
Fiji Targets Transit Travelers to Boost Tourism



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SUVA, March 26 – Fiji is focusing on transit international passengers as part of a new strategy to increase tourism revenue and diversify income sources within the sector.

Led by Tourism Fiji in partnership with the government, the initiative aims to convert transit travelers into short-term visitors by encouraging them to explore the country during stopovers.

The move is designed to maximize the economic value of each arrival.

According to official estimates, around 30,000 transit passengers pass through Fiji every month,

representing a largely untapped market. In 2023, approximately 1.3 million passengers transited through the country without leaving the airport, indicating significant missed tourism opportunities.

Tourism Fiji Chief Executive Paresh Pant said discussions are ongoing to introduce policy measures that would make short stays more appealing. Among the proposals is extending the duty-free departure window from two days to four days, allowing visitors more time to explore. The strategy aligns with global tourism trends, where destinations increasingly promote stopover tourism to capture additional spending. Similar models in regions such as the Middle East and Asia have proven successful in boosting visitor numbers and economic returns.