

Monthly Accommodation Report
July Insights

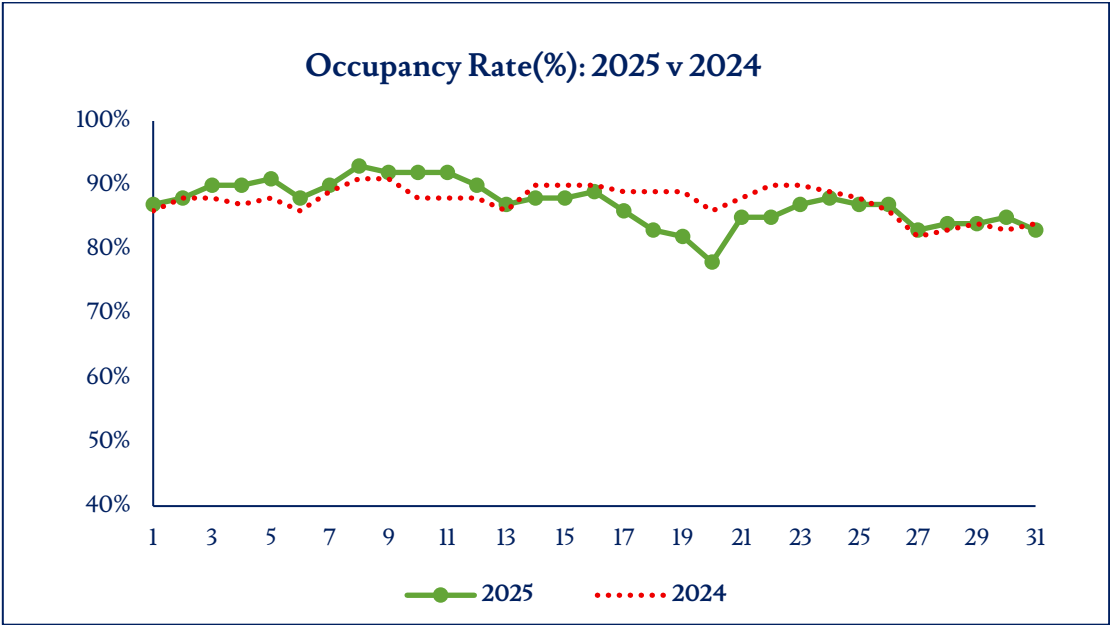
This report provides an overview of Fiji’s accommodation sector for July, based on data submitted by STR-participating properties.

Key Metrics:

Metric	July '25	July '24	Change
Occupancy (%)	87%	87%	-0.5%
Average Daily Rate	\$751	\$752	-0.1%
RevPAR	\$656	\$658	-0.4%
Supply	9,360	9,223	+1.5%
Demand	8,151	8,069	+1%
Revenue	\$6,139,200	\$6,072,877	+1%

Performance Overview

Properties achieved an average occupancy of 87% in July, same as July 2024. Occupancy remained consistently high throughout July, ranging from 78% to 93%, with particularly strong performance recorded in the first half of the month. Occupancy peaked in the early weeks, reaching above 90% on several days, before moderating slightly in the latter half. Despite this easing, occupancy levels remained solid overall, indicating sustained demand across the month with only limited softening toward the end of the period.



Rate and Revenue Trends

The Average Daily Rate (ADR) for July was \$751, broadly in line with July 2024. RevPAR reached \$656, while total revenue increased slightly to \$6.14 million, supported by higher demand and increased room supply. This indicates a stable pricing environment alongside continued strength in room nights sold.

While rate metrics remained largely unchanged, increased demand and supply supported overall revenue performance. The results highlight the sector’s resilience during the peak travel period, reinforcing positive momentum as the high season continues.

