

Sigatoka River Safari Celebrates 6th Birthday!



Jay Whyte and Captain Jack at the first office in Sigatoka

Once upon a time, well, 1991 to be exact, a young Australian boy named Jay Whyte met a Fijian man, Pita Matasau while he was on a holiday in Fiji. Pita invited Jay and his family to visit his village, Draiba, deep inside the Navosa highlands.

Little did Jay know that the visit to Draiba was going to change his life. Jay (and his family) were mesmerized by their experience in the village and how the people warmly welcomed them to their

homes that he wished that every visitor to Fiji could experience “real Fiji”. The experience at Draiba he felt was authentic and genuine.

“It was this amazing experience that made me decide that other people should see this part of Fiji and the idea of Sigatoka River Safari was born,” says Jay.

A year later he was on a jet boat in the North Island of New Zealand, which was just a scenic cruise along this quiet river, the feeling of the boat on the water was what caught Jay’s imagination. It was at that moment, that he combined the experience in Draiba and this quintessential New Zealand experience of jet boating, making the dream complete.

Jay fulfilled his dream (after extensive consultations with the *vanua*, government, research and personal sacrifices that began in 2003) and launched Fiji’s original river safari in 2006, offering local guests and international visitors alike the unique opportunity to experience the heart and soul of Fiji.

It’s now March, 2012 and after welcoming more than 100,000 visitors, winning two AON Excellence in Tourism Awards, a growing Safari family, and introducing another original tour, the Off-Road Cave Safari, Jay feels that there is still more on the horizon for the Safari family.

“I believe that we’ve developed so much in the last 6 years and with a growing number of fans on our Facebook page it’s a testament of the incredible effort by the Safari team and people of the Sigatoka Valley,” Jay said.

Even though he does not believe in fairy tales, Jay hopes that his dream, which has always been to share with the people, the magic that exists in the hills of Navosa and offering all our guests a “Simply Unforgettable” experience, will continue for many years to come.

Jay thanks all the members of the Safari family which includes staff (current and former), the villages and villagers we work with, staff at Rosie Holidays, ATS Pacific, Tourism Fiji, inbound operators, wholesalers, resort properties, various partners and the thousands of guests who have chosen to include a Sigatoka River Safari as part of their Fijian holiday!

Sigatoka River Safari Journey In Pictures



Pita and Jay in 1991



The Turaga na Kalevu on board during the launch



Jet boat training in New Zealand with Neil Ross



The first "taralala" entertainment



Maiden voyage



The first "good-bye"

Flying start for Navosa Rugby

Navosa Rugby has had a flying start to its 2012 season with an amazing display of grassroots rugby at its best that was showcased during its inaugural Tako Lavo 10s tournament. The tournament was held on March 16-17 at Vatureba Park, Navosa.

Out of the 24 club teams, Nasaunivalu Club in Navosa came out winners and won the FJD1000 prize money sponsored by Sigatoka River Safari.



Nasaunivalu team with their spoils

Leading up to the 2 day tournament, Jay Whyte, President of the Navosa Rugby Union said the tournament will provide an opportunity for all players from all areas to showcase their talents.

“This tournament was created as a way to build a solid foundation for the Navosa Rugby Union and to create pathways for our grass roots boys to potentially make it in the world of rugby,” Jay said. “We are happy with the support from people of Nadroga/Navosa in coming out in numbers to support the tournament,” Jay added.

New Navosa Warriors Jerseys - NOW AVAILABLE!

A new batch of Navosa Warriors jerseys have arrived at the Safari Shop located in Sigatoka Town. Made in Fiji and available at only FJD60.00, the jersey is available in all sizes will make a perfect present for anyone who loves rugby!

HOT SALE: Sigatoka River Safari black polo shirt for only FJD30.00, board shorts only FJD20.00, Coral Coast 7s T-shirt only FJD20.00 and Ravuka round neck t-shirt only FJD20.00 (limited time only)



Sigatoka River Safari staff showcasing the new jersey

Welcome to Sigatoka Valley “Happy Valley”!

The villagers of Tuvu Village, in the heart of the Sigatoka Valley, welcomed upcoming Hong Kong Boy Band, Bro5 and the Hong Kong based NOW TV crew at their village on March 7, 2012. The group were on a family trip to Fiji with Tourism Fiji and Air Pacific. The Sigatoka River Safari experience was to provide them with an authentic village experience whilst in Fiji.

With Fiji’s favourite IRB 7’s Tournament coming up at the end of March, the villagers of Tuvu were delighted to host a group who were from Hong Kong and lived near “Happy Valley” where the Hong Kong Stadium is located. Tuvu is one of the furthest villages that’s part of the Safari family, located deep inside the Navosa province. It is also one of the few that has yet to have electricity supply.

The visitors from Hong Kong were quite surprised when they heard that the people of Tuvu will travel to the next village that has electricity and TV coverage just to see the Fiji National 7s team play rugby at So Kon Po Stadium, Happy Valley, Hong Kong on the weekend of Hong Kong 7s.

After a tour around Tuvu Village and learning about life in the village, the group were hosted to a mouth watering Fijian tropical lunch and entertainment before the Television producer, Vincent, vowed to make a banner saying “Bula Tuvu Fiji” for the crew to hold up in Hong Kong when they meet the Fiji 7s team during the 2012 Hong Kong 7s from the 23rd-25th March.



Heading up the river with Captain Hi-Jack



Time out with the villagers of Tuvu



With the men of Tuvu



With the women of Tuvu

Konichiua Nahigatoka!



ATS Pacific Japanese Team Photo Courtesy of Imtiaz Ali

ATS Pacific Japanese Staff, Imtiaz Sahib, Takako Tachikawa and Yuko Kobayashi took some time out of their busy schedule to learn more and have a better understanding of Fiji's original river safari.

"We had so much fun on Sigatoka River Safari and found it very informative and the tour will go down well with our Japanese tourists," said Imtiaz. "It was a thrilling experience".

From Aussie to the Coral Coast!



Taking some time out for a group photo. Photo Courtesy of Jason Zvatora

On a famil trip to Fiji, five Australian journalists took the road less travelled and learnt about the history of the Naihehe Cave.

Greg Rule of *AAP*, Matthew Killoran of *Gold Coast Bulletin*, Genevieve Quigley of *Practical Parenting*, Michelle Karaman-Jones of *Fairfax Community Newspapers* (Sydney) and Wendy Hoddinett of *Nine MSN Travel* and *NZ MSN* were accompanied by Jason Zvatora, Resort Manager of the Outrigger on the Lagoon Resort.

The journalists also tasted some kava, enjoyed a BBQ

lunch before jumping into the fresh water pool located just near the cave to cool down.

Finding the Magic with Rosie Holidays!



Rosie Holidays Conference Photo Courtesy of Rosie Holidays

Rosie Holidays annual conference was held at the Sheraton Fiji Resort and Shangri-la Resort & Spa respectively on February 29 and March 1, 2012 with the theme, "Magic in You".

Over 50 Rosie Holidays tour consultants, drivers and various Rosie employees learnt all that they can from the different suppliers.

Sigatoka River Safari, Sales &

Marketing Manager, Angie Lal, who represented Sigatoka River Safari and Off-Road Cave Safari at the Rosie Holidays Conference was happy with feedback from the team at Rosie Holidays.

"It was a great way to meet everyone who work tirelessly in selling all the tours available in Fiji and it was a perfect opportunity to provide them with all the updates and to hear their feedback," said Angie.



Mesake Drodrolagi

Name: Mesake Drodrolagi

From: Nadrala Village, Nadroga, Fiji Islands

Position: Safari Mini-Bus "HAFARI" Driver/Guide

Drink: Fiji Water

Food: Curry kai in lolo with Tavioka

Sport: Rugby

Best Memory at Work: Every work day meeting people from all over the world and showing them my province, Nadroga.

Best Work Tip: Have balance with God, family, work and play.

Did you know? Sigatoka River Safari website recently received a facelift check it out now - Please [Click Here](#).

You can access previous On-Safari Newsletters Online - Please [Click Here](#).

Contact Us:

P: +679 6501 721

Free Call: 0800 6501721 (Anytime)

E: safari@sigatokariver.com

F: +679 6501 723

W: www.sigatokariver.com

M: +679 9297 337



2007: Sigatoka River Safari - Winner - Best Adventure Tour

2008: Sigatoka River Safari - Winner - Best Fiji Experience

