



MEDIA RELEASE

## **Fiji on the Rise with Incentive Programs from China**

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Tourism Fiji is pleased to announce the arrival of another incentive group from China into Fiji this week. Combined with the two incentive groups in December, these incentive programs are responsible for over 420 visitors from mainland China into Fiji.

Flux, a leading logistics software provider company, brought in 229 passengers to Fiji as part of the company's annual incentive program on 24 January and 25 January. Flux has chosen Fiji based on the exceptional, unique offerings the destination has for its visitors. Beyond being a quintessential South Seas paradise, Fiji is known for its warm, friendly people and numerous activities and experiences for its visitors.

"We've been in awe by Fiji's dramatic geographical diversity, the great tourism resources and range of experiences," Mr. Shi Zunli, CEO of Flux said. "Visa-free conditions for Chinese citizens to Fiji is the greatest advantage, for which all our employees can be engaged without worrying about visa issues, and the natural beauty and unlimited relaxation in Fiji are what they truly desire for. Many thanks to Tourism Fiji and we are very sure our trip to Fiji would be a dream trip for our staffs."

"Fiji is a great destination for Meetings, Incentives, Conferences and Exhibitions (MICE) and such groups with world-class resorts and facilities. We are very pleased to have had the opportunity to bring three groups over the course of the past two months and are looking forward to continuing the trend with the meetings and incentive group market," said Mr. Zheng, Tourism Fiji Regional Manager Greater China.

In December of last year, Antiniya's Easter China Franchise, a popular, well-known shapewear brand from China, also chose Fiji for their annual incentive trip. A total of 191 store owners were split into two groups in early to mid-December to soak up the sun, swim in crystal-clear lagoons, enjoy Fijian cuisine and experience Fiji's unique culture and way of life.

"Our incentive participants truly enjoyed Fiji's rich and diverse activities, white-sand beaches and pristine, crystal-clear ocean waters, and Bula smiles. We believe this is just a start and with the significant efforts Tourism Fiji is making in the China market, we anticipate bringing more travelers to Fiji in the very near future," said Mr. Adan Zeng, General Manager of Welian International, who is handling the group's travel arrangements.

**About Tourism Fiji:** *Tourism Fiji, is the Fijian government's agency responsible for marketing Fiji as the ideal destination for leisure travel to the world, with a view to maximise the number of visitors to Fiji. Tourism Fiji has established a presence in nine key markets around the globe and its activities include advertising, public relations and media programs, trade shows and programs for the tourism industry and consumer promotions to better showcase Fiji - where happiness finds you.* [www.fiji.travel](http://www.fiji.travel)

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