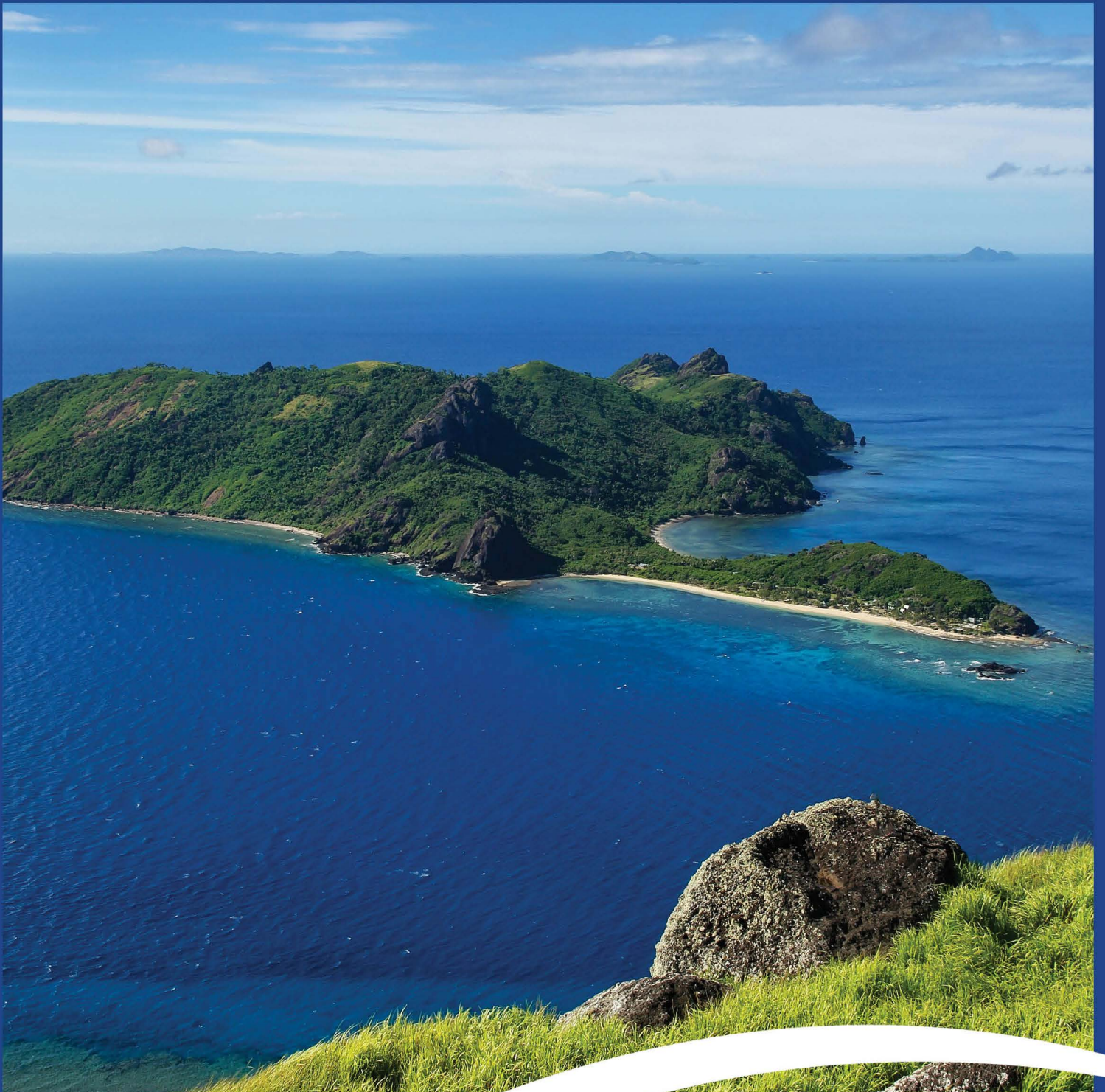




ASIA PACIFIC DESTINATION FORECASTS 2023-2025 : FIJI





**Wherever you find
yourself, find Visa**

VISA

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It should also be recognised that with this *Asia Pacific Destination Forecasts 2023-2025: Fiji* report, published by the Pacific Asia Travel Association, while the data used were accurate at the time of compilation and printing, some changes due to revisions and/or changes in collection and weighting techniques may have occurred since publication.

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NOTES AND ACRONYMS

Asia Pacific:	Asia + the Pacific + the Americas (excluding the Caribbean).
China:	People's Republic of China; also Mainland China
Hong Kong:	short for Hong Kong SAR.
ITAs:	International Tourist Arrivals (overnight international visitors).
IVAs:	International Visitor Arrivals (All foreign inbound border crossings, irrespective of duration of stay)
Korea:	short for Korea (ROK); also, South Korea
Laos:	short for Lao PDR
Macao:	short for Macao, China
NSOs:	National Statistics Offices
NTOs:	National Tourist Organisations

Throughout the body of this report, data for the years 2000 to 2021 (inclusive) represent actual data as published by the NTO. Data for 2022 are estimated based on figures available at the time of preparing this report while data for 2023 to 2025 inclusive, are forecasts.

AUTHORS



HAIYAN SONG

Haiyan Song is Chair Professor, Mr and Mrs Chan Chak Fu Professor in International Tourism and Associate Dean (Research) in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. He specialises in tourism demand modelling and forecasting, tourism supply chain management, tourist satisfaction indices, and tourism impact assessment and has published more than 80 journal articles and seven books in these areas. Professor Song has also been involved in numerous consultancy projects related to tourism impact assessment, tourism forecasting, tourism satellite accounting and tourist satisfaction index development, for both national and regional tourism organizations. He is a board member of the International Association of Tourism Economics and a Fellow of the International Academy for the Study of Tourism.



GANG LI

Gang Li is an external member of the PolyU Hospitality and Tourism Research Centre and is currently a Professor of Tourism Economics in the School of Hospitality and Tourism Management at the University of Surrey, UK. His research focuses on methodological developments in tourism demand modelling and forecasting, particularly the system of equations approach to tourism demand analysis. His research is regularly published in top forecasting and tourism journals including *International Journal of Forecasting*, *Annals of Tourism Research*, *Tourism Management* and *Journal of Travel Research*. He has also participated in a number of projects funded by the European Commission and the Hong Kong Research Grants Council. Gang Li is a founding fellow of the International Association of China Tourism Studies and an Executive Committee member of the International Association for Tourism Economics.



VERA SHANSHAN LIN

Vera Shanshan Lin is an Associate Professor in the School of Management at Zhejiang University, China. Her major research interests include judgmental forecasting, econometric modelling and forecasting, time-series modelling and forecasting, and forecast combination. Her research has been published in top forecasting and tourism journals including *International Journal of Forecasting*, *Annals of Tourism Research*, *Tourism Management* and *Journal of Travel Research*. She has also been involved in a number of research projects related to tourism forecasting and tourist satisfaction indices.

AUTHORS



ANYU LIU

Anyu Liu is an assistant professor in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. His research interests are in the areas of tourism and hotel demand modelling and forecasting, and applied economics in the tourism and hospitality field. He has also participated in a variety of projects including tourism satellite accounting and tourist satisfaction index development.



**RICHARD
TIANRAN QIU**

Richard Tianran Qiu is an assistant professor in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. His research interests are tourist choice behaviour, tourism economics and tourism demand forecasting. His research has been published in top tourism journals including *Annals of Tourism Research*, *Journal of Travel Research*, and *Tourism Management*. He has also participated in projects involving tourist behaviour analysis and tourism demand forecasting.



LONG WEN

Long Wen is an assistant professor in the School of Economics at Nottingham University, Ningbo China. His research interests are in the areas of tourism demand modelling and forecasting, big data, and sharing accommodation. His research has been published in top tourism journals including *Annals of Tourism Research* and *Journal of Travel Research*.

AUTHORS



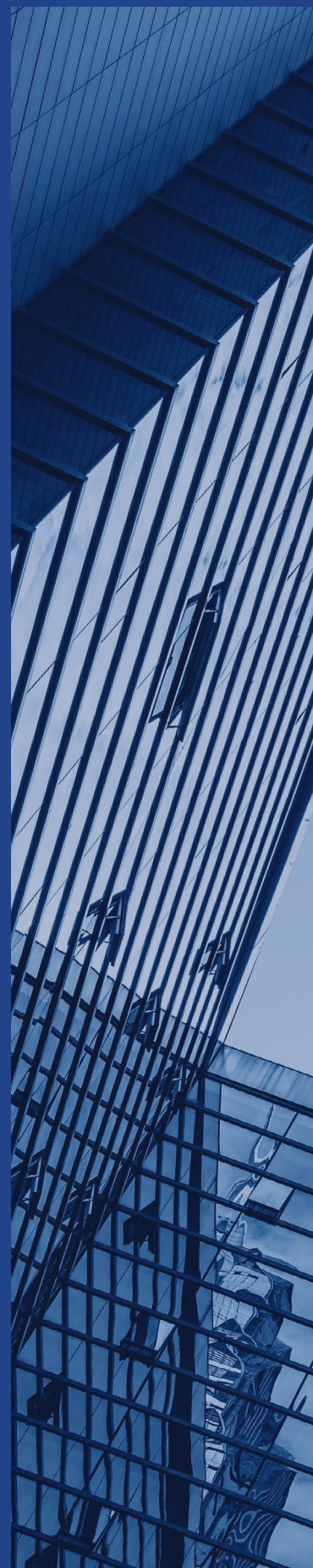
EDEN JIAO

Eden Jiao is an Assistant Professor in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. Before joining the school, she obtained her PhD degree in tourism research at the University of Surrey in the UK. Her main research interests include tourism demand modelling and forecasting, and spatial econometrics.



YANTING CAI

Yanting Cai is a PhD candidate at the School of Economics, University of Nottingham, Ningbo China and a research assistant in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. Her research interests lie in tourism economics, tourism demand forecasting, and tourist decision-making processes.



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The Pacific Asia Travel Association (PATA) offers its sincere thanks and gratitude to The Tourism Forecasting Unit of the Hospitality and Tourism Research Center at The Hong Kong Polytechnic University (PolyU), for the work and dedication in bringing together the *Asia Pacific Destination Forecasts 2023-2025: Fiji* report.

Special thanks are due also to John Koldowski for his work in editing, proofing, and submitting various ideas on the structure of the report. In addition, recognition is due to PATA's own Strategic Intelligence Centre (SIC) and the graphic designer team for their efforts and dedication in the preparation, design and editing of the report to bring it to a final release stage, especially Prapon Kongsiripipat, Panadda Sukin, Chuhada Binkamit, and Dyah Ayu Kumala Dewi.

Moreover, PATA is grateful to all the national tourism organisations and statistical agencies across the Asia Pacific region for making their tourism data freely available to the SIC and The PolyU for use in preparing these forecasts.

Without all of these contributors working together, the forecasts as contained within this report, would not have been possible.

FOREWORD



PETER SEMONE

**CHAIR
PACIFIC ASIA TRAVEL ASSOCIATION
MAY 2023**

It is my pleasure to bring to you the latest editions of the PATA Asia Pacific Visitor Forecasts for individual destinations, in which we examine the trends and possibilities for inbound visitors over the three-year period covering 2023-2025.

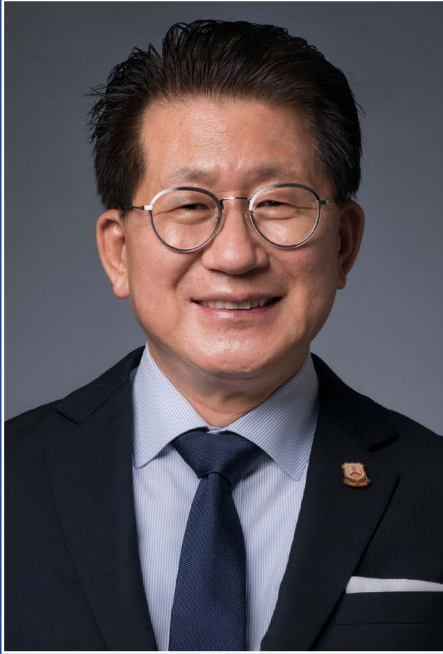
As in previous destination forecasts, this series of reports gives an overview of the tourism landscape at a number of levels out to 2025 so as to give an overall perspective of the shifts being experienced across Asia Pacific and in individual destinations. As such it focuses on annual traveller movements between source and destination regions, sub-regions, and markets and, where data permit, by quarter over the same period and by scenario. Collectively, these metrics offer users several different perspectives on the overall traveller flows into and across the destinations of Asia Pacific.

While every possible destination within Asia Pacific is not covered, the spread is such that all major economies are included to the degree that a better than 90% coverage of international inbound foreign visitor flows for the destinations normally reported on by PATA, is made.

With that in mind and given the accuracy of the forecasts as evidenced in previous years, I remain convinced that these predictions of the growth dynamics occurring in Asia Pacific travel and tourism, especially in such continually volatile times, will be of value to marketers, planners, strategists, and policy makers alike, indeed to anyone who wants or needs a better understanding of the rapidly shifting nuances and trends in travel to, from and within the region.

I respectfully and with confidence, submit this series of the PATA '*Asia Pacific Visitor Destination Forecasts 2023-2025*' to you.

FOREWORD



PROFESSOR KAYE CHON

**DEAN AND CHAIR PROFESSOR
WALTER KWOK FOUNDATION
PROFESSOR IN INTERNATIONAL
HOSPITALITY MANAGEMENT
SCHOOL OF HOTEL AND TOURISM
MANAGEMENT
THE HONG KONG POLYTECHNIC
UNIVERSITY**

I am very pleased to present you with this latest series of destination forecast reports, produced by the Pacific Asia Travel Association (PATA), in collaboration with the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU). This series was produced during the recovery period of the tourism sector during the COVID-19 transition phase. According to the UNWTO, global international visitor arrivals reached 63% of pre-pandemic levels in 2022 and our forecasts suggest that the Asia Pacific region will continue with its solid recovery momentum into the future. We estimate that foreign visitor arrivals into and across the Asia Pacific region will continue to expand with average annual growth rates of around 54.8%, 45.6%, and 34.4% over the period 2022-2025, reaching 962, 788 and 601 million by 2025 under the mild, medium and severe scenarios, respectively. The Asia Pacific region is forecast to fully recover to the pre-pandemic level of IVAs in 2023 under the mild scenario, and in 2024 under the mild scenario.

As most destinations in the world have now removed all pandemic-related travel restrictions and embraced the return of visitors, in order to maintain the region's competitive edge, a reliable and effective forecasting system is essential to assist destinations in the development of strategies for the coming years by accurately predicting arrivals. The SHTM at PolyU is very pleased to join hands with PATA to release this joint series '*Asia Pacific Destination Forecasts 2023-2025*' to assist with this.

The SHTM has long been recognised for conducting cutting-edge research that benefits tourism practices. We are delighted to be part of the PATA forecasting initiative, as transferring our knowledge to practice is high on the School's research agenda. The Hospitality and Tourism Research Centre at PolyU is well known for its work in the area of tourism demand modelling and forecasting, with its members publishing high-quality articles in leading academic journals as well as conducting consultancy work for national and regional tourism organisations.

FOREWORD



DAVID FOWLER

**HEAD OF CROSS-BORDER &
SALES EXCELLENCE
ASIA PACIFIC
VISA INC.**

In 2022, there was a palpable spark of excitement in the air as ‘revenge travel’ started to materialise in Asia Pacific, promising to jumpstart travel recovery as consumers satiate pent-up demand for overseas travel after three years of limited mobility.

Asia Pacific’s travel recovery has lagged behind the rest of the world in 2022 but it is set to catch up rapidly albeit unevenly. Visa projects the region’s monthly outbound travel to match its 2019 levels as early as July 2023, from a weak 2022 where it reached only 27 percent.¹ Nonetheless, recovery rates will remain patchy, with some markets such as Singapore, India and the Philippines already close to approaching 2019 levels but some still coming up the curve as they have just recently opened up, most notably Mainland China’s re-opening in January 2023.²

Meanwhile, traveller habits and preferences have shifted substantially in a post-pandemic world. Three years of living with Covid has resulted in the region’s consumers using safe, digital and touch-free payment methods regularly, including mobile wallets (74 percent) and contactless (56 percent).³ Contactless payments in particular is seeing an accelerated adoption by travellers, now making up around two in three of cross-border payments from 20 percent pre-pandemic.⁴ In fact, in some markets such as Indonesia, Japan and South Korea, cardholders are using contactless abroad more than in their home country, reflecting how consumers naturally gravitate towards payment methods that are most intuitive, seamless and convenient when made readily available.

On a macroeconomic level, inflationary pressures, media consumption and flexible work arrangements are also shaping the ways travellers choose their destinations and travel experiences. For instance, Bali’s popularity as an intra-regional travel destination rose from seventh within Asia Pacific in 2019 to third in 2022, attracting visitors with its lower cost of living and scenic views for work and play. The increase in streaming

FOREWORD (CONTINUED)

subscriptions for films and TV shows appears to influence travel destinations outside Asia Pacific too, with our data showing fan interest in visiting filming locations driving arrivals to locations including Croatia, Malta, the UK, Scotland and Spain.

It is now more critical than ever for the industry to navigate the shift in travellers' preferences, so travel experiences can be fine-tuned, and small businesses and local communities can reap the benefits of travel recovery. At Visa, we work with industry partners such as PATA to use data to understand, predict and respond to changes in travel trends. As the trusted engine of commerce, we are committed to using our data capabilities and insights to help the industry navigate the challenges and many opportunities in 2023 and beyond.

¹ Based on the Visa International Travel (VISIT) platform. It is a proprietary model that combines Visa's cardholder data with publicly-available cross-border arrival statistics.

² VisaNet

³ Visa Green Shoots Radar survey, statistics as of December 2022. Survey is conducted in 14 markets across Asia Pacific including Australia, Greater and Mainland China, India, Indonesia, Japan, South Korea, Malaysia, New Zealand, The Philippines, Singapore, Thailand, and Vietnam.

⁴ VisaNet

EXECUTIVE SUMMARY

This *Asia Pacific Destination Forecasts 2023-2025: Fiji* report was prepared by the Tourism Forecasting Unit of the Hospitality and Tourism Research Center at The Hong Kong Polytechnic University, in collaboration with the Pacific Asia Travel Association (PATA). The objectives of this forecasting project are to:

- Systematically model and forecast quarterly and annual visitor arrivals to Fiji, using a three-staged approach that integrates econometric models and judgemental forecasts into one framework.
- Generate forecasts based on mild, medium, and severe scenarios to take future uncertainties into consideration.
- Highlight some key visitor trends over the forecast period of 2023-2025 and comment on the implications of those trends.

The selection of the forecasting methodologies used in this report was based on the forecasting team's research and consultancy experience in travel demand modelling and forecasting. A three-stage approach that integrates econometric models and judgemental forecasts into one framework is used to generate the forecasts under mild, medium, and severe scenarios.

While the pandemic and its associated travel restrictions significantly and negatively impacted the inbound visitor market of Fiji in both 2020 and 2021, the reopening of source markets, the resumption of international travel worldwide and the general cancellation of travel and social restrictions are now bringing the impacts of COVID-19 to an end. With the global lifting of pandemic-related travel restrictions, the inbound visitor market of Fiji bottomed out in 2021 and is now forecast to return to above the level of 2019 in 2025, under all scenarios. Moreover, although certain markets, especially Australia, dominated the source market structure of Fiji in 2022, over the next three years, the resumption of arrivals from other source markets is predicted to dilute the total visitor share of the major source markets of 2022. The Pacific is forecast to have the strongest recovery rates under all scenarios, while those of other source regions are predicted to be lower than the overall averages. In general, more visitors are forecast to visit Fiji in the third quarter of the year, and this seasonality pattern is predicted to occur over the years to 2025.

While the number of scheduled flights and seats into Fiji in 2020 and 2021 was relatively low, with the global relaxation of pandemic-related restrictions and the resumption of international travel, the total number of flights and seats improved significantly in 2022, generating spectacular year-over-year growth rates when compared to the corresponding quarters of 2021. With almost all source regions now open and the world resuming international travel, the dramatic growth increase in the total inbound aviation market will moderate in 2023. In quarter one of 2024, a total of 1.59 thousand inbound flights with 327.72 thousand air seats is scheduled to arrive in Fiji.

DESTINATION PROFILE:

ECONOMIC, INCOME AND EXPENDITURE OUTLOOK & TRENDS, AND DOMESTIC TOURISM



FIJI



Fighting the Coronavirus (COVID-19) pandemic worsened Fiji's fiscal deficit and economy. Consumer expenditure should accelerate in the future and the country can capitalise on its demographic dividend. Improvements in technological infrastructure should make Fiji more competitive, with a new submarine cable, greater fibre-optic network, and even 5G communications under development.

ECONOMIC ENVIRONMENT

Opportunities

- Economy recovered some ground in 2022: In 2020, annual GDP fell by 17.0% in real terms, after decades of uninterrupted growth, as the spread of the COVID-19 virus caused business lockdowns and an interruption in international arrivals, upon which the economy is particularly reliant. A strong recovery in the value of annual real GDP was enjoyed in 2022, with growth of 12.5% as travel restrictions were eased and lockdowns were lifted in key source markets.
- Diverse trade profile: Fiji is very open to trade, which represents a significant proportion of GDP. The country mainly exports petroleum oils, water, frozen fish, and gold; whilst imports are led by petroleum oils, powered aircraft, electrical apparatus, and motor vehicles. Not only does this result in a wide economic base, but not being over-reliant on any one sector significantly cushions Fiji to global commodity price fluctuations and supply or demand shocks.

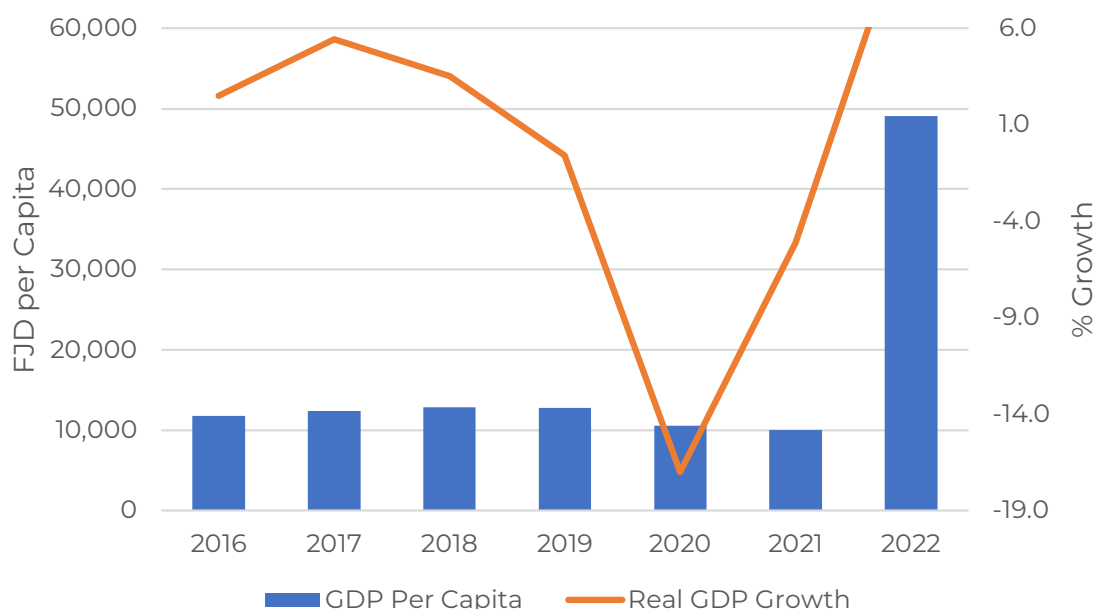
Challenges

- Slowing FDI: Foreign direct investment (FDI) inflows as a share of GDP slowed in 2019 and remained at this intensity in 2020, whilst rebounded in 2021 to stand at 9.3% of GDP. Tourism Fiji announced the first ever virtual Fijian Tourism Expo in November 2020, to promote tourism and business activities in the country. The Expo brought together potential investors from Australia, New Zealand and leading industrialists in Fiji, with the hope of re-igniting the tourism sector. Tourism has, however, remained depressed in 2021, owing to ongoing

restrictions. Over-reliance on a particular sector, such as this, leaves a country exposed during a downturn.

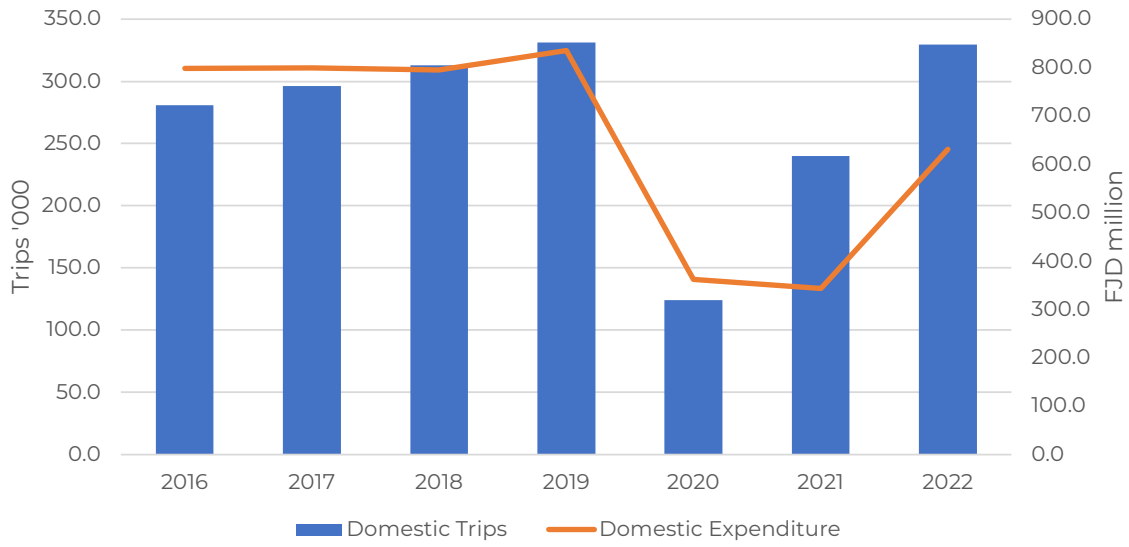
- **Deflation:** In 2020, the annual rate of inflation turned negative for the first time in several decades, led by lower prices of alcohol, yaqona, food and fuels, and supported by weak domestic demand caused by lockdown measures, reduction in import and excise duties, as well as lower global crude oil prices. Annual inflation returned in 2021 and 2022 as inflation returned to a positive path.
- **Unemployment spikes:** As a result of the deleterious impact of the COVID-19 pandemic, the unemployment rate grew significantly in 2020. The unemployment rate of youths aged 14-24 years in particular soared from 15.8% in 2019 to 41.1% in 2020, owing to the effects of the downturn in demand in the economy, causing businesses to require fewer staff, or in some cases close completely. This was despite a particular focus for addressing the country's high youth unemployment in the Fiji National Employment Policy for 2018-2021. The most affected sectors have been tourism, retail and manufacturing. One of the impacts of the constrained employment circumstances has been that outward migration of younger people has occurred, as they are forced to leave the country in search of work. Over the medium term, the unemployment rate is forecast to fall back to a rate below that of the regional average rate of unemployment.

Chart 1: Real GDP Growth and Per Capita GDP: 2016-2022



Source: Euromonitor International from national statistics/Eurostat/OECD/IMF
 Note: In constant 2022 prices

Chart 2: Domestic Tourism Trips and Expenditure: 2016-2022



Source: Euromonitor International

MS. CAROLINE BREMNER

**HEAD OF TRAVEL RESEARCH
EUROMONITOR INTERNATIONAL
*Euromonitor International***



CHAPTER 1:

OVERALL TRAVEL PATTERNS AND FORECASTS 2023-2025





CHAPTER 1: OVERALL TRAVEL PATTERNS AND FORECASTS 2023-2025

1.1 Asia Pacific Share of Global Tourism

International tourist arrivals into and across Asia Pacific increased from 512.7 million in 2015 to 625.5 million in 2019, at an average annual growth rate (AAGR) of 5.1%, a little lower than the global average of 5.2% (Table 1.1). World-wide, travel and tourism was deeply and adversely affected by the COVID-19 pandemic, especially over the following two years, as shown by the negative AAGR between 2019 and 2022, although this was then followed by a weak positive annual increase in international tourist numbers in 2022. Relative to the pre-pandemic level of 2019, world tourist arrivals decreased by 37.4% in international tourist numbers in 2022, while the Asia Pacific region had an even sharper decline of 57.6% over the same period. Within Asia Pacific, Northeast Asia had the greatest contraction rate in tourist arrivals between 2019 and 2022 (-89.6%), followed by Southeast Asia (-74.7%) and Oceania (-64.6%). The Asia Pacific share of global tourist arrivals fell from 42.70% in 2019 to 28.90% in 2022, largely as a consequence of COVID-19 and its associated restrictions, suggesting that the region has greater potential as a tourist destination with the removal of such restrictions.

Table 1.1: International Tourist Arrivals by Destination Region 2015-2022, mns

Destination Region	International Tourist Arrivals, mns					AAGR, %		Relative Share, %
	2015	2019	2020	2021	2022	2015-2019	2019-2022	2022
World	1,197.0	1,465.0	409.0	455.0	917.0	5.2	-14.5	100.00
Europe	606.6	744.5	241.9	304.7	584.9	5.3	-7.7	63.78
Asia and the Pacific (a)	284.6	359.6	59.2	24.8	84.4	6.0	-38.3	9.20
Northeast Asia	142.1	170.3	20.3	11.2	17.7	4.6	-53.0	1.93
Southeast Asia	104.2	138.0	25.5	2.9	34.9	7.3	-36.8	3.81
Oceania	14.3	17.5	3.6	0.8	6.2	5.2	-29.2	0.68
South Asia	24.0	33.8	9.8	9.9	25.5	8.9	-9.0	2.78
Americas	194.0	219.3	69.8	81.4	142.4	3.1	-13.4	15.53
North America (b)	127.8	146.6	46.5	57.0	92.1	3.5	-14.4	10.04
Caribbean	24.1	26.3	10.3	14.2	22.0	2.2	-5.8	2.40
Central America (b)	10.2	10.9	3.1	4.7	8.6	1.7	-7.6	0.94
South America (b)	31.8	35.4	9.9	5.5	19.6	2.7	-17.9	2.14
Africa	53.9	68.8	18.4	19.4	45.0	6.3	-13.2	4.91
Middle East (c)	58.3	73.0	19.8	24.7	60.3	5.8	-6.2	6.58
Sub-total								
Asia Pacific: (a)+(b)+(c)	512.7	625.5	138.5	116.7	265.0	5.1	-24.9	28.90

Notes: 1. AAGR, % indicates average annual growth rate, calculated as an arithmetic average of the annual growth rates.
 2. The term 'Middle East' is used by UNWTO while PATA uses the UN classification of 'West Asia'.
 3. Similarly, the term 'Oceania' is used by the UNWTO while PATA uses the term 'Pacific'.

Source: UNWTO World Tourism Barometer Volume 21, Issue 1, January 2023.





1.2 Macro Environment of the Asia Pacific Visitor Economy

With the reopening of mainland China to international travel, many destinations within Asia Pacific have been preparing to welcome the return of Chinese visitors, especially those that relied heavily on them before the COVID-19 pandemic. Although outbound travel from China is forecast to grow significantly over the period 2023-2025, there are still barriers to this growth. Travel costs for example, especially air transport costs, have increased significantly over the past year and this could dampen any desire to travel long distances from home.

In addition, many destinations have suffered from labour shortages brought about by the COVID-19 pandemic, and it will take time for the travel and tourism sector in those destinations to resolve this problem. The somewhat slower rate of air capacity increases, especially in Asia Pacific, and the disruption of various supply chains due to the pandemic are also potential constraints to international travel. This latest series of the PATA *'Asia Pacific Destination Forecasts'* has been produced against such a background, with additional effort being made to combine the econometric forecasts with expert adjustments so as to better reflect the impact of the reopening of China on the future trends of travel and tourism across the Asia Pacific region.



1.3 Highlights of the PATA Visitor Forecasts 2023-2025

The inbound visitor market of Asia Pacific benefited strongly from the lifting of pandemic-related travel restrictions in many destinations, leading arrival numbers to reach 38.0%, 37.4% and 36.3% of the 2019 pre-pandemic level in 2022, under the mild, medium, and severe scenarios, respectively. Tables 1.2-1.4 and Figure 1.1 show that total visitor arrivals into and across Asia Pacific are forecast to increase from 141.1 million in 2020, to 962.2 million, 788.1 million and 600.8 million by the end of 2025, under the mild, medium, and severe scenarios, respectively. The recovery rates in 2025 under the three scenarios, are predicted to reach 140.9%, 115.4% and 88.0% respectively, and are strongly linked to the global state of reopened markets and the macroeconomic environment, over the forecast period.

Among the six destination regions/sub-regions of Asia Pacific, West Asia is forecast to have the highest recovery rates to 2025 under the mild and medium scenarios (158.5%, 128.1%) over the forecast period. While Turkiye is the sole destination covered in the West Asia sub-region, significantly, it was one of the earliest destinations to reopen to international inbound travel. Under the severe scenario, the Pacific is forecast to have the strongest recovery rate (98.1%), possibly because most destinations in the Pacific are island destinations, and their rich nature and sceneries resonate with those international tourists seeking recreation and relaxation experiences. The slowest recovery rates are predicted for Southeast Asia, at 134.8%, 109.7% and 80.0% of the 2019 level, under the mild, medium, and severe scenarios, respectively. The successful resumption of tourist confidence is a major key for destination growth in arrival numbers, over the forecast period.

Table 1.2: Summary of Asia Pacific IVAs 2020-2025, Mild Scenario

Destination	International Visitor Arrivals						Recovery Rate, %			
	2020	2021	2022	2023	2024	2025	22/19	23/19	24/19	25/19
Americas										
Canada	2,959,885	3,062,244	12,819,091	30,815,552	34,862,172	35,180,910	57.9	1392	1575	1589
Chile	1,058,917	167,873	1,894,399	5,416,026	6,441,430	6,784,000	43.9	1255	1492	1571
Mexico	24,283,536	31,860,392	38,326,999	48,958,827	55,669,365	62,015,637	85.0	109.0	124.0	138.0
USA	19,212,014	22,100,453	50,869,685	85,755,514	95,042,261	101,034,111	64.0	107.9	119.6	127.2
Sub-total	47,514,352	57,190,962	103,910,174	170,945,919	192,015,228	205,014,658	68.8	113.3	127.2	135.8
Asia										
Northeast Asia										
China	27,470,000	31,980,000	28,830,799	155,774,876	179,030,987	188,878,425	19.8	107.2	123.2	130.0
Chinese Taipei	1,377,861	140,479	895,962	9,297,425	14,705,867	16,463,911	7.6	78.4	124.0	138.8
Hong Kong SAR	3,568,875	91,398	604,564	48,062,557	79,469,184	97,449,349	1.1	86.0	142.1	174.3
Japan	4,115,828	245,862	3,832,110	30,270,758	45,020,928	50,326,148	12.0	95.0	141.2	157.9
Korea (ROK)	2,492,727	953,711	3,170,024	15,415,876	22,698,831	23,098,019	18.3	89.1	131.1	133.4
Macao, China	5,896,848	7,705,943	5,700,339	39,998,630	50,466,205	56,595,575	14.5	101.5	128.1	143.6
Mongolia	66,940	39,236	300,520	714,549	798,095	1,047,563	47.2	112.2	125.3	164.5
Sub-total	44,989,079	41,156,629	43,334,318	299,534,671	392,190,097	433,858,990	14.3	99.1	129.7	143.5
South Asia										
Bhutan	6,387	1	1,268	73,338	91,291	102,851	1.8	101.6	126.4	142.5
India	2,744,766	1,527,114	6,191,399	12,253,629	14,955,621	15,904,765	56.6	112.1	136.8	145.5
Maldives	555,494	1,321,937	1,675,295	2,170,062	2,554,244	2,924,555	98.0	127.0	150.0	172.0
Nepal	230,085	150,962	762,916	1,251,306	1,555,180	1,699,389	63.7	104.5	129.9	141.9
Sri Lanka	507,704	194,495	719,978	2,172,607	2,494,401	2,650,607	37.6	113.5	130.3	138.5
Sub-total	4,044,436	3,194,509	9,350,856	17,920,942	21,650,737	23,282,167	59.1	113.3	136.9	147.2
Southeast Asia										
Cambodia	1,306,143	196,495	2,276,626	6,825,808	9,086,526	9,798,246	34.0	103.0	137.0	148.0
Indonesia	4,052,923	1,557,530	5,471,277	16,141,832	21,135,435	22,989,305	34.0	100.2	131.2	142.7
Lao PDR	886,447	0	1,491,948	4,153,454	6,690,586	7,090,715	31.1	86.7	139.6	148.0
Malaysia	4,332,722	134,728	10,070,964	25,198,004	34,317,110	36,919,396	38.6	96.5	131.5	141.4
Myanmar	371,901	19,376	148,877	1,198,664	2,746,171	2,773,415	7.7	62.1	142.3	143.7
Philippines	1,398,455	146,098	2,049,931	5,867,185	10,076,887	10,455,309	25.0	71.7	123.1	127.7
Singapore	2,742,443	330,059	6,305,639	16,079,572	25,116,581	25,306,891	33.0	84.1	131.4	132.4
Thailand	6,702,396	427,869	11,152,951	41,157,696	50,879,179	50,892,980	27.9	103.1	127.5	127.5
Vietnam	3,686,779	3,500	3,440,019	16,726,252	23,246,379	23,523,029	19.1	92.9	129.1	130.6
Sub-total	25,480,209	2,815,655	42,408,232	133,348,467	183,294,854	189,749,286	30.1	94.7	130.2	134.8
West Asia										
Turkiye	12,734,213	24,712,266	44,564,395	57,698,326	66,955,862	71,437,800	98.9	128.1	148.6	158.5
Sub-total	12,734,213	24,712,266	44,564,395	57,698,326	66,955,862	71,437,800	98.9	128.1	148.6	158.5
Asia Sub-total	87,247,937	71,879,059	139,657,801	508,502,406	664,091,550	718,328,243	27.7	100.9	131.8	142.5
Pacific										
Melanesia										
Fiji	146,905	31,618	636,312	966,422	1,130,513	1,320,575	71.0	108.0	126.0	148.0

Table 1.2: Summary of Asia Pacific IVAs 2020-2025, Mild Scenario (Continued)

Destination	International Visitor Arrivals						Recovery Rate, %			
	2020	2021	2022	2023	2024	2025	22/19	23/19	24/19	25/19
New Caledonia	31,109	12,446	78,848	145,809	164,391	179,630	60.0	112.0	126.0	137.0
Papua New Guinea	38,940	16,754	66,676	210,937	258,741	269,240	31.6	100.0	122.6	127.6
Vanuatu	21,965	0	30,227	131,762	161,071	176,383	25.1	109.2	133.5	146.2
Sub-total	238,919	60,818	812,063	1,454,930	1,714,716	1,945,828	59.9	107.2	126.4	143.4
Micronesia										
Guam	326,592	78,469	327,687	1,518,569	1,952,181	2,209,972	19.8	91.7	117.9	133.5
Northern Marianas	88,949	12,684	96,521	422,943	551,163	564,517	19.8	86.8	113.2	115.9
Palau	18,308	5,231	12,328	55,457	117,391	127,492	13.2	59.2	125.3	136.0
Sub-total	433,849	96,384	436,536	1,996,969	2,620,735	2,901,981	19.5	89.3	117.2	129.8
Oceania										
Australia	1,827,650	246,400	3,694,290	11,466,410	12,655,622	13,704,421	39.0	121.0	134.0	145.0
New Zealand	996,350	206,862	1,427,595	4,295,069	4,746,708	5,395,141	37.0	110.0	122.0	139.0
Sub-total	2,824,000	453,262	5,121,885	15,761,479	17,402,330	19,099,562	38.4	118.0	130.3	143.0
Polynesia										
Cook Islands	25,230	26,330	113,347	233,685	248,873	246,686	66.1	136.2	145.1	143.8
French Polynesia	77,017	82,546	218,750	295,075	341,491	366,747	92.4	124.7	144.3	155.0
Hawaii	2,678,069	6,777,759	9,152,431	13,552,047	13,388,576	14,024,934	89.4	132.3	130.7	136.9
Samoa	23,915	2,591	50,629	203,122	241,684	244,256	28.0	112.3	133.6	135.1
Sub-total	2,804,231	6,889,226	9,535,157	14,283,929	14,220,624	14,882,623	88.0	131.9	131.3	137.4
Pacific Sub-total	6,300,999	7,499,690	15,905,641	33,497,307	35,958,405	38,829,994	57.3	120.6	129.4	139.8
Asia Pacific Total	141,063,288	136,569,711	259,473,616	712,945,632	892,065,183	962,172,895	38.0	104.4	130.7	140.9

Note: Data for 2022 are either estimates or preliminary counts.

Table 1.3: Summary of Asia Pacific IVAs 2020-2025, Medium Scenario

Destination	International Visitor Arrivals						Recovery Rate, %			
	2020	2021	2022	2023	2024	2025	22/19	23/19	24/19	25/19
Americas										
Canada	2,959,885	3,062,244	12,819,091	24,315,512	28,131,009	28,370,360	57.9	109.8	127.1	128.1
Chile	1,058,917	167,873	1,894,399	3,860,276	5,195,055	5,592,802	43.9	89.4	120.3	129.5
Mexico	24,283,536	31,860,392	38,326,999	41,208,363	45,080,156	50,185,589	85.1	91.5	100.1	111.5
USA	19,212,014	22,100,453	50,869,685	64,018,109	81,241,636	85,871,384	64.0	80.6	102.3	108.1
Sub-total	47,514,352	57,190,962	103,910,174	133,402,260	159,647,856	170,020,135	68.8	88.4	105.8	112.7
Asia										
Northeast Asia										
China	27,470,000	31,980,000	25,333,168	100,518,075	152,920,043	161,333,034	17.4	69.2	105.2	111.0
Chinese Taipei	1,377,861	140,479	895,962	5,635,816	11,621,661	14,530,931	7.6	47.5	98.0	122.5
Hong Kong SAR	3,568,875	91,398	604,564	34,456,764	61,174,229	76,301,031	1.1	61.6	109.4	136.5
Japan	4,115,828	245,862	3,832,110	19,417,622	32,224,456	36,310,030	12.0	60.9	101.1	113.9
Korea (ROK)	2,492,727	953,711	3,170,024	10,891,915	18,219,817	19,637,264	18.3	62.9	105.3	113.4

Table 1.3: Summary of Asia Pacific IVAs 2020-2025, Medium Scenario (Continued)

Destination	International Visitor Arrivals						Recovery Rate, %			
	2020	2021	2022	2023	2024	2025	22/19	23/19	24/19	25/19
Macao, China	5,896,848	7,705,943	5,700,339	30,498,724	39,963,310	45,307,840	14.5	77.4	101.4	115.0
Mongolia	66,940	39,236	300,520	487,139	647,167	826,388	47.2	76.5	101.6	129.7
Sub-total	44,989,079	41,156,629	39,836,687	201,906,055	316,770,683	354,246,518	13.2	66.8	104.8	117.2
South Asia										
Bhutan	6,387	1	635	40,231	66,228	83,925	0.9	55.7	91.7	116.2
India	2,744,766	1,527,114	6,191,399	8,932,424	11,323,745	12,079,511	56.6	81.7	103.6	110.5
Maldives	555,494	1,321,937	1,675,295	1,803,431	2,344,053	2,576,157	98.4	105.9	137.7	151.3
Nepal	230,085	150,962	701,739	914,075	1,234,214	1,420,468	58.6	76.4	103.1	118.7
Sri Lanka	507,704	194,495	719,978	1,391,799	1,949,276	2,171,603	38.0	73.0	102.0	113.0
Sub-total	4,044,436	3,194,509	9,289,046	13,081,960	16,917,516	18,331,664	58.7	82.7	107.0	115.9
Southeast Asia										
Cambodia	1,306,143	196,495	2,276,626	4,838,018	6,952,188	7,589,981	34.4	73.2	105.2	114.8
Indonesia	4,052,923	1,557,530	5,471,277	12,010,386	16,334,518	18,282,634	34.0	74.6	101.4	113.5
Lao PDR	886,447	0	1,209,551	2,310,908	5,159,047	5,456,849	25.2	48.2	107.7	113.9
Malaysia	4,332,722	134,728	10,070,964	16,698,340	28,256,660	29,644,643	38.6	64.0	108.3	113.6
Myanmar	371,901	19,376	117,678	917,511	2,022,927	2,045,823	6.1	47.5	104.8	106.0
Philippines	1,398,455	146,098	2,049,931	4,653,612	8,587,419	8,909,651	25.0	56.8	104.9	108.8
Singapore	2,742,443	330,059	6,305,639	12,345,201	20,197,570	20,419,907	33.0	64.6	105.7	106.8
Thailand	6,702,396	427,869	11,152,951	27,270,463	42,441,379	42,427,381	27.9	68.3	106.3	106.3
Vietnam	3,686,779	3,500	3,440,019	14,312,050	19,573,167	19,646,433	19.1	79.5	108.7	109.1
Sub-total	25,480,209	2,815,655	42,094,636	95,356,489	149,524,875	154,423,302	29.9	67.7	106.2	109.7
West Asia										
Turkiye	12,734,213	24,712,266	44,564,395	42,951,878	55,763,347	57,739,852	98.9	95.3	123.8	128.1
Sub-total	12,734,213	24,712,266	44,564,395	42,951,878	55,763,347	57,739,852	98.9	95.3	123.8	128.1
Asia Sub-total	87,247,937	71,879,059	135,784,764	353,296,382	538,976,421	584,741,336	26.9	70.1	106.9	116.0
Pacific										
Melanesia										
Fiji	146,905	31,618	636,312	735,368	926,420	1,073,741	71.0	82.0	104.0	120.0
New Caledonia	31,109	12,446	78,848	115,459	135,047	145,643	60.3	88.4	103.3	111.5
Papua New Guinea	38,940	16,754	66,676	152,005	213,595	223,909	31.6	72.0	101.2	106.1
Vanuatu	21,965	0	18,337	85,097	128,284	140,152	15.2	70.5	106.3	116.2
Sub-total	238,919	60,818	800,173	1,087,929	1,403,346	1,583,445	59.0	80.2	103.4	116.7
Micronesia										
Guam	326,592	78,469	327,687	1,147,868	1,610,307	1,783,292	19.8	69.3	97.3	107.7
Northern Marianas	88,949	12,684	96,521	279,259	451,831	483,978	19.8	57.3	92.8	99.4
Palau	18,308	5,231	12,328	44,264	97,363	105,382	13.2	47.2	103.9	112.4
Sub-total	433,849	96,384	436,536	1,471,391	2,159,501	2,372,652	19.5	65.8	96.6	106.1
Oceania										
Australia	1,827,650	246,400	3,694,290	8,056,820	10,080,668	11,531,928	39.0	85.0	106.0	122.0

Table 1.3: Summary of Asia Pacific IVAs 2020-2025, Medium Scenario (Continued)

Destination	International Visitor Arrivals						Recovery Rate, %			
	2020	2021	2022	2023	2024	2025	22/19	23/19	24/19	25/19
New Zealand	996,350	206,862	1,427,595	3,110,852	3,876,010	4,397,241	37.0	80.0	100.0	113.0
Sub-total	2,824,000	453,262	5,121,885	11,167,672	13,956,678	15,929,169	38.4	83.6	104.5	119.3
Polynesia										
Cook Islands	25,230	26,330	113,347	196,516	204,629	201,218	66.1	114.6	119.3	117.3
French Polynesia	77,017	82,546	218,750	227,368	259,626	298,526	92.4	96.1	109.7	126.2
Hawaii	2,678,069	6,777,759	9,152,431	11,275,219	11,941,155	12,739,893	89.4	110.1	116.6	124.4
Samoa	23,915	2,591	50,629	136,082	189,082	198,298	28.0	75.2	104.5	109.6
Sub-total	2,804,231	6,889,226	9,535,157	11,835,185	12,594,492	13,437,935	88.0	109.3	116.3	124.1
Pacific Sub-total	6,300,999	7,499,690	15,893,751	25,562,177	30,114,017	33,323,201	57.2	92.0	108.4	120.0
Asia Pacific Total	141,063,288	136,569,711	255,588,689	512,260,819	728,738,294	788,084,672	37.4	75.0	106.8	115.4

Note: Data for 2022 are either estimates or preliminary counts.

Table 1.4: Summary of Asia Pacific IVAs 2020-2025, Severe Scenario

Destination	International Visitor Arrivals						Recovery Rate, %			
	2020	2021	2022	2023	2024	2025	22/19	23/19	24/19	25/19
Americas										
Canada	2,959,885	3,062,244	12,819,091	19,479,031	21,682,434	22,937,793	57.9	88.0	97.9	103.6
Chile	1,058,917	167,873	1,894,399	2,678,215	3,987,769	4,556,331	44.0	62.0	92.0	106.0
Mexico	24,283,536	31,860,392	38,326,999	32,100,581	33,002,333	37,159,297	85.1	71.3	73.3	82.5
USA	19,212,014	22,100,453	50,869,685	51,900,083	59,143,703	65,021,297	64.0	65.3	74.4	81.8
Sub-total	47,514,352	57,190,962	103,910,174	106,157,910	117,816,239	129,674,718	68.8	70.3	78.1	85.9
Asia										
Northeast Asia										
China	27,470,000	31,980,000	17,610,990	76,383,655	121,047,010	127,710,252	12.1	52.6	83.3	87.9
Chinese Taipei	1,377,861	140,479	895,962	4,413,662	8,900,468	12,215,526	7.6	37.2	75.0	103.0
Hong Kong SAR	3,568,875	91,398	604,564	22,970,677	42,491,636	53,995,498	1.1	41.1	76.0	96.6
Japan	4,115,828	245,862	3,832,110	10,820,444	21,751,877	25,134,958	12.0	33.9	68.2	78.8
Korea (ROK)	2,492,727	953,711	3,170,024	7,885,476	14,131,319	16,401,761	18.3	45.6	81.6	94.8
Macao, China	5,896,848	7,705,943	5,700,339	22,123,592	35,082,324	39,552,885	14.5	56.1	89.0	100.4
Mongolia	66,940	39,236	300,520	264,241	369,508	487,632	47.2	41.5	58.0	76.6
Asia Sub-total	44,989,079	41,156,629	32,114,509	144,861,747	243,774,142	275,498,512	10.6	47.9	80.6	91.1
South Asia										
Bhutan	6,387	1	166	29,086	51,322	63,402	0.2	40.3	71.1	87.8
India	2,744,766	1,527,114	6,191,399	6,841,457	8,971,401	9,589,807	56.6	62.6	82.1	87.7
Maldives	555,494	1,321,937	1,675,295	1,721,193	1,960,522	2,240,899	98.4	101.1	115.1	131.6
Nepal	230,085	150,962	640,569	676,489	943,569	1,068,461	53.5	56.5	78.8	89.2
Sri Lanka	507,704	194,495	719,978	959,578	1,447,509	1,709,407	38.0	50.0	76.0	89.0
Sub-total	4,044,436	3,194,509	9,227,407	10,227,803	13,374,323	14,671,976	58.3	64.7	84.6	92.8

Table 1.4: Summary of Asia Pacific IVAs 2020-2025, Severe Scenario (Continued)

Destination	International Visitor Arrivals						Recovery Rate, %			
	2020	2021	2022	2023	2024	2025	22/19	23/19	24/19	25/19
Southeast Asia										
Cambodia	1,306,143	196,495	2,276,626	3,329,758	4,736,083	5,251,843	34.4	50.4	71.6	79.4
Indonesia	4,052,923	1,557,530	5,471,277	7,157,567	10,508,332	11,858,559	34.0	44.4	65.2	73.6
Lao PDR	886,447	0	1,021,284	1,667,919	4,005,072	4,503,553	21.3	34.8	83.6	94.0
Malaysia	4,332,722	134,728	10,070,964	12,073,087	22,949,549	24,102,397	38.6	46.3	87.9	92.3
Myanmar	371,901	19,376	80,267	464,913	1,214,405	1,230,356	4.2	24.1	62.9	63.7
Philippines	1,398,455	146,098	2,049,931	2,791,292	5,361,562	5,539,848	25.0	34.1	65.5	67.7
Singapore	2,742,443	330,059	6,305,639	8,010,951	14,010,638	14,070,872	33.0	41.9	73.3	73.6
Thailand	6,702,396	427,869	11,152,951	19,756,942	33,008,469	32,920,147	27.9	49.5	82.7	82.5
Vietnam	3,686,779	3,500	3,440,019	9,168,012	13,205,663	13,117,066	19.1	50.9	73.3	72.8
Sub-total	25,480,209	2,815,655	41,868,958	64,420,441	108,999,773	112,594,641	29.7	45.8	77.4	80.0
West Asia										
Turkiye	12,734,213	24,712,266	44,564,395	37,462,098	38,332,169	41,096,450	98.9	83.1	85.1	91.2
Sub-total	12,734,213	24,712,266	44,564,395	37,462,098	38,332,169	41,096,450	98.9	83.1	85.1	91.2
Asia Sub-total	87,247,937	71,879,059	127,775,269	256,972,089	404,480,407	443,861,579	25.4	51.0	80.3	88.1
Pacific										
Melanesia										
Fiji	146,905	31,618	636,312	500,381	716,673	921,712	71.1	55.9	80.1	103.1
New Caledonia	31,109	12,446	78,848	70,970	100,011	118,345	60.3	54.3	76.5	90.6
Papua New Guinea	38,940	16,754	66,676	114,660	172,320	181,308	31.6	54.3	81.7	85.9
Vanuatu	21,965	0	12,225	59,273	90,817	107,624	10.1	49.1	75.3	89.2
Sub-total	238,919	60,818	794,061	745,284	1,079,821	1,328,989	58.5	54.9	79.6	98.0
Micronesia										
Guam	326,592	78,469	327,687	684,266	1,125,844	1,444,917	19.8	41.3	68.0	87.3
Northern Marianas	88,949	12,684	96,521	206,365	364,522	418,377	19.8	42.4	74.8	85.9
Palau	18,308	5,231	12,328	29,740	73,235	79,677	13.2	31.7	78.1	85.0
Sub-total	433,849	96,384	436,536	920,371	1,563,601	1,942,971	19.5	41.2	69.9	86.9
Oceania										
Australia	1,827,650	246,400	3,694,290	5,996,898	7,471,063	8,614,054	39.0	63.0	79.0	91.0
New Zealand	996,350	206,862	1,427,595	2,154,556	3,053,017	3,729,164	37.0	55.0	79.0	96.0
Sub-total	2,824,000	453,262	5,121,885	8,151,454	10,524,080	12,343,218	38.4	61.0	78.8	92.4
Polynesia										
Cook Islands	25,230	26,330	113,347	134,041	159,649	168,326	66.1	78.1	93.1	98.1
French Polynesia	77,017	82,546	218,750	181,897	207,702	238,825	92.4	76.9	87.8	100.9
Hawaii	2,678,069	6,777,759	9,152,431	9,804,534	10,383,620	11,078,167	89.4	95.7	101.4	108.2
Samoa	23,915	2,591	50,629	95,457	146,037	159,590	28.0	52.8	80.7	88.2
Sub-total	2,804,231	6,889,226	9,535,157	10,215,929	10,897,008	11,644,908	88.0	94.3	100.6	107.5
Pacific Sub-total	6,300,999	7,499,690	15,887,639	20,033,038	24,064,510	27,260,086	57.2	72.1	86.6	98.1
Asia Pacific Total	141,063,288	136,569,711	247,573,082	383,163,037	546,361,156	600,796,383	36.3	56.1	80.0	88.0

Note: Data for 2022 are either estimates or preliminary counts.

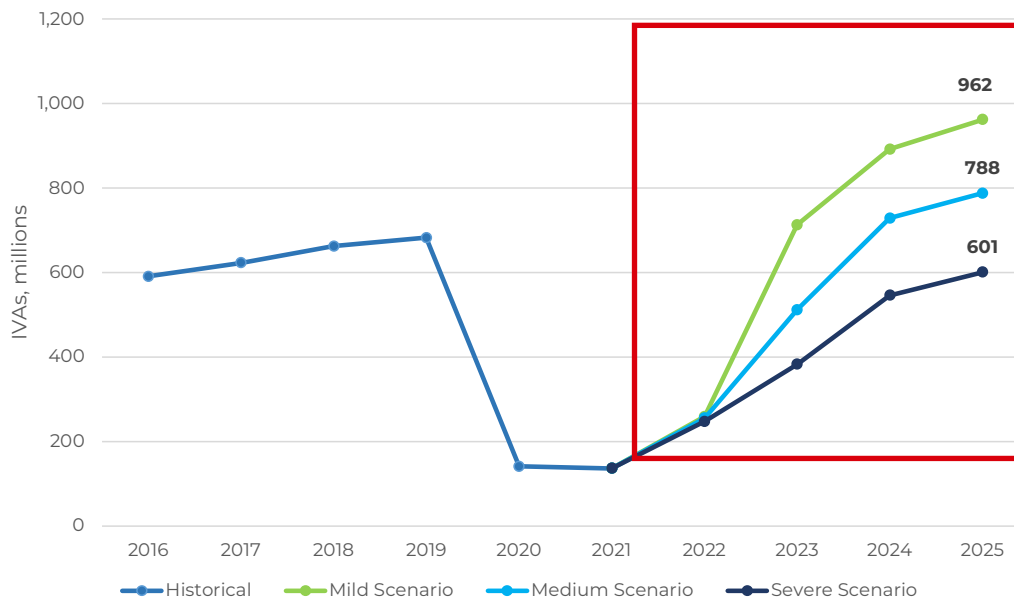


Figure 1.1: Asia Pacific Visitor Arrivals 2016-2025, by Scenario

In terms of the visitor shares of the six Asia Pacific destination regions/sub-regions, Northeast Asia is predicted to improve its relative position to 2025, increasing to around 45% making it the largest destination region/sub-region across all scenarios, largely because of the lifting of pandemic-related border controls by its constituent destinations. Part of the visitor share of the Americas, which dominated the mix to 2022, is predicted to be taken by Northeast Asia from 2023 onwards. The visitor share structure of the six Asia Pacific destination regions/sub-regions is forecast to return to roughly their respective pre-pandemic positions under all scenarios, by the end of the forecast period. Northeast Asia is projected to continue to dominate the international visitor share mix of Asia Pacific, followed by the Americas and then Southeast Asia. The shares of West Asia, the Pacific and South Asia are forecast to remain stable but marginal over the forecast period (Tables 1.5- 1.7).

Table 1.5: Visitor Shares of the Asia Pacific Destination Regions/Sub-regions - Mild Scenario, %

Region/Sub-region	2020	2021	2022	2023	2024	2025
Americas	33.68	41.88	40.05	23.98	21.52	21.31
Northeast Asia	31.89	30.14	16.70	42.01	43.96	45.09
South Asia	2.87	2.34	3.60	2.51	2.43	2.42
Southeast Asia	18.06	2.06	16.34	18.70	20.55	19.72
West Asia	9.03	18.09	17.17	8.09	7.51	7.42
Pacific	4.47	5.49	6.13	4.70	4.03	4.04

Table 1.6: Visitor Shares of the Asia Pacific Destination Regions/Sub-regions - Medium Scenario, %

Region/Sub-region	2020	2021	2022	2023	2024	2025
Americas	33.68	41.88	40.66	26.04	21.91	21.57
Northeast Asia	31.89	30.14	15.59	39.41	43.47	44.95
South Asia	2.87	2.34	3.63	2.55	2.32	2.33
Southeast Asia	18.06	2.06	16.47	18.61	20.52	19.59
West Asia	9.03	18.09	17.44	8.38	7.65	7.33
Pacific	4.47	5.49	6.22	4.99	4.13	4.23

Table 1.7: Visitor Shares of the Asia Pacific Destination Regions/Sub-regions - Severe Scenario, %

Region/Sub-region	2020	2021	2022	2023	2024	2025
Americas	33.68	41.88	41.97	27.71	21.56	21.58
Northeast Asia	31.89	30.14	12.97	37.81	44.62	45.86
South Asia	2.87	2.34	3.73	2.67	2.45	2.44
Southeast Asia	18.06	2.06	16.91	16.81	19.95	18.74
West Asia	9.03	18.09	18.00	9.78	7.02	6.84
Pacific	4.47	5.49	6.42	5.23	4.40	4.54

The visitor shares of the top 10 destinations in Asia Pacific are presented in Tables 1.8-1.10. Despite the impact of COVID-19, Mainland China remained the leading destination by share of IVAs, from 2019 to 2021. In 2022, the easing of pandemic-related border controls in other destinations and the resumption of inbound travel there, somewhat diluted visitor numbers to China, reducing its market share ranking to fourth position. With the relaxation of such travel restrictions in Mainland China in 2023, however, its visitor share is now predicted to improve and return the destination to first place over the forecast period. Affected by COVID-19, the rank of Hong Kong fell from third in 2019, to 24th and then 27th in 2021 and 2022, respectively. The reopening of Mainland China, its major source market is, however, predicted to strongly increase visitor numbers into Hong Kong over the forecast period and improve its visitor share to around 10.1%, 9.7%, and 9.0% under the mild, medium, and severe scenarios, respectively, by the end of 2025. Over that period, the visitor shares of the source markets of Hong Kong are forecast to converge to almost the same relative structure as prior to the pandemic. By the end of 2025, the ranks of the top five destinations are predicted to be almost the same as in 2019 under the mild and medium scenarios. Mainland China in particular, is projected to remain as the largest destination in Asia Pacific, as measured by its share of IVAs, followed by the USA and Hong Kong across all three scenarios. Japan, Malaysia, and Canada are forecast by the end of 2025, to be the eighth, ninth and 10th largest Asia Pacific destinations respectively, across all scenarios. Conversely, the pre-pandemic rankings of Thailand and Macao are forecast to exchange places by the end of 2025, under the mild and medium scenarios.

Table 1.8: Top Ten Asia Pacific Destinations by Visitor Share and Rank 2019-2025 - Mild Scenario, %

Destination by Share, %	2019	2020	2021	2022	2023	2024	2025
China	21.29	19.47	23.42	11.11	21.85	20.07	19.63
USA	11.64	13.62	16.18	19.60	12.03	10.65	10.50
Hong Kong SAR	8.19	2.53	0.07	0.23	6.74	8.91	10.13
Turkiye	6.60	9.03	18.09	17.17	8.09	7.51	7.42
Mexico	6.60	17.21	23.33	14.77	6.87	6.24	6.45
Thailand	5.85	4.75	0.31	4.30	5.77	5.70	5.29
Macao, China	5.77	4.18	5.64	2.20	5.61	5.66	5.88
Japan	4.67	2.92	0.18	1.48	4.25	5.05	5.23
Malaysia	3.82	3.07	0.10	3.88	3.53	3.85	3.84
Canada	3.24	2.10	2.24	4.94	4.32	3.91	3.66
Destination by Rank							
China	1	1	1	4	1	1	1
USA	2	3	4	1	2	2	2
Hong Kong SAR	3	11	24	27	5	3	3
Turkiye	4	4	3	2	3	4	4
Mexico	5	2	2	3	4	5	5
Thailand	6	5	12	6	6	6	7
Macao, China	7	6	5	11	7	7	6
Japan	8	8	15	13	9	8	8
Malaysia	9	7	23	7	10	10	9
Canada	10	12	7	5	8	9	10

Table 1.9: Top Ten Asia Pacific Destinations by Visitor Share and Rank 2019-2025 - Medium Scenario, %

Destination by Share, %	2019	2020	2021	2022	2023	2024	2025
China	21.29	19.47	23.42	9.91	19.62	20.98	20.47
USA	11.64	13.62	16.18	19.90	12.50	11.15	10.90
Hong Kong SAR	8.19	2.53	0.07	0.24	6.73	8.39	9.68
Turkiye	6.60	9.03	18.09	17.44	8.38	7.65	7.33
Mexico	6.60	17.21	23.33	15.00	8.04	6.19	6.37
Thailand	5.85	4.75	0.31	4.36	5.32	5.82	5.38
Macao, China	5.77	4.18	5.64	2.23	5.95	5.48	5.75
Japan	4.67	2.92	0.18	1.50	3.79	4.42	4.61
Malaysia	3.82	3.07	0.10	3.94	3.26	3.88	3.76
Canada	3.24	2.10	2.24	5.02	4.75	3.86	3.60
Destination by Rank							
China	1	1	1	4	1	1	1
USA	2	3	4	1	2	2	2
Hong Kong SAR	3	11	24	27	5	3	3

Table 1.9: Top Ten Asia Pacific Destinations by Visitor Share and Rank 2019-2025 - Medium Scenario, % (Continued)

Destination by Rank							
Turkiye	4	4	3	2	3	4	4
Mexico	5	2	2	3	4	5	5
Thailand	6	5	12	6	7	6	7
Macao, China	7	6	5	11	6	7	6
Japan	8	8	15	13	9	8	8
Malaysia	9	7	23	7	10	9	9
Canada	10	12	7	5	8	10	10

Table 1.10: Top Ten Asia Pacific Destinations by Visitor Share and Rank 2019-2025 - Severe Scenario, %

Destination by Share, %	2019	2020	2021	2022	2023	2024	2025
China	21.29	19.47	23.42	7.11	19.94	22.16	21.26
USA	11.64	13.62	16.18	20.55	13.55	10.83	10.82
Hong Kong SAR	8.19	2.53	0.07	0.24	6.00	7.78	8.99
Turkiye	6.60	9.03	18.09	18.00	9.78	7.02	6.84
Mexico	6.60	17.21	23.33	15.48	8.38	6.04	6.19
Thailand	5.85	4.75	0.31	4.50	5.16	6.04	5.48
Macao, China	5.77	4.18	5.64	2.30	5.77	6.42	6.58
Japan	4.67	2.92	0.18	1.55	2.82	3.98	4.18
Malaysia	3.82	3.07	0.10	4.07	3.15	4.20	4.01
Canada	3.24	2.10	2.24	5.18	5.08	3.97	3.82
Destination by Rank							
China	1	1	1	4	1	1	1
USA	2	3	4	1	2	2	2
Hong Kong SAR	3	11	24	27	5	3	3
Turkiye	4	4	3	2	3	4	4
Mexico	5	2	2	3	4	7	6
Thailand	6	5	12	6	7	6	7
Macao, China	7	6	5	11	6	5	5
Japan	8	8	15	13	10	9	8
Malaysia	9	7	23	7	9	8	9
Canada	10	12	7	5	8	10	10

Table 1.11 lists the top 10 destinations that were most affected by the COVID-19 pandemic in terms of IVA numbers, together with the projected top 10 fastest recovering destinations by the end of 2025, under all three scenarios. Most Northeast Asia destinations are on the top 10 most affected destination list, a consequence of relatively more restrictive travel policies there. Compared with the 2019 level, visitor arrivals to Hong Kong SAR in 2020 fell by 93.6%, followed by Bhutan (91.2%), Mongolia

(89.5%), Chinese Taipei (88.4%) and Japan (87.1%). Canada and Singapore were also severely impacted by COVID-19, with IVAs decreasing by 86.6% and 85.7%, respectively. Samoa and the Cook Islands are the only two Pacific destinations on the most affected list, ranking at sixth and 10th, respectively. Over the forecast period, Hong Kong SAR is predicted to have the strongest recovery rate amongst all the Asia Pacific destinations under the mild scenario, reaching 174.3% of the 2019 level of IVAs, by the end of 2025. Under the medium and severe scenarios, the Maldives is forecast to have the strongest recovery rates, reaching 151.3% and 131.6% of the pre-pandemic 2019 levels of international arrivals, respectively.

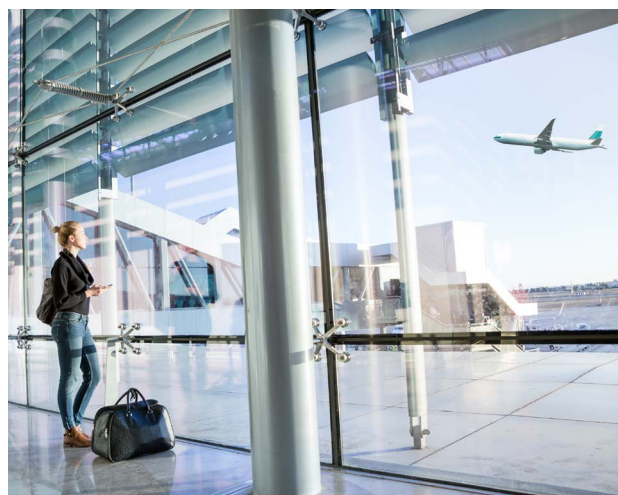


Table 1.11: Most Impacted and Fastest Recovering Destinations, 2020-2025

Region/ Sub-region	Destination	2020/2019 Loss Rate, %	2025/2019 Recovery Rate, %		
			Mild	Medium	Severe
Northeast Asia	Hong Kong SAR	93.6			
South Asia	Bhutan	91.2			
Northeast Asia	Mongolia	89.5			
Northeast Asia	Chinese Taipei	88.4			
Northeast Asia	Japan	87.1			
Pacific	Samoa	86.8			
Americas	Canada	86.6			
Southeast Asia	Singapore	85.7			
Northeast Asia	Korea (ROK)	85.6			
Pacific	Cook Islands	85.3			
Northeast Asia	Hong Kong SAR		174.3		
South Asia	Maldives		171.7		
Northeast Asia	Mongolia		164.5		
Americas	Canada		158.9		
West Asia	Turkiye		158.5		
Northeast Asia	Japan		157.9		
Americas	Chile		157.1		
Pacific	French Polynesia		155.0		
Southeast Asia	Cambodia		148.2		
Southeast Asia	Lao PDR		148.0		

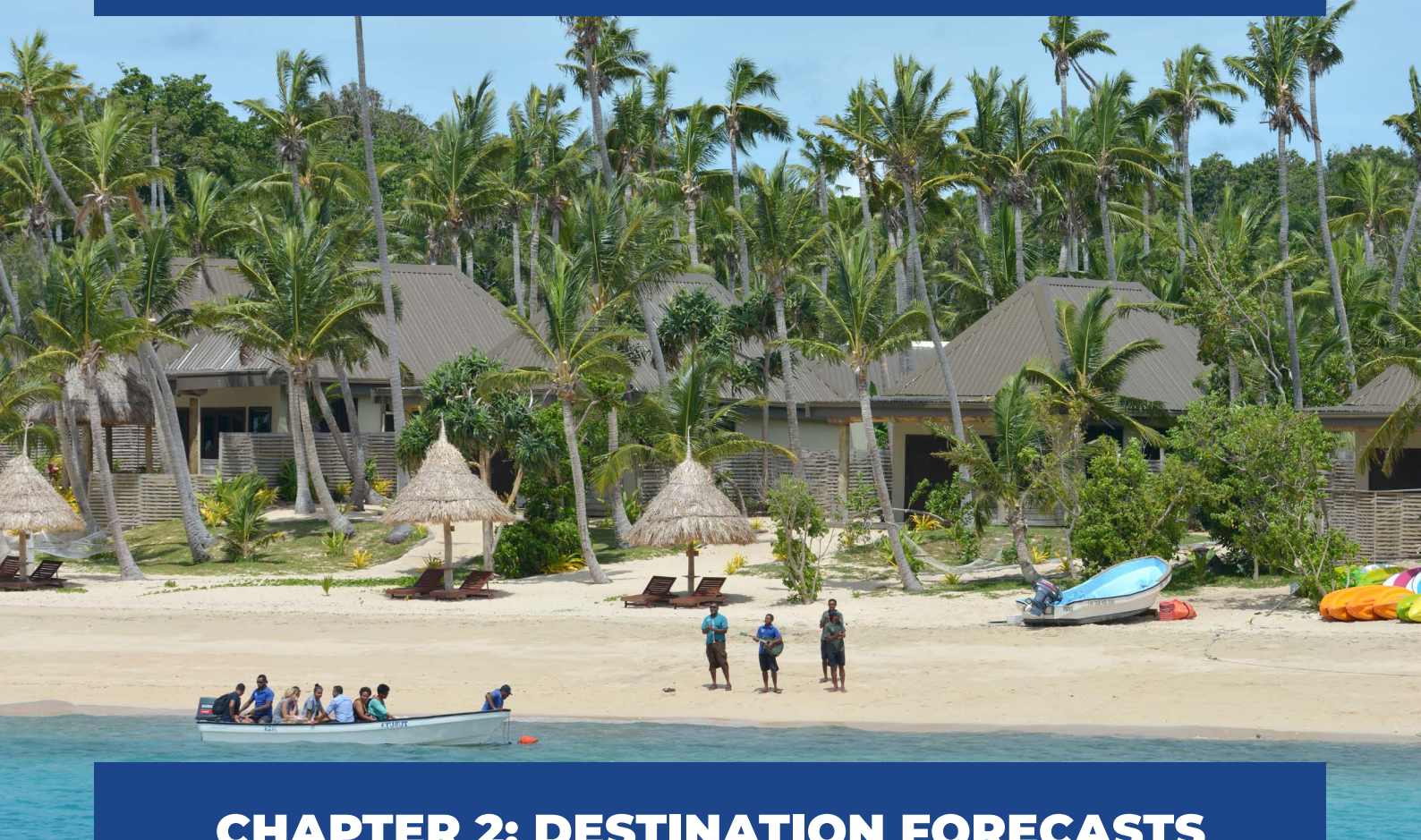
Table 1.11: Most Impacted and Fastest Recovering Destinations, 2020-2025 (Continued)

Region/ Sub-region	Destination	2020/2019 Loss Rate, %	2025/2019 Recovery Rate, %		
			Mild	Medium	Severe
South Asia	Maldives			151.3	
Northeast Asia	Hong Kong SAR			136.5	
Northeast Asia	Mongolia			129.7	
Americas	Chile			129.5	
West Asia	Turkiye			128.1	
Americas	Canada			128.1	
Pacific	French Polynesia			126.2	
Pacific	Hawaii			124.4	
Northeast Asia	Chinese Taipei			122.5	
Pacific	Australia			121.8	
South Asia	Maldives				131.6
Pacific	Hawaii				108.2
Americas	Chile				105.5
Americas	Canada				103.6
Pacific	Fiji				103.1
Northeast Asia	Chinese Taipei				103.0
Pacific	French Polynesia				100.9
Northeast Asia	Macao, China				100.4
Pacific	Cook Islands				98.1
Northeast Asia	Hong Kong SAR				96.6

CHAPTER 2:

DESTINATION FORECASTS: FIJI





CHAPTER 2: DESTINATION FORECASTS

FIJI

2.1 Inbound Travel Trends and Forecasts

2.1.1 Key Highlights and Summary

- The global reopening of source and destination markets, along with the cancellation of various pandemic-related restrictions, has spurred the resumption of international travel worldwide and is reversing the profound negative impacts brought about by policy responses to COVID-19.
- With the lifting of pandemic-related border controls and the relaxation of various travel restrictions, the inbound visitor market of Fiji bottomed out in 2021, and is now forecast to reach well above the level of IVAs last received in 2019 by the end of 2025, under the mild and medium scenarios.
- The Pacific is forecast to have the strongest recovery rates to 2025 across all scenarios, while those of the other source regions are predicted to be lower than average.
- The reopening and return of additional source markets is forecast to dilute the visitor share of those dominant in 2022, over the years to 2025.

- In general, more visitors are forecast to visit Fiji in the third quarter of the year, and such a seasonality pattern is projected to remain as such to 2025.

2.1.2 IVA Projections Over the Next Three Years

The severe impacts of COVID-19 caused international visitor numbers into Fiji to plummet to 0.15 million in 2020 and then even further to 0.03 million in 2021. Amid the lifting of border controls in most source markets and the relaxation of travel restrictions, the downward momentum in IVA growth finally reversed in 2022, with visitor numbers increasing to 0.64 million in that year. In Figure 2.1, the mild, medium, and severe scenarios reflect different possible recovery patterns of visitor arrivals over the next three years.



Under the mild, medium, and severe scenarios, aggregate visitor arrival numbers are forecast to reach 1.32, 1.07 and 0.92 million in 2025 respectively, higher in each case than the pre-pandemic level of 2019.

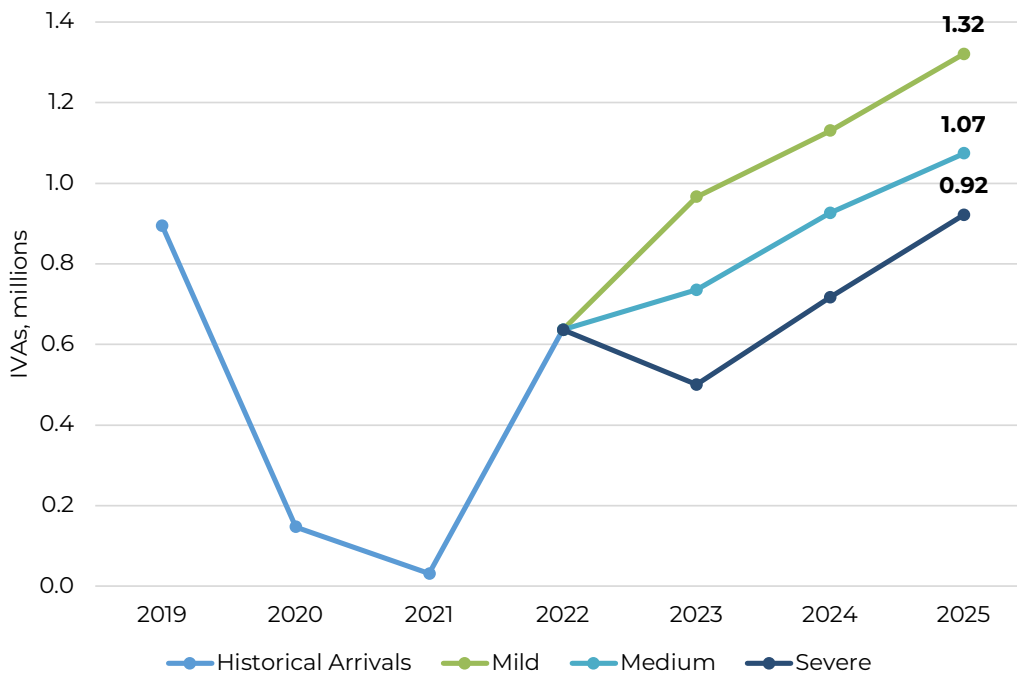


Figure 2.1: Fiji – Visitor Arrival Forecasts 2019-2025, by Scenario

2.1.3 Source Region Forecasts by Scenario

Three scenarios were developed for Fiji, based on the latest information on the economic situation, the degree of reopening of the major source markets and the reduction of various social restrictions. In general, international visitor arrivals into Fiji by the end of 2025, are predicted to reach 147.7%, 120.1%, and 103.1% of the 2019 level, under the mild, medium, and severe scenarios, respectively.



Annual visitor numbers from the major source regions of Fiji, and their respective recovery rates to 2025 are presented in Table 2.1, with the Pacific forecast to have stronger recovery rates than those of the other source regions to 2025, reaching 153.5%, 123.9%, and 107.4% of the pre-pandemic level under the mild, medium, and severe scenarios, respectively. The visitor recovery rates from the other source regions are all predicted to be lower than the averages for Fiji, under all three scenarios. Visitor numbers from Asia for example, are forecast to reach 132.7%, 110.7% and 89.9% of the 2019 levels by the end of 2025 under the mild, medium, and severe scenarios, respectively.

Table 2.1: Fiji – Annual Forecasts of Visitor Arrivals 2021-2025, by Scenario

Scenario & Source Region	International Visitor Arrivals					Recovery Rate 2025/2019, %
	2021	2022	2023	2024	2025	
Mild Scenario						
Americas	4,591	79,776	117,326	133,260	146,413	132.8
Europe	589	16,705	58,977	70,675	73,513	138.9
Asia	5,171	18,236	97,958	123,583	130,879	132.7
Pacific	21,176	519,576	686,653	796,167	963,110	153.5
Others	91	2,019	5,508	6,828	6,660	127.0
Total	31,618	636,312	966,422	1,130,513	1,320,575	147.7
Medium Scenario						
Americas	4,591	79,776	89,068	109,167	120,733	109.5
Europe	589	16,705	44,754	57,836	60,747	114.8
Asia	5,171	18,236	75,133	100,711	109,123	110.7
Pacific	21,176	519,576	522,232	653,116	777,570	123.9
Others	91	2,019	4,181	5,590	5,568	106.2
Total	31,618	636,312	735,368	926,420	1,073,741	120.1

Table 2.1: Fiji – Annual Forecasts of Visitor Arrivals 2021-2025, by Scenario (Continued)

Scenario & Source Region	International Visitor Arrivals					Recovery Rate
	2021	2022	2023	2024	2025	2025/2019, %
Severe Scenario						
Americas	4,591	79,776	60,810	84,720	103,401	93.8
Europe	589	16,705	30,549	44,764	51,230	96.8
Asia	5,171	18,236	49,158	72,323	88,626	89.9
Pacific	21,176	519,576	357,011	510,533	673,689	107.4
Others	91	2,019	2,853	4,333	4,766	90.9
Total	31,618	636,312	500,381	716,673	921,712	103.1

Notes: 1. Recovery rates are for IVAs in 2025 relative to the 2019 level.

2. The small discrepancies between the calculated totals and the reported totals are a result of decimal rounding.

3. Figures for 2022 are preliminary.

2.1.4 Visitor Shares by Source Market

Selection of the top five source markets of Fiji was based on the ranking of their respective relative shares of IVAs in 2022 and are presented, with their forecasts under each of the three scenarios in Figures 2.2-2.4, respectively. Over the forecast period, as the impact of COVID-19 fades, the relative shares of these top five source markets of 2022, are projected to become reasonably stable. Australia, the largest of these in 2022, is forecast to have a reduction in its relative share of IVAs, falling from 54.24% in 2022, to 39.32%, 39.95% and 40.13% in 2025, under the mild, medium, and severe scenarios, respectively. Similarly, the visitor shares of the USA are projected to have a similar pattern over the forecast period, while those of New Zealand are predicted to have a slight increase across all three scenarios by the end of 2025. The visitor shares of Canada and the United Kingdom were both less than two percent in 2022, and this is forecast to remain roughly similar to 2025, although with some slight minor changes over the years.



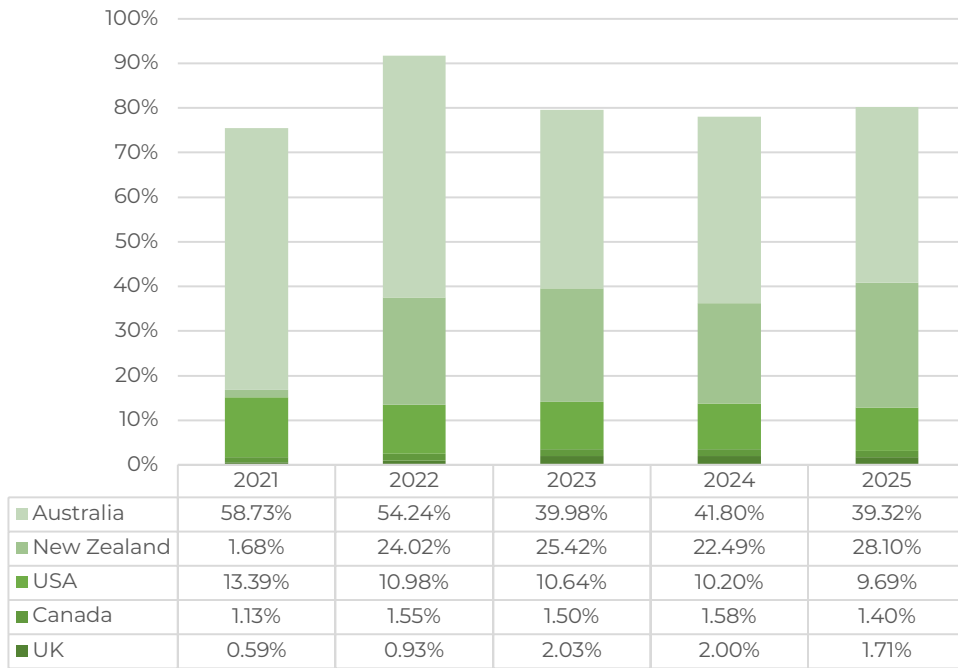


Figure 2.2: Fiji – Visitor Shares by Major Source Markets 2021-2025, Mild Scenario

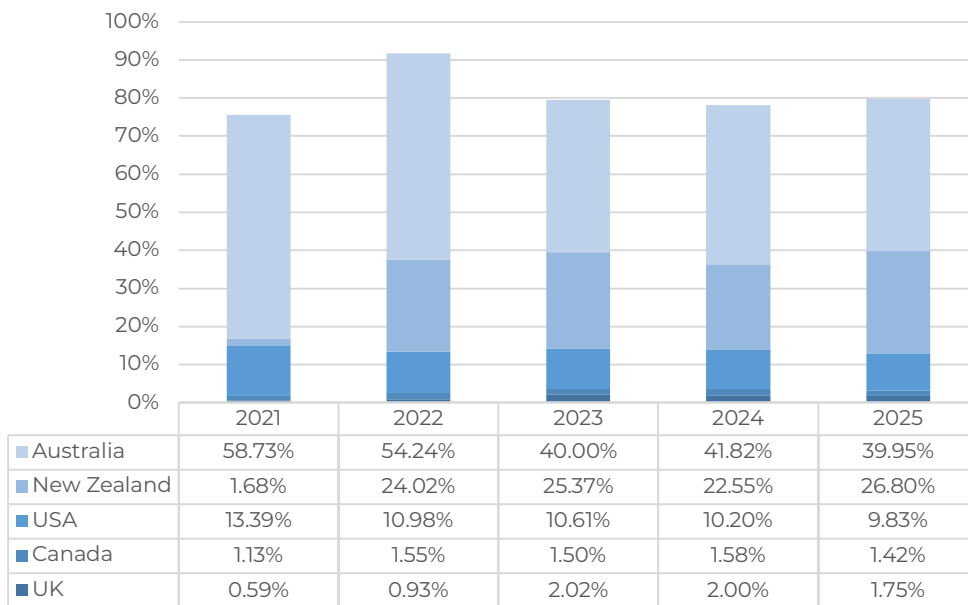


Figure 2.3: Fiji – Visitor Shares by Major Source Markets 2021-2025, Medium Scenario

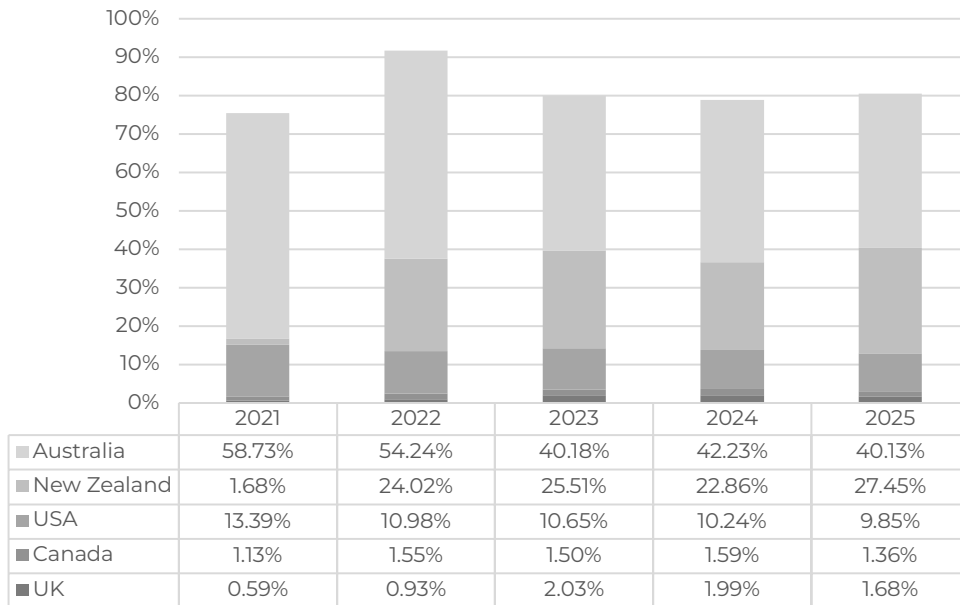
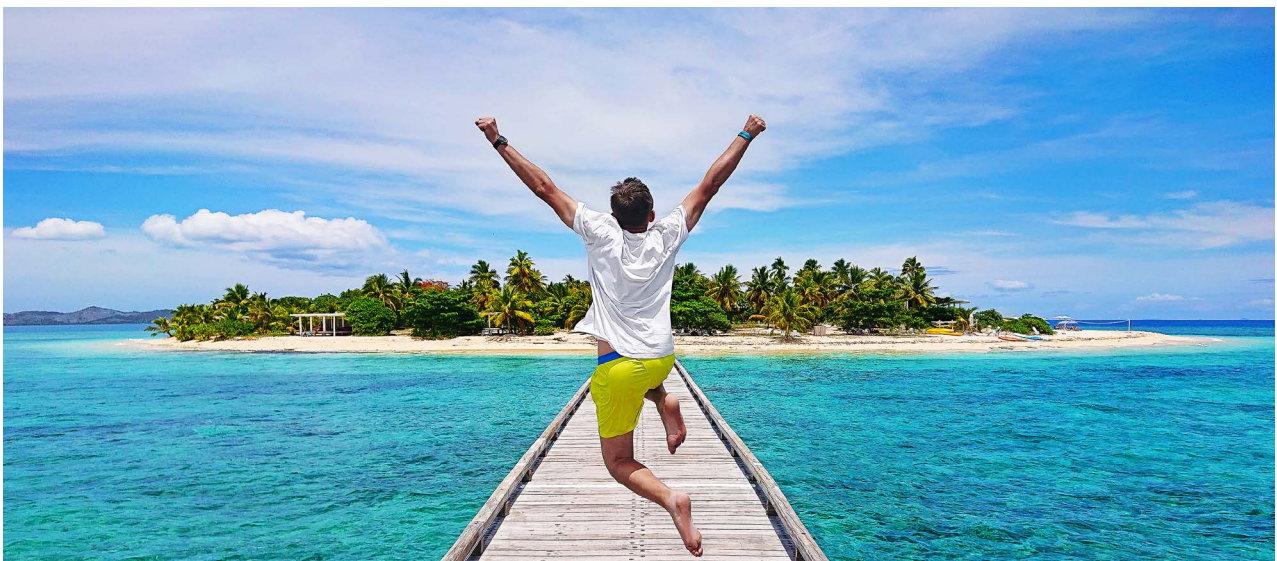


Figure 2.4: Fiji – Visitor Shares by Major Source Markets 2021-2025, Severe Scenario



2.1.5 Seasonality

A seasonality pattern is apparent for the inbound regions of Fiji (Figures 2.5-2.8), and seasonal growth is forecast for all of these amid the worldwide lifting of covid-related border controls and travel restrictions. In general, more visitors are predicted to arrive in Fiji during the third quarter than at other times, with this seasonality consistent over the forecast years and under all three scenarios.

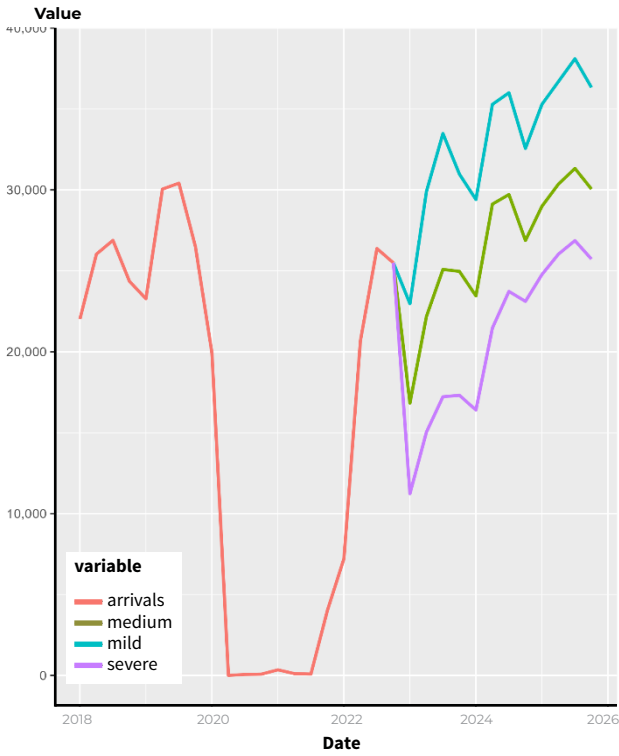


Figure 2.5: Quarterly Forecasts of Visitor Arrivals from the Americas by Scenario

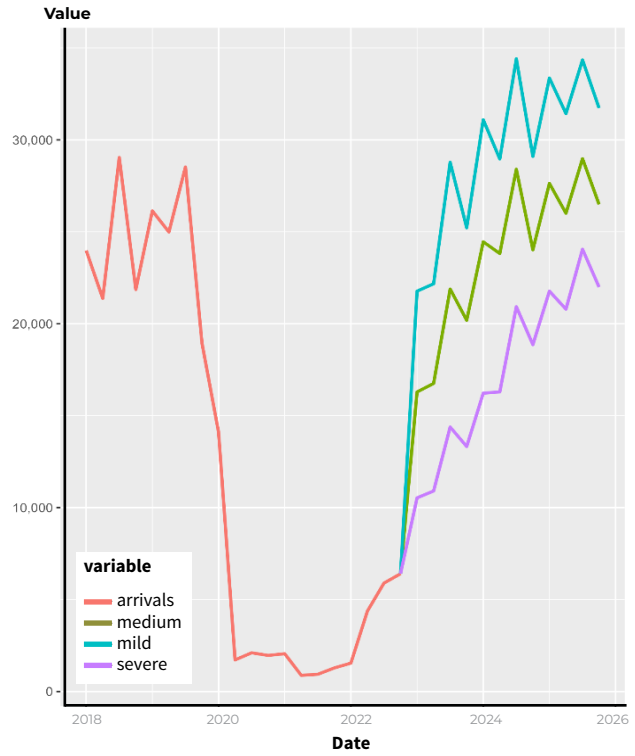


Figure 2.6: Quarterly Forecasts of Visitor Arrivals from Asia by Scenario

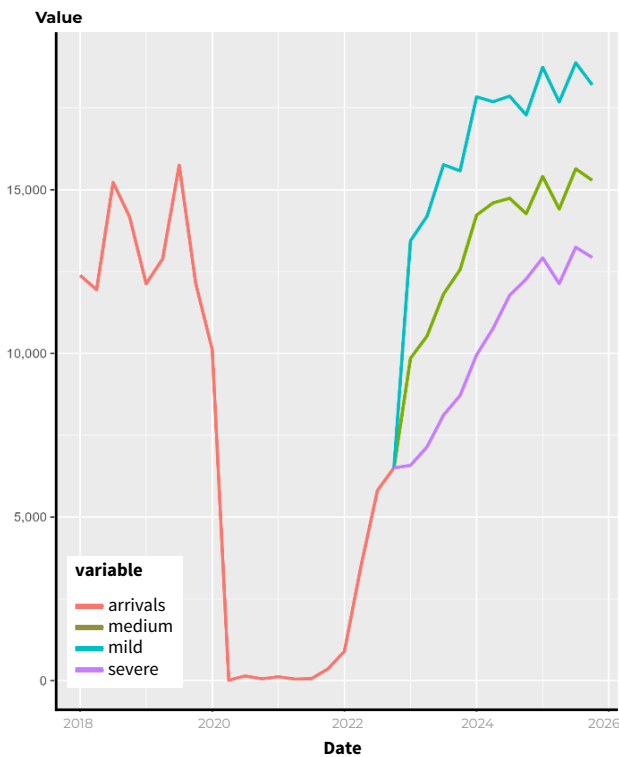


Figure 2.7: Quarterly Forecasts of Visitor Arrivals from Europe by Scenario

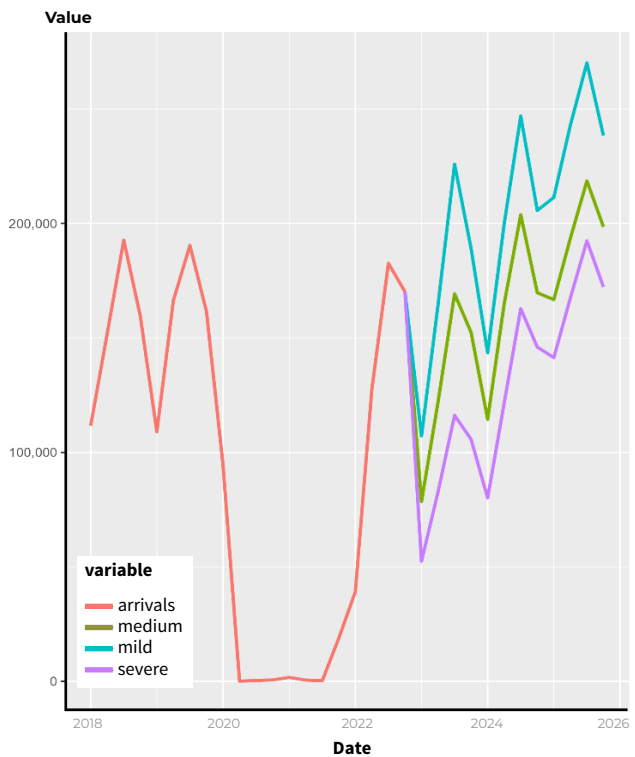


Figure 2.8: Quarterly Forecasts of Visitor Arrivals from the Pacific by Scenario

2.1.6 Tourism Recovery Pathway and Growth Opportunities

Over the forecast period, the impact of COVID-19 is predicted to slowly fade, and while international visitor numbers are forecast to increase significantly to 2025, it is now the slower global economic conditions that will present new challenges to the inbound visitor market of Fiji. With the reopening of numerous source markets and the general removal of pandemic-induced social restrictions, the inbound visitor market bottomed out in 2021, with annual growth returning in 2022. In the long run, however, IVA increases to 2025 are likely to be determined largely by consumer and business confidence, and the long-term economic impact against a background of global inflation and slower economic growth.



Under current circumstances, growth in the international inbound sector is predicted to now depend largely on the economic conditions in the major source regions and markets of Fiji. Although visitors from numerous source markets are allowed to travel to this destination without significant restrictions, the vulnerability of consumer confidence in its major source markets is bringing new challenges to the inbound visitor market of Fiji.

2.2 Inbound Air Seat Capacity Development

Figure 2.9 shows the total number of scheduled flights and air seats into Fiji between the first quarter of 2020 and the first quarter of 2024. With the lockdowns and border controls that were in place to prevent the spread of COVID-19 in 2020, the total number of inbound flights contracted significantly, dropping from 1,488 in the first quarter of that year, to an average of 38 for the remaining three quarters. While the presence of travel restrictions and border controls in source markets impeded the increase in scheduled inbound capacity



during the first three quarters of 2021, with the subsequent lifting of pandemic-related restrictions and the resumption of international travel, the total number of scheduled inbound flights and air seats recovered significantly in the fourth quarter of 2021 and beyond. With almost all source regions once again open and international travel increasing again, the strong growth momentum in the total inbound aviation market will begin to moderate in 2023, with capacity growth slowing significantly from the last quarter of 2023. In quarter one of 2024, a total of 1.59 thousand inbound flights with 327.72 thousand air seats, is scheduled for Fiji.

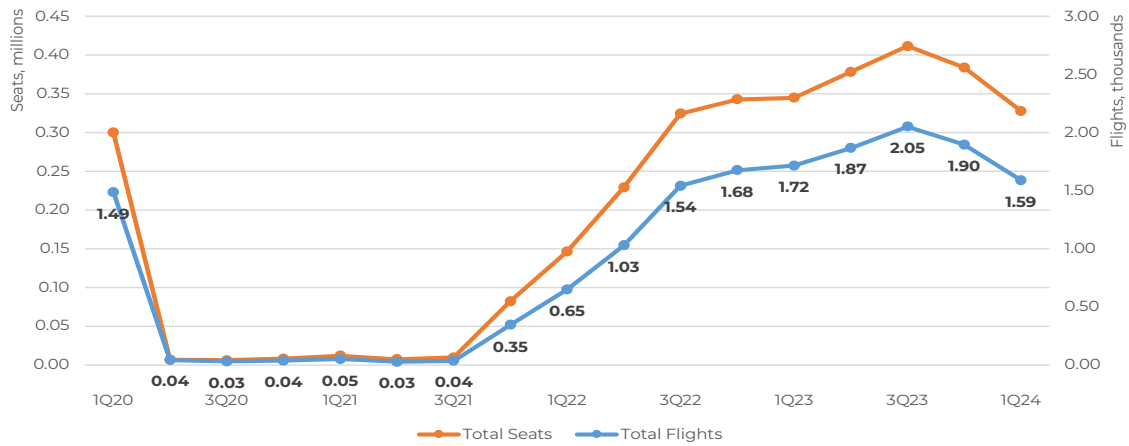


Figure 2.9: Fiji – Total Scheduled Inbound Flights and Seats, 1Q20-1Q24

Figure 2.10 shows the relative share of scheduled annual air seats into Fiji between 2019 and 2023, by source region, highlighting that the share structure of the aviation sector is stable over that period, despite the fact that the share of the Americas surged to 25.15% in 2021. In 2023, the Pacific, the Americas and Asia are scheduled to be the first, second and third largest source regions, accounting for around 80.30%, 13.75% and 5.95% of total inbound air seats, respectively.

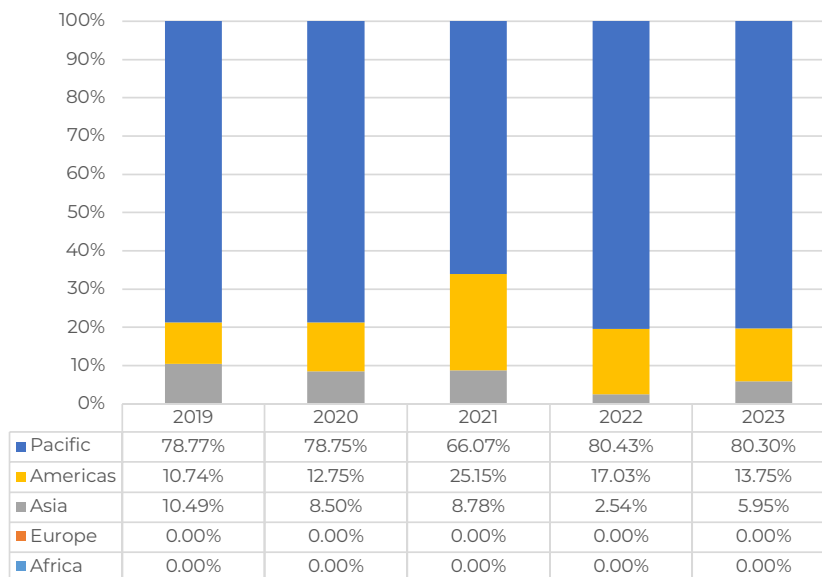


Figure 2.10: Fiji – Relative Share of Scheduled Inbound Air Seats, 2019-2023

WHY DATA IS KEY TO FUELLING ASIA PACIFIC'S TRAVEL RECOVERY

VISA INC.





WHY DATA IS KEY TO FUELLING ASIA PACIFIC'S TRAVEL RECOVERY

Industry needs to deliver the novel, digital-first experiences that today's travellers have come to expect as travel rebounds

Asia Pacific's beleaguered travel industry is finally bouncing back after lagging behind the rest of the world. Since the end of 2022, outbound travel from the region has steadily grown as markets re-opened their borders, and consumers responded by unleashing a region-wide 'revenge travel' wave to satiate their pent-up travel desires. In fact, Visa's data predicts that on its current trajectory, outbound travel here could match pre-pandemic levels as early as the third quarter of 2023.¹

Mainland China's re-opening early in 2023 also injected the bulk of optimism around the region's travel recovery. This has been especially pertinent for hard-hit economies such

¹Visa Business and Economic Insights, Global Travel Insight, March 2023, "Mainland China's reopening sets global travel on path to full recovery in 2023" <https://usa.visa.com/partner-with-us/visa-consulting-analytics/economic-insights/chinas-reopening-sets-global-travel-on-path-to-full-recovery-in-2023.html>. Data is drawn from the Visa International Travel (VISIT) platform. This proprietary model combines Visa's cardholder data with publicly available cross-border arrival statistics. Visa uses this data to econometrically model official arrival statistics compiled by various government sources and to generate estimates that fill in the large gaps that typically exist in cross-border travel data.

as Cambodia and Thailand where tourism accounts for more than 10 percent of gross domestic product.² Mainland Chinese tourists spent US\$254.6 billion internationally in 2019, forming the world's largest travel and tourism economy before the pandemic.³ On an intra-regional level, these travellers also accounted for 40 percent of tourists within Asia Pacific before the pandemic⁴ – a proportion that's now set to increase as consumers here grow in affluence and in turn seek new travel experiences.

Asia Pacific's renewed embrace of travel offers significant opportunities for the region's travel industries, but the travel ecosystem also needs to be prepared for the challenges that lie ahead. That includes understanding what's driving the region's recovery trends – how travellers' preferences are changing and how ecosystem players should best position themselves to take advantage of this shift.

Embracing travellers' changing expectations



Another challenge for tourism industry stakeholders is understanding how consumer lifestyles have shifted substantially in our post-pandemic, hyper-digitalised world, and the impact that is having on people's habits and preferences when they travel abroad.

On the payments front, three years of living with COVID has resulted in the region's consumers turning to safe, digital and touch-free payment methods more regularly, including mobile wallets (74 percent) and contactless (56 percent).⁷ In markets such as Australia, Mainland China and Singapore where digital payments penetration is high, many consumers are consistently choosing to use their mobile phones and contactless cards to make payments, rather than carrying cash at all.

The ease and convenience of contactless payments is proving especially popular with Asia Pacific travellers. Today, around two in three of cross-border payments in the region are made using contactless, up from 20 percent pre-pandemic.⁸ In fact, in markets such as Indonesia, Japan and South Korea, cardholders are tapping away abroad more than

² [Tourism in a Post-Pandemic World](#), International Monetary Fund Country Focus, 26 February 2021

³ [China's Reopening Lifts Tourism Recovery Prospects in APAC Economies](#), Fitch Ratings, 26 January 2023

⁴ [Asia-Pacific Tourism Won't Recover Until 2024](#), South China Morning Post, 29 September 2022

⁵ VisaNet

⁶ VisaNet analysis based on 2022 data

⁷ Visa Green Shoots Radar survey, statistics as of December 2022. Survey is conducted in 14 markets across Asia Pacific including Australia, Mainland and Greater China markets, India, Indonesia, Japan, South Korea, Malaysia, New Zealand, The Philippines, Singapore, Thailand, and Vietnam.

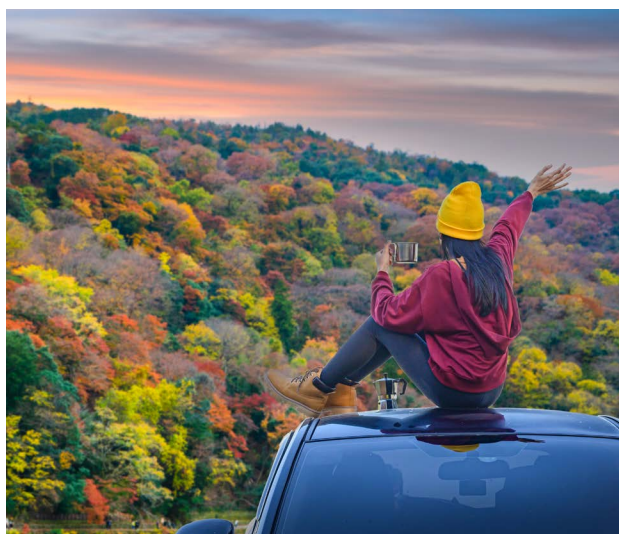
⁸ VisaNet data, Asia Pacific, December 2022 to February 2023

they are in their home countries. That's a significant indicator of how consumers naturally gravitate towards the most intuitive, seamless and convenient payment methods when these are made readily available.

Emerging payments solutions such as multi-currency cards are also on the rise, with one in five (22 percent) consumers across Asia Pacific owning such a card and 16 percent using these regularly for travel.⁹ Such solutions help travellers to manage currency fluctuations and exchange for different currencies, anytime, anywhere.

Acknowledging new influences on destination choices

Changes in consumer behaviours are also happening against a backdrop of macroeconomic uncertainties. Inflationary pressures, layoffs, political instabilities and weaker currencies in some markets are all shaping how travellers choose their preferred destinations and travel experiences. Based on Visa's data¹⁰, intra-regional destination rankings are shifting markedly – for instance, Bali's popularity as an intra-regional travel destination rose from seventh within Asia Pacific in 2019 to third in 2022. That's likely due to the island's rising popularity as a destination for 'digital nomads', where visitors can take advantage of a lower cost of living while enjoying scenic views for work and play.



The rapid increase in streaming subscriptions for films and TV shows since the start of the pandemic is also appearing to influence travellers' choice of destinations. Visa's data¹¹, coupled with external data, suggests that a rising interest in visiting filming locations for popular shows, such as 'Game of Thrones' and 'Bridgerton' is driving arrivals to Croatia, Malta, the UK and Spain.

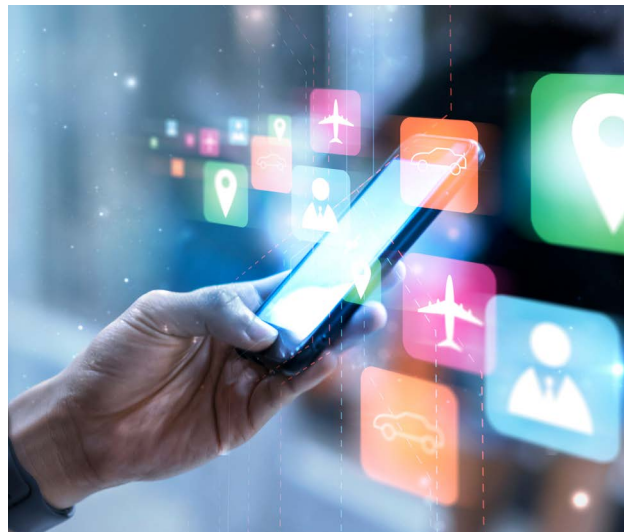
⁹ Visa Green Shoots Radar survey, statistics as of December 2022

¹⁰ Visa Business and Economic Insights, Global Travel Insight, March 2023, "China's reopening sets global travel on path to full recovery in 2023" <https://usa.visa.com/partner-with-us/visa-consulting-analytics/economic-insights/chinas-reopening-sets-global-travel-on-path-to-full-recovery-in-2023.html>

¹¹ Visa Business and Economic Insights, Global Travel Insight, November 2022, "Bath is latest travel destination to benefit from popular TV show." <https://usa.visa.com/partner-with-us/visa-consulting-analytics/economic-insights/bath-is-latest-travel-destination-to-benefit-from-popular-tv-show.html>

Unlocking new opportunities in travel with data

For the travel industry, understanding how to navigate these shifting consumer trends now becomes a critical part of the recovery process. Visa has long used data in its work with clients and industry partners, such as PATA, to ensure a deep understanding of how to respond to such trends. Its close partnerships with many players in the travel ecosystem – from travel agencies to airlines, merchants, financial institutions, and government bodies – demonstrate that it is the organisations primed with data that can better engage their travelling customers at scale with personalised, high-impact experiences.



Visa's data capabilities and insights provide a holistic picture of the how, where, why and who pertaining to Asia Pacific travel trends, helping organisations attract and support travellers right from the moment they decide to travel.

For example, Visa's rich trove of payments data and in-house data science capabilities, combined with partners' data such as airline seat capacity, can offer predictions for peaks in travel seasons so organisations can plan ahead to maximise opportunities when travel surges. Visa's data insights also support wider travel ecosystem players, such as its banking partners. That means these organisations can better support their customers' overseas transactions during peak travel periods, and chart out travel deals and rewards for cardholders right when they want it.

Visa also works closely with government travel bodies across the region to help them better understand visitor needs. For example, it recently partnered with the city of Gold Coast in Australia to develop a dedicated VisaNet insights dashboard that was powered by spend transaction data. That helped city officials get a better understanding of how the city's primary visitor destinations fared during the pandemic and how events are impacting the local economy. Those insights have helped officials make better policy decisions in determining zoning and infrastructure requirements to promote economic development as well as forward planning of measures to mitigate any future border restrictions and lockdowns that would impact tourism and leisure-oriented merchants.

Ensuring inclusive benefits for all as travel returns

For Asia Pacific, a new era of travel and tourism starts now. It is critical that travel ecosystem players navigate this new post-pandemic travel landscape together so no one is left behind – especially small businesses and local communities that depend heavily on tourism.

Visa's data reflects how consumers have embraced a digital-first lifestyle post-pandemic and today, there is no looking back. This means the ecosystem must continue increasing digital acceptance among the small businesses receiving tourists, so the *sari-sari* stores of the Philippines, the *mamak* stalls of Malaysia, and the *kirana* shops in India can continue to do business with travellers.

The more the travel ecosystem comes together to help mom-and-pop shops and other small businesses modernise their digital acceptance terminals, the more benefits they will reap. At Visa, mobile contactless payments that are accelerating in adoption across Asia Pacific have already shown to offer merchants higher authorisation rates than traditional debit and credit cards – this translates to less revenue lost.

It also means helping enterprises – especially smaller ones – leverage data insights, so they can predict shifts in travel preferences and patterns. This will help businesses stay ahead



of the competition, react faster and engage travellers in a digitalised world where they can, and will, find alternatives easily.

As the trusted engine of commerce, Visa is committed to using its data capabilities and insights to help organisations create experiences for travellers that stick. It has also recently set up a Centre of Excellence for travel here in Asia Pacific, which is a team wholly dedicated to helping clients and partners maximise opportunities in the travel and cross-border payments space.

The travel sector across the region is undergoing a sea of change as waves of recovery come roaring back. It is now more critical than ever that ecosystem players work closely together to drive, shape and transform what's next for every travel participant – from inbound and outbound travellers to small businesses and wider local communities.

Contact us at APTravelHub@visa.com for a discussion today.



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VISA

HEAD OFFICE

Level 26, Gaysorn Tower
127 Ratchadamri Road,
Lumpini, Pathumwan
Bangkok 10330

Tel: +66 (0)2-017-5757

Email: membership@PATA.org

PATA CHINA

Beijing, China

Tel: +86 (0)10 6500-1397

Fax: +86 (0)10 6500-1497

Email: china@PATAchina.org

PATA EUROPE, WEST ASIA, AFRICA

London, UK

Tel: +44 (0)7932 074-978

Email: europe@PATA.org

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