

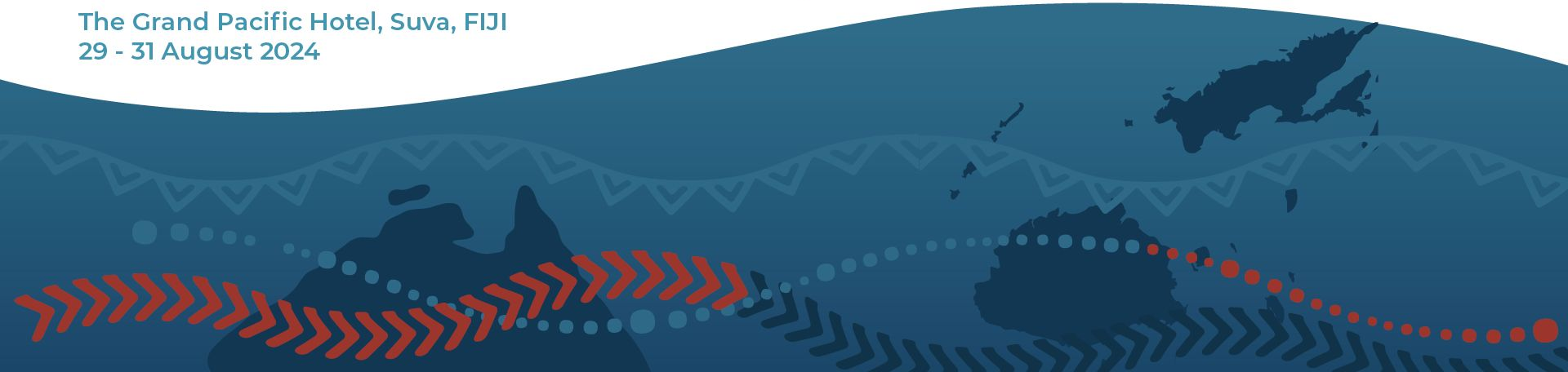
FIJI
AUSTRALIA
BUSINESS
COUNCIL

Australia—Fiji
Business Council

2024 FIJI-AUSTRALIA AND AUSTRALIA-FIJI BUSINESS COUNCILS
JOINT BUSINESS FORUM:

New Challenges. New Solutions

The Grand Pacific Hotel, Suva, FIJI
29 - 31 August 2024



Brent Hill

CEO, Tourism Fiji



Tourism 2.0

BRENT HILL
TOURISM FIJI
CEO



WHERE HAPPINESS
COMES NATURALLY



Overview of 2024 Jan - July

VISITOR ARRIVALS

545,487 (+7% YoY)

KEY MARKETS

AUSTRALIA

NEW
ZEALAND

NORTH
AMERICA

UK

CHINA

VISITOR
ECONOMY

FJD\$1.95B

OCCUPANCY
RATES

59%-87%

AGE GROUP

30 – 49 YRS

TREND

GROWING SEGMENT OF
ADVENTURE TRAVELLERS

THE BILLION DOLLAR OPPORTUNITY

NEXT 4 YEARS:

- Projecting growth of FJD\$925M to a visitor economy worth FJD\$4.246B annually by 2027

TOURIST SPEND PP TARGETS:

- 2024: FJD\$3572 PP
- 2027: FJD\$3872 PP

VISITOR ARRIVALS:

- 2024: 966,000
- 2027: 1,096,000

ADDITIONAL ROOMS ADDED 2024 - 2027:

- 2208

POTENTIAL NEW DIRECT ROUTES:

- Dallas (USA) - Confirmed
- Cairns or Newcastle (Australia)
- Shanghai (China)

YIELD OPPORUNITY:

- ADR: FJD\$525
- REVPAR: FJD\$414

Focus Areas

1. Opportunities for Fijians (Grow local Fijian participation in tourism.)
2. Brand (Adventure, Food & Drink, Culture & Wellness)
3. Target Markets (North America, China, Europe, and India)
4. Major Events / Conferences (Build capability and global awareness.)
5. Sustainable Investment (Attract investors for eco-friendly developments)
6. Dispersal across Fiji
7. Create opportunities to grow local talent.
8. Grow shoulder periods and night-time economy.



Vinaka



FIJI

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COMES NATURALLY

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