



## NEWS RELEASE

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### **NAURU TOURISM NUMBERS RISE BY 94% AS ADVENTUROUS TRAVELLERS EXPLORE SOUTH WEST PACIFIC**

*- Visitors from Europe, North America, Australia*

As post pandemic travel continues to soar, and around the world travel trends show greater demand for adventure and experiential travel, the tiny Republic of Nauru is also experiencing a sudden increase in tourist numbers.

“Research shows that now more than ever, tourists are looking for off-the-beaten-track destinations and Nauru definitely fits that category of Tourism,” said Cramer Cain, Tourism Attaché, Nauru Tourism Office.

“Already to date, our 2024 total tourist numbers are an approximately 94% on 2023,” he said.

“Traveller curiosity about our country has never been higher, mostly due to ‘word of mouth’ marketing as we take a very personal approach to answering every inquiry we receive and to promoting awareness via storytelling and our website.

“We are seeing biggest increases in adventurous Baby boomers and Bucket-listers, with most visitors coming from Europe, North America and Australia, however we expect to also see younger Gen X and Millennial visitors over time, especially as adventure travellers learn about our country.

“Our Nauru Tourism team are receiving a marked increase in enquiries requesting information about visa requirements, accommodation, flights, culture, history and activities in Nauru.

“New travellers are also reaching out to past visitors with the assistance of Nauru Tourism through our website and email communication. Gradually we are creating a community of travellers who have visited and enjoyed Nauru and those who are keen and curious to visit for the first time.

“The work of Nauru Immigration in efficiently managing the timely processing of Visas is also crucial and has been a key factor in our rising visitor numbers. Additionally, Nauru Airlines expanded fleet and schedules are providing greater air access.

“The impact of Nauru’s national carrier is significant, not only providing connectivity for the world to reach Nauru via the Brisbane gateway, but also providing beyond access to other ports in Micronesia which would otherwise be hard to get to.

“We are also collaborating with the Nauru Chamber of Commerce, encouraging local businesses to engage with Tourism-aligned activities such as car and bike hire services and production of local handicrafts.

“With all stakeholders working together, we are encouraging local enterprise, and we are streamlining the process of travelling to Nauru, and that is certainly a factor in tourism growth, making it easier for interested travellers to visit,” he added.

Most visitors to Nauru stay an average of 4 days to make the most of popular activities like hikes and tours to World War II sites, historical and traditional tribal sites, fishing, swimming, walking or riding around the entire island or visiting the phosphate fields.

“While we don’t aspire to attract or accommodate ‘mass tourism’, we are keen to encourage a small-scale sustainable tourism sector to contribute to our local economy and opportunities for future generations,” he said.

“For a long time Nauru has been referred to as ‘one of the least visited countries in the world’. The challenge of air access to reach us and low awareness about Nauru were factors however that is changing and visa applications for the August-Sept-Oct period again look promising, and we anticipate growing numbers moving forward.”

**About Nauru:** Nauru is an island republic in the Pacific Ocean, and one of the smallest countries in the world with a land mass of only 21 square kms, and population of around 13,000 mostly indigenous Nauruans predominantly of Micronesian origin. The country is a tiny island 42 kilometres south of the equator and 4,000 kilometres northeast of Sydney. A raised, fossilised coral atoll, Nauru is one of three great phosphate rock islands in the Pacific Ocean – the other two are Banaba (Ocean Island) in Kiribati and Makatea in French Polynesia.

Nauru features a coral reef and white-sand beaches fringed with palms, including Anibare Bay on the east coast. Inland, tropical vegetation surrounds Buada Lagoon. The landscape is dramatic, with lush jungle growing between the jagged pinnacles remaining from former phosphate mining. Rich phosphate reserves once made Nauru one of the richest countries on earth. The climate is tropical and warm all year around.

The top 10 things for visitors to do, include spending time at Anibare Bay a beautiful white sand beach, guided hiking and exploring the trails and remnants of the WWII history, learn about the traditional technique of Keong Darar a Nauruan tradition using music to catch noddy birds for food. Explore with a local guide, the rugged lunar-like central plateau ‘Topside’ of the island, where phosphate mining took place for over 100 years, swim in the Anibare Boat Harbour a popular spot with locals, visit the Buada Lagoon a landlocked lake surrounded by lush green foliage, visit the Naoero Museum to gain an understanding of Nauru’s fascinating history. Head out on a fishing charter to the Pacific Ocean. With a steep coastal drop-off, Nauru has deep sea just 2000 metres off the coast, so it is not uncommon to catch Marlin, Tuna, or Barracuda a short distance away in Nauru’s waters. Discover local delicacies, seafood and coconut-based dishes, or shop for souvenirs and jewellery made from seashells and phosphate rocks, or local artworks and handicrafts.

Further information is available via [naurutourism.com.nr](http://naurutourism.com.nr) or [nauruair.com](http://nauruair.com)

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