



PARTNER UPDATE

January/February 2003

SEASONALITY - DATE ALIGNMENT

The origin of this meeting arose from shared opinions and comments concerning seasonality matters discussed during Business Forum 2002, held in Los Angeles in early June. The issue was again raised during G.I.E. Tahiti Tourisme's Representatives Meeting & Conference in Tahiti in late October. Several Partners wished to find a common alignment of dates among the hotels and airlines. It was suggested that G.I.E. Tahiti Tourisme and Tahiti Tourisme North America facilitate the formation of a Work Group of Industry Partners to address this issue. The Work Group was then formed and comprised of hotels and airlines (domestic and international), as well as a several DMC's and Tour Operators. As the term *Seasonality* was confusing, we have since changed the terminology to *Date Alignment*. For the purposes of the meeting, Date Alignment was defined as follows: *Consensus on a set of dates in a calendar year on which airlines and hotels can change their rates, if desired.*

Tahiti Tourisme North America lobbied hotel and airline Partners and researched the industry's various *seasons* throughout the year. A similar study was conducted simultaneously by Tahiti Tourisme's representation in Italy for the European markets. Tahiti Tourisme then organized the information and Date Alignment Meeting with Jim Delizia consulting as the facilitator for G.I.E. Tahiti Tourisme. On January 24, 2002, a half-day meeting was held at the Manhattan Beach Marriott Hotel to resolve this matter. The group was able to come to an agreement on the following alignment dates:

- **January 1**
- **April 1**
- **June 1**
- **November 1**
- **December 15**



These dates will be implemented in 2004. Tahiti Tourisme North America will be sending a formal note to our industry Partners. Dany Panero, Chief Executive of G.I.E. Tahiti Tourisme will also formally advise the local industry in Tahiti of this meeting's outcome. Tahiti Tourisme North America is happy to note that the feedback from this meeting has been extremely positive.



On-line Workshop

On January 23, Tahiti Tourisme North America provided its third on-line Tahiti e-learning workshop in conjunction with ICTA (Institute of Certified Travel Agents) as part of an on going educational program that both ICTA members and non-members were invited to participate. Maureen Furedi conducted the one-hour session live with a Power-Point presentation that included the Society Islands, the Tuamotu atolls and the Marquesas, providing information on the destination, hotels, activities and pensions. Participants were also able to address any questions they had via teleconferencing. TTNA then mailed the participants a packet of information including an exam for agents to complete. Those agents who receive a passing score on the exam become eligible to enroll in the Tahiti Tiare Specialist program.

We have partnered with ICTA to provide this on-line e-learning program in order to educate a greater number of Travel Agents on Tahiti and Her Islands. This program is an addition to the Workshops that TTNA organizes each Spring and Fall. The next e-learning workshop with ICTA is scheduled for June.



PUBLIC RELATIONS

AAA-Washington
Journey Magazine
Jan/Feb 2003
Tahitian Treasure
By Rita Ariyoshi
Photos by Rita
Ariyoshi and
Susan Kaye



Rita brings Washington readers out of the snow into what she dubs a Polynesian Hideaway, the island of Huahine. Taking AAA readers through recent history of this historically rich island. She briefly touches upon the islands of Tahiti and Moorea and includes a side-bar on buying a Tahitian Cultured Pearl. The article also has several photos of *Tahiti's Garden of Eden* by Rita Ariyoshi and Susan Kaye.

Elle Magazine
January 2003
The Possible Dream
By Pauline O'Conner

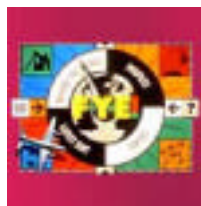


A 16-page spread in the current issue of Elle Magazine takes glamour readers to Tahiti through the eyes of Mareva Georges, previously Miss Tahiti and Miss France. The article itself focuses on Mareva's career and Tahitian Cultured Pearls, with more than 20 images shot on the island of Marutea, most of which contain at least one Black Pearl, if not hundreds. The article paints a beautiful picture of Tahiti & Her Islands noting that they have "retained their mystique as a prime destination... boasting bathtub-warm turquoise waters, white sandy beaches, balmy temperatures year-round and delicious French Polynesian Cuisine".

FYE!
E! Entertainment
Aired Thursday, Dec. 12,
8:00 a.m. ET



The 30-minute magazine show, "FYE," was shot at the three **Starwood** properties in Tahiti during a Press Trip Nov. 3 to 9. The program aired internationally on Dec. 12th on E! ENTERTAINMENT TELEVISION -- to 120 countries and 450 million subscribers. "FYE" reaches 70 million U.S. homes and airs Fridays at 8 a.m. in Los Angeles.



Features were done on Tahiti as a destination, the three hotels; with scenes from Tahiti, Moorea & Bora Bora of Tahitian dancing, tattooing, history, adventure sports and *spa-ing*.

Condé Nast Bride's
Jan/Feb 2003
Dream a lover's Dream
By Meryle Evans

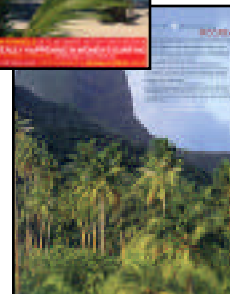


Stemming from Meryle's most recent trip to the *Islands Beyond the Ordinary*, a very descriptive article entitled *Overwater Amour* in the Dream a Lover's Dream section of Bride's Magazine takes future honeymooners to the **Bora Bora Lagoon Resort**.

Outside Magazine
January, 2003
Secrets of the South Pacific - Sirens of the South Pacific
By Jeff Hull, Trey Popp, Sarah Freidman & Stephanie Pearson



Jeff Hull, a freelance writer on assignment for Outside Magazine, traveled down to Tahiti and the Marquesas in April of 2002. In a 9-page article in the current issue of Outside, adventurous readers are taken from *Tahiti's Mysterious Islands* through numerous islands of the South Pacific. The article also includes a write up on Moorea by Trey Popp, titled *Paradise for the People*, taking readers through a tour of Moorea by land and sea. Lastly, there is a side-bar by Mary Crowley advising readers of the best way to discover the islands of Huahine, Raiatea, Taha'a, Bora Bora and Mangareva... by sea.



The Travel Café
Windstar Cruises
Airs-Feb. 16 at 4 p.m.
KNBC, Channel 4
Starring Chuck Henry



The latest Tahiti adventure of the Travel Café is premiering next month. This episode was sponsored by AAA Travel and hosted by Windstar Cruises on the **Wind Song**. The January/February issue of Westways magazine, Southern California's AAA magazine, notes that an interview with Chuck Henry's favorite photographer, Erwin Christian, will be included in the show.

PROMOTIONS

WORKSHOP TIME AGAIN!



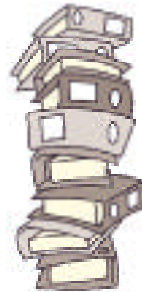
2003 Spring Workshops

The cities for the 2003 Spring Workshops have been selected. We would like to thank all of the Partners who participated in the city suggestion and final city selection process. Here are the cities and dates:

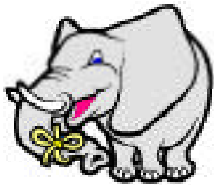
- Tuesday, May 6 Costa Mesa, CA & Greenwich, CT
Wednesday, May 7 Walnut Creek, CA & Ramsey, NJ
Thursday, May 8 Bellevue, WA & Philadelphia, PA
Tuesday, May 13 Ft. Lauderdale, FL & Houston, TX
Wednesday, May 14 Indianapolis, IN & Salt Lake City, UT
Thursday, May 15 Milwaukee, WI & Pasadena, CA

Partner Invitations to participate will go out on February 18th. We will need your response **no later than Friday, March 7th.**

If your company is going to participate in the 2003 Spring Workshops, please **prepare to have 1000 pieces of each brochure and flyer** set aside for the workshop binders! They will need to be shipped to our warehouse no later than March 21st.



Important Dates...



- March 3 Travel Agent invitations go out via e-blast and mail. Online registration will be available.
March 7 Workshop Partner Participation DUE
March 14 Materials for Binders DUE at Towne/Allpoints.

Mauru'uru Roa for your input and support!



Vacation Expo

January 17-19 Bellevue, WA

Paul Sloan attended the 3-day show in Bellevue, WA for the second year in a row. This consumer show has proven to be successful once again! Paul gave a 45-minute presentation which was well attended by the show, both consumers and Travel Agents.



Leisure Travel Group

December 2002

Northern & Southern California

Tahiti Tourisme participated in a series of workshop/trainings in Berkely, San Jose, Los Angeles, and Orange County specifically designed for travel agents affiliated with the LTG consortium. The trainings were held over 4 days in the first 2 weeks of December. A total of approximately 200 LTG travel agents were trained during these workshops/trainings.

UPCOMING TRADE SHOWS

April 5-6

The Bay Area Travel Show
S.F. Concourse Exhibition Center
San Francisco, CA

April 22 & 24

Int'l Gay & Lesbian Travel Expo
Hilton Washington Embassy Row,
Washington D.C.
Metropolitan Pavilion, New York, NY

April 25-26

CruiseTour World
Ft. Lauderdale Convention Center
Ft. Lauderdale, FL

PRODUCT

Rangiroa and Moorea Arrive in Tahiti!

Air Tahiti Nui's two new Airbus A340-300 aircraft have both arrived in Tahiti! On January 9, 2003, just four years after the National carriers inaugural flight, Air Tahiti Nui received the third of what is soon to be a four plane fleet. On February 3rd, Air Tahiti Nui welcomed the fourth plane in their fleet. These two new planes, **Rangiroa and Moorea**, add to the existing 2 Airbus A340-300, **Mangareva** and **Bora Bora**, Air Tahiti Nui will now have the opportunity to increase flights from its main markets. The North American market is estimated to see an increase from 5 weekly flights (currently) to 13 weekly flights this summer! All of the airplanes will have the same configuration with 294 seats divided into three classes of service: 6 First Class-**Poerava**, 24 Business Class-**Club Poerava**, and 264 Economy Class-**Moana**.



Air Moorea has scheduled connecting flights to accommodate the Air Tahiti Nui flights arriving on Friday, Saturday, and Sunday evenings. Air Moorea plans to replace its 2 Twin Otter aircrafts with ATR72's to handle more passengers.



Tu Moana & Tia Moana on their way to Tahiti...

Schedule :

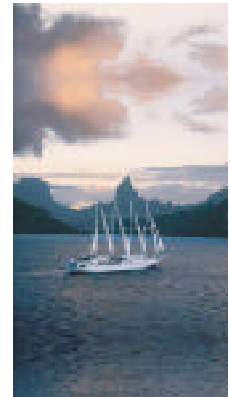
- February 20, 2003 - "Super Yachts"
Tu Moana and **Tia Moana** will be ready for delivery to Papeete, Tahiti
- February 20, 2003 - Registration by the French authorities
- Mid april to beginning of May - Arrival in Tahiti
- June 16, 2003 - First cruise

For more information:

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Wind Star Arrives in Tahiti

Windstar Cruise's luxury liner, the Wind Star arrived on January 21, 2003 to replace the Wind Song, which partly burned near the island of Taha'a in the beginning of December, 2002. The Wind Song first sailed in French Polynesian waters from 1987-1997 and returned in May of last year. We were very happy to see the Wind Song back in Polynesian waters and welcome the Wind Star with the same warm Tahitian Welcome.



Radisson Seven Seas Cruises will feature two 14-night voyages to the remote Marquesas Islands in 2003, including a May 3 voyage, "Homage to Gauguin". This cruise will commemorate the centennial of post-impressionist artist Paul Gauguin's death.

The Aremiti 3 will discontinue its rotation between Papeete, Huahine, Raiatea, and Bora Bora. Corsaire, a faster, single hull, ferry that can accommodate up to 400 passengers and approximately 40 vehicles will replace the Aremiti 3. The Corsaire will depart from Papeete on Monday and Friday.



Moorea International Marathon

The 15th annual Moorea Marathon will take place Saturday, February 15th, 2003. An estimated 1700 runners, including 150 runners from 20 different countries will participate in the five races scheduled. The winner will take home \$1700 USD! Last years winner was Tahitian runner Georges Richmond, his fourth Moorea Marathon.