

SPOTLIGHT ON: HAPPYTOURS VACATIONS

History

Founded in 1969, HappyTours Vacations started selling travel to Hawaii to special interest groups. Over the years the company has refined its operations and expanded its scope of products. Marketing Tahiti, Fiji, the Cook Islands, the Caribbean and Hawaii, this third generation family-owned company has built a solid reputation based on reliable service, knowledgeable staff, competitive pricing and value-added products.

Services

24 x 7 Customer Service Hotline: Your clients' final documents contain HappyTours' toll-free customer service telephone number. During normal business hours, this number rings straight through to a manager who is empowered to handle any situation. During non-business hours, this number records a message and then immediately pages a senior manager. Your clients will receive an immediate call back.



Match Price Policy: If another company offers a lower price for the *same* itinerary and *identical* vendors, HappyTours will match the price. Just fax them a competitive quote, or give them the booking information you have, and they will investigate the quote and get back to you.

HappyTours' reservation staff serves you with **Exceptional Knowledge**. A full-time trainer is constantly updating the skills and knowledge of their reservation staff, and all reservation agents have been to the destinations they sell and can offer first hand experience about the hotels and resorts.

With **Complete Itinerary Flexibility**, you can book the exact vacation components your clients want. Nothing is pre-packaged.

HappyTours' **Agent Friendly Web Site** was developed with travel agents in mind. The web site does not have a booking engine and does not have any way for the general public to contact them directly. They see their web site as another tool for you and your clients to gain knowledge about the products and destinations that they carry and to assist you in planning their vacation. Visit www.happytours.com.

Power Plus© means that there will be no power outage at HappyTours Vacations due to black-outs. During a time when California is experiencing a lack of energy resources, many Californians run the risk of temporarily losing their power. Thanks to their generator, you need not worry about the power crisis affecting operations.

Happy Highlights are compliments received from agents about service



President Rick Garrett

and reservations sales agents. Following are a few of the many Happy Highlights that they receive from travel agents every week:

A BIG thank you to Melissa, Marissa and Nicole... I walked into Chicago Board of Trade Travel this afternoon and was warmly greeted with "Thank you for turning us on to HappyTours. Melissa, Marissa and Nicole are friendly, knowledgeable and patient."

Carolyn Harper from Cheyenne Elite Travel in Las Vegas just called me and raved about LisaAnn. Carolyn said she had a large booking that was for July and LisaAnn really worked hard to get everything confirmed just the way the clients wanted. This was Carolyn's first booking with HappyTours and she was just delighted with LisaAnn's dedication and perseverance..."

Call **1-800-877-4277** to order brochures, get quotes on bookings and experience the HappyTours brand of service.

GIVE YOUR CLIENTS SOMETHING TO BRAG ABOUT

Part one of a three-part series on the lesser-known islands. Next issue: The Tuamotu Archipelago.

There's so much more to Tahiti and Her Islands than Moorea and Bora Bora. And, according to the **2001 National Travel Monitor Study**, American travelers are ready to experience what lies beyond the "Golden Route." According to the results of the survey, presented in May by Travel Agent Magazine, U.S. adults are *bored*. They have a "been there, done that" attitude when it comes to travel. Leisure travelers are looking for something new and unique. What's more, visiting a destination that most people haven't been to has become a status symbol. Of all the souvenirs brought back from exotic destinations, bragging rights have become a hot item with sophisticated American travelers.

Fortunately, we don't call Tahiti and Her Islands "The Islands Beyond the Ordinary" for nothing. The less-traveled islands and atolls will delight the most sophisticated traveler with their uniqueness, beauty and genuineness.

So, by all means, send your clients to Moorea and Bora Bora. Then consider adding an island that will leave them bragging for years to come!

HUAHINE: TAHITI'S GARDEN OF EDEN

Just a 35-minute flight from Papeete, Huahine looks like another planet to most city-dwellers. This island relies primarily upon agriculture and fishing for its livelihood. The main village, Fare (pronounced "far-ray") is home to a few very good restaurants, a supermarket (for travelers on a tight budget) and souvenir shops. There's even a cyber cafe in the t-shirt shop. But the real allure of Huahine is in the island's natural beauty and wealth of culture.

There are more maraes (ancient Polynesian stone temples) on Huahine than on any other Society Island. On a 4-wheel drive safari of the island

your clients will visit vanilla and melon plantations, ancient fishing traps, a freshwater stream that is home to sacred eels, and lookout points with heart-stopping scenery. Or, they can get a good look at the island from the sea—on jet skis.

Scuba divers will be amazed at the variety of sea life in the deep blue waters offshore. Two dive shops on the island cater to novice and advanced divers. (If your clients aren't quite ready to take the complete plunge, don't despair. The snorkeling on Huahine is out of this world.)

There is a small but complete range of accommodation on Huahine. The deluxe **Te Tiare Beach Resort** is a 5-star, 41-bungalow property that can only be reached by a convenient 20-minute boat ride from Fare. The **Sofitel Coralia Heiva Huahine**, slightly more modest, offers 61 bungalows and a full range of activities and services.

Coming soon: The Relais Mahana, a family-owned, 22-bungalow property on the east side of the island, is soon to be renovated. The new owners want to retain the hotel's charm and atmosphere while upgrading the property to what they are calling "3-star-plus." The new **Te Mahana**, when it re-opens in 2002, will have 30 bungalows, a wellness spa and a marina.

Finally, for budget-conscious travelers, there are many small hotels and B&B's ("Pensions," as they are called in Tahiti and Her Islands). Pension Poetaina, Motel Vanille and Pension Maurii are clean, comfortable and affordable. There are many others to choose from: check out your Tahiti Travel Planner or log on to www.GoToTahiti.com/pensions.



Te Tiare Beach Resort: restaurant and reception area



Interior of a bungalow at Sofitel Coralia Heiva Huahine

JONATHAN REAP JOINS TAHITI TOURISME NORTH AMERICA

Tahiti Tourisme North America is pleased to announce the appointment of Jonathan Reap to the position of Customer Support Coordinator. Jonathan started with our team on June 1st.



Jonathan Reap

Reap previously worked as lead reservations agent for Runaway Tours in Northern California, where he was involved with training travel agents in Tahiti product. Prior to that he worked in Tahiti, representing the property *Fare Nana'o* and promoting the Presqu'île (Tahiti's peninsula). He is fluent in French and has lived for 2 years in Tahiti and Her Islands.

In his Customer Support role, Jonathan's primary responsibilities will be inquiry fulfillment, public information and the day-to-day administration of the Tiare program. Tiare Agents who have questions about their program status or who want to confirm bookings or other achievements can contact Jonathan at 310-414-8484 X221 or tiare@tahiti-tourisme.com.

Please join us in welcoming Jonathan to our team!

NEW FRONTIERS OFFERS SPECIAL TAHITI-ONLY PACKAGE

For July and August only, New Frontiers is offering a special 8 day/7 night "Tahiti Now" package starting at \$999 per person. The package includes:

- Round trip Economy air fare on Corsair from Oakland, CA to Papeete
- Flower lei on arrival
- 7 nights at the Sofitel Maeva Beach in Tahiti
- 7 American breakfasts and 3 dinners
- 1 lunch Tamara'a feast on Sunday
- 1-full day tour of the Island of Tahiti
- Airport-hotel-airport transfers
- Shell lei on departure
- Hotel and city taxes

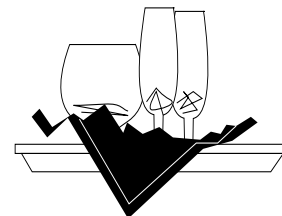
Information: 1-877-377-9692
www.newfrontiers.com



The new **Honeymoon Guide** is now available from Tahiti Tourisme. If you'd like to request copies please e-mail us at tahitilax@earthlink.net or drop us a fax at 310-414-8490.

We also have two new **posters**, which come packaged together. They are landscape-oriented, 23-1/2" high x 35-1/2" wide. One image is a collage of activities; the other is a shot of a beach and lagoon with a beach bungalow and overwater bungalows.

RESTAURANT PICK OF THE MONTH:



Casablanca

Continental cuisine in an upscale atmosphere.

Marina Taina

P.K. 9

Punaauia - Tahiti

Ph: 011-689-43-91-35

Fax: 43-91-36

Erratum!

In the May/June issue of *Tiare News*, we incorrectly printed the phone number for Painapo Snack on Moorea. The correct number is 689-56-17-07.



"ARANUI III:" NEW FREIGHTER TO BEGIN MARQUESAS SERVICE IN SPRING 2002

Companie Polynesienne de Transport Maritime, owner/operator of the Aranui Freighter, is pleased to announce that the construction of the 85-cabin *Aranui III* is on schedule for completion in April 2002.

The new vessel is being built in Romania. When finished it will make its trans-Atlantic journey, sail through the Panama Canal and continue to Papeete. There it will replace the existing vessel, Aranui II. The Aranui's unique 16-day itinerary includes the remote Marquesas and Tuamotu Islands. It is a working freighter that carries supplies to the outer islands and comfortably accommodates passengers as well. A journey on the Aranui typically involves lectures by well-known anthropologists and cultural experts. Demand for the unique cruise is so high that departures through 2002 are almost sold out.

The new vessel is twice the size of the existing one. In addition to new amenities such as a swimming pool and a retractable watersports platform, the freighter will boast:

- 63 Standard A Cabins (outside cabin with private facilities)
- 12 Deluxe Cabins (Large outside cabin with one queen bed, refrigerator, private facilities with bathtub)
- 10 Suites
- 30 Dormitory style bunk beds (air conditioned, without private facilities)

Several Tahiti tour operators include the Aranui in their brochured product: Brendan Tours, Islands in the Sun, Newmans South Pacific Vacations, Pleasant Tahitian Holidays, Tahiti Legends and Tahiti Vacations. Aranui can also be reached directly at their offices in San Mateo, California:

Ph: 800-972-7268 or 650-574-2575

www.aranui.com

BITS & PIECES

◆ Completion date for Le Maitai Dream Fakarava has been moved to September 15, 2001.

◆ Orient-Express Hotels, parent company of Bora Bora Lagoon Resort, has a new web site:

www.orient-express.com

Madison Toms is now representing the property in North America and is working dilligently with his team to heighten awareness of BBLR in the States.

◆ Brooke Dunbar has left Sheraton Hotels in Tahiti, following the dissolution of the west coast sales office. Until further notice, the sales and marketing function is being handled by Fabrice Bohbote, who is also the GM of the Sheraton Hotel Tahiti.

◆ The Tahiti Service du Tourisme reports that the number of North American visitors to Tahiti and Her Islands for the first quarter of 2001 has outstripped all other markets. For January, February and March, North America produced 9,582 visitors, 7,315 visitors, and 10,222 visitors, respectively. Furthermore, the average length of stay for North American travelers has risen to 12 days.

