

# ***Tourism: Opportunities for, and Impediments to, Growth***

Matt Stoeckel  
CEO, Tourism Fiji

#2018FABF

[www.fabc.com.fj](http://www.fabc.com.fj)

[www.afbc.org.au](http://www.afbc.org.au)

# Matt Stoeckel

Chief Executive Officer, Tourism Fiji

- As CEO of Tourism Fiji Matt is tasked with the responsibility of marketing Fiji as a visitor destination.
- Prior to joining Tourism Fiji, Matthew worked as a tourism consultant advising destinations across Asia Pacific with their international marketing and destination management planning activities.





# FABC/AFBC 2018 Joint Forum



Matthew Stoeckel, Chief Executive Officer



Fiji is paradise!





.and the place where happiness finds you!





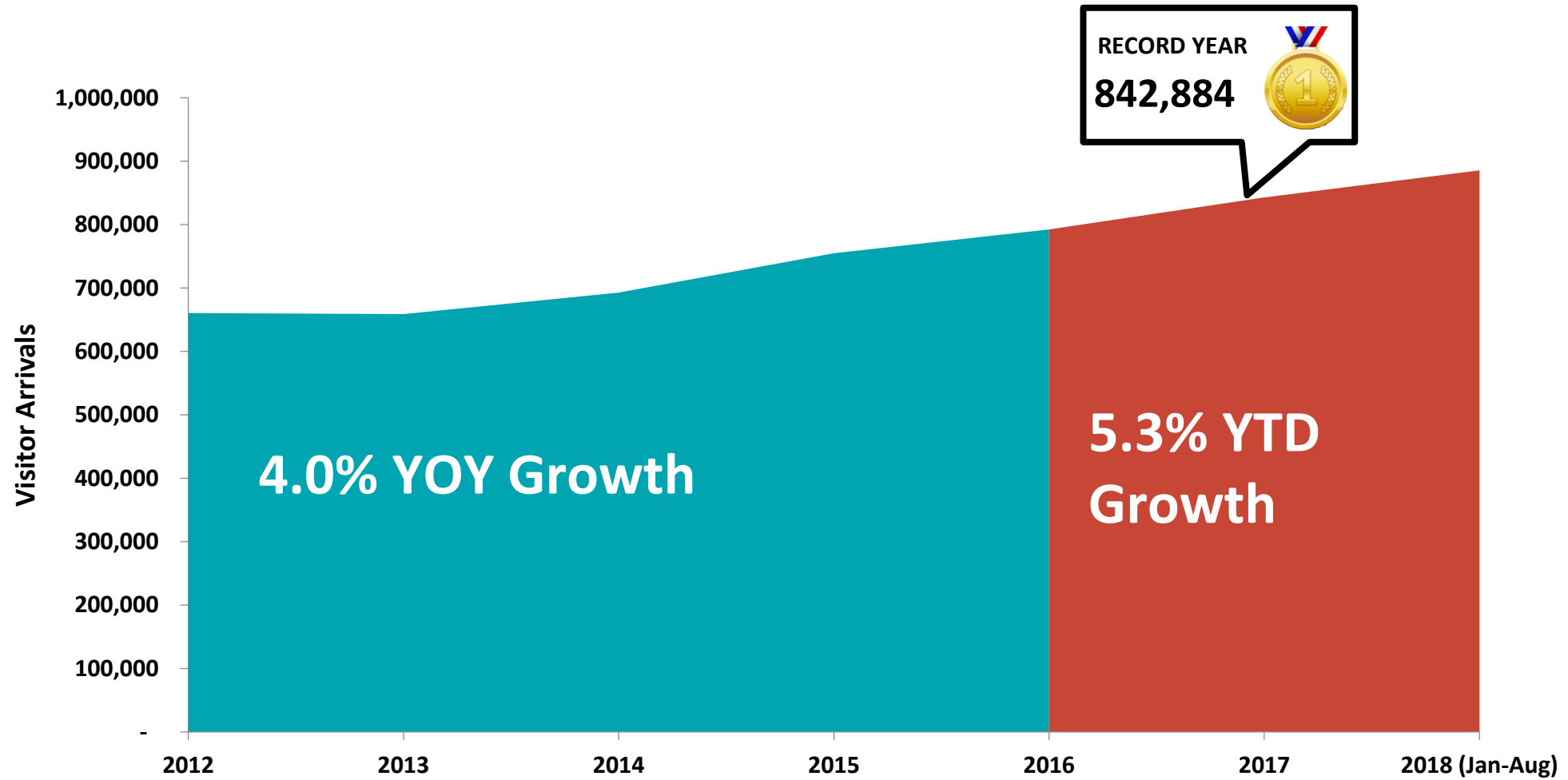
# What is Tourism Fiji's role

Tourism Fiji is a statutory body funded by the Fiji Government to:

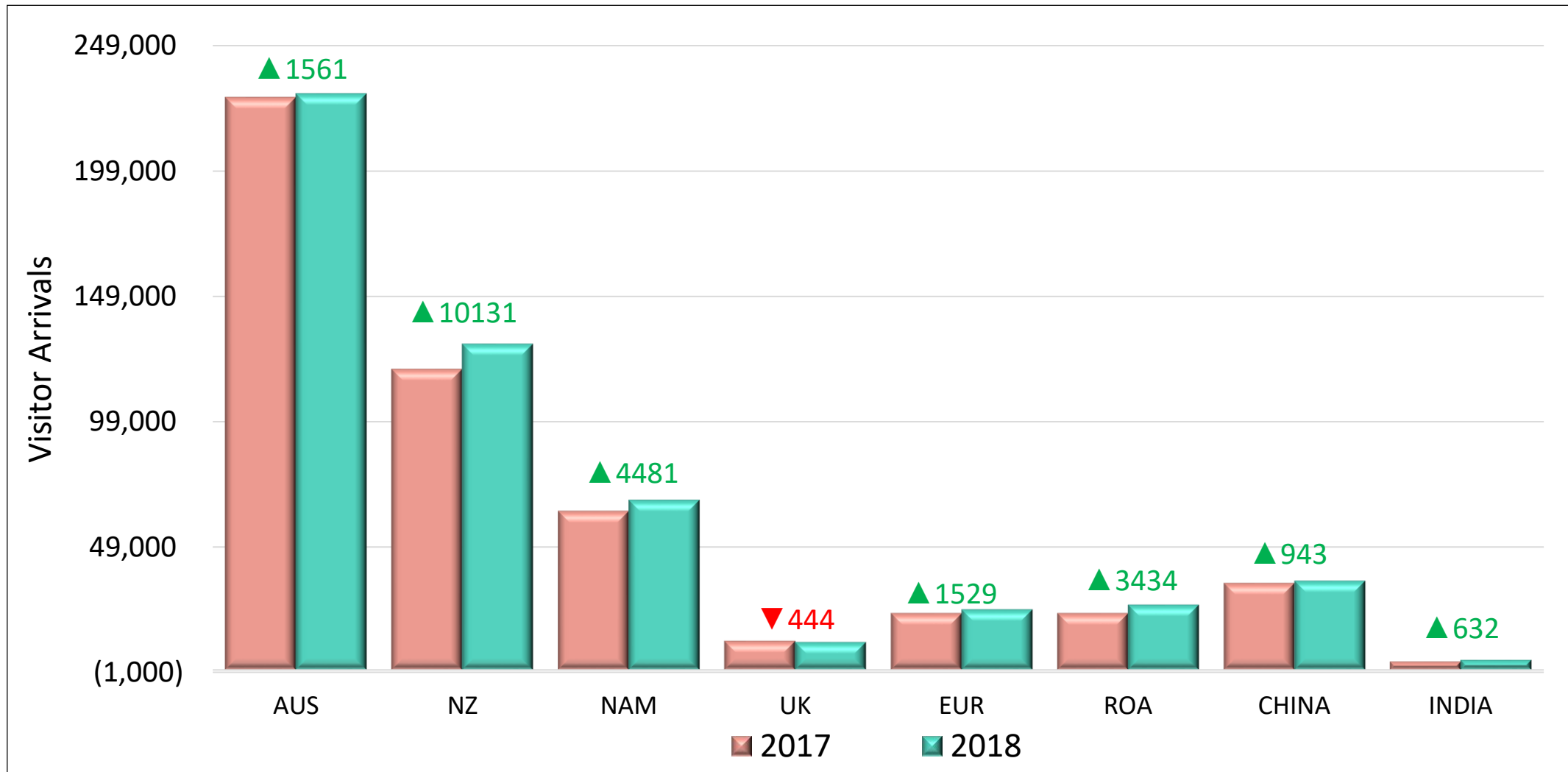
*“Promote and market Fiji as a visitor destination for the sustainable and long-term benefit of the country.”*

- Represent **all the regions of Fiji** and market segments
- Our **interests are long-term** – we are forward looking
- **Sustainability** is critical
- Our role is **marketing and promotions...!**

# Setting new records...



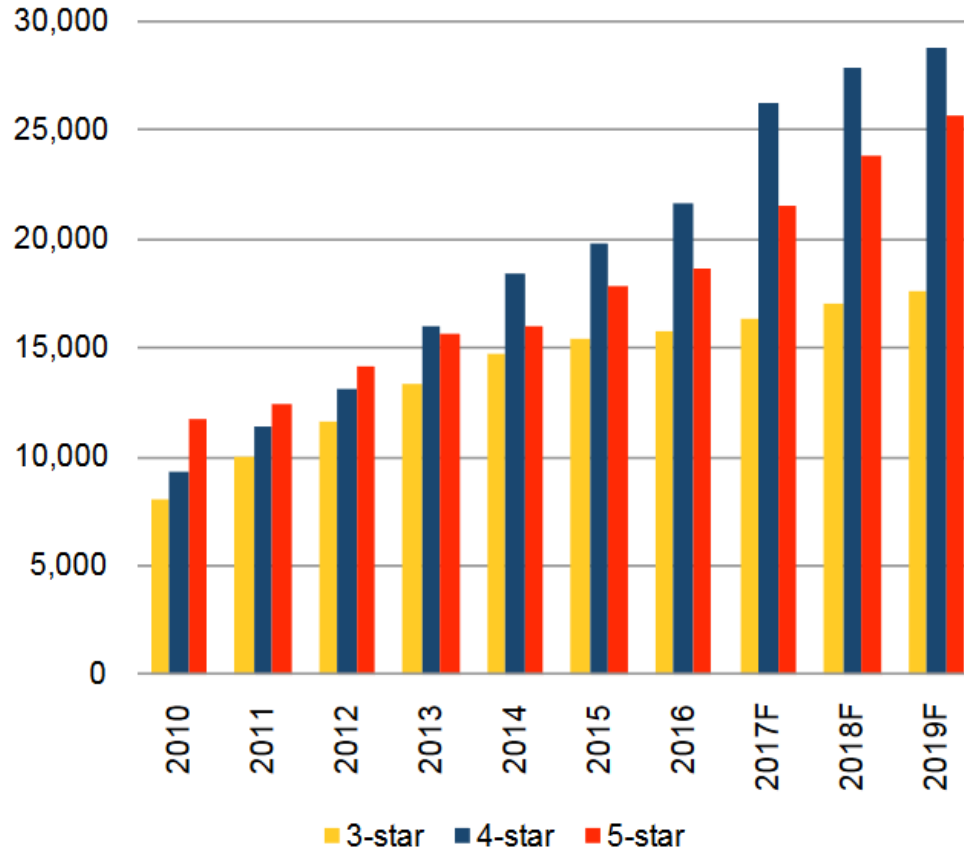
# Visitor Arrivals YTD (Jan-Aug) 2017 vs 2018





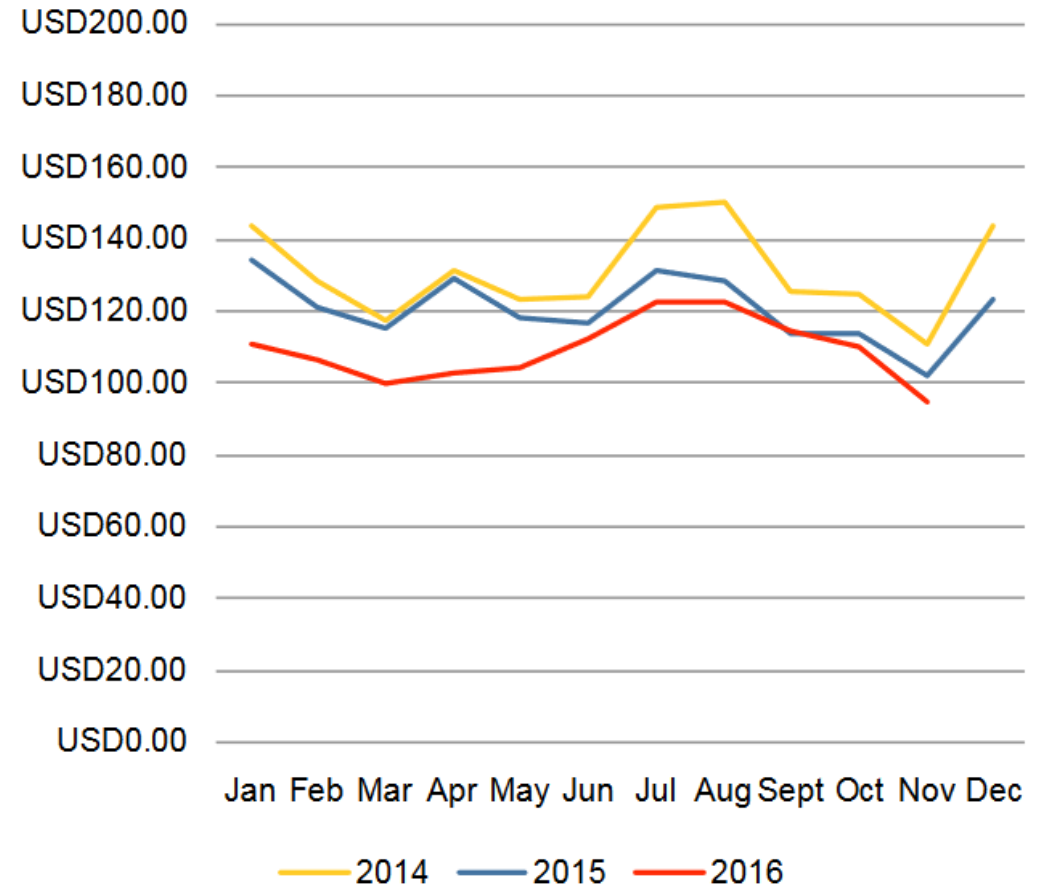
# Competition from other destinations

Cumulative Supply of Star-rated Hotel Rooms in Bali



Source: Colliers International Indonesia - Research

Monthly Average Daily Rate in Bali



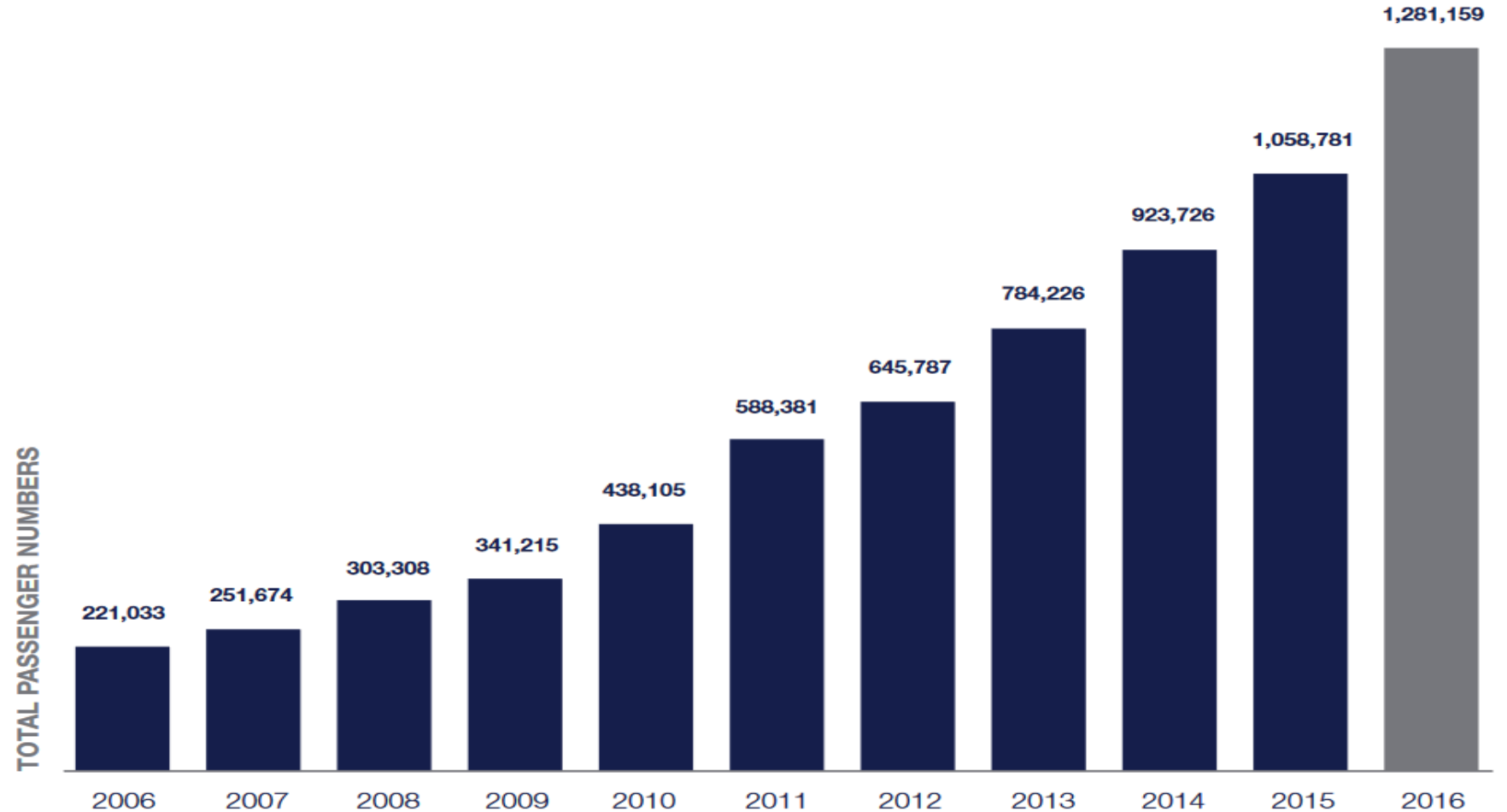
Source: STR Global

# New players in the market

“Australian cruising has had a record-breaking run, reaching its target of one million local cruise passengers six years ahead of target.

More than one million Australians (5.3 per cent of the national population) took a cruise holiday in 2016. This is the world's largest share per population.”

Cruise Lines International Association's latest industry report





# Positive outlook for 2018/19

- Fiji's brand remains strong and relevant
- New inventory and attractions
- New infrastructure
- Improved access
- Progressive marketing activities underway...
  - Improving seasonality
  - Adding-value

A review from 5 October 2019....

---



tripadvisor®



# Vinaka

Email: [mstoeckel@tourismfiji.com.fj](mailto:mstoeckel@tourismfiji.com.fj)  
Phone: +679 9982567

