



**PACIFIC REGIONAL TOURISM CAPACITY BUILDING PROGRAMME
(PRTCBP)**

**QUARTERLY REVIEW OF
TOURISM
QUARTER 2, 2014**

12 September 2014

This project is funded under the 10th EDF of the European Union

Overview

In the first four months of 2014, World tourist arrivals grew by 5%, the same rate as during the full year 2013. The UNWTO World Tourism Barometer revealed the current peak tourism season remains very positive with over 460 million tourists expected to travel abroad during the peak period. According to the UNWTO, the 5% growth in the number of international tourists crossing borders further reflects the impact of the increase in public support for this sector as well as the immense capacity it has to adapt to changing markets.

Table W1: World tourist arrivals by Percentage Growth

	2013 % Growth	2014 % Growth
World	5.1	4.7
Africa	5.4	5.1
Americas	3.4	5.8
Asia & the Pacific	6.5	6.0
Europe	5.6	4.7
Middle East	-0.6	-3.8

Source: UNWTO

This quarter under review saw 406,990 tourists visiting the Pacific ACP and SPTO member countries as seen in table R1 below. This represents a growth of 5.7% when compared to the same period last year. This growth was attributed to the increasing number of tourist arrivals to Fiji (up by 7,875), Palau (up by 7,811), French Polynesia (up by 4,575) PNG (up by 1,200), Vanuatu (up by 983) and Cook Islands (up by 895) during the quarter under review. Solomon Islands recorded a double digit decrease while performances of other countries of the region were mixed showing slight changes.

Table R1: Tourist Arrivals by Pacific ACP/SPTO Destinations, Quarter and Relative Change

Destination	Q2, 2013	Q2, 2014	Absolute Change	% Growth	% Share
Cook Islands	29,732	30,627	895	3.0	7.5
Fiji (p)	167,196	175,071	7,875	4.7	43.0
French Polynesia	40,665	45,240	4,575	11.3	11.1
Kiribati (p)	1,335	1,401	66	4.9	0.3
Marshall Islands(p)	1,081	1,028	-53	-4.9	0.3
New Caledonia	21,896	20,861	-1,035	-4.7	5.1
Niue(p)	1,848	1,958	110	6.0	0.5
Palau	20,346	28,157	7,811	38.4	6.9
Papua New Guinea (p)	24,121	25,321	1,200	5.0	6.2
Samoa	31,245	31,728	483	1.5	7.8
Solomon Islands(p)	6,195	4,908	-1,287	-20.8	1.2
Tonga (p)	11,577	11,892	315	2.7	2.9
Tuvalu (p)	246	277	31	12.6	0.1
Vanuatu (p)	27,538	28,521	983	3.6	7.0
Total	385,021	406,990	21,969	5.7	100

Source: NTOs, NSOs and SPTO

(p) = provisional figures

Market Performance

Australia Market

During the quarter under review this region has been dominated by Australian tourists, representing a share of some 36% of the region's total. Australia's proximity to the Pacific Islands makes it an important market for this region. During Quarter two, 2014 tourist arrivals from Australia grew by 3.7% when compared to the same quarter of the previous year.

New Zealand Market

Tourist arrivals from New Zealand recorded a 7.2% growth in Quarter 2, 2014 and remains the second most important market for the Pacific Islands destinations, with a market share of 20.3%.

USA Market

Reported figures from member countries showed that 43,798 tourists from the USA visited the region during Quarter 2, 2014, an increase of 14.9% during the quarter under review.

Japan Market

Tourists from Japan recorded an increase of 6% in Quarter 2, 2014 over the same period in 2013. Of the total tourist traffic to the region, the Japanese tourists represented a market share of 3.8% in the second Quarter of 2014.

China Market

Tourist arrivals from China recorded a double digit growth during Quarter 2, 2014 and becoming an increasingly important market for the Pacific region with a market share of 3.1% in Quarter 2, 2014.

Europe Market

During the quarter under review, 40,128, European tourists visited the region, representing an increase of 5.3% over the same period last year, representing 9.9% market share.

Table R2: Tourist Arrivals by market, Quarter, Relative Change and Market Share

Source Market	Q2, 2013	Q2, 2014	Absolute Change	% Growth	% Share
Australia	142,881	148,196	5315	3.7	36.4
New Zealand	77,070	82,629	5559	7.2	20.3
USA	38,123	43,798	5675	14.9	10.8
Canada	7,043	6,044	-999	-14.20	1.5
Europe	38,117	40,128	2011	5.3	9.9
Japan	14,633	15,517	884	6.0	3.8
China	8,449	12,679	4230	50.1	3.1
Other Asia	18,993	22,385	3392	17.9	5.5
Pacific Islands	29,904	27,112	-2792	-9.34	6.7
Other Countries	14,023	11,875	-2148	-15.32	2.9
Total	385,021	406,990	21,969	5.7	100

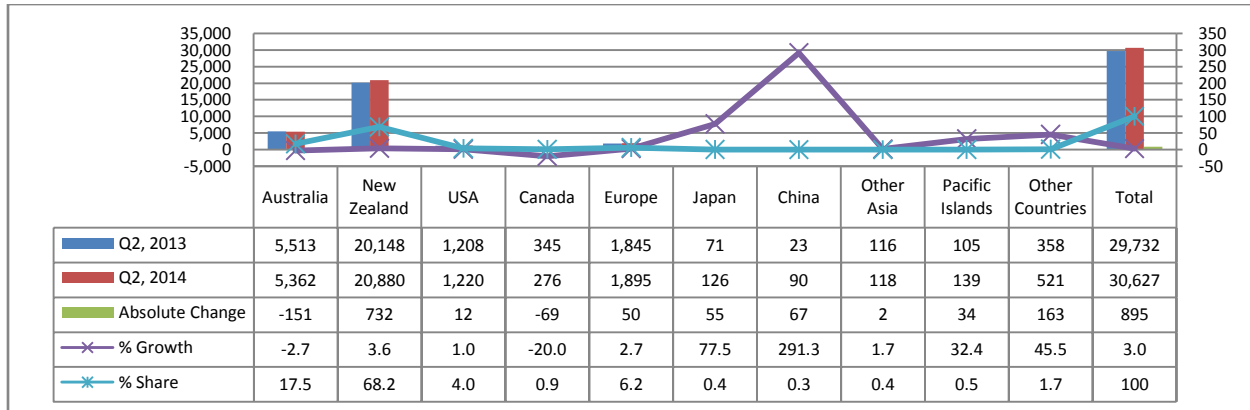
Source: NTOs, NSOs and SPTO

Destinational Performances

Cook Islands

New Zealand by far is Cook Islands most important single market, providing the country with 68.2% of total visitor arrivals during the second Quarter of 2014, followed by Australia with 17.5%. Positive growths were recorded by most markets.

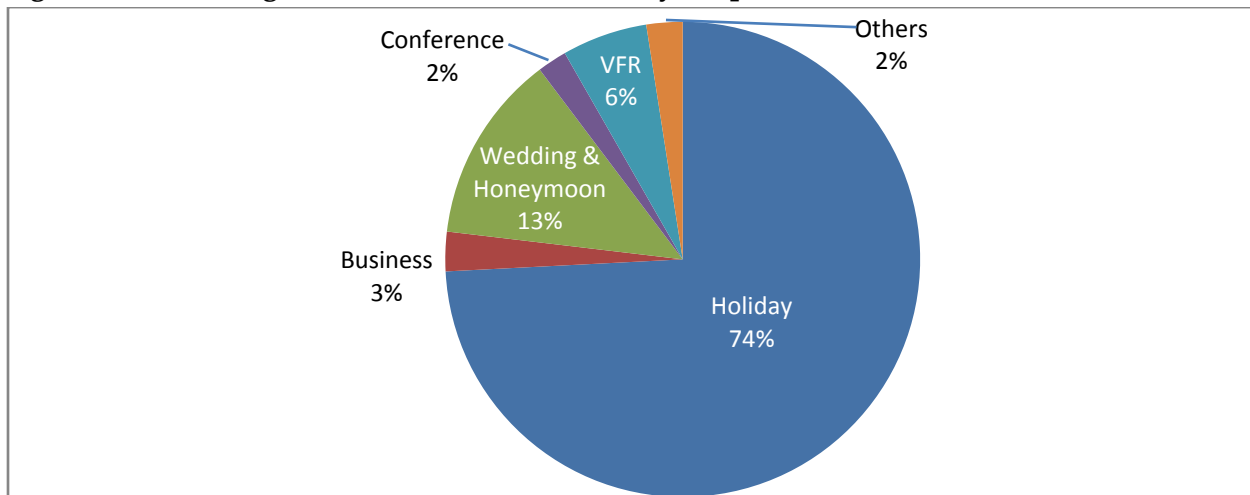
Figure C1: Tourist Arrivals by Source Market, Quarter and Relative Change



Source: Cook Islands National Statistics Office

Analysis by purpose of visit reveals that 74% of the Cook Islands tourist traffic was classified as Holiday, followed by Wedding/Honeymoon (13%), and VFR (6%). The remaining 7% included conference, business tourists those travelling for other purposes.

Figure C2: Percentage Share of Tourist Arrivals by Purpose of Visit, Quarter 2, 2014.

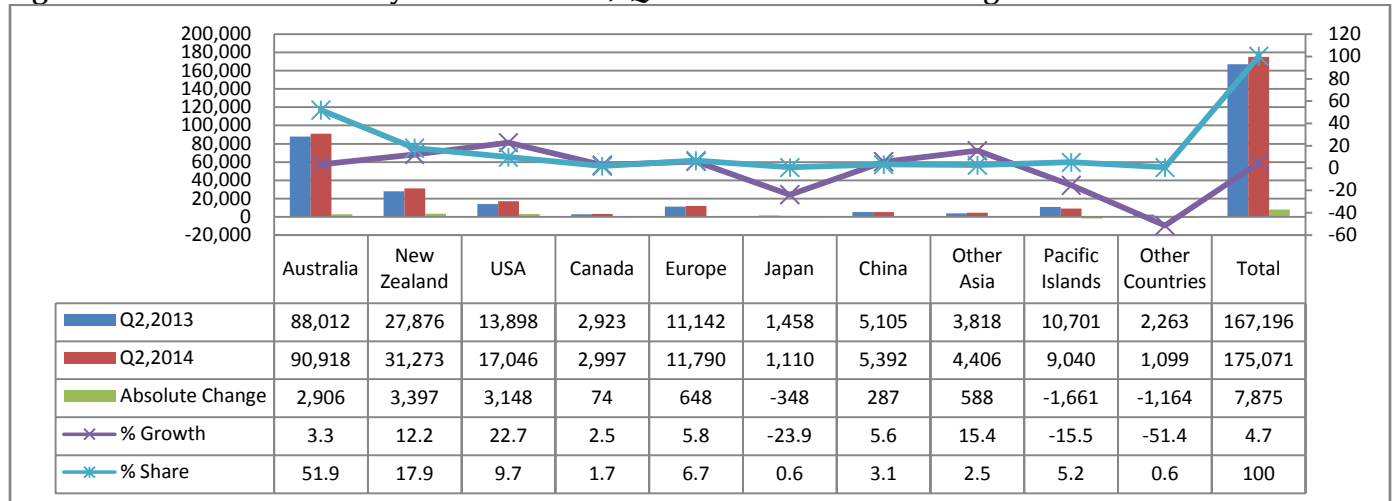


Source: Cook Islands National Statistics Office

Fiji

Fiji's Quarter two, 2014 tourist arrivals recorded a positive growth of 4.7% when compared to the same period in 2013. Arrival numbers were dominated by Australian tourists, recording a market share of 51.9% and New Zealand travellers representing 17.9%.

Figure C3: Tourist Arrivals by Source Market, Quarter and Relative Change



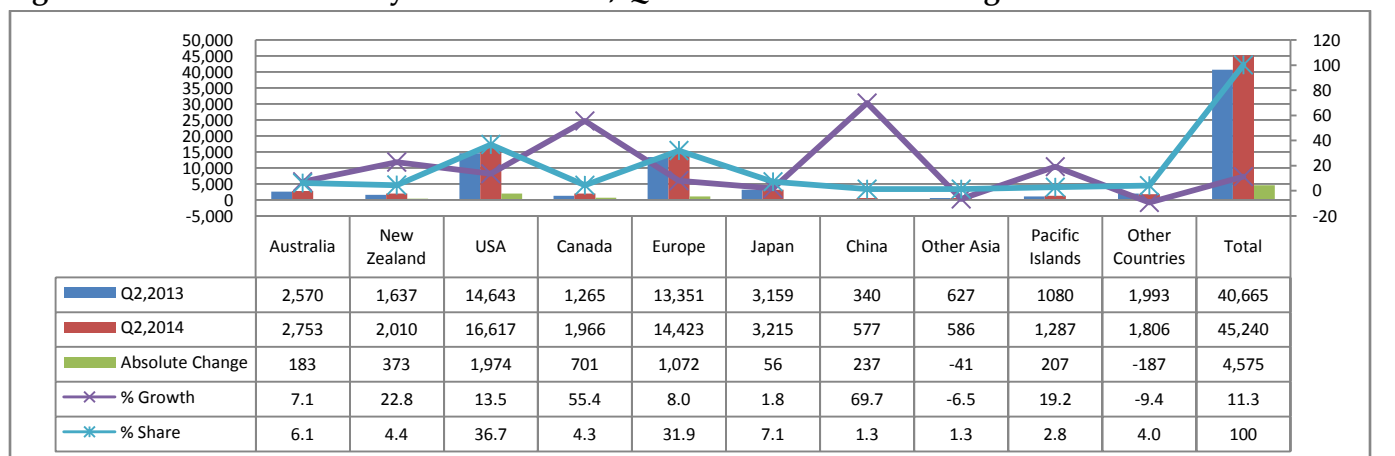
Source: Fiji National Statistics Office

Fiji's Data by purpose of visit was not available.

French Polynesia

French Polynesia's tourist arrivals for the period under review were dominated by tourists from USA(36.7%) and Europe (31.9%). Together they accounted for two thirds (68.6%) of the tourist traffic in the second Quarter of 2014. Japan ranked third with 7.1%, followed by Australia (6.1%). Other countries accounted for the remaining 18.2%.

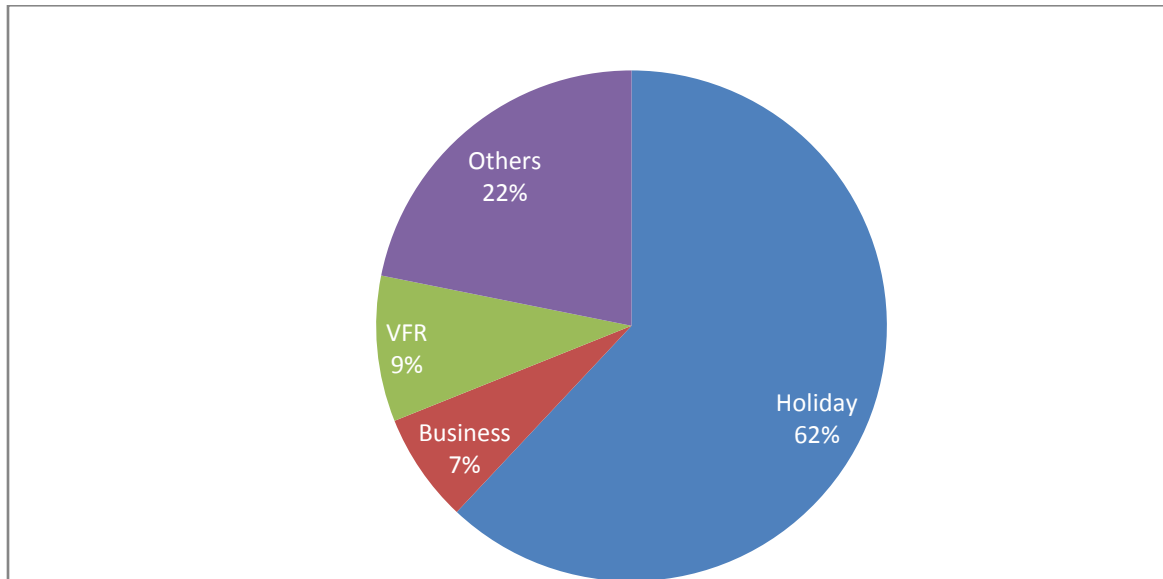
Figure C4: Tourist Arrivals by Source Market, Quarter and Relative Change



Source: French Polynesia Institute of Statistics

Analysis by purpose of visit reveals 62% travelled to French Polynesia for Holiday, 22% for other reasons, 9% were for visiting friends and relatives and 7% for business.

Figure C5: Percentage Share of tourist arrivals by Purpose of Visit, Quarter 2, 2014



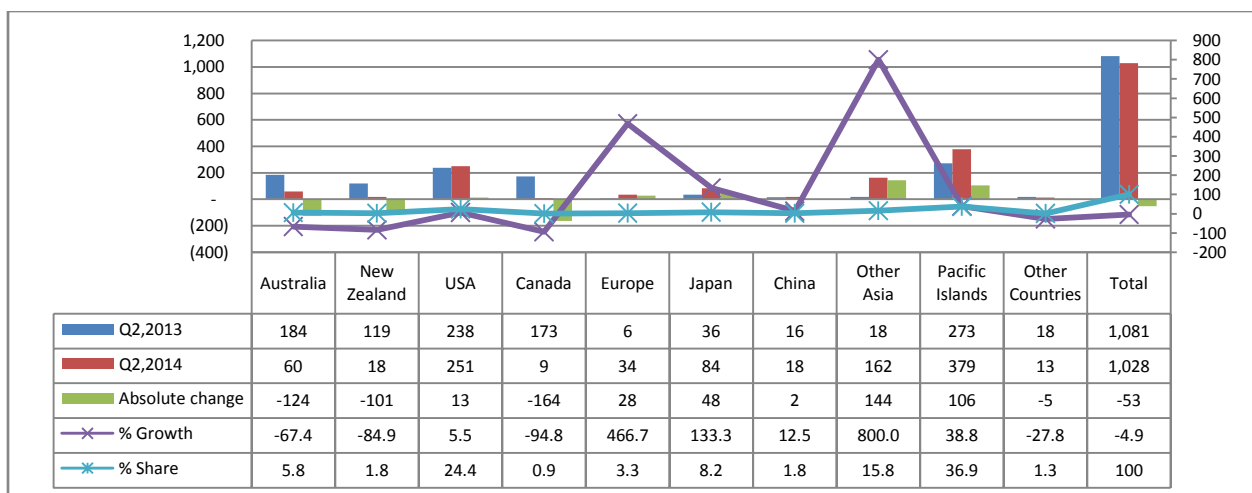
Source: French Polynesia Institute of Statistics

Kiribati - Data Unavailable.

Marshall Islands

Tourist arrivals during the quarter under review were dominated by Pacific Island countries (36.9%) and USA (24.4%). Together they accounted for (61.3%) of the tourist traffic in the second quarter of 2014. Other Asia ranked third with 15.8%, followed by Japan (8.2%). Others accounted for the remaining 14.7%.

Figure C6: Tourist Arrivals by Source Market, Quarter and Relative Change

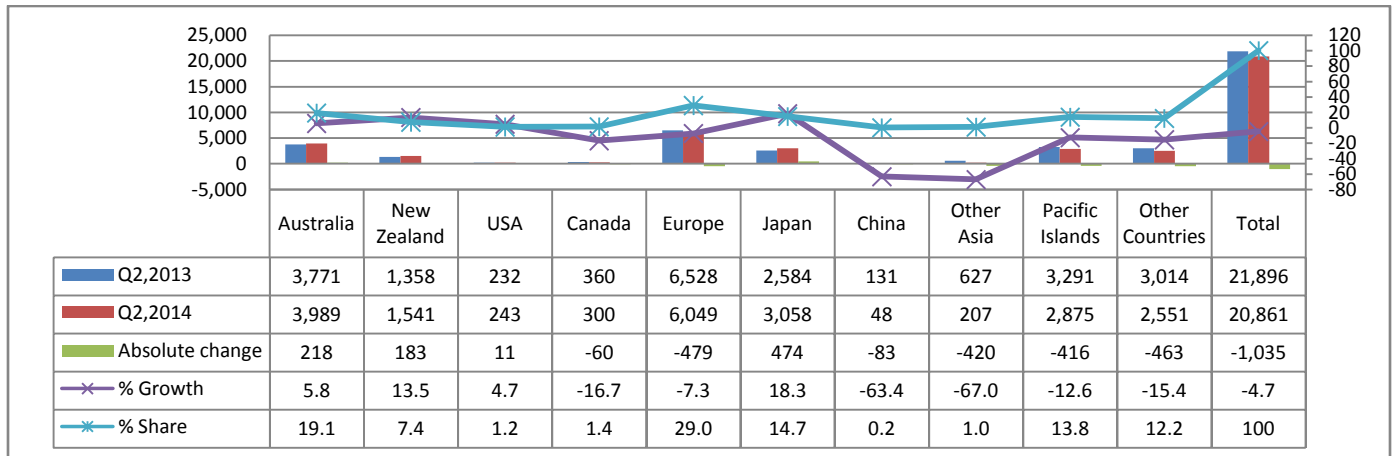


Source: Marshall Islands Visitors Authority

New Caledonia

Europe is the country's dominant market accounting for 29% of total tourist traffic in the quarter under review. This is followed by Australia with 19.1%, Japan (14.7%) and Pacific Islands (13.8%). Australia, New Zealand, USA and Japan registered positive growths of 5.8%, 13.5%, 4.7% and 18.3% respectively. The other markets recorded declines during Quarter 2, 2014 over the same period in 2013.

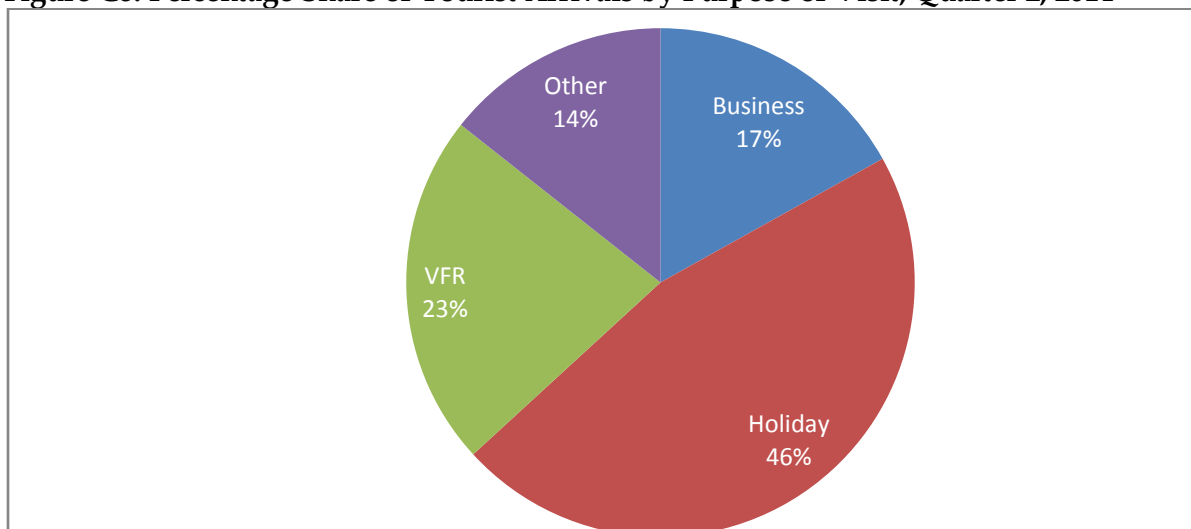
Figure C7: Tourist Arrivals by Source Market, Quarter and Relative Change



Source: WWW.ISEE.NC

Holiday tourists to New Caledonia accounted for 46% of the total tourist traffic, followed by VFR (23%), Business (17%) and those visiting for other purposes represented 14% of the total tourist traffic.

Figure C8: Percentage Share of Tourist Arrivals by Purpose of Visit, Quarter 2, 2014

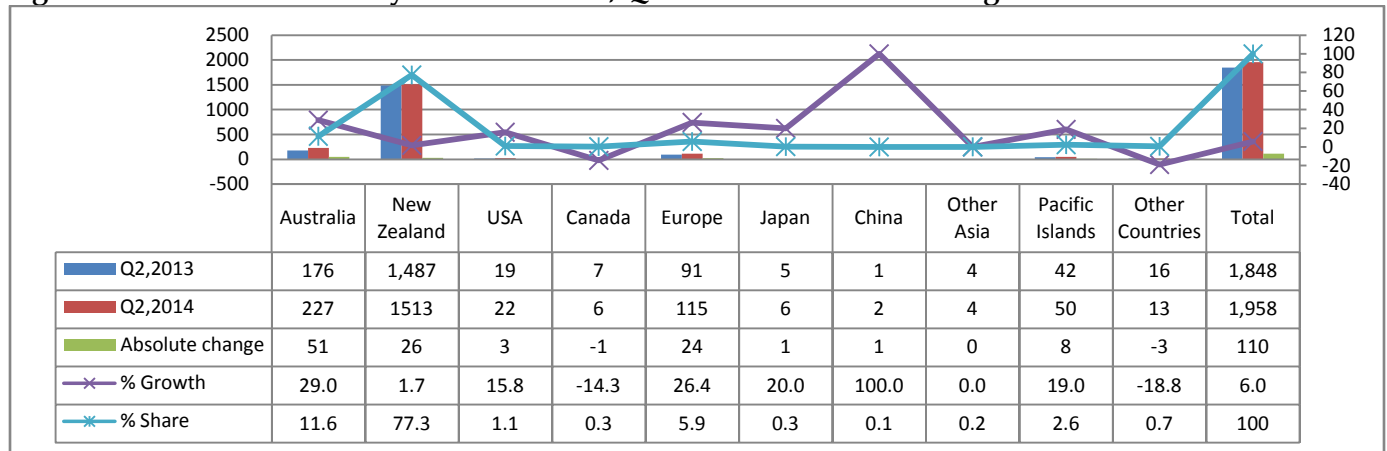


Source: WWW.ISEE.NC

Niue

Niue recorded 1,958 tourists in the second Quarter 2014, representing an increase of 6%. This increase was attributed to increases in tourist numbers from Australia (up by 51), New Zealand (up by 26) and Europe (up by 24). Other markets showed slight changes during the period under review.

Figure C9: Tourist Arrivals by Source Market, Quarter and Relative Change



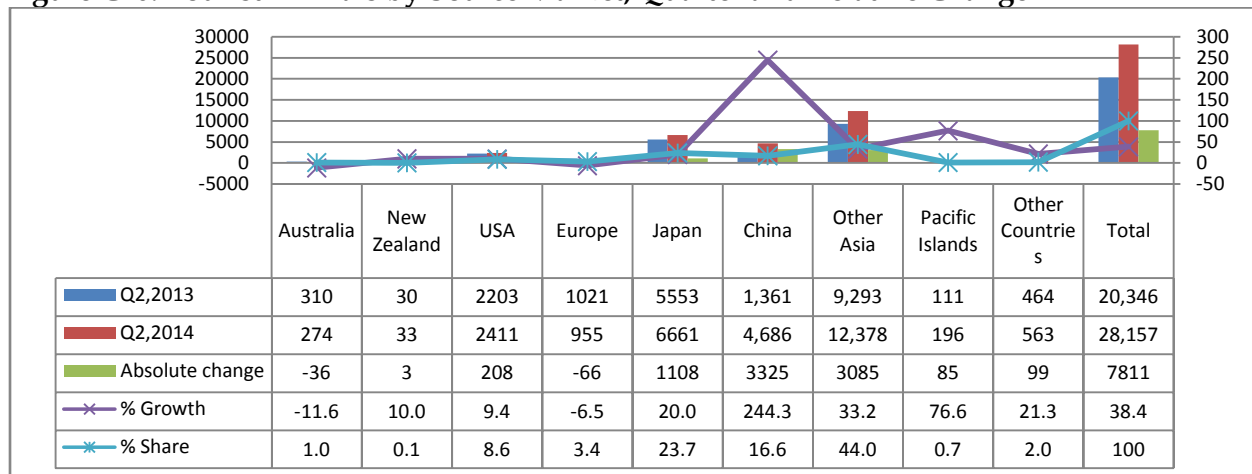
Source: Niue National Statistics Office

Niue's data by purpose of visit was not available.

Palau

The country's tourist traffic during the quarter under review was dominated by arrivals from Asia (Japan, China, Korea and Taiwan) accounting for some 84%. Japan and Other Asia are Palau's most important markets contributing a share of 23.7% and 44% respectively. Australia, New Zealand and the Pacific Islands registered the lowest share of 1%, 0.1% and 0.7% respectively. The US and Europe share the remaining 12%. Overall tourist traffic increased by double digit growth of 38.4% in the second quarter of 2014 as compared to the same quarter in the previous year.

Figure C10: Tourist Arrivals by Source Market, Quarter and Relative Change

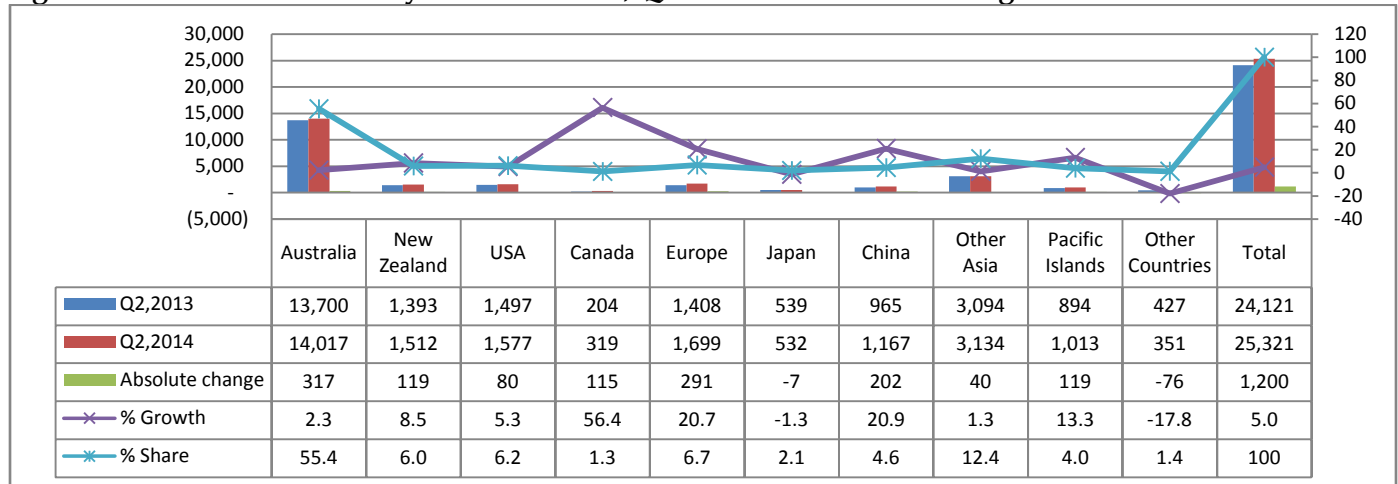


Source: Palau Visitors Authority

Papua New Guinea

PNG's Quarter 2, 2014 tourist arrivals recorded a positive growth of 5% when compared to the same period in 2013. Arrival numbers were dominated by Australian tourists, recording 55.4% share and Other Asia travellers representing 12.4%.

Figure C11: Tourist Arrivals by Source Market, Quarter and Relative Change

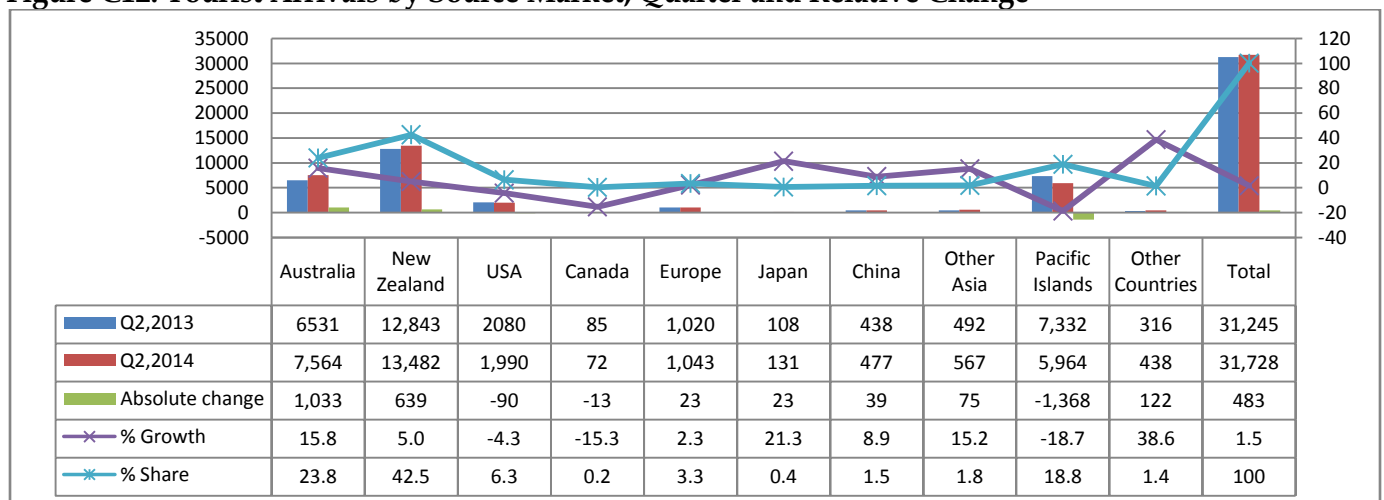


Source: PNG Travel and Tourism Promotion Authority

Samoa

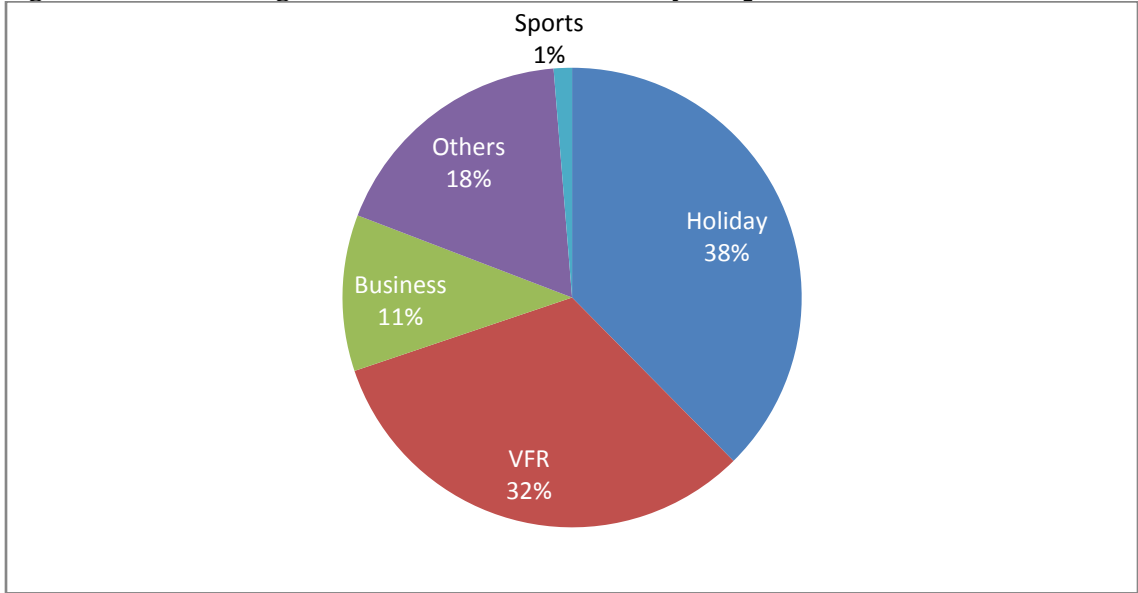
In the quarter under review, tourist arrivals to Samoa rose by 1.5%. Most source markets registered positive growths except for USA, Canada and the Pacific Islands category, recording declines of -4.3%, -15.3% and -18.7% respectively. Australia, New Zealand and the Pacific Islands accounted for 85.1% share of the total tourist arrivals. The remaining 14.9% was shared by other source markets.

Figure C12: Tourist Arrivals by Source Market, Quarter and Relative Change



Analysis by purpose of visit revealed 38% of the tourist traffic were visiting the country on holidays, VFR recorded 32%, business accounted for 11% and Other reasons recorded 18% and Sports registered 1%.

Figure C13: Percentage Share of Tourist Arrivals by Purpose of Visit, Quarter 2, 2014



Source: Samoa Tourism Authority

For Solomon Islands, Tonga, Tuvalu and Vanuatu – data not available when this when to print.



South Pacific Tourism Organisation

Level 3, FNPF Place, 343-359 Victoria Parade

P.O. Box 13119, Suva, Fiji Islands.

Phone: +679 3304177 | Fax: +679 3301995

Email: tourism@spto.org

Website: www.spto.org

‘Marketing and Developing Tourism in the South Pacific’