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**Parliament Sitting Date:** Monday, 4 August 2025

**Written Question No.:** 84/2025

**Question:** Hon. Penioni Ravunawa to ask the Deputy Prime Minister and Minister for Tourism and Civil Aviation – Can the Deputy Prime Minister update Parliament on the detailed financial summary of the estimated tourism revenue generated from each major market (Australia, New Zealand, USA, China, UK) during the period July 2023 to June 2024.

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## **1.0 SUMMARY**

- 1.1 During the period July 2023 to June 2024, tourism earnings totalled approximately FJD 2.57 billion, well surpassing pre-pandemic levels.
- 1.2 Our top five source markets — Australia, New Zealand, the United States (US), China, and the United Kingdom (UK) — collectively accounted for over 86 percent of this revenue.
- 1.3 Australia contributed nearly half of all tourism revenue (49%), followed by New Zealand (23%), USA (11%), China (3%) and UK (1%).
- 1.4 The quarterly trend over the financial year shows the highest earnings recorded in July to September 2023, at \$775 million, largely driven by peak seasonal travel from Australia and New Zealand. Earnings were lower in the January to March 2024 quarter, at \$441 million, reflecting the traditional seasonal slowdown, before rebounding to \$717 million in April to June 2024.
- 1.5 When compared to the same period last year (July 2022 - June 2023), tourism earnings grew by FJD 359.7 million, a 16.3 percent increase. All major markets experienced growth, with China and USA showing the strongest percentage increases.
- 1.6 Australia and New Zealand remain Fiji's most important source markets, together accounting for over 71% of total revenue in 2023 - 2024.

## **2.0 KEY HIGHLIGHTS**

2.1 The breakdown of tourism earnings by market for the period July 2023 to June 2024 is as follows:

- Australia: when compared to the same period last year, earnings increased by \$302 million, a 31% growth, driven by strong air connectivity and repeat visitors.
- New Zealand experienced a solid growth of nearly 33%, with market share rising by nearly 3 percent.
- USA: Saw a 41.8% increase in earnings, contributing 10.5% of total tourism revenue.
- China: was the fastest growing market by percentage, with over 150% increase in earnings. This was attributed to the gradual return of Chinese outbound travel.
- United Kingdom: experienced a modest growth of 58%, from a low base.

## **3.0 CONCLUSION**

3.1 Australia and New Zealand remain the backbone of our industry, accounting for more than 70 percent of our tourism revenue.

3.2 The USA is a growing market, with higher spending visitors who tend to stay longer.

3.3 China and the UK, while smaller in contribution, show potential for growth as connectivity and marketing efforts are strengthened.

## Annexures:

**Table 1: Tourism Earnings for the period July 2023 - June 2024**

|                       | <b><u>Tourism Market Earnings (millions)</u></b> |                    |              |              |             |
|-----------------------|--|--------------------|--------------|--------------|-------------|
|                       | <b>Australia</b>                                 | <b>New Zealand</b> | <b>USA</b>   | <b>China</b> | <b>UK</b>   |
| July - Sep 2023       | 360.7  | 207.5              | 78.4         | 25.3         | 8.1         |
| Total Earnings        | 774.9  | 774.9              | 774.9        | 774.9        | 774.9       |
| Market Share          | 46.55%   | 26.78%             | 10.12%       | 3.26%        | 1.05%       |
|                       |  |                    |              |              |             |
| Oct - Dec 2023        | 324.8  | 136.3              | 65.3         | 17.3         | 7.1         |
| Total Earnings        | 640.4  | 640.4              | 640.4        | 640.4        | 640.4       |
| Market Share          | 50.72%   | 21.28%             | 10.20%       | 2.70%        | 1.11%       |
|                       |  |                    |              |              |             |
| Jan - Mar 2024        | 217.8  | 77.6               | 50.8         | 17.1         | 7.2         |
| Total Earnings        | 440.5  | 440.5              | 440.5        | 440.5        | 440.5       |
| Market Share          | 49.44%   | 17.62%             | 11.53%       | 3.88%        | 1.63%       |
|                       |  |                    |              |              |             |
| Apr - Jun 2024        | 363.7  | 161.3              | 75.8         | 19.4         | 6.8         |
| Total Earnings        | 716.8  | 716.8              | 716.8        | 716.8        | 716.8       |
| Market Share          | 50.74%   | 22.50%             | 10.57%       | 2.71%        | 0.95%       |
|                       |  |                    |              |              |             |
| <b>Total (market)</b> | <b>1267</b>                                      | <b>582.7</b>       | <b>270.3</b> | <b>79.1</b>  | <b>29.2</b> |
| Total (earnings)      | 2572.6   | 2572.6             | 2572.6       | 2572.6       | 2572.6      |
| Market Share          | 49.25%   | 22.65%             | 10.51%       | 3.07%        | 1.14%       |

**Table 2: Tourism Earnings for the period July 2022 - June 2023**

|                 | <b><u>Tourism Market Earnings (millions)</u></b> |                    |            |              |           |
|-----------------|--|--------------------|------------|--------------|-----------|
|                 | <b>Australia</b>                                 | <b>New Zealand</b> | <b>USA</b> | <b>China</b> | <b>UK</b> |
| July - Sep 2022 | 199.6  | 116.1              | 45.6       | 3.3          | 4.8       |
| Total Earnings  | 562.1  | 562.1              | 562.1      | 562.1        | 562.1     |
| Market Share    | 35.51%   | 20.65%             | 8.11%      | 0.59%        | 0.85%     |
|                 |  |                    |            |              |           |
| Oct - Dec 2022  | 213.5  | 89.3               | 36.7       | 3.7          | 3         |
| Total Earnings  | 577.4  | 577.4              | 577.4      | 577.4        | 577.4     |
| Market Share    | 36.98%   | 15.47%             | 6.36%      | 0.64%        | 0.52%     |
|                 |  |                    |            |              |           |
| Jan - Mar 2023  | 223.5  | 75.7               | 39.9       | 5.9          | 5         |
| Total Earnings  | 406  | 406                | 406        | 406          | 406       |



|                       |            |              |              |             |             |
|-----------------------|------------|--------------|--------------|-------------|-------------|
| Market Share          | 55.05%     | 18.65%       | 9.83%        | 1.45%       | 1.23%       |
| Apr - Jun 2023        | 328.4      | 157.4        | 68.4         | 18.7        | 5.7         |
| Total Earnings        | 667.4      | 667.4        | 667.4        | 667.4       | 667.4       |
| Market Share          | 49.21%     | 23.58%       | 10.25%       | 2.80%       | 0.85%       |
| <b>Total (market)</b> | <b>965</b> | <b>438.5</b> | <b>190.6</b> | <b>31.6</b> | <b>18.5</b> |
| Total (earnings)      | 2212.9     | 2212.9       | 2212.9       | 2212.9      | 2212.9      |
| Market Share          | 43.61%     | 19.82%       | 8.61%        | 1.43%       | 0.84%       |

**Table 3: Tourism Earnings for the period July 2024 - March 2025**

|                       | <b><u>Tourism Market Earnings (millions)</u></b> |                    |              |              |             |
|-----------------------|--|--------------------|--------------|--------------|-------------|
|                       | <b>Australia</b>                                 | <b>New Zealand</b> | <b>USA</b>   | <b>China</b> | <b>UK</b>   |
| July - Sep 2024       | 341.4  | 185.1              | 84.2         | 21.9         | 8           |
| Total Earnings        | 730.8  | 730.8              | 730.8        | 730.8        | 730.8       |
| Market Share          | 46.72%   | 25.33%             | 11.52%       | 3.00%        | 1.09%       |
| Oct - Dec 2024        | 349.5  | 124                | 63.1         | 16.2         | 6.8         |
| Total Earnings        | 648.7  | 648.7              | 648.7        | 648.7        | 648.7       |
| Market Share          | 53.88%   | 19.12%             | 9.73%        | 2.50%        | 1.05%       |
| Jan - Mar 2025        | 220.5  | 78.1               | 53.4         | 13.4         | 8           |
| Total Earnings        | 439.3  | 439.3              | 439.3        | 439.3        | 439.3       |
| Market Share          | 50.19%   | 17.78%             | 12.16%       | 3.05%        | 1.82%       |
| <b>Total (market)</b> | <b>911.4</b>                                     | <b>387.2</b>       | <b>200.7</b> | <b>51.5</b>  | <b>22.8</b> |
| Total (earnings)      | 1818.8   | 1818.8             | 1818.8       | 1818.8       | 1818.8      |
| Market Share          | 50.11%   | 21.29%             | 11.03%       | 2.83%        | 1.25%       |