



## **Tourism Fiji and Fiji Airways Forster a Strategic Partnership with Ctrip to Boost Visitor Arrivals from China**

**Nadi, Friday 28 June 2019** – Tourism Fiji and Fiji Airways have signed a memorandum of understanding (MOU) with Ctrip in Shanghai. It makes Tourism Fiji as the first tropical island destination’s national tourism office to sign the MOU with Ctrip. This MOU will enable Tourism Fiji and Fiji Airways with Ctrip to collaborate on business development and joint promotional activity. The aim is to accelerate the existing marketing activities of Tourism Fiji and Fiji Airways in China and provide Chinese travellers with holistic top-quality products and services to make their travel to Fiji seamless and pleasant.

The one-year MOU signed in Shanghai by Tourism Fiji Chief Executive Officer Matthew Stoeckel, Fiji Airways General Manager of Global Marketing Christina Templin and Amanda Wang General Manager Destination Marketing for Ctrip, will see the three organisations collaborate to grow this important visitor market.

Under the new agreement, Tourism Fiji and Fiji Airways will work with Ctrip to carry out comprehensive and strategic cooperation in such areas as destination marketing and product and business development. With the support of both Tourism Fiji and Fiji Airways, Ctrip will integrate Fiji’s tourism resources to provide diverse travel packages to Chinese travelers in order to drive incremental sales and boost visitor arrivals to Fiji. Tourism Fiji and Fiji Airways attach great importance to bilateral cooperation and is seeking to strengthen collaboration and dialogue with Ctrip. Through the strategic agreement, it is anticipated that by 2020, more Chinese visitors would choose Fiji as their first-choice holiday destination.

Mr Matthew Stoeckel said the national tourism body had enjoyed a long and prosperous partnership with Ctrip to bring more Chinese visitors to Fiji.

“To formalize a closer strategic relationship with Ctrip - the leading online travel agency in China market is a unique opportunity for Tourism Fiji. I believe the signing of this strategic cooperation agreement will keep strengthening bilateral cooperation and lead to a wide range of benefits to Tourism Fiji and Ctrip.” Stoeckel said.

Fiji Tourism and Fiji Airways attach great importance to bilateral cooperation and is seeking to strengthen collaboration and dialogue with Ctrip. Through the strategic agreement, it is hoped that by 2020, more Chinese visitors would choose Fiji as their holiday destination.

Fiji Airways says it is pleased to partner with a leading travel service provider of accommodation reservation, transportation ticketing, packaged tours and corporate travel management in China.

Mr. Andre Viljoen, Fiji Airways Managing Director and CEO says: “We are excited about our joint partnership with Ctrip which will see more awareness of Fiji Airways and Fiji across China but most importantly give customers a easier and more convenient way to book their travel to our home.”



“Island tourism is a hot theme for Chinese tourists, with more and more Chinese tourists seen to be visiting the Pacific countries and Fiji being one of the most important destinations with its unique natural tourism resources and pleasant weather” said Amanda Wang, General Manager of Ctrip’s Destination Marketing. “Ctrip has established a good relationship with Tourism Fiji and Fiji Airways, with signing this strategic cooperation agreement, Ctrip will support Fiji continuously and provide Fiji with an integrated marketing channels including online and offline solutions. Meanwhile, with more in-depth access to local resources in Fiji, we will provide Chinese visitors with more rich and unique Fiji’s travel products.”

This announcement complements Tourism Fiji’s decision to open an official Greater China office in Shanghai last year to further develop the China market. China is a strategically important market for Fiji. It’s the fourth largest market with huge potential. Recently, Tourism Fiji in partnership with Fiji Airways recently welcomed the well-known Chinese actor and singer – Mr. Luo Yunxi to visit Fiji. Mr. Luo is regarded as a unique, positive and influential storyteller and was engaged by Tourism Fiji to visit Fiji and share his experiences with the destination across his networks.

Tourism Fiji Regional Manager in Greater China Vincent Zheng said, “We are thrilled to strengthen and further develop the established relationship with Ctrip. This remarkable strategic cooperation will help facilitate Chinese travelers to visit Fiji as well as experience the natural beauty and rich cultural history of this tropical paradise. We are expecting to jointly generate tremendous influence in the development of Fiji tourism and bring more Chinese travelers to Fiji.”

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**About Tourism Fiji**

*Tourism Fiji is the destination marketing organizational arm of the Fijian government agency responsible for marketing Fiji as the ideal destination for leisure travel globally. Tourism Fiji has established a presence in nine key markets around the globe, and its activities include advertising, public relations, media initiatives, trade shows, and programs for the tourism industry and consumer promotions to better showcase Fiji.*

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**About Fiji Airways:** Founded in 1951, Fiji Airways Group comprises of Fiji Airways, Fiji’s National Airline and its subsidiaries: Fiji Link, its domestic and regional carrier, Pacific Call Comm Ltd, and a 38.75% stake in the Sofitel Fiji Resort & Spa on Denarau Island, Nadi. From its hubs at Nadi and Suva International Airports, Fiji Airways and Fiji Link serve 108 destinations in over 15 countries (including code-share). Destinations include Fiji, Australia, New Zealand, the US, Canada, the UK, Hong Kong (SAR China), Singapore, India, Japan, China, Samoa, Tonga, Tuvalu, Kiribati, Vanuatu and Solomon Islands. The Fiji Airways Group brings in 64 percent of all visitors who fly to Fiji, employs over



1000 employees, and earns revenues of over FJD\$929 million (USD \$436m). Fiji Airways rebranded from Air Pacific in June 2013. Visit [www.fijiairways.com](http://www.fijiairways.com) for more information.

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