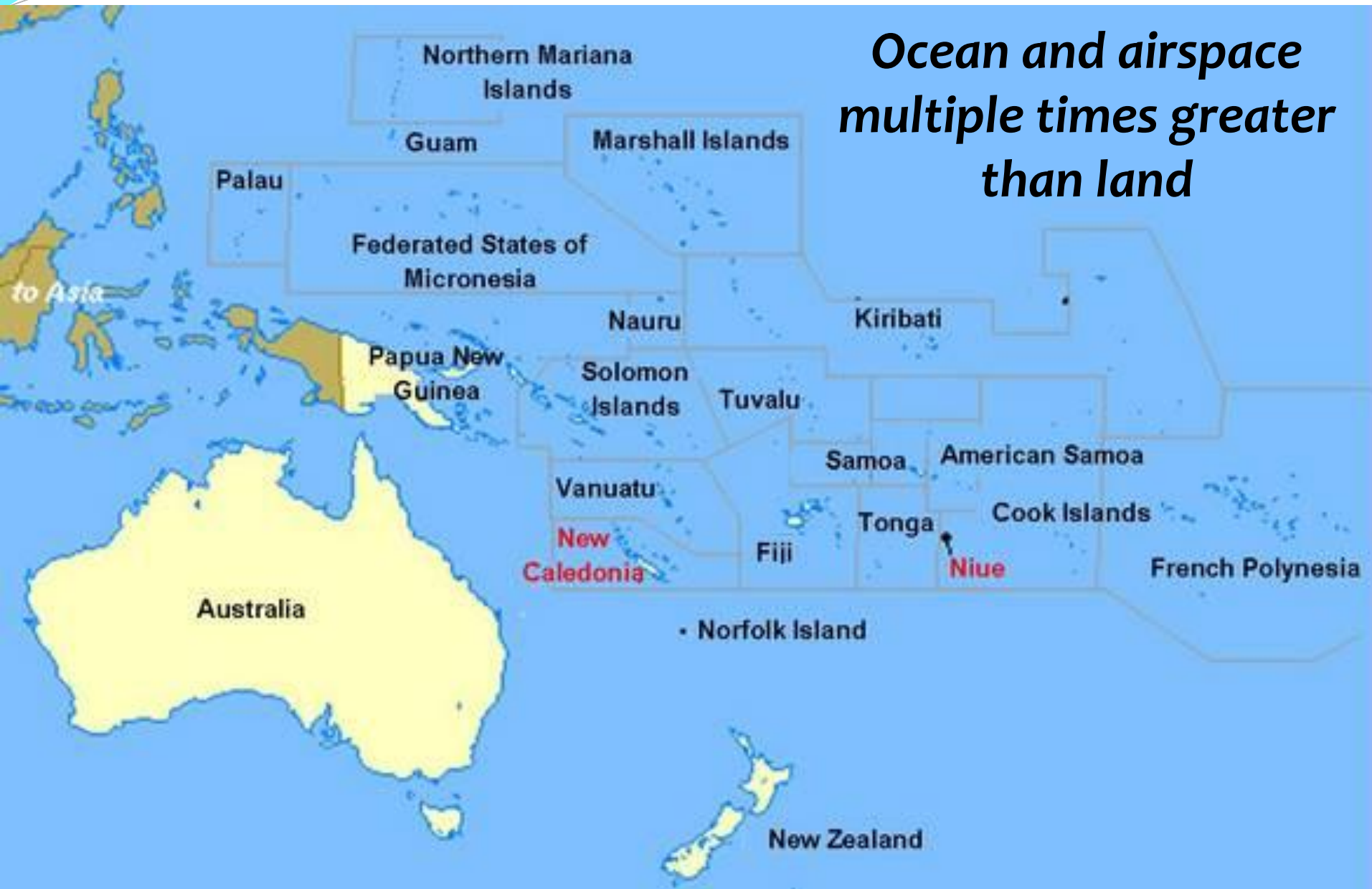
FIJI ISLANDS



UNWTO/French Government Conference on
Sustainable Development of Tourism in Islands

Reunion Island, 11-13 September 2013
Elizabeth A. Powell, Permanent Secretary

South Pacific islands reality



*Ocean and airspace
multiple times greater
than land*

Connectivity: a life-line for island nations

- Remoteness = time taken & expense of travel
- Stage of development & small populations so
 - Absence of economies of scale
 - Need for imports

Fiji's international connectivity



- South Pacific regional hub for communications, shipping, cruises & air
- 8 carriers, direct flights to 14 countries, ASAs 10+ years old
- Open Skies not feasible – national airline competitive survival, needed for weather & other crises

Fiji snapshot

900k people, 333 islands

Fiji GDP 2012 \cong F\$7 billion, GDP per capita approx USD5k

Tourism > F\$2.5 billion approx 36% GDP contribution

2012 660,590 visitors ALOS 9.4 – 2013 target 690,000

Total rooms \cong 10k

Other exports sugar, gold, bauxite, forestry, water, marine & agricultural products

Small country, much potential and land for development, scarce resources



Integrated tourism development

Effective tourism development MUST have synchronization of:

- Roads & bridges modernization & expansion (\$422m)
- Optimized seaports (01 Aug PPP)
- Air transport development
 - Airports Fiji Limited PPP for 2 international airports
 - International airports modernization & upgrades
 - National airline

Fiji Airways



Rebranding and fleet upgrades

- Connects with indigenous culture and national psyche
- Fiji's flying billboard, maximizes marketing dollars
- Complements Tourism Fiji's new marketing position and enables more effective joint marketing
- Better experience for all, including more discerning, high-end customers



- Route & fleet plans, Fijian hub so
 - Cannot be made in isolation of infrastructure and resort developments
 - Must be dovetailed also with developments of tourism products and services
- Domestic route connections – spreads tourism benefits

Impacts of transport & infrastructure developments



- Reduce
 - Cost of doing business – transport access, supplies, customer access
 - Risks with travel
- Critical to meet market demands, competition for discretionary spend
- Access to more areas, in less time, and in more comfort
- Add dimensions to Fiji's tourism product, not just SS&S

Infrastructure developments critical for island nations



- Backbone of economic development
 - Expanded network, fast and safe, competitively priced
 - Catalyst for development, especially in target areas
- Meet transportation and other needs of local population + projected tourism requirements
- Infrastructure to precede tourism facilities development ⇒ 2014 Tourism Development Plan
 - Make remoteness & smallness into advantages

Vinaka

