

# 2014 International Visitor (IVS) Report

## Key Findings

Prepared by StollzNow Research for Ministry of Industry, Trade and  
Tourism

21.12.16

## Visitor Arrivals

- ▶ 2014 visitor arrivals - 692,630
- ▶ Key source markets – Australia (52%), New Zealand (16%) and USA (7%).

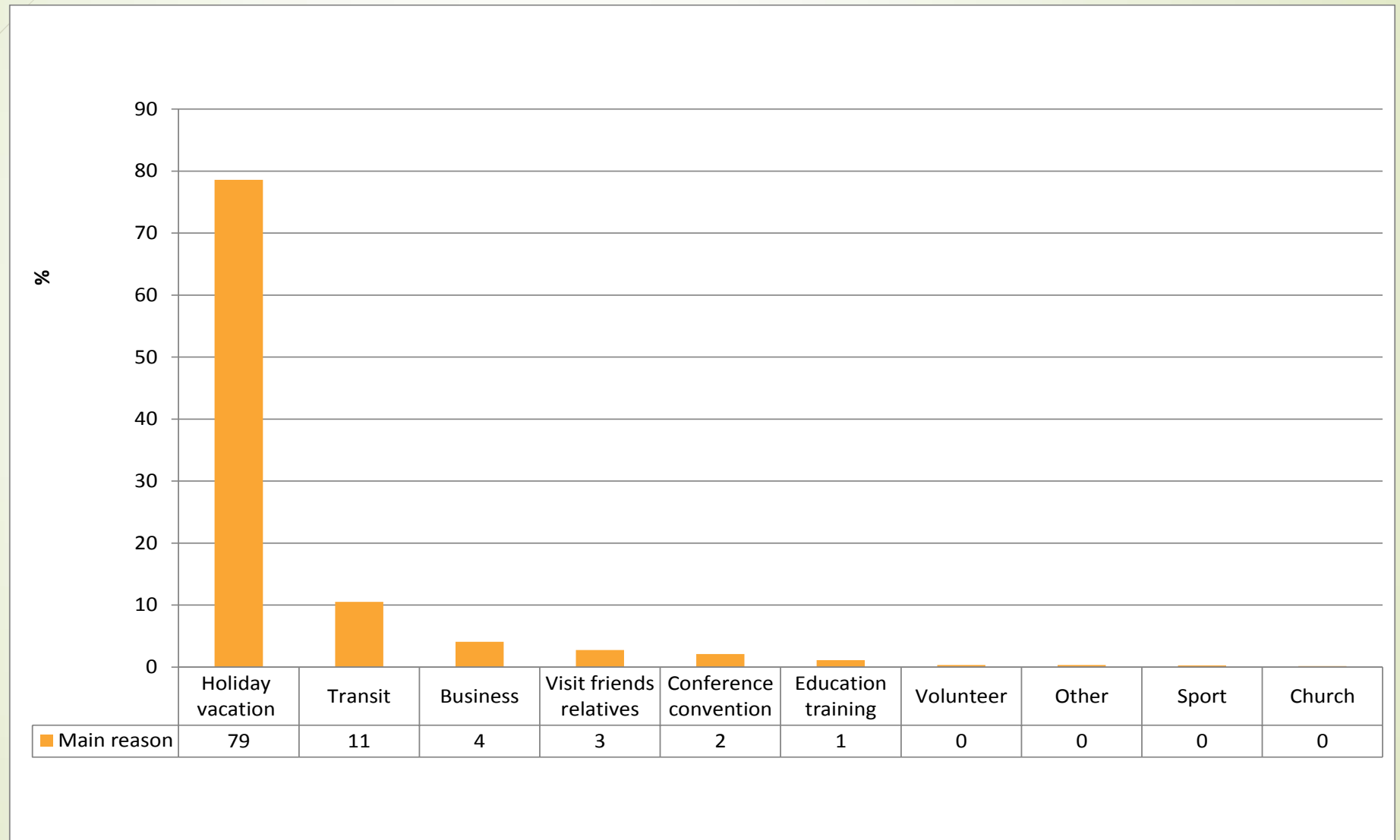
## Tourism Area Visited

- ▶ Tourism Area visited – Denarau (35%), Coral Coast (27%), Nadi (24%) and Mamanuca (20%).



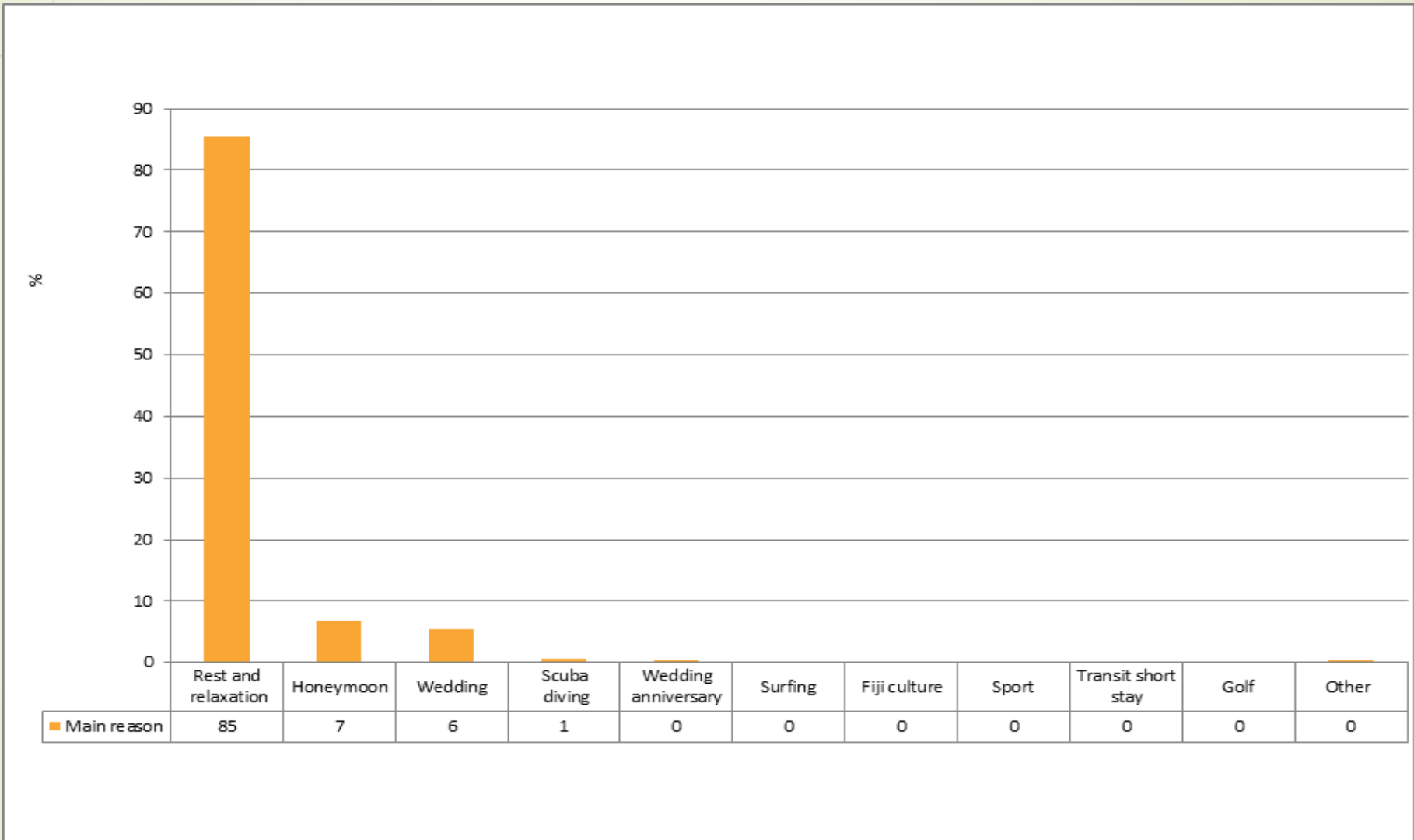
# Main reason for visiting Fiji

Base: 4,171



# Main reason for a 'Holiday/vacation'

Base: 3,264





## **Backpackers**

- 6% of all visitors - 41,557 backpackers
- Backpacker source market - United Kingdom (30%) and Continental Europe (25%).

## **Main destination vs add on**

- Fiji is the main destination for 79% of visitors.
- Main destination – Japan (95%), Australia (94%), China (94%) and New Zealand (92%).
- Add on destination – Continental Europe (70%), United Kingdom (66%) and Canada (62%)

## **Previous visits to Fiji**

- 42% have previously visited Fiji. This includes Pacific Islands (78%), New Zealand (59%) and Australia (42%).

## Expectations and Recommendations of Fiji

- ▶ 76% 'more enjoyable' or 'much more enjoyable' than expected.
- ▶ 84% highly likely to recommend Fiji as a place to visit to others.





## Average Length of Stay

- 8.2 nights
- 5,695,434 visitor nights.
- Denarau (7.2 nights), Sun Coast (15.6 nights).

## Travelling Group

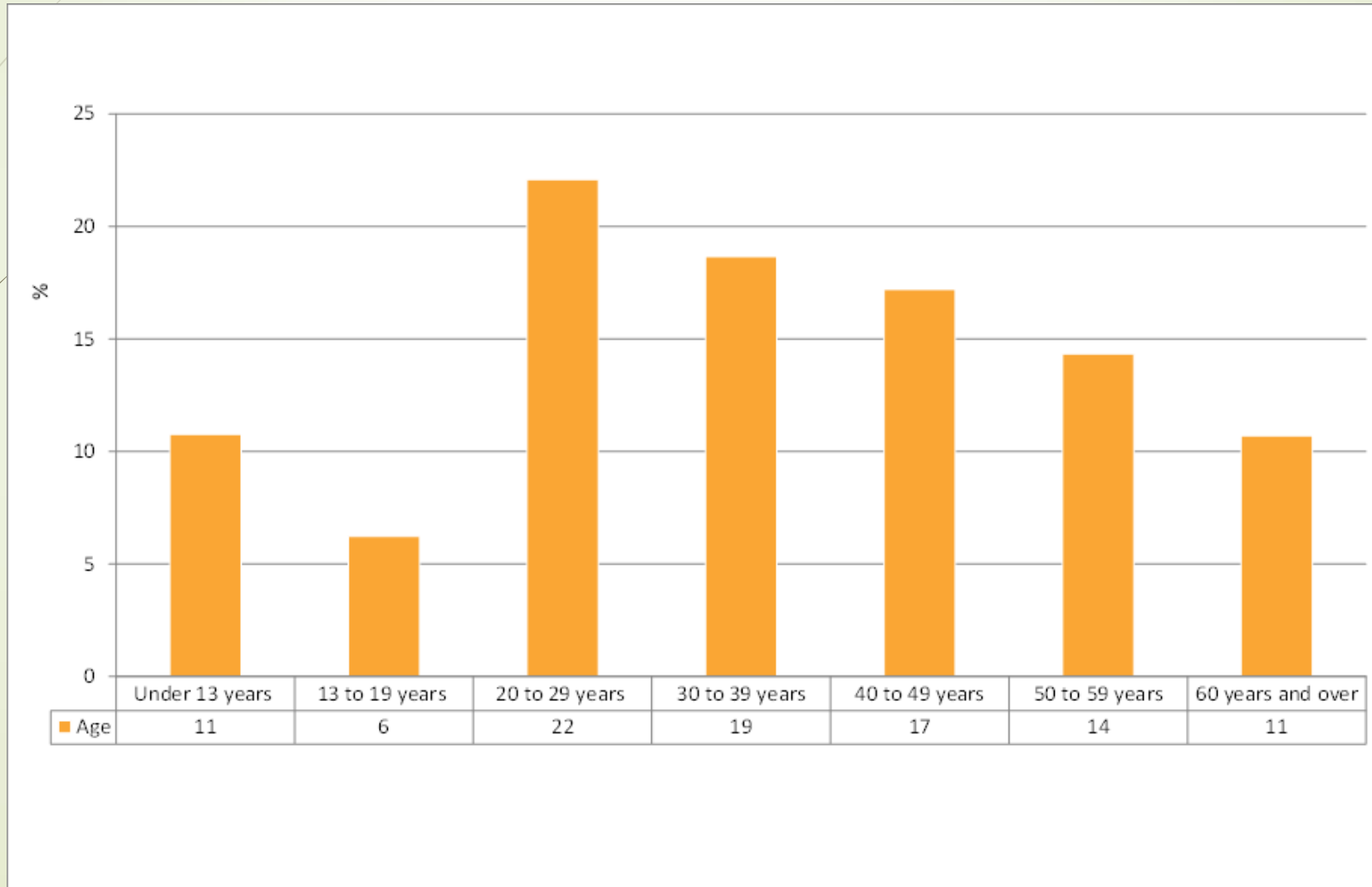
- 'Couple, partners, husband and wife' (44%), 'self only' (21%), 'parent/s with children' (20%) and 'friends' (8%).

## Gender

- Women (54%)
- Men (46%)

# Age of Visitors

Base: 4,318



# Activities

- Swimming - fresh water (62%)
- Swimming - salt water (60%)
- Laying on poolside (58%)
- Snorkeling (51%)
- Laying on beach (45%)
- Shopping (39%)
- Beach walking (35%)
- Massage/spa (33%)
- Kava drinking/ceremony (27%)
- Canoeing/kayaking (22%)
- Village visit/tour (16%)
- Walking (13%)
- Scuba Diving (9%)





# Expenditure

➤ Estimated total expenditure - **FJ\$1,507,900,912.**

Base: 4,171

Category	Estimated total spend
<b>Hotel</b>	
Total package and pre-paid	\$1,092,922,555
Additional accommodation	\$18,817,759
Additional food and drinks	\$133,269,232
Additional expenditure	\$64,270,910
<b>Total hotel expenditure</b>	<b>\$1,309,280,456</b>
Transfers	\$4,375,337
Non-hotel food and beverages	\$40,769,641
Retail purchases	\$79,318,998
Activities	\$38,640,405
Tours	\$6,144,001
Cruises	\$18,296,944
Rental cars	\$2,865,395
Public transport	\$7,653,982
Domestic airfare*	\$555,753
<b>TOTAL EXPENDITURE</b>	<b>\$1,507,900,912</b>

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- Spend by Tourism Area - Denarau (28%), Coral Coast (21%), Mamanuca (17%) and Nadi (14%).
  - Australia and New Zealand account for a combined 70% of all expenditure.
  - Highest spend by main reason for visit - 'Holiday/vacation' (89%) of all expenditure.
  - 'Rest and relaxation' as the main reason for a 'holiday/vacation' accounts for over FJ\$1 billion in spend.
  - Key activities - 'massage/spa' (\$15 million), 'scuba diving' (\$7.5 million), 'jet ski' (\$2.8 million), 'deep/big game fishing' (\$1.39 million) and 'hair braiding' (\$1.17 million).

Thank you

