

Brand New Yachting and Cruising Guide to Fiji Launched!

New Yacht and Marina Publication published 100% in Fiji!

SUVA, FIJI - 11 MARCH 2013 -In celebration of the growing yacht tourism industry in Fiji, a new and comprehensive guide to the shores and marinas of Fiji has been published this week, A Mariners Guide to FIJI Shores & Marinas.

The 244-page guide has been the brainchild of two local women entrepreneurs, Andrée Matson Yee and Heidi Williams-Moy.

Andrée, the Art Director, stated, “It’s like an in-flight magazine, but for tourists sailing here rather than flying. The guide is designed for people who have the time and resources to explore; people with no timetable or deadline, people who can reach the farthest islands easily, transporting with them their supplies and accommodation that makes visiting places that would otherwise be restricted, possible.”

“Our aim with the Guide is twofold; to promote Fiji as a destination to potential yacht tourists heading toward the South Pacific, and to provide a comprehensive Guidebook for yachtsmen and women once they have arrived in Fiji.”

She continues, “With over 300 breathtaking islands to explore, the new Guide to FIJI Shores & Marinas aims to assist visiting yachtsmen and women throughout the duration of their trip. By helping our visitors navigate clearance procedures, highlighting the best of everything Fiji has to offer, and providing information on departure clearance when the time comes for them to say ‘Moce’ and set sail into the sunset.”

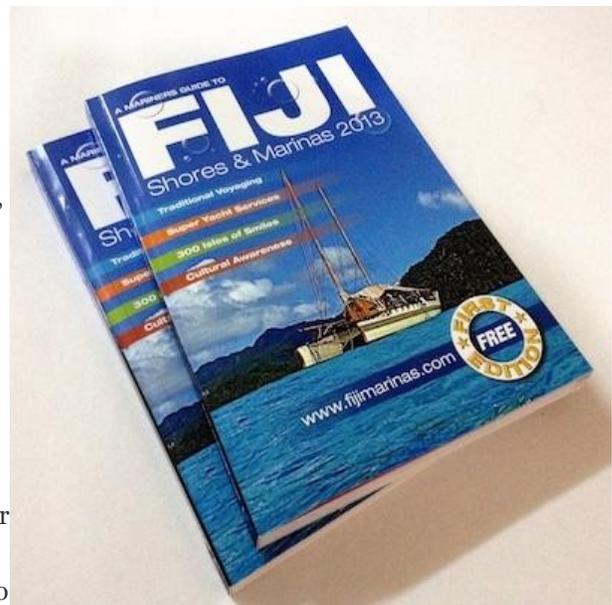
The Guide covers information on all the marinas and popular anchorages in Fiji, the culture, language and traditions that our country is so rich in, it highlights good etiquette while visiting villages, and shares some of the fantastic initiatives designed to promote the protection of some endemic species our visitors may encounter.

There is even a ‘Citizen Science’ section where our visitors can contribute to national conservation projects, such as the Fiji petrel (sea bird) and whale and dolphin sightings databases.

Andrée said “For six months, we have been working hard to create this much-needed Guide to Fiji for Yacht and Super yacht Tourists.”

She continued “The Yacht and Super Yacht tourism industry currently generates some F\$30million and we at Sea Reel Productions are sure that this figure will grow in the future.”

“There are at least 4 new marina development / expansion projects planned for Fiji over the next couple of years, and these developments are geared toward providing Super Yacht services which will see this industry boom!”



Heidi, the Editor, added “We have been pleased to welcome valuable contributions from many experts in a variety of fields including Captain Carol Dunlop (who compiled the original Fiji Islands Yachting Guide back in the 90s for the Fiji Visitors Bureau), and various Government agency representatives regarding clearance procedures and permit approval.”

Mrs Williams-Moy continued, “We are certain that the Guide will help sell Fiji as a destination to more potential visitors and help further grow the industry in Fiji.”

Their company Sea Reel Productions Ltd is a locally owned Production Company based in Suva. Heidi said “We here at Sea Reel Productions are passionate about the country, and the Guide is proudly Fijian! Written, designed, published and printed in Fiji.”

Heidi has also spent the past few months taking the whole Guide online.

She said “Having an online presence is critical to the service. With international data roaming packages and the global saturation of laptops, smart phones and tablets, virtually everyone is online.”

“The FijiMarinas.com website includes all of the information found in the guide and also allows for important updates throughout the year, as and when they occur. Most importantly, it works on whatever form of platform you have, from an iPhone, to a tablet to a PC”.

“For those who want to have a copy of the Guide on their computer, it is available as a free PDF download, and people are encouraged to follow us on Facebook and Twitter.”

Heidi added, “Even before the guide had gone to print, or the online version was launched, a Yachtswoman from California got in touch via the company website to ask where she could pick up a copy of the Guide as she would be coming to Fiji in June and wanted to have one to hand!”

A Mariners Guide To Fiji Shores & Marinas is available at all Fiji marinas and in yacht chancelleries countrywide.

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About Sea Reel Productions Ltd

Andrée Matson Yee has been a key player in the design industry here in Fiji for years; designing guides, books, posters, leaflets and magazines for various clients, but this is the first project of her own.

Heidi Williams-Moy has been working in and around the diving and marine conservation industry since arriving in Fiji over 8 years ago.

The duo has thoroughly enjoyed pooling their skills to create something so practical and informative, yet fun and enjoyable to read.

Hi-Res Photos Available

Hi-res pictures can be provided from either of the contacts below.

For further information contact:

Heidi Williams (Editorial & Sales)

t: 679 345 0364

m: 679 935 7059

PO Box 433, Pacific Harbour

[Email Heidi...](#)

Andrée Matson (Production & Sales)

t: 679 331 2127

m: 679 999 0645

PO Box 433, Pacific Harbour

[Email Andrée...](#)