

**2003 FIJI INTERNATIONAL VISITOR SURVEY
SUMMARY REPORT**

Ministry Of Tourism

Stollznow Research

2003 FIJI INTERNATIONAL VISITOR SURVEY

Introduction

The global nature and span of travel and tourism demands that we dedicate time and effort to understand the forces that shape our world. International travel statistics represents only a picture of the world of travel, but it is nonetheless a vital part of the whole global picture we must fully exploit to our advantage. Such information, when combined with a grasp of the major strategic trends, will help us take immediate action to create the future we want.

Statistics are extremely useful because they capture the outline as well as the finer details of events. They also can give an outline of the possibilities ahead. Sound planning is based on accurate, reliable and valid information. Research and analysis to obtain the critical information for management is a constant priority.

The travel and tourism industry continues to grow in size as well as its contribution to national and global GDPs. The key drivers and related trends such as weapons proliferation, demographics, technology, political and economic unions, and the decline of the sovereignty of nations, must be factored into our planning and management of the industry.

The last ten years have been the most traumatic in world history. The events of 9/11 have changed the world forever. The most recent events of 3/11 in Spain and similar ones around the world offer vital food for thought for tourism operators and national tourism authorities. Security has engaged the best minds and the greatest resources.

But there are positive developments happening everyday. Travel and tourism can contribute to a better cultural understanding. It has led to the merging of different civilisations. It has also served to reinforce the truth that humanity shares more things in common than the differences that seek to divide us.

We are confident that the future for Fiji tourism is brighter. However, we can never be complacent. We must continue to actively engage ourselves in developing the kind of tourism we want for Fiji. Our research capability must match our need for timely, accurate and reliable information which will inform our decision-making and justify our actions.

I commend our IVS and Research Team for the production of this vital document. It provides excellent market intelligence for our operators and Government. The 2003 IVS report provides a measure of our effectiveness in marketing destination Fiji in terms of visitor arrivals. It also provides guideposts for the future as to how we can improve our offerings, enhance value of products and services, and improve access to and across Fiji. We are grateful for the combined achievements of all tourism stakeholders. These positive results should motivate us to set smart goals and work together to achieve greater things for Fiji and all our people.

Vinaka
Napolioni Masirewa
Chief Executive Officer

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