



## **MEDIA RELEASE - 16 MARCH, 2004**

Outrigger Reef Fiji, has today announced they have received a 5 Star assessment rating from the prestigious AAA Tourism rating system, used as the official hotel and resort rating system in Australia. The 5 star rating is the highest rating available under AAA Tourism's system.

The Outrigger Reef Fiji sought the assessment to add credibility to the many changes at the resort in the last eighteen months that resulted in them being awarded the 2003 Fiji Excellence in Tourism Deluxe Accommodation award. The Resort is committed to providing the very best of facilities and service and the 5 star rating is a measurement of that success.

Outrigger Reef Fiji's General Manager, Mr. Paul Hughes stated "this assessment rewards our efforts in improvements in every aspect of the resorts performance. The 5 star rating is a difficult one to achieve and just as difficult to maintain. The Australian rating system is familiar to a majority of our guests and therefore offers some form of comfort to those booking holidays with us. It also assists our major wholesale partners in promoting our resort to the general public. Once again this emphasizes our greatest asset, our friendly and attentive staff. "

The assessment is the first of its kind in Fiji with AAA Tourism hoping to interest other resorts in their assessment and consultation systems, in the near future.

Any further information;

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