

Monthly Accommodation Report

March Insights

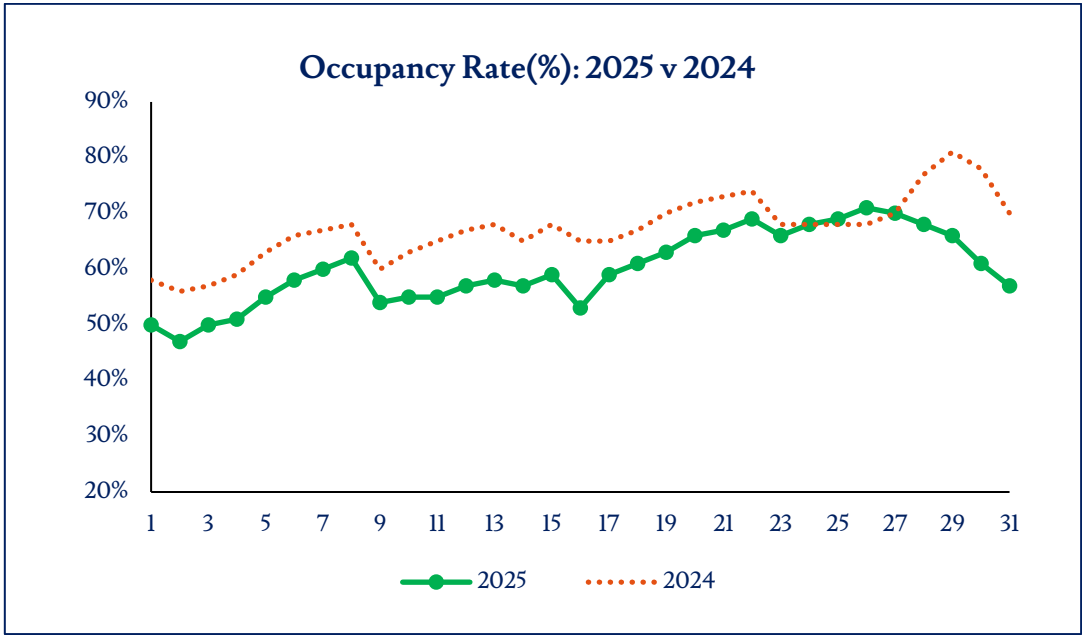
This report provides an overview of Fiji’s accommodation sector for March, based on data submitted by STR-participating properties.

Key Metrics:

Metric	March '25	March '24	Change
Occupancy (%)	60%	67%	-11%
Average Daily Rate	\$448	\$454	-1%
RevPAR	\$270	\$308	-12%
Supply	9,255	9,094	+2%
Demand	5,562	6,112	-9%
Revenue	\$2,494,254	\$2,796,70	-11%

Performance Overview

Properties operated at an average occupancy of 60% in March, down 11% from the same month last year. The month started at 50% occupancy, trending upward to mid-60s in the first half, and peaking at 77% toward the end. Supply increased slightly (+2%) while demand softened compared to last year, reflecting seasonal patterns.



Rate and Revenue Trends

The Average Daily Rate (ADR) for March was \$448. While this is similar to January and February, it is slightly lower than March 2024. RevPAR came in at \$270, and total revenue reached \$2.5 million.

March followed the seasonal trend, with occupancy and revenue below March 2024. Stronger daily performance in the latter half of the month helped moderate the overall decline.