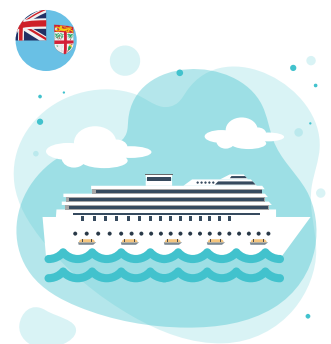


About Kenua



Kenua is the main shipping agent for 90 per cent of the cruise lines that travel through Fiji, including Holland America, Carnival, Royal Caribbean, Hapag-Lloyd, P&O and Princess Cruises.

The company is a subsidiary of Transam Fiji Limited, which is partly owned by Williams & Goslings, one of Fiji's largest freight-forwarding operators, and Pacific Direct Line, a prominent family-owned shipping business with a long history in the Pacific.



Market Constraints

It is a requirement by international insurers that all cruise ship anchorages and port destinations have hydrographic maps drawn to a scale of 1:800. Most outer island region maps for Fiji currently use a 1:8,000 scale. Consequently, cruise ship vessels are only stopping at the major ports in Suva and Lautoka, as well as a few small ports because of the lack of updated hydrographic maps for the outer regions. This has limited the overall geographic spread and economic impact of cruise tourism in Fiji.

The Fiji Navy's Hydrographic Office is the only one authorised to carry out the hydrographic mapping of maritime areas. However with a limited annual budget and a primary focus on international cargo and domestic passenger routes, resources available for cruise tourism have been restricted.

Yasawa-i-rara in the northern Yasawa Islands has been identified as having great potential for cruise ship island anchorage. In fact, the Yasawa Islands were the first region in Fiji to receive cruise ships in the 1950s, but the lack of port facilities and outdated maritime maps for the area eventually led to the discontinuation of cruise ship visits in 2008.

The updating of the hydrographic map for the Yasawa-i-rara anchorages is a prerequisite to re-establishing the Yasawa region as a sustainable passage for cruise ships visiting Fiji. The hydrographic map or nautical chart provides key information on the depths of water, the nature of the sea floor and its contours, the coastline and tides and currents in a given sea or land area. This allows cruise ship vessels to safely enter and exit the anchorage site.

Intervention

NAUTICAL TOURISM



Access to onshore services and attractions



Updating of Maritime Maps



Access to Industry Statistics

MDF has supported the development of the first Public-Private Partnership (PPP) and cost-share between Kenua Fiji and the Fiji Navy for the hydrographic survey of the Yasawa-i-rara. The survey was conducted over a total period of 21 days by the Fiji Naval hydrographic vessel, RFNS Kacau. The SONAR data collected from the survey is currently with the British Admiralty in the United Kingdom for the development and licensing of the new hydrographic chart for the Yasawa-i-rara region.

Once the updated Yasawa-i-rara hydrographic map is finalised and made available, Kenua Fiji will pitch the new port of call to international cruise liner companies. These cruise companies will first need to present the new charts to their insurers and obtain approval to travel to Yasawa-i-rara in Fiji. Carnival Australia has already expressed interest to take up the updated hydrographic map to facilitate visits to Yasawa-i-rara. The resumption of cruise ship visits to the region is projected to impact on the livelihoods of at least 266 households.

The new PPP model for hydrographic mapping is now been endorsed and adopted by the Fiji Government as a new mechanism for unlocking other potential cruise ship destinations in the country.