

**BACKPACKERS/INDEPENDENT
TRAVELLER FORUM 2011
PROGRESS REPORT**

Errol Fifer-President F.I.B.A

POST 2010 FORUM

DEVELOPMENT STRATEGY

- * 9TH JUNE 2010. MEMBERS MEETING TO DISCUSS 2010 FORUM AND APPROVE MEETING FOR INDUSTRY PARTNERS MOVING FORWARD ON INITIATIVES - 20 MEMBERS ATTENDED
- * 16TH JUNE 2010 .INDUSTRY CONSULTATION MEETING –F.I.B.A DIRECTORS AND SIX ASSOCIATED INDUSTRY PARTIES ATTENDED

INITIATIVES UP-DATE 2011

*RESEARCH

- DR. JEFF JARVIS - EXTENSIVE FIJI RESEAERCH COMPLETED APRIL 2011

*MARKETING

- *CAPACITY OF OUR INDUSTRY SEGMENT 3,300 BEDS .USING 12.4 DAYS AVERAGE STAY , APPROX 97,000 VISITORS COULD BE MAXIMUM OCCUPANCY .F.I.B.A SUGGESTS THAT VISITIOR NUMBERS ARE CURRENTLY LESS THAN 50,000 PER ANNUM.

***LACK OF ARRIVAL STATISTICS**

***IN LATE 2010 FOR THE FIRST TIME ,F.I.B.A WAS ABLE TO PROVIDE A 2011 MARKETING PLAN TO TOURISM FIJI BEFORE THEIR INDUSTRY PLAN WAS FINALISED**

***THE TWO AUSTRALIAN EXPOS WERE ATTENDED IN PARTENERSHIP WITH AIR PACIFIC AND TOURISM FIJI**

***AIR PACIFIC AND F.I.B.A COMBINED TO PROVIDE A 10 % DISCOUNT ON FLIGHTS TO NADI FOR YOUTH TRAVELLERS,BOOKING SOURCES FROM AIR PACIFIC WEBSITE**

*** OUR FORMER HOSTING COMPANY IN MELBOURNE COMPLETED MAJOR CHANGES TO THE F.I.B.A WEBSITE.RECENTLY THE SITE HAS BEEN TAKEN OVER BY WEBNET OF NADI AND FURTHER IMPROVEMENT HAVE BEEN SUGGESTED AND SHOULD BE INTRODUCED SHORTLY.**

*** A F.I.B.A BROCHURE IS NOW AVAILABLE (COPY IN YOUR FORUM BAG).IT HAS BEEN USED FOR AUSTRALIAN EXPOS.**

ACCOMODATION STANDARDS – TRAINING

- **F.I.B.A MEMBERS HAVE IMPROVED STANDARDS .WE HAVE NOT RECEIVED ANY COMPLAINTS FROM VISITORS.**
- **AWESOME ADVENTURES ARE CONTINUING TO ASSIST THE ISLAND RESORTS AS HAS THE ECO TOURISM ASSOCIATION.**
- **A.P.T.C HAS AGREED TO PROVIDE ON SITE TRAINING FOR THE ISLAND RESORTS . ANTHONY BAILEY WHO REPLACED JIM IRWIN HAS AGREED TO FOLLOW THIS THROUGH.**

INDUSTRY AWARENESS

- **F.I.B.A HAS ACHIEVED LITTLE IN DEVELOPING GREATER AWARENESS WITH GOVERNMENT OR THE COMMUNITY.**
- **FUNDS ARE NOT AVAILABLE**

REGIONAL DEVELOPMENT

- **F.I.B.A IS UNAWARE OF ANY SPECIFIC NEW DEVELOPMENTS.**
- **WITH OCCUPANCY RATE LESS THAN 50 % IT IS SUGGESTED THAT PROGRESS BE ACHIEVED IN EFFORTS TO ATTRACT MORE VISITORS,BEFORE EXPANSION OF OUR SEGMENT IS ENTERTAINED.**

INDIGENOUS PARTICIPATION

- **ESPECIALLY IN THE YASAWAS THIS IS EXTENSIVE AND ONGOING.**
- **THE ECO TOURISM ASSOCIATION INCLUDE A LARGE NUMBER OF INDIGENOUS PROPERTIES**