



Advice



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Provisional Visitor Arrivals for August Grows: Here’s How

| | AUGUST | | | JANUARY TO AUGUST | | | | | 12 MONTHS TO AUGUST | | |
|-----------------|--------|--------|----------|-------------------|-----------|-----------|-----------|-----------|---------------------|---------|----------|
| | 2019 | 2018 | % CHANGE | % TO 2019 | % TO 2018 | % TO 2019 | % TO 2018 | % TO 2018 | 2019 | 2018 | % CHANGE |
| ARRIVALS | | | | | | | | | | | |
| Australia | 32,725 | 34,641 | -5.5 | 233,350 | 39.4 | 230,096 | 40.5 | 1.4 | 368,914 | 367,250 | 0.5 |
| New Zealand | 24,790 | 24,065 | 3.0 | 136,502 | 23.0 | 130,276 | 22.9 | 4.8 | 204,944 | 194,726 | 5.2 |
| USA | 8,721 | 7,727 | 12.9 | 65,561 | 11.1 | 58,854 | 10.4 | 11.4 | 92,782 | 85,132 | 9.0 |
| Canada | 1,244 | 1,437 | -13.4 | 9,259 | 1.6 | 9,142 | 1.6 | 1.3 | 13,337 | 12,968 | 2.8 |
| United Kingdom | 1,446 | 1,486 | -2.7 | 12,000 | 2.0 | 11,143 | 2.0 | 7.7 | 17,154 | 16,481 | 4.1 |
| Cont. Europe | 4,468 | 4,301 | 3.9 | 24,495 | 4.1 | 24,240 | 4.3 | 1.1 | 37,688 | 36,167 | 4.2 |
| Japan | 2,363 | 2,454 | -3.7 | 10,604 | 1.8 | 6,797 | 1.2 | 56.0 | 15,710 | 8,665 | 81.3 |
| China | 5,411 | 4,970 | 8.9 | 34,218 | 5.8 | 34,912 | 6.1 | -2.0 | 48,577 | 49,512 | -1.9 |
| South Korea | 627 | 685 | -8.5 | 5,266 | 0.9 | 5,503 | 1.0 | -4.3 | 7,939 | 8,878 | -10.6 |
| Rest of Asia | 2,559 | 2,327 | 10.0 | 21,172 | 3.6 | 18,555 | 3.3 | 14.1 | 29,545 | 26,922 | 9.7 |
| Pacific Islands | 4,091 | 4,219 | -3.0 | 36,690 | 6.2 | 34,780 | 6.1 | 5.5 | 53,564 | 53,536 | 0.1 |
| Others | 389 | 381 | 2.1 | 3,588 | 0.6 | 3,438 | 0.6 | 4.4 | 5,124 | 5,273 | -2.8 |
| TOTAL VISITORS | 88,834 | 88,693 | 0.2 | 592,705 | 100.0 | 567,736 | 100.0 | 4.4 | 895,278 | 865,510 | 3.4 |

Table 1 presents actual numbers and the 2019 and 2018 comparisons of visitor arrivals for the month of August, January to August and 12 months to August 2019. FBoS Release No.79/2019 & Department of Immigration

Industry performance

With this, it is vital for our country to keep track of the performance of our tourism industry and monitor any movements on a monthly and annual basis. Our major arrivals are Australia, New Zealand, United States of America, Pacific Islands, Continental Europe and China

The visitor arrivals for August 2019 totalled 88,834, an increase of 0.2 percent compared to a year earlier.

There were increases in the number of visitors from:

- China [441 or 8.9 percent to 5,411]
- Rest of Asia [232 or 10.0 percent to 2,559]
- Continental Europe [167 or 3.9 percent to 4,468]
- United States of America [994 or 12.9 percent to 8,721]
- New Zealand [725 or 3.0 percent to 24,790].

However, decreases were recorded in the number of visitors from the following countries:

- Australia [1,916 or 5.5 percent to 32,755]
- Pacific Islands [128 or 3.0 percent to 4,091]
- Japan [91 or 3.7 percent to 2,363]
- South Korea [58 or 8.5 percent to 627]
- United Kingdom [40 or 2.7 percent to 1,446] and
- Canada [193 or 13.4 percent to 1,244].

Visitors arriving for holiday purposes accounted for 72.6 percent of total arrivals;

- 10.7 percent came to visit their friends or relatives,
- 3.4 percent came for business purposes, while
- 17.0 percent visited Fiji for other reasons.

In the moving twelve monthly numbers ending August 2019, the total number of visitors to Fiji increased by 3.4 percent compared with the same period in 2018. Increases were recorded for visitors from;

- Japan by 81.3 percent
- Rest of Asia by 9.7 percent
- United States of America by 9.0 percent
- New Zealand by 5.2 percent
- Continental Europe by 4.2 per-

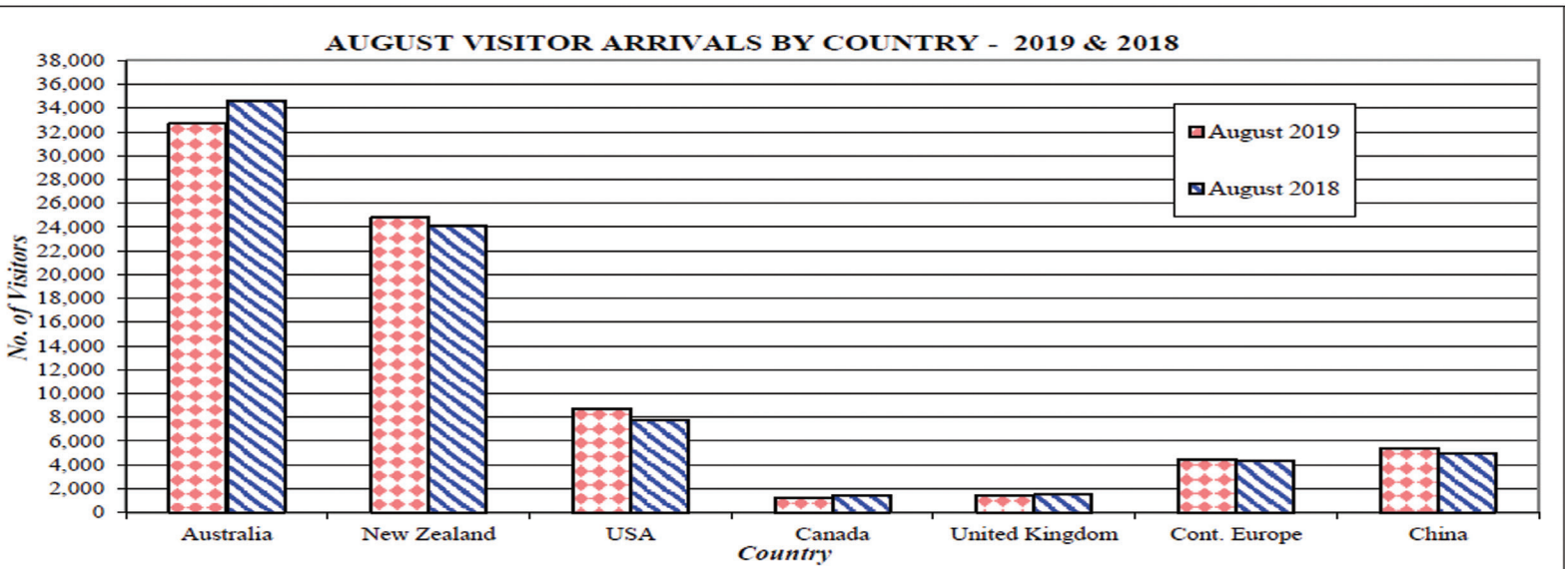


Figure 1 above is a graphical comparison of Visitor Arrivals by Country for August 2019 and 2018. . FBoS Release No.79/2019

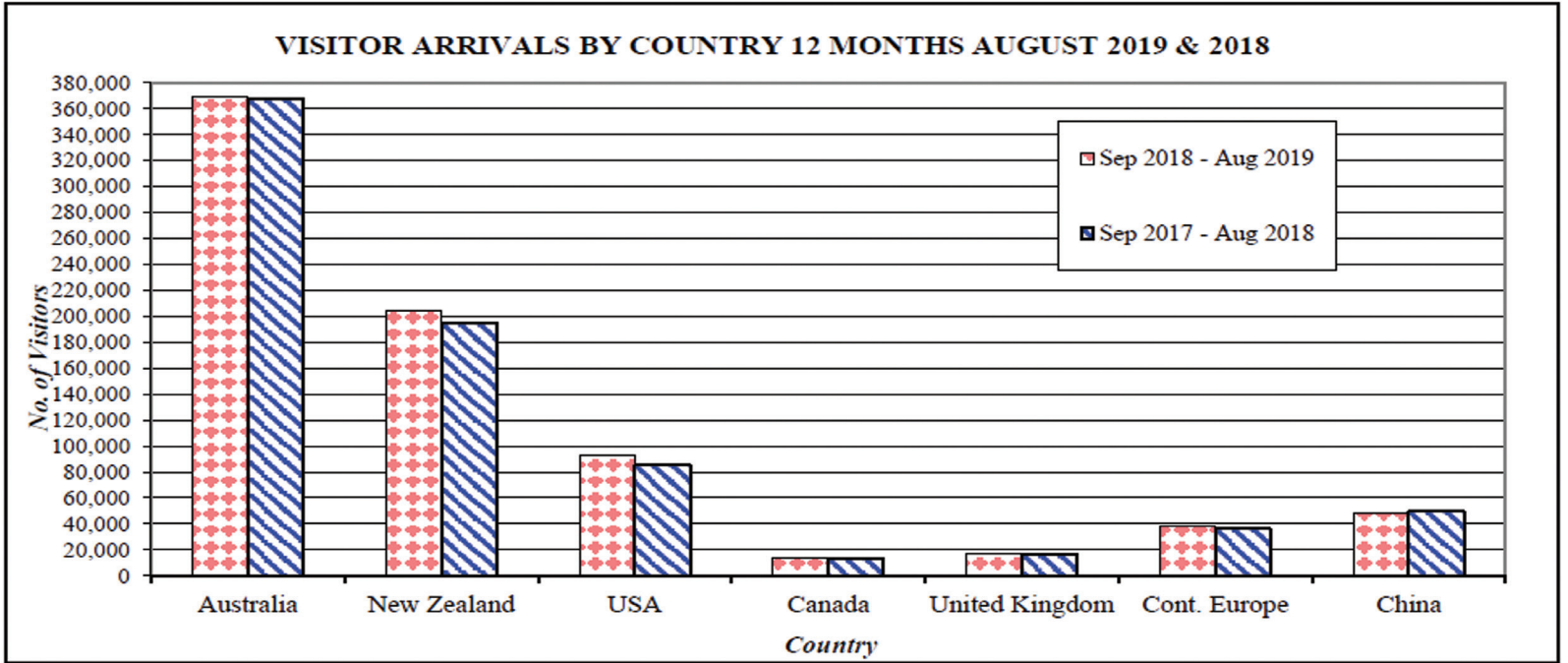


Figure 2 above shows the twelve-monthly comparisons

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- United Kingdom by 4.1 percent
- Canada by 2.8 percent
- Australia by 0.5 percent and
- Pacific Islands by 0.1 percent

Decreases were recorded for visitors from South Korea [10.6 percent], Other Countries [2.8 percent and China [1.9 percent].

Visitors

The majority of visitors to Fiji in August 2019 were in the age range 25-64 (67.3 percent), which accounts for the vast majority

of the working age population. Children aged 14 and below accounted for 15.6 percent of the August visitor arrivals; 9.5 percent comprising those in the predominantly retirement age group of 65 and over with the remaining 7.6 percent being youths aged 15-24.

Visitors by Occupation

The top 5 Occupational Groups for visitors engaged in gainful employment in their home countries are as follows;

- Professional Workers – 18,509
 - Clerical Workers – 3,475
 - Technician and Related Workers – 10,475
 - Service Workers – 5,420
 - Craft Workers – decreased to 4,061
 - Visitors who are not in the labour force were categorised into two major groups. The categories and numbers are as follows;
 - Retirees, Housewives, Children & Others – 17,927
 - Students – 12,846
- Given that our two major ar-

rival countries are Australia and New Zealand, we can always keep a close eye on their trends as they have the greatest influence on our tourism industry performance.

Fiji trade

Although Fiji had a trade deficit as at June 2019, we can continue to help highlight our very competitive tourism industry where we export our unique services.

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