AI, Authenticity, And the Fiji Story

Public-private platform partnerships in destination marketing



FIJI
WHERE HAPPINESS COMES NATURALLY

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Ministry of Tourism and Civil Aviation

SETTING THE SCENE

A Sector That Matters

40%
of Fiji's GDP

1/3
of Fiji's workforce

The collective responsibility we all share for shaping what comes next.

Required robust strategy and sustained investment.



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SETTING THE SCENE

Source Markets: Current Position & Growth Ambition

Traditional source markets are evolving & Competition is intensifying

986,367

2025 actual arrivals a new record (+0.3% vs 2024)

1,023,350

2027 total visitor arrivals target

Market	2025 Actual	2027 Target	Growth Aim
Australia	452,422	471,700	+4%
New Zealand	219,301	223,900	+2%
USA	118,148	124,800	+6%
China	28,602	32,350	+13%
Canada	20,466	26,000	+27%

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BRAND & BULA SPIRIT

Where Happiness Comes Naturally

"It's all about simplicity, authenticity, and that raw charm that sets us apart... Engaging directly with locals ensures an authentic portrayal, reflecting their pride and way of life."

— Tourism Fiji

Campaign evolution

"Where Happiness Comes Naturally" evolves into "Be Fiji"

The next era of tourism

"Lead with clarity of purpose, sharper market focus, renewed narrative grounded in our people, values and place."



POLICY FOUNDATION

Align to Country’s National Sustainable Tourism Framework

Fiji's National Sustainable Tourism Framework (2024–2034) adopts four goals from the Pacific Sustainable Tourism Policy Framework

Prosperous Economies

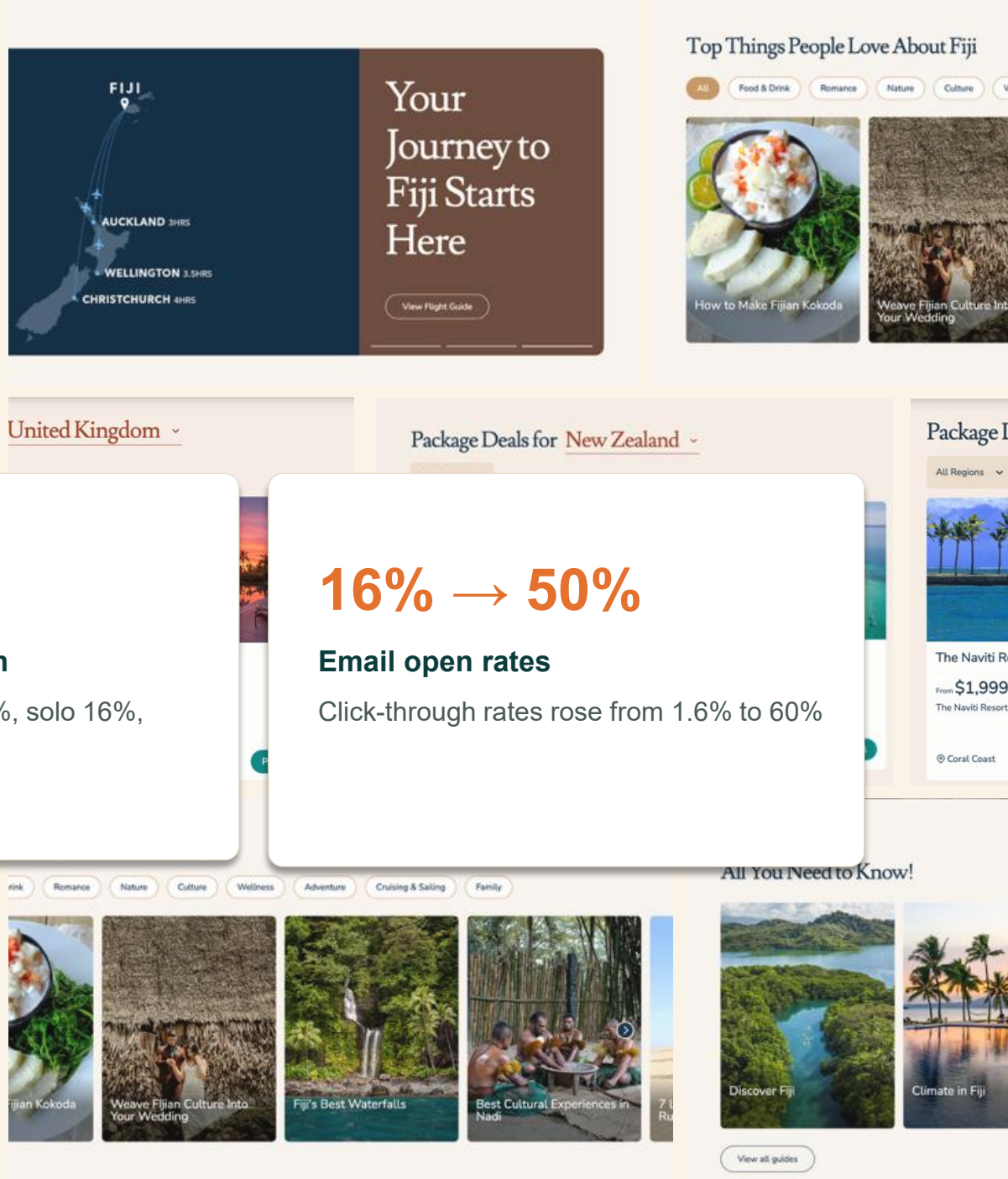
Thriving & Inclusive Communities

Visible & Valued Cultures

Healthy Islands & Oceans

DIGITAL MARKETING LANDSCAPE

Scaling Personalisation



2M → 15M

Website sessions

~650% growth following the April 2024 site relaunch

4 personas

AI-driven segmentation

Couples 43%, families 35%, solo 16%, groups 6%

16% → 50%

Email open rates

Click-through rates rose from 1.6% to 60%

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TOURISM FIJI

BEYOND MARKETING

One Connected Ecosystem

"Success is not just attracting visitors to Fiji. Success is helping visitors choose Fiji, book Fiji, experience Fiji and return to Fiji."

Expanding beyond campaigns, advertising, social and website traffic towards Tourism Ecosystem Development

Consumers — inspiration, planning, itinerary building, visitor support

Business Events — bidding support, resources, lead generation

Industry (MATAI) — training, best practice, digital capability

Corporate — industry information, stakeholder engagement



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TOURISM FIJI

DIGITAL AS AN ENABLER

A Smarter fiji.travel

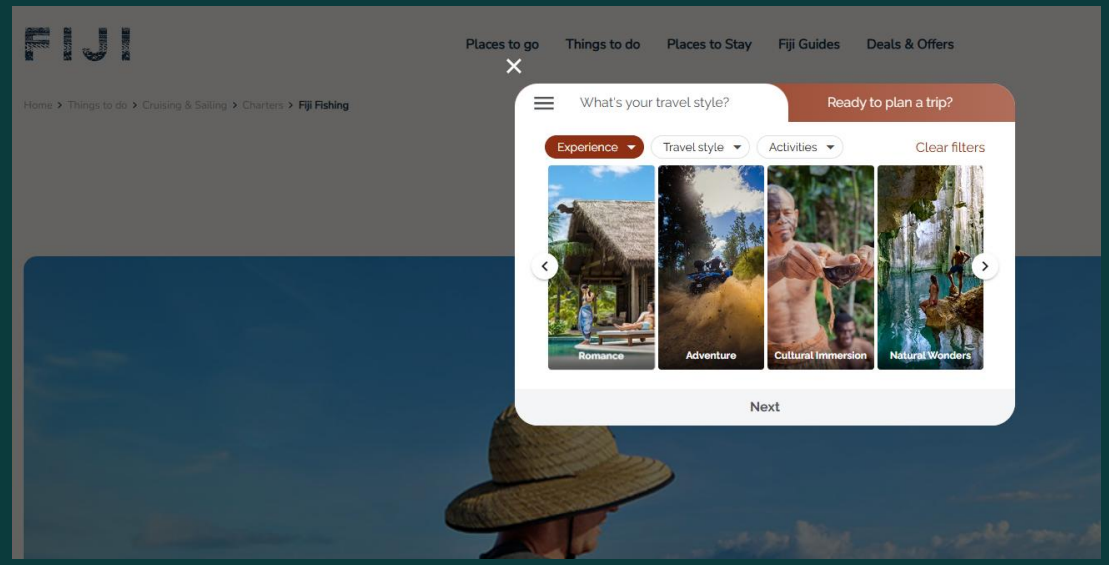
"Website enhancement starting with FIT, then other segments." · "Enable personalised itineraries, peer recommendations, co-create journeys rather than consume content." · "Future ready: interaction, personalisation, community."

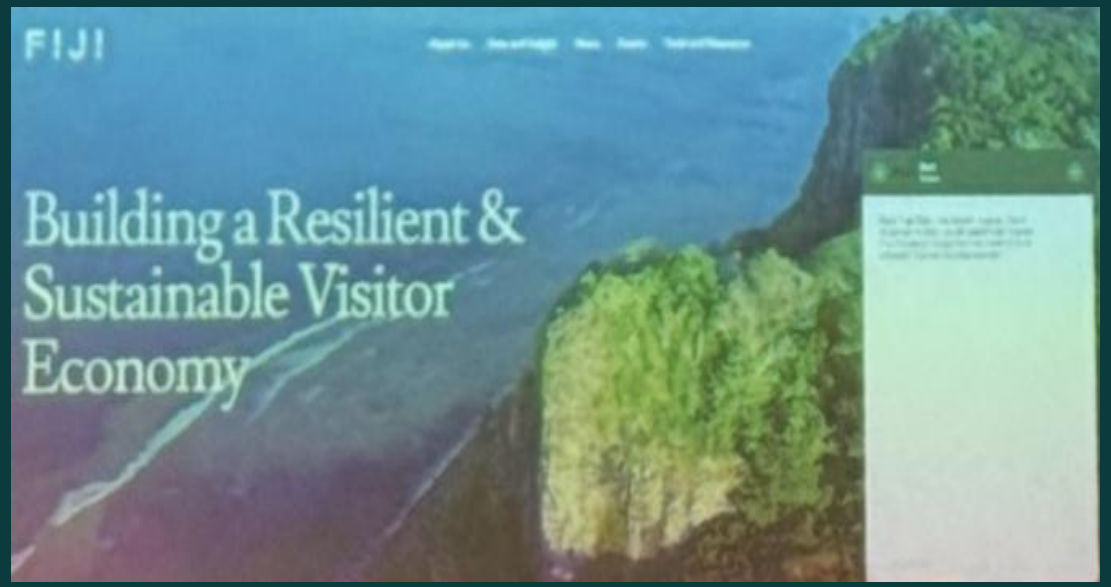
AI-Powered Itinerary Planner

Live on fiji.travel — discover more experiences, build customised trips, connect with operators

BATI — Traveller Assistant

Testing complete; knowledge base in development. Visitor assistance, trip planning, faster content discovery





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PUBLIC-PRIVATE & PLATFORM PARTNERSHIPS

A Case Study: Tourism Fiji, TikTok/Douyin & Fliggy

#1
Long-haul island destination from China, 2025

4th
Largest individual source market

Government, a social platform, and an OTA — building the world's first end-to-end AI destination-marketing ecosystem



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WHY

The AI Landscape in China

¥1 trillion+

Core AI industry size

Projected for 2025 (Ministry of Industry and Information Technology)

515 million

Generative AI users

By mid-2025 — doubling in six months

380 billion CNY

"AI + Cultural Tourism"

Market size in 2025 (China Tourism Academy)

Destination marketing had to meet Chinese travellers where behaviour was already shifting.

INSPIRATION → PLANNING

Inside the TikTok/Douyin AI Travel Planner

Grew out of the "Exchange the World: Fiji" creator campaign on Douyin

Natural Language Interaction

Users simply type or speak their travel desires in everyday language

Multi-Agent System

AI dynamically assigns roles — a "destination expert" and an "itinerary designer" — to build the plan

Dynamic Itinerary Generation

Detailed day-by-day plans with curated accommodation, activities and logistics

Visual & Interactive Experience

The itinerary is presented with rich visuals, and the TikTok video clips the user was already watching



PLANNING → BOOKING

From Planning to Booking: Fliggy + Alibaba Qwen

Powered by Alibaba Cloud's Qwen large language model

Contextual Retention

The full travel plan carries from TikTok to Fliggy — nothing repeated

Agent-like Dialogue

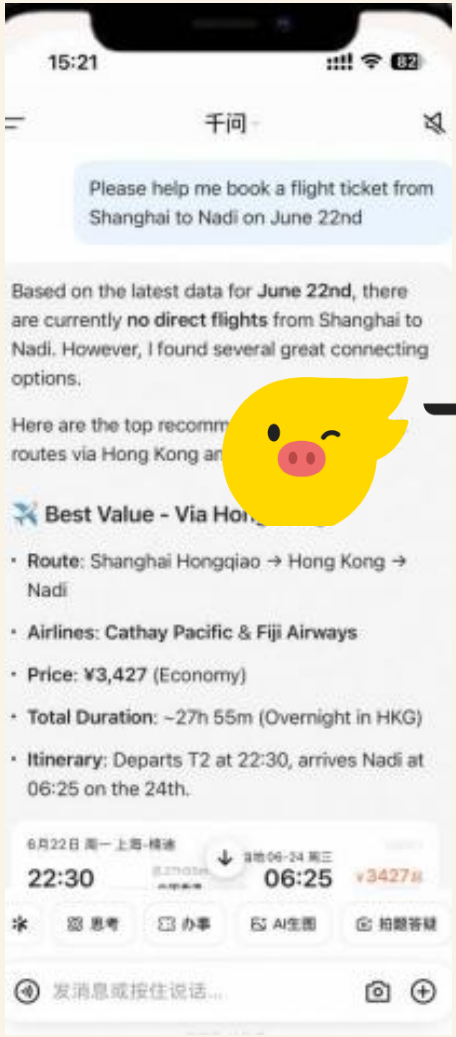
Bookings completed through natural conversation, like a human travel advisor

Dynamic Accuracy

Real-time inventory checks for flights, hotels and activities

Smart "Ask Price"

Auto-applies promotions and coupons to find the best available deal



飞猪旅行

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SUCCESS FACTORS

What Made the Partnership Work

Sequenced, not siloed

Inspiration, planning and booking linked in one closed-loop journey, rather than three disconnected tools

Authentic content, not generic AI

The planner's recommendations were built on real content from partner creators, not synthetic descriptions

Complementary strengths

Government brought destination trust and content; platforms brought reach, AI infrastructure and consumer data

Framed as a pilot

Explicitly a test-and-learn project, built to iterate rather than a finished, fixed product

RESULTS & RECOGNITION

A PATA Gold Award-Winning Case

+45%

Chinese visitor arrivals, 2025 vs 2024

25%

Market share among long-haul island destinations in China, up from 18%

15%

Itinerary-to-booking conversion, vs a 2-3% industry average

+200%

Search Index Increase
In Baidu Search volume for 斐济旅游 (Fiji travel)

500M+

Tiktok Content Impressions
#AI带我游斐济 (#AI Takes Me to Fiji)

USD$1M+

Outstanding advertising equivalent value on media reporting for this AI destination marketing innovative case

☆ PATA Gold Award 2026 — Best Use of Emerging Technology in Marketing

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THE RISK & CHALLENGES

Algorithmic Flattening

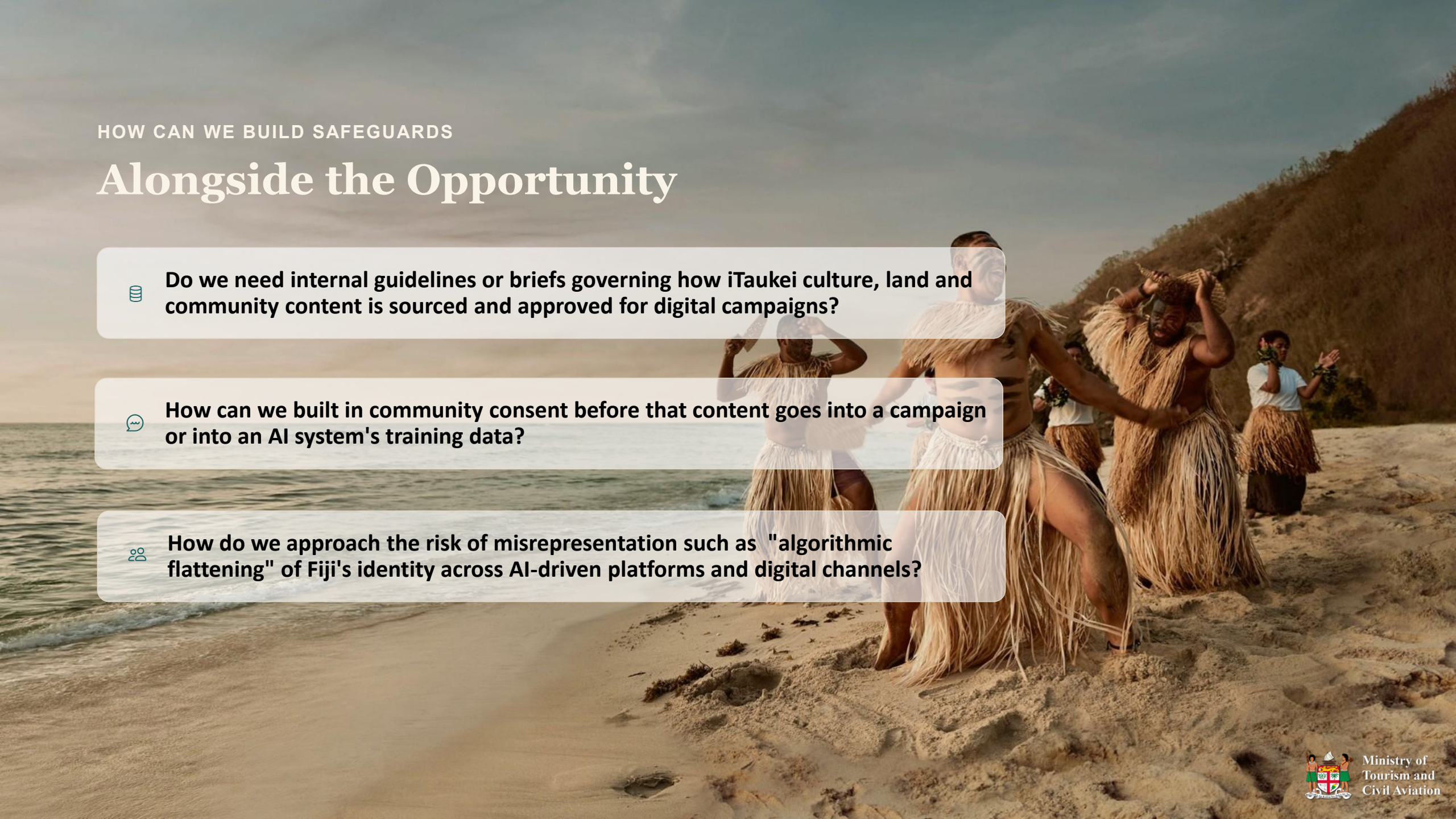
Generative AI is trained overwhelmingly on Western-language, Western-sourced content.

Left unchecked, AI-driven itineraries, chatbots and search summaries risk describing Fiji through borrowed, generic language — smoothing away iTaukei identity, land connections (vanua) and community voice.

> *"The greatest threats to Fijian culture are technology and westernisation."*
>
> — Dr Tarisi Sorovi Vunidilo, archaeologist & museum curator

HOW CAN WE BUILD SAFEGUARDS

Alongside the Opportunity



- Do we need internal guidelines or briefs governing how iTaukei culture, land and community content is sourced and approved for digital campaigns?
- How can we built in community consent before that content goes into a campaign or into an AI system's training data?
- How do we approach the risk of misrepresentation such as "algorithmic flattening" of Fiji's identity across AI-driven platforms and digital channels?

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