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# Smart Tourism as a Tool of Destination Promotion

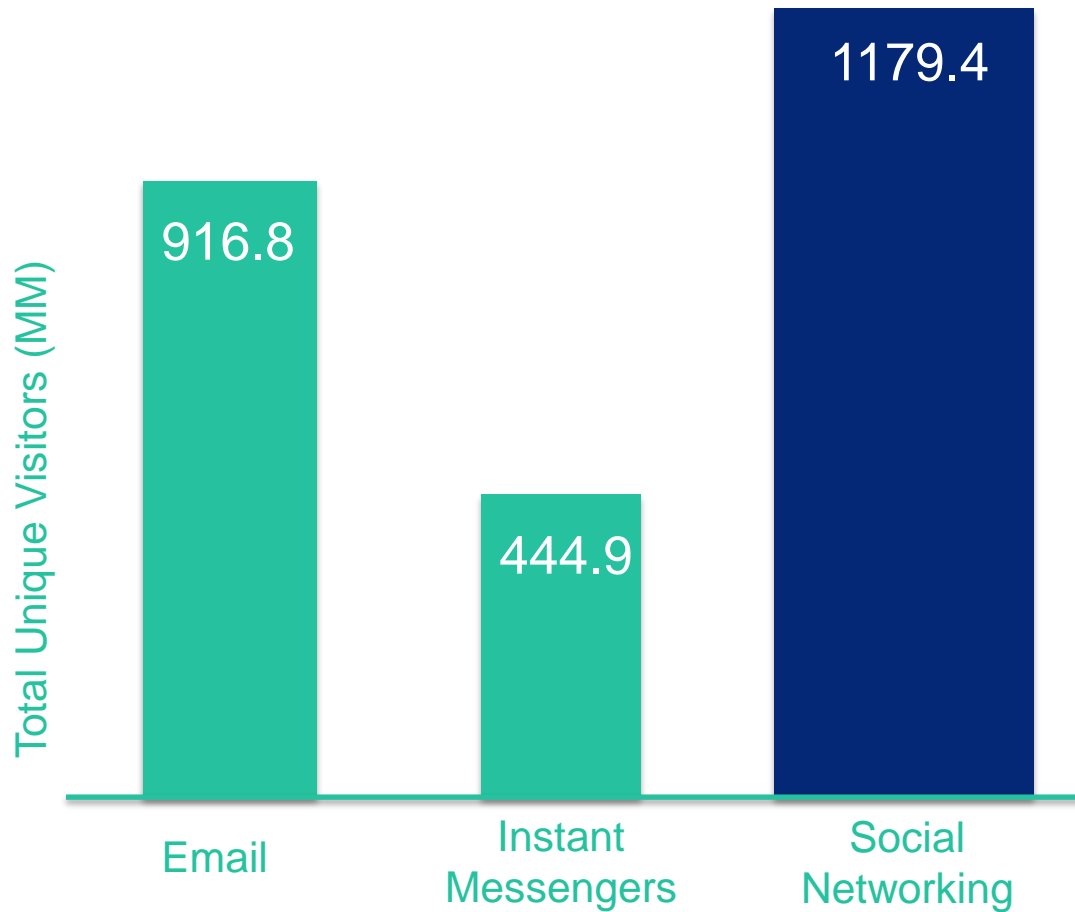
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Q: Why is social media so important to Fiji?

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# There are 1.2 Billion reasons why.



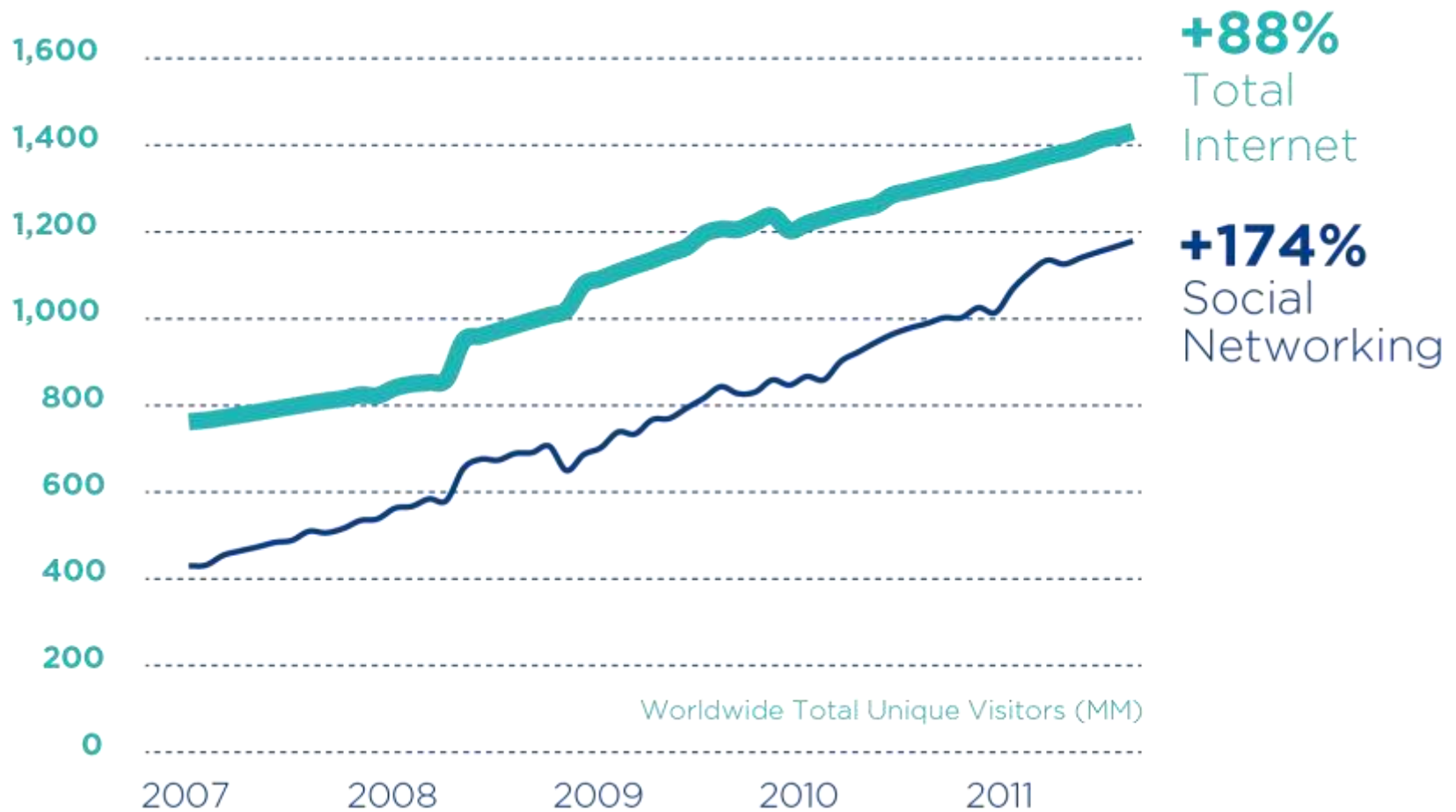
Around the world, Social Networking now reaches

**1.2** Billion Users.

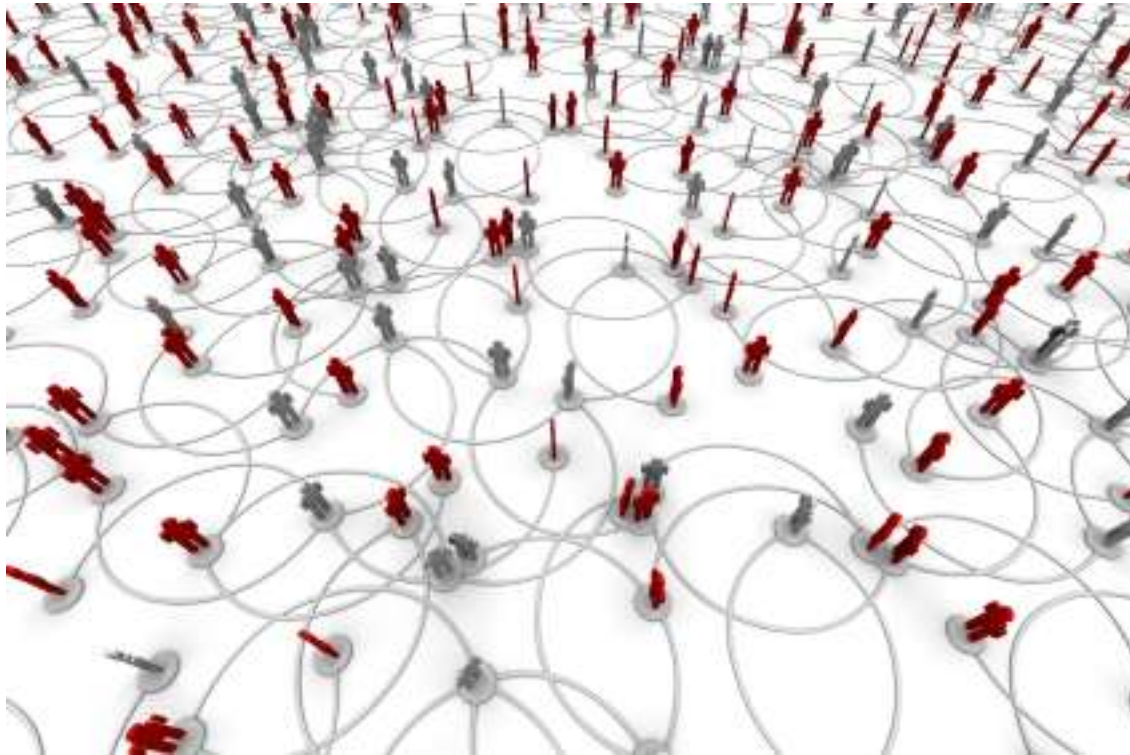
**82.4%**

of the world's online population

# And that number is growing everyday.



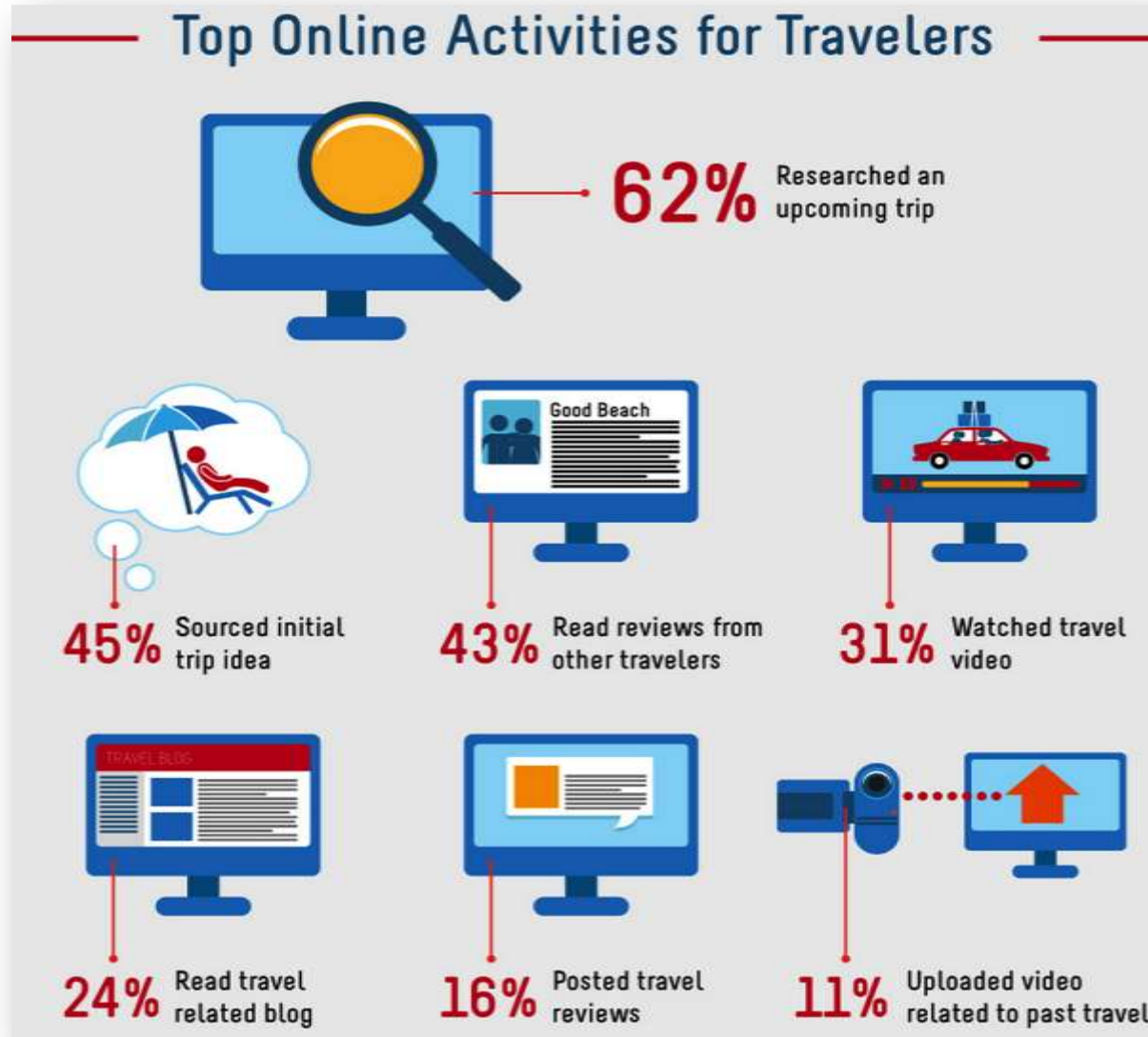
The opportunity to spread your message is massive.



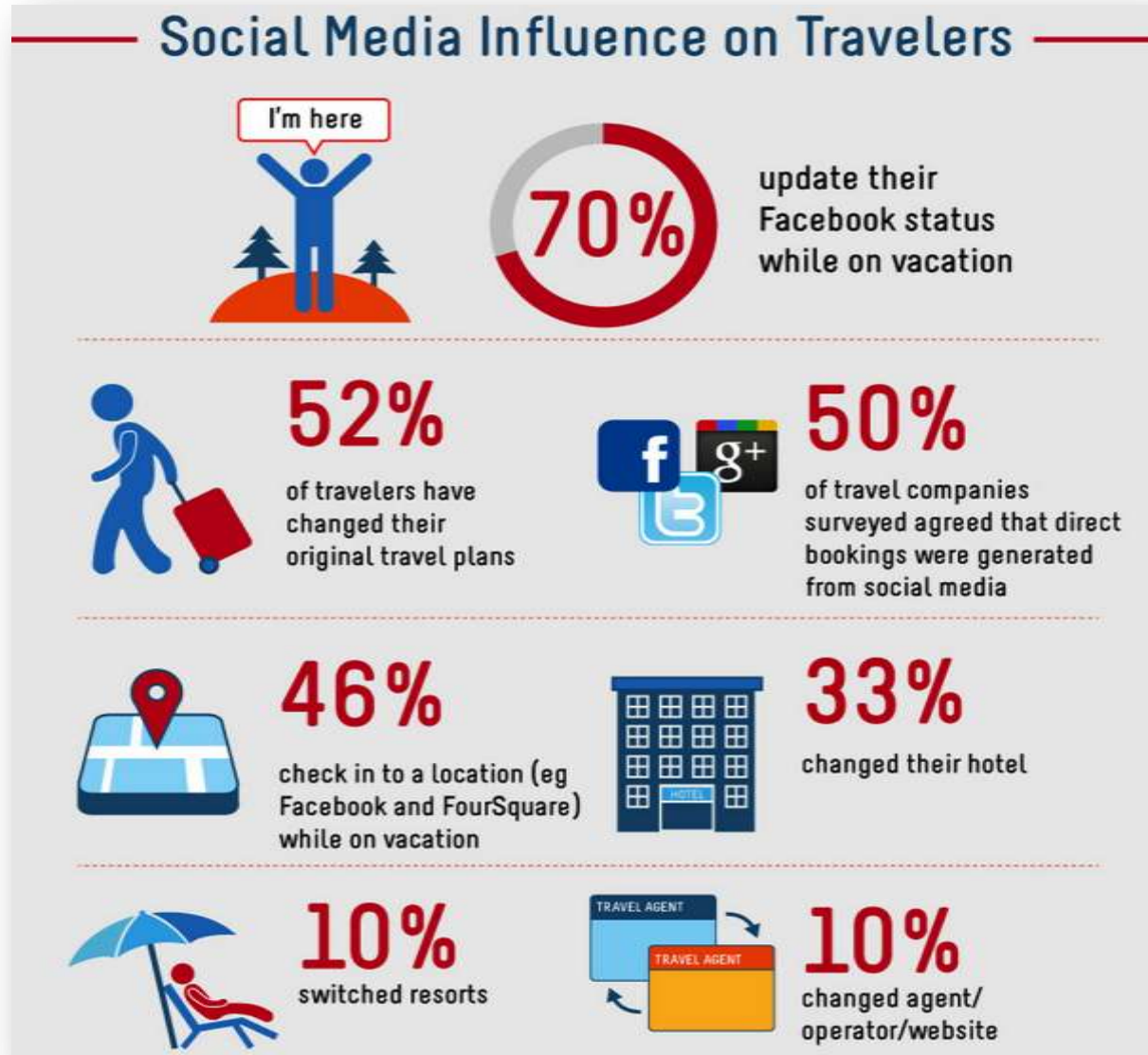
The average Facebook user has around 130 friends.

Imagine we were to encourage half of Fiji's yearly visitors to actively spread the word. On Facebook alone those 350,000 people would ensure that your message was seen  
45.5 MILLION TIMES.

# What are travellers doing online?



# What is Social Media's influence on travel?



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What does the Tourism Fiji  
social media ecosystem  
look like?

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# Before, we acted in silos



Fiji USA



Fiji Australia



Fiji New Zealand



Fiji International

we were fragmented.

Now, we're acting as one.



Fiji USA



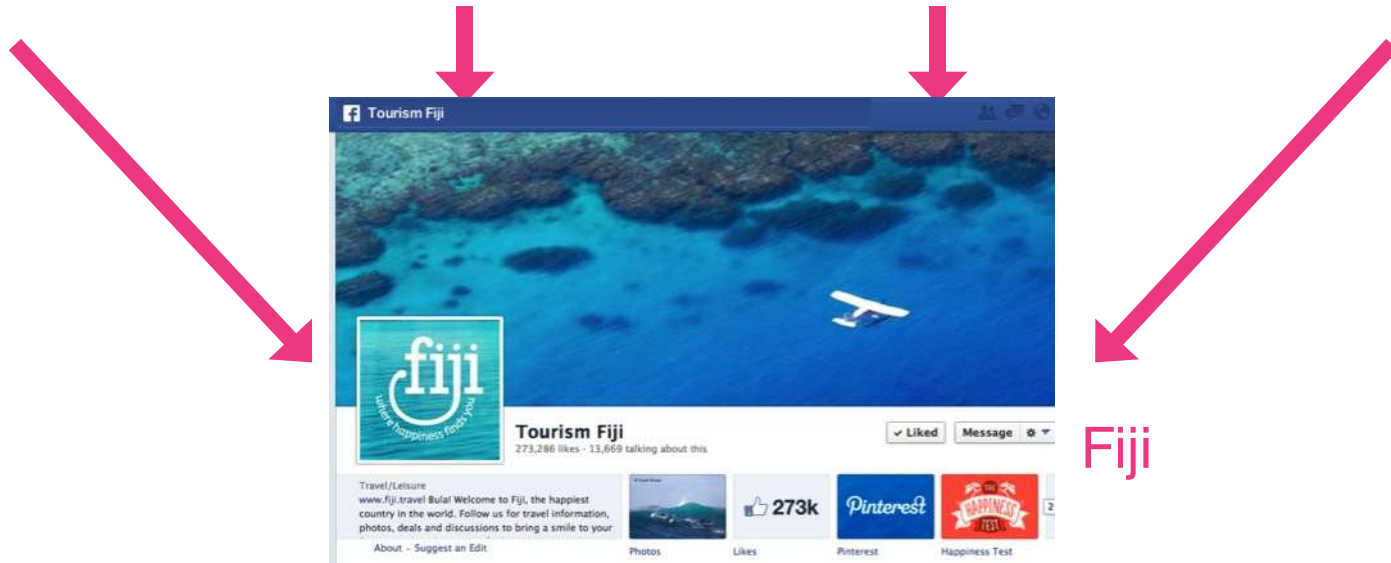
Fiji Australia



Fiji New Zealand



Fiji International



Fiji

Consolidation

Our global page:



273,000

Fans

The screenshot shows the Facebook profile for Tourism Fiji. The header includes the Facebook logo and the name "Tourism Fiji". The cover photo is a large image of a tropical coastline with a small white airplane flying over the turquoise water. The profile picture is a square logo with the word "fiji" and the tagline "where happiness finds you". Below the cover photo, the name "Tourism Fiji" is displayed along with "273,286 likes · 13,669 talking about this". There are buttons for "Liked", "Message", and a settings icon. The bio section reads "Travel/Leisure" and "www.fiji.travel Bula! Welcome to Fiji, the happiest country in the world. Follow us for travel information, photos, deals and discussions to bring a smile to your". Below the bio are several tabs: "Photos", "Likes" (showing a thumbs-up icon and "273k"), "Pinterest", and "Happiness Test" (with a red button icon).

# Geo-targeting



Europe



USA



UK



New Zealand



Australia

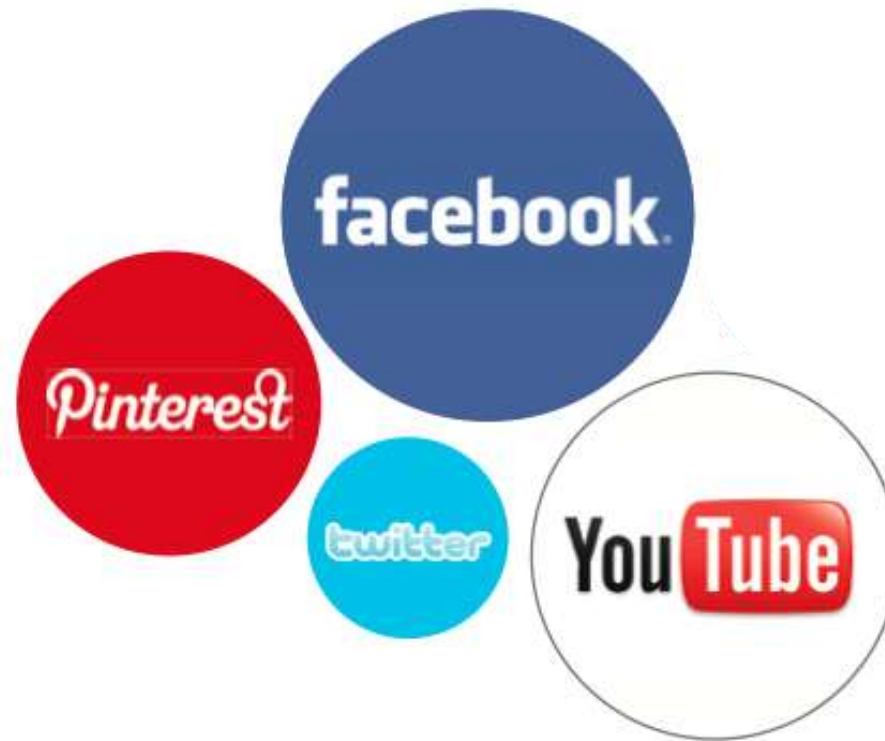


Hong Kong

# Social media platforms



... we've invested in the ones that get maximum reach and return.



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“Social media is not an island.  
It’s a high-power engine on the  
larger marketing ship.”

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The amplification of integrated campaigns is how brands can achieve marketing success.



# Integrated Campaigns



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What does the future look like  
for Tourism Fiji?

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# Tourism Fiji Mobile App



- Number of users researching travel via mobile will increase by up to 51% \*
- 44% of participants used an app to help plan travel \*\*
- 46% of travel searches on mobile results in purchase
- 48% used a tablet or mobile to plan their trip

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Vinaka!

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