



PARTNER UPDATE

May 2002

Tahiti's Summertime Values Campaign

Now that we have received the final statistics from Travelocity, we wanted to give you a final recap of **Tahiti's Summertime Values Campaign** which covered the November 2001 through March 2002 time period.



Travelocity Tahiti Custom Mini Web Site - At a Glance

- * Run Dates: November 15, 2001 through March 31, 2002
- * Total DELIVERED Impressions (Circulation): 33,638,430
- * Total Guaranteed Impressions (Circulation): 21,260,000
- * Bonus Delivered Impressions (Circulation): 12,378,430
- * Cost Per click \$1.93
- * The total click thrus from banners and media placements across the main site to Tahiti's custom mini site was 99,005 or .3%. (Note: This campaign performed well above the industry average click thru rate of .04% thereby exceeding the average by 85,550 click thrus).
- * Partner images and URLs were clicked on 48,901 times. This represents a **26.7% click thru rate** from Tahiti's custom mini site to the Partner sites.

Travelocity uses a company called Engage to track its advertising campaigns. Engage, is an independent company and is not affiliated with Travelocity. If you'd like to verify these findings with Engage, please e-mail Kathy Barrett at kbarrett@tahiti-tourism.com and she will provide you with the information on how to access the findings. Please note that this access may only be available for a limited time.

Brigitte Vanizette, Minister of Tourism



Brigitte Vanizette, the former Chief Executive of Tahiti Tourisme was appointed Minister of Tourism and the Environment by President Flosse following the resignation of Nicole Bouteau, Minister of Tourism, the Environment and the Women's Promotion on April 18, 2002. A new Chief executive has yet to be appointed to Tahiti Tourisme.

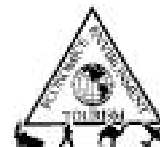
SURVIVOR MARQUESAS
Season Finale

Vecepia **Neleh**
|||| |||

The **Survivor Marquesas**, two-hour season finale on **Sunday, May 19**, concluded the 39-day series filmed in Nuku Hiva, narrowing the 16 contestants to the final 2 – Neleh and Vecepia. Though filming took place in November/December of 2001, the sole survivor was not revealed until after Sunday night's season finale at the **Survivor Marquesas Reunion Special** hosted by Rosie O'Donnell, which was broadcast live from New York City's Central Park. Only then was it revealed that Vecepia won by a 4:3 vote by the jury of the 7 previously voted off cast members. All 16 contestants were reunited for the Reunion Special to reveal the behind-the-scenes secrets that were not shown during the series.

Also invited to the finale, were Marquesan singer Rataro and two of his colleagues, a musician and a dancer. With the assistance of Air Tahiti Nui and Tahiti Tourisme, Rataro and six of his group members were flown to Los Angeles in December of last year to record the soundtrack for Survivor Marquesas.

More than 30-million viewers watched the Survivor Marquesas Season Finale!



PUBLIC RELATIONS



How to buy Tahiti by **Laurel Delp** in this month's **Travel Holiday**, features accommodation options on "the big-three" with luxury, moderate, and budget to choose from. The intimate details of the properties include cost-saving tips, daily rates and price comparisons among the different room types. Delp has included "Steal it", specials that are currently offered by many of our Tahiti Partners and a brief "Get off the tourist track" section that features Huahine and the Tuamotus. Cruising information is also included.

Tahiti and Her Islands is listed in the International Dive Travel Directory in this month's issue of **Rodale's Scuba Diving** magazine. The directory includes a brief description and information on diving in French Polynesia. Contact information for dive centers on Tahiti, Moorea, Bora Bora, Manihi, Tikehau, and Live-aboards are listed with package and accommodation information.



TIARE FAM TRIPS



Tahiti Tourisme hosted a **Beginner Tiare Agent Fam Trip**, visiting the islands of **Tahiti, Moorea, and Bora Bora**. Over the 6-day trip the twelve agents, currently enrolled in the Tiare program, enjoyed two days of site inspections and excursions on each of the islands. Mari Masuda (Tahiti Tourisme) escorted the group. This was the very first trip for 10 of the 12 agents. With this Fam completed, 5 of the agents became Certified Tiare Agents!



Another benefit of being a Certified Tiare Agent – **The Advanced Certified Tiare Agent Tuamotu Fam Trip!** Twelve Certified Tiare Agents and escort, Jonathan Reap (Tahiti Tourisme) spent 10 days on site inspections, excursions, and attending various cultural demonstrations on the beautiful Tuamotu atolls of **Rangiroa, Manihi, and Tikehau**. The Advanced Fam trips are exclusively for certified agents.

PROMOTIONS

Promotional Calendar

May 31 - June 1, 2002	50+ Prime Time Expo
June 29-30, 2002	SCUBA Show - Long Beach, CA
September 24-26, 2002	IT&ME - Chicago, IL
October 9, 2002	Gay & Lesbian Conference and Expo - SF, CA
October 22-25, 2002	DEMA - Las Vegas, NV
November 3-8, 2002	ASTA World Congress - Honolulu, HI
November 5-7, 2002	Tahiti Tourisme 2002 Fall Workshops (Week 1)
November 12-14, 2002	Tahiti Tourisme 2002 Fall Workshops (Week 2)
December 10-12, 2002	Luxury Travel Expo - Orlando, FL
February 1-2, 2003	LA Times Travel Show - Long Beach, CA



Diane ApRoberts, Pacific Escapes and Mari Masuda, Tahiti Tourisme at the Travel Age West Show in San Francisco on April 11-14, 2002.

New Tradeshaw Participation Format

We have found that many trade and consumer shows appropriate for Tahiti and Her Islands have only a 3 or 4 month lead time. This makes it very difficult for us to participate in any of these shows, as we have already informed all the Partners and have planned out the six-month schedule. To improve our visibility and awareness of Tahiti and Her islands, we have decided to work with a 3-month tradeshaw calendar. We currently have no tradeshaws scheduled for July-September, except for IT&ME. IT&ME invitations will go out as a separate entity, as it is for the incentive Partners only.

If your company is independently participating in any tradeshaws that we are attending, please let us know, so we may coordinate some type of promotion. Also, if you know of any tradeshaws that Tahiti Tourisme should participate in, please email your suggestions and any information to Mari Masuda at mmasuda@tahiti-tourism.com.

APRIL SURF REPORT

NUMBER OF SUCCESSFUL HITS FOR ENTIRE SITE:	1,995,372
NUMBER OF PAGE VIEWS (IMPRESSIONS):	529,848
NUMBER OF USER SESSIONS:	70,429
NUMBER OF UNIQUE USERS:	21,280
AVERAGE USER SESSION LENGTH:	8:17

Restaurant Pick of the Month



ALLO PIZZA

Phone 56.18.22

PK 7, 800

across from police station
Pao Pao - Moorea

Hours:

11am - 2pm

5pm - 9pm

2002 SPRING WORKSHOPS

Per the *preliminary* Spring Workshop numbers, together we have trained more than 640 travel agents across the United States. Travel Agent contacts and Workshop evaluations will be sent out shortly to participating Partners and the attending representatives.

Additional binders may need to be produced, so we may be contacting companies to request additional brochures and flyers. Sorry, for the inconvenience... We exceeded our expectations!

We would like to give a big Mauru'uru Roa to all of our Partners for all of their input, efforts, and participation. We look forward to receiving your feedback and comments on this workshop series. Only with your feedback are we able to put together a successful series.



78 Travel Agents attended the Manhattan Workshop on the evening of May 16.

*Tahiti Tourisme Partner Update*May 2002*

PRODUCT UPDATES



OPENING ON JUNE 28th!

AMAZING LOCATION, between turquoise lagoon and spectacular mountains. ONLY 4* RESORT in Moorea offering 18 Deluxe Garden Bungalows with private pool. LARGEST SWIMMING POOL in Moorea (700 sq/meters) STUNNING white sand beach. BEST SNORKELING AREA of the island just in front of the hotel. PERSONALIZED & WARM service. SALES ARE OPEN !!!

For more information, please contact Maraea Temauri:

Email : maraea.temauri@spmhotels.pf

Tel : + 689 50 84 52 Fax : +689 42 99 14

Pictures and detailed information are available on the following links.

Work follow-up is available at: http://www.pearlresorts.com/infos/mopr_work.htm

Bungalow pictures & hotel exterior (high resolution) are available at:

<http://www.pearlresorts.com/infos/moorea.htm>

Information provided by Pearl Resorts

2001 Arrival Statistics
by State and Region
for the Continental U.S.
are available online in the
Partner section on the Web site.

AIR TAHITI NUI: New Promotional Pieces



Corporate Brochure



General Information Flyer (Back, Front)

Air Tahiti Nui has two new promotional pieces, a corporate brochure and a general information flyer.

The 11-page, full color, corporate brochure includes a company profile, fleet and crew information, in-flight service description, and route map. This piece is not intended for mass distribution. Please contact Air Tahiti Nui for details of quantity limits.

The general information flyer is a shell-like piece that is pre-printed with fleet, service, schedules, and miscellaneous general information. They may also be ordered blank and printed with information tailored to your promotional needs. This piece is much lighter in weight and easier to distribute to clients.

To order, please contact Air Tahiti Nui at Info@AirTahitiNui-usa.com or (310)662-1860.

2003 Tahiti Nui Sunrise Marathon

The 2003 Tahiti Nui Sunrise Marathon will be on February 15, 2003 on the island of Moorea. They are expecting approximately 1,000 participants for the 26.2 mile race.

All participants in the 2003 Tahiti Nui Sunrise Marathon must fulfill the fund raising minimum of \$500 that will be contributed to one or more of the following charities, American Stroke Association, AIDS Healthcare Foundation, Arthritis Association, or The Leukemia & Lymphoma Society.

For information on the Tahiti Marathon,

Web site: www.tahitimarathon.com/tm/raceinfo.html

Phone: (888)840-2400

Email: sunriserunners@aol.com

La Maison James Norman Hall



The newest addition to the museums of Tahiti, the James Norman Hall House, located in Arue, Tahiti, has recently opened for tours. The bookshelves are full of novels by Hall, as well as the novels co-authored by Nordhoff. The most famous, *Mutiny on the Bounty*, has it's own bookshelf with copies in several languages. Admission is 600 cfp. They also have many of his books for sale.
Contact: (689) 500 161
jamesnormanhall@mail.pf
PR 5,5, Arue
Tahiti

Faa'a Airport Baggage Storage



Rates are for 0-24 hours.

Handbags, small packages = 395cfp

Small backpacks, medium bags = 640 cfp

Extra large backpacks, suit cases = 755 cfp

Coolers, large boxes for sporting equipment

(except surfboards) and bicycles = 950 cfp

Surfboards (depending on size)= 1100-2200 cfp

Hours:

Monday-Friday: 6am-7pm and 2 hours prior to all International departures

Hours vary on Saturday, Sunday, and Holidays.

Please contact baggage storage offices.

Email: consigneabagages@caramail.com