

## Si Holidays explores the South Pacific

**ON TUE**, Si Holidays brought the Pacific to Melbourne when it launched its new South Pacific specialist brand Waitui. Forty-five industry members enjoyed an intimate dinner at the Pool Deck Rooftop Bar in Carlton.

Md Tui Eurera unveiled the new brand with a touching speech and impactful brand video.

"We understand the importance of travel and the role we all must play in protecting the places we visit and in taking care of the world around us," said Eurera.

After a recent trip to Fiji he felt the travel industry needed to drive positive change and help the local communities.

As part of the Waitui brand, \$2 from every room night booked will be donated to local charities and projects. To end the night, guests were treated to a traditional Samoan firedancing

display and an insight into South Pacific island culture.

Waitui is a traditional Fijian word that translates to 'sea'.

The clear water that surrounds the Pacific islands is celebrated throughout the rich cultures, legends and tapestries of island life. Waitui celebrates the cultures of each destination and connects travellers to the spirit of the South Pacific.

**CLICK HERE** for more info.



**SI HOLIDAYS** managing director Tui Eurera with the Tama Tatau dance group.



**SAMOAN** dance group Tama Tatau.



**JORGE** Castillo from Canvas Group and Fasitau Ula from Samoa Tourism.



**MD TUI** Eurera announcing the new South Pacific brand Waitui.



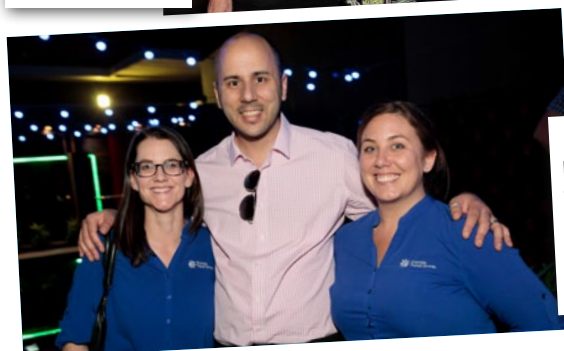
**DIANE** Lanz, Captain Cook Cruises; Joanne Karaboikis, Auberge Resorts; Anna Whatford & Mandy Ward from Lidstrom & Clyne Travel.

**RIGHT:** Prizewinner Alison Lee from Complete Travel with Jessica Harding and Caroline Hitchen from Si Holidays.



**ABOVE:** Fire Dancing by Tama Tatau.

**BELOW:** Leigh Holme, Jessica Harding, Kerry Mansell, Frances Palfi, Jorge Castillo (Canvas Group), Simon Way, Tui Eurera, Caroline Hitchen from the Si Holidays team.



**LEFT:** Amber Kelly, ETG; Josh Zucker, Josh Zucker Travel; and Michelle Antonoff, ETG.

