



## Tonga Tourism Community Gears up for the '2012 Eva Mai Tonga Tourism Experience'

**17<sup>th</sup> January 2012**

The Ministry of Tourism in collaboration with the Tonga Tourism Community is working closely in finalising the program for the 2012 'Eva Mai Tonga Tourism Experience (ETTE).

'Eva Mai is scheduled to run from the 6-10 of March with buyers starting to arrive on the 5 of March. This is the 3<sup>rd</sup> year that the 'Eva Mai has been carried out and it has grown each year.

The 'Eva Mai Tonga Tourism Experience is a Program targeted at the Travel Trade providing opportunities for Product Managers, Travel Consultants and Media personnel to travel to Tonga to explore the unique products and services for visitors, in order for them to be able to go back home and sell Tonga with confidence.

Activities during 'Eva Mai include famil programs, exploring the islands with guided cultural tours, marine activities , accommodation visits, scenic tours, tabletop appointments and, being in the islands, there is always an island buffet and entertainment. Visits to the outer islands of Eua, Ha'apai and Vava'u are also being arranged.

According to the Ministry's Tourism Advisor, Paul Davis, "Eva Mai targets the travel trade and generating greater awareness of Tonga in our key markets of New Zealand and Australia." He adds, "recent research has identified that Tonga is still relatively unknown in our key market and this is one of the main activities that we are working to improve on".

Invitations have been sent out and if you are interested, Travel Trade partners are invited to register.

For any further enquiries please contact Ms Manatu Vivili at email : [manatupv@thekingdomoftonga.com](mailto:manatupv@thekingdomoftonga.com) or phone [676] 25 334.

# DISCOVER THE KINGDOM OF TONGA THE TRUE SOUTH PACIFIC EVA MAI TONGA TOURISM EXPERIENCE (ETTE)



## You are invited to attend the Kingdom of Tonga Eva Mai Tonga Tourism Experience

A hands-on educational and familiarisation tourism exchange  
in experiencing the people, culture, heritage, food, activities  
and attractions that the Kingdom has to offer.

When: 6 - 10 March 2012

Where: Nuku'alofa, The Kingdom of Tonga

RSVP by 27 January 2012

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