



Parliament Sitting Date: Thursday, 7 August 2025

Written Question No.: 121/2025

Question: Hon. Inosi Kuridrani to ask the Deputy Prime Minister and Minister for Tourism and Civil Aviation – Can the Deputy Prime Minister provide **a country-by-country** breakdown of **visitor arrivals to Fiji in 2024**, and indicate how these figures compare to **pre-COVID levels** in 2019.

1.0 KEY HIGHLIGHTS

- 1.1 In 2024, Fiji recorded a total of 982,938 international visitor arrivals, representing a 9.9% increase from the 894,389 arrivals in 2019, surpassing pre-pandemic levels.
- 1.2 Our top five source markets by number of arrivals - Australia, New Zealand, the United States (US), China, and the Pacific Islands, collectively accounted for approximately 89.7% of total international visitor arrivals to Fiji in 2024.
- 1.3 The overall growth was driven primarily by strong performance in Australia, which remained the largest source of visitors. Arrivals from Australia rose by 24.03%, from 367,020 to 455,228, accounting for 46.31% of the total market share.
- 1.4 Followed by New Zealand with 225,922 visitors, accounting for a market share of 22.98%, an increase by 9.67% compared to 2019. The United States recorded 107,821 arrivals, reflecting an 11.19% increase.
- 1.5 China remained one of Fiji's top source markets in 2024, contributing 30,535 arrivals, with a 35.07% variance from 2019 as travel volumes continue to rebuild.
- 1.6 The Pacific Islands market performed strongly in 2024, with 62,227 visitors recorded - an increase of 14.45% compared to 2019, highlighting the continued strength of regional travel within the Pacific.

- 1.7 Notably, Canada recorded the strongest growth rate among all source markets since 2019, with arrivals increasing by 52.09% to 20,181 visitors. This significant growth reflects the enhanced appeal of Fiji in the Canadian market, supported by the introduction of direct flight connections between Fiji and Vancouver.
- 1.8 While the European and Asian markets reported lower arrival numbers compared to 2019, these figures reflect a gradual rebound as international travel confidence continues to strengthen.

2.0 CONCLUSION

- 2.1 Australia and New Zealand continue to form the backbone of Fiji's tourism industry, collectively accounting for over 63% of total international visitor arrivals in 2024.
- 2.2 Canada emerged as a high-growth market, supported by enhanced air connectivity.
- 2.3 The Pacific Islands demonstrated solid performance, indicating the strength of intra-regional travel.
- 2.4 The composition of Fiji's top five source markets remained largely consistent with 2019, with China replacing Continental Europe, indicating shifts in market dynamics.
- 2.5 Fiji maintains a strong position in attracting regional travellers, with clear potential for sustainable growth as international travel continues to stabilize.

Annexures:

Table 1: International Visitor Arrivals by Markets 2019 vs 2024

Market	2019	% Market Share	2024	% Market Share	YOY Variance	YOY Variance %
Australia	367,020	40.97%	455,228	46.31%	88,208	24.03%
New Zealand	205,998	22.99%	225,928	22.98%	19,930	9.67%
USA	96,968	10.82%	107,821	10.97%	10,853	11.19%
Canada	13,269	1.48%	20,181	2.05%	6,912	52.09%
United Kingdom	16,856	1.88%	12,079	1.23%	-4,777	-28.34%
Continental Europe	36,058	4.02%	30,497	3.10%	-5,561	-15.42%
Japan	14,868	1.66%	9,474	0.96%	-5,394	-36.28%
South Korea	6,806	0.76%	2,088	0.21%	-4,718	-69.32%
China	47,027	5.25%	30,535	3.11%	-16,492	-35.07%
India	6,231	0.70%	5,678	0.58%	-553	-8.87%
Hong Kong	2,142	0.24%	875	0.09%	-1,267	-59.15%
Rest of Asia	21,532	2.40%	15,574	1.58%	-5,958	-27.67%
Pacific Islands	54,369	6.07%	62,227	6.33%	7,858	14.45%
Others	5,245	0.59%	4,753	0.48%	-492	-9.38%
Total	894,389	100.00%	982,938	100.00%	88,549	9.90%