



PARTNER UPDATE

NOVEMBER/DECEMBER 2002



G.I.E. Tahiti Tourisme held their 11th Annual Representatives Conference October 28-30, 2002

Worldwide representatives of Tahiti Tourisme came together at the Hotel Sheraton Tahiti in order to discuss two main objectives:

- To finalize Action Plans for each market for 2003-2005
- To bring together the local Tahiti-based industry partners and Tahiti Tourisme representatives to discuss international trends

Within these objectives, Tahiti Tourisme representatives and local industry Partners focused their attention on these five directives for finalizing their 2003 Action Plans:

- Promote Tahiti & Her Islands as a year-round Destination (emphasizing travel from Nov. through March, *The Value Season*)
- Promote the Island of Tahiti as a Destination in itself
- Promote Tahiti's Hidden Paradise Islands: Huahine, Raiatea, Taha'a, Tikehau, Manihi, Fakarava and the Marquesas
- Establish Common Guidelines for Selecting Journalists
- Align Hotel and Airline Seasonality

The second objective was to inform the local industry of the new direction and gain their valuable input on these objectives. This allowed the local tourism industry to be more involved in the decision making process with Tahiti Tourisme and also laid the foundation for a stronger partnership with the local industry.

The overall format of the conference was held as workshops and seminars offering all of the attendees, Tahiti Tourisme representatives and industry partners, the opportunity to raise questions, offer comments and discuss the direction for the tourism industry within Tahiti & Her Islands.

Value Vacation Program

Tahiti... Where it's Always Summer

Tahiti Tourisme and its Partners would like to present their *Value Vacation Programs*. In an effort to stimulate travel from November through March, a multi media campaign is underway in cooperation with our Tahiti Partners. To date we have enrolled 10 Tour Operator/Cruiseline partners. Phase 1 of the advertising program started on September 15th and ran through December 15th. Phase 2 will begin in January 2003 and run into February. This effort is supported by Air Tahiti Nui, Tahiti Tourisme and various hotels in Tahiti and Her Islands.

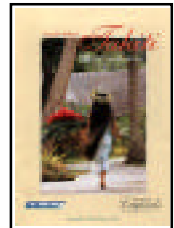
Schedules have been developed for 9 of the Partners. A total of 134 newspaper ads are planned during Phase 1. Two consumer magazine ads (a 2 page spread in Islands Magazine in December and a second one in January) plus two trade ads (a 1/2 page spread in Travel Agent magazine on October 28th and a second one in January), will supplement the newspaper effort.

“Hidden Paradise” Campaign Update

A Tahiti Tourisme Initiative to promote the islands of Raiatea, Taha'a, Huahine, Tikehau and Manihi has been developed with the cooperation of Pearl Resorts, Air Tahiti Nui, Sheraton Hotel Tahiti, Tahiti Tourisme and four participating Tour Operators. The newspaper effort ran from November 17th to December 15th in 9 West Coast publications. The ad features one 800 number and the calls are rotated equally among the Tour Operators.

“Destination Tahiti Stay Put” Campaign Update

A second Tahiti Tourisme Initiative has also been offered to the Tahiti Partners. This initiative places focus on the Island of Tahiti as a destination. The four major Tahiti hotels, Air Tahiti Nui, and Tahiti Tourisme are cooperating with the participating Tour Operators. A total of 44 newspaper ads are scheduled to run in six Southern California publications beginning in January 2003.



PUBLIC RELATIONS

Travel Agent Magazine October 28, 2002 By James Shillinglaw, Editor-in-Chief



From Moorea to Bora Bora, Huahine to Tikehau, Manihi to Taha'a all the way up to the Marquesas, Shillinglaw describes the many **Pearls** that the **South Pacific Management Co.** has to offer throughout Tahiti & Her Islands. The article also quotes two of our Tahiti Tiare Specialists that are familiar with the variety of properties that Pearl Resorts

has to offer. Ellen Clark from Value Vacations in San Francisco comments on the authenticity of the Pearl Resorts and Lee Barnitt from Cherry Creek Travel in Denver notes that the properties in Tahiti are becoming more sophisticated.

Modern Bride/December 2002 By Joe Yogerst

Joe Yogerst, a regular contributor to South Pacific editorials, wrote a piece on **Tahiti & Her Islands ranked #4 for the World's Best Honeymoon Destinations**. Tahiti also ranked #1 for *Sweet Spots for Seclusion* and *Where Nature Puts on the Best Show*, #2 for *Top Spots for Romance*, #3 for *Best Bets for Beaching* and #9 for *Coollest Snorkeling/Diving Spots*. Congratulations to **Bora Bora Lagoon Resort** who came in #1 for both the *Ultimate Fantasy Suite* and the *Best Hotel to Get Away from it All*. We would also like to congratulate **Princess Cruises** who came in #2 for *Favorite Cruise Lines* and **Windstar** who came in at #5.



Islands, December 2002 2003 Worldwide Guide Issue

In the 2003 Islands Worldwide Guide Tahiti & Her Islands were chosen for three of the five categories. Under the *Islands for Beach Bums* category, Huahine was chosen for its alluring beaches. Bora Bora was listed under *Islands for Romantics*, stating that the "major attraction of this storied isle is its lagoon". The Marquesas, as a whole, were listed as the *Islands for Nature Lovers*. This edition of Islands Magazine has Tahiti editorial and advertising covering 12 pages from front to back!



Elite Traveler/Nov/Dec 2002 By Bill Strubbe

In his article titled, *Get away from it all with a visit to the South Pacific*, Bill Strubbe takes Elite Travelers through Tahiti & Her Islands, Fiji and Australia. The article begins with Tahiti, featuring the **Taha'a Pearl Beach Resort**, **Hotel Bora Bora** and the **Bora Bora Nui Resort & Spa**. Strubbe highlights the amenities of each resort accompanied by stunning imagery.



Passport Magazine/Dec 2002 By Robert Sandberg, Editor

Passport Magazine, the leading Gay & Lesbian Travel Magazine, has a 10-page spread on Tahiti & Her Islands. The Editor and Publisher of Passport Magazine traveled to Tahiti in November of 2001 to experience the romance and beauty that the *islands beyond the ordinary* have to



offer. The article recalls many of their experiences, including their traditional Tahitian wedding ceremony at the **InterContinental Beachcomber Resort Moorea**. The imagery complements the content as the author explains how warm, welcoming and accepting the Tahitian people are - for all of their visitors.

Condé Nast Traverler, December 2002 - The Top 100 Best in the World Issue

The 2002 Reader's Choice Awards in the current issue of Condé Nast Traveler deems Bora Bora as #4 for the top 10 Tropical Islands in the world! **Hotel Bora Bora** came in at #8 for the top 25 Pacific Rim Resorts, with **Bora Bora Lagoon Resort** coming in at #15. **Air New Zealand** was voted #6 for the top 10 Airlines. Under the Cruise lines category, **Radisson Seven Seas** came in #3 for Small Lines and #2 for Large Lines. **Windstar's Wind Song** came in at #6 for the Small Lines and **Princess Cruises**, the newest addition to Tahiti & Her Islands came in at #5 for the Large Lines. Congratulations to all the winners!



PROMOTIONS

2002 FALL WORKSHOPS



We would like to extend a big MAURU'URU ROA to all of our Partners who participated in the 2002 Fall Workshop series! This workshop series has been our most successful series to date with a whopping **678 Travel Agents attending!** This series not only had the highest number of attendees, but also the highest number of participating Partners.

Most of the Travel Agent's who attended already enrolled in the Tiare Program at the workshop and we are receiving new applications daily. We hope that our database of qualified travel agents will be growing in leaps and bounds!

Contact information for all of the Travel Agents who attended the workshops were emailed out to participating Partners in late November. If your company participated and you have not yet received the leads, please contact your company's main Workshop contact or Mari Masuda at mmasuda@tahiti-tourism.com or by phone at 310-414-8484X231.

Again, we thank you for your support and hope that this workshop series met all of your company's expectations. We hope to see more of our Partners in the Spring!



Workshop at Le Meridien, Tahiti for the Brendan Superfam



Brendan Workshop with Vairani Tetaria of Air Tahiti and Christel Bole of Air Moorea

BRENDAN SUPERFAM

Manuia to Brendan Worldwide Vacations for the success of their Superfam in November of this year. Brendan brought 80 top producing Travel Agents to Tahiti & Her Islands for a 7-day fam and a Tahiti Tourisme Workshop. With 4 overlapping itineraries visiting the islands of Bora Bora, Taha'a, Huahine, Moorea and Tahiti, Brendan's Superfam 2002 was a success!



Tuamotus Advanced Fam

In mid-November, nine Certified Tiare Agents and Mari Masuda (TTNA) traveled to the Tuamotu Islands of Manihi, Tikehau, Rangiroa, and Fakarava. The 8-day fam included site inspections and activities throughout all of the islands. While on Fakarava, the group was lucky enough to overnight at the newly opened Le Maitai Dream Fakarava and also had the chance to spend their last day and-a-half on the islands of Tahiti and Moorea.

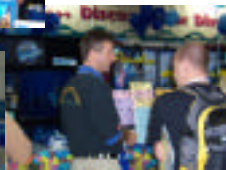
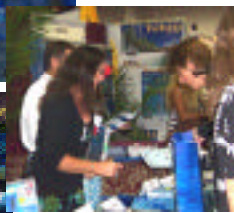
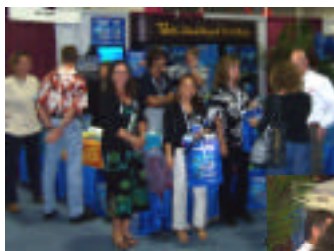
(From top-bottom, Bird Island in Tikehau, Main building and Pontoon of Le Maitai Dream.)



Beginner Fam

The Tahiti Tourisme 7-day Beginner fam traveled to the Society Islands of Tahiti, Moorea, Bora Bora, and Tahaa. The fam group of 12 Tiare agents was escorted by Leila Laille (TTNA). The group site inspected many properties and participated in various activities. While in Bora Bora the fam group had the opportunity to stay at the newly opened Bora Bora Nui Resort and Spa.

(Left to right: Group photo at InterContinental Bora Bora, Bora Bora Nui Garden Bungalow and walkway from the restaurant)



DEMA 2002

Tahiti Tourisme, many of our Partners, and many dive centers from Tahiti attended the Diving Equipment & Marketing Association (DEMA) show at the Las Vegas Convention Center from October 22-25, 2002. This year DEMA was the most well attended show in the 26-year history of the association with over 14,000 attendees and over 700 exhibitors. Tahiti Tourisme will be participating at the 2003 DEMA Show in Miami, FL from October 8-11, 2003.

For next year, we are working (*and hoping*) to create a much larger presence for the dive market in Tahiti. We hope to have many individual Partner and Tahiti Dive Center booths, along with the Tahiti Tourisme booth united in a "Tahitian Village". This year, only one of our Preferred Partners, *World of Diving*, had an independent booth. Most of our competitors (Caribbean, Fiji, etc..) already have numerous independent booths working together which creates a substantial presence for their destinations.



Travel & Leisure Show

The Toronto Star's Travel & Leisure Show in Toronto, CANADA was attended by Mari Masuda and Leila Laille from Tahiti Tourisme. The 3-day show was held at the International Centre in Mississauga from November 1-3, 2002 with a special trade night on October 31, 2002. This show brought out the Canadian consumers despite the wind and snow.

2003 Spring Tradeshow Schedule

Travel Fair 2003	January 11, 2003	Las Vegas, NV
LTG 25th Annual Sales Mtg & Tradeshow	January 11, 2003	Los Angeles, CA
Vacation Expo	January 18-20, 2003	Seattle, WA
OC County Register Travel Show	January 25-26, 2003	Costa Mesa, CA
LA Times Travel Show	February 1-2, 2003	Long Beach, CA
Tribune Travel Show	February 8-9, 2003	Phoenix, AZ
San Diego Travel Show	February 9, 2003	San Diego, CA
IATOS Adventure Show	February 21-23, 2003	Chicago, IL
Gazette Travel Show	March 1-2, 2003	Colorado Springs, CO
Seatrade Cruise Shipping Convention	March 3-6, 2003	Miami, FL
The Bay Area Travel Show	April 5-6, 2003	San Francisco, CA
Gay & Lesbian - DC	April 22, 2003	Washington D.C.
Gay & Lesbian - NY	April 24, 2003	New York, NY
CruiseTour World	April 25-26, 2003	Ft Lauderdale, FL
TravelAge West	June 5-8, 2003	Las Vegas, NV
Scuba Show	June 21-22, 2003	Long Beach, CA

If you are already participating in any of these shows, please notify us! We will try to coordinate our booth to be near you to create a larger Tahiti presence. Also, if you know of any great shows that Tahiti should attend, please let us know.

PRODUCT



Fire Aboard the *msy Wind Song*

In the early morning of Sunday, December 1, 2002, an accidental fire broke out in the engine room of the *msy Wind Song*. None of the 127 passengers or 92 crewmembers were injured

in the rescue effort. The French Navy and the Aremiti ferry, the passenger ferry that services Papeete and Vaiare, rushed to the scene to assist with the rescue efforts.

The passengers were rescued from the life boats by the Aremiti and taken to the island of Raiatea where they were met by locals who were offering assistance to the passengers. Windstar representatives were there to hand out food and money for the passengers to buy clothing and other essential items. Le trucks were waiting to transfer the passengers to the airport where planes were waiting to fly them to Papeete. After arriving in Papeete, they were checked into the Sofitel Maeva Beach.

A meeting was held on Monday morning by Tom Russell, Vice President of Sales and Marketing, and the Wind Song crewmembers to inform the passengers of the ship's condition and the status of their belongings. At the close of the meeting, doctors were brought in to provide the passengers with any further medical attention or needs that arose from belongings which were left behind on the ship, such as eyeglasses and prescription medications.

The passengers were given the option to go home on earlier flights or to continue their vacation on the islands of Tahiti or Moorea. Many passengers chose to stay for the duration of their trip.

The fire was completely extinguished by Tuesday, December 3rd by the French Navy Firefighters. Three French Navy boats have towed the ship to Papeete. It is yet to be decided where the ship will go for repair.

Sailings have been canceled through January 17, 2003 (7 sailings) and regular Tahiti operation with identical itineraries will begin on January 24, 2003 on the *msy Wind Star*. The *msy Wind Star*'s previously planned sailings in Costa Rica, Panama Canal, and Belize have been canceled. Passengers on the canceled sailings are being given generous rebooking options.

Kirk Lanterman, Chairman and CEO of Windstar Cruises has thanked the Tahitian government and the French Navy for their assistance, support, and exemplary professionalism.

"All I know is that I will never be the same. Tahiti does that to a person anyway – changes you on a visceral and ethereal level. And this experience just threw a black velvet backdrop to the contrast of Tahiti's beauty." – Sandy Darley, *Tiare Agent*, a passenger aboard the *msy Windsong* when it caught fire.

Bora Bora Pearl Beach Resort Announces Renovations

The Bora Bora Pearl Beach Resort has recently announced a \$ 2.5 million renovation to take place over a 4-week period from January 12 through February 9. In order to accommodate clients that have already booked, Pearl Resorts will guarantee accommodations in the same category or better at the following properties: Le Meridien Bora Bora, Bora Bora Lagoon Resort, InterContinental Beachcomber Bora Bora, Bora Bora Nui or the Taha'a Pearl Beach Resort. Please contact Pearl Resorts at: info@spmhotels.pf or by calling (689) 50.84.62

Tahiti Partner Acquired

Inta-Aussie South Pacific has been acquired in the purchase of the assets of Inta Global Air, Inc. by Aus-Vacations. Aus-Vacations is the largest retail travel chain in the U.S. Aus-Vacations has announced that they will honor Inta-Aussie's obligations to their customers and that there will be no disruption of service.

The recently opened office in Las Vegas will be converted into a walk-in Aus-Vacations sales office.

Helicopter Transfers to the Kia Ora Sauvage!

For those clients looking for an extra special touch, they can now take advantage of a private transfer to the Kia Ora Sauvage. The flight time is only 15 minutes and offers incredible views of the second largest atoll in the world.



Rangiroa Hélicoptères also offers tours of the island of Rangiroa as well as neighboring atolls. For more information, please contact the Hotel Kia Ora at: (689) 96 02 22 or resa@kiaora.pf

Sheraton Tahiti to Vaima Shuttle Boat

Sheraton Tahiti is now offering shuttle boat transfers from the hotel to the waterfront right in front of the Vaima Shopping Center. Cost is 800cfp per person/roundtrip.

US Customs Information

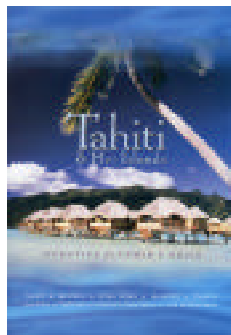
Duty-free exemption has been increased from \$400 to \$800. For more information, please go to www.customs.gov/travel/travel.

**Restaurant
Pick of the Month**

L'O A LA BOUCHE

Located in downtown Papeete on passage Cardella, featuring French cuisine with great service and good wine. The tête de veau is exquisite! Open for lunch and dinner.

Tel. 42 29 76



NEW! Incentive Planners

Discover our New Incentive Planner's Guide, which presents 20 beautiful, full color pages including destination information, travel tips and contact information for Tahiti suppliers. Perfect for the incentive market, the guide features advertisements by hoteliers, tour operators and cruise lines. To request a copy, please email Tahiti Tourisme at tahitilax@earthlink.net

WEB REPORT

Number of Successful Hits for Entire Site:
Number of Page Views (Impressions):
Number of User Sessions:
Number of Unique Users:
Average User Session Length:

OCTOBER

1,654,761
436,345
57,913
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00:08:09

NOVEMBER

1,399,768
374,350
49,602
16,845
00:08:46

Congratulations!

Jean Marc Hastings, Air Tahiti Nui Europe, will be heading the European region as of January 2003.

We would like to congratulate **Radisson Seven Seas Cruises** for celebrating **6 years with the m/s Paul Gauguin in Tahiti and Her Islands**. For the anniversary Radisson Seven Seas Cruises is offering free roundtrip air from 84 North American gateways on cruises from January - March 2003. There will be a newly expanded "Apicius" Menu featuring Polynesian-inspired French fare. As usual, the spirit of the islands will be alive on board with island entertainment and décor. Congratulations and Mauru'uru Roa!

Welcome Aboard!

Stephane Guignon,
Executive Chef for Hotel Bora Bora
Laurent Boufard,
Pastry Chef for Hotel Bora Bora
Kai Hoffman,
Front Office Manager
for Hotel Bora Bora



Moorea for New Year's?
You can watch it online at <http://globalparty.free.fr/english/index.html>. "Ze global party 4 peace" an online event dedicated to peace involving mixes of music from around the world. Watch online New Year's celebrations in Tokyo, Paris, New York, and Moorea at Painapo Beach.