

FIJI AIRWAYS CASE STUDY

Fiji Airways' Successful Media Campaign to Elevate Global Presence as a Premier Travel Choice



The campaign for Fiji Airways, Fiji's national carrier, was designed to increase bookings in both key and new markets through the promotion of Fiji as a prime destination and stopover option.



About Fiji Airways

The story of Fiji Airways began in the 1940s with Harold Gatty’s vision, taking flight commercially in 1951. Following independence from the UK in 1970, the airline expanded internationally as Air Pacific, later embracing its Fijian roots with a rebranding to Fiji Airways after acquiring competitor Pacific Sun. Fiji Airways has since revitalized, overcoming pandemic challenges and expanding globally to include such destinations as Vancouver, Canada.

Challenge

Fiji Airlines’ strategy focused on increasing its presence in established markets such as the US, Canada, New Zealand, and Australia. Special focus was also given to enhancing brand recognition in additional markets including Europe, Hong Kong, Singapore, and Japan.

Strategy & Recommendations

The campaign aimed to increase Fiji Airways bookings in key and new markets by promoting Fiji not only as a destination but also as a stopover for flights to other Pacific Islands, Australia, and New Zealand.

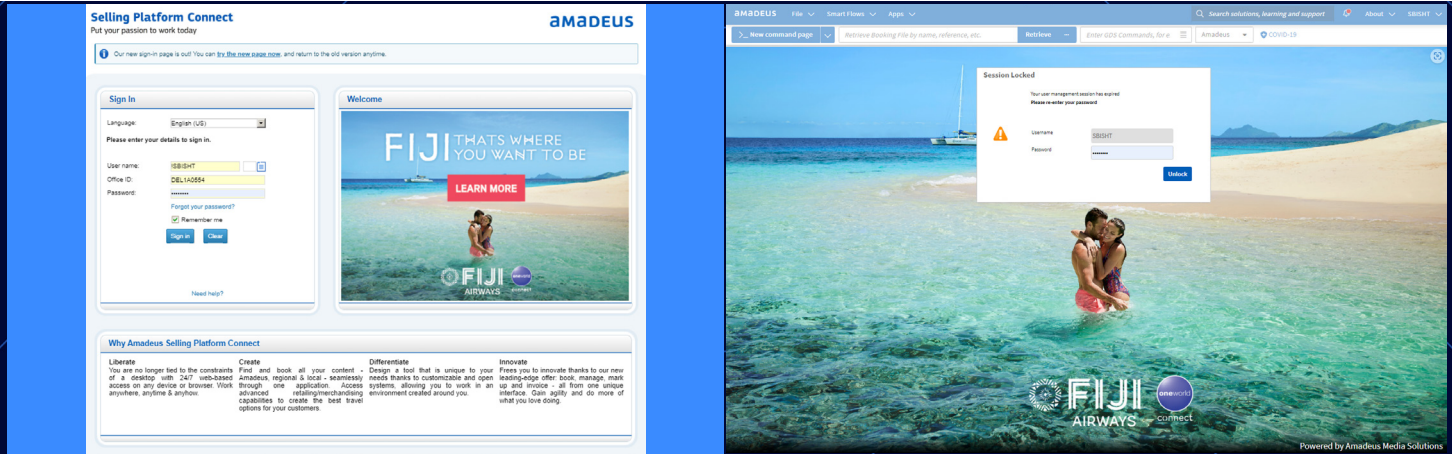
The airline utilized the Availability Banner on the Amadeus Distribution Channels to capture agents’ attention during the purchasing process in order to be on agents’ minds while considering Fiji or competing island and regional destinations.

 **The 5-month campaign ran from January 2 through June 1, 2024**

FLIGHT	Class	Dep. City	Arr. City	Dep. Time	Arr. Time	Stop(s)	Duration	Aircraft
FJ 854	DL C3 ZL 12 Y7 B7 M7 Q7 V7 W5 N5 M1 P1 P4 AL	HNL	APW	13:30	06:59+2	0	05:40	788
UA/NZ 8152	C1 D1 Z1 J1 Y7 B7 M7 Q7 V7 W7 T7 L7 S7 Q7 K7 R7	HNL	APW	13:45	21:56	0	24:40	777
UA/NZ 2617	C1 D1 Z1 J1 Y7 B7 M7 Q7 V7 W7 T7 L7 S7 K7 R7	HNL	APW	13:00	07:59+2	0	7:55	785

Availability Banners | POS – US
Screen: AV | Route: US - FJ, APW, TBU, VAV, VLI, HIR, TRW

 **60% of the overall campaign impressions occurred on Log-In and Lockscreen screens.**



Log-in Banner & Lockscreen Banners | POS – US
Screens: Log-in & Lockscreen

Results

The campaign yielded extremely positive results.

Reach & Engagement

- **Impressions: Over 1 million**
- **Over 5,000 bookings** were made by new agencies exposed to the ads that had not booked Fiji Airways flights within the previous months.
- The targeted markets experienced **an up-tick in market share of 1-2 percentage points in 2024**, which was the reversal of a downward trend observed in the latter half of 2023.
- **The best performing markets** in terms of growth were the European ones with a 19.35% increase, Japan with a 35% increase and Canada with a 9% increase.



Learn how to reach and target travel agents effectively with [this checklist](#)

How to Effectively Market to Travel Agents on a GDS: Checklist
Why Advertising to Travel Agents Matters Now More Than Ever

Business Travel Has Mostly Recovered
The recent study of GDS® showed that 84% of travel agencies indicated business travel has mostly recovered. Travel agencies use Global Distribution Systems (GDS) to book preferred booking channels, with agencies reporting that GDS usage has increased. Most travel advisors log into a GDS more than 10 times per day. Agents use these platforms to research and manage trips for people who have an ongoing travel habit.

See what our partners have to say—

“Once international travel began to reopen following the pandemic, we saw an opportunity to improve our performance across GDSs and worked with Amadeus to find the best path forward. Their advice on our ads and our sales team set-up led to the property to record an important spike in bookings, and we continue to see the benefits to this day.”
Dimitrios Litsane-Morino, President, Customer Acquisition

“Amadeus’ advertising has greatly impacted our travel business, as our community finds their system very reliable. Through advertising, Amadeus has given us up-to-date information [...] and has enabled an environment for us to book on behalf of our customers with confidence using an end-to-end approach.”
Dimitrios Litsane-Morino, President, Customer Acquisition

Amadeus helps destinations, airlines and hospitality marketers
Amadeus’ advertising solutions help increase demand, generate loyalty and increase operational efficiency by giving interested travellers more about how they can experience our award-winning service and warm Fijian hospitality.



“We were delighted to collaborate with Fiji Airways on its mission to boost GDS bookings both in key and new markets. By marketing to agents on Distribution channels, our airline clients are able to stand out from the competition and engage with travel sellers and travelers throughout the entire decision-making process.”

Scott Falconer,
Executive Vice President, Media Solutions, Hospitality, Amadeus



“We are very pleased with the success of this campaign aimed at travel sellers and it has significantly increased Fiji Airways visibility. We are excited to welcome agents and travellers onboard our flights where they can experience our award-winning service and warm Fijian hospitality.”

Akuila Batiweti,
Chief Marketing & Sales Officer, Fiji Airways



Discover how customers are using Amadeus [Digital Media Solutions](#) to grow conversions. For further information, visit Amadeus-hospitality.com/media-solutions/travel-seller-media-airlines or speak to an Amadeus representative today.

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