

Monthly Accommodation Report January Insights

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

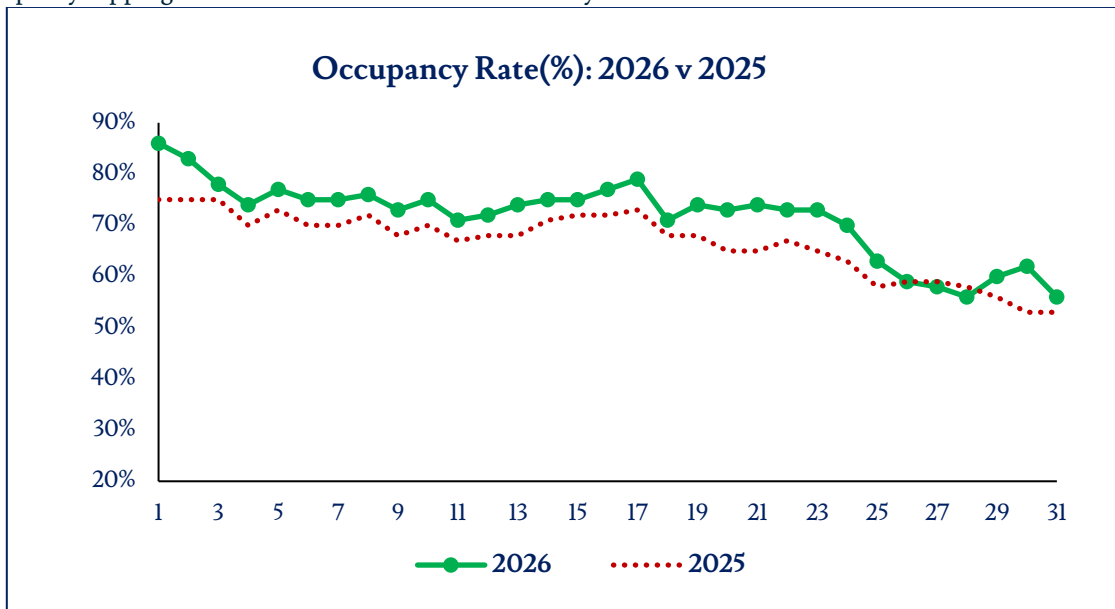
Key Metrics:

Metric	January '26	January '25	Change
Occupancy (%)	72%	67%	+7%
Average Daily Rate	\$584	\$578	+1%
RevPAR	\$426	\$389	+9%
Supply	9,228	9,047	+2%
Demand	6,600	6,025	+10%
Revenue	\$3,929,356	\$3,521,356	+12%

Performance Overview

Properties achieved an average occupancy of 72% in January, up 7% compared to January 2025. Performance was strongest in the first week of the month, with occupancy ranging between 75% and 86%, supported by peak holiday travel demand.

Occupancy then stabilised in the low to mid-70s through the middle of the month before trending downward from mid-to-late January. During this period, performance gradually softened from the mid-70s into the 60% range, reflecting a clear post-peak seasonal tapering in demand. The month closed on a softer note, with occupancy dipping to lows of around 56% in the final days.



Rate and Revenue Trends

The Average Daily Rate (ADR) for January was \$584, slightly higher compared to January 2025, indicating relatively stable pricing conditions despite softer demand towards the end of the month. RevPAR reached \$426, reflecting stronger overall room revenue performance driven by higher occupancy and demand.

Total revenue for the month increased to \$3.93 million, representing a 12% year-on-year improvement. Growth was primarily supported by higher demand volumes, which offset the softer rate environment.

