

# What is the Na Vualiku Project?

The Fiji Tourism Development Program in Vanua Levu (Na Vualiku Project) is a flagship government-led initiative financed by the World Bank that aims to transform Vanua Levu into a leading sustainable tourism destination.

Spearheaded by the Ministry of Tourism and Civil Aviation (MTCA), in partnership with Fiji Airports and the Fiji Roads Authority, the Project is anchored in long-term, coordinated investments.

By enhancing infrastructure, boosting local enterprise and safeguarding cultural and natural assets, the Project will empower communities, unlock private sector growth, and deliver authentic, high-quality experiences for visitors.

## The Project aims to:



Upgrade roads, airports, and essential services such as water, sanitation, energy, and waste management.



Boost local tourism by guiding private sector investments and supporting MSMEs, women-led enterprises, and community-based tourism organisations.



Safeguard Vanua Levu's environment, culture, and heritage for future generations.

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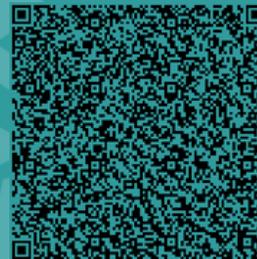


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*Vanua Levu, Fiji's hidden gem, is set to become a model for inclusive, sustainable, and resilient tourism. Join us in celebrating Vanua Levu's unique beauty and become part of its exciting journey towards sustainable growth.*



**NaVualiku**  
Tourism Development for the North

## Fiji Tourism Development Program in Vanua Levu



Ministry of  
Tourism and  
Civil Aviation



Financed by:  
**THE WORLD BANK**  
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*Vanua Levu and Taveuni currently face a set of interconnected barriers that have constrained its tourism development.*



**Infrastructure & Services:** Limited air and road connectivity, along with gaps in water, waste, and energy services, continue to constrain access and investment in tourism.



**Institutional Coordination:** Stronger collaboration and integrated planning among agencies and stakeholders is needed to support tourism growth and build capacity for destination development and management.



**Private Sector Engagement:** Micro, Small & Medium Enterprises (MSMEs), including women-led and community-based enterprises, face challenges in accessing finance, markets, and business development services.



**Environmental Management:** Tourism's natural and cultural assets are increasingly at risk from waste management gaps, unsustainable development practices, and the impacts of climate change.



**Climate Vulnerability:** The Northern region is highly exposed to cyclones, floods, sea-level rise, and other climate-related hazards, which pose a risk to communities, infrastructure, and the tourism industry itself.

## *The Project will help to transform Vanua Levu's tourism landscape, bringing wide-ranging benefits.*



### **Empowered Communities:**

Community-based tourism initiatives and skills training will increase local participation and ensure that economic benefits stay within Vanua Levu.



### **Environmental Protection:**

Investments in marine managed areas, waste systems, and conservation will protect biodiversity, enhance ecosystem services, and improve the destination's appeal to high-value tourists.



### **Economic Growth & Jobs:**

The Project will stimulate private investment, support MSME development, and create new employment opportunities, particularly for women and youth.



### **Stronger Climate Resilience:**

Climate-smart infrastructure, early warning systems, and resilient tourism planning will reduce risk and improve response to future disasters.