Parliament Sitting Date: Thursday, 4 December, 2025

Written Question No.: 345/2025

Question: Hon. Ratu Josaia Niudamu to ask the Deputy Prime Minister and Minister for Tourism and Civil Aviation – Can the Deputy Prime Minister provide an update with respect to the following –

(a) Fiji's tourism arrival figures for 2025 to date, including a breakdown by major source markets; and

(b) explain what strategies are being implemented to sustain growth and diversify markets in line with the Fiji Tourism Policy 2025–2035.

1.0 VISITOR ARRIVALS

1.1 The total visitor arrivals for the year 2025 (January to October) stands at 823,409, an increase of 0.14% compared to the same period last year.

1.2 Fiji's top three source markets remain Australia, New Zealand, the United States (US), collectively accounting for approximately 80% of total international visitor arrivals to Fiji in 2025 to date.

1.3 The breakdown of visitor arrivals in the year 2025 is highlighted in Table 1.

	AUSTRALIA	NEW ZEALAND	USA	CANADA	UNITED KINGDOM	CONTINENTAL EUROPE	JAPAN	SOUTH KOREA	CHINA	INDIA	HONG KONG	REST OF ASIA	PACIFIC ISLANDS	OTHERS	TOTAL
January	35,430	12,373	7,325	1,467	1,093	2,928	571	118	2,570	310	135	818	5,201	455	70,794
February	17,812	8,626	7,297	1,492	996	2,141	708	90	2,013	397	49	966	6,632	264	49,483
March	26,434	10,885	10,276	1,950	1,033	2,447	882	120	2,040	379	29	1,398	5,690	279	63,842
April	39,737	17,424	8,429	1,601	1,010	2,336	377	109	2,127	378	124	1,171	5,179	361	80,363
May	38,632	19,613	11,418	1,889	1,175	2,882	555	177	2,377	688	5	1,248	5,432	496	86,587
June	40,903	24,897	12,588	1,490	960	2,208	666	153	2,280	548	101	1,473	4,042	384	92,693
July	44,972	25,311	12,226	1,968	1,373	2,868	730	143	2,860	343	24	1,375	4,650	468	99,311
August	41,786	26,431	11,898	1,865	1,614	3,926	1,437	207	3,208	472	94	1,445	4,866	488	99,737
September	44,187	22,821	8,906	1,515	935	2,767	749	120	2,650	391	71	1,243	5,509	480	92,344
October	41,288	20,323	9,375	1,713	1,095	3,021	701	201	2,392	424	102	1,687	5,561	372	88,255
	371,181	188,704	99,738	16,950	11,284	27,524	7,376	1,438	24,517	4,330	734	12,824	52,762	4,047	823,409
% Share	45%	22.9%	12.1%	2.1%	1.4%	3.3%	0.9%	0.2%	3.0%	0.5%	0.1%	1.6%	6.4%	0.5%	
% Difference	-0.94%	-2.96%	10.75%	1.80%	10.67%	5.84%	-11.01%	-20.24%	-8.25%	-8.78%	1.80%	-0.90%	3.72%	-0.76%	0.14%

Note :1. As from January 2011, Hong Kong and India were separated from Rest of Asia, while Taiwan was included; 2. [p] provisional, [r] revised
Source: Fiji Immigration Department

2.0 FIJI TOURISM POLICY 2025–2035 STRATEGIES

2.1 The Fiji Tourism Policy 2025-2035 ('the Policy') serves as the central guiding instrument for tourism governance, helping align sector priorities with national planning instruments such as Fiji's National Sustainable Tourism Framework 2024-2034 ('NSTF') and the National Development Plan 2025-2029 and Vision 2050 ('NDP').

2.2 The Policy, led by the Ministry of Tourism and Civil Aviation ('MTCA' or the 'Ministry'), further offers conceptual direction and practical considerations for the development of a Tourism Act.

2.3 The Policy applies nationally to all tourism-related activities in Fiji, including the planning, development, management, and regulation of the sector. It covers government agencies, industry, and other stakeholder groups engaged in tourism, as well as domestic, regional and international organisations. The Policy will guide actions from its endorsement until 2035, providing the framework for tourism legislative reform and development and implementation of a national sustainable tourism standards program.

3.0 POLICY PILLARS

3.1 Aligned to the Vision and Action Plan of the NSTF, the following are key pillars of the Policy:
- **Pillar 1**: Regulatory Coherence and Institutional Governance – Strengthen the legislative, institutional, and regulatory frameworks that enable responsible tourism growth, investor confidence, and sustainable outcomes.
- **Pillar 2**: Fiji Tourism Standards Framework – Introduce Fiji Tourism Standards for Tourism Enterprises in line with Global Sustainable Tourism Council, Pacific Sustainable Tourism Standards ('PSTS') for Destinations ('PSTS-D') and Industry ('PSTS-I').
- **Pillar 3**: Inclusive Participation and MSME Empowerment – Create conducive pathways for Micro, Small and Medium Enterprises ('MSMEs'), Indigenous Fijians, women and youth.
- **Pillar 4**: Environment and Climate Resilience – Build environmentally responsible, culturally rich and climate-resilient tourism destinations.
- **Pillar 5**: Marketing, Innovation and Creative Industries – Grow demand and diversify offerings through innovation, digital transformation and creative experiences.
- **Pillar 6**: Destination Planning and Management – Guide the spatial and strategic development of tourism across Fiji through integrated planning, infrastructure coordination, and land use strategies that respect community and environmental needs.
- **Pillar 7**: Tourism Investments and Incentives – Provide a clear investment framework that encourages green and inclusive investments while introducing fiscal and tax incentives for sustainable infrastructure and renewable energy adoption and the Fiji Tourism Standards Framework.

4.0 STRATEGIES FOR SUSTAINED GROWTH AND DIVERSIFIED MARKETS

The below provides for a brief on key initiatives being undertaken or expected in line with the Policy to promote sustainable growth and diversified markets:

4.1 Pillar 1: Regulatory Coherence and Institutional Governance

- There is currently no unified policy or legislative instrument governing the entire tourism sector. A series of laws, such as the Hotel and Guest Houses Act of 1973, and the Environmental Management Act of 2005 amongst others, contain tourism-relevant provisions but lack coherence and integration.
- Moreover, the regulatory environment needs to be modernised to manage emerging issues and opportunities such as digital disruptions and innovations, land tenure complexities, sustainable financing, cultural preservation and commodification, and climate resilience.
- Following the endorsement of the Policy, the Ministry has commenced work on the drafting of Fiji's first Tourism legislation. A Joint Working Group has also been established to oversee the law.

4.2 Pillar 2: Fiji Tourism Standards Framework

- In line with the Policy, a Fiji Tourism Standards Guidance Framework to develop Fiji's law has been established.
- Under the legislation, the MTCA seeks to gain clear authority to regulate standards, certify enterprises, oversee compliance, and administer supporting mechanisms. This represents a decisive shift from fragmented, outdated systems to a modern, fit-for-purpose approach.

4.3 Pillar 3: Inclusive Participation and MSME Empowerment

- Dedicated Tourism MSME Fund: The MTCA launched a pilot Tourism Micro and Small Enterprise Fund — the first of its kind — to give small tourism-businesses (guesthouses, small tour operators, community-based tourism providers, cultural-heritage operators, etc.) access to finance via grants. This not only provides access to finance, but encourages entrepreneurship and diversified tourism offerings.
- Partnerships with Broader MSME Support Institutions: The MTCA has ramped up its efforts to provide support in training, mentorship and capacity building through provision of initiatives such as Tour Guide Training with Rosie Holidays, Tourism Business Continuity and Resilience with Fiji Commerce and Employers Federation, Financial Literacy with MSME Fiji and so forth.
- Under the Farm to Fork initiative, the Ministry also led key workshops around Fiji to strengthen synergy between farmers, fisherfolk, chefs and hotel procurement officials.

4.4 Pillar 4: Environment and Climate Resilience

- The Ministry has begun key policy and institutional initiatives such as the establishment of the Tourism Risk Management Team with key government and industry stakeholders.
- The Ministry is also developing frameworks such as the Tourism Crisis Communications Framework and Tourism Risk Management Framework.
- The Ministry and the United Nations Development Programme) Pacific Office in Fiji also entered into a new partnership aimed at enhancing resilience in Fiji's tourism sector. Support includes embedding two government positions dedicated to capacity building, strengthening community-based tourism, and facilitating the implementation of NSTF, with a focus on risk-informed strategies.

4.5 Pillar 5: Marketing, Innovation and Creative Industries

- Under Tourism Fiji, Fiji continues to support the marketing and branding of Fiji's national brand – "Fiji where happiness comes naturally".
- Under the Pilot Tourism MSE Fund and Tourism Fiji's Events Development Fund, concerted efforts are being made to uplift creative industries such as handicraft, traditional performances and agri-tourism enterprises.
- Partnerships such as that with the National Trust of Fiji has also allowed pathways to revive heritage attractions such as the Suva Heritage Panels.

4.6 Pillar 6: Destination Planning and Management

- In line with Pillar 6, the Ministry aims t o play a more central role in integrated tourism planning. As an example, through the Na Vualiku project, an Integrated Tourism Master Plan (ITMP) is being led by the Central Project Management Unit. The ITMP is a 25-year strategic framework to develop sustainable and resilient tourism by focusing on infrastructure, community benefits, and environmental sustainability in the region. The project's goals include upgrading airports, improving roads, supporting local businesses, and creating a coordinated approach to tourism management.
- The Ministry envisages a similar approach to sustainably growing other new regions for Tourism. Notably, the Ministry is coordinating a joint visit to Lau to explore tourism potential in the Lau Group of Islands.

4.7 Pillar 7: Tourism Investments and Incentives

- Under the Fiji Tourism Standards Framework, the Ministry will be exploring additional incentives that promote sustainable tourism development.

ENDS.