

MEDIA RELEASE:

INTERCONTINENTAL FIJI LAUNCHES GREEN ENVIRONMENT INITIATIVE ON NATADOLA BAY

(NATADOLA, FIJI) Friday 29th December 2017 – InterContinental Fiji Golf Resort & Spa recently launched a new environmental project; installation of skip bins at strategic areas around the Natadola Bay community to emphasise the importance of keeping Fiji’s natural environment pristine.

This project resulted from a consistent build-up of rubbish being left on Natadola Beach and surrounding areas, and even with regular beach clean-up campaigns organised by the resort and local schools, there were no areas to deposit rubbish by day visitors. The introduction of the skip bins was implemented to resolve this problem.

Through donations and fundraising for ‘Community Care’; a long term fund by InterContinental Hotels Group (IHG) that finances numerous projects for the community, the InterContinental Fiji Golf Resort & Spa acquired five skip bins. They are now located at neighbouring Sanasana village and Natadola Beach to encourage people to discard their rubbish in the bins as opposed to the ocean.

“We sometimes forget to appreciate our beach environment with its powdery white sand and fringing azure blue waters,” said Andrew Davidson, Area General Manager South Pacific at the InterContinental Fiji Golf Resort & Spa.

“It is disheartening to see rubbish and debris littering the beach and the winding paths around it. We hope that with the installation of these bins, we will see more consideration and care for our natural environment - and preserve this for future generations to enjoy as well,” adds Mr. Davidson.

One of two iconic Fijian hotels owned by the Fiji National Provident Fund (FNPF) and managed by InterContinental Hotels Group (IHG), the InterContinental Fiji Golf Resort & Spa provides services that go beyond the world-renowned Fijian warmth and hospitality to give guests authentic, enriching experiences and insights into the Fijian culture and way of life.

InterContinental Fiji Golf Resort & Spa is part of the Intercontinental Hotel Group with over 5,000 and 744,000 guest rooms in nearly 100 countries. Overlooking the azure waters of Natadola Beach – voted by CNN as one of the best beaches in the world, and Fiji’s finest beach, the resort is spread across 35 acres of tropical manicured gardens and offers all of the facilities and services expected of luxury international resort.

[Click here](#) for more news and updates on the InterContinental Fiji Golf Resort & Spa or contact the resort on 673 3455 / enquiries.fiji@ihg.com.

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About the InterContinental Fiji:

The only luxury resort on beautiful Natadola Beach on Fiji's Coral Coast, InterContinental Fiji is designed to treat couples to a luxurious, romantic experience, with private Cleopatra baths offered in every room, couples pampering at the award-winning Spa InterContinental and private cabana dinners served as the sun sets and a spectacular infinity pool. Spread across 35 acres of tropical gardens, the resort offers all the facilities and services expected of a luxury international resort, including four swimming pools, its own on-site dive centre, recreation and beach activities centre, volleyball, yoga deck, gym and fitness centre and 18-hole championship golf course.

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