



PARTNER UPDATE

AUGUST 2001

BUSINESS FORUM 2001: EVALUATION RESULTS AVAILABLE

Partners who attended the "Business Forum" in Los Angeles in June were asked to fill out a post-forum evaluation. The results of those evaluations are in, and we have enclosed a copy for your review. The feedback was mainly positive, with a few suggestions for improvements.

Later this year, TTNA will convene a meeting with key Partners to discuss the results of the evaluations in full.

TAHITI'S SUMMERTIME PROMOTION TO FOLLOW

TTNA, The Phelps Group and our Tahiti Partners are gearing up for "Tahiti's Summertime Promotion." Based on last year's successful "Summer in Tahiti" program, the integrated marketing campaign is being designed to boost travel in the November - March period. Various media are being selected based on Partners' input. "Tahiti's Summertime Promotion" will be a key agenda item at the meeting mentioned above.



Tahiti Tourisme North America did its first on-line travel agent seminar on July 31st. Hosted by the Institute of Certified Travel Agents (ICTA), the "E-Learning Center" is a Web Site feature that enables agents to do distance learning while earning Continuing Education Units.

Maureen Plateros Furedi conducted the July 31st session, which consisted of a 30-minute PowerPoint presentation and a question-and-answer period. Partner and product information was incorporated in the destination presentation to ensure that agents are able to make bookings as soon as possible.

The agent response was very positive. As we had hoped, several of the attendees came from regions of the country where conducting a workshop would not be feasible (Bermuda, Alaska, and Iowa, for example). ICTA was pleased with the presentation as well, and plans to expand it in the future. Stay tuned for information on future sessions!



PUBLIC RELATIONS



Arnold Boris, Editor-in-Chief of Cruise Gourmet.com, was a guest of Radisson Seven Seas Cruises on the m/s Paul Gauguin in May. Tahiti Tourisme assisted with pre-cruise arrangements. Check it out on "As Seen In" at www.GoToTahiti.com.

The work of celebrated underwater photographers Philippe Bacchet and Lionel Pozzoli appear in the August 2001 "Photo Annual" issue of *Skin Diver Magazine*. (Lionel Pozzoli's photo of a humpback whale is shown here.) *Skin Diver* will feature an article on diving in Moorea in its September issue.



The August 2001 issue of *Sailing Magazine* carries a 7-page article on yachting in the Leeward Society Islands. Author Neil Rabinowitz researched the story while a guest of VPM Dufour Yacht Charters.

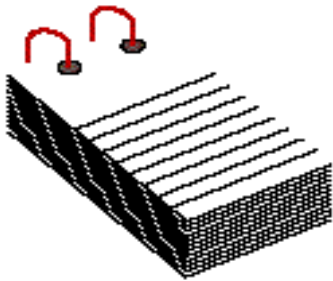
TTNA's own Paul Sloan did a live interview for "The Travel Queen Show" on WJIM radio in Lansing, Michigan. The Travel Queen show is a weekly, two-hour live travel talk show, hosted by renowned world traveler and talk show personality Jane DeGrow.

New Press Releases Available

Partners can access two new press releases on the "Journalist" page of www.GoToTahiti.com. "Islands" provides general information on the Society Islands, the Tuamotus and the Marquesas. "Tuamotus" is, of course, about the Tuamotu Archipelago in general and the four atolls with tourist-level accommodation in particular. These include Rangiroa, Manihi, Tikehau and Fakarava.



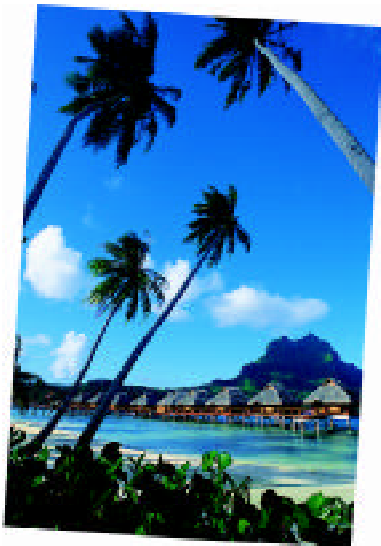
PROMOTIONS



TRADE SHOW CALENDAR

Sept. 14/15	Life Part II - San Diego, CA*
Oct. 9-11	IT&ME - Chicago, IL
Oct. 18	Gay & Lesbian Travel Conference - San Francisco, CA
Nov. 6-15	Fall Workshops - Nationwide (see back page for cities and venues!)
Nov. 27-29	Luxury Travel Expo - Las Vegas, NV
Dec. (TBA)	USTOA Annual Conference

*Life Part II has been added to substitute for the Tour & Cruise Expo, which was cancelled by the show's organizers. Life Part II caters to the Baby Boomer market.



"INCENTIVE PLANNER'S GUIDE" DUE OUT IN OCTOBER

The 2002 version of the **Tahiti Incentive Planner's Guide** will be a special insert in the October issue of *Corporate Meetings & Incentives*. We will distribute additional copies at the upcoming IT&ME show in Chicago and make copies available to our Incentive Partners.

This year's guide is being produced by The Meeting Group/Intertec Publishing and features the following advertising Partners:

- Air Tahiti Nui
- Beachcomber Inter-Continental Resorts
- Bora Bora Lagoon Resort
- Le Meridien Hotels and Resorts
- Sheraton Hotels and Resorts
- Tahiti Nui Travel

SURF REPORT

*Tahiti Tourisme North America
Web Site Statistics for July, 2001*

Number of successful hits for entire site:	1,244,708
Number of page views (impressions):	335,703
Number of user sessions:	41,511
Number of unique users:	13,825
Average user session length:	00:09:29

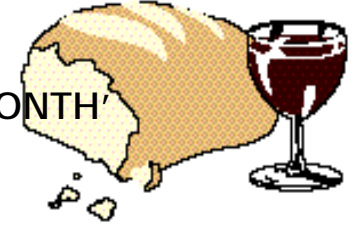


PRODUCT

HOTEL UPDATES

- The hotel being built on the site of the Bali Hai on Moorea will open in June 2002 as the Moorea Pearl Resort. For details, see www.pearlresorts.com/infos/moorea.
- Tahaa Pearl Beach Resort & Spa is slated to open in July 2002. www.pearlresorts.com/infos/tahaa.
- The opening of Le Maitai Dream Fakarava has been re-scheduled for January 5, 2002.
- Le Maitai Polynesia General Manager Laurent Darcy has left the property to take up a position as Managing Director for Hotel Management & Services in Papeete. Philippe Sizaret replaces Darcy as GM for Le Maitai Polynesia in Bora Bora. Best of luck to both of them!

RESTAURANT 'PICK OF THE MONTH'



What: **Le Bateau**

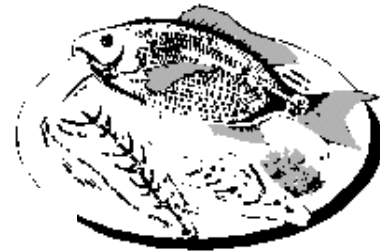
Where: At the Hotel Linareva
Haapiti, Moorea

Ph: 689-43-74-26

What: Continental cuisine. Amazing fresh seafood. The prices are moderate to high, but the atmosphere is casual.

Says Who: Too many people to list here.

Reservations are strongly recommended for dinner. Le Bateau (which really IS a boat on the lagoon) only seats about 32 people.



FALL WORKSHOPS: DATES AND CITIES SET

The Partners and agents have spoken! Following are the cities and venues in which the Fall 2001 Tahiti Tourisme Workshops will be held:

Tues., Nov. 6	Tampa, Florida Embassy Suites Airport	and	Seattle, Washington Seattle Marriott Sea-Tac
Wed., Nov. 7	Dallas, Texas The Westin Galleria	and	Portland, Oregon Fifth Avenue Suites Hotel
Thurs., Nov. 8	Scottsdale, Arizona Doubletree Paradise Valley Resort	and	San Francisco, California Hotel Nikko San Francisco
Tues., Nov. 13	Sacramento, California Sheraton Grand Sacramento	and	Long Island, New York Huntington Hotel (Melville)
Wed., Nov. 14	Los Angeles, California Radisson Huntley Hotel	and	Chicago, Illinois Wyndham Drake Hotel -Oak Brook
Thurs., Nov. 15	San Diego, California Sheraton San Diego Hotel & Marina - East Tower	and	Denver, Colorado Hilton Denver Tech South

Partner invitations were faxed out the week of August 6. The deadline to participate is August 31st. For further information contact, Mari Masuda at 310-414-8484 X231 or mmasuda@tahiti-tourism.com