



ACTIVE FIJI LAUNCHES 2006-07 PACKAGES

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Savusavu, Fiji

CONTACT
Morika Young
Director
morika@tuitai.com
+679.999.6375

FOR IMMEDIATE RELEASE

Active Fiji has launched its new set of Active Fiji vacation packages for the 2006-07 season. The packages combine remote outer island vacations with a mix of high-powered adventure and cultural activities.

Active Fiji packages target several demographic groups including Honeymoons/Romantic Adventures, Scuba Divers, Group Specialty Expeditions, and General Adventure.

During 2004-05, the inaugural year for Active Fiji's holiday packages, demand was very strong for the pre-packaged specialized vacations. The most popular package, "Active Spa Fiji," combine the 3-night Tui Tai Adventure Cruise with 4-nights at the luxurious Qamea Beach Resort and Spa.

"In addition to providing world-class vacation products in easy to access combination packages, wholesalers and travel agents can access a range of small, boutique products, that may be too small or remote to be included in their core product line," said Morika Young, owner and Director of Active Fiji. "There is a bit of complexity in maintaining expertise in all the remote areas of Fiji, when transfers occur between Savuavu, Taveuni, Kadavu. Active Fiji takes care of this, so that wholesalers and travel agents can sell and not spend valuable time trying to sort through these details."

Active Fiji partners include: Tui Tai Adventure Cruises, Qamea Beach Resort and Spa, Namale Resort, Koro Sun Resort, Maravu Resort, Matangi Island Resort, Savusavu Hotsprings Premier B&B, Matava Resort, The Pearl South Pacific Resort, Rivers Fiji, Tamarillo Tropical Expeditions, Wananavu Resort, Garden Island Resort, Dolphin Bay Dive Retreat, Sun Air and Air Fiji.

About Active Fiji www.tuitai.com/activefiji.cfm

Active Fiji is a packaged brand of Fiji experiences, specializing in remote island holidays with an "Active" ingredient. All "Active Fiji" packages contain adventures off the beaten track and the opportunity to experience the unforgettable magic of remote island village culture.

About Tui Tai Adventure Cruises www.tuitai.com

The Tui Tai Adventure Cruise is a unique holiday designed for active travelers looking to get off the beaten path and experience Fiji. The expedition combines tropical adventure and a chance to immerse you in the culture of Fiji. During your adventure you will kayak, mountain bike, hike through rainforests and waterfalls, snorkel pristine, vibrant reefs, scuba dive in a number of world-class dive sites, visit local villages and more!

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To make a Reservation or
For More Information Contact Active Fiji & Tui Tai Adventure Cruises
Web: www.tuitai.com • Address: P.O. Box 474 Savusavu, Fiji Islands
Phone: +679.885.3032 • Fax: +679.885.3034 • E-Mail: reservations@tuitai.com