

Fiji International Visitor Trends

- Rise of multi-generation travel especially from Australia and New Zealand to Fiji. Families traveling with grand parents.
- New market development by Fiji Airways bringing a new profile of visitors to Fiji. High spending Asians who are in search of new experiences!



International Visitor Trends

A photograph of two young women with dark hair, wearing white sweaters, posing in a green field. One woman is making a peace sign. A black and white cow is lying down in the foreground. The background shows a fence and trees under a cloudy sky.

In 2010, 3% of total visitors to New Zealand said they visited a farm or orchard.

In 2016, 30% of total visitors to New Zealand stated they visited a farm, or orchard and vineyard!

Tourism and its Connection to New Zealand's Countryside Report.

International Visitor Trends

1 in every 5 international visitors to New Zealand spent time at a farm, vineyard or wine trail.

2017 ANZ AgriFocus Report



International Visitor Trends – Fiji!

“We are seeing a massive shift in chinese visitor spending from shopping to more experiential activities where they are active participants.”

Clifton Gough, Business Development Manager



International Visitor Trends

***Tourists Are Craving
For Authentic Experiences!***



Opportunities For Agri-Tourism



*We Need More Authentic Interactive Experiences
Fiji Needs To Improve On This!*

Opportunities In Our Agri-Tourism



***Fiji is making progress
and we will get there!***

***J Hunter Pearls is a great example of
Agri/Aqua Tourism. Their Pearl Tours
takes you right to the Pearl Farm,
view the harvesting and also
followed up by their retail shop
experience.***



***The Tukuni Restaurant in Teidamu,
Lautoka established by FRIEND is a
great example of FARM TO TABLE
but we need more and also closer to
the Tourism belt.***

Come and enjoy traditional Fijian food!

Opportunities For Agri-Tourism



The Key For Fiji is...Increased Collaboration!

We Need To Encourage more Strategic Alliances Across Our Industries Between Tourism & Agriculture not just at the policy making level but right through to the private sector. Between farmers, co-operatives and hotels, tour operators.

Opportunities For Agri-Tourism

Collaboration with the Hotel industry supply chain to develop standards for quality & consistency

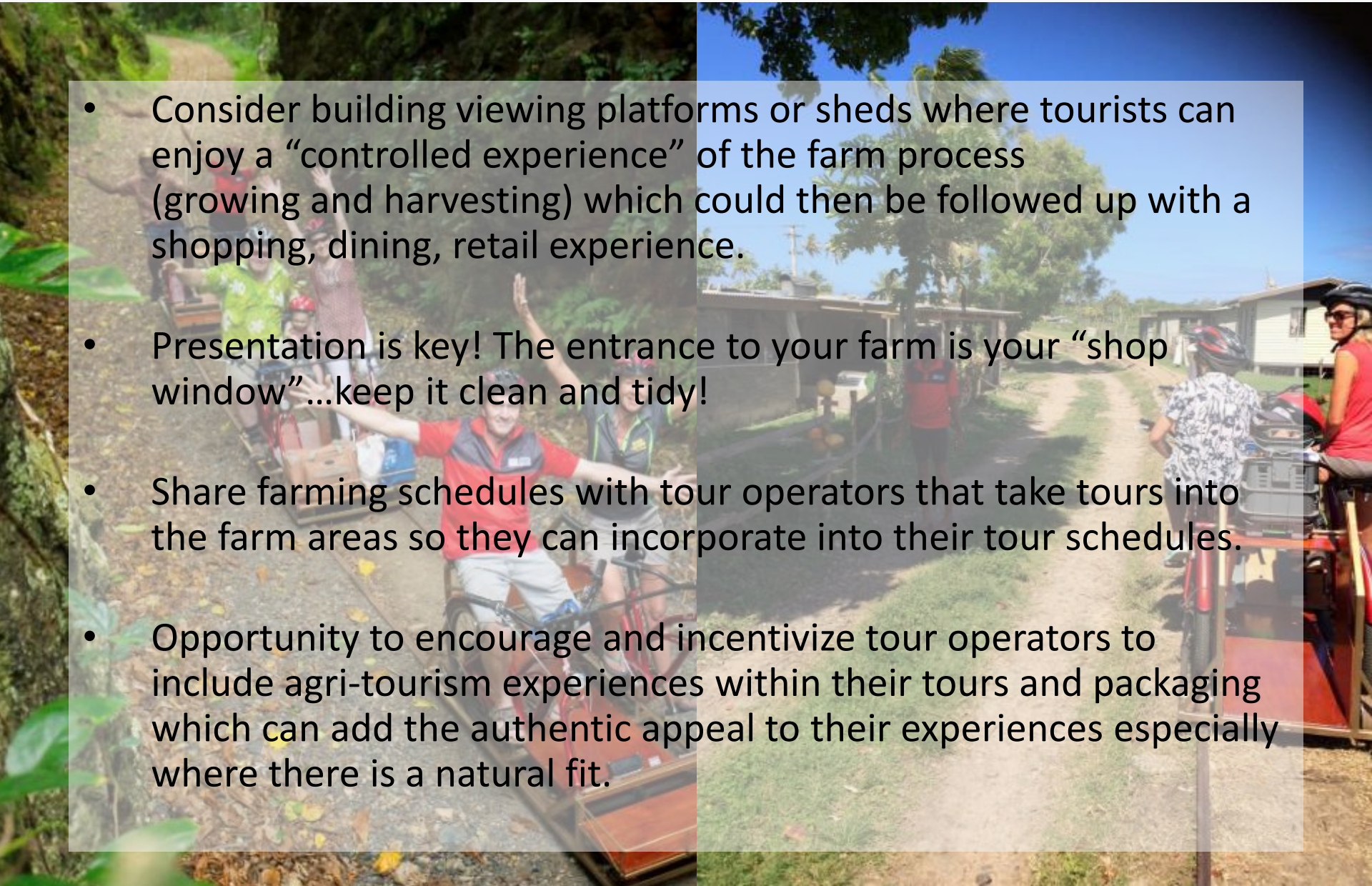
Collaboration as a group (Farm Co-operative) to develop unique Agri-Tour experiences

Collaboration with local tour operators to incorporate Agri-Tours into their tour experiences



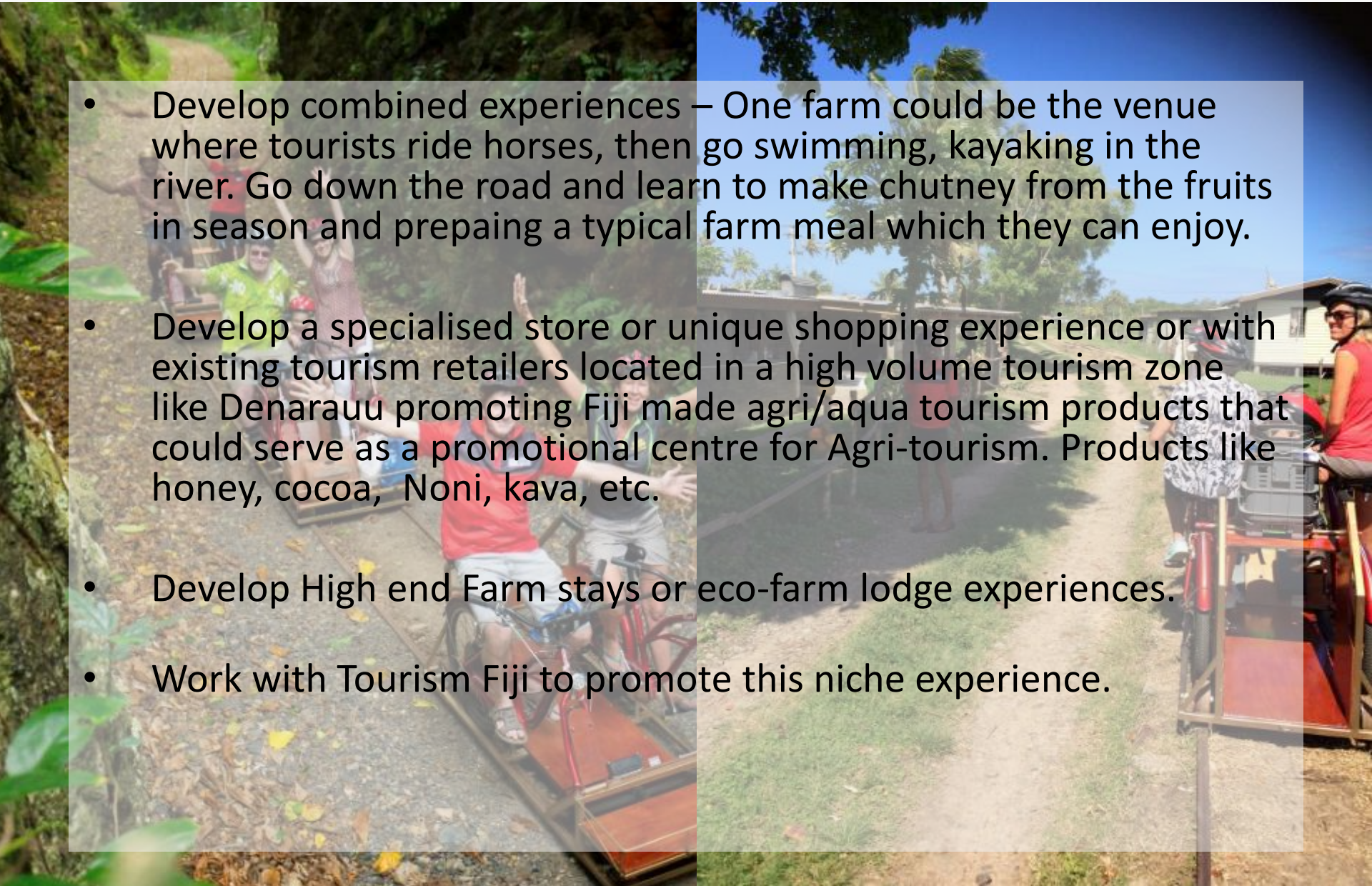
Ideas For Agri-Tourism

- Consider building viewing platforms or sheds where tourists can enjoy a “controlled experience” of the farm process (growing and harvesting) which could then be followed up with a shopping, dining, retail experience.
- Presentation is key! The entrance to your farm is your “shop window”...keep it clean and tidy!
- Share farming schedules with tour operators that take tours into the farm areas so they can incorporate into their tour schedules.
- Opportunity to encourage and incentivize tour operators to include agri-tourism experiences within their tours and packaging which can add the authentic appeal to their experiences especially where there is a natural fit.



Ideas For Agri-Tourism

- Develop combined experiences – One farm could be the venue where tourists ride horses, then go swimming, kayaking in the river. Go down the road and learn to make chutney from the fruits in season and preparing a typical farm meal which they can enjoy.
- Develop a specialised store or unique shopping experience or with existing tourism retailers located in a high volume tourism zone like Denarauu promoting Fiji made agri/aqua tourism products that could serve as a promotional centre for Agri-tourism. Products like honey, cocoa, Noni, kava, etc.
- Develop High end Farm stays or eco-farm lodge experiences.
- Work with Tourism Fiji to promote this niche experience.





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