



MEDIA RELEASE

TRAVEL ADVICE DOWNGRADING WELCOMED

The Australia Fiji Business Council today welcomed the downgrading on 5 June 2007 of the Australian Department of Foreign Affairs travel advice on Fiji.

The President of the Council, Mr Bob Lyon, said today "The Council has long believed the level of travel advice was not warranted by the situation on the ground in Fiji, and has contributed to real economic hardship for the people of Fiji, many thousands of whom have lost their jobs in the tourism and other industries, as well as causing considerable damage to the substantial Australian investment in Fiji."

Mr Lyon said the Council laments with no surprise that the Australian media has largely ignored the downgrading of the travel advice. He said that after the negative media coverage Fiji has received since December 2006 the media has failed in its important role of informing Australians of the downgrading of the travel advice.

"Australian origin visitors are the lifeblood of Fiji's tourism industry, and the downgrading of the travel advice clears the way for Australians to again visit Fiji and make an important contribution to the rebuilding of the Fiji economy and the employment prospects of many thousands of Fiji's citizens, as well as enjoy the renowned hospitality of Fiji", he said.

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