Industry hails Naisoso project

By SERA JANINE

Tourism Fiji has thanked investors who continued to invest in the tourism industry despite uncertain times in the country.

"It is very encouraging for the tourism industry in spite of the global challenges reassuring investor confidence for growing Fiji's economy and painting the path with recovery for a vibrant tourism industry," said Tourism Fiji chairman, Patrick Wong.

This was after the Naisoso Island Development Project was launched last week.

He said tactical campaigns were in place in the major source markets to drive volume complimented by public relations exercises in drawing attention of the consumer to the Fiji product.

Mr Wong said the devaluation of our dollar was timely making Fiji's 'great value deal packages' more attractive and competitive against our Pacific Island neighbours and South East Asian countries.

"The tourism industry is very resilient and it has proved many times by storming back being a vibrant industry," Mr Wong said.

Mr Wong added government's 2009 budget theme - "growing the economy" had also included incentives in the way of tax holidays with investments, not only in the tourism sector, but other sectors as well.

"The devaluation of our dollar has also been timely with investors "seizing" the opportunity," Mr Wong explained.

Naisoso Island is the first integrated tourism development to start in Fiji since December 2006.

The island is being developed by Relcorp (Fiji) Limited into a sophisticated and luxurious five-star resort set amongst an ecologically protected marine park and will be completed in December, 2010.

Naisoso Island is an investment in Fiji's future and will generate income out of tourism for Fiji and its population for many years to come.

The Naisoso Island Development project was launched by the Minister for Tourism and Attorney-General, Aiyaz Sayed-Khaiyum.