



MEDIA RELEASE

Tourism Fiji Hosts Brand Launch in Auckland

Nadi, 30 January 2019

Tourism Fiji is pleased to announce that beginning in February, its two newly launched brand videos will be running on TV and through cinema advertising in Auckland, New Zealand. The two 60 second videos, titled "Bula Spirit" and "Singing," were initially launched at Tourism Fiji's annual Industry Day in December 2018.

This exciting news was revealed during a Brand Screening Tourism Fiji hosted for its key partners at Event Cinemas in Auckland on Wednesday 23 January.

Tourism Fiji New Zealand invited 26 key media, trade and industry partners, including Saatchi and Saatchi New Zealand, Ogilvy, NZME, Travel Today, Travelinc Memo, helloworld and House of Travel.

"The footage is compelling and engaging. We can't wait until Tourism Fiji rolls this content out through New Zealand media channels," Natalie Von Dincklage, Head of South Pacific, House of Travel said.

"We're excited to unveil our new brand assets to key partners before they launch to the New Zealand public on TV and in cinema advertising. Travel to Fiji from the New Zealand market continues to grow, and we're confident that the launch of these assets on TV and in cinema will help us to continue to encourage New Zealanders to choose Fiji for their next overseas holiday," Tourism Fiji Regional Manager New Zealand Mrs. Sonya Lawson said.

Lawson added that the event was also used to update partners on Tourism Fiji's market activity for the rest of the financial year.

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

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