



# **Quarter 4 Tourism Review**

---

**2023**

# International Arrivals Q4 2023 vs Q4 2019

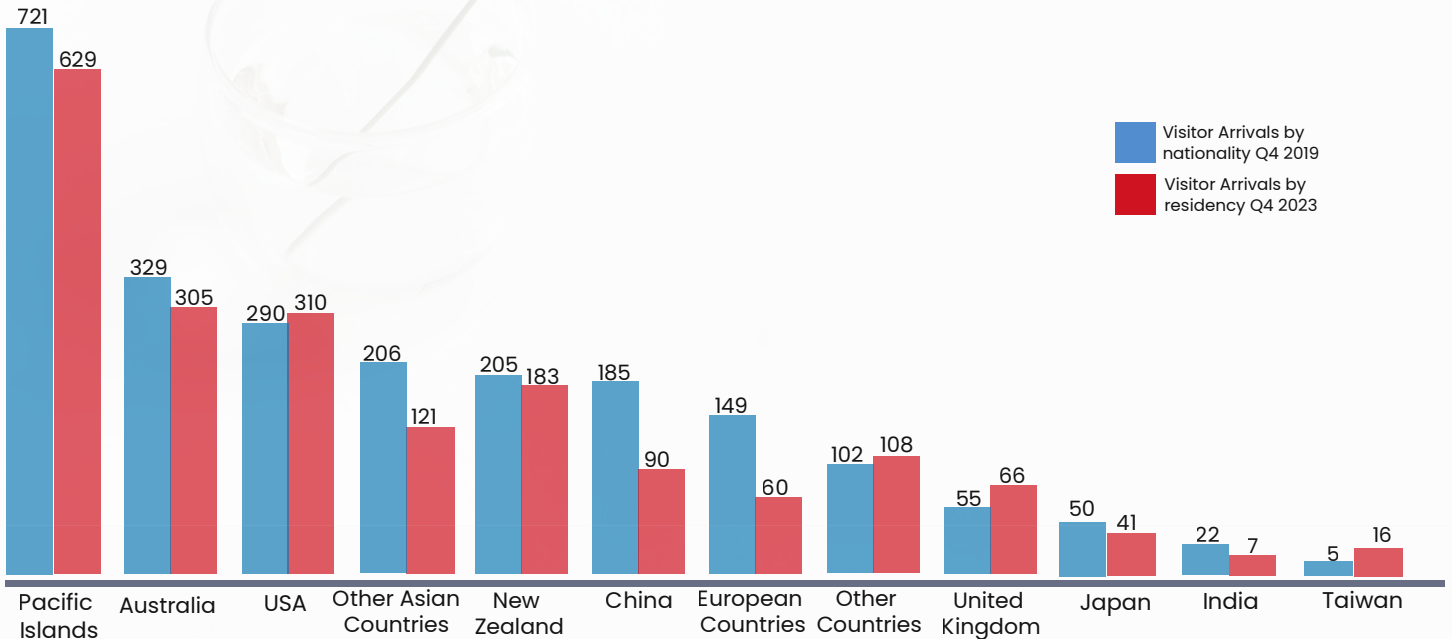
**1936**

Visitor Arrival Q4 2019

**2319**

Visitor Arrival Q4 2023

**20%**



**Figure 1:** International visitors by Nationality Q4 2023 & Q4 2019

Source: MFAI

A total of 2319 international travellers visited Kiribati in Q4, 2023, 20% more than the same period in 2019.

Pacific Islanders accounted for 31% (721) of total visitor arrival into Kiribati this quarter whilst Australia made up 14% (329) of international arrivals. The analysis results showed that there were more US nationals 77% (127) came for fishing purposes than those that came from Australia and other countries.

Additionally, the top three source market for Tarawa this quarter was Pacific islanders 33% (640) followed by Australia 16% (306) and New Zealand 10% (196). For Kiritimati Island the top three source market were USA nationals 36% (142) followed by the Pacific nationals 20% (81) and other Asian countries 10% (41). Immigration data indicated that most Australian arrivals were in Tarawa (TRW) whilst the USA national's dominated arrivals in Kiritimati (CXI).

The top source market for this quarter is Pacific nationals with 721 total visitor arrivals followed by Australia with 329 while USA came third with 290 travellers in this quarter. For this quarter the top source market to visit Kiribati for corporate purposes was Pacific nationals 278 followed by those that came from other Australia 216 while other Asian countries came third with 97 corporate visitors.

With the increased frequency of flights to Kiribati, there has been a rise in the number of international travelers visiting the country this quarter compared to the same period in 2019.



VA - Visitor Arrivals  
 Q4 2023 - Quarter 4 from October to December 2023  
 Same period in 2019 - Quarter 4 from October to December 2019  
 MFAI - Ministry of Foreign Affairs and Immigration

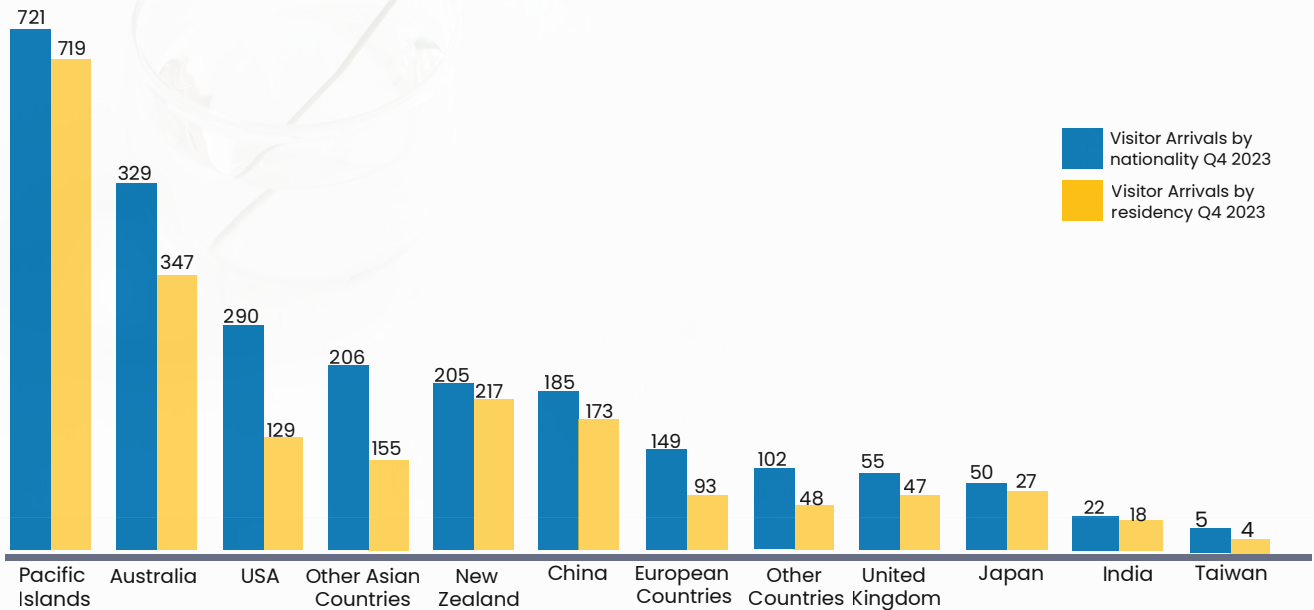
## International Arrivals by nationality and country of residency

**2319**

Visitor Arrivals by  
nationality Q4 2023

**1977**

Visitor Arrivals by  
residency Q4 2023



**Figure 2:** International visitors by National and Residency 2023

Source: MFAI

The above graph compared the number of visitors by nationality and by residency. The latter said 2319 travellers visited Kiribati this quarter, representing a decrease of 13% compared to the previous quarter (Q3).

For the number of visitors by residency there were 1977 recorded number of visitors for this quarter. The graph further indicates that there were more Australian resident 18% (347) than those Australian nationals 14% (329).

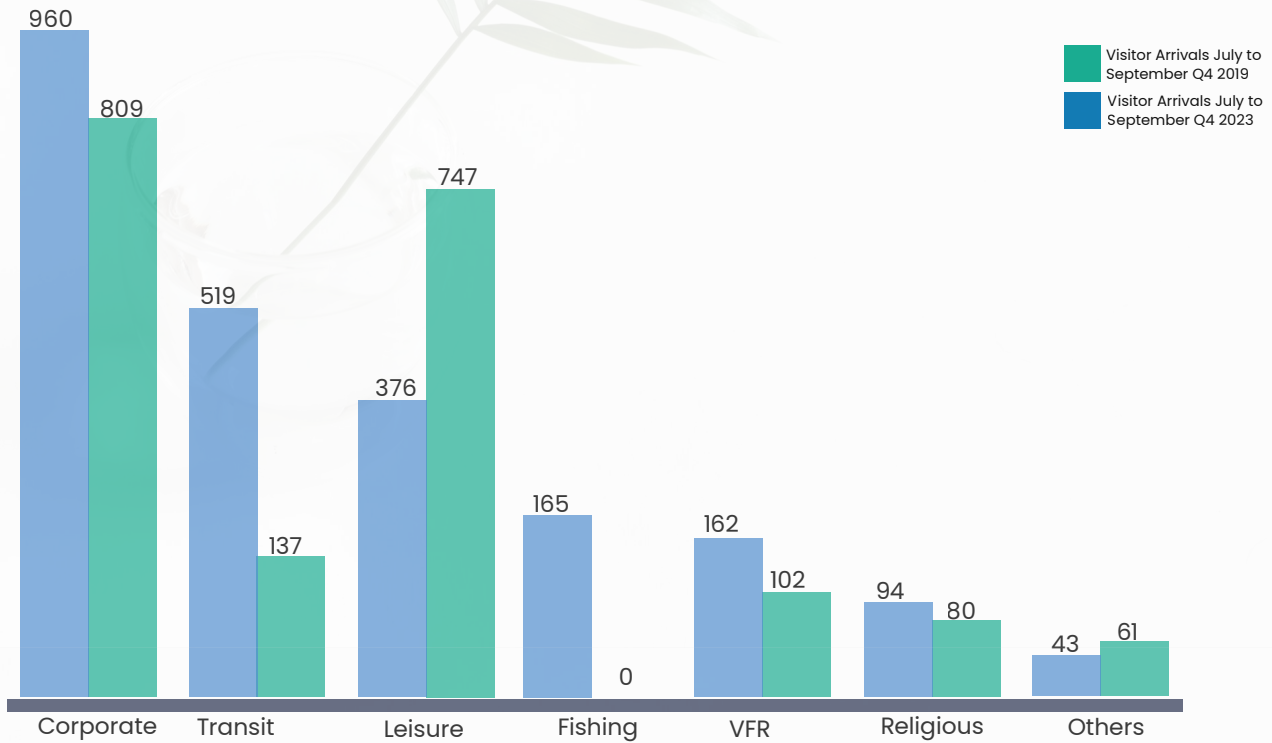
Whilst USA nationals accounted for 13% (290) of international visitor arrivals and 7% (129) visitor arrivals by residency.



VA - Visitor Arrivals  
Previous quarter - Quarter 3 (July to September 2023)  
MFAI - Ministry of Foreign Affairs and Immigration

**Note:** Country residency for Kiribati is not available

# International Arrivals (Purpose of Visit)



**Figure 3:** Number of international visitors by POV

Source: MFAI

Corporate travel registered as the highest purpose of travel at 41% (960) in this quarter, followed by the transit group with 22% (519) while the leisure travel market accounted for 15% (376) of total international visitor arrivals. 7% (165) of the total leisure market were those that came for fishing purposes in Kiritimati island.

The Average Length of Stay (ALOS) for corporate travellers to Tarawa was 15.7 nights and 8.4 nights for corporate travellers to Kiritimati Island. Anglers spent a total of 19.5 night in Kiritimati.

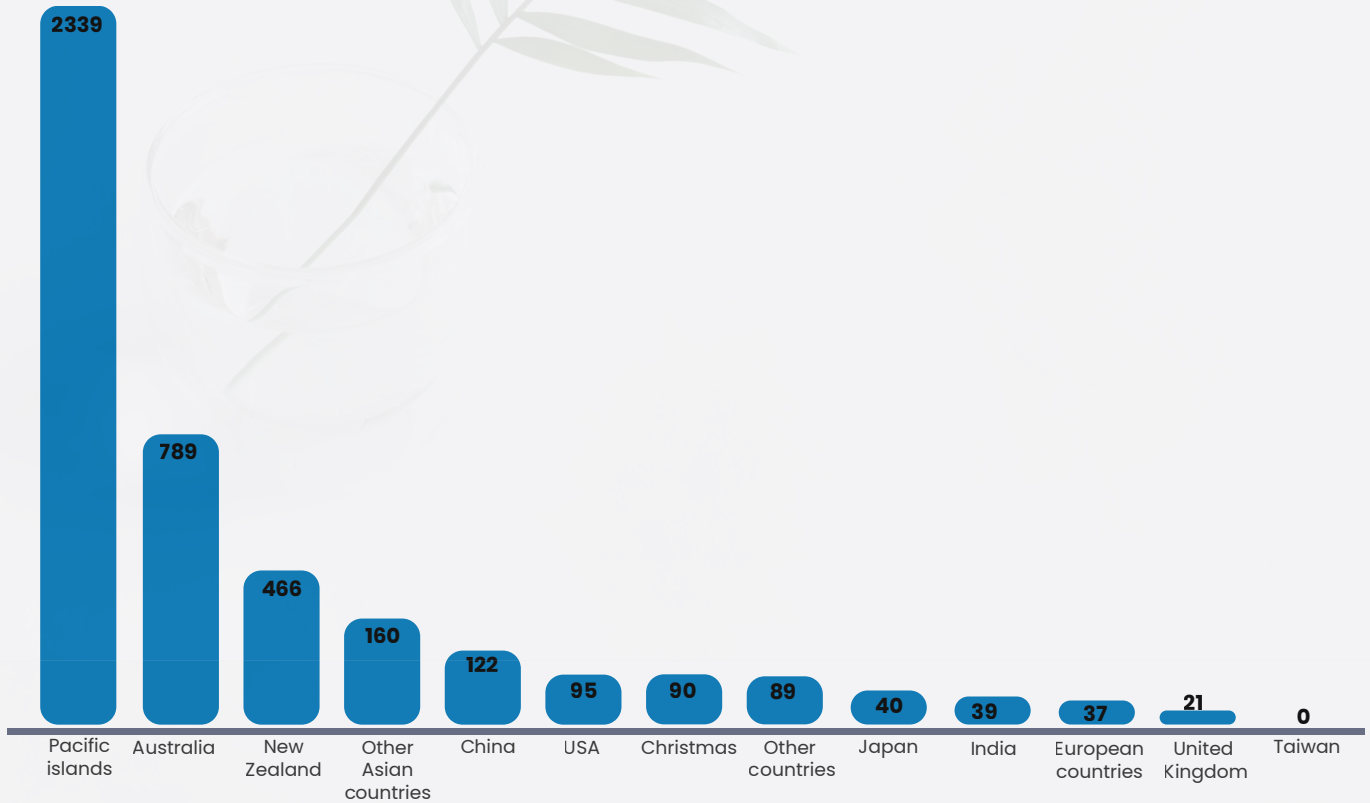
It must also be noted that in 2019 the fishing market was captured under Leisure which is represented by the 0 figure on the above graph.



VFR - Visiting Family and Friends  
 POV- Purpose of Visit  
 ALOS - Average Length of Stay  
 This quarter - Quarter 4 from October to December 2023  
 MFAI - Ministry of Foreign Affairs and Immigration

# Departure Data

## Number of visitors departing Kiribati



**Figure 4:** Number of international visitors departing Kiribati to other destination  
**Source:** MFAI

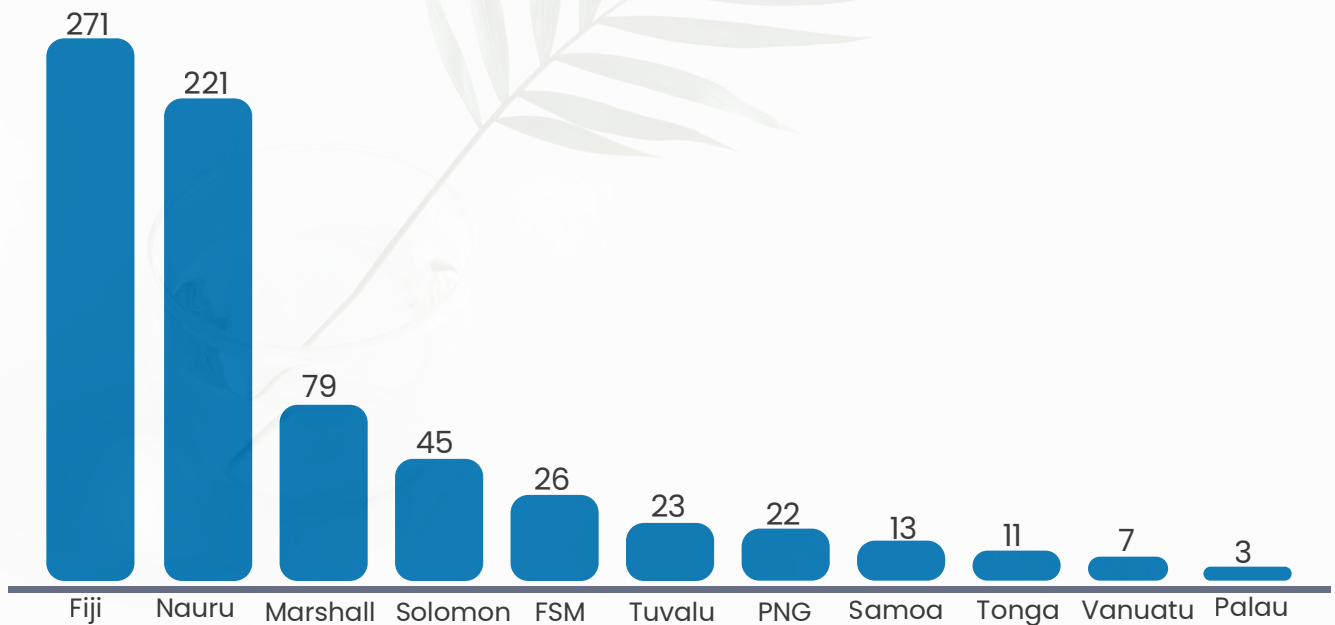
The above graph shows the next destination for all international departures from Tarawa. A total of 4287 departures by international visitors this quarter Q4, 19% (799) registered Australia as their next port and New Zealand at 9% (366).

Based on the departure data the Pacific islands is their next destination with 55% (2339) followed by Australia with 18% (789) visitors.

The above graph also indicates that 2% (90) of international visitor departures in Q4 travelled on to visit Christmas island.

! Q4 - Quarter 4 from October to December 2023

# Pacific Visitors



**Figure 5:** Number of Pacific Visitors

Source: MFAI

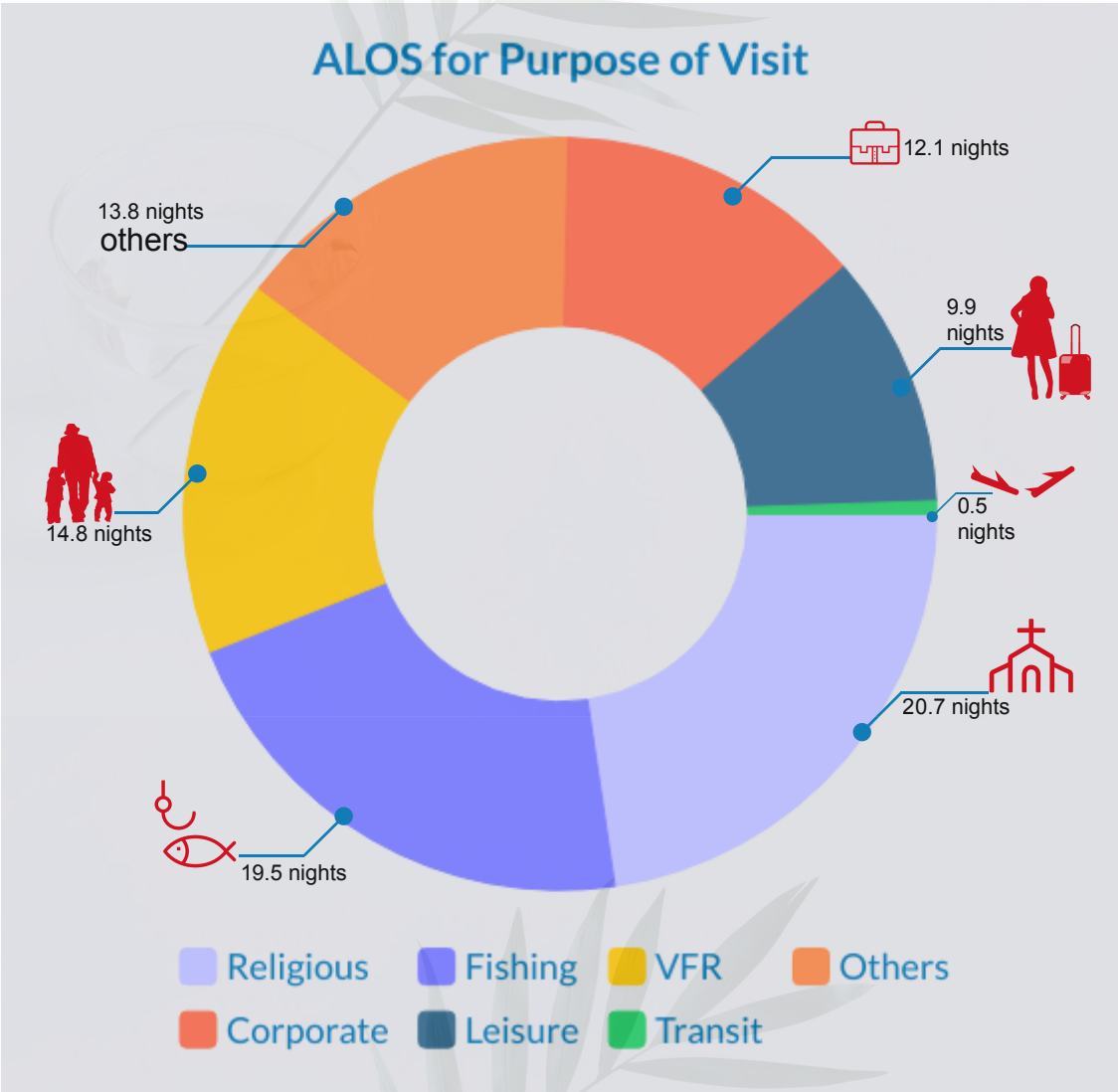
A total of 721 Pacific Island nationals visited Kiribati in Q4, 2023. Fiji remained the top Pacific Island country at 38% (271) and Nauru at 31% (221) followed by the Marshall island with 11% (79). Majority of the Pacific Islanders visiting Kiribati for work purposes 39% (278).

Fiji registered the highest number of nationals to visit Kiribati for work purposes with 57% (159) total arrivals followed by Nauru with 14% (40) total nationals.

Majority of the leisure group came from Fiji with 29% (15) followed by those that came from the Marshall island with 23% (14). Majority of the transit group were those that came from Nauru with 40% (87) while Fiji came second with 26% (57). The top VFR group were also from Nauru with 36% (35) total nationals.

! Q4 - Quarter 4 from October to December 2023  
 PNG - Papua New Guinea  
 FSM - Federated States of Micronesia

# Average Length of Stay



**Figure 6:** Average length of stay for purpose of visit  
**Source:** MFAI

Leisure market travellers spent an average of 13.1 nights in Tarawa and 6.7 nights in Kiritimati Island in Q4, 2023. This equated to an ALOS of 12.1 nights across the destination.

Leisure market travellers included anglers (7%) and other special and experiential travellers 93% seeking to explore the destinations less travelled like Kiribati.

POV - Purpose of Visit  
 VFR - Visiting friends and relatives  
 ALOS - Average Length of Stay  
 MFAI - Ministry of Foreign Affairs and Immigration




# Yacht Market

Flag/Countries	Number of yacht	Crew number	Last port
USA	5	12	Tuvalu
Germany	3	8	Tuvalu
Australia	2	3	Tuvalu
New Zealand	1	2	Tuvalu
Vanuatu	1	2	Tuvalu
Italy	1	2	Tuvalu
Total	13	29	

**Figure 7:** Yacht data  
**Source:** KCAE

There were 13 yachts visiting Kiribati this quarter with 29 crews (pax). The above table showed that the last port of these yachts was Tuvalu. The top yacht to visit Kiribati is those from the USA, Germany and Australia. It could be seen that there is an increase of 86% in the number of crew visiting Kiribati using the yacht when compared to last quarter's figures.

 Last quarter - Quarter 3 from July to September 2023  
 Yachts data from the KCAE - Kiribati Customs Administration and Enforcement



# Tourism & Museum

**567**

Q3 Total museum visitors

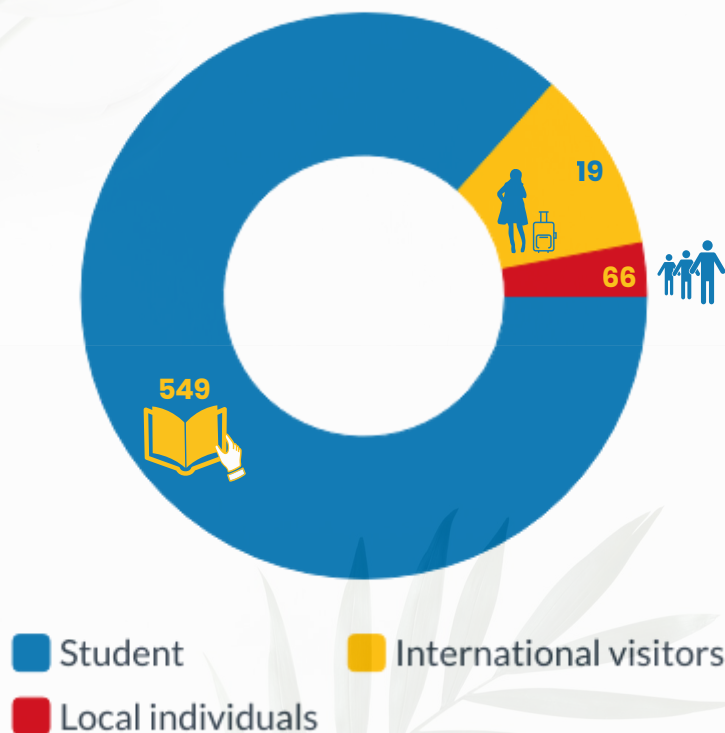
**634**

Q4 Total museum visitors

**12%**



## Number of Museum visitors



**Figure 8:** Number of visitors to the Museum  
**Source:** CMD

A total of 634 visitors visited *Te Umwanibong* (Museum) this quarter. This represents an increase of 12% when compared to the previous quarter. For this quarter there are more student visiting the Museum than the previous quarter.

Majority of the guests visited *Te Umwanibong* for research, tour and to learn the Kiribati Cultural and historical heritages. Majority of the international visitors were from Australia, USA, Spain, Greece, China, Japan, Estonia and from the Pacific islands to name a few.



Previous quarter - Quarter 2 from April to June 2023  
This quarter - Quarter 4 from October to December 2023  
CMD - Culture and Museum Division

# Kiribati Domestic Market (Marine)

10793

Marine data

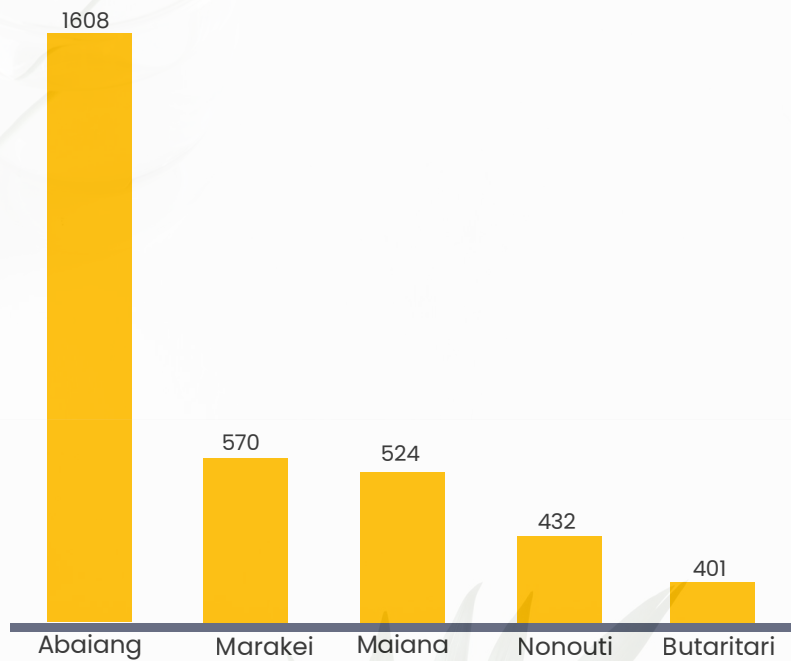


Figure 9: Top 5 islands visited by sea transport

Source: MICT

A total of 10793 passengers travelled to the outer islands by sea this quarter, 25.5%(2196) greater than the previous quarter. The graph above represents the 5 most visited outer islands with Abaiang being the most visited via sea with 1608 passengers while Marakei came second at 570 passengers.

The least visited islands were Aranuka, Onotoa and Nikunau.

For the Phoenix islands the top visited island is Kanton with 191 passengers. For this quarter there were no recorded number of passengers visiting the Line Islands.

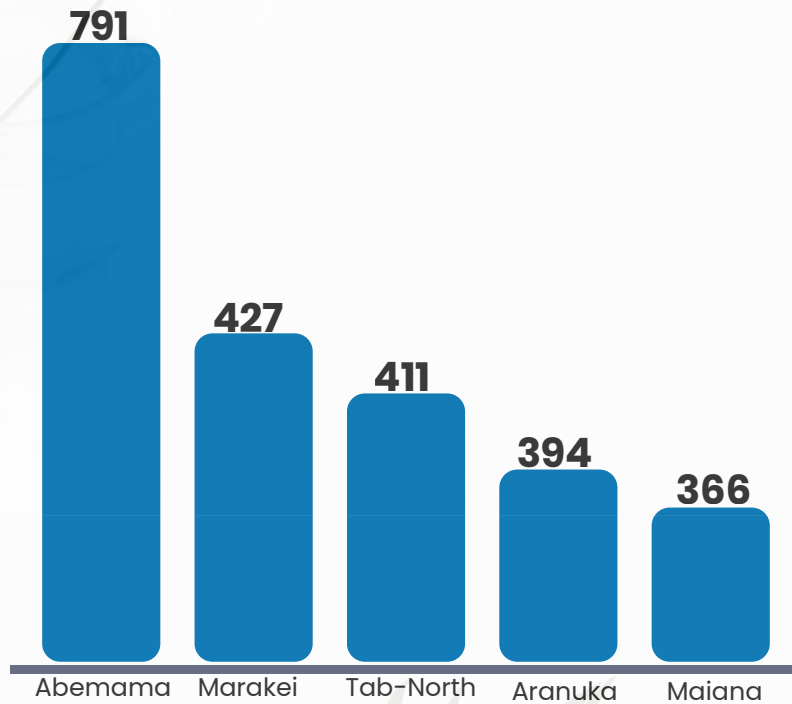


MICT - Ministry of Information, Communication and Transport  
This quarter - Quarter 4 from October to December 2023  
Previous quarter - Quarter 3 from July to September 2023

Note: October marine data is not available

## Kiribati Domestic Market (Air)

**5458**  
Air pax



**Figure 10:** Top visited islands by air in Kiribati  
**Source:** AKL

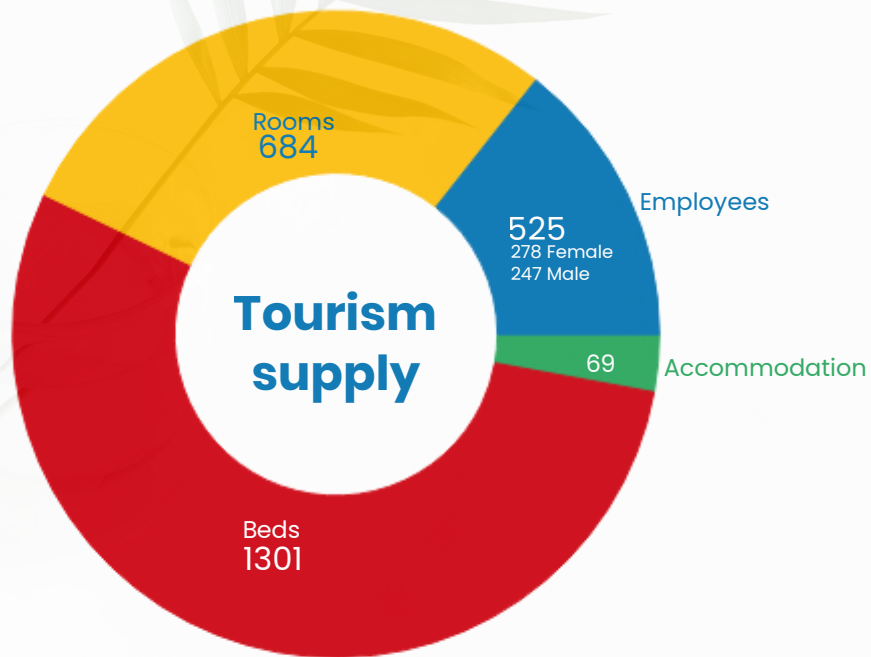
A total of 5458 passengers travelled to the outer islands by air this quarter, 68% (2215) greater than the previous quarter. The graph above represents the 5 most visited outer islands with Abemama being the most visited via sea at 791 passengers.

The frequent flight schedule to Abemama could be one of the reason for the frequent visit to this island. Marakei Island is the second most visited because it's near South Tarawa. People like to visit because it's easy to get there from South Tarawa.



PAX - passengers  
Previous quarter- Quarter 3 from July to September 2023  
Air data - From Air Kiribati Limited (AKL)

# Tourism Supply

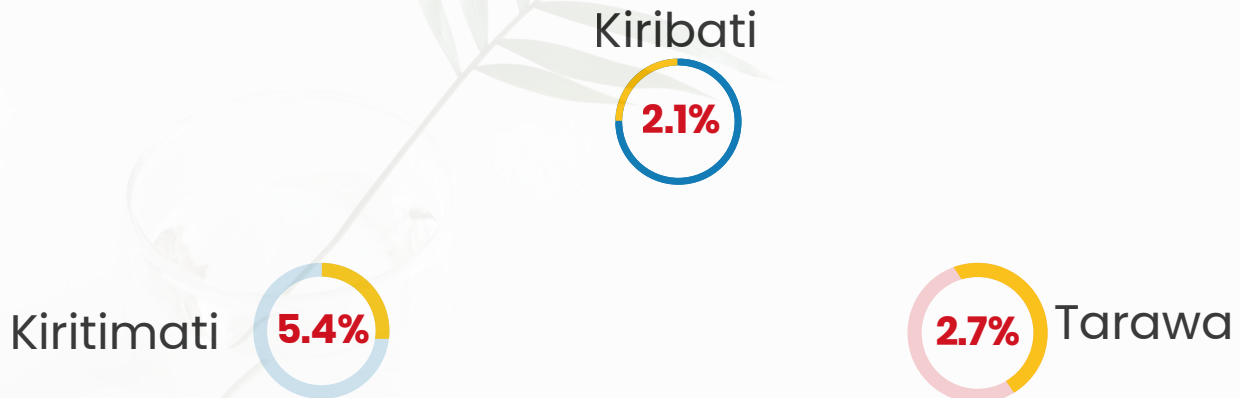


**Figure 11:** Tourism supply  
**Source:** TAK

The total number of accommodation operators across Kiribati remained the same as last quarter 69 accommodations.

The total number of tourism supply (rooms 684, beds 1301 and employees 1301) remained the same as there was no new hotels established nor new employees being recruited total number of available rooms remain as is 684.

# Tourism Intensity



Measuring tourism intensity is important as it helps provide the ways forward in which the government of Kiribati could follow to ensure the natural resources could be used today and tomorrow.

For this quarter, there is a decrease in the tourism intensity in Tarawa from 2.9% to 2.7%, Kiritimati increased from 9.5% to 5.4% and for Kiribati from 2.9% to 2.1% when comparing it with last quarter's figures.

This decrease was caused by the decrease in number of visitors visiting Kiribati this quarter. A decrease of 12.5% when comparing it with last quarter figures. This shows Kiribati is still at its recovery stage where the number of visitors early this year is increasing but kept dropping as it's heading towards the end of the year. Overall Kiribati tourism intensity is currently low and shows no threat to the natural environment.



Last quarter - Quarter 3 from July to September 2023  
Total population number - From National Statistics Office (NSO)  
Visitor Arrival Data from MFAI - Ministry of Foreign Affairs and Immigration