



## MEDIA RELEASE

# Tourism Fiji Adds Two Cities to Southeast Asia Roadshow

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In 2019 Tourism Fiji added two cities, Singapore and Malaysia, to its Southeast Asia roadshow. The roadshow was held on 14<sup>th</sup> and 16<sup>th</sup> January to establish a presence in the region and create meaningful engagement with in-market trade partners.

The two events trained Singaporean and Malaysian trade partners about Fiji's tourism and its products. The meetings were attended by industry professionals.

Tourism Fiji Chief Executive, Matthew Stoeckel said, "Both Singapore and Malaysia are important strategic markets for Tourism Fiji, and we continue to invest in promotional activities in the region. In 2018 visitor arrivals from Singapore and Malaysia grew by 20% and we expect strong growth to continue in 2019."

Held at InterContinental Kuala Lumpur, and Intercontinental Singapore, the events were well-received; all in all, more than 180 Travel Trade professionals attended. A total of more than 100 one on one meetings were also conducted over the two days, and during the VIP networking dinner.

Executive Account Manager for Singapore and Malaysia, Aviareps Singapore, Charlene Eng said, "With Singaporeans and Malaysians increasingly travelling to Fiji, there are plans and opportunities in the pipeline to further drive destination awareness, as well as engaging the trade partners in moving both markets."

The positive feedback from this year's roadshow has been very encouraging and we are looking forward to more successes in the future.

**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 maximize 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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