



REPUBLIC OF FIJI  
MINISTRY OF TOURISM AND CIVIL AVIATION

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**PARLIAMENTARY RESPONSE**

**Value derived from the World Surf League partnership and the hosting of the Championship Tour at Cloudbreak**

*Response to Oral Question 132/2026 on the value of the Government's partnership with the World Surf League*

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| <b>Sitting Day</b>         | Tuesday, 18 August 2026                                                                |
| <b>Question</b>            | <b>Oral Question 132/2026</b>                                                          |
| <b>Portfolio</b>           | Tourism and Civil Aviation (Tourism)                                                   |
| <b>Responding Minister</b> | Hon. Viliame Gavoka, Deputy Prime Minister and Minister for Tourism and Civil Aviation |
| <b>Asked by</b>            | Hon. Sakiusa Tubuna                                                                    |
| <b>Status</b>              | OFFICIAL – cleared by the Permanent Secretary for delivery                             |

**Question**

***Can the Deputy Prime Minister update Parliament on the value derived from Government's partnership and the hosting of the World Surf League Championship Tour event at Cloudbreak?***

**Response**

Thank you, Mr Speaker, Sir

I thank the Honourable Member for the question.

The Government recognises sport as a powerful driver of destination marketing, visitor spending and national profile. The partnership with the World Surf League, and the hosting of the Championship Tour at Cloudbreak, is one of the clearest examples of how a well chosen sporting event can deliver value across tourism, aviation, local business and community.

Mr Speaker, Sir, under Cabinet Decision 320 of 2023, Fiji approved a three year commitment from 2024 to 2026 to host the World Surf League Championship Tour, and on 11 September 2023 the Ministry executed an agreement with World Surf League (Fiji) Limited.

In August 2025, I announced that the partnership had been extended for a further three years, securing the Fiji Pro on the Championship Tour through to 2029.

Cloudbreak, off Tavarua Island, is globally recognised as one of the finest waves in the world. The Championship Tour returned to Cloudbreak in 2024 after an absence of several years.

In 2025, Cloudbreak hosted the Lexus WSL Finals Fiji presented by Corona Cero, from 27 August to 4 September, the twelfth and final stop of the season and the event that crowned the year's world champions.

In 2026, we will host a full regular season event, the Fiji Pro, from 25 August to 4 September, as stop number eight on the Championship Tour.

Mr Speaker, Sir, the outcomes of the 2025 event, as reported to Cabinet, demonstrate the value this partnership returns.

The first and most significant return is global brand exposure. As the official strategic partner, Tourism Fiji secured total brand exposure valued at over FJ\$15.95 million, or over US\$6.96 million.

This was made up of FJ\$7.5 million in social media value, FJ\$7.5 million in digital and linear broadcast value, and over US\$257,000 in media plan advertising.

Set against an annual investment of approximately FJ\$2.2 million, this is destination marketing that the Ministry could not purchase outright at anything close to the same cost.

The event reached a global audience. It garnered 7.77 million total views across live and on demand platforms, with the largest audiences in the United States, Brazil and Australia.

On social media, 657 branded posts generated more than 125.7 million impressions and more than 70.9 million video views. The event achieved more than 4,000 press placements across more than 30 countries, with a global advertising value equivalent of over AU\$61 million.

The second return is direct economic impact. The 2025 event injected a total of FJ\$2.63 million, or US\$1.17 million, into the local economy. This spending was spread across event infrastructure and local contractors, hotels and lodging, airfares with Fiji Airways, catering, facility hire and transport, and local marketing.

An estimated 4,250 spectators attended over the course of the event, and 125 individuals took part directly as athletes, coaches and staff.

The third return is legacy infrastructure. The Cloudbreak Surf Tower, built by the World Surf League in 2024, for the Nabila and Momi villages (Tabanivono i Wai), is a lasting asset that will continue to attract future events and bring tourism to the region.

The fourth return is community and environmental benefit. Across the 2025 event, 17 initiatives were delivered across indigenous, community and environmental areas.

These included the WSL One Ocean conservation programme delivered with Conservation International, the Fiji Surf Association and the Mamanuca Environment Society; a youth surf clinic and coastal clean up at Natadola Beach; water trauma training and paid event roles for members of the Fiji Surf Association; and dedicated specialty heats, with prize money, for local surfers.

The event was delivered under a strict no single use plastics policy, and it opened with a traditional ceremony acknowledging the vanua of Nabila and Momi for providing access to Cloudbreak.

Mr Speaker, Sir, the event also falls outside the peak holiday period, helping to spread visitor spending across the year, and it positions Fiji alongside a small number of premier surfing destinations in the world.

These returns align directly with the National Sustainable Tourism Framework and the Government's strategy to diversify tourism, disperse visitor spending and grow high value, sustainable tourism.

Measured against an annual contribution of approximately FJ\$2.2 million, a single edition of this event returned over FJ\$15.95 million in brand exposure and over FJ\$2.6 million in direct local spending.

The partnership is a sound and measured investment in destination Fiji.

Mr Speaker, Sir, the hosting of the World Surf League Championship Tour at Cloudbreak demonstrates how a targeted partnership can deliver returns well beyond its cost, placing Fiji on the world stage while delivering tangible benefits to businesses and communities at home.

Thank you, Mr Speaker, Sir.

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*Figures are drawn from the Cabinet Memorandum for Information: Outcomes of the 2025 Lexus WSL Finals Fiji presented by Corona Cero (June 2026) and the WSL 2025 post event report. Partnership dates from Cabinet Decision 320/2023 and the MTCA-WSL agreement of 11 September 2023.*  
*Cleared by the Permanent Secretary before delivery in accordance with the MTCA Communications Policy and Strategy 2026-2029, section 6.5.*