



MEDIA RELEASE

Tourism Fiji Continues to Invest in Events in 2019

Nadi, 13 August 2019 – Tourism Fiji is pleased to note that the Events Investment Funding program continues to assist events owners to host successful events in Fiji.

Launched at Tourism Fiji’s Industry Day in 2017, the funding program aims to develop more events in Fiji that attract international visitors to our shores. The program has two categories; the Event Development Fund (EDF) & Marquee Event Fund (EMF).

The Events Development Fund is targeted towards establishing Fijian owned and operated events. The Marquee Fund is for established events that may be “*one off*” events with targeted investments that will deliver a significant benefit to Fiji.

Tourism Fiji Chief Executive Mr Matthew Stoeckel said, “We have seen a huge uptake of our Events Funding Program and have supported more than 30 events through it since its launch. Importantly, these events have attracted a new market of international visitors to Fiji, and specifically has done so in our off-peak periods.”

Events supported through the Event Investment Fund include the Fiji International Triathlon, Ultimate Fiji Soccer Cup, Fiji Fashion Festival, Sabeto Horse Races, Ocean Swim Fiji, Musket Cove Regatta and Grasshoppers Netball to name a few. It is estimated these events have brought in more than 2,400 international visitors to Fiji.

Events Manager, Chad Eastgate said, “We’re excited to welcome new applicants for 2020! If you’re a local event organizer and you think your event will be competitive against our assessment criteria, we encourage you to send in your application.”

To learn all about how you can apply for funding please email events@tourismfiji.com.fj or call our head office in Namaka on 6722433.

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.

For more information please contact:

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