

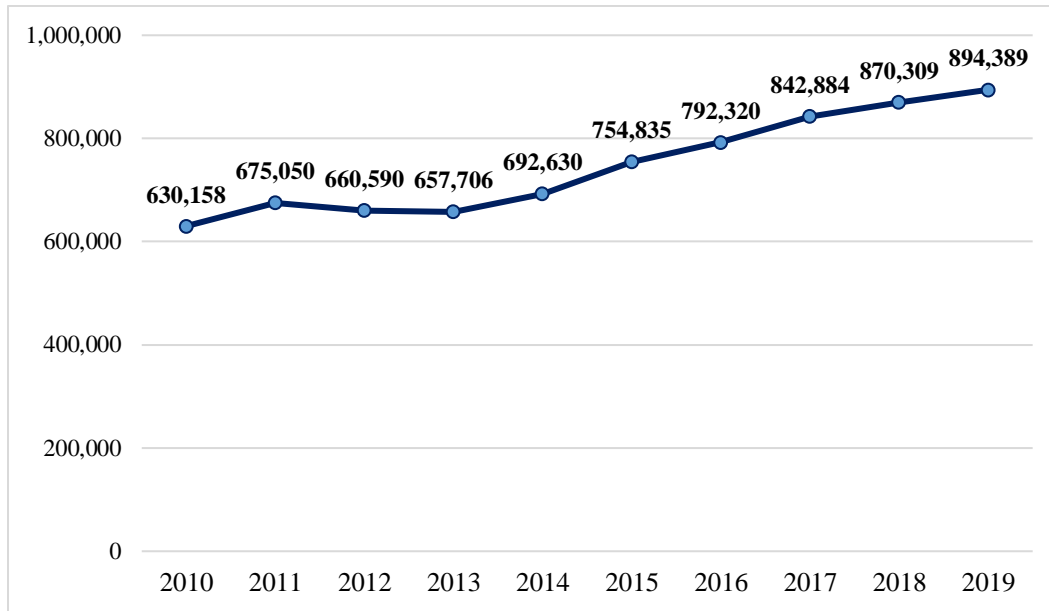
# COUNTRY/REGION REPORT (March 2020)

## Where Happiness Finds You : Fiji Islands

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In 2019, international tourist arrivals grew by 2.8% over 2018 to almost 900,000, building on the 3.3% growth from the year before. As can be seen in Figure 1, there has been steady growth in international visitor arrivals since 2013 where there was a flattening out of visitor arrivals over the 2012-2013 period.

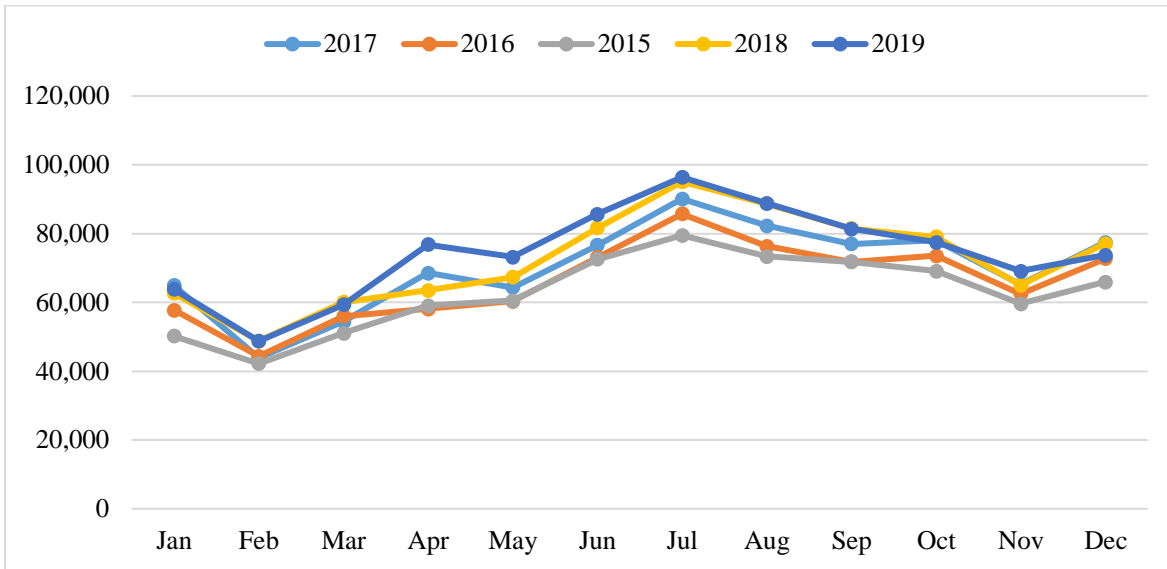
**Figure 1. International Tourist Arrivals to Fiji**



Source: Fiji Bureau of Statistics.

As noted in last year's report, Fiji continues to exhibit seasonality in its international tourist arrivals. Figure 2 shows the peak months for visitation are in the Southern Hemisphere winter (June, July, August). This corresponds to the cold months for the main source markets of Australia and New Zealand as residents of those markets seek a warmer climate in the Pacific. Conversely, the Southern Hemisphere summer months of November, December, January and February is the low season in Fiji. December and January are Summer school holidays in Australia and February is when school recommences in Australia and New Zealand. Resorts in Fiji try to fill this gap by trying to stimulate domestic demand for Fiji holidays.

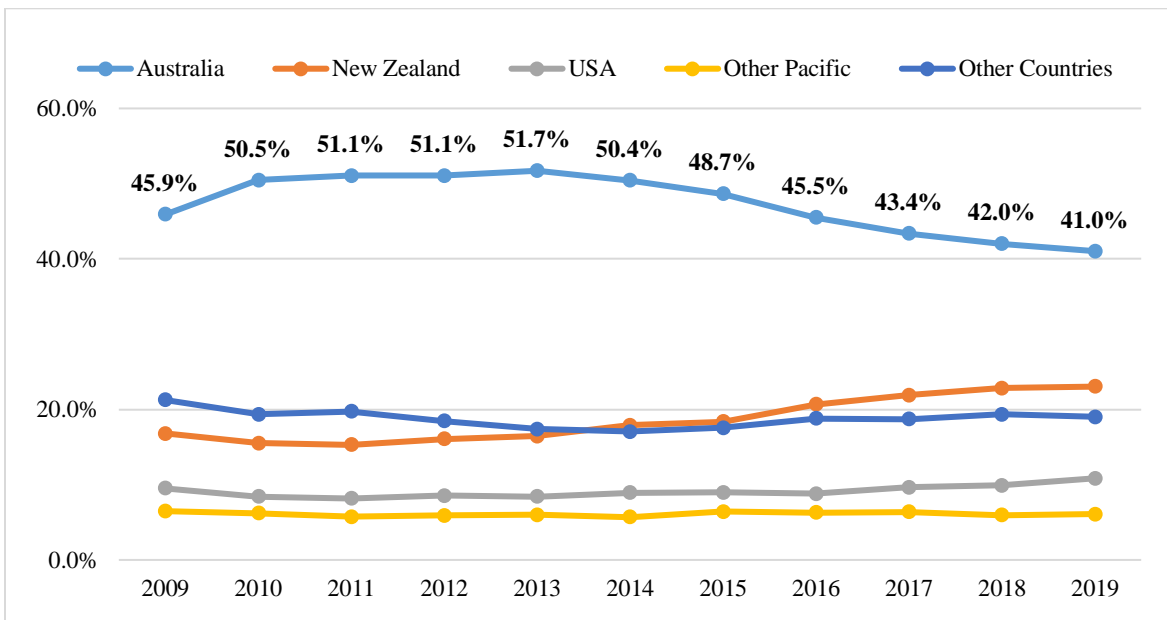
**Figure 2. Fiji's International Tourist Arrival by Month: 2015 to 2019**



Source: Fiji Bureau of Statistics.

Australia continues to be the main source market for Fiji, although Australia's share has been consistently decreasing from 2013 when it was 51.7% to 41.0% in 2019. Figure 3 shows the market share for New Zealand and to a lesser extent the United States has been increasing. Arrivals from other Pacific Island Countries has also been relatively constant between 5-7% while other countries have about one-fifth of the market.

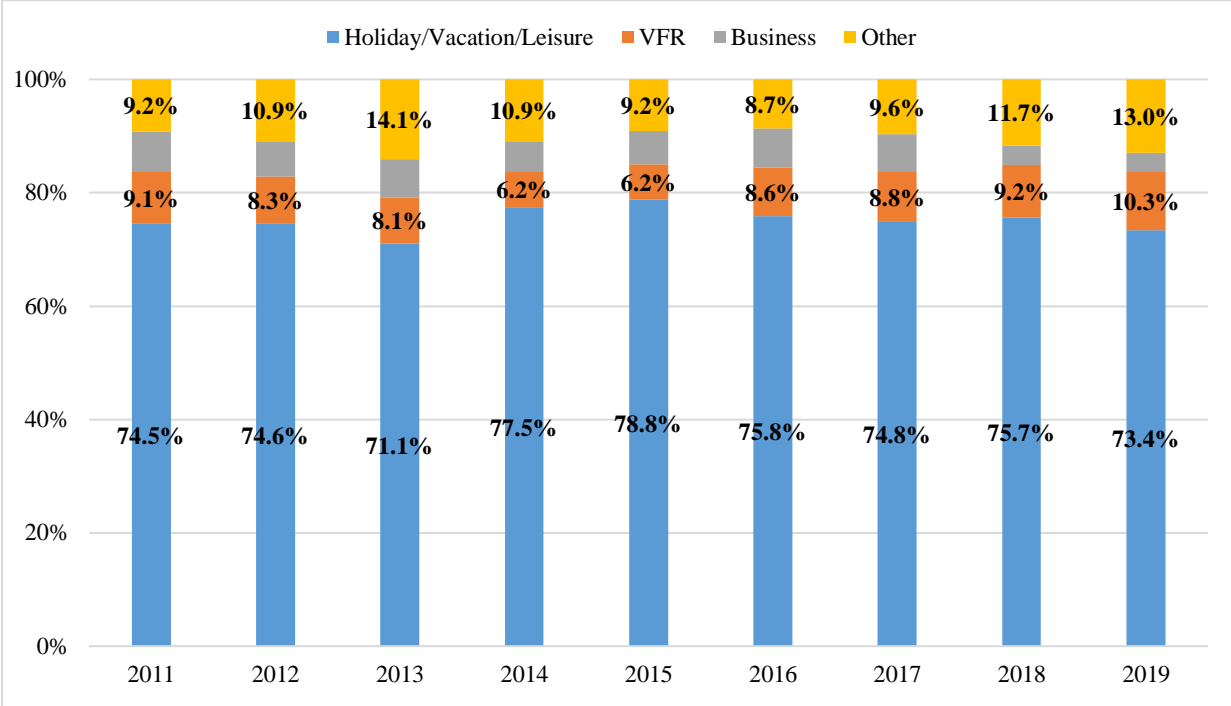
**Figure 3. Fiji's International Tourist Arrivals by Source Market**



Source: Fiji Bureau of Statistics.

Purpose of visit to Fiji has remain stable from 2011 to 2019 (Figure 4). Usually three-quarters of all international tourist arrivals visited Fiji for a holiday / leisure / vacation. This is down slightly to 73.4% in 2019. This proportion has been dropping from a high of 78.8% leisure tourists in 2015. Business travelers have decreased to about 3%. With a relatively large amount of migration occurring in earlier decades, partly attributed to previous political instability, tourists coming to Fiji to Visit Friends & Relatives (VFR) has slowly increased to 10.3% of all tourists in 2019. The ‘Other’ category has also increased to 13.0% in 2019. This is due to an increase in visitors to Fiji coming for Education and Training as well as Official business as Fiji has held numerous international conferences and meetings such as the 52nd Annual Meeting of the Asian Development Bank in 2019.

**Figure 4. Fiji's International Tourist Arrivals by Purpose of Visit**

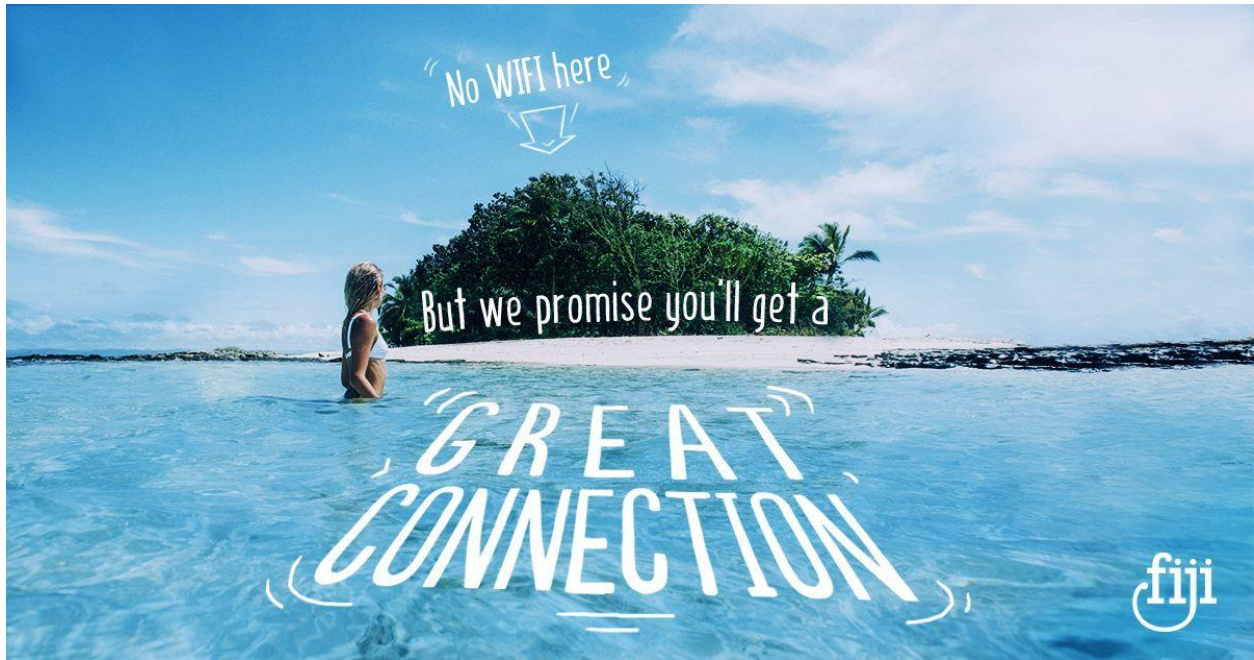


Source: Fiji Bureau of Statistics.



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