



LOLOMA HOUR

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GSTC FIJI 2025



Spend time connecting with Fiji through activities that help preserve it for generations to come, and let happiness find you in return.

A LITTLE HELP FOR A LOT OF HAPPY



What is Loloma Hour?

- Fiji's Happy Hour for the Environment!
- Invites visitors to spend just 1 hour giving back to Fiji's people, culture and environment
- Rooted in the Fijian value of Loloma - love, compassion, and kindness



Why it matters?

- Support Tourism Fiji's Sustainability Goals
- Enhance visitor connection with Fiji's culture and communities
- Small actions - lasting impacts
- A time to learn about Fiji and participate in diverse, purpose-driven activities - through its Wildlife, Community, Reefs and Coastline

Our Four Pillars

The collection of Loloma activities that can be participated in for at least an hour are divided into four pillars.

1. Wildlife
2. Community
3. Reef
4. Coastline



Give back to the Wildlife



Give back to the Community



Give back to the Reef



Give back to the Coastline



How to get involved?

- Enquire with your resort or activities provider about their Loloma Hour offerings - offered once a week
- No special skills or advance sign-up needed - if a fee is involved, part of this is directed towards local communities
- Ideal for all types of travelers including solo, couples and families



Loloma Hour Goals



5,000
HOURS
IN 1 YEAR



CHAMPION AWARENESS AND
CAPABILITY FOR SUSTAINABLE
TOURISM



INCREASE VISITOR AWARENESS
OF SUSTAINABILITY ACTIVITIES



ENHANCE TRADITIONAL
KNOWLEDGE SHARING

Q1 Recap – April to June 2025



3540 TOTAL
HOURS



27 LOLOMA HOUR
PROPERTIES



1411
WILDLIFE



727
REEF



982
COMMUNITY



420
COASTLINE

Vinaka

A man and a young girl are riding a brown horse through a lush tropical forest. The man, wearing a patterned shirt, is smiling and looking to the side. The girl is sitting on his shoulders, looking forward. The horse is brown with a white blaze on its face. The background is filled with dense green foliage, including palm trees and large-leafed plants. The word "Vinaka" is written in large white letters on the left side of the image.