

TOUR OPERATOR SPOTLIGHT:



Tahiti Vacations, an Air Tahiti Company, was established in 1989 to provide quality tour products to Tahiti for the North American traveler at prices competitive with other comparable resort destinations. Over 10 years of direct focus on Tahiti have made Tahiti Vacations a leader in promoting the destination throughout the United States.

Since the company's beginning, it has conducted free Breakfast Seminars for Travel Agents in partnership with Tahiti Tourisme, airlines and hotel sponsors. These popular seminars, twenty per year, ten in the Spring and ten in the Fall, introduce agents to the hotels of Tahiti and the air carriers offering service. They also provide valuable information with their own Resort and Cruise Guide of Tahiti, in addition to their standard, comprehensive brochure.

Another marketing first was the production and distribution of Tahiti's premier video. Approximately 30 minutes in duration, the video is periodically updated to ensure the latest information on hotels, airlines and events in the islands.

Tahiti Vacations is committed to developing innovative tour offerings to the more remote islands of Tahiti with such exciting options as sailing charters, cruises and freighter voyages. Programs include the exotic Marquesas, the tiny Tuamotu atoll of Manihi, home of the beautiful black pearl, and Tikehau, the newest atoll with tourist-class accommodations.

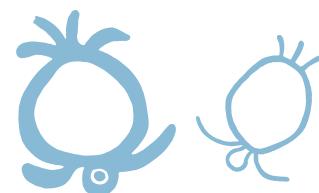
Honeymoon packages have always played a major role in Tahiti Vacations' promotional activities. A new page on the Tahiti Vacations website, www.tahitivacations.net,

is not only devoted to Honeymoons but also includes a tour operator bridal registry at www.tahitihoneymoons.net. Here couples can choose their dream honeymoon package and have friends and relatives contribute to a gift of travel. A special 12% commission is paid to Travel Agents for all registry bookings.

John Biggerstaff, President, and Ken Jordan, Executive Vice President, have over 50 years combined experience in Tahiti.

For brochures, information or reservations contact Tahiti Vacations at:

Ph: 800-553-3477
Fax: 310-337-1126
www.tahitivacations.net



The Tuamotus: Tahiti's Strand of Pearls™

Part I - Rangiroa



Above: a secluded motu. Below:
Kia Ora Sauvage.

Two hundred and thirteen miles northeast of Papeete, and a million miles from the hectic pace of city life, lies the Tuamotu atoll of Rangiroa. Rangiroa boasts the second largest atoll lagoon in the world. The lagoon—all 633 square miles of it—is big enough to fit the entire island of Tahiti inside.

Rangiroa is the administrative center of the Northern Tuamotus. Children from Tikehau and Manihi attend school here. There are modern health and dental facilities, a Socredo Bank and Bank of Tahiti, and – Rangiroa's newest addition - a pizza place that delivers!

The two villages of Avatoru and Tiputa are situated at opposite ends of a 6-mile stretch of land on the northeast part of the atoll. Opposite each village are the famous ocean passes that bear the same name as the villages. Three to six knot tidal currents flow through the 90-foot deep passes. With them comes an embarrassment of fish life – sharks, rays, Napoleon wrasses, barracuda and more. Almost all of the island's 3,000 or so residents live on this stretch; the remaining motus—over 200 of them—are uninhabited.

Drift diving in the Tiputa pass is a must for advanced divers.

Novelist Peter Benchley, author of "Jaws" and "The Deep," put it this way: "In all my years beneath the waves I've never seen a single destination that offers more to the diver than Rangiroa." Land-lubbers can shoot the pass too, in a glass bottom boat. For the novice or rusty diver, students and "chickens," there is incredible diving inside the lagoon at The Aquarium and Motu Nuhi Nuhi. Five dive shops on the island cater to divers of all levels.

Flying Time: Air Tahiti operates several daily 55-minute flights from Papeete. There are direct flights from Bora Bora five days a week; flight time is 1 hr., 15 min.

RESORT ACCOMMODATIONS:

Kia Ora Village

- 23 Garden Bungalows
- 5 Garden Suites with separate bedroom
- 22 Beach Bungalows
 - One bedroom suite with lounge
- 3 Prestige Beach Bungalows
 - 2 bedrooms (one on Mezzanine level) with lounge
- 10 Overwater Bungalows with lounge

All have bathroom with shower, and refrigerator (except Overwater Bungalows, which have a mini-bar).

Kia Ora Sauvage

- One hour by boat from Kia Ora Village
- 5 Beach Bungalows
- Restaurant and Bar
- No electricity or phones

PENSIONS & SMALL HOTELS (FOR 5000-15000 CFP*)

Hotel Miki Miki - 5 Beach Bungalows
Phone: 689.96.83.83
Fax: 689.43.99.63

Raira Lagon - 10 Bungalows with bath and refrigerator
Phone: 689.96.04.23
Fax: 689.96.05.86

Pension Tuanake ("Chez Roger")
4 Bungalows with bathroom
Phone: 689.96.04.45
Fax: 689.96.03.29

Chez Glorine - 6 Bungalows w/ bathroom
Phone: 689.96.04.05
Fax: 689.95.03.58

*You can download a more complete listing of pensions from all the islands on the links page of www.GoToTaihti.com

Rangiroa, continued...

DINING

Aside from the hotel restaurants, visitors can get a good meal at some of the pensions, even if they're not staying there. Chez Glorine and Chez Henriette are just two of the pensions that offer meals. There is also a new pizza restaurant on Rangiroa.



BY SEA
Archipels Croisierès
offers crewed yacht charters of varying lengths.



Don't Miss – “The Blue Lagoon:” a one-hour boat ride to the west-side of the atoll, near motu Tæo'o. A natural aquarium. **Les Sables Roses (The Pink Sands)** 1 1/2 hour trip to the southeast side of the lagoon where pink sands meet the turquoise lagoon. **Iles aux Récifs:** Uplifted coral formation on the south side of the atoll. (Cost: 6500-9000 cfp). **Gauguin's Pearl** is a working pearl farm that is open daily to the public. Admission is free.



2001 FALL WORKSHOPS

There's still time to enroll in the second week of Tahiti Tourisme's Travel Agent Workshops! Log on to www.gototahiti.com or call 310-414-8484.

Tuesday, November 13

Long Island, NY

Huntington Hilton
598 Broad Hollow Road
Melville, NY 11747

Sacramento, CA

Sheraton Grand Sacramento
1230 J Street
Sacramento, CA 95814

Wednesday, November 14

Chicago, IL

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

Los Angeles, CA

Radisson Huntley Hotel
1111 Second Street
Santa Monica, CA 90403

Thursday, November 15

Denver, CO

Hilton Denver Tech South
7801 E. Orchard Road
Englewood, CO 80111

San Diego, CA

Sheraton San Diego Hotel-East Tower
1380 Harbor Island Drive
San Diego, CA 92101

UPCOMING TRADESHOWS

November 4-7, 2001

ASTA World Congress

New York, NY

(delegate only)

November 27-29, 2001

Luxury Travel Expo

Las Vegas, NV



SEPTEMBER 11TH AND AFTER



Tahiti Tourisme North America, like every organization in the country, is trying to deal with the staggering consequences of the terrorist attacks of September 11th. We first of all want to send our sincere condolences to any of our Tiare mem-

bers who were directly affected by the loss of loved ones or associates. We also want to thank you for your candor in answering the periodic questions we have asked while monitoring the effects of the attacks on the industry.

The adverse effects of September 11th on the travel industry are widespread. They will no doubt be protracted, especially in an uncertain economy. But we refuse to be cowed by these challenges. We *insist* on remaining optimistic. We will continue to draw attention to the enduring appeal of Tahiti and Her Islands. We will work with our Preferred Partners to make Tahiti available at prices that will motivate people to travel.

Research on post-September 11 consumer travel buying is pointing to the fact that travelers will rely more and more on travel agents in the future. The Tahiti Tiare Network is, more than ever, a great asset for the traveling public as well as the destination. We thank you, and we encourage you to keep the faith!

Mauru'uru roa e fa'itoito
(Thank you very much and have courage!)

“Crises and deadlocks when they occur have at least this advantage, that they force us to think.”

- Jawaharlal Nehru

SURVIVOR TAHITI: IT'S OFFICIAL

CBS network officials have confirmed that the 4th installment of the reality TV show “Survivor” will be filmed on the Marquesas island of Nuku Hiva. We consider this a great opportunity to raise awareness of *all* of Tahiti's islands.

Survivor's choice of Tahiti is serendipitous. The fourth show was originally supposed to be filmed in Jordan. The terrorist attacks of September 11th prompted the production company to consider a location outside the Middle East. We certainly don't wish to gloat over Jordan's having lost the exposure that would result. Hopefully a future show will be filmed there. However, the idea that Tahiti is a safe location is implicit in the decision to film there.

The announcement also comes at a good time because it coincides with an integrated marketing campaign by TTNA to promote travel in the November - March period. “Tahiti's Summertime Promotion” will feature newspaper and magazine advertising that promotes special value-added packages from our Preferred Partners. **Be sure to visit “Special Offers” at www.gototahiti.com to familiarize yourself with these offers.**

As part of Tahiti's Summertime Promotion, TTNA will undertake a postcard mailing to 7,000 qualified consumers. The postcard will refer the reader to our web site and encourage them to click on the Tahiti Tiare Specialist link to book their trip.

JUST A REALLY GOOD STORY - OR A SALES TOOL?



The November 2001 issue of *Islands Magazine* has a 14-page cover story on the Leeward Society Islands. Written by Larry Shames, with photographs by Michael Moore, the story is as compelling as any we've seen. May we suggest picking up a copy and placing it in your office in a conspicuous place where potential Tahiti visitors can read it?!

Restaurant Pick:



TOP DIVE - BORA BORA

Where: B.P. 515 Vaitape,
Bora Bora
Just a short walk
north of the dock at
Vaitape.

Ph: 689.60.50.50
Fax: 689.60.50.51
info@topdive.pf

What: French/Tahitian
cuisine in an elegant
atmosphere that is an
unlikely combination
of Polynesian and
Swiss.

Cost: Dinner for two is
about US \$85

Voted “Table of Choice” in Bora
Bora in *Travel & Leisure's* 2000
World's Best Island Awards.