



TONGA

2024 Annual Research: Key Highlights¹



Global Data

	 Total GDP contribution:	 Total Travel & Tourism jobs:
2019	10.4% (of Total Economy) USD 10.33TN Change in 2020: -48.4%	334 MN =10.5% (Share of Global Jobs) Change in 2020: -69.5 MN -20.8%
2023	9.1% USD 9.90TN Annual Change: +23.2% (-4.1% vs 2019) Economy Change YoY= 2.7%	330 MN =10.0% Annual Change: +9.1% (-1.4% vs 2019)
2024 (E)	10.0% USD 11.10TN Annual Change: +12.1% (7.5% vs 2019) Economy Change YoY= 2.2%	348 MN =10.4% Annual Change: +5.5% (4.1% vs 2019)
2034 (F)	11.4% USD 16.00TN CAGR ² (2024 - 2034): 3.7% Economy CAGR (2024 - 2034): 2.4%	449 MN =12.2% New Jobs (2034 vs 2024): 101.1 MN

Tonga Key Data

2019	12.1% (of Total Economy) TOP 155.4MN (USD 65.4MN) Change in 2020: -12.4%	5.9 (000s) =16.6% (Share of Total Jobs) Change in 2020: -12.6%
2023	6.8% TOP 88.7MN (USD 37.3MN) Annual Change: +70.4% (-42.9% vs 2019) Economy Change: +2.9%	5.6 (000s) =15.4% Annual Change: +2.8% (-4.5% vs 2019)
2024 (E)	9.1% TOP 121.4MN (USD 51.1MN) Annual Change: +36.9% (-21.9% vs 2019)	5.9 (000s) =16.0% Annual Change: +4.5% (-0.2% vs 2019)
2034 (F)	13.4% TOP 206.5MN (USD 86.9MN) CAGR (2024 - 2034): +5.5% Economy CAGR (2024 - 2034): +1.5%	7.7 (000s) =19.5% New Jobs (2034 vs 2024): 1.8 (000s)

Tonga Visitor Spending

2019	2023	2024 (E)	2024 (F)
 International Visitor Spending:			
TOP144.7MN (USD 60.9MN) 51.1% of total exports	TOP69.9MN (USD 29.4MN) Annual Change: 135.6% (-51.7% vs 2019)	TOP105.0MN (USD 44.2MN) Annual Change: 50.2% (-27.4% vs 2019)	TOP206.4MN (USD 86.9MN) 41.4% of total exports CAGR (2024 - 2034): 7.0%
 Domestic Visitor Spending:			
TOP15.5MN (USD 6.5MN)	TOP15.8MN (USD 6.6MN) Annual Change: 9.2% (1.9% vs 2019)	TOP16.9MN (USD 7.1MN) Annual Change: 6.8% (8.9% vs 2019)	TOP21.6MN (USD 9.1MN) CAGR (2024 - 2034): 2.5%

Domestic Spending International Spending

2019



2023



% share of total spending

Leisure Spending Business Spending

2019



2023



% share of total spending

Inbound Arrivals³:

2019

1. New Zealand **48%**
2. Australia **19%**
3. United States **15%**
4. Fiji **3%**
5. China **3%**

Rest of world **12%**

2023

1. New Zealand **55%**
2. Australia **20%**
3. United States **11%**
4. Fiji **4%**
5. Japan **2%**

Rest of world **8%**

Outbound Departures³:

2019

1. New Zealand **51%**
2. Australia **30%**
3. United States **7%**
4. China **3%**
5. Italy **2%**

Rest of world **7%**

2023

1. New Zealand **55%**
2. Australia **23%**
3. United States **6%**
4. Colombia **4%**
5. Bahrain **3%**

Rest of world **8%**

Note: All figures shown for 2024 are estimates (E) and for 2034 are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wttc.org>.

1. All values are in constant 2023 prices & exchange rates. As reported in March 2024.

2. CAGR= Compound Annual Growth Rate

3. Source: Oxford Economics, national sources and UN Tourism (formerly UNWTO)