

Score 57 - Close Watch: Fiji Airways hires new CMO amid rising digital outlays

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Fiji Airways, the only airline offering direct flights from the mainland US to the island nation, recently made airline marketing veteran Marc Cavaliere CMO. Reporting to CEO Andre Viljoen, he'll lead Fiji Airways' marketing activities, sales channels and new dedicated global airline alliances and partnerships function.

Agencies - Fiji just made their seasonal San Francisco-Nadl direct flights a year-round service, so look for that to be a major marketing focus through at least next summer. June-August and December are Fiji Airlines' high season in the US, so focus your pitch initially on winter holiday work.

Sellers - The US is Fiji's #3 destination market, behind Australia and New Zealand, which are much closer to the islands. Visits from the US are up, as well, so look for Fiji Airlines to continue spending a relatively high amount on display and other advertising to reach affluent Americans.

Travel endemic readers, particularly those on the West Coast, will likely have an edge securing revenue, based on the airline's recent targeting strategy. However, decision makers may be open to others who can help them reach 30-49 (Fiji's top visitor arrival age demo range) in new ways cost effectively.



Additional Insight

Experience: Before Fiji, Cavaliere held senior management roles at South African Airways, Spirit Airlines, American Airlines and Pan Am.

Digital Breakdown: \$4.2 million has gone to 161.7 million impressions since last June, 4X the \$1.3 million spent on 141.3 million impressions a year earlier. The higher spending coincides with Fiji moving completely to site direct buys, almost all of which have run on budgettravel.com, Pathmatics reports.

Fiji Airways

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