

“Fiji’s Tourism Journey”

Presentation by Tony Whitton – Managing Director, The Rosie Travel Group



1950



2024



1950



2024

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“Reformed alcoholics and those who like adventure.”

**Fawzi Ghnedi,
Director Libya National Tourist Office.**

Source: The Economist July 7th 2012



THE ROSIE TRAVEL GROUP

100% Fijian Family Owned, 600 Employees, 2023 USD \$50 million turnover



Rosie Holidays



Rosie Outsourcing



Likuliku Lagoon Resort



Malolo Island Resort



Mociu Private Island



100% Fijian Family Owned



Rosie Properties



Celebrating 50 years of operation
Launching the New Rosie Gallery

Our Secret?



#1. The Fijian People



**#2. A Strong & Profitable National
Airline**



• VANCOUVER

• LOS ANGELES

• HAWAII

• TOKYO

• HONG KONG

• SINGAPORE

• TIMOR LESTE

★ FIJI ISLANDS

• SYDNEY

• AUCKLAND

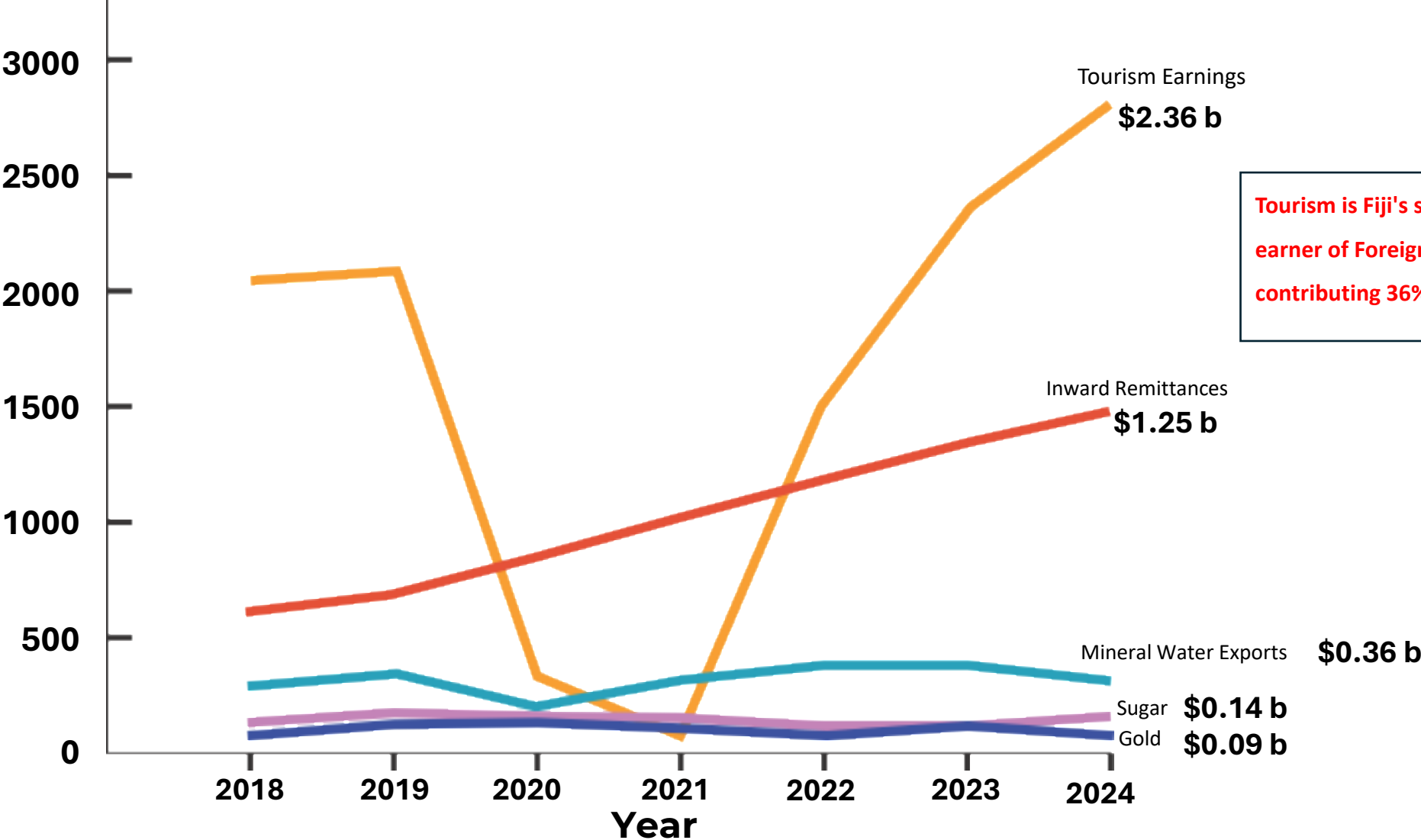
Contribution to GDP

2023 Tourism's TOTAL contribution
to the Fiji economy is
\$2.3 Billion or 36% of Fiji's GDP.

(NZ 9% Aust 9% Hawaii 23% Tahiti 15%)

2018 – 2024 Gross Earnings (Top Five)

\$ Billion



Tourism is Fiji's single largest earner of Foreign Exchange, contributing 36% of GDP

\$2.36 b

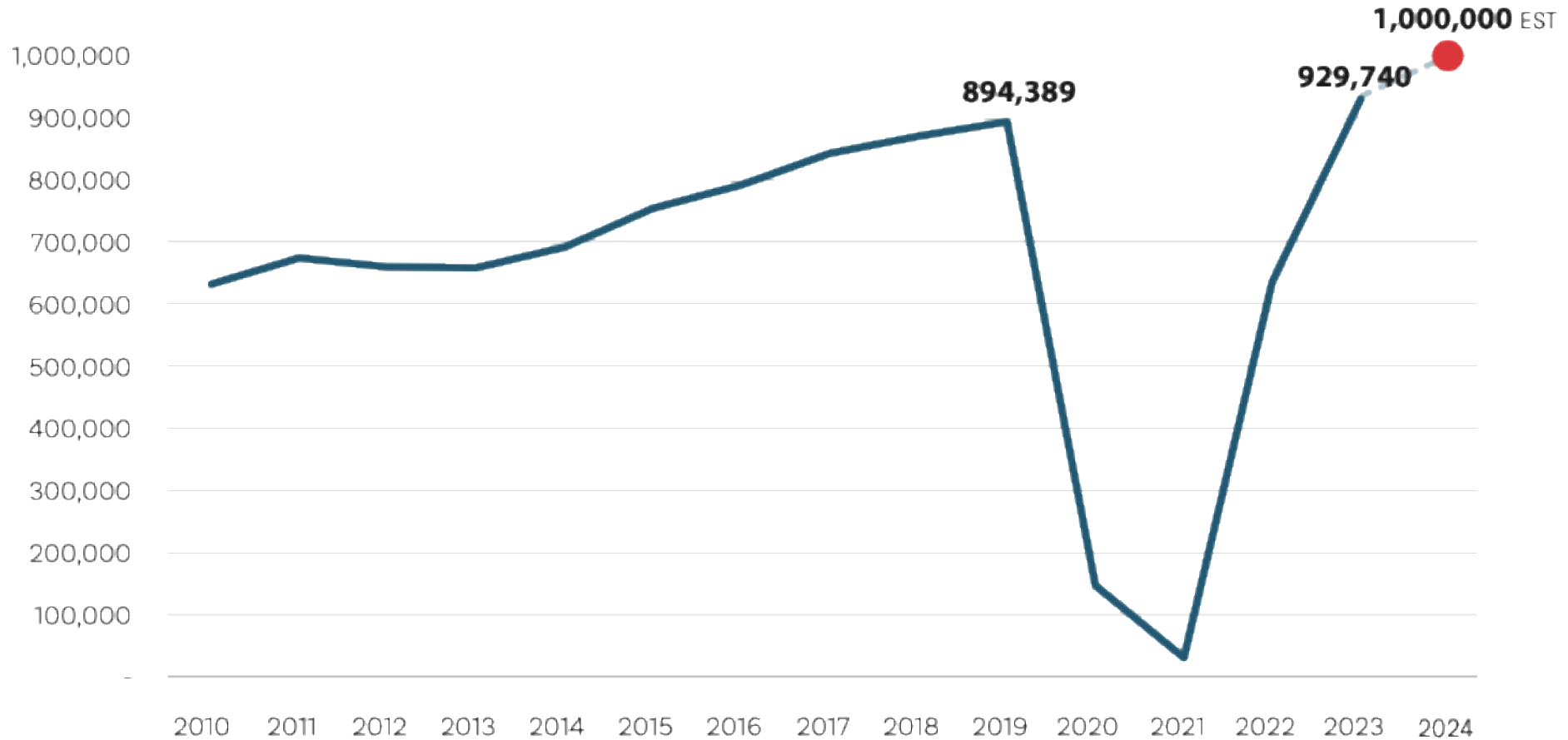
\$1.25 b

\$0.36 b

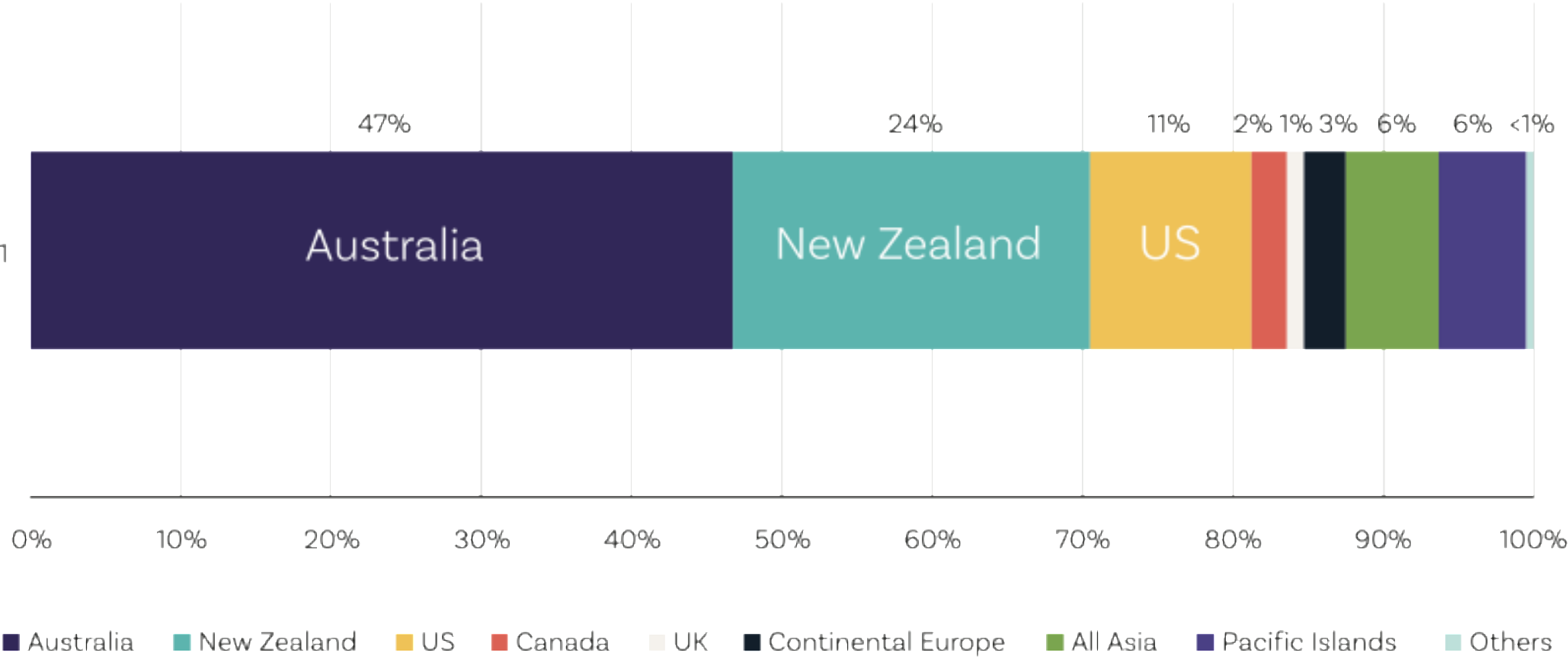
\$0.14 b

\$0.09 b

ANNUAL VISITOR ARRIVALS 2010-2023

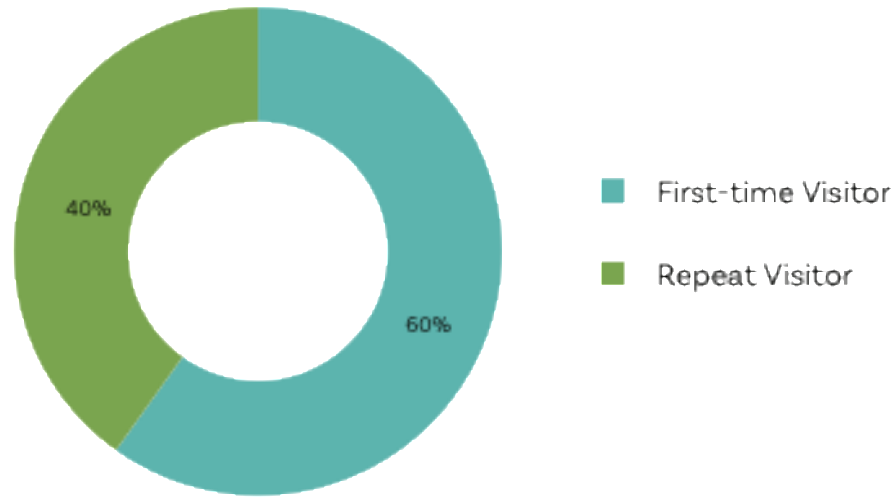


2023: Total Visitors by Source Market

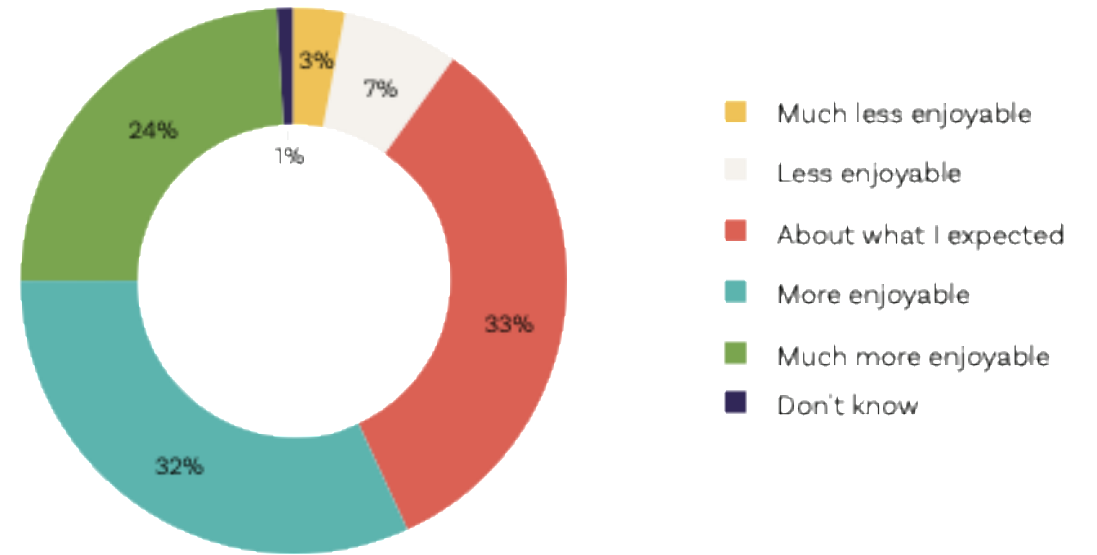


Source: Ministry of Tourism (2023 Fiji International Visitors Survey)

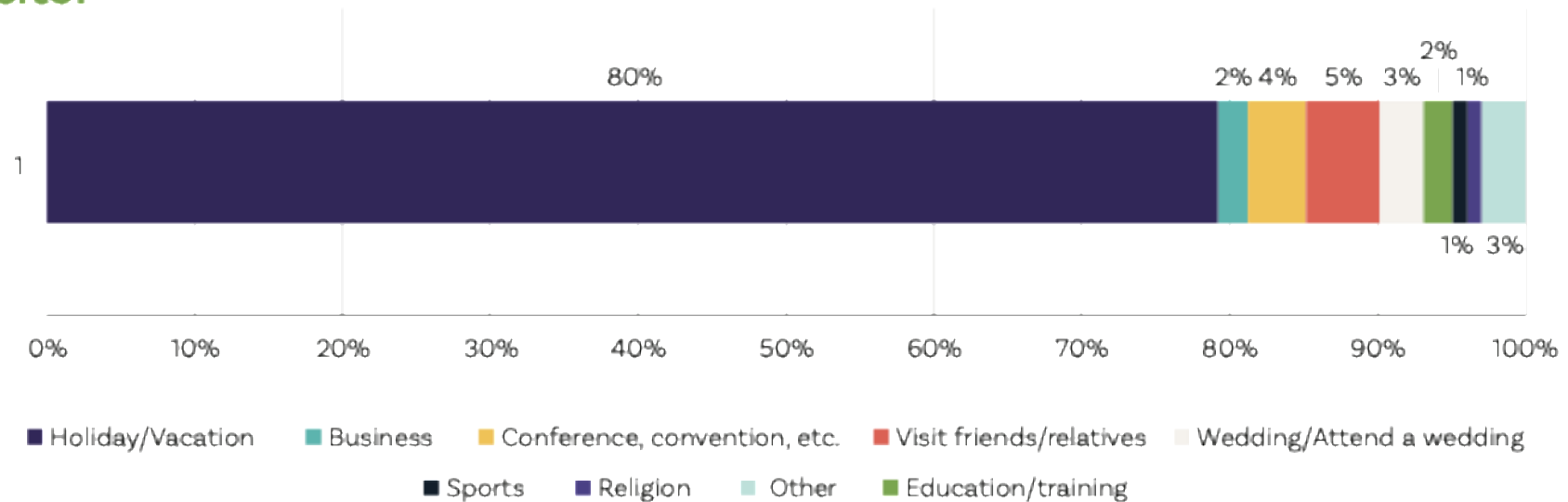
2023: New or Returning Visitor



2023: Trip Expectation Comparison



2023: Purpose of Visitor



Impact of Tourism on Employment

Earnings

Full time employment

Tourism \$1.0 (m)

96 jobs

Movie Industry \$1.0 (m)

30 jobs

Agriculture and Fisheries \$1.0 (m)

52 jobs

Manufacturing \$1.0 (m)

80 jobs

Mining \$1.0 (m)

1 job

Lapita Migration from S.E Asia 500 B.C.



Similarity of Fijian language to Indonesian.



Home. “Bale” = “vale” in Fijian

Rock. “Batu” = “vatu” in Fijian

Banana. “Pudi” = “vudi” in Fijian.

Five (5). “Lima” = “lima” in Fijian.

Three (3). Tulu = “Tolu”

1774

Captain Cook. Brands Fiji “ Cannibal Islands”



1834

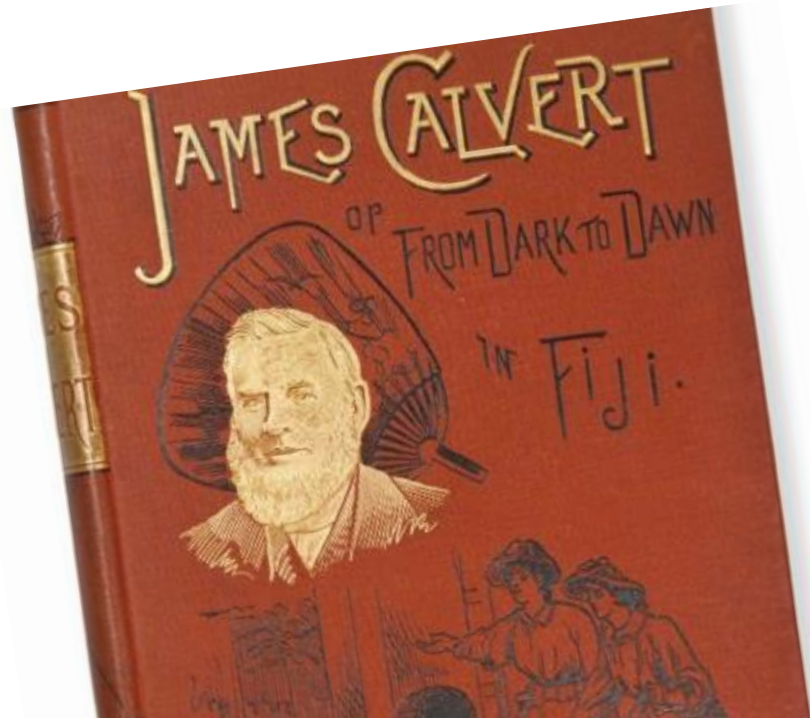
Famous cannibal UdreUdre.
Can still visit his tomb today.

He holds the Guinness World Record for “most prolific cannibal”. During the 19th century, Udre Udre reportedly ate between 872 and 999 people. He kept a stone for each body he ate; the stones were placed alongside his tomb in Rakiraki.



1835

First Christian Missionaries land in Fiji.



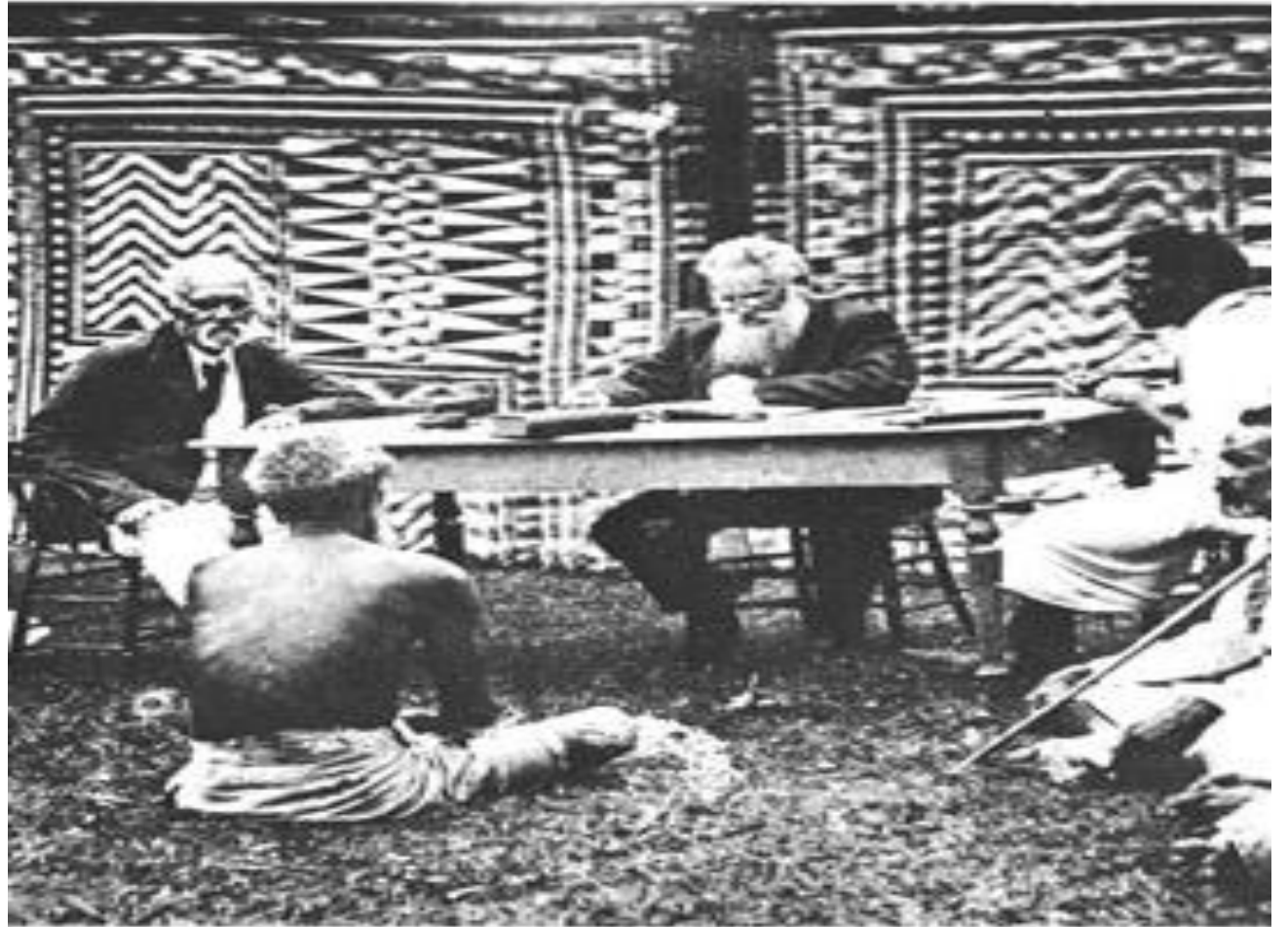
1874

Ratu Seru Cakobau finalises a deal with the British.

Pay the Americans back the debt.

Fiji sold for
USD \$44,000.00.

Fiji becomes British Colony.



David Wilkinson at work.

1879

First Indentured Labourers from India arrive into Fiji to work in sugar cane plantations.

Bought in by the British to develop agriculture.

Today about 35% population.



1939

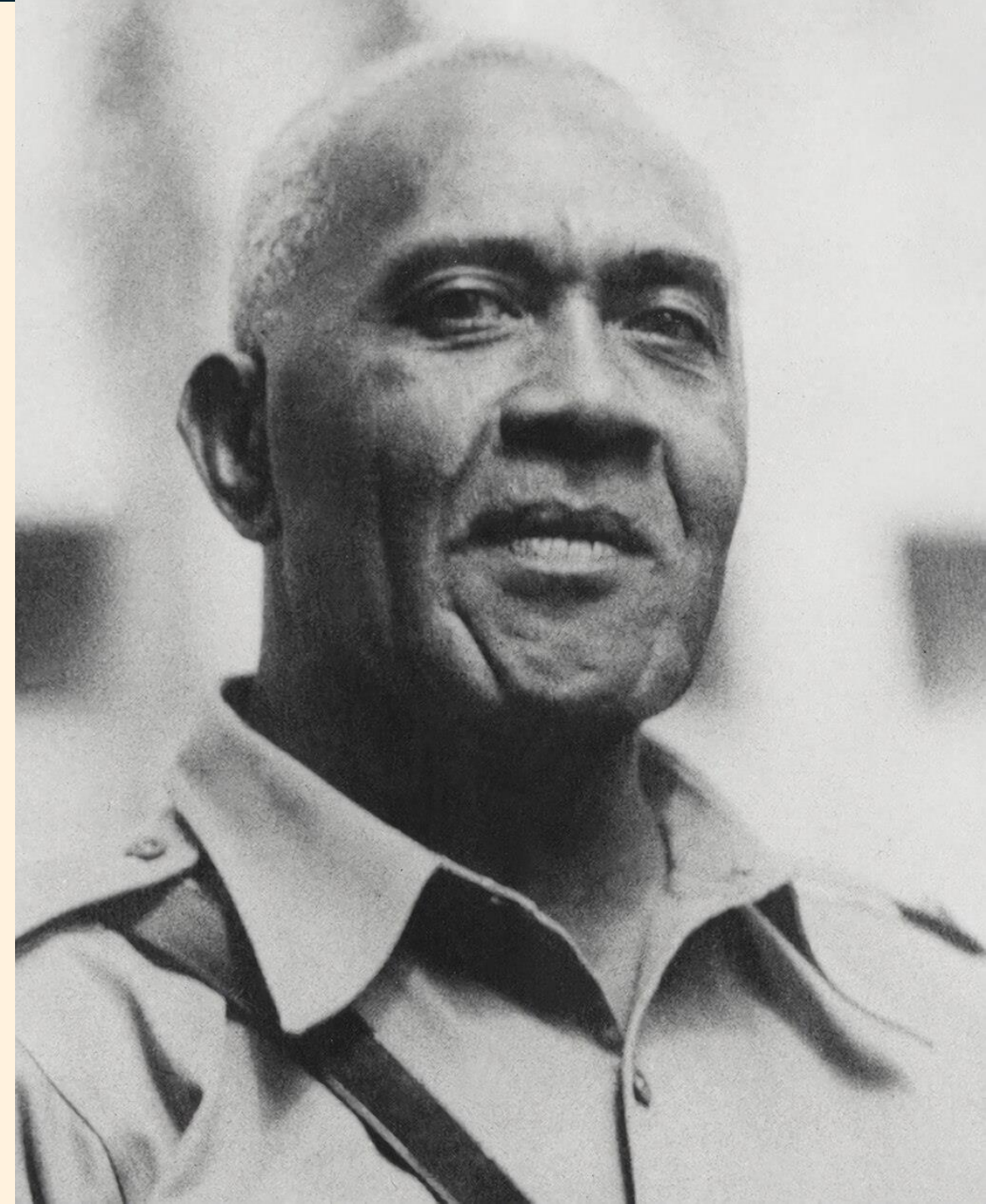
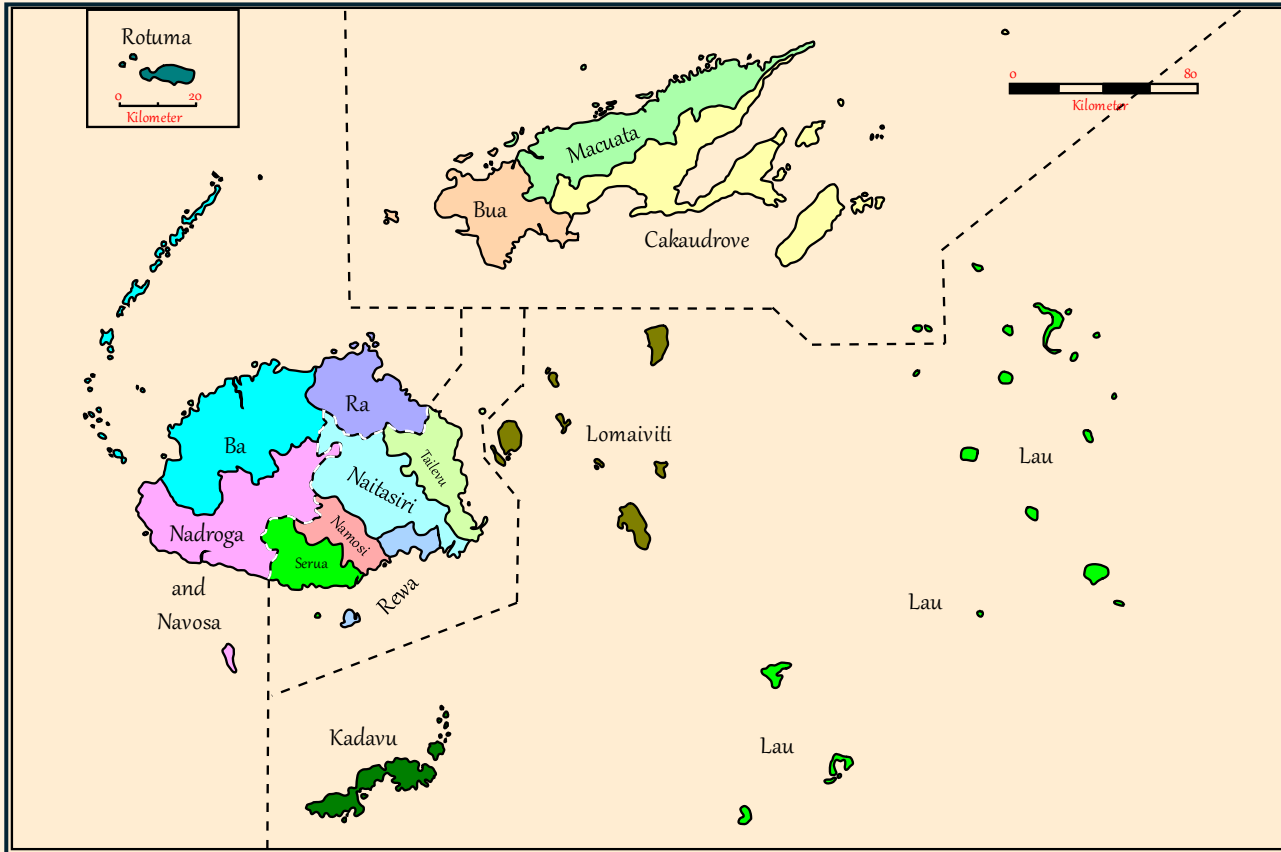
Nadi Airport is built by Allied Forces as Air Base. Turning point for Fiji.



1944, 14 Provinces Returned to Native

Title

In 1944 working with the English administration, Ratu Sir Lala Sukuna commences field surveys to mark out Native Customary land boundaries, effectively returning 87% of all land in Fiji to the indigenous resource owners and the establishment of the Native Land Trust.



FIJI AIRWAYS INTERNATIONAL DESTINATIONS SERVED DIRECTLY → 24



*Flights subject to Government approvals.



FIJI AIRWAYS

FLEET



Airbus A350-900 **4**



Airbus A330-300 **4**



Boeing 737 Max 8 **5**



Boeing 737-800 **1**



ATR 72-600 **6**



World's Top 100 Airlines

“The best airline in our region has been named and it isn't Air New Zealand or Qantas.”



Alan Granville,
Stuff, Nine Entertainment.

Fiji Airways 14th Best Airline in the World,
Air New Zealand 22nd Best Airline in the World
Qantas 24th Best Airline in the World



