



Supermodel quest a boost for tourism

writer :

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This year's World Supermodel Quest has come and gone.

It brought together 17 models from around the world, including Naziah Ali and Tracey Mansell representing Fiji in the adult and teen section, for five days of stiff competition.

It allowed the contestants to showcase the best that their countries had to offer and gave them an opportunity to experience Fiji's charms and hospitality.

It allowed Fiji to show what it had to offer, thereby providing much-needed word-of-mouth advertising, something priceless that will no doubt help our tourism industry.

It allowed the host of the quest ... Amanuca Island Resort and Spa Fiji to show what it is renowned for - famous Fiji hospitality.

In fact the winner of the quest, Miss Lebanon Danielle Salamouny, was so moved after her crowning to declare that she planned to return to Fiji.

Fiji is such a lovely place and I am looking forward to coming back here sometimes soon, she told the crowd.

This is the type of advertising that money cannot buy.

This is the type of advertising that gets more and more people wanting to travel to Fiji to take in the sights and sounds.

This is the type of advertising that brings in much-needed foreign exchange and allows for development within several sectors of the economy here.

And the supermodel quest is the type of stuff we should be hosting more and more of here to help bring this about.

The other point to note is that these types of event do wonders for hotels and resorts that host and it becomes an incentive for them to lift their game, so to speak.

In fact, Amanuca's isolation and post card scenery were the perfect setting for the pageant.

The resort won the bid to host the international pageant, which according to organisers provided an opportunity to discover the world's most outstanding young women while providing a platform for international achievement and recognition.

Resort general manager John Stavros was upbeat about the effect the pageant would have on them and acknowledged the support from the various stakeholders for helping it to host the pageant.

He particularly singled out the support from the media and the Government, describing it as incredible and saying, they are gone to great lengths to cover it and let people in Fiji and around the world know what's going on.

The resort has won another bid to host the same event next year.

So kudos to the organisers, the hosts, the contestants for a great pageant that has helped put Fiji on the map.

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