

Monthly Accommodation Report

January Insights

This report provides an overview of Fiji’s accommodation sector for January, based on data submitted by participating STR-registered properties.

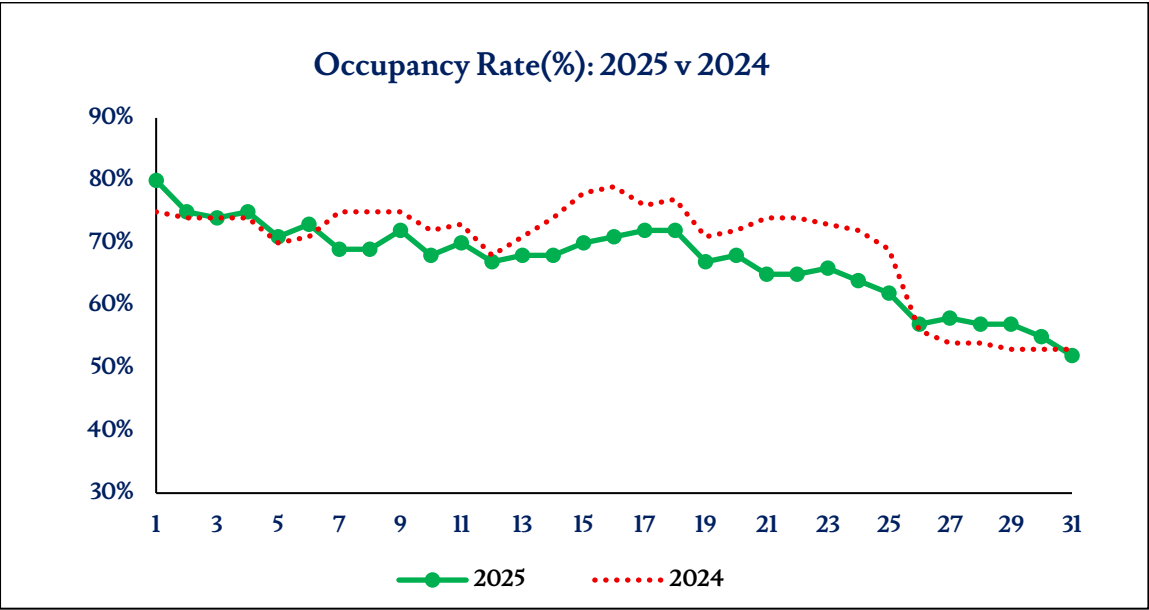
Key Metrics:

Metric	January ‘25	January ‘24	Change
Occupancy (%)	67%	70%	-4%
Average Daily Rate	\$607	\$520	+17%
RevPAR	\$413	\$365	+13%
Supply	9,255	8,962	+3%
Demand	6,211	6,240	-0.5%
Revenue	\$3,829,074	\$3,273,720	+17%

Performance Overview

Fiji’s properties recorded an average occupancy of 67% in January, which is 4% lower than the same month last year. The month started strong at 80% on the 1st, then eased through the middle of the month and dropped further in the last week. The pattern reflects the usual slowdown after the New Year period.

Supply increased by 3%, while demand dipped slightly, which also contributed to the lower occupancy result.



Rate and Revenue Trends

ADR averaged \$607 for the month. This is lower than December’s holiday peak, but still higher than January 2024, with a year-on-year increase of 17%. RevPAR came in at \$413, up 13% from last year. Total revenue reached \$3.8 million, supported mainly by the stronger room rates.

January showed softer occupancy compared with last year, but operators held steady on pricing. The higher ADR helped lift overall revenue, even with demand sitting at similar levels to 2024. Performance now moves into the quieter shoulder period, and February results will give a clearer view of early-year trends.

