

YOU CAN MEET THE NICEST PEOPLE IN FIJI

The more than 300 islands of Fiji, some say more at low tide, occupied by locals described as the world's friendliest people, have plenty to offer as a meetings and incentive destination and it's not just beaches, blue seas and palm trees.

Why Fiji for MICE?

A few hours' flying time from Australia's east coast, Fiji caters to large and small conferences, with venues ranging from those with seating capacity for 800 to small outer islands with meeting facilities for as few as 20 or even half a dozen.

Australia's love affair with Fiji keeps growing, with the target for Australian visitors in 2006 set at 205,000.

To cope with what is expected to be growth in overall international visitors, many of them MICE delegates and PCO's, hotel and resort expansion is booming.

Fiji's international airline, Air Pacific, for example, is now in the hotel business with Accor and other partners in the new *Sofitel Fiji Resort & Spa* at Denarau Island near Nadi International Airport, opened in December 2005.

Accommodation

Denarau Island, home now to Sofitel, the self-contained Golf Terraces, two Sheraton properties and the upgraded *Sheraton Royal Denarau* now re-launched as *The Westin, Denarau*, is set to become the most integrated venue for meetings, incentives and conferences in the South Pacific.

A Hilton and a Radisson are on the way.

The F\$74 million *Sofitel Fiji* offers the largest conferencing and events facilities in Fiji with eight meeting rooms and a ballroom seating up to 720 delegates theatre style and 640 for a sit down dinner.

All resort hotels on Denarau have access to the Denarau Golf & Racquet Club with its 18-hole golf course and 10 tennis courts.

On the popular Coral Coast *Shangri-La's Fijian Resort* has finished a major upgrade and new resort hotels include a FourSeasons and an InterContinental.

The first stage of a three-stage *JW Marriott* also opens in 2007.

On a smaller scale, the long-established *Naviti Resort* has completed a new expansion and *The Warwick* and *Outrigger on the Lagoon* are established conference venues.

The extensive conference facilities these new developments bring will establish Fiji as a serious contender for Australian, New Zealand and international MICE markets.

Added bonus

A bonus for conference organisers and delegates is the establishment in Fiji of one of Australia's leading event audiovisual production companies, *Staging Connections*, based at Shangri-La's Fijian and on Denarau Island.

And after the event?

Post-event every MICE delegate deserves a break and Fiji's choices for what to do when the conference is over are many.

There are islands like Tokoriki, Castaway, Vatulele, Yasawa, there are hideaways like Lomalagi and Royal Davui, the quaint and interesting former Colonial capital, Levuka, and there are small ship cruises, for example *Blue Lagoon Cruises* and *Captain Cook Cruises*.

A conference afloat may not be such a bad idea.

Specialist Tour Operators

The "Flavours of Fiji" brand is associated with the variety of experiences available if you're creating themed events in Fiji.

Pacific Destinationz Fiji, Rosie DMC and ATS Pacific are DMC experts specialising in incentive and conference organising, meeting the challenge for return group business by offering new and exciting experiences to attract the new-age, sophisticated high achievers without losing the special flavour of Fiji's islands.

For example, transfer by high speed luxury launch for lunch on the beach at Vomo Island then transfer by helicopter to dine aboard a *Blue Lagoon Cruises* vessel anchored in the Yasawa Islands.

Participate in a challenging car rally and treasure hunt ending among the orchids at the Garden of the Sleeping Giant before an extravagant lunch.

A testimonial

Said Qantas' Joyce Weir, "Thank you for the most fantastic experience.

It went too quickly but it was just wonderful. I want to thank your team - they are truly marvellous and just the most gorgeous people."

Getting There

Fiji's international airline, *Air Pacific*, flies direct to Nadi and Suva from Sydney, Brisbane and Melbourne.

A 55-year veteran of international aviation operations, *Air Pacific* is the prime full service carrier on Australia-Fiji routes and the major regional airline of the south-west Pacific.

Air Pacific provides an Australia-Fiji frequency of up to 23 weekly services between east coast Australia, with seamless connections from other states, code-sharing with Qantas.

Air Pacific is a partner in the *Qantas Frequent Flyer* program and its *Tabua Club* gives your clients a full range of benefits, including dedicated check-in and group seating, priority baggage handling, use of airport lounges and an additional 10kg of excess luggage.

The airline's inflight service includes a sophisticated entertainment system and a friendly multi-lingual crew and benefits of group bookings include arrangements for a special meal, a personalised onboard welcome announcement and a personalised head rest cover and menu.

Air Pacific will take delivery of five new Boeing 787-9 "Dreamliner" aircraft in 2011.

Fiji's international airline also has a dedicated MICE manager - Meliana Halim at fjgroups@worldaviation.com.au or (02) 9244 2494 - and the airline's groups' coordinator is Grace Ngu on (02) 9244 2737.

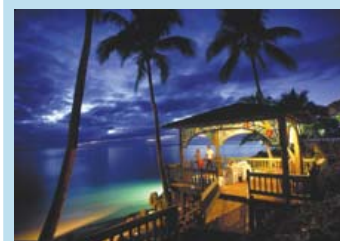


For further information on Fiji contact;

Eric Baravilala
Fiji Visitors Bureau
Level 12, 31 Market St
Sydney NSW 2000
Ph: (02) 9264 3399
Email: mice@bulafiji.com.au
Web: www.flavoursoffiji.com



Your own beach



Poolside ambience



Cruising Blue Lagoon



Snorkelling

DESTINATION FIJI - FOR MICE