

# MATAI SPECIALIST



Tourism Fiji presents our updated online training. Our new platform has videos, images, maps, and is easy to use. You'll find it helpful as you work to become a certified Fiji Matai Specialist.



## How does it all work?

Our three-tier status system rewards Specialists who maintain updated training and actively sell Fiji. SILVER and GOLD status benefits serve as incentives to advance through these levels.



### BRONZE BENEFITS

- Matai Bronze Specialist classification.
- Matai Bronze Specialist logo for client communications.
- Roadshows and virtual training event invitations.
- Access to supplier contacts, fact sheets, resources and marketing assets.



### SILVER BENEFITS

- **Same as BRONZE plus:**
- Silver specialist logo for your client communications.
- **Short Haul** markets receive consumer website presence and other referral opportunities based on regional activities.
- **Long Haul**- Above & qualify for a famil to Fiji.



### GOLD BENEFITS

- Invitation to exclusive Global Matai events in Fiji including pre-famil & extension options
- Feature as Gold Specialist on Tourism Fiji's consumer website
- GOLD specialist logo for client communications.
- Heightened access to Gold industry & Fiji Airways rates.

# How to reach and maintain your status

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## To reach Bronze status

- Begin your journey by completing all six courses in the program. This qualifies you as a Fiji Matai Bronze Specialist and unlocks access to specialist benefits. **Please note:** *All users who completed all six courses in the previous platform have been reset to Bronze to ensure consistency across the new platform.*

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## To reach Silver status

- Short Haul AU/NZ: Logging one booking qualifies you for a famil. Once you have visited Fiji on a Matai famil or on your own within the last 2 years, you qualify as SILVER.
- Long Haul OTHER: Log one booking and attend in-depth webinars and/or in-person training or attend a Tourism Fiji Roadshow.

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## To reach Gold Status

- Attain our highest recognition by booking a minimum number of Fiji bookings within a 12-month rolling period. Each booking must be for a stay of at least 2 nights. The minimum booking targets per region are- **70 for Australia | 60 for New Zealand | 20 for North America (NAM) | 12 for UK/EU | 6 for India | 20 for China | 20 for Japan.** In addition to meeting booking requirements, you should be actively promoting Fiji as a destination. Gold status is awarded annually and managed by your local Tourism Fiji Trade Partnership Manager, who selects distinguished specialists based on sales performance and booking volumes.
- **Important:** When submitting proof of bookings, please ensure compliance with GDPR and other relevant privacy regulations.

## Booking Information Required

To protect your clients' privacy and comply with data protection standards, we don't require guest names. However, please provide the following essential details when logging bookings:

- Resort name(s)
- Booking value in your local currency
- Number of travelers (adults / children)
- Total number of nights
- Travel dates
- Proof of Booking

## Maintaining Your Status

### To maintain Silver status

Preserve your Silver certification by completing **at least two of any new courses** added to the program and logging new bookings.

### Gold status

Gold status, our highest level of recognition, is awarded annually and does not automatically renew. To be considered for this prestigious designation, continue completing new courses and consistently log your Fiji bookings. Those awarded Gold status will hold this distinguished title for a 12-month period.