



PARTNER UPDATE

March 2003

National Geographic Magazine & National Geographic Traveler

In the March issues of both National Geographic Magazine and National Geographic Traveler, Tahiti and Her Islands received exposure from Nuku Hiva to Rangiroa. National Geographic Magazine has a 20-page spread titled *Islands of the Pacific, Hotspots - Preserving Pieces of a Fragile Biosphere*. Throughout the article, the islands of Nuku Hiva and Ua Huku are highlighted. The article also covers the islands of Palau and Fiji and is beautifully accompanied by stunning imagery of all three of these Pacific Island Hotspots. The readership from this publication is more than 22.5 million readers with a focus on educating its readers about the world, uncovering its past and illuminating its distant corners.



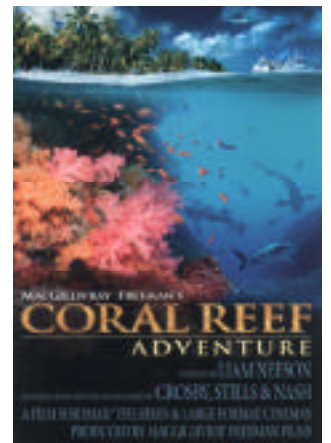
In addition to the exposure received in National Geographic Magazine, National Geographic Traveler has a gorgeous 14-page spread dedicated to Tahiti and Her Islands, focusing on Rangiroa. This article, written by Peter Benchley and photographed by David Doubilet, has been in the works since their trip to the islands in May of 2001. With a reach of over 2.4 million, National Geographic Traveler targets readers interested in both domestic and international travel destinations with a focus on recreational activities, such as diving, as well as culture and events. The end of the article has a section called 'Travelwise', which outlines how to save money by travelling from January to May and November to early December.

Also listed are various accommodations, a 'How to Get There' section, 'For More Information' and a map of French Polynesia.



Coral Reef Adventure

Coral Reef Adventures, filmed in April and May of 2001, was released Internationally in February of 2003. This IMAX film features ocean explorers Howard and Michele Hall as they set out to document the world's largest and most beautiful coral reefs. The setting is in the tropical waters of Tahiti and Her Islands, including Tahiti, Moorea and Rangiroa, as well as Fiji and Australia's Great Barrier Reef. Ocean experts such as Jean-Michel Cousteau and Richard Pyle join Howard and Michelle for an incredible journey of discovery and adventure. The film is currently playing at IMAX theatres and large format cinemas throughout the US as well as Canada, Germany, Denmark, the Netherlands, Singapore, South Africa and Sweden. Greg MacGillivray, Producer/Director of the production company MacGillivray Freeman Films hopes that this will increase the public awareness about the need for greater reef protection.



PUBLIC RELATIONS



Quién - Amor a Primera Vista
Bleu & Blanc - Polynesia Francesa, Noticias del Paraiso
Master Magazine - Pearl Beach Resort de Manihi
 Written & Photographed by Oscar Alvarez

After spending almost an entire month in Tahiti and Her Islands, Oscar Alvarez has three enticing articles complete with beautiful images and sidebars on **how to get there**. Oscar spent the bulk of his time in the Society Islands as he's writing to readers without much knowledge of Tahiti and Her Islands. Yet he did manage to experience a bit of Tahiti's Hidden Paradise in Rangiroa and Manihi in the Tuamotu Archipelago as well as Nuku Hiva and Hiva Oa in the Marquesas. All three of these magazines are published in Mexico and distributed throughout Mexico and various areas of Latin America. Bleu et Blanc in particular, is a very nice high gloss, luxury magazine which is printed in both Spanish and English.



Rodale's Scuba Diving
 February, 2003
TOP 100!
The World's Best Dive Destinations

Rodale's 10th Annual Top 100 Awards were awarded in the February issue. The awards are taken from more than 6,000 Scuba Diving readers from their personal experiences in the various destinations. A

minimum number of responses was required for each destination in order to be included in the ratings. Tahiti and Her Islands received the following marks for the Pacific and Indian Oceans category:

- **Top Places for Big Animals** #1
- **Top Visibility** #2
- **Top Snorkeling** #2

Mariage Québec
 Tahiti
Aux Portes du Paradis
The Gateway to Paradise
 Written & Photographed
 by Caroline Madoux

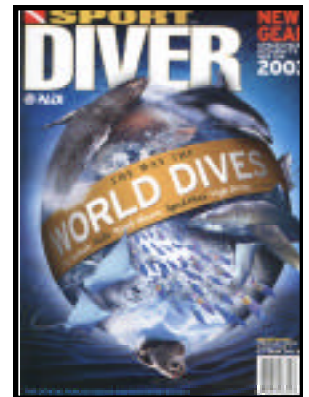


Editor of Mariage Québec, Caroline has a three page article on Tahiti and Her Islands in one of Montréal's leading Bridal Magazines. Opening the article the same way many tourists arrive in Tahiti and Her Islands, Caroline gives a wonderful description of her experience on Air Tahiti Nui. The article focuses on the island of Bora Bora with information on the other Societies as well as the Tuamotu Archipelago. The article gives a gorgeous description of the islands and covers many logistics such as island size, number of visitors, how to get there, when to go, etc... She also touches upon the smaller hotels and **pensions** in the islands as a more affordable way to travel.



Sport Diver Magazine
 January/February
 2003
The Way the World Dives

In the first issue of the year for Sport Diver, Tahiti and Her Islands were noted as a great destination for 'almost guaranteed encounters with humpbacks in the summer months', particularly noted was the island of Rurutu in the Australs. Moorea and Bora Bora were among a handful of destinations credited for having good odds of stingray encounters. In the Drift Diving section, Rangiroa received a mention as the second largest atoll in the world. Lastly, in an article titled **Deco Stops**, Tahiti is credited for having the 'best tattoos in the world'.



PROMOTIONS

Tahiti Tourisme 2003 Spring Workshops

We would like to say MAURU'URU to all of our Partners who have decided to participate in the 2003 Spring Workshops. Please see the back page for the workshop registration form and information on the dates and venues. Please feel free to distribute the information to retail travel agents and/or agencies.

For the participating companies, please note the following deadlines:

Tuesday, April 1, 2003 Hotel Reservation Forms
Friday, April 25, 2003 Representative Badges
Friday, April 25, 2003 Prize Donation

If you are a representative who will be attending any of the workshops and have NOT received the Participation Kit, please email Mari Masuda at the Tahiti Tourisme office and request a kit as soon as possible. It is very important that you review the information in this kit. If you have any questions, regarding the workshops, please feel free to contact Mari Masuda at:

mmasuda@tahiti-tourism.com
Phone: 310-414-8484x231
Fax: 310-414-8490

Online registration is available
to the travel agents at
www.GoToTahiti.com/workshop

We have once again utilized an email blasting service which emailed the workshop information to over 65,000 travel agents nationwide. We have utilized our own databases of travel agents (not the Tiare Agents!), have notified industry publications of the workshops, and will continue to distribute the workshop information until May.

4-color postcards with the workshop information printed on the back are available. If you would like a supply of them, please notify Mari Masuda at the Tahiti Tourisme office. The attending representatives for Tahiti Tourisme are Paul Sloan and Maureen Furedi.

May 6, 2003	Costa Mesa, CA	Greenwich, CT
May 7, 2003	Walnut Creek, CA	Ramsey, NJ
May 8, 2003	Bellevue, WA	Philadelphia, PA
May 13, 2003	Ft. Lauderdale, FL	Houston, TX
May 14, 2003	Indianapolis, IN	Salt Lake City, UT
May 15, 2003	Milwaukee, WI	Pasadena, CA

UPCOMING TRADESHOWS

April 5-6
The Bay Area Travel Show
San Francisco, CA

April 22 & 24
Int'l Gay & Lesbian Travel Expo
Washington DC and Manhattan, NY

April 25-26
CruiseTour World
Ft. Lauderdale, FL

January Surf Report



Successful Hits for Entire Site:	2,226,815
Page Views (Impressions):	608,2011
User Sessions:	76,891
Unique Users:	27,701
Average User Session:	9:21



SOFITEL
ACCOR HOTELS & RESORTS

After undergoing a 2.5 million US dollar renovation, the **Bora Bora Pearl Beach Resort** has reopened. All 50 Overwater Bungalows have been completely refurbished. They have also added a split system air conditioning system with temperature control, internet connections in all rooms, insulation to keep the rooms cool and are currently installing satellite TV featuring CNN and other premium channels. In addition to the Overwater Bungalows, they have also completed the renovation of their Garden Bungalows and the Beach Front Suites. The **Taha'a Pearl Beach Resort & Spa** has announced that their brand new Spa is now open. With a tantalizing menu to choose from, the Taha'a Pearl notes that guests will find themselves taken away by the elegance and poetry surrounding them while experiencing the treatments offered.

Kahi Arnaud, Sales & Marketing, NA
kahi.arnaud@spmhotels.pf

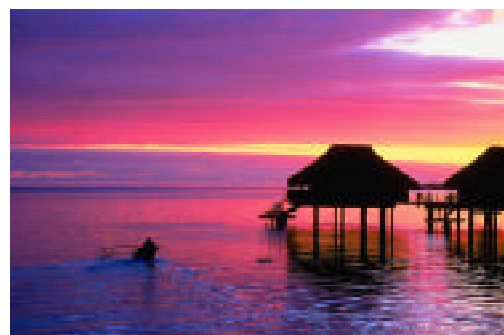
Sofitel/Accor Hotels & Resorts of French Polynesia are proud to announce renovation projects in three of their properties in Tahiti & Her Islands. The Sofitel Marara Bora Bora, Sofitel Maeva Beach Tahiti and the Sofitel Ia Ora Moorea will soon begin their renovation project. With an investment of over 40 million US dollars, the Accor group plans to reconstruct some of the finest hotels in Tahiti. The reconstruction is set to begin in early 2004. The Bora Bora property will have a complete reconstruction of all overwater, beach and garden bungalows; while the Tahiti property is getting a complete renovation of all the rooms, reconstruction of the main restaurant as well as the cocktail bar by the pool. The Sofitel Ia Ora in Moorea will undergo a complete reconstruction of 80 beach and garden bungalows. Additions to this hotel will include the construction of a large restaurant complex by the water, an overwater cocktail bar as well as a spa and wedding fare.

Text provided by Sofitel Accor

STARWOOD TAHITI OFFERS "AIR CREDIT" PROMOTION THRU JUNE 15, 2003

*Overwater Bungalow Experience
in the South Seas Paradise*

**\$1,000 Air Credit per couple to Bora Bora;
\$500 Air Credit per Couple to Moorea**



Sheraton Moorea Lagoon Resort & Spa

Starwood Tahiti announces an **"Air Credit" Promotion running March 16 to June 23, 2003*** where vacationers can enjoy \$1,000 worth of air credit per couple with a minimum 6-night stay in an ultra luxe, suite-sized Overwater Bungalow at the new Bora Bora Nui Resort & Spa, a member of Starwood's Luxury Collection. And, travelers can earn a \$500 air credit per couple with a minimum 6-night stay in a Horizon Overwater Bungalow at the romantic Sheraton Moorea Lagoon Resort & Spa. Both offers must be combined with a one-night stay at the Sheraton Hotel Tahiti (since most international flights require an overnight on the island of Tahiti) and be booked by June 15, 2003.

This special promotion can only be booked via participating wholesalers including: Brendan Tours, Pleasant Holidays, GOGO Worldwide Vacations, Goway Travel, Happy Vacations, Pacific Escapes, Tahiti Legends, Swain Tours and Islands in the Sun.

This "Air Credit" promotion makes visiting the peaceful and serene islands of French Polynesia more attractive and convenient than ever. Direct service for the 7-1/2 hour flight to Papeete is available via Los Angeles International Airport. "Air Credit" visitors can choose to stay at two of the Starwood resorts with prime locations on each of the three most visited islands in the 118-island chain: Sheraton Hotel Tahiti, Moorea Lagoon Resort & Spa and the Bora Bora Nui Resort & Spa, opened in October of 2002 as the newest member of Starwood's Luxury Collection.

* Applicable on new bookings effective March 3 - June 15, 2003, inclusive, for travel from March 16 - June 23, 2003, inclusive. Rates do not include taxes or departure fees. Offer is not applicable on group travel and is not combinable with any other offer. Other restrictions may apply.

UPDATES



VPM Yacht Charters has announced that they will no longer be working with The Sand Group, represented by

Sandrine Metayer in Florida. If you have currently chartered through The Sand Group, VPM has asked that you please contact them directly. For more information on VPM Yacht Charters, please contact their Paris office.

VPM BESTSAIL Paris
Tel. (33) 1 53 14 59 59
Fax (33) 1 53 14 59 60
vpm@vpm.fr



Air Archipels offers two aircraft, Beechcraft Super King B200, accommodating 9 passengers. They generally use a configuration with 7 leather-made seats. They offer flights on request to all of the islands throughout French Polynesia with landing strips and are available on demand, they highlight the use of these aircraft for VIP passengers and Incentive Groups. Whether clients are visiting the islands for business or pleasure, Air Archipels would like to extend their arms and services in welcoming these guests. For more information, please contact **Air Archipels.**

Tel. (689) 81.30.30
Fax (689) 86.42.99
reservation@airarchipels.pf



Statistics Released!

Please visit the Partner Section of our Web site to view the statistics from 2002 as well as from January of 2003. Tahiti and Her Islands received 189,040 visitors in 2002. The North American travelers made up 35.4% of the total arrivals. 2003 was off to a much better start than 2002 with a 20% jump over 2001. The volume of tourist arrivals was up 91% from the North American market in January, compared to the previous year, with a total market share of 42.13%.

<http://www.GoToTahiti.com/Partners>

Air Tahiti Nui has announced cancellations of twelve flights between March 19 and June 17 to and from Papeete due



to the current events of the world. They have also announced that they will be protecting their passengers that have already been ticketed by March 31, 2003, on ATN flights that are scheduled to depart between March 19th and April 30th. These passengers will be able to postpone their trip without penalty, using the same ticket by December 31, 2003. Please contact Air Tahiti Nui Reservations for more information at: 877.824.4846

Le Meridien Hotels of French Polynesia would like to announce the following



changes. Alain Chatel, General Manager of Le Meridien Hotels de Polynesie for the last four years will be leaving Tahiti and Her Islands for Le Meridien Nigeria. We would like to thank Alain for his support and wish him the best of luck in his new endeavors. They are pleased to announce the new General Manager of Le Meridien Tahiti, Kenneth Surenson. Pascal Fouquet, currently the Assistant Manager of the Bora Bora property has been promoted to General Manager.

CORRECTION FROM LAST ISSUE!



In the previous issue of our Partner Update we announced that Air Moorea had scheduled flights for ATN arrivals on Friday, Saturday and Sunday. We also noted that Air Moorea had plans to replace their 2 twin otter engines with ATR 72's. This information was incorrect. Air Moorea will not be replacing their twin otters. However they have increased their flights between Tahiti & Moorea in order for clients to connect directly upon their arrival on ATN flights (arrivals from LA), all week! For more information, please contact Air Moorea at:

reservation@airmoorea.pf





Travel Agent Invitation for the 2003 SPRING WORKSHOPS

TO REGISTER: Go online to www.GoToTahiti.com/workshop/ OR
Complete the requested information and indicate (X) the workshop you would like to attend.
Please fax to Tahiti Tourisme at (310)414-8490.

- Take the first step to become a Tahiti Tiare Agent (Tahiti Specialist).
- Boost your sales and commissions.
- Receive a valuable reference binder.
- FREE admission, parking and Continental breakfast.

Name: _____

Agency: _____

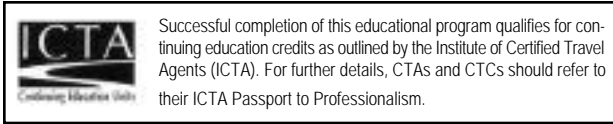
Address: _____

Phone: _____

Fax: _____

Email: _____

Please print clearly and use a valid email address. Confirmations will be sent by email.



DON'T BE LATE! Workshops are from 8:00-11:45am
8:00-8:30am Meet the Reps, Continental breakfast, and Prize Drawing.

Tuesday, May 6, 2003

COSTA MESA, CA
Westin South Coast Plaza
686 Anton Blvd.
Costa Mesa, CA 92626

GREENWICH, CT
Hyatt Regency Greenwich
1800 E. Putnam Ave.
Old Greenwich, CT 06870

Wednesday, May 7, 2003

WALNUT CREEK, CA
Renaissance Clubsport Walnut Creek Hotel
2805 Jones Road
Walnut Creek, CA 94597

RAMSEY area, NJ
Hilton Woodcliff Lake
200 Tice Blvd.
Woodcliff Lake, NJ 07677

Thursday, May 8, 2003

BELLEVUE area, WA
Columbia Winery
14030 NE 145th Street
Woodinville, WA 98072

PHILADELPHIA area, PA
Renaissance Philadelphia Airport Ho
500 Stevens Dr.
Lester, PA 19113

Tuesday, May 13, 2003

FT. LAUDERDALE, FL
Fort Lauderdale Marriott North
6650 N. Andrews Avenue
Ft. Lauderdale, FL 33309

HOUSTON, TX
Radisson Suites Hotel Houston West
10655 Katy Freeway
Houston, TX 77024

Wednesday, May 14, 2003

INDIANAPOLIS, IN
Sheraton Indianapolis Hotel & Suites
8787 Keystone Crossing
Indianapolis, IN 46240

SALT LAKE CITY, UT
Hotel Monaco Salt Lake City
15 West 200 South
Salt Lake City, UT 84101

Thursday, May 15, 2003

MILWAUKEE area, WI
Sheraton Milwaukee Brookfield Hotel
375 S. Moorland Rd.
Brookfield, WI 53005

PASADENA, CA
Sheraton Pasadena Hotel
303 E. Cordova Street
Pasadena, CA 91101

www.GoToTahiti.com/workshop/ OR complete the requested information and fax to Tahiti Tourisme at (310)414-8490.