



NADI, FIJI, 30 January 2019

Tourism Benefitting ALL Fijians

The theme for the 2018 ANZ Fiji Excellence in Tourism Awards (FETA) is 'Tourism Benefitting ALL Fijians' aptly chosen to reflect the multiplier effect it has on the livelihood of all Fijians.

Chairman of the Board of Trustees of FETA Bill Whiting said the theme is symbolic and also highlights how important the tourism industry is to Fiji.

"One in every three Fijian is employed directly or indirectly through tourism. The impact it has had on the lives of all Fijians is extraordinary. With tourism's contribution to Fiji's GDP, the tourism dollar's multiplier effect means that tourism directly and indirectly benefits every citizen. Thus the trustees wanted a theme that would reflect the significant role that Tourism plays in our lives. The theme – 'Tourism Benefitting ALL Fijians' in four words describes its importance to all of us," Whiting said.

"Tourism has a great ripple effect and it benefits directly a cross section of people and professions from the taxi driver at the airport, the airport staff, the person selling coconuts on the side of the road, the construction worker, the fisherman who sells his catch to the hotel, the farmer who sells his produce, the women making handicraft and the list goes on. It's incredible how one industry touches so many lives."

An exciting evening is planned for the 2018 ANZ FETA which will be held at the Sofitel Fiji Resort and Spa on February 16. Tickets for the evening are in big demand.

Nominees for the 13 categories have been shortlisted and winners will be announced on the night.

There are 13 Category awards which will be given out together with the prestigious Lifetime Achievement and Visionary Award.

"FETA will also announce our second ever Hall of Fame recipient during the awards night. Last year our first ever Hall of Fame recognition was given to Likuliku Lagoon Resort. We have an exciting list of awards that will be issued and we look forward to announcing our Lifetime Achievement and Visionary Award winners," Whiting added.

The ANZ FETA is the country's highest tourism distinctions which serve to recognize outstanding properties, services, and individuals in the industry.

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