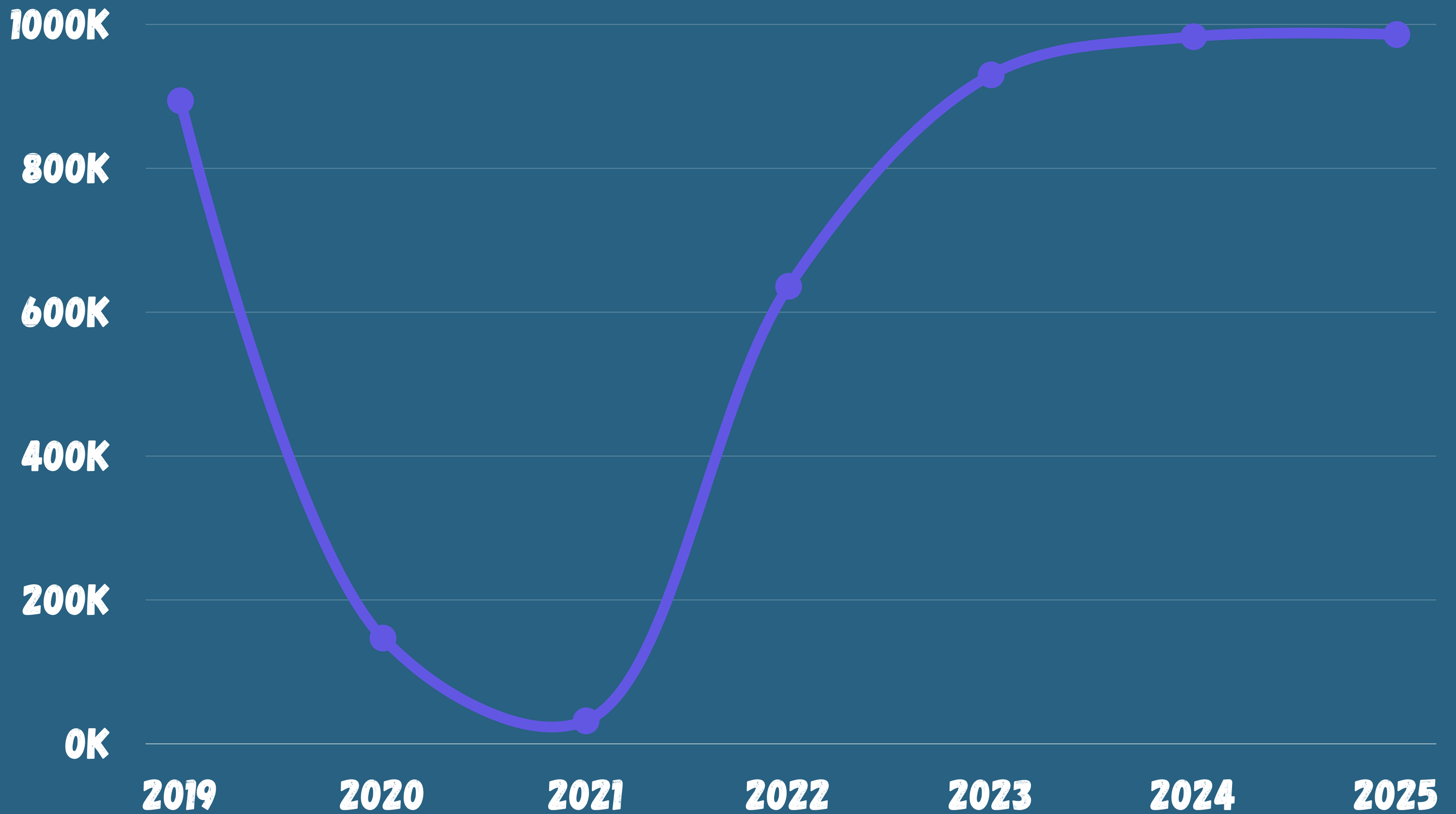


FIJI'S TOURISM BOOM

CAN PARADISE KEEP UP WITH CLIMATE CHANGE?

ARRIVALS FROM 2019-2025



WHO VISITS FIJI ?

AUS - 45.9%

NZ - 22.2%

US - 12.0%

WHY DOES IT MATTER ?

\$2.8B WAS EARNED IN 2025

IT DIRECTLY CONTRIBUTED 13% OF GDP IN 2024

BUT THERES ANOTHER SIDE

SEA LEVEL RISE 

CORAL BLEACHING 

EXTREME WEATHER 

FIJI'S TOURISM
DEPENDS ON ITS
ENVIRONMENT

CAN FIJI GROW TOURISM WHILE PROTECTING WHAT TOURISTS COME TO SEE?

SOURCE: FIJI BUREAU OF STATISTICS ;FIJI CLIMATE/ ENVIRONMENT SOURCES

OUR POSTER CONNECTS THE GROWTH OF TOURISM IN FIJI TO CLIMATE CHANGE.

THE LINE CHART SHOWS THE ANNUAL VISITOR ARRIVALS

2019 – 894K

2020 – 147K

2021 – 32K

2022 – 636K

2023 – 930K

2024 – 983K

2025 – 986K

THE LINE CHART SHOWS A SHARP FALL IN 2021 DUE TO COVID-19, AND THEN RECOVERING TO A RECORD OF 986K IN 2025.

THIS DATA WAS SOURCED FROM; FIJI BUREAU OF STATISTICS, VISITOR ARRIVAL STATISTICS(2025)

THE POSTER ALSO HIGHLIGHTS THE IMPORTANCE OF THE TOURISM SECTOR AND ITS CONTRIBUTION TOWARDS FIJI'S GDP. HOWEVER, FIJI'S TOURISM DEPENDS ON BEACHES, CORAL REEFS AND COASTAL ENVIRONMENTS THAT FACE INCREASING CLIMATE RISKS, RAISING THE QUESTION: CAN FIJI GROW TOURISM WHILE PROTECTING WHAT TOURISTS COME TO SEE