

Fijian Hotel Market Overview

June 2025



Contents

Fiji Tourism Overview 03

International Visitor Arrivals 04

Earnings From Tourism 10

International Visitor Arrival Forecasts 12

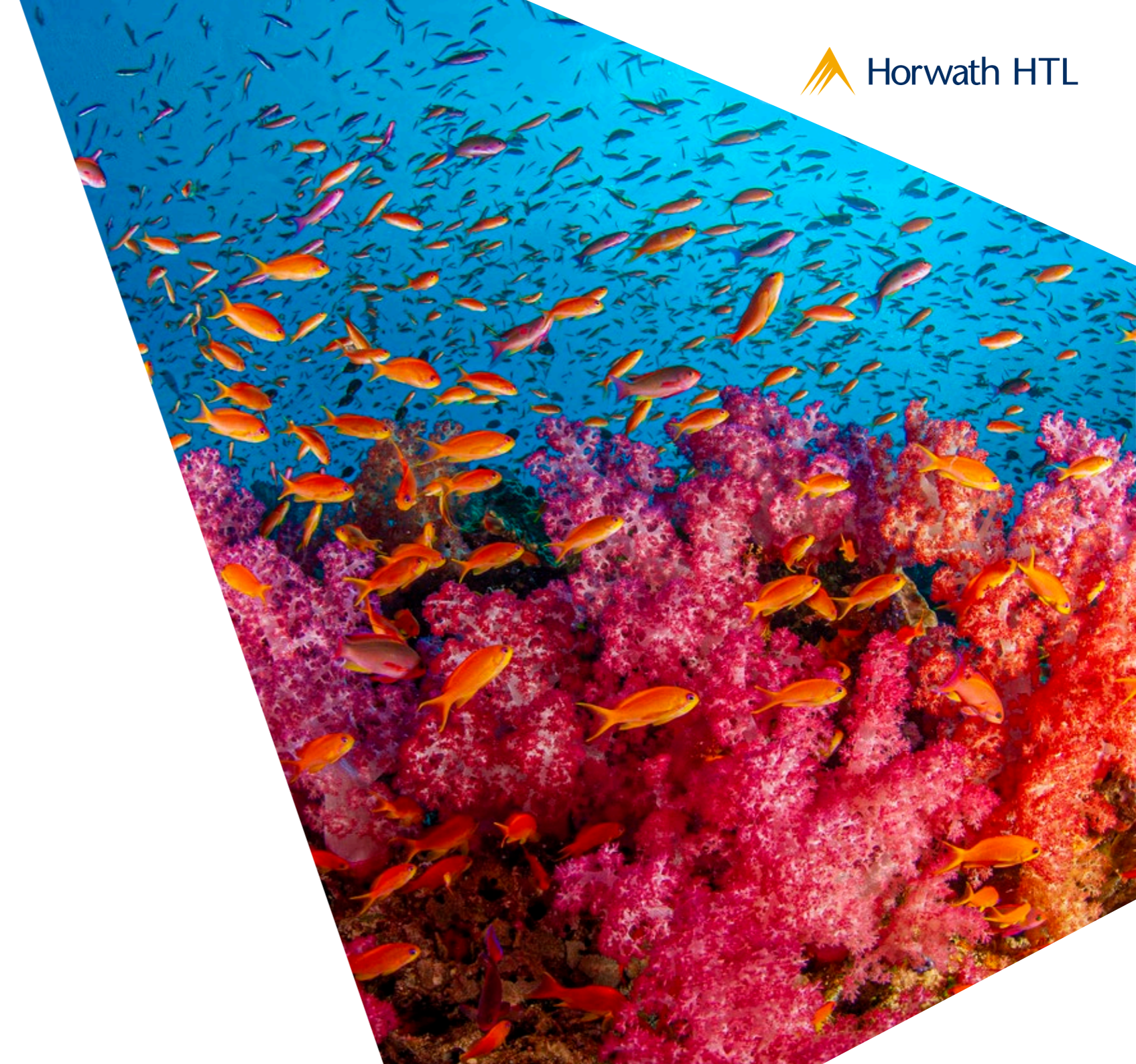
Fiji Tourist Accommodation Overview 13

Distribution of Accommodation Supply 14

Total Fiji Tourism Accommodation Performance 15

STR Performance Data 17

Why Horwath HTL? 20



Fiji

Tourism Overview



International Visitor Arrivals

Historical Growth in International Arrivals

Fiji has long been a tourism destination, mainly supported by visitors from Australia and New Zealand that have historical cultural and political connections with Fiji.

Horwath HTL has sourced international visitor arrival data from 1999 through until year-to-date April 2025. In 1999, international visitor arrivals to Fiji totalled just under 410,000. This decreased significantly in 2000 to about 294,000 following a civilian and then military coup in May 2000.

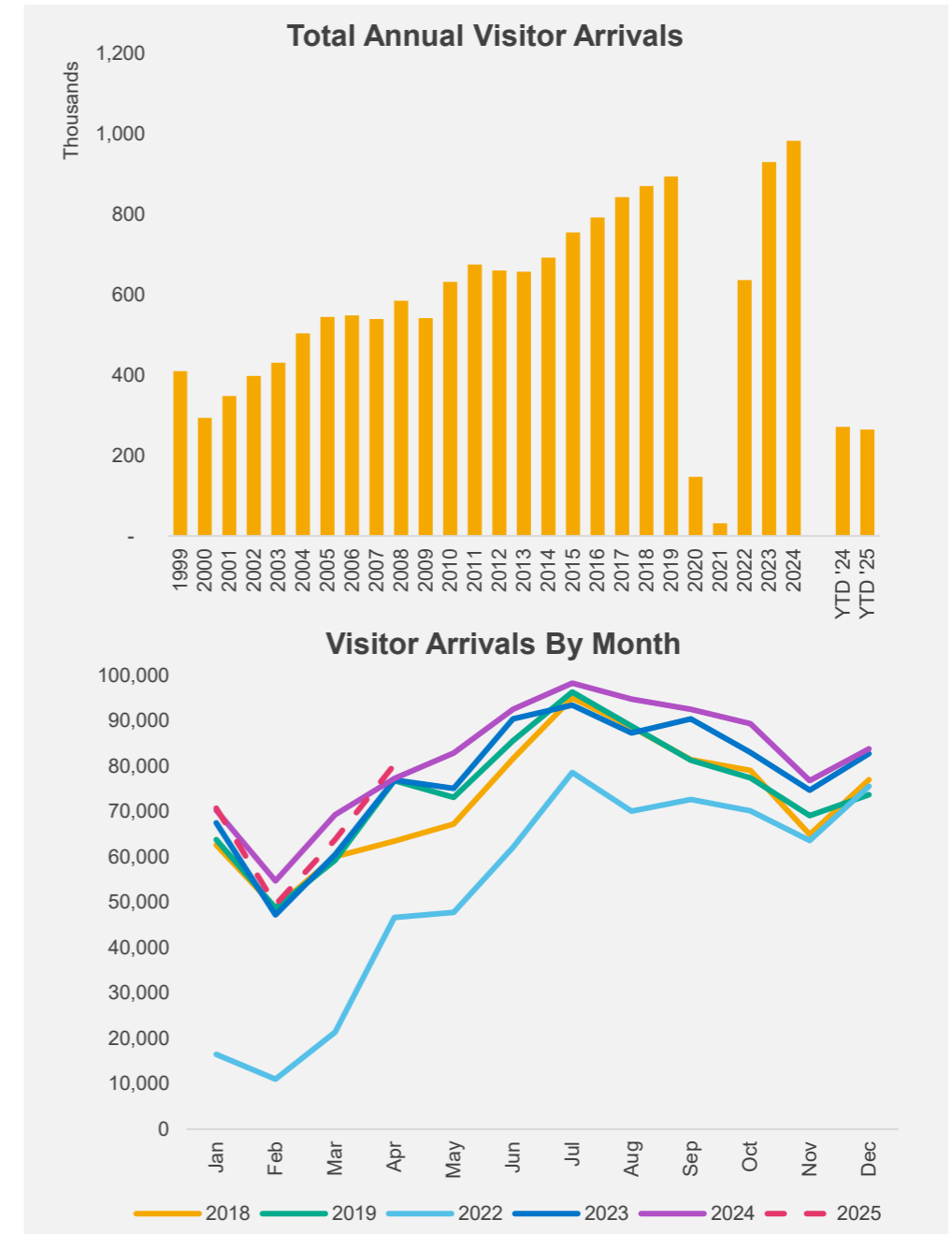
Visitor arrivals returned to growth in 2001 and surpassed the 1999 arrival volume in 2003 when Fiji attracted about 430,000 visitor arrivals.

International visitor arrivals to Fiji grew at a CAAG rate of 4.0% over the 20-year period between 1999 and 2019. Over the last 5-year period prior to the onset of the Covid-19 pandemic, Fiji recorded a CAAG rate of 5.2% for international visitor arrivals, with arrivals increasing from about 693,000 in 2014 to about 894,000 in 2019.

Other than in 2001, visitor arrivals declined in 2007 by -1.6% (following a coup that took place in December 2006) and then again in 2009 by a larger -7.3% due to the Global Financial Crisis. Two other years of decline were recorded in 2012 and 2013 of -2.1% and -0.4% respectively following severe flooding in Fiji in early 2012.

The onset of the Covid-19 pandemic in early 2020 saw global tourism come to a standstill and Fiji recorded a significant decline of international visitor arrivals that fell to only 31,618 in 2021 (of which 23,226 arrived in December following the reopening of international borders), which represented 3.5% of 2019 volumes.

However, following the reopening of borders in December 2021, tourism rebounded quickly, with international visitor arrivals reaching 81.6% of 2019 volumes for the peak travel month of July and in December 2022 reaching 102.5% of December 2019 volumes.



Source: Fiji Bureau of Statistics

Seasonal International Visitor Demand

Peak season for Fiji tourism is from June to September when about 38% of total annual visitors arrive. Busier months in general are from April through October, which account for 64% to 65% of total visitors for the year. The lowest months for visitor arrivals are typically February and March, which combined account for about 13% of total annual arrivals in 2024. The January and November months typically sit at below the monthly average, while December sits on or slightly above the monthly average.

Looking at the monthly performance for 2024, it can be seen from the chart on the previous page that the monthly visitor arrival pattern sat above and was more rounded than that recorded in 2019, which indicates that firstly a full recovery in tourism to pre-Covid levels has been made and that the seasonal trend in visitor arrivals has strengthened between April and October.

Fiji's goal as a tourism destination is to try and reduce the seasonal arrival patterns by improving on low season visitor arrival volumes. To this regard, increased flight connections to the USA is hoped to drive visitation in the North American colder months from November through March, when visitor arrivals to Fiji are lower. Another opportunity presents itself in attracting more demand from Northeast Asian markets, as the same logic applies to these source markets as with North America.

In 2023, Fiji received 929,740 international visitor arrivals, which represents growth over 2022 of 46.1% and 104% of the 2019 volume, and as such, international visitor arrivals to Fiji had recovered to beyond pre-Covid levels.

In 2024, growth slowed considerably, which was not to be unexpected, but the Fiji tourism market did continue to grow with total annual visitor arrivals of 982,938, a 5.7% increase over 2023 results. This solidified the full recovery of the Fiji tourism market. The CAAG rate for tourism arrivals for the 5-year period between 2019 and 2024 was 1.9%, a level slower than that recorded between 2014 to 2019, but a level of growth signifying a full post-Covid recovery.

Year-to-date April 2025, tourism arrivals to Fiji have seen a decline of -2.7%, with the months of February and March recorded declining visitor arrivals volumes relative to those months in 2024. This has come from declines in Australian, New Zealand, and North East Asian arrivals, though growth has been recorded in North American and European arrivals.



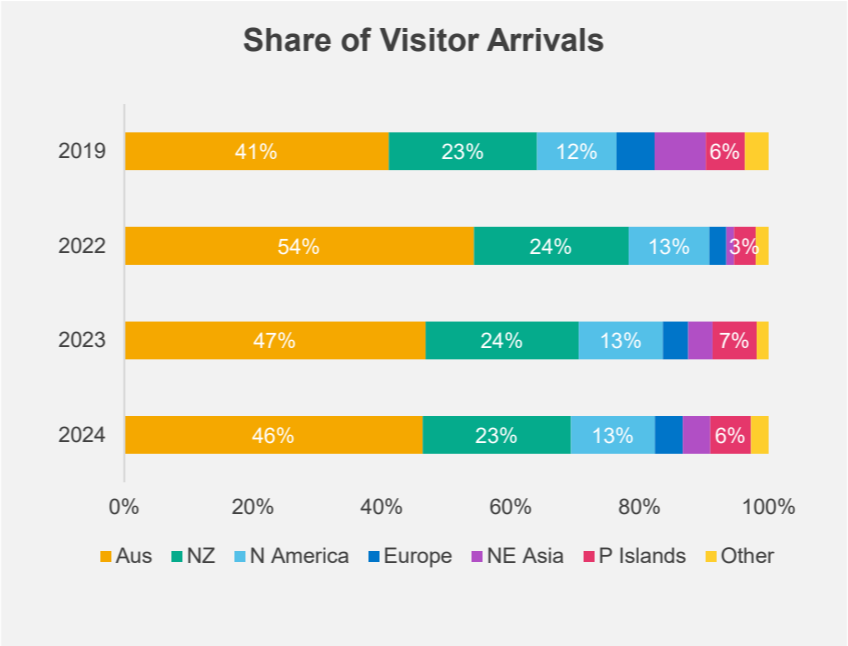
International Source Markets

Australia has historically been the predominant source market of Fiji international visitor arrivals, representing more than 40% of total arrivals pre-Covid. This increased to 54% in 2022 as Australia was a fast-recovering outbound travel market and Fiji represented a safe, direct, and relatively short-haul destination. In 2022, Australian visitor volumes to Fiji represented 94% of the 2019 volume.

In 2023 and 2024, the Australian share of international visitor arrivals to Fiji has decreased to 47% and 46% respectively, as other source markets have picked up the pace of their recovery. Australian arrivals have continued to record growth and as of 2024, were sitting at 124% of 2019 volumes, though as noted above, there has been a decline YTD April 2025 of -3.3%.

New Zealand visitor arrivals historically accounted for about 23% total international visitor arrivals, which increased slightly to 24% in 2022 and 2023, but returned to 23% in 2024. The recovery in New Zealand visitors has been slightly stronger than the overall average. In 2022, New Zealand visitor volumes represented 74% of 2019 volumes, 107% in 2023, and 110% in 2024. However, YTD April 2025, New Zealand visitor arrivals declined by -10.9%, recording a decline in each month of 2025 so far.

Visitor arrivals from North America (USA and Canada) accounted for 11% to 12% pre-Covid. In 2022, this increased to 13% and it remained at that level in 2023 and 2024. In 2022, arrivals from the USA represented 72% of the 2019 volume, 110% in 2023, and 116% in 2024. For YTD April 2025, visitor arrivals from North America have recorded growth of 4.7% driven by growth from the USA.



Source: Fiji Bureau of Statistics



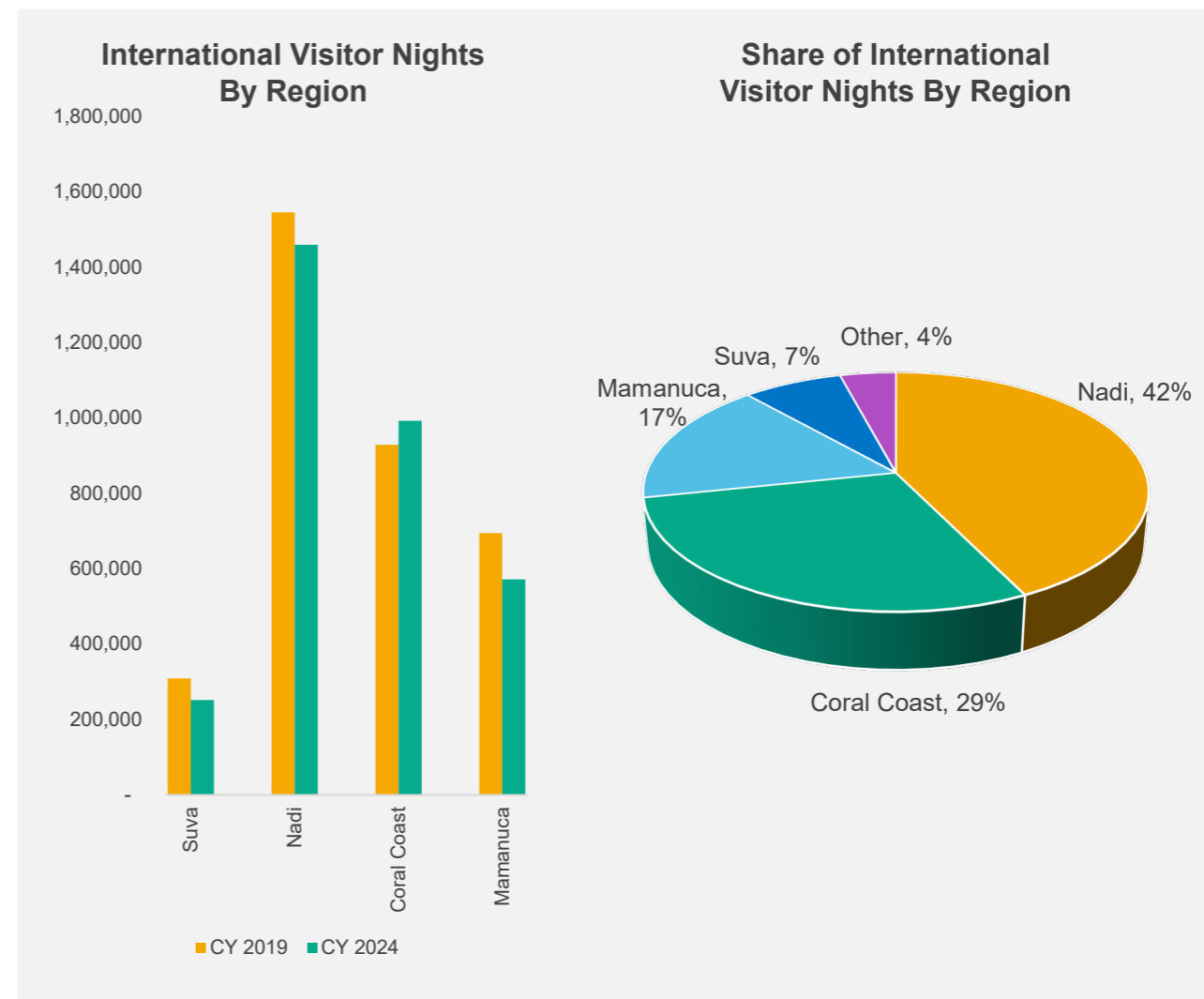
Visitor Arrivals By Region

International visitor arrivals data by region in Fiji tends to align with international visitor nights in licensed hotels data, and as such, would seemingly be influenced by the different length-of-stay in each region. However, it is the best data available identify international visitation to different regions in Fiji.

Using 2024 data, Nadi captures the largest share of international visitor arrivals, accounting for 42% of overall visitation. This is not surprising given the concentration of tourist accommodation in that area. This is followed by the Coral Coast which captured 29% of international visitors and Mamanuca which captured 17%. Suva captured 8% of international visitors, about the same volume as all remaining regions combined.

The dominance of Nadi, the Coral Coast and Mamanuca, all focused resort regions, shows the dominance of leisure travel to Fiji, and as mentioned earlier, is also a reflection of the location of hotel supply.

In 2024, international visitor nights to Nadi represented 94% of 2019 volumes, while the volume of visitors to the Coral Coast represented 107% of 2019 volumes. Mamanuca has been much slower to recover, with 2024 volumes only representing 82% of 2019 volumes. Suva, which is driven more by corporate and government-related travel saw 2024 visitor volumes reach 82% of the 2019 level.



Source: Fiji Bureau of Statistics

Visitor Arrivals By Purpose of Visit

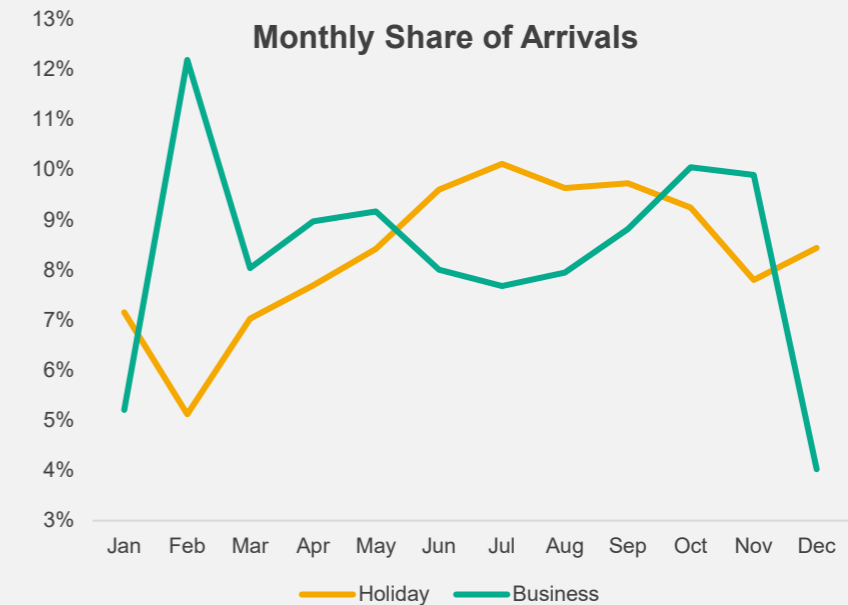
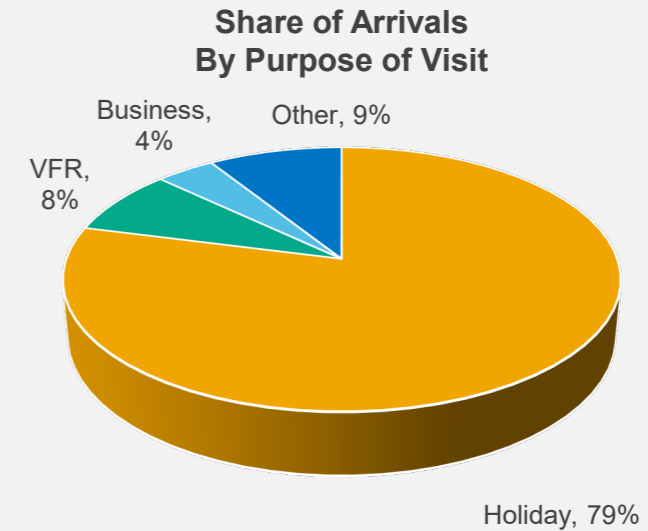
The majority of visitor arrivals to Fiji travel for the purpose of Holiday, with 79% of visitor arrivals in 2024 travelling for this purpose. This demonstrates the strength and importance of Fiji's tourism industry in driving growth in international arrivals.

The next largest segment visitors to Fiji are those visiting friends and relatives (VFR). There is a large Fijian diaspora, particularly in Australia and New Zealand and in 2024 this accounted for 8% of visitor arrivals. While many of these visitors will stay with family and friends (or in property still owned in Fiji), our research in Fiji and discussions with the hotel industry indicated that there is a growing number that will stay in hotels or alternative accommodation such as through Airbnb.

We have grouped the categories of "Business", "Official Conference" and "Education and Training" and presented this as a combined "Business" visitor segment. Combined in 2024, this segment accounted for 4% of total visitor arrivals to Fiji, highlighting the small scale of the international business travel market into Fiji.

The seasonal travel patterns of the Holiday segment see stronger travel months being June through October, which in 2024 seemingly squeezed out business travellers. March through May and October and November saw stronger business travel with a clear peak month being February.

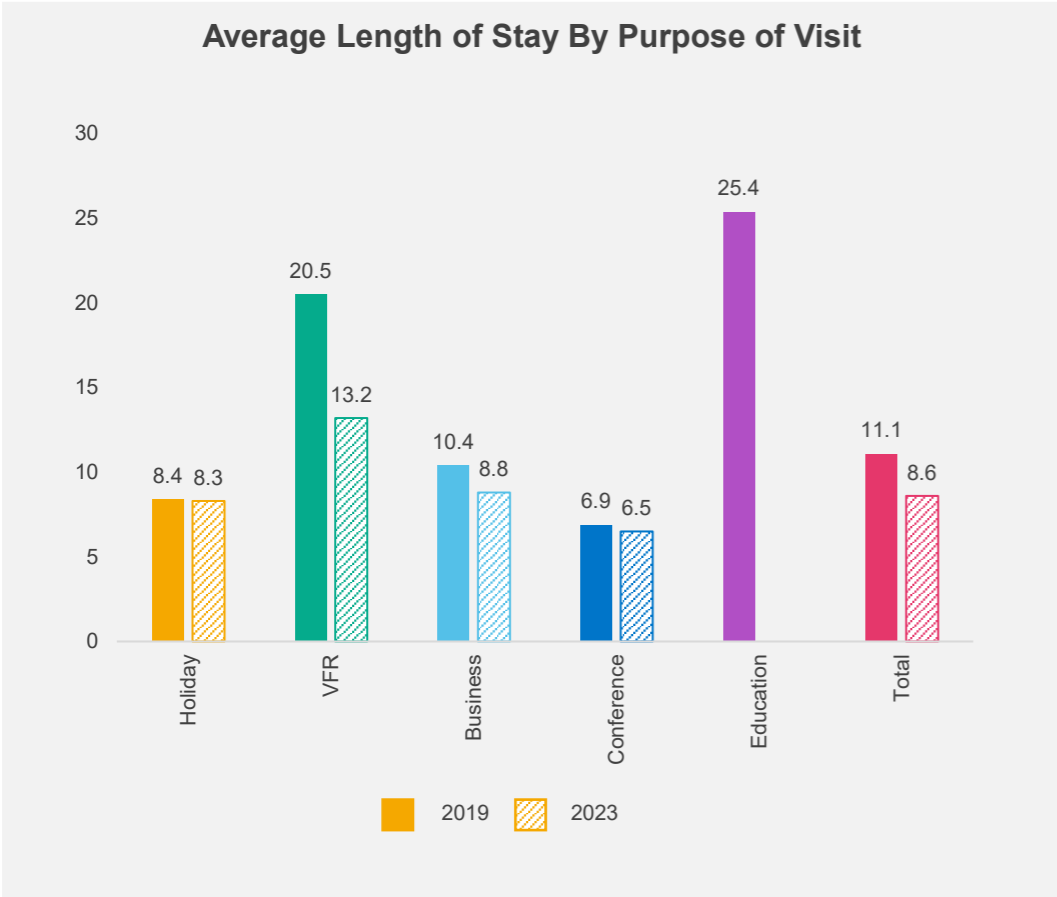
Standout low months for Holiday travellers are January through March, while for Business travellers is it December and January.



Source: Fiji Bureau of Statistics

Average Length of Stay

Total average length of stay (ALOS) for international visitors to Fiji in 2019 was 11.1 nights, which has reduced to 8.6 nights in 2024. This long ALOS is reflective of Fiji typically being a single-destination holiday market. The ALOS varies by travel purpose in 2024 ranged from a high of 213.2 nights for VFR (Education ALOS was not available) to a low of 6.5 nights for Conference. Holiday travellers had a ALOS at 8.3 nights very similar to the overall average.



Source: Fiji Bureau of Statistics
Note: Length of Stay for Education is not available for 2023



Earnings From Tourism

Total Tourism Earnings

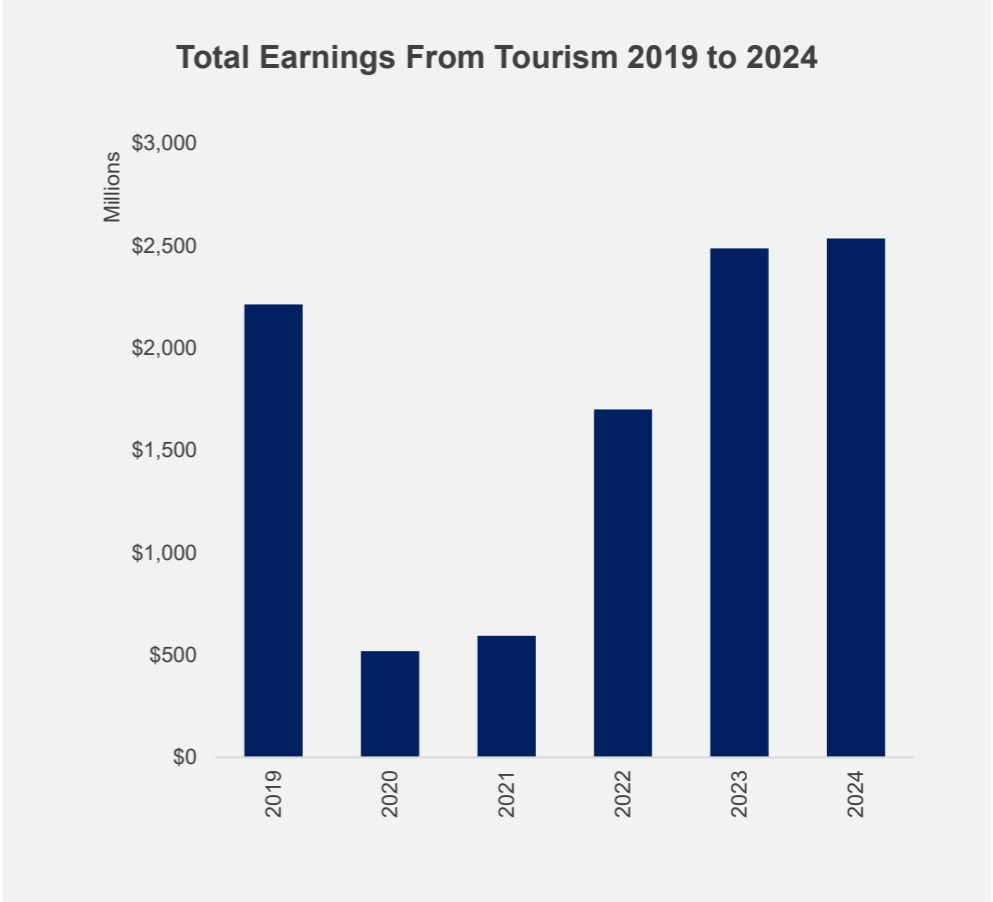
The methodology for calculating Total Earnings from tourism changed recently making old data incompatible with the new releases. Using old data sources, Total Earnings from tourism increased from about \$1.3 billion in 2012 to about \$2.07 billion in 2019, recording a CAAG rate of 2.1% over this 7-year period.

The revised estimate for 2019 sits at about \$2.2 billion. Tourism earnings dropped dramatically in 2020 and 2021 with the onset of the Covid-19 pandemic and the closure of international borders.

The March quarter 2022 recorded \$169.8 million in tourism earnings, which increased to \$391.9, \$562.1, and \$577.4 million in the June, September and December 2022 quarters respectively, a reflection of the strong rebound in visitor arrivals throughout 2022 totalling \$1.7 billion for the year.

For 2023, Total Earnings from tourism reached \$2.49 billion, a growth of 46% over 2022, exceeding the 2019 volumes. In 2024, growth in Total Earnings slowed significantly to 2%, reaching \$2.54 billion.

Total earning per tourist arrival for 2019 was calculated at \$2,285. In 2024, this has increased to \$2,373.



Source: Fiji Bureau of Statistics

Tourism Earnings By Source Country

Australia generates the largest volume of tourism earnings at 50% of total in 2024. This is followed by New Zealand (22%), and North America (USA and Canada) at 13%. Combined these markets accounted for 85% of total tourism earnings in 2024 compared to 77% in 2019.

Australian travellers record a higher average tourism spend than the other key markets of New Zealand and North America. In 2019, on average, Australian visitors generated a tourism spend of \$2,586 per arrival. In 2024, this had increased to \$2,795. This premium in spend sat at 5% in 2024.

New Zealand travellers record a lower tourism spend than the overall average with average tourism earning per arrival of \$2,396 in 2019 (92% of the total average). In 2024 this increased to \$2,426 (91% of the total average).

North American (USA and Canada) travellers also record a lower tourism spend than the overall average with average tourism earning per arrival of \$2,395 in 2019 (92% of the total average). In 2024 this increased to \$2,505 (94% of the total average).

Tourism Earnings By Purpose of Visit

Holiday arrivals generate by far the largest share of tourism earnings, accounting for 79% of total earning from tourism in 2019. This has increased to 85% in 2024 as leisure travellers have driven the recovery in international arrivals to Fiji. The average daily expenditure by holiday travellers was \$309.5 in 2019, increasing to \$372.6 in 2024.

In 2019, Business/Conference travellers and VFR travellers each accounted for 7% and 4% of tourism earnings respectively, with other travellers combined accounting for the remaining 8%. In 2024, Business/Conference travellers remained at 7% of total tourism earnings, while VFR travellers decreased to about 4% of total tourism earnings.

Business travellers spent an average of \$320 per day in 2019, while Conference travellers spent \$277. In 2024, this had increased to \$581 and \$315 for Business and Conference travellers respectively, a far more significant increase for Business Travellers.



Source: Fiji Bureau of Statistics

International Visitor Arrival Forecasts

In early 2022 when PATA released its annual round of tourism projections, there was a lot less certainty around how international tourism would recover, and what the pace of that recovery would be.

In these initial post-Covid forecasts, PATA estimated that Fiji would record around 277,000 arrivals in 2022, see significant improvement in 2023 to reach around 775,000 arrivals in that year and then exceed pre-Covid levels of arrivals in 2024 at about 1.04 million arrivals. This would represent 31%, 87% and 116% of 2019 arrivals volumes for 2022 through 2024 respectively.

However, we saw that tourism arrivals in 2022 rebounded very strongly to record about 636,000 or 71% of 2019 volumes. The factors that we believe have allowed for this faster than expected recovery include:

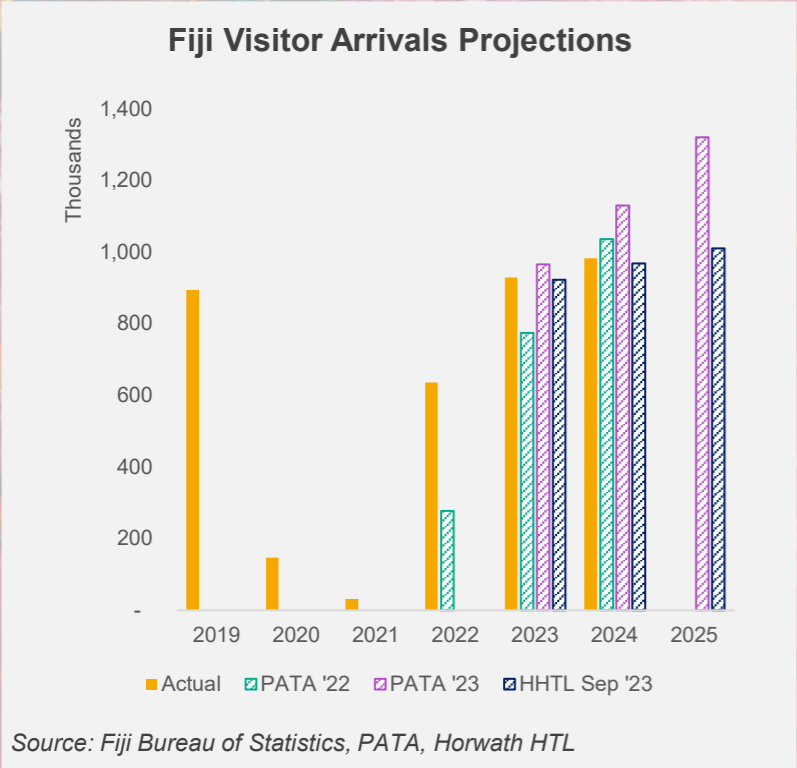
- Direct flight access from each of the three major source markets of Australia, New Zealand and the USA, coupled with relatively simple COVID-related travel requirements imposed once entering Fiji. Fiji Airways ability to control seat capacity into its own market provides it with a strong advantage over other Pacific Island nations.
- The ability for these source markets to freely leave and re-enter their home country, taking much of the post-COVID risk out of travel.
- Australia and New Zealand are within relatively short flight times making Fiji an attractive destination for short-break holidays.
- The appeal of Fiji as a family market and the quality tourism infrastructure that is in place.

With a strong visitor arrival recovery for Fiji in 2022, PATA significantly adjusted their 2023 forecast for Fiji upwards. The 2023 forecasts estimate total visitor arrivals to Fiji of about 966,400, increasing to about 1.13 million in 2024 and 1.32 million visitor arrivals in 2025. This would see visitor arrivals volumes reach 108%, 126% and 148% of the 2019 volumes respectively between 2023 and 2025.

In September 2023, Horwath HTL undertook its own simple forecasting for Fiji's tourism arrival outlook, which resulted in a more modest outlook for Fiji visitor arrivals, which was mainly due to the volume of hotel rooms available in the market, the impact this would likely have on growth in arrivals, and the potential increases to supply of hotel rooms between September 2023 through until the end of 2025.

Horwath HTL's forecasts at the time estimated that visitor arrivals would reach approximately 923,000 in 2023, which would represent a year-on-year growth of 45% and would sit at 103% of the 2019 volume. Based on this, Horwath HTL's simple forecast for tourism arrivals out to 2025 is for a more modest growth of 5.0% in 2024 and 4.3% growth in 2025, which would see total international visitor arrivals to Fiji increase to 1.01 million by 2025.

Actual results to date have proved to be close to these previous forecasts by Horwath HTL, reaching 929,740 in 2023 (0.7% higher than forecast), 982,938 in 2024 (1.5% higher than forecast). YTD April 2025, actual visitor arrivals are down -2.7% compared to the same period in 2024, which means that 2025 total visitor arrivals may not reach 1 million as previously forecast by Horwath HTL in September 2023.



Fiji Tourist Accommodation Overview



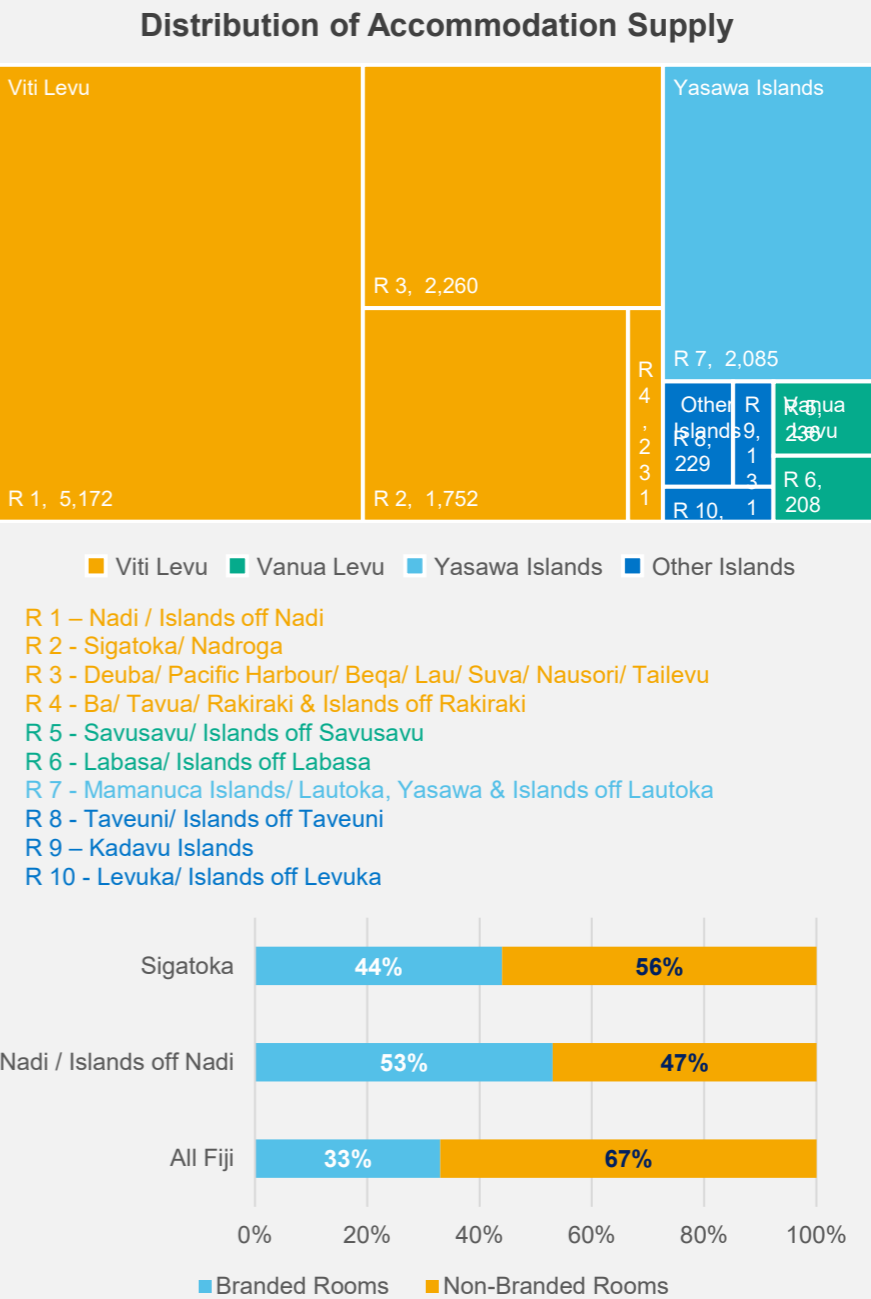
Distribution of Accommodation Supply

Accommodation Supply By Region

Horwath HTL has compiled its own list of hotel supply—acknowledging that not all may be licensed—identifying a total of 252 hotels with approximately 12,423 rooms available. The largest share is located in Nadi and the islands off Nadi, comprising 52 properties and 5,172 rooms. Approximately 76% of Fiji’s total hotel accommodation supply is situated on the main island of Viti Levu, with the Yasawa Islands (including the Mamanuca Islands) accounting for the next largest share at 17%. Suva, the nation’s capital, has around 2,260 rooms in total.

Out of the 252 hotels identified, 26 are operated under an international or regional hotel brand. These 26 branded hotels account for a total of 4,101 rooms, representing 33% of the total accommodation supply. The average room count for branded hotels is 158, compared to an average of just 37 rooms for non-branded hotels.

The majority of branded hotels—14 properties with 2,733 rooms—are located in the Nadi area, followed by Sigatoka, which has 4 properties and 763 rooms. Suva hosts 4 branded hotels, although these only amount to 405 rooms. The Mamanuca and Yasawa Islands together feature 3 branded hotels with a total of 199 rooms, including the Six Senses resort under IHG, which offers 33 rooms.



Source: Fiji Bureau of Statistics

Total Fiji Tourism Accommodation Performance

Tourism Accommodation Supply & Demand

Based on data from the Fiji Bureau of Statistics, Fiji tourist accommodation supply has increased from 5,488 rooms at the end of 1997 to 9,991 rooms at the end of 2024 at a CAAG rate of 2.2%. However, room supply peaked in 2019 prior to the onset of the Covid-19 pandemic at 10,536 rooms and between 1997 and 2019 supply grew at a CAAG rate of 3.2%. Supply decreased during Covid and remained lower in 2024 due to some hotels being closed for renovation, such as the Westin Denarau Island Resort.

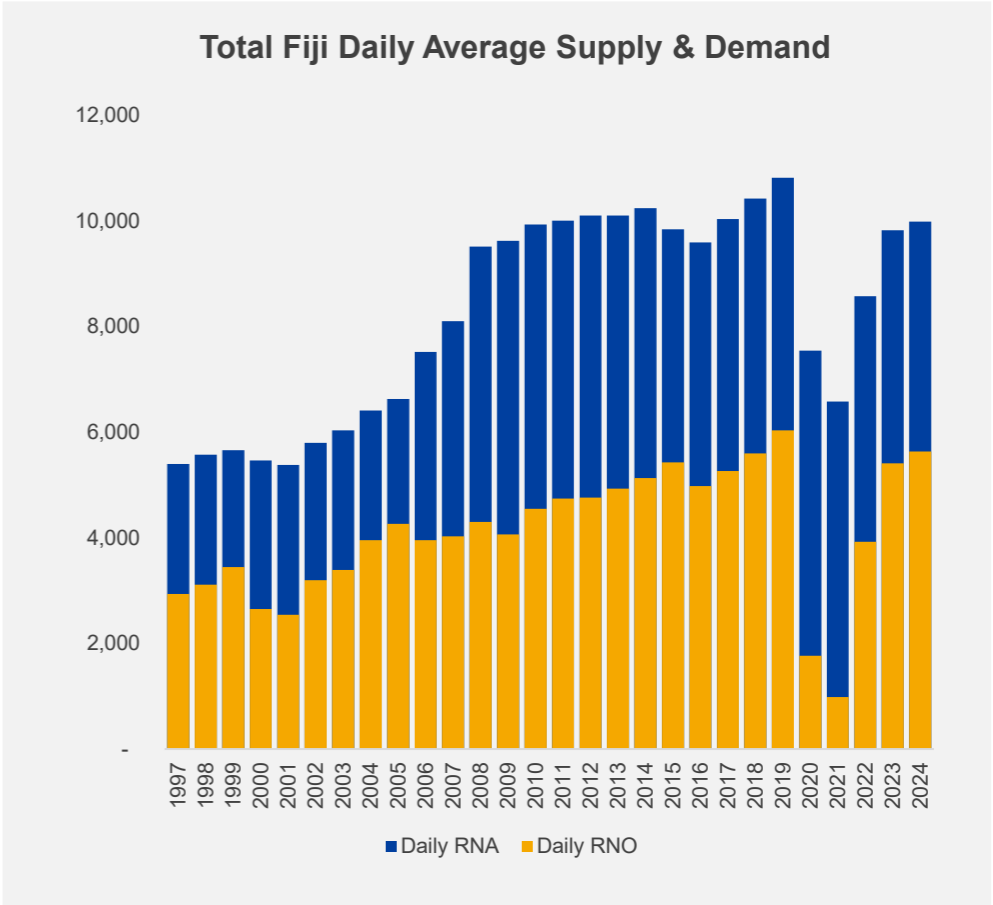
The largest jump in supply growth occurred between 2005 and 2008 when supply increased from 6,631 rooms to 9,544 rooms growing at a CAAG rate of about 13%.

In 2024 room nights available increased by 4.2% seeing supply close to returning to pre-Covid levels.

Demand growth between 1997 and 2019 was recorded at a CAAG rate of 3.3%, slightly higher than supply growth over the same period, resulting in occupancy increasing marginally from 54.4% in 1997 to 55.8% in 2019. The highest annual occupancy was recorded in 2005 at 64.3% and based on the Fiji Bureau of Statistics data, has only recorded above 60% in three years (1999, 2004, and 2005).

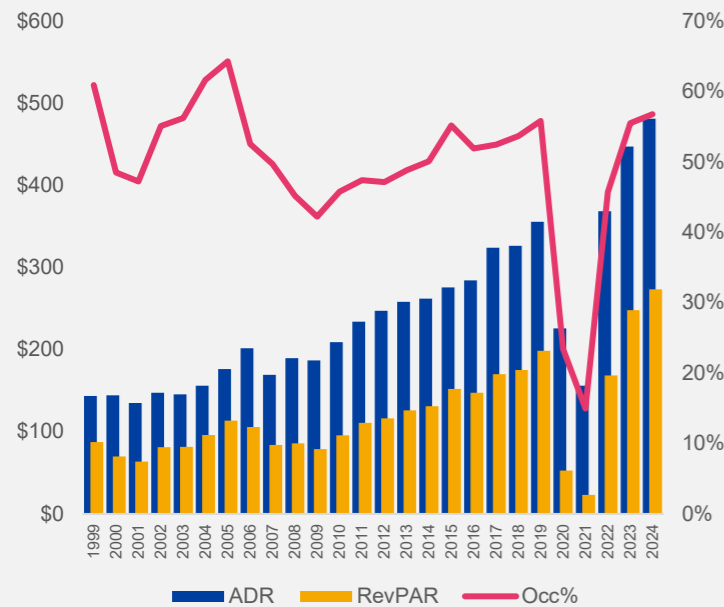
Demand and supply dropped dramatically in 2020 and 2021 as international borders were closed and hotels shut down operations. Demand that remained in the market was primarily domestic.

The opening of international borders in late 2021 saw demand levels return quickly back to about 65% of 2019 levels for the year. In 2023, room night demand levels recorded impressive growth of 35.6% over 2022 resulting in overall demand levels sit at 88% of the volume recorded in 2019. Demand growth in 2024 slowed, but remained solid at 6.8%, increasing overall room nights occupied to 94% of 2019 levels and occupancy reaching 56.8%, the highest level since 2005.

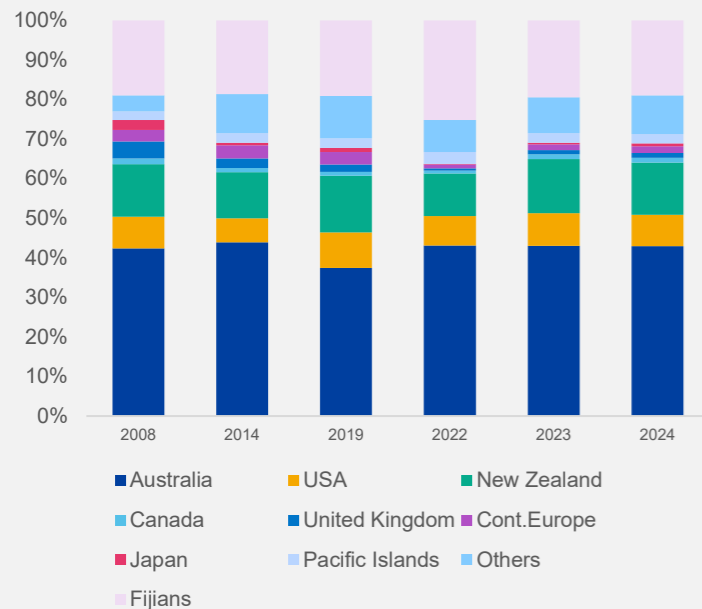


Source: Fiji Bureau of Statistics

Total Fiji: Occ%, ADR, RevPAR



Total Fiji: Guest Nights By Country of Residence



Source: Fiji Bureau of Statistics

ADR & RevPAR Levels

ADR levels for Fiji have recorded a general positive growth trend from 1999 (the first year of available data) to 2019, recording a CAAG rate over this 20-year period of strong 4.6%. This has seen ADR increase from \$143.5 in 1999 to \$355.60 in 2019. Periods of strong growth have included 2003 through 2006 (CAAG 11.6%) and 2009 through 2013 (CAAG 8.5%). While ADR levels declined during the Covid-impacted 2020 and 2021 with a loss of international demand sources, they rebounded strongly in 2022 recording a growth of 136.3% and reaching a new historical high \$368.70, 3.7% above the 2019 level.

In 2023, ADR continued to record strong growth of 21.3% increasing to \$447. ADR growth slowed in 2024 to 7.6%, but this still remained a strong performance allowing ADR to increase further to \$481. Such an ADR performance is 35% above that recorded for 2019.

Source Market Demand

The general profile of source market demand has remained relatively consistent over time. The data provided by the Fiji Bureau of Statistics is based on bed nights occupied, which essentially represents guest night demand in licensed hotels. Australia is the dominant demand source for hotels in Fiji, representing around 42% to 43% of guest night demand. This had declined to about 37% in 2019, however, though post-Covid has returned to its historically higher share.

The second largest international source of guest nights is New Zealand, which has historically accounted for between 10% and 14% of total guest night demand, accounting for 14.3% of guest nights in 2019. The USA has historically accounted for between 6% to 9% of total guest nights in Fiji and represents the third largest single source international market. Guest night demand from the USA peaked in 2019 at about 9%.

Domestic guest night demand from Fiji is the second largest source market for hotels and has historically accounted for between 18% to 19% pre-Covid but has increased to 25% in 2022 after having represented the majority of demand in 2021 when international borders were largely closed to international travel. Domestic demand is more prominent in Suva, however, it represents a large source of business that was growing in volume prior to the onset of Covid and is expected to continue to form an important source of demand for Fiji moving forward even if the share of overall guest night demand declines.

STR Performance Data

Annual Performance & Growth

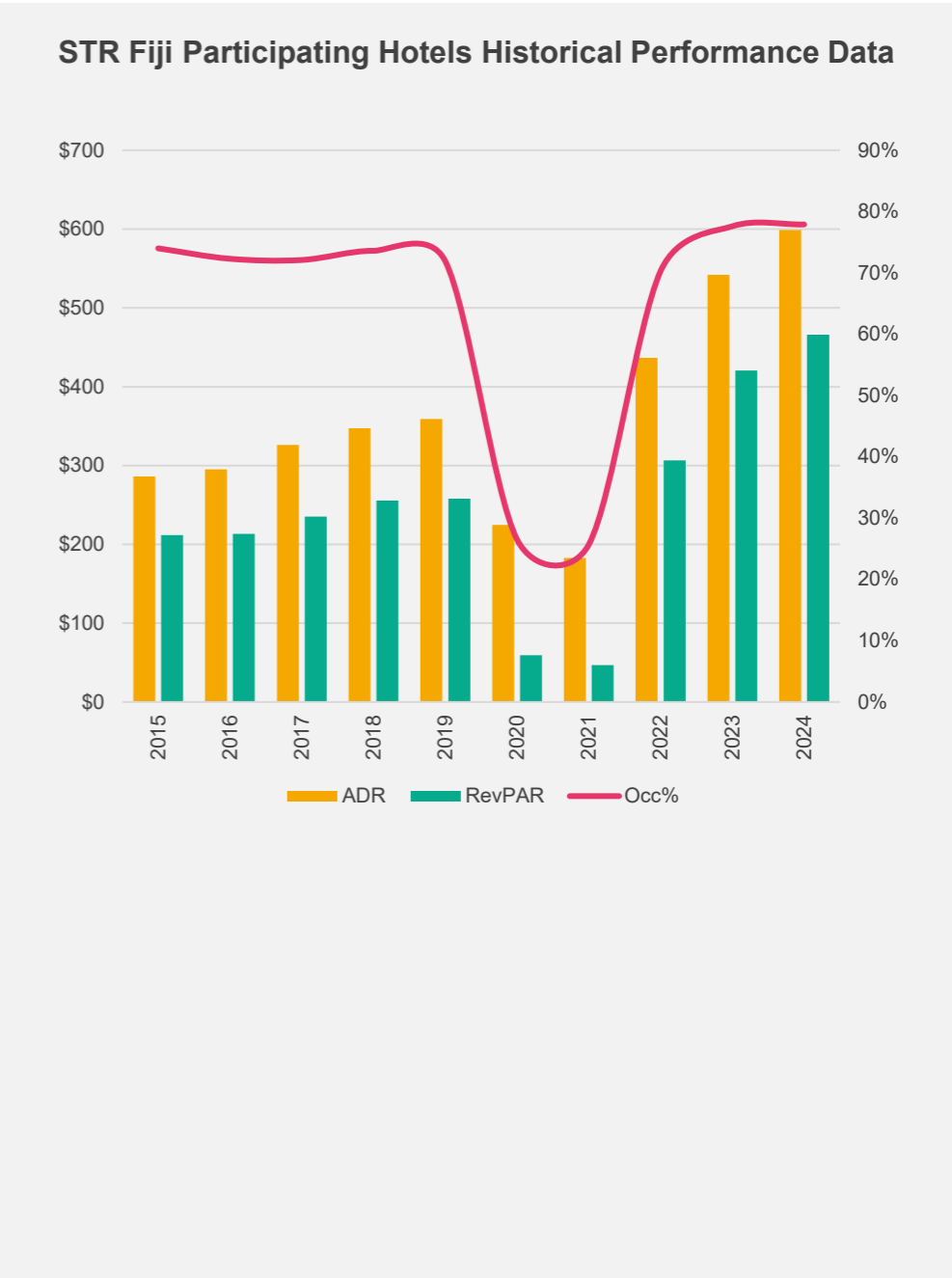
As of December 2024, there were 46 hotels participating with STR in Fiji representing a total of about 5,684 rooms in the market. The data from these hotels profiles the performance of the branded and leading hotels in the Fiji market. The STR data profile shows a much stronger operating performance than the Fiji Bureau of Statistics data profile.

Occupancy performance pre-Covid was relatively consistent between 72% to 74%, while ADR grew consistently increasing from \$286 in 2015 to \$359 in 2019 at a CAAG rate of 5.8%. The result is that RevPAR increased from \$212 in 2015 to \$258 by 2019.

Performance levels dropped significantly in the Covid-impacted years of 2020 and 2021 with RevPAR recorded at \$59 and \$47 respectively.

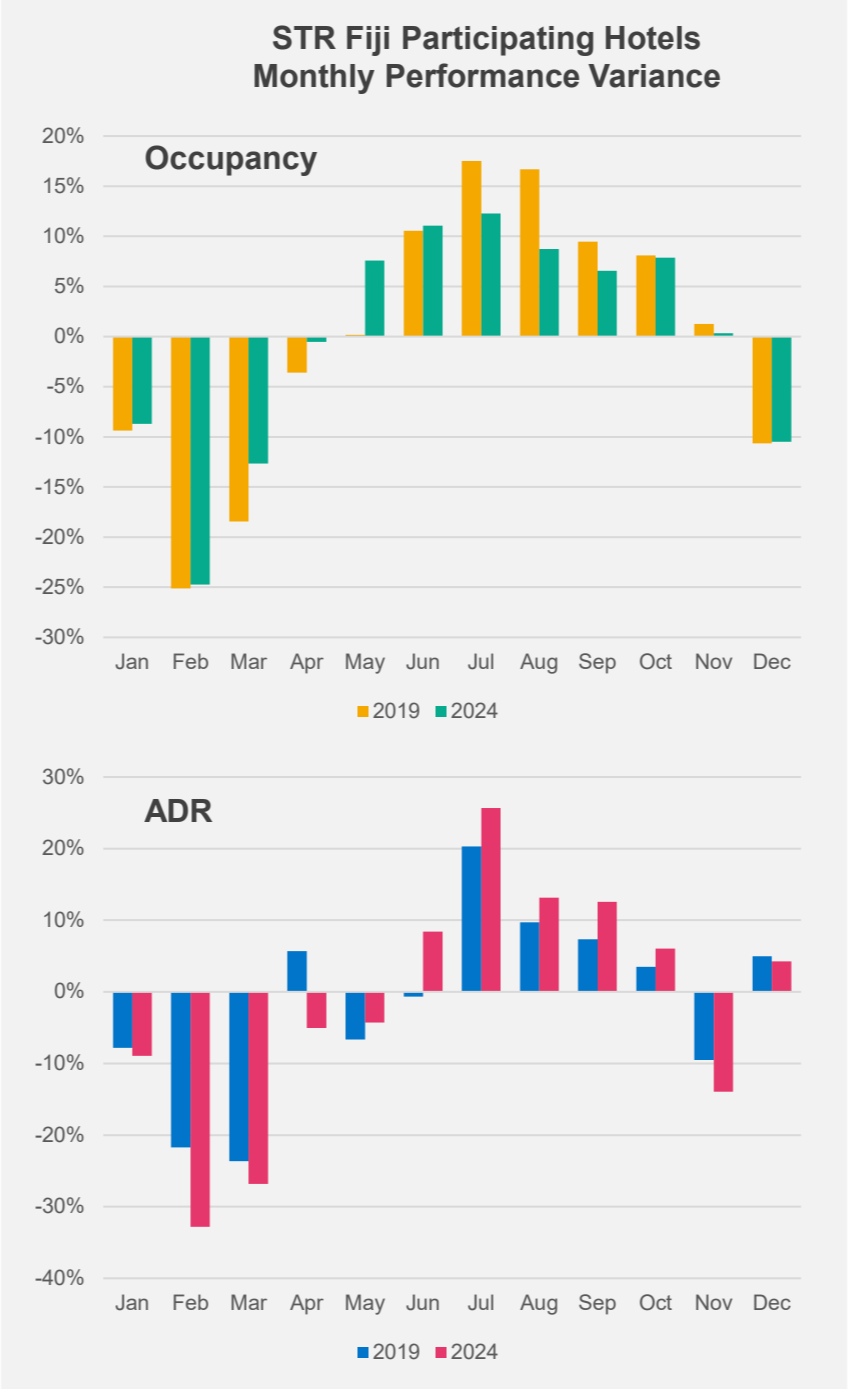
With international borders re-opened late 2021, performance rebounded strongly in 2022 and continued to record strong growth in 2023 and 2024 with occupancy moving beyond pre-Covid levels, aided by an initial increase in supply and a subsequent slow growth in supply additions coming to market.

ADR growth has continued to be impressive and for the five year period between 2019 and 2024 recorded a CAAG rate of 10.8% seeing ADR effectively hit the \$600 mark by the end of 2024. The result of this is 2024 RevPAR sitting at 181% of the 2019 level.



Monthly Seasonal Trends

Monthly performance trends have not changed significantly between that recorded in 2019 and that recorded in 2024. Occupancy performance from May through October has evened out and extended the peak period to include the month of May, which in 2024 recorded the largest variance to that recorded in 2019. Regarding monthly ADR, the opposite has happened to some extent with the peak months between June and October recording a larger premium over the annual average, and the low months (notably February, March and November) recording larger discounts to the annual average.



Source: STR



We Would Love To Meet You At AHICE Fiji

Tuesday 24 June to Thursday 26 June 2025



Damien Little

dlittle@horwathhtl.com

**Director,
Research and Planning**

Damien Little is a Director at Horwath HTL in Melbourne with over 25 years of consulting experience in hospitality, completing over 500 projects across the Asia Pacific. Specialising in financial modelling for diverse projects – from luxury resorts to budget hotels – he has extensive international expertise from roles in Singapore, Hong Kong, and Beijing. Damien's experience covers all segments of the industry with delivered projects across Australia, the Pacific and Asia.



Jennifer Davey

jdavey@horwathhtl.com

**Director,
Research and Planning**

Jennifer Davey has over 30 years of experience in tourism and hospitality. Her experience spans tourism consulting, market analysis, strategic planning, and hotel feasibility studies across Australia and the Pacific. Jennifer specialises in in-market research and hotel concept developments. She hosts qualifications in tourism management and leisure studies, regularly presents at industry conferences, and serves on the Advisory Board for Torrens University's Blue Mountains International Hotel Management School.



David Brown

dbrown@horwathhtl.com

**Director,
Hotel Operations and Asset Management**

David brings over 30 years of senior executive experience in the hotel industry, advising owners, developers, and operators on pre-opening, planning, asset management, budgeting, technical support and performance reviews. With a 22-year track record in general and group management roles across Australia and the Middle East, he has worked with independent hotels, global chains, and domestic operators.

Why Horwath HTL?



Bold Steps Forward

At Horwath HTL, our focus is one hundred percent on hospitality, tourism and leisure consulting and strategic advisory. We help ambitious clients achieve extraordinary outcomes.

50+

Global offices

50+

Completed Projects

110+

Years in operation

Americas

Atlanta
Buenos Aires
Chicago
Denver
Los Angeles
Mexico City
Montréal
New York
Orlando
Santo Domingo
São Paulo
Scottsdale
Toronto

EMEA

Amsterdam
Andorra la Vella
Athens
Barcelona
Belgrade
Budapest
Cape Town
Dublin
Frankfurt
Istanbul
Kigali
Limassol

Lisbon
London
Madrid
Muscat
Oslo
Rome
Tel Aviv
Tirana
Vienna
Warsaw
Zagreb
Zürich

Asia Pacific

Auckland
Bali
Bangkok
Beijing
Hong Kong
Jakarta
Kuala Lumpur
Melbourne
Mumbai
Perth
Shanghai
Shenzhen
Singapore
Sydney
Tokyo

Global Network

Meeting our clients wherever they are

For more than
a century...

Horwath & Horwath
is established to develop
expertise in the
hospitality sector.

1915

Practice diversification
Accounting, audit,
and tax services are
established.

1955

Horwath HTL
is established to focus on
the hospitality tourism and
leisure industries.

1991

1921

Reputation in the market grows.
Launched leading accountancy
publications: Alarm Clock, Food
Market List, and Hotel Accounting.

1960

Horwath & Horwath
International is established to
develop international business
through member firms.

2025

**52 Offices,
38 Countries**
250+ Directors &
Consultants

Creative solutions for a complicated world

Strategic Advisors

Our focus is exclusively on five business areas across Hospitality, Tourism and Leisure.

Strategy
and Planning

Growth, Sales
and Marketing

Transaction
Advisory

Operational
Support

Sustainability



Hospitality



Tourism



Leisure

Hospitality

Dream big. We will help you with the rest

600k+

New Hotel Rooms Opening 2025

40%

New Room Categorised as Luxury

8000+

New Hotels in Development Globally

Tourism

Tourism is back, stronger than ever. Where do you want to go?

\$8.5tn

Global spend on tourism 2024

9%

Tourism share of global GDP

\$750bn

China domestic travel market



Leisure

Leisure is booming. What are you waiting for?

\$1.2tn

Global leisure market 2022

\$32.6bn

Walt Disney park's revenue 2023

21.8%

Expected CAGR 2023 – 2032

