

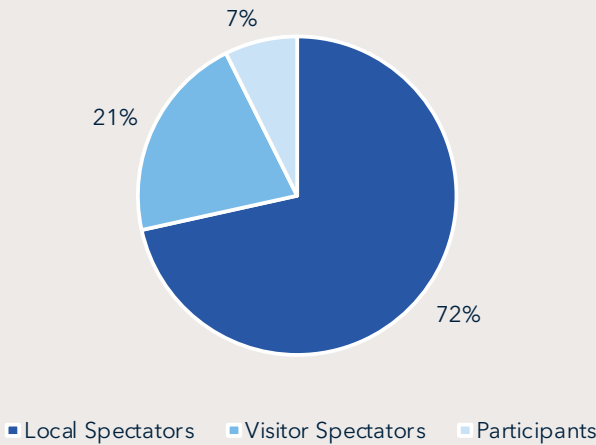
Economic Benefits of Sports Tourism in Fiji



A Case Study on the Fijian Drua 2023 Season.

Attendees and Participants

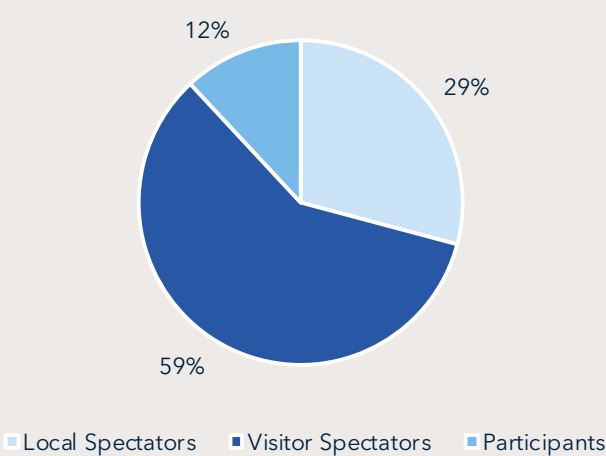
Breakdown Of Event Attendees



- **84%** of visitor spectators (from the 21% of event attendees) came specifically to attend a game or extended their stay in Fiji to attend a game.
- **9,936** estimated attendees for this season were visitor spectators.

Overall Impact on Fiji's Economy

Total Direct Expenditure



- **FJ\$67.09M** estimated total generated gross expenditure
- **FJ\$39.53M** through overseas spectators' spending
- **FJD\$19.55M** local spectators' spending
- **FJ\$8.01M** spent by participants and officials

Impact on Tourism

INTERNATIONAL/ VISITOR IMPACT

- The event welcomed **4,676** visitors
- It created **40,328** visitor nights.
- The 'created expenditure' amounted to **FJ\$18.1M**

DOMESTIC IMPACT

- Resulted in **20,970** room nights booked by locals (average of 2.5 nights per event).
- 'Created expenditure' for domestic impact was **FJ\$2.35** million.
- Almost **20%** of Fijian residents who attended a game indicated they would travel out of the country to attend games if not for the local season.

Note: *Created expenditure: refers to the expenses incurred specifically for hosting the event.

Economic Activity

- Estimated income generated: **FJ\$11.5M**
- Job creation: **242** full-time equivalent jobs.
- Increased occupancy and spending will directly benefit investment in visitor accommodation and general hospitality.

Future Prospects

- **90%** of overseas spectators are likely to attend the games in 2024.
- **95%** of the overseas spectators would recommend it to friends and colleagues.

Scan the QR code to download the full report.

