

# ATTRACTING LONGER STAYS IN DESTINATION



WHERE HAPPINESS  
COMES NATURALLY



WHERE WE WERE

**IN 2019**

The international visitor economy was estimated at over

**FJ\$3 billion**



with **2/3** of that spending pre-arrival, and one third in Fiji.

We had **421** licensed accommodation providers, with a combined inventory of over **12,000** rooms.\*

**421**  licensed accommodation

**12,000**  rooms\*

The average visitor spent **FJ\$353 per night** and **FJ\$3,379 per trip** with an average length of stay of **9.6 nights**.<sup>7</sup>



International visitor arrivals grew

**2.8%**

compared to 2018, totalling the highest number Fiji has experienced:

**849,389**<sup>8</sup>

December 2019 ushered in the Covid-19 pandemic – prompting Fiji to close its international borders in March 2020. Domestic tourism became a vital source of income for some operators during this period, and it was not until December 2021 that international tourists returned.

\*Hotel Licensing Board, 2021, List of Licensed Hotels in Fiji.

<sup>7</sup>Ministry of Commerce, Trade, Tourism and Transport and International Finance Corporation (IFC), 2020, 'Annual 2019 International Visitor Survey'.

<sup>8</sup>Fiji Bureau of Statistics, 2022, 'Provisional Visitor Arrivals – February 2022', Statistical News Release FBoS Release No.47, 2022.

# Getting to Fiji



TOURISM **F I J I**



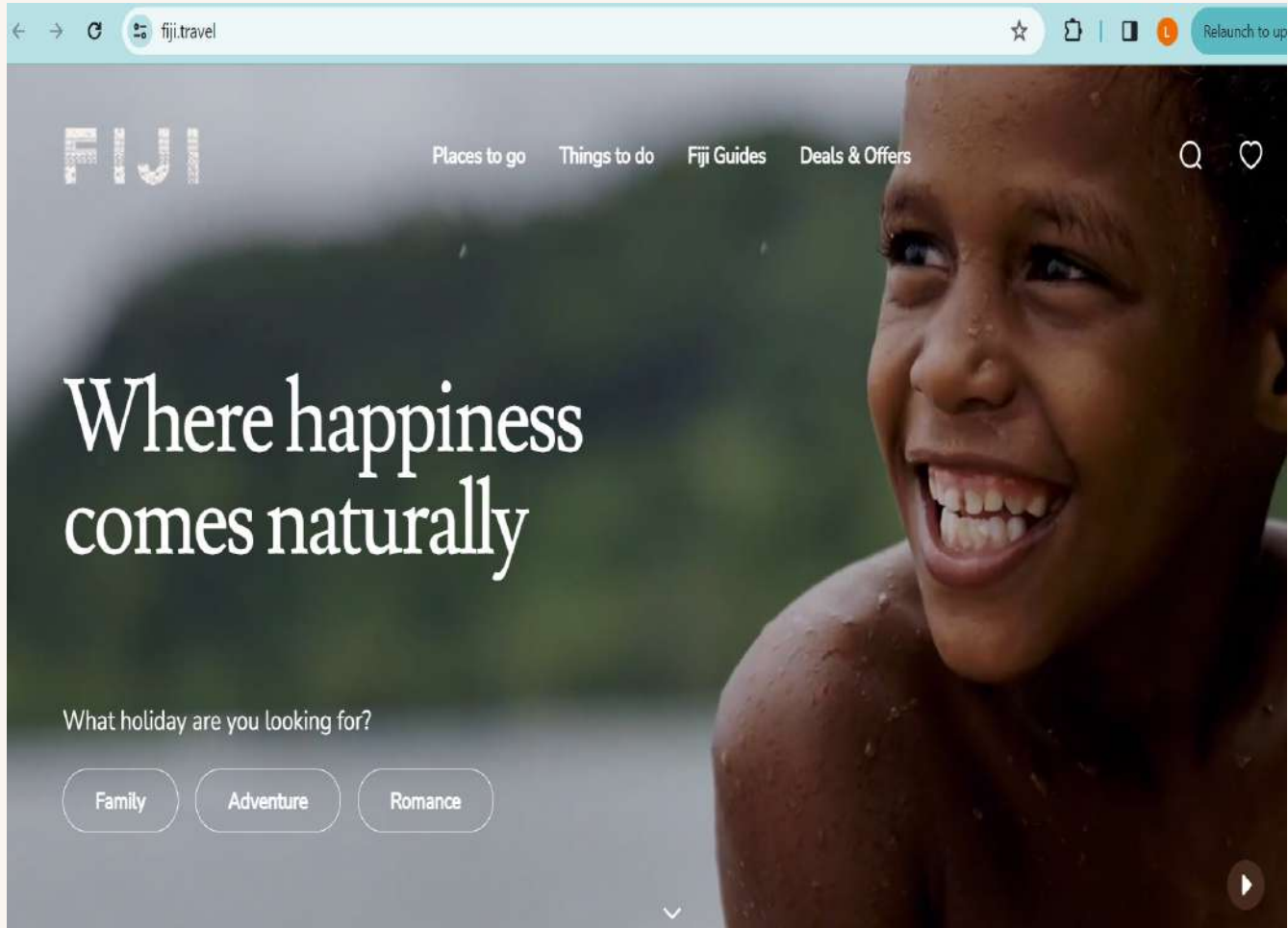


*THE OFFICIAL TRAVEL SITE OF THE FRIENDLY FIJI ISLANDS*

**BULA!** If you ever visit Fiji, you'll hear that a lot. It's more than just a greeting, it's the spirit of the country. With 333 islands, white sand beaches and year-round tropical warmth, it's hard not to feel happy in this Pacific Island nation.

If you're looking for a **romantic getaway**, an **adventure-packed escape**, or you just want to **lie on the beach** and order from a menu, you'll find it in Fiji. In this new world we live in, it's nice to know there's still a place where you can find true happiness.

Tourism **fiji**



**TOURISM FIJI**





1

## *SUSTAINABLY GROWING DEMAND*

Through global marketing, growing the value of the visitor economy to support a sustainable recovery to pre-pandemic levels and beyond.

2

## *SUPPORTING EXPERIENCE DEVELOPMENT*

Supporting existing, new and diversified products to provide high quality, meaningful experiences, marketed across Fiji and ensuring experiences and products grow in line with expected demand.

3

## *FOCUSING ON SUSTAINABILITY*

Looking to the future not only to conserve and care for the ecosystems we treasure, but also to strengthen social, cultural and economic impacts.

4

## *SHAPING PERCEPTIONS OF FIJI*

Promoting our unique identity, blend of cultures, food, and way of life.

5

## *PROMOTING THE VALUE OF TOURISM TO FIJI*

Communicating tourism's interconnectedness and contribution to the economy and society.

6

## *ENABLING AN EFFICIENT, HIGH-PERFORMING AND INNOVATIVE TEAM*

Developing and strengthening the tools, processes and procedures that support our Tourism Fiji team to drive organisational excellence.

"As we plan for the future, Fiji is aiming to change how we think about tourism. We want to focus on quality experiences where visitors stay longer and really connect with our culture and communities. By promoting slower tourism, we help our environment, and our local communities thrive, keeping Fiji beautiful and vibrant for future generations. Longer stays are good for our economy and allow for real cultural exchanges, benefiting everyone. We're committed to being excellent hosts and maintaining sustainable practices. This way, Fiji is more than just a destination; it's a place where people can come to grow and learn".



Vinaka (Thank you)

An aerial photograph of a turquoise river winding through a dense, lush green forest. The water is clear and vibrant, reflecting the surrounding foliage. In the center of the river, two people are swimming, their bodies partially submerged. The forest is thick with various shades of green, creating a rich, textured background for the water.

A woman with a braid, wearing a red swimsuit, is captured mid-dive, falling horizontally into clear turquoise water. In the background, a waterfall cascades over dark rocks, surrounded by lush green tropical vegetation. The scene is bright and vibrant, conveying a sense of natural beauty and adventure.

FIJI

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