

An aerial photograph of a tropical island. The island is covered in dense green forest, with a prominent rocky cliff on the right side. A white sand beach curves along the left and bottom edges of the island. The water is a vibrant turquoise color near the shore, transitioning to a deeper blue further out. The overall scene is bright and sunny, suggesting a clear day.

# Creating a Successful Region

Insights into Fiji's Success as a Premier Cruise Destination

# Geographical Advantages: Fiji's Strategic Location

## Tropical Paradise

Fiji's location in the heart of the South Pacific offers a tropical escape with warm waters and sunny skies.

## Accessible Hub

Fiji is conveniently located within reach of major cruise markets in Australia, New Zealand, and North America.

## Diverse Landscapes

Fiji's diverse landscape, featuring lush islands, pristine beaches, and stunning coral reefs, provides a range of experiences for cruise passengers.



# Cruise Statistics

The Cruise Impact Study conducted in 2019 by the International Finance Corporation (IFC), the Market Development Facility (MDF), and Australian Aid highlighted the economic potential of cruise tourism in Fiji. The study emphasized the need for strategic development to maximize benefits while minimizing environmental and social impacts. The recent growth trends and future forecasts appear to be in line with these recommendations, showing a deliberate move towards sustainable growth and the enhancement of Fiji's cruise offerings.

Year	No. of Ships	No. of Port Calls
2022	7	14
2023	54	100

### Forecast

2025	48	89
2026	10	27

\*2022: August to December

\*2023,2024,2025,2026: January to December

The data also underscores Fiji's position as a key player in the South Pacific cruise market, with a diverse range of cruise itineraries that attract international visitors. As the industry continues to evolve, the focus will likely remain on ensuring that growth is managed in a way that benefits local communities, preserves the natural environment, and enhances Fiji's global reputation as a premier cruise destination.

# Economic Impact

## Economic Contribution per Cruise Ship Voyage:

- Each cruise ship voyage brings in an average of FJ\$305,000 (US\$147,000) per port of call.
- Each cruise ship passenger spends approximately FJ\$90 (US\$44).

## Average Daily Passenger Spending by Location:

- **Lautoka:** FJ\$118
- **Suva:** FJ\$104
- **Denarau:** FJ\$102
- **Savusavu:** FJ\$56
- **Dravuni Island:** FJ\$3

## Port Call Statistics:

### Suva:

- Receives 40% of cruise ship calls.
- Accounts for 44% of all direct expenditure in Fiji.

### Lautoka:

- Receives 24% of calls.
- Accounts for 31% of direct expenditure.

**Berthed Ships:** High disembarkation rates in Suva and Ltka.

## Employment Impact:

- For every FJ\$10,000 (US\$4,883) in cruise tourism revenue, 1.46 employment opportunities are created.
- Cruise tourism supports around 4,593 full-time equivalent jobs, about 1% of the working-age population.

## Overall Economic Contribution:

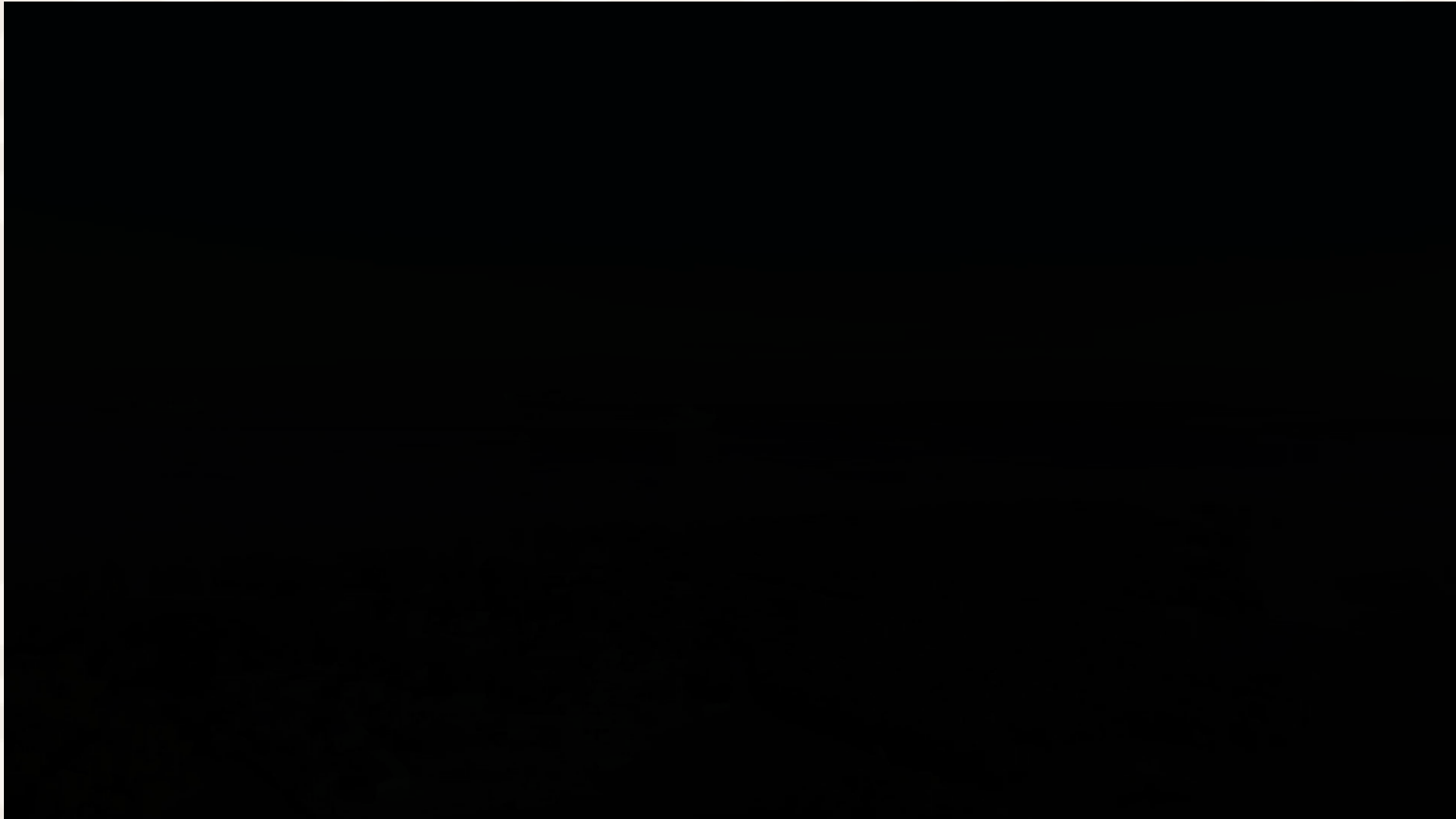
- The cruise industry directly contributed FJ\$44.2 million to Fiji's economy in 2018.
- This accounts for 0.66% of Fiji's GDP, highlighting the industry's significant influence.

## Direct vs. Indirect Economic Impact:

- **Direct contribution:** FJ\$44.2 million.
- **Indirect impact:** Approximately FJ\$46 million.

## Supply Chain and Multiplier Effect:

- For every FJ\$1 spent in the cruise sector, an additional FJ\$1.1 is generated in the economy.



# Destination Development

2022

Townsville : Building a  
Community



2023

Tourism Fiji Launches  
Cruise Symposium

## Fijian Tourism Expo 2023 | Symposium 'well overdue, brings people together'

Business, Local News, News | Published: May 7, 2023 | Last Updated: May 7, 2023 | By Siteri Sauvakacolo

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*Fiji Hotel and Tourism Association Chief Executive Officer Fantasha Lockington speaks with Tourism operators at the Fiji Tourism Cruise Symposium 2023 at the Sofitel Fiji Resort and Spa in Denarau Nadi. Picture: REINAL CHAND*

The Fiji Tourism Cruise Symposium is well overdue and Tourism Fiji should be commended for the initiative.

Fiji Hotel and Tourism Association chief executive officer Fantasha Lockington said yesterday's symposium brought together large and minor tourism operators who hoped to understand better

# 2024

## Tourism Fiji Launches Tourism Super Week

### Stakeholders eye Tourism Super Week

Business, Local News, News | Published: April 29, 2024 | Last Updated: July 31, 2024 | By ANISH CHAND

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A total of 16,182 Fiji residents departed our shores for various reasons in May this year alone. Picture: SUPPLIED

Tourism stakeholders in Fiji are gearing up for two major meetings beginning tomorrow with the Tourism Super Week.

Tourism Fiji will be leading a number of engagements including workshops that cover sustainability, adventure travel, digital, destination development and a two-day cruise



# Collaboration across the Region



**Strategic Partnerships:** Working closely with our Australian and New Zealand counterparts has been crucial in creating a cohesive and attractive cruising region. These partnerships allow us to share knowledge, resources, and best practices, ensuring that our collective offerings are enhanced and aligned with global standards.



**Regional Appeal:** By collaborating with our regional partners, we can offer more diverse and seamless itineraries that appeal to a broader range of cruise operators. This makes the South Pacific a more compelling option for vessels to be based here, driving sustained growth in cruise tourism across the region.



**Unified Destination Marketing:** Through joint efforts, we are able to present the South Pacific as a unified and diverse destination at global forums, showcasing the unique experiences and opportunities that our region offers to cruise passengers.



**Miami Seatrade 2024:** Tourism Fiji's participation in the Miami Seatrade event, for the first time since 2013, marked a significant step in reestablishing our presence on the global cruise stage. This event provided an invaluable platform to reconnect with industry leaders and promote the South Pacific as a premier cruise destination.



**Enhancing Offerings:** Collaboration has enabled us to focus on enhancing our tourism infrastructure and services, ensuring that the South Pacific remains competitive and appealing in the increasingly competitive global cruise market.



# Growth Plans & Future Outlook

What are the opportunities?



# ACA in Fiji?



# Fly Cruise





# Expedition Cruising



## Vast Exploration Opportunities:

Opportunities: Fiji's 333 islands provide a diverse array of destinations for expedition cruises, allowing travelers to explore remote and untouched locations that are often inaccessible to larger vessels.



## Boutique and Luxury Accommodations:

Fiji's high-end boutique resorts and luxury accommodations complement the exclusive nature of expedition cruising, offering travelers a seamless blend of adventure and comfort.



## Global Connectivity:

With Fiji Airways' extensive flight network, connecting to major global hubs, expedition cruise passengers can easily access Fiji, making it an ideal starting point for exploring the South Pacific.



## Homeporting Opportunities:

The potential to base an expedition vessel in Fiji for a season or several months presents a unique opportunity to establish Fiji as a hub for expedition cruising, allowing for more in-depth exploration and extended itineraries within the region.

Vinaka

Leigh Howard  
Chief Operating Fiji

TOURISM 

