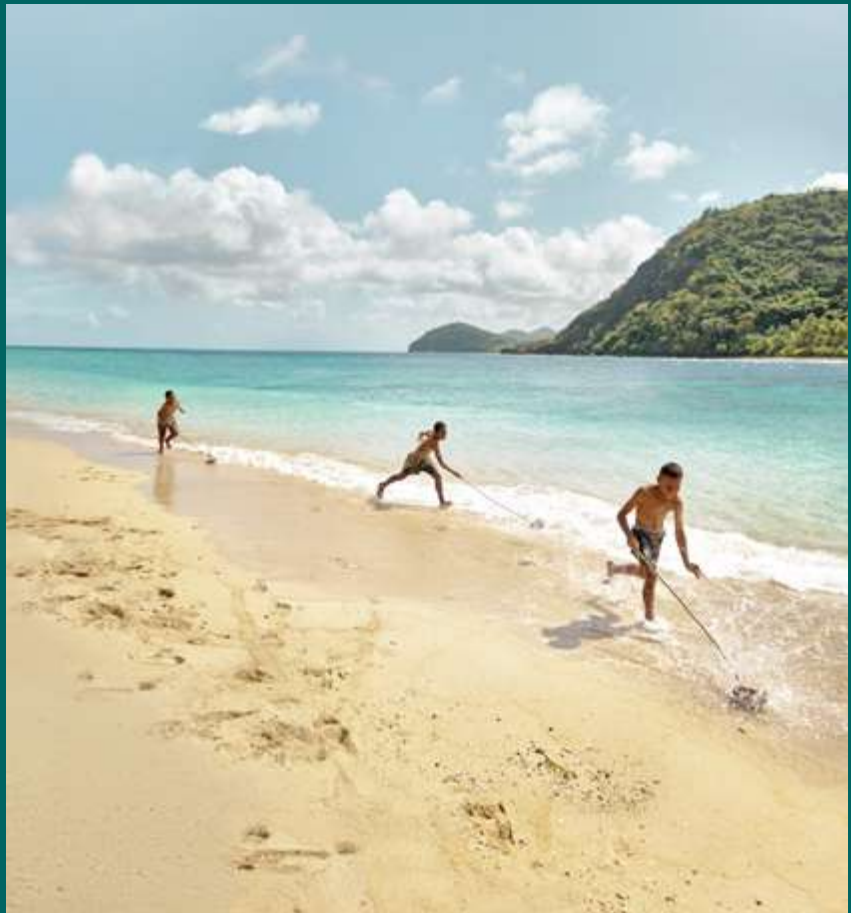


# TOURISM FIJI



Prospectus 2023

# Message from our CEO



The tourism industry in Fiji has shown remarkable resilience, and we have seen a strong recovery since reopening on December 1, 2021, after the difficult pandemic years.

In fact, we have experienced surges in tourism that were never experienced before, showing the great work the industry and all its stakeholders are doing.

Opportunities for sustainable tourism development exist in Fiji, including greenfield projects and renovation/refurbishment projects. Occupancy and yield data indicate that seasonality in the accommodation sector has stabilised. With the growth in airline capacity, particularly by Fiji Airways, it is important to work together to achieve sustainable growth.

This prospectus provides an exceptional opportunity for us to work together to continue this momentum, highlighting the ways in which our industry can collaborate with Tourism Fiji.

**Brent Hill, Chief Executive Officer, Tourism Fiji**

A handwritten signature in black ink that reads 'Brent Hill'.

## TABLE OF CONTENT

3	Who We Are	12	Content	19	Sustainability
4	Our Brand	14	Statistics and Insights	20	Stay in the Know
9	Digital Marketing	16	Events	21	Meet the Team



## Who We Are

Fiji, situated in the heart of the South Pacific and home to 333 tropical islands, is a beloved tourism destination for visitors from across the globe.

Tourism Fiji, a statutory body, serves as the marketing arm of the Fijian Government to promote and market Fiji's unique tourism offerings. As per the Tourism Fiji Act 2009, our role is to ensure sustainable and long-term benefits to the Fijian Islands by promoting them as a premier tourist destination.

The tourism industry is a crucial contributor to Fiji's economy and is the largest source of foreign exchange. It offers direct and indirect employment opportunities to many Fijians and is rapidly growing in terms of job creation.



# Our Brand

## Brand Overview

Tourism Fiji markets Fiji as a destination across the world, using the brand Fiji: Where Happiness Comes Naturally. At its heart, 'Where happiness comes naturally' captures authenticity within our beautiful island home.

As a result, what the brand reveals is the authentic depth and breadth of happiness found in Fiji, the same feeling that visitors get so easily swept up in to become custodians of happiness long after they leave.

With this brand, we hope that travellers will be open to having a wider variety of experiences or go deeper into the culture than they may have before.

## Brand Pillars

'Where happiness comes naturally' is built around five key brand pillars, which demonstrate the core range of experiences visitors can have in Fiji:

### NATURAL ENVIRONMENT

Whether it's cooling off in the hidden forest waterfalls of Taveuni or trekking the sand dunes in the Coral Coast, our breathtaking natural environment is made for connection like no other.

### ADVENTUROUS EXPERIENCES

From diving the Rainbow Reef's colourful soft corals to white-water rafting through a protected river canyon in Pacific Harbor, we have adventure filled experiences designed to get your heart racing.

### COMMUNITY CONNECTIONS

Take part in a traditional kava drinking ceremony or experience Fijian life on a tour through one of our serene villages. Our Fijian culture is ready to extend a hearty 'Bula' to one and all..

### RECHARGE & RECONNECT

From soothing the soul with a dip in the Sabeto Mud Pools to reconnecting at an idyllic 'adults only' resort in the Yasawa Islands, you're never far from something to help replenish your mind, body, and spirit.

### FOOD & DRINK

Whether you splurge on a personalised chef experience at a luxury resort or take in the atmosphere at the vibrant Nadi market, Fiji is filled with culinary delights for every appetite.







## Aligning with Tourism Fiji's Brand

First and foremost, 'Where Happiness Comes Naturally' is a celebration of what makes our home so special. And that's you. It's the natural warmth, joy and happiness that our people and our culture radiate that creates unforgettable, incomparable holiday experiences for all those who visit us.

And so, the best way you can get involved in this special new campaign is simply to be your wonderful, happy self. Because your happiness has the power to transform lives.

### SHOWING HAPPINESS AT ITS MOST NATURAL

When it comes to sharing imagery on your social channels, we'd suggest staying true to the spirit of the campaign and leading with examples of our culture, our people and our place.

Rather than transactional, service-oriented imagery, try to use imagery that shows experiences from our core pillars being shared between locals and visitors.

Rather than overly staged shots, which can feel a bit inauthentic, try and capture moments of genuine happiness, real smiles, and belly laughs (it shouldn't be hard!).

This is the warmth that sets us apart, and what draws people from all over the world to our home.

## Setting the Tone for Joy

More and more travellers want to experience the authentic side of destinations, and Fiji at its most authentic is a warm, playful, and entirely natural pleasure to behold. So, when we're talking to our visitors, let's stay true to who we are and how we speak.

Playful, warm, inviting. We're proud but never boastful. We can poke a bit of fun, but we're never mean. We're warm and inviting, but we don't play the part of overly attentive wait staff.

People should leave every conversation to understand a bit more about our culture and smile a bit more because of it.

## Happiness, Shared

In Fiji, our happiness was made for sharing.

Not just with each other, but across social channels too (after all, our stunning locations and wonderful people are perfect for racking up the likes).

So, we encourage you to point out the best places and experiences for visitors to get incredible shots.

And while you're at it, to help us keep track of all our amazing content, why not encourage them to tag their shots using our campaign hashtag so we can see all the incredible moments that happen in our home.

Our Hashtags are **#Fiji #FijiHappy #HappinessNaturally**



Even our water  
gives you a warm  
welcome.

FIJI

WHERE HAPPINESS  
COMES NATURALLY

fiji.com.fj

## Digital Marketing

### Want to Get Involved?

If you have any videos, imagery or stories to share with Tourism Fiji's social media team, please be sure to send through:

- A snapshot of what the news is about, including any key dates (if it is an event)
- A selection of high-resolution video and images
- Your social media #hashtags and @ handles
- Anything unique or different about your update (what makes this exciting content that our international community will be interested in?)
- Continue to share content across your own channels and @mention us where possible.

Please send your news and updates to [socialmedia@tourismfiji.com.fj](mailto:socialmedia@tourismfiji.com.fj)

### TOURISM FIJI SOCIAL CHANNELS



#fiji #happinessnaturally #fijihappy

### SOCIAL MEDIA TIPS

Helpful tips when using social media.

- Ensure your images and videos are clear, bright, appealing and aspirational as well as of high-resolution quality
- Post content that inspires, educates and informs
- Showcase your offering – but don't push for a sale (80% aspiration, 20% sale)
- Post regularly on your channels (1-3 times per week)
- Keep text short and sweet – short posts get more interaction
- Use #hashtags and @handles – and promote and encourage people to use yours!

### Working with Influencers

Social media influencers are people with a substantial following across social media. They post their own content frequently and have a highly engaged community.

Working with social media influencers is a popular way to increase brand awareness and build conversation and engagement about your product or experience. They can also be useful in generating content that you can share.

Before committing to work with influencers, do your homework to ensure they are the right fit for you by following the checklist below:

- Who is their audience? Does this align with your target market?
- Do they post consistently?
- Are they posting their own content + does it align with your brand?
- Do they get good engagement on their posts (reactions, comments, shares)?
- Have they worked with brands before? What kind of brands? Have these posts received good engagement? (You're looking to see if the influencer can work well in a professional capacity!)
- Does the influencer compliment your brand? Does the style of their content suit your brand?

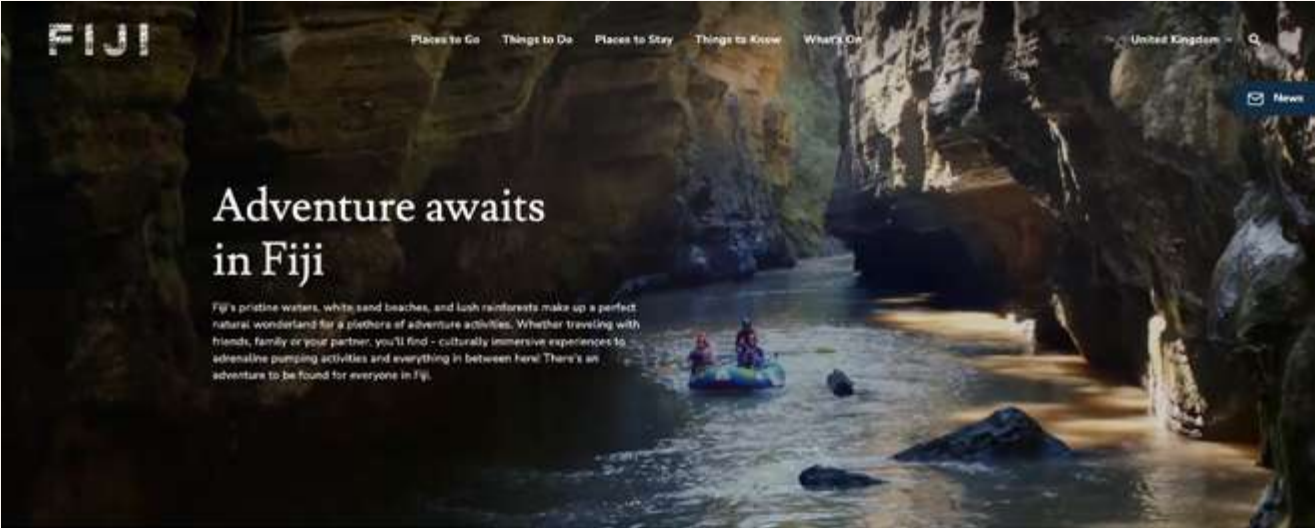


User Generated Content

- User generated content (UGC) refers to the content produced by your customers and shared on social media platforms. It provides valuable insights into your customer base, fosters online interactions, and helps you remain relevant to your audience.
- To ensure that your customers can easily recognise your brand on social media, make sure to inform them about your social channels, tags (@), and hashtags (#).
- To actively engage in the discussions surrounding your brand or business online, participate by liking, commenting, and sharing.

Get Involved - Social Media

Tag Tourism Fiji in posts where possible	
Mentions	
Static & Stories	<div><div><div><div></div><div>@fiji</div></div><div><div></div><div>@TourismFiji</div></div><div><div></div><div>@fiji</div></div></div></div>
Hashtags	#fiji #happinessnaturally #fijihappy
Images	<div><div><div>Aerial shots</div><div>Culture &amp; experience</div></div><div><div>Unique to your product/ experience</div><div>Respond to any customer queries</div></div></div>
Video	<div><div><div>15" or less</div><div>HD &amp; SD video okay</div></div><div><div>9:16</div><div>1:1 format</div></div><div>Permission to edit: <a href="mailto:socialmedia@tourismfiji.com.fj">socialmedia@tourismfiji.com.fj</a></div></div>
Community Management	<div><div>Keep an eye out for when we tag your pages</div><div>Follow the comments</div><div>Respond to any customer queries</div></div>



Website

Tourism Fiji’s website - [www.fiji.travel](http://www.fiji.travel) is a trusted source of visitor information for those wanting to visit Fiji. Listing your resort, tour or experience on the website is FREE and allows the thousands of visitors to the site to access information about your business.

If you are not already registered, we encourage you to do so. Here are some simple steps to ensure best operator listings:

- 1. Use high-quality images:**  
Make sure the images you use are of good quality and show off the experience you’re offering. Up to 10 images can be used, so choose wisely and showcase the best parts of your offering.
- 2. Write a detailed and engaging description:**  
Use the 600-word limit to create a description that highlights the unique aspects of your offering. Be sure to sell the experience and give potential customers an idea of what they can expect.
- 3. Include links to your social media:**  
Including links to your social media platforms can help customers see what others have to say about your offering and can help build trust.

- 4. Use keywords:**  
Use relevant keywords in your listing to help it appear in search results when potential customers are looking for similar experiences.
- 5. Keep your listing up to date:**  
Make sure to keep your listing up to date with any changes or updates to your offering. This can help ensure that potential customers have accurate information and that your listing remains relevant.
- 6. Provide details about room types, facilities, and activities:**  
Customers want to know exactly what they’re getting when they book with you, so make sure to provide clear and comprehensive details. This can help customers make an informed decision and can also help manage their expectations. Make sure to highlight any unique features or amenities that set your offering apart from competitors.

Your listing on the Tourism Fiji website will play an important role on how visitors plan their holiday.

Contact Tourism Fiji to register:  
[website@tourismfiji.com.fj](mailto:website@tourismfiji.com.fj)





# Content

Tourism Fiji runs a monthly content plan with themes aligning to our core brand pillars: Adventurous Experiences, Cultural Connections, Natural Environment, Recharge and Reconnect and Food and Drink. We develop website, social and other relevant content based on these themes each month to ensure we share the full depth and breadth of experiences, regions and properties Fiji has to offer with our visitors.

Our content calendar is published on our corporate website so you can keep up to date with what we're focusing on each month. Feel free to align your content and activities with our themes.

Have content that you want to share with us?  
Fill the [Industry Assets Request Form](#) now!



## Media Library

Tourism Fiji receives frequent requests from travel agents and media for visual content that can be utilised to showcase Fiji. To cater to this demand, Tourism Fiji houses a collection of images and videos in its image library that can be accessed by trade partners, media, and industry at no cost.

To access Tourism Fiji's image library:

- Register on [www.images.fiji.travel](http://www.images.fiji.travel)
- You will be notified by email once your registration is approved so that you can begin browsing our library.
- Select and order your images by clicking on the basket icon below each image.
- All registrations and orders are reviewed on a daily basis.
- An email containing the asset download links will notify you when your order is ready.

## How to Best Work with PR Managers

Tourism Fiji has regional PR and Communications teams that work with industry partners to help generate stories about the destination, driving awareness and creating inspiring content that will tell your story to consumers (and travel trade). PR is a key part of marketing in regions and is an ongoing component of the overall activity. There are several ways you can contribute, such as sharing your updates of renovations, new products and activities and sustainable developments etc.

In addition, if you'd like to take part in our global media visitation program and have the capacity to host media, ensure that you keep us informed with details of what you can offer, and what story you can create for the media.

We have PR teams or representatives in Australia, New Zealand, North America, UK & Europe, China, Japan, India and Singapore.

Reach out by sending an email to [PR@tourismfiji.com.fj](mailto:PR@tourismfiji.com.fj)

## Ways to Assess Media

To ensure optimal results for your business, it is crucial to work with media that is suitable for your objectives. Tourism Fiji follows a comprehensive evaluation process to thoroughly assess all media initiatives, guaranteeing that we collaborate only with publications that are aligned with our objectives and will generate the best return on investment for our organisation and partners.

As part of our assessment process, we ensure that:

- The journalist has secured at least one confirmed assignment with a top-tier publication.
- The journalist has a story angle that reinforces our brand and key communication points.
- The story angle will resonate with target audiences, shift perceptions, and communicate messages that consumers may not be aware of (if applicable), aligning with broader Tourism Fiji marketing strategies.

Tourism Fiji's in-house PR team is always accessible to provide insights and recommendations concerning media outlets if needed.

## TIPS WHEN WORKING WITH MEDIA

The media actively seeks exclusive story angles and experiences that can aid in producing intriguing and distinct content, whether it's in print, digital articles, broadcast or blogs.

Here are some examples of content that may attract media attention:

- Unique and topical stories about your staff, services or products
- Information about your sustainability and eco-friendly initiatives, significant milestones, or captivating backstories about your products
- Recent news or upcoming developments, including anything that is new, about to be launched, or has recently been renovated
- Introductions to local staff members who are engaging and possess interesting stories to share.



# Statistics & Insights

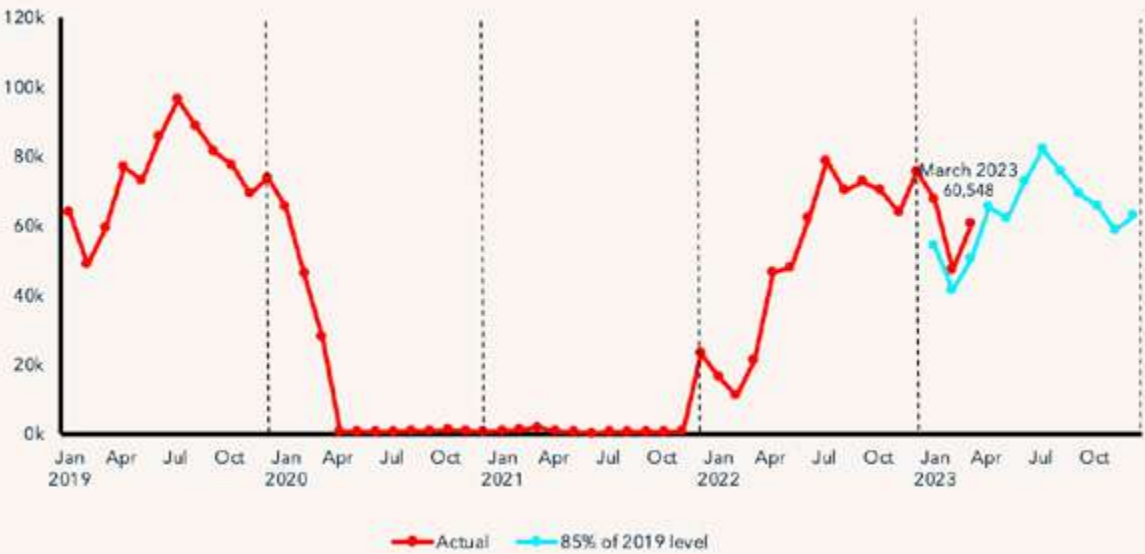
Tourism Fiji recognizes the need to provide the industry with up-to-date tourism data, insights, and market research reports in order to maximize opportunities, remain competitive, and market their products effectively. To help stakeholders access the latest data and trends in the tourism industry, Tourism Fiji has introduced a Statistics and Insights page.

Tourism Fiji is working with tourism industry stakeholders, the [Fiji Bureau of Statistics](#), [Ailveon](#)

[Pacific](#), and world-class data analytical agency [STR Global](#), to provides valuable insights into the tourism sector. Tourism Fiji’s corporate website is regularly updated with visitor arrival and accommodation reports, flight updates, market trends, and market research reports.

All of the latest insights can be accessed through the [corporate website](#), and any data-related enquiries can be sent to the team on [insights@tourismfiji.com.fj](mailto:insights@tourismfiji.com.fj)

## VISITOR ARRIVALS BY MONTH: ACTUAL & FORECAST



## How Can Accommodation Providers Support

Tourism Fiji works with STR Global, an industry-leading data analytical agency that specializes in providing premium data benchmarking, analytics, and marketplace insights for the global hospitality industry.

Accommodation providers can register for free with STR Global’s Forward Star and Benching Solution program to gain access to valuable data and insights that help them stay competitive, improve operations, and make informed decisions about strategies and prices.

To start receiving valuable data and insights

Sign up with STR Global via <https://strdata.typeform.com/to/LZ1KRp> and visit their website at [www.str.com](http://www.str.com) for more information.

## 2022 KEY STATISTICS

 <b>636,312</b> VISITOR ARRIVALS	 <b>82%</b> HOLIDAY/ VACATION VISITORS	
<b>\$271</b> AVERAGE DAILY SPEND 	<b>9.7</b> NIGHTS : AVERAGE LENGTH OF STAY 	
<b>421</b> LICENSED ACCOMMODATION PROVIDERS	<b>\$418</b> AVERAGE ADR	<b>71%</b> OCCUPANCY RATES
<b>38%</b> ECONOMY CONTRIBUTION 	<b>36.5%</b> TOTAL EMPLOYMENT 	
<b>13,000</b> ROOMS AVAILABLE		<b>\$306</b> REVENUE PER AVAILABLE ROOM





# Events

## Event Investment

A competitive funding program where only the events that best meet our criteria will be supported. Specifically, Tourism Fiji invests in events that deliver a clear, demonstrable return on investment. We invest in events that align with Fiji's brand values and bring overseas visitors to Fiji that otherwise would not have visited.

The program has two funds:

Event Development Fund (EDF) and Marquee Event Fund (MEF):

### 1. EVENT DEVELOPMENT FUND (EDF)

Up to FJD\$20,000 per event

The EDF funding is targeted at Fiji owned and operated events that need support getting established. These are events usually in their concept phase, or in the early stages of their development. The fund is provided to help Fiji's event owners achieve financial sustainability.

EDF funding will be provided for a maximum duration of three years. To be eligible for the funding, events must:

- Be held in Fiji,
- Be owned and operated by a Fijian business or entity,
- Clearly demonstrate how it will deliver increasing numbers of overseas visitors over time.

The events that will not qualify for the EDF funding include carnivals, fairs, school fetes, regular community gatherings, performances by community groups or sports leagues. Business events are also ineligible.

### 2. MARQUEE EVENT FUND (MEF)

FJD\$20,000+ per event

The MEF is designed to secure and grow the existing events in Fiji. These events may be high profile "one off", or established events that with targeted investment, will deliver more overseas visitors to Fiji.

To be eligible for MEF funding, events must:

- Be held in Fiji,
- Be a registered business in entity (either in Fiji or internationally),
- Attract a minimum of 100 international visitors.

Importantly, events owners will need to specify what Tourism Fiji's funding will be used for and how that is anticipated to drive visitor numbers. Business events are also ineligible.

For further information about the funding criteria and assessment process is available on [Tourism Fiji's corporate website](#). Also, any further questions can be addressed by the events team at [events@tourismfiji.com.fj](mailto:events@tourismfiji.com.fj)

## Business Events

Fiji is a destination that fosters creativity, sparks inspiration, and inspires happiness in all who visit. Tourism Fiji actively promotes Fiji as a business events destination through a dedicated website and attendance at key events throughout the year.

The Tourism Fiji Business Events team provides a variety of free, professional services to support in the planning and promotion of successful business events in our islands.

If you have a product that is suitable for MICE clients, please contact Melissa Natawake on [mnatawake@tourismfiji.com.fj](mailto:mnatawake@tourismfiji.com.fj) to discuss how we can promote you.







## Trade Engagement

Tourism Fiji works with a large number of trade partners around the world to drive sales for Fiji tourism product. Globally our trade partners account for many bookings into Fiji every year, therefore working with these partners can be an effective way to distribute your product in Fiji's key source markets.

There are a number of ways to engage with trade partners and travel agents to help grow your business, from simply providing them with contracted rates to participating in tactical co-op campaigns as well engaging and educating front line travel agents through our conferences, roadshows & famils.

Tourism Fiji has a Trade Partnership Manager in all regional offices who facilitate these activities and manage the trade campaigns in their respective market. Please reach out to the relevant Trade Partnerships Manager for more information.

### PRODUCT UPDATE

Tourism Fiji works closely with the tourism industry to ensure that visitors have the best experience when they visit Fiji. The industry engagement team, along with the regional team, endeavors to organize numerous trade and media famils during the off-peak seasons.

Should you have a new product in the market or plans to expand your business, contact the IE team on [pravitu@tourismfiji.com.fj](mailto:pravitu@tourismfiji.com.fj).

Tourism Fiji is always delighted to work with you to promote Fiji as a top travel destination.

## Sustainability

Tourism Fiji has a dedicated Sustainability Officer who is working collaboratively with the tourism industry and key stakeholders and has developed a sustainability road map. This involves aligning Fiji's tourism industry with the Fijian Government's sustainability goals and ensuring that tourism businesses are equipped with the tools to start more sustainable practices in their businesses.

We are also devoted to preserving Fiji's biodiversity and natural environment. Tourism Fiji promotes sustainable environmental practices among tourism operators and patrons in an effort to reduce the negative effects of tourism on the environment. We are also committed to upholding and advancing Fijian customs and culture, that is, supporting the cultural programs that provide tourists a chance to experience local life and learn about Fijian culture.

### INTRODUCING LOLOMA FIJI

Loloma Fiji is the umbrella term for Tourism Fiji's sustainability initiative, it's about protecting the Fiji that we love. Loloma Fiji is a sustainability road map between Tourism Fiji, our partners and visitors for social, cultural, economic and environmental preservation. If you are interested in participating in Loloma Fiji and helping us pilot some of the initiatives in development, or currently have sustainability initiatives in your business, please email [lolomafiji@tourismfiji.com.fj](mailto:lolomafiji@tourismfiji.com.fj) to register your interest.





## Stay in the Know

### Sign up here to Tourism Fiji's industry newsletter.

Get updates on Tourism Fiji's latest activities, webinars, and events for the tourism industry. Visit [corporate.fiji.travel](https://corporate.fiji.travel) for more information.

### Join our Tourism industry community on Facebook here.

Stay informed and get a sense of what's happening in the industry at large.

### Get listed on the Tourism Fiji website.

Boost your visibility and increase your reach by getting listed on our website. Email [website@tourismfiji.com.fj](mailto:website@tourismfiji.com.fj)

### Tag us in your social posts.

Share your Fiji travel experiences and promotions by tagging us in your social media posts. [@tourismfiji](#) [#fijihappy](#) [#happinessnaturally](#)

### Need product development support?

Get help with product development or discuss your tourism offerings with our team. Email [productupdate@tourismfiji.com.fj](mailto:productupdate@tourismfiji.com.fj)

### Running an event?

Check out the banner at the bottom of [fiji.travel/events](https://fiji.travel/events) and attract more attendees by getting your event featured on our website.

### Got a local offer?

Click through to our [form](#) to submit your offers on Love Our Locals and promote your business locally and stimulate domestic tourism. Visit [loveourlocals.com.fj](https://loveourlocals.com.fj) for more information.

### Have video and image assets that you want to share with us?

Fill the industry asset [request form](#) now!

**TOURISM  
FIJI**

## Meet the Team

### EXECUTIVE TEAM

BRENT HILL	Chief Executive Officer	bhill@tourismfiji.com.fj
ROBERT THOMPSON	Executive Head of Regions	rthompson@tourismfiji.com.fj
SRISHTI NARAYAN	Chief Marketing Officer	snarayan@tourismfiji.com.fj
LEIGH HOWARD	Chief Operations Officer	lhoward@tourismfiji.com.fj
VIMLESH DEO MAGAN	Chief Financial Officer	vdeo@tourismfiji.com.fj

### MARKETING TEAM

Matt Nicklow	Head of Digital	mnicklow@tourismfiji.com.fj
Liana Kwong	Website Officer	lkwong@tourismfiji.com.fj
Angelina Fong	Senior Graphic Designer	afong@tourismfiji.com.fj
Shane Pillay	Graphic Designer	spillay@tourismfiji.com.fj
Anaseini Bakaniceva	Global Marketing Specialist	abakaniceva@tourismfiji.com.fj
Sonal Sharma	Corporate and Government Communications Specialist	ssharma@tourismfiji.com.fj
Stephanie Robinson	Content Manager	srobinson@tourismfiji.com.fj
Alipate Laveti	Content Producer	alaveti@tourismfiji.com.fj
Priyanka Nandini	Data Analyst	pnandini@tourismfiji.com.fj
Vilisi Saukuru	Marketing Intern	vsaukuru@tourismfiji.com.fj

### OPERATIONS TEAM

Ana Camanasau	Office Assistant	acamanasau@tourismfiji.com.fj
Asinate Ledua	Executive Assistant to CEO	aledua@tourismfiji.com.fj
Makereta Qalo	Human Resources Manager	mqalo@tourismfiji.com.fj
Josephine Gounder	Human Resources Officer	jgounder@tourismfiji.com.fj
Jone Gonevou	Human Resources Intern	jgonevou@tourismfiji.com.fj
Melissa Natawake	Business Events / MICE Manager	mnatawake@tourismfiji.com.fj
Chad Eastgate	Events Manager	ceastgate@tourismfiji.com.fj
Marika Seru	Events Coordinator	mseru@tourismfiji.com.fj
Inoke Vuniyayawa	Operations Intern (Events)	ivuniyayawa@tourismfiji.com.fj
Peni Ravitu	Industry Engagement Manager	pravitu@tourismfiji.com.fj
Marika Ratulele	Operations Assistant	mratulele@tourismfiji.com.fj
Navitesh Chandra	IT Administrator	chandra@tourismfiji.com.fj
Rayna Kumar	Operations Assistant	rkumar@tourismfiji.com.fj

### ACCOUNTS TEAM

Mishal Chand	Regional Accountant / Acting Financial Controller	mchand@tourismfiji.com.fj
Rishal R Kumar	Accounts Officer Receivables / Acting Accountant	rrkumar@tourismfiji.com.fj
Navnil N Ram	Regional Accounts Officer / Acting Asst Regional Accountant	nram@tourismfiji.com.fj
Mesake Tudrau	Graduate Trainee	mtudrau@tourismfiji.com.fj
Krishaal Krishna	Graduate Trainee	kkrishna@tourismfiji.com.fj
Ana Ashley Goundar	Graduate Trainee	agoundar@tourismfiji.com.fj

### REGIONAL TEAM

Ilisapeci Mule	Destination Experience Executive	imule@tourismfiji.com.fj
Mereoni Rakuro	Destination Experience Executive	mrakuro@tourismfiji.com.fj





You don't need a  
map to discover joy.



WHERE HAPPINESS  
COMES NATURALLY

fiji.com.fj

# Regional Offices

ASIA & SOUTH PACIFIC		
Katherine Koyamaibole	Regional Director Asia & South Pacific	kkoyamaibole@tourismfiji.com.fj
Antonio Racika	Marketing Manager Asia & South Pacific	aracika@tourismfiji.com.fj
(Fiji-Based)		
Office 03-06 RB Jetpoint, Martintar, Nadi, Fiji		+679 6722433
India (Global Destinations)		
Neelam Building, 1st Floor, Hindu Colony, Dadar East, Mumbai 14, India		+91 22 4300 4500
Japan (Avia Reps)		
Hiet Kudan Building 3F, Kudan Minami 3-8-11, Chiyoda-ku, Tokyo, Japan		+81 3 62615733
Yoichi Hayase	***Kindly direct all enquiries to Kathy**	
AUSTRALIA		
Robert Thompson	Executive Head of Regions	rthompson@tourismfiji.com.fj
Sarah-Louise Robinson	Head of Communications	slrobinson@tourismfiji.com.fj
Juliet Miall	Trade Executive	jmiall@tourismfiji.com.fj
Suite 1204, Level 12, St. Martin's Tower, 31 Market St, Sydney, NSW, 2000, Australia		+61 2 9264 3399
GREATER CHINA		
Vincent Zheng	Regional Director Global Chinese Market	vzheng@tourismfiji.com.fj
Sean Zhao	Trade Partnerships Manager Greater China	szhao@tourismfiji.com.fj
Room 607, No.1699 Gubei Road Minhang District, Shanghai, China		+86 21 6040 1009
NEW ZEALAND		
Sonya Lawson	Regional Director	slawson@tourismfiji.com.fj
Thomas Svensen	Trade Partnerships Manager	tsvensen@tourismfiji.com.fj
Level 9, 4 Williamson Avenue, Ponsonby, Auckland 1021, New Zealand		+649 376 2533
NORTH AMERICA (USA & CANADA)		
Ruth Daly	Regional Director	rdaly@tourismfiji.com.fj
Hannah Townsend	Public Relations & Marketing Manager North	htownsend@tourismfiji.com.fj
Proud Miranda	Trade Partnerships Manager North America	pmiranda@tourismfiji.com.fj
1730 Holly Avenue #722, El Segundo, Los Angeles, CA 90245		+1 (310) 568 1616
UNITED KINGDOM		
Jane West	Regional Director UK/Europe	jwest@tourismfiji.com.fj
4 Queen's Road, Wimbledon Business Centre, Rafter Suite, The Old Town Hall, Wimbledon, London SW19 8YB UK		+49 89 288 033 27
EUROPE		
Conny Schütz	Market Manager Germany, Austria & Switzerland	connys@tourismfiji.com.fj
Roberta Rho	Trade Manager Southern Europe – Italy, Spain, France, Portugal	rrho@tourismfiji.com.fj
Neureuther Street. 19, 80799 Munich, Germany		+49 89 288 033 27



#### CONTACT DETAILS

Office 03-06 RB Jetpoint,  
Martintar, Nadi

PO Box 9217, Nadi Airport, Fiji  
Phone. +679 6722 433  
[infodesk@tourismfiji.com.fj](mailto:infodesk@tourismfiji.com.fj)

**[fiji.com.fj](http://fiji.com.fj)**

**TOURISM**  
**F I J I**