



One of Matangi's 11 guest bures.

Fijian Hideaway is a Soft Coral Lover's Paradise

MATANGI ISLAND RESORT

TEXT AND PHOTOGRAPHY
BY JACK AND SUE DRAFAHL

There is a new island paradise in northern Fiji. Well, it really isn't new, it's only changed its name. And, it really didn't change its name, only the way it is spelled. Matangi Island Resort is a tropical island paradise owned and operated by the Douglas family. They kept this little hideaway to themselves for years and then, in 1989, decided to share paradise with a

SDM TRAVEL AT A GLANCE

Matangi Island Resort is best known for:

- Small guest capacity
- Special treehouse bure
- Incredible soft coral dives
- A variety of topside activities

chosen few. Until recently, they used the Fijian spelling of the name, Matagi. They have now changed it to the nautical spelling of Matangi, which now makes it a lot easier for folks from English speaking countries to spell and say.

Matangi Island features 11 thatched bures (Fijian cottages) that offer queen sized beds, living room area and private bathroom with shower. Each features a shaded outside patio with lounge chairs so you can relax and enjoy the peaceful sea. The ultimate in privacy and lifetime experience is the Domoni Treehouse bure. Domoni means "love house" in Fijian and offers

The waters off Matangi Island Resort offer incredible soft coral displays such as the one shown here. The resort's guides know exactly when the corals look their best and the currents are minimal.

Dedicated to Fiji.

When it comes to planning the perfect dive vacation in Fiji, only **Trip-N-Tour** can guarantee you 100% satisfaction.

At **Trip-N-Tour** we devote all our time and expertise to only these islands.

So when planning your next dive vacation, let the experts at **Trip-N-Tour** take care of all the details.

TRIP-N-TOUR

Micronesia Fiji

1-800-917-2243

E-Mail: tntmicro@ix.netcom.com
WWW: [hht://empg.com/trip-n-tour](http://empg.com/trip-n-tour)

Call today for our **FREE**
full-color dive brochure!

circle #128 on Reader Service Card

Discover the *New*
Frontier Northern Lau, Fiji

Lomaloma Crystal Divers

Call: *Great Destinations*

800-741-2178

e-mail: scuba@skindiver.com

circle #104 on Reader Service Card



Responsible
Divers Lead by
Example!

Responsible
DIVER

the ultimate romantic interlude in paradise. The treehouse is 30 feet off the ground in a large Pacific almond tree. *The Swiss Family Robinson* never had it this good! Couples can relax on their private veranda and watch the fabulous Fijian sun set into the blue Pacific. You can indulge yourself and schedule a romantic picnic for two on deserted Horseshoe Beach or take a sunset cruise through the straits. Matangi Island Resort offers it all.

Fiji's north is noted for its prolific soft corals. The waters off Matangi feature some of the most pristine corals you will find anywhere. The trick is correctly diving the tides. You want the soft corals to be in full bloom—feeding—yet you don't want to be swept away. No problem, *sega lega* (Fijian for no problem, pronounced *senga lenga*). Matangi's dive guides know just when the corals are still



open and the currents are minimal. They want you to have the dives of a lifetime so they work hard to time them just right. If you have never had the thrilling experience of diving in a current, and are feeling a little unsure, these responsible guides will help you every step of the way. Remember, *sega lega*!

Matangi Island has two dive boats, the 42 foot *Lady Christene* and the 32 foot *Marama Ni Matangi*, each comfortably accommodating 10 divers. We dived from the *Lady Christene* and we have to say it was one of the most comfortable dive boats we have had the pleasure of trying.

The package includes two morning dives. Afternoon and night dives can be added to your package at any time. Just offshore there is a thriving reef and Matangi offers unlimited shore diving, day or night. It even supplies all the necessary snorkeling and diving equipment as part of your package if you want to really travel light.

Most of the dive sites are close to the resort, within 20 to 30 minutes by boat. Some of the sites offer current diving with magnificent soft corals while other sites are current-free and feature pristine hard corals and their inhabitants. There are steep walls to explore and coral bommies teeming with life. So, you see,

ISLAND DREAMS

TOURS & TRAVEL

COZUMEL

QUALITY COMBINATION



FIESTA AMERICANA

COZUMEL REEF



EXPERIENCED DIVER PROGRAM

New • Intermediate • Advanced •
and Select Fast Boat Diving

- ★ Free unlimited shore tanks
- ★ Free lodging upgrade with daily Continental breakfast (space available)
- ★ Free EDP Slap Strap for every diver
- ★ Free airport/hotel transfers
- ★ Free dinner at hotel
(For stays of 4 nights or more after Sept.)

4 night package from \$345

Includes three days of 2-tank boat diving, tax, and complimentary beach tanks.

7 night package from \$585

Includes five days of 2-tank boat diving, tax, and complimentary beach tanks.



Call us TOLL FREE and Save

800/346-6116

Phone: 713/973-9300

Fax: 713/973-8585

E-mail: info@islandream.com
<http://www.islandream.com>

© SD/AD 1997

circle #77 on Reader Service Card

GUANAJA, BAY ISLANDS, HONDURAS

POSADA DEL SOL

The *Jewel* of the Caribbean

Hold My Calls!

Imagine a tropical paradise island of pineclad mountains and white sand beaches fringed with palms, where orchids grow wild and freshwater streams into waterfalls from natural springs. Escape to this paradise at POSADA DEL SOL, a luxury Spanish Villa Resort on 70 acres of reef front property, featuring world class

scuba diving on the second largest barrier reef in the world. Come enjoy the paradise with us, we'll hold your calls.



© AD/SD 1997



1-800-642-3483 • (561) 624-3483

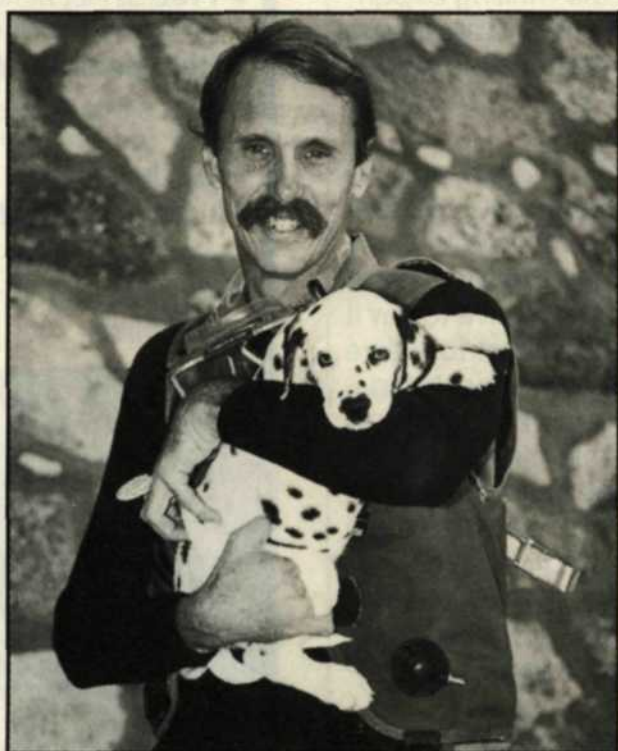
1201 HIGHWAY ONE, SUITE 210, NORTH PALM BEACH, FL 33408

E-mail: posadadel@aol.com • www.posadadel.com

- diving •snorkeling •pristine coral reef •whitewater rafting •archeology trips
- kayak •fishing •pool •exercise & massage •tennis •mountain hiking

circle #12 on Reader Service Card

Looking for some new Spots? Try the Carib Inn and Bonaire!



© SD/AD 1997

CARIB INN

P.O. Box 68 • Bonaire, Netherlands Antilles

Telephone (011) 599-7-8819

Fax (011) 599-7-5295

Reservations - 8am - 5pm daily. FAX 24 hours

E-mail: caribinn@bonairenet.com

FIJI'S MATANGI ISLAND RESORT

Matangi has diving to please everyone.

There are more than 30 dive sites near Matangi Island Resort. **Red Wall** is a spectacular shallow dive featuring pink and red soft corals, blooming when the current is running. Often called **Moriah's Cove**, this 40 foot dive is must-see. The **Purple Wall**, a deeper dive, is a sheer drop-off that's covered with purple soft corals. The corals and seafans come in a variety of colors that challenge the Kodak and Fuji films of the world. **Noel's Wall**, discovered by Noel Douglas, offers a variety of hard and soft corals as well as plentiful schools of fish. Sharks are often sighted cruising the perimeter of the reef. **Nukubalavu** offers a mild current that guides you along the edge of a wall of Qamea Island. There are crinoids waving in the current as you quickly cruise by. **Robert's Reef** is like an underwater horn of plenty because you can find just about anything you can imagine to photograph. Friendly clownfish, massive hard corals, patches of blooming soft corals and schools of circling Barracuda make this a photographer's ultimate dream.

Besides the diving, there are plenty of other activities at Matangi Island Resort. Hobie Cats provide a thrilling sailing experience while paddleboats offer a more relaxing cruise around the island. Water-skiing is available and you can try your luck windsurfing. There are several bushwalks around Matangi that offer breathtaking postcard views of this tropical paradise. Great snorkeling is available just

FIJI BOUND

Flights to Fiji are available through Air Pacific and Qantas. The nonstop Air Pacific flight from Los Angeles to Fiji's International Airport in Nadi takes approximately 10 hours. The outer islands are reached via either Air Fiji or Sunflower Airlines.



Air Pacific
(800) 227-4446
Qantas Airlines
(800) 227-4500

Air Fiji
(800) 677-4277 (U.S.)
Sunflower Airlines
(888) DIVE FIJI (U.S.)

off the beach. Of course, there is always the potential to relax, read a book and unwind far, far from the madding crowds. And, you can always take a day to hike and visit Bouma Falls on the nearby island of Taveuni.

Matangi Island has no airstrip, so you must first fly into Nadi International, then transfer by smaller aircraft to Taveuni. There you will be met by a representative

of Matangi Island Resort and will transfer by van to the boat landing, where you will board a water taxi to Matangi. The transfer only takes about 20 minutes and you will need to wade to and from the boat.

Fijian hospitality is something you have to experience because no words can adequately describe the feeling. The people here are so friendly you can't help but return the smile and cheerful greeting. You are immediately considered one of the family, not just a visitor, especially here on Matangi. Come dive the warm waters that are home to prolific hard corals and acres of soft corals. Come visit the Douglas family, experience true Fijian hospitality and just totally relax. *Sega lega*, you are at Matangi Island Resort!

For more information or reservations, contact Matangi Island Resort in the U.S. at (888) MATANGI (628-2644). You can send e-mail to info@matangiisland.com or visit the Web site at www.Matangiisland.com.

GAINING CUSTOMER TRUST

(Continued from Page 48)

and all the various forms. Function, based on each model's design and materials, is covered, even brands that may never be

carried in your specific facility. For instance, students will learn how to explain the differences between a fin with a longer, stiffer blade made of a specific polymer and one made of a thermoplastic resin that is lighter and more flexible.

Being able to provide clientele with such up to date information enhances the employee's professional image. The value of this level of knowledge is considerable. Clients feel more confident with their choices, the store makes a profit and, more importantly, repeat business is created.

WORKING THE PRODUCT

Once everyone has developed a sense for the equipment, phase two of the Retail Training Program concentrates on how to confidently market and sell the product. This includes the mechanics of designing and strategically positioning displays in locations that can effectively enhance a product's salability. As many good salespeople will affirm, presentation is a key factor in making a successful sale. The creation of an eye-catching display that "sizzles" increases a product's appeal. A book or piece of equipment will not sell itself. It takes a skilled, knowledgeable salesperson to shed light on its attributes!

According to DU Course Directors, once a shop employee is familiar with the

product and has displayed it properly, the next logical step is to know how to talk to customers. The Retail Training Program teaches students how to approach customers without being tacky or too aggressive. For example, using effective listening skills, understanding what the customer is looking for and knowing how to find the answers to difficult questions can help a customer determine what is right for him or her.

This portion of the course also teaches instructors and non-instructors to market specialty courses, add-ons and accessories. When it comes to these areas, a shop will benefit most from an employee who is both knowledgeable and committed. If a diver is interested in taking a certain specialty course, a properly trained salesperson knows how to describe what is involved.

HANDS-ON INSTRUCTION

Divers Unlimited's students take part in actual exercises in the retail center, with the course instructor as role model. How to approach a customer, initiate conversation and promote products are demonstrated by the instructor and the student practices afterward.

A segment of the sales training is even dedicated to using good phone etiquette, which is often where a large

Treasure Island
DIVERS
10 YEARS IN GRAND CAYMAN, BWI

Dive Grand Cayman for less than **\$17** PER DIVE

ON OUR UNLIMITED DIVE PACKAGE

1-800-872-7552

Complete vacation planning including Air and Accommodations. Special Packages with Sleep Inn Hotel starting at \$299. Some restrictions apply, holiday weeks excluded.

FAX 954-351-9740
E-mail: tidivers@netrunner.net
<http://deepedge.com/TIDivers>