

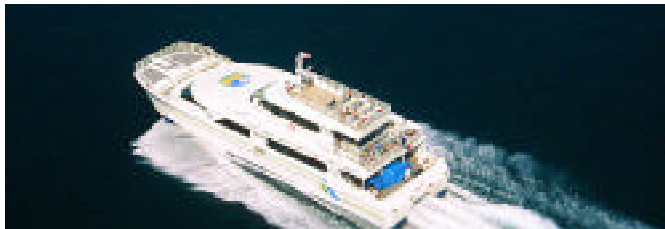
## SUMMER IN TAHITI PROMOTION UPDATE

The response to the Summertime in Tahiti advertising effort has been very encouraging. To date, six tour operator/cruiseline Partners have selected Option C, two Partners Option B and two Partners Option A. We are in the process of finalizing the media schedule and communicating the production instructions to the participating Partners. Based on the response, we are already planning the extension of this program into 2002 using newspaper, trade magazines and the Internet. If you are an eligible Partner and have not yet responded, there is still time. In consideration of our National crisis, newspaper ads will be delayed to late-October/early November and magazine ads will commence in December.

## THE LATEST ON AIR TAHITI NUI : PARIS-LAX-PPT

In the July Partner Update it was announced that Air Tahiti Nui would begin operating three new flights originating in Paris on September 13, 2001. Since then there have been changes to Air Tahiti Nui's plans. Wally Sumner, VP North America for Air Tahiti Nui, has told Tahiti Tourisme that Air Tahiti Nui is getting its second aircraft, a new Airbus 340/300 series, which will be configured with 6 first class, 24 business class, and 264 economy class seats. Air Tahiti Nui will take delivery of the aircraft at the end of February and expects to start a fourth PPT/LAX/PPT flight in March and then begin the Paris service on April 1, 2002. This increases Air Tahiti Nui's service to LAX to six times per week from Papeete with two flights continuing on to Paris. This new Airbus will also enable Air Tahiti Nui to add a third flight to Japan beginning in late April or early May 2002.

## FERRY SERVICE CHANGES



Ferry service between Tahiti and Moorea has experienced a few vessel changes. The Aremiti 2 and the Aremiti 3 have been replaced by the Moorea Jet and the Aremiti 4 for service between Papeete, Tahiti and Vaiare, Moorea. Both the Moorea Jet and the Aremiti 4 have 350 seats and a 30-minute duration time between Papeete and Vaiare. New ferry schedules are available and can be downloaded from our Web site, [www.GoToTahiti.com](http://www.GoToTahiti.com), under 'Inter-Island Ferries' on the 'links' page.



### 2001 Fall Tahiti Workshops

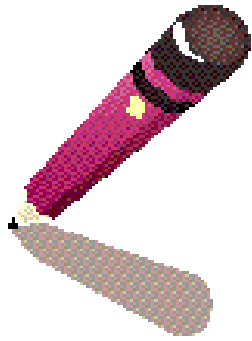
**Are you a presenter?** By now your Director of Sales or other primary contact should have forwarded to you the Presenter Guidelines for the Tahiti Workshops. If you have not received this information, please contact them immediately. See back page for more details.

**Are you a sales rep?** Please distribute the 2001 Tahiti Fall Workshop Invitation to travel agents when on sales calls and trainings. Enclosed is a copy of the invitation or you can direct them to the Travel Specialist section on our Web site, [www.GoToTahiti.com](http://www.GoToTahiti.com).

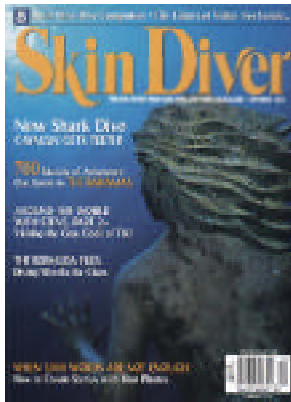
**Mauru'uru Roa!**



# PUBLIC RELATIONS



NBC Today Show's summer series "Today Throws a Wedding" featured Tahiti as one of the possible honeymoon destinations voted on by over 200,000 viewers. Although Tahiti didn't win, the episodes featuring Tahiti reached approximately 30-45 million viewers nationwide over the course of 5 days. The advertising value is estimated at over \$300,000 US.



The September 2001 issue of Skin Diver features a 6-page article on scuba diving in Moorea by Steve Alexander. Steve's article is full of beautiful underwater photography and focuses on diving the Tiki site, Eagle Ray Channel, Taotoi Pass, and Opunohu Bay.



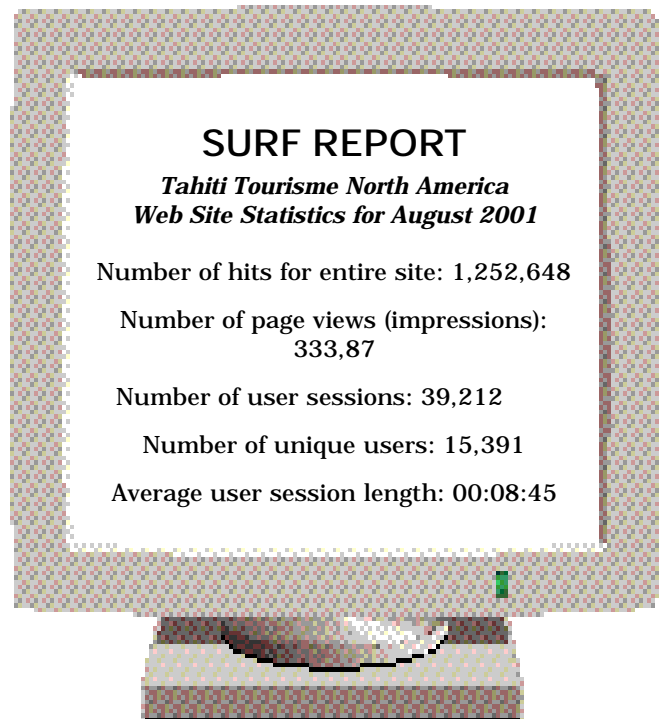
AAA's Northern California VIA Magazine for September/October 2001 features a cover-mentioned article by Deborah Franklin entitled, "Some Enchanted Island." The 4-page story covers cruising in Tahiti, the history of the islands, and the sights and sounds of Papeete.



The October/November 2001 issue of Surfing Girl features a 3-page article on the Billabong Girls World Championship Tour's event at Teahupo'o, Tahiti held from May 8-19, 2001. The article not only features the winners of the event, but also the violent surfing conditions that Teahupo'o is known for.



Look for Susan Kaye's 3-page article on Tahiti, Bora Bora, Moorea, and Huahine, in the upcoming October/November 2001 issue of Bride's Magazine. Her honeymoon story highlights each of these islands and the available accommodations and activities.



## SURF REPORT

*Tahiti Tourisme North America  
Web Site Statistics for August 2001*

Number of hits for entire site: 1,252,648

Number of page views (impressions):  
333,87

Number of user sessions: 39,212

Number of unique users: 15,391

Average user session length: 00:08:45

## PROMOTIONS

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### TRADE SHOW CALENDAR

Oct 9-11	IT&ME Chicago, IL
Oct 18	Gay & Lesbian Travel Day Workshop & Expo San Francisco, CA
Nov 6-15	Fall Workshops Nationwide
Nov 27-29	Luxury Travel Expo Las Vegas, NV
Dec 4-6	USTOA Annual Conference

### RESTURANT 'PICK OF THE MONTH'



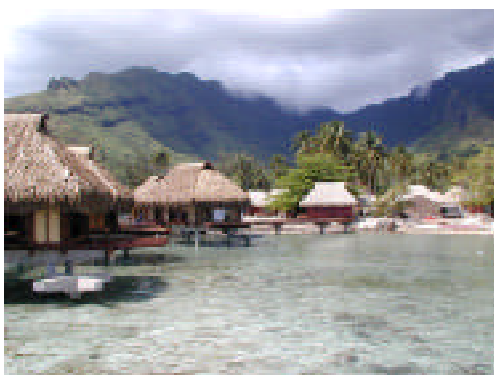
LA PLANTATION  
Traditional French cuisine  
and Pizzeria

P.K. 27, 500 Haapiti  
Papetoai, Moorea

Phone: 011-689-56-45-10  
Fax: 011-689-56-47-56

## HOTEL UPDATES

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Completed exteriors of the overwater bungalows at Moorea Pearl Resort

### Moorea Pearl Resort Ahead of Schedule

Jerome Guedj, Marketing Director for SPM Hotels, has reported that work is progressing faster than scheduled. As a matter of fact, the hotel is one month ahead of the construction schedule. The construction teams are presently working on the enlargement of the initial bathrooms and increasing the size of the outdoor terraces. Work has started on the main public building and the restaurant posts were elevated this week. Though the project is now 30 days ahead of schedule, June 2002 continues to be the scheduled opening.

You will find high resolution pictures and detailed information on the following link: <http://www.pearlresorts.com/infos/moorea.htm>

### Tahiti Beachcomber Inter-continental Hotel Enhancement Program

Jean-Marc Mocellin, General Manager of Tahiti Beachcomber Inter-continental, has reported their hotel enhancement program is well underway.

During this year's mini Heiva Festival, the lay out of the Motu island was re-created into a natural, landscaped, open-air theatre where up to 800 can dine while watching cultural events or can be used to stage a popular theme party.

Refurbishing of the Hibiscus & Tipanie Banquet Rooms started mid-August as scheduled. Both rooms are being completely revamped in order to accommodate banquets, conferences, concerts, and meetings. The rooms are located in the cove of the administrative building, so construction is not noticeable to hotel guests.

All these rooms in the main building will be renovated in the style and to the standard of the new panoramic rooms. This program starts November 27th, 2001. All 172 rooms (lagoon view and garden view) will be re-decorated with in luxurious tropico-colonial style. There are two mock up rooms open for inspection. In order to minimize the disturbance to our guests, this renovation program will be undertaken block by block (an average 30 rooms at a time). Completion of this program is scheduled for the end of 2002.

### General Manager Departs at Hotel Bora Bora

Hotel Bora Bora's General Manager, Scott Mawhinney, has left the hotel. Current hotel contact is John Quero, Resident Manager and David Nakano, Sales Manager.

# 2001 FALL WORKSHOPS

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## Tuesday, November 6, 2001

### **Tampa, Florida**

Embassy Suites Airport  
555 N. Westshore Blvd.  
Tampa, FL 33609  
Phone 813.875.1555

and

### **Seattle, Washington**

Seattle Marriott Sea-Tac  
3201 S. 176th Street  
Seattle, WA 98188  
Phone 206.241.2000

## Wednesday, November 7, 2001

### **Dallas, Texas**

The Westin Galleria  
13340 Dallas Parkway  
Dallas, TX 75240  
Phone 972.934.9494

and

### **Portland, Oregon**

Fifth Avenue Suites Hotel  
506 SW Washington Street  
Portland, OR 97204  
Phone 503.222.0001

## Thursday, November 8, 2001

### **Scottsdale, Arizona**

Doubletree Paradise Valley Resort  
5410 N. Scottsdale Road  
Scottsdale, AZ 85250  
Phone 480.947.5400

and

### **San Francisco, California**

Hotel Nikko San Francisco  
222 Mason Street  
San Francisco, CA 94102  
Phone 415.394.1111

## Tuesday, November 13, 2001

### **Sacramento, California**

Sheraton Grand Sacramento  
1230 J Street  
Sacramento, CA 95814  
Phone 916.447.1700

and

### **Long Island, New York**

Huntington Hotel  
598 Broad Hollow Road  
Melville, NY 11747  
Phone 631.845.1000

## Wednesday, November 14, 2001

### **Los Angeles, California**

Radisson Huntley Hotel  
1111 Second Street  
Santa Monica, CA 90403  
Phone 310.394.5454

and

### **Chicago, Illinois**

Wyndham Drake Hotel -Oak Brook  
2301 York Road  
Oak Brook, IL 60523  
Phone 630.574.5700

## Thursday, November 15, 2001

### **San Diego, California**

Sheraton San Diego Hotel & Marina - **East Tower**  
1380 Harbor Island Drive  
San Diego, CA 92101  
Phone 619.291.2900

and

### **Denver, Colorado**

Hilton Denver Tech South  
7801 E. Orchard Road  
Englewood, CO 8011  
Phone 303.779.6161

## PARTICIPATING PARTNER DEADLINES



Workshop kits were mailed out the last week of August. If you did not receive your kit, please contact Mari Masuda at 310.414.8484x231 or mmasuda@tahiti-tourism.com

	<u>Deadline</u>
Fax <b>Agent Invitation</b> to all your reps in the appropriate cities to distribute	ASAP
Fax <b>Presenter Guidelines*</b> to the reps who will be attending each workshop	ASAP
<b>Required brochures</b> and optional brochures/flyers are received at Towne/Allpoints	10/01
<b>Hotel Reservation</b> form for all representatives have been faxed to Tahiti Tourisme	10/01
<b>Prize Donation</b> form has been faxed to Tahiti Tourisme	10/01
<b>Badge</b> Order form has been faxed to Tahiti Tourisme	10/15
Participation fee <b>invoice</b> has been paid to Tahiti Tourisme	10/15

**\*If you are a representative that will be attending the workshops and have not received the Presenter Guidelines, please contact your Director of Sales immediately.**