



# International Visitor Survey Report 2024

## Market Overview:

### Visitor Spending

Total Visitor Economy: FJD\$3.22B  
Average spent per trip: FJD\$3462<sup>i</sup> ▼  
Average spent per night: FJD\$404 ▲

### Length of Stay

8.6 Nights ▼

i. Average spending per trip has decreased due to shorter stays, but average spending per night has increased compared to 2022.

### Satisfaction - Fiji Experience

Overall Satisfaction: 91% ▼  
Likely to Recommend: 90% ▼  
Likely to visit in the next 5 years: 74% ▼

### Sustainability and Inclusion

Awareness of Sustainability Campaigns: 19% ▼  
Participation in Sustainable Activities: 7% ▼  
Accessibility for Disabled Persons: 65% ▲

### Top Five Regions Visited:

Denarau (22%)  
Coral Coast (21%)  
Nadi (17%)  
Suva/Tailevu (13%)  
Mamanuca Islands (10%)

Breakdown - Purpose of Visit	Holiday	VFR	Business	Conference
Length of Stay (nights)	8.3	13.2	8.8	6.5
Visitor numbers	734,153	70,269	22,987	10,418
Spend per trip	\$3,480	\$4,632	\$4,665	\$2,337

## Factors influencing travel choices to Fiji

	AU	NZ	US	CAN	UK	CONT. EUR	ASIA
1 It's a family friendly destination	●	●					
2 The local people are friendly	●	●					●
3 Spectacular landscape & natural beauty	●		●	●	●	●	●
4 Good weather	●	●	●	●	●	●	
5 It was somewhere new, I had never been before		●	●	●	●	●	●
6 Always wanted to visit			●		●	●	●
7 Found a good offer on flights to Fiji				●			

### Popular Experiences:



Handicrafts, local markets, cultural entertainment, and village visits are trending as travellers seek authentic connections with local cultures.



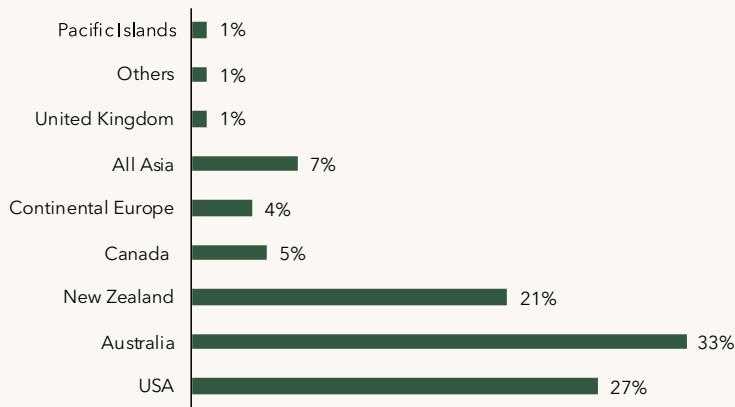
Water activities like snorkeling tours and ocean cruises are popular among various visitors, showing a strong desire for immersive aquatic experiences.



Spa treatments, short hikes, and guided walking tours are in demand, offering relaxation and engaging experiences in nature and culture.

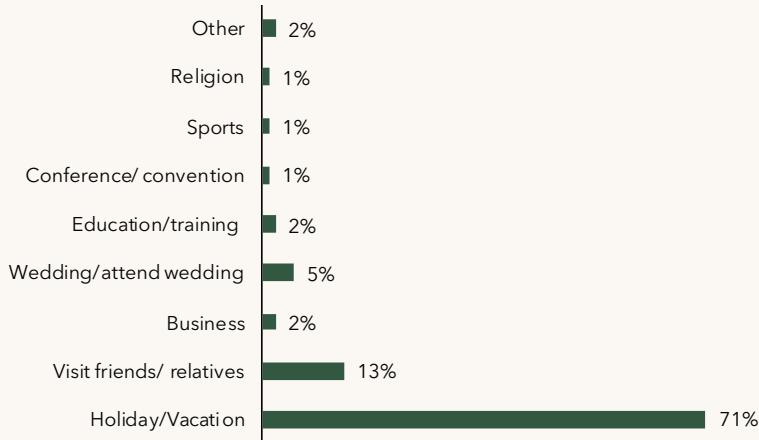
## Vanua Levu Traveller Insights

### Travellers by Country to Vanua Levu in 2024



- The majority were free independent travellers, staying for an average of 11.8 nights in Vanua Levu.
- 63% of travellers were working full time, while 23% were retired, with most travellers falling into the 50+ age group.

### Travellers by Purpose of Visit



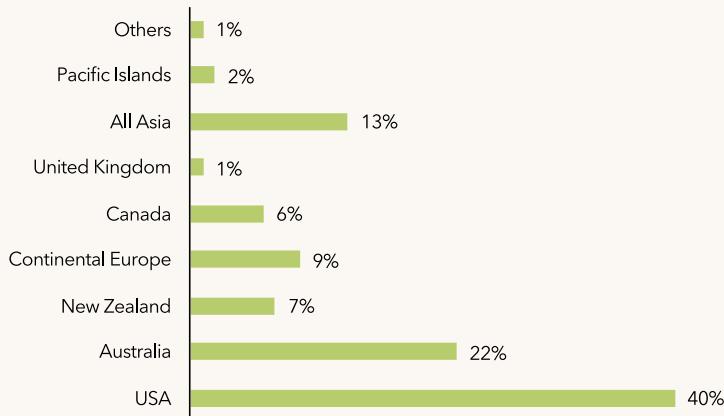
- Most travellers were either part of a group or traveling as couples.
- 90% of the travellers expressed satisfaction with their trip to Vanua Levu and indicated that they would like to visit Fiji again within the next five years.

### Vanua Levu Traveller Activities in 2024

Activity Type	Estimated Visitors	Avg LOS	\$ per trip	\$ per night
Scuba	9,385	19.8 nights	\$8,781	\$442
Adventure	20,646	10.6 nights	\$6,695	\$629
Yachting	2,767	11.6 nights	\$4,577	\$395
Honeymoon/Marriage	6,043	7 nights	\$3,073	\$439

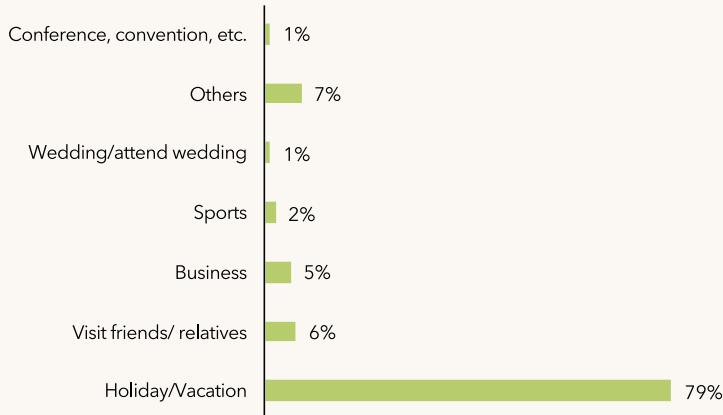
## Taveuni Traveller Insights

### Travellers by Country to Taveuni in 2024



- Most travellers visiting Taveuni were aged 50 and over, with many arriving from the United States or Australia.
- 54% of the travellers were working full-time, while 24% were retired.

### Travellers by Purpose of Visit



- Travellers were either couples or part of groups, with an average stay of 13.8 nights.
- Travellers expressed high satisfaction with customer service, cultural activities, passport control and customs and the quality of accommodation.

### Taveuni Traveller Activities in 2024

Activity Type	Estimated Visitors	Avg LOS	\$ per trip	\$ per night
Scuba	12,929	15.3 nights	\$6,799	\$445
Adventure	15,215	13.6 nights	\$5,920	\$436
Yachting	1,447	15.2 nights	\$4,855	\$319
Honeymoon/Marriage	1,274	16 nights	\$10,639	\$665