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8 March 2004

MORE TRAVEL AGENTS DRAWN TO SHANGRI-LA'S FIJIAN RESORT

Basking in its increasing popularity, Shangri-La's Fijian Resort was recently host to a large group of travel agents from Asia and the Oceania region, who were on a familiarisation tour of the resort. The resort continues to draw an increasing number of travel agents every year, who have come far and wide to get a glimpse and a taste of Fiji's most popular family resort.

Over the weekend the resort hosted over twenty *Tokyu Navision Group/Incentive Specialists* from Japan and fifty travel agents from the Australian wholesaler, *Harvey's Choice*. The agents' familiarisation trips were organised in association with the travel agents themselves, who visit selected resorts and hotels based on the volume of sales they generate for a property. The Shangri-La's Fijian Resort continues to go from strength to strength in this regard as demand for the property continues to grow.



In hosting these agents, General Manager John Rice says that, "these agents play a pivotal role in promoting Fiji as a holiday destination, and the fact that they are visiting our shores

P R E S S R E L E A S E



and our resort in increasing numbers on these familiarisation trips, is a positive indication of things to come”.



The agents will be in Fiji for a while yet, getting to know this holiday destination and its people better.

Hong Kong-based Shangri-La Hotels and Resorts currently manages 42 hotels in Australia, mainland China, Fiji, Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand and the United Arab Emirates, with a rooms inventory of over 21,000. It has over 20 projects under development in mainland China, India, Malaysia, Maldives, Dubai, Qatar and Thailand.

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For digitised pictures of the group's hotels, please go to <http://www.shangri-la.com/imagelibrary>