



PARTNER UPDATE

SEPTEMBER 2002

TRIUMPHANT TAHITI: New Wave of Growth



In the September 2, 2002 issue of Travel Agent magazine, President Gaston Flosse accompanied by the words “Triumphant Tahiti”, are on the cover. The magazine features a 4-page article by Travel Agent magazine’s Editor-in-Chief, James Shillinglaw. Shillinglaw traveled to Tahiti at the end of July to interview the President on the “new wave of growth” in Tahiti’s tourism.

In the 4-page article, Shillinglaw outlines the keys to Tahiti’s success; the creation of the National Carrier, the importance of the Cruise Industry, the latest resort developments and the new waterfront in Papeete. Shillinglaw also reports Tahiti’s success stems from putting emphasis on agent education and promoting the new island destinations. There are ongoing efforts towards the growth in potential markets such as, family travel, incentive groups, and active vacations, including dive, soft-adventure and ecotourism. In turn, he notes, for Tour Operators and Wholesalers, Tahiti “has remained a lucrative and highly successful destination over the past year.”



The Most Powerful Women in Travel

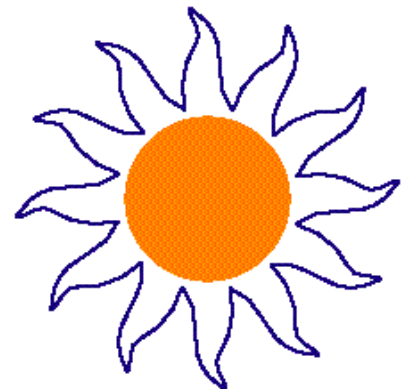


Dany Panero was named one of “The Most Powerful Women in Travel” in the August 26 issue of Travel Agent Magazine. The article offers a description of Panero’s career, including her recent appointment to Chief Executive of Tahiti Tourisme. It also notes the top priorities of the North American market; “to promote Huahine, Raiatea, Taha’a, the Tuamotus and the Marquesas; to brand and position individual islands; and to educate travel agents and consumers about the island of Tahiti itself”.

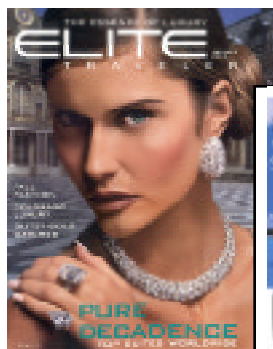
Vacation Values Advertising Program *Where it's always Summer*

The response to the Vacation Values Advertising Program has been very encouraging. To date, eight Tour Operator/Cruise line Partners have signed up for the program. We will begin the advertising campaign in mid September in New York, Chicago and West Coast newspapers.

In addition to the Vacation Values Program, there is a Supplemental Advertising Program, which will be promoting the outer islands, or what’s currently referred to as *Tahiti's Hidden Paradise*. We’re planning to launch this program in selected West Coast Newspapers using one toll-free number, rotating between the participating Tour Operator Partners.



PUBLIC RELATIONS



Elite Traveler
Issue: July /August
Written by: Bill Strubbe



Bill Strubbe takes Elite readers on a 14-day island hopping adventure through the South Pacific. The article features the Te Tiare Beach Resort as well as the Hotel Bora Bora and has a side bar mentioning the Taha'a Pearl Beach Resort. The first and last destination this article mentions is **Tahiti!**



Travel + Leisure
Issue: August 2002

2002 Readers' Poll - The World's Best Awards

In the Australia, New Zealand and South Pacific category, 3 of the 15 hotels chosen are located on Tahiti & Her Islands. Out of the top 5 islands, Moorea came in 3rd and Bora Bora came in 4th! For the Top Cruise Lines, under the Small-ship category, Radisson Seven Seas Cruises came in 2nd and the Windsong came in 5th. Air New Zealand also brought home an award in 6th place for Top Foreign Airline.

Islands

Issue: September/October
Written by: Deborah Boehm
Papeete, Ten best bets in the heart of French Polynesia

Deborah Boehm-Gushman suggests 10 different experiences that travelers can take advantage of in the bustling capital of Papeete.

In the same issue Islands names Windstar Cruises and Tahiti & Her Islands as one of the Season's Best Cruise Itineraries and Destinations!



Islands
Weddings & Honeymoons
Issue: Fall/Winter 2002
Written by: David E. Gilbert

Gilbert's article takes you through the islands, experiencing each of them both by land and sea. From visiting the archeological *marae* to shopping for black pearls; from 4 X 4 excursions to circling Bora Bora by Jet Ski, he paints a beautiful picture and titles it a **Portrait of Paradise**.

BROADCAST



August 8, xXx brought in an estimated 85 Million dollars within the first 10 days, while holding the number one spot for the first 2 weekends! As the story comes to a close, this Gen-X breed of secret agent utters his most sought after destination in the world.... **Bora Bora**. The film closes with beautiful shots of Le Meridien on Bora Bora and Mt. Otemanu as the backdrop.

August 8, xXx brought in an estimated 85 Million dollars

On Tuesday, August 13, **The Travel Mom** included Tahiti & Her Islands

with Great Vacation Destinations for parents to visit as the children have just gone back to school. In her report Emily Kaufman mentions that Tahiti gets as many visitors in one year as Hawaii gets in ten days. The estimated viewership came in at 1.4 million each time it ran!



PROMOTIONS

2002 Fall Workshops

The venues for the 2002 Fall Workshops have been secured for the following dates. On September 29, 2002 the Fall Workshop invitation was e-blasted to over 61,700 retail travel agents nationwide. We will continue to promote the workshops until they begin. The online registration for travel agents is available for the 2002 Fall Workshops at www.GoToTahiti.com/workshop/ Partner Participation kits were sent electronically and mailed out by September 8, 2002. If you did not receive your kit, please contact our office.

If your company is participating, please note the following due dates:

September 30, 2002 **Brochure Requirements** are due at the mailhouse
October 4, 2002 **Hotel Accommodation** form needs to be faxed to TTNA
October 18, 2002 **Prize Donation** form needs to be faxed to TTNA
October 25, 2002 **Prizes shipped** to TTNA office (*only if rep is not hand-carrying prizes to the workshop*)
October 25, 2002 **Badge Information** form needs to be faxed to TTNA

Tuesday, November 5, 2002

Westchester, NY
Westchester Marriott
670 White Plains Road
Tarrytown, NY 10591
Phone: 914-631-2200

Denver, CO
Hyatt Regency Tech Center
7800 East Tufts Avenue
Denver, CO 80237
Phone: 303-779-1234

Wednesday, November 6, 2002

Cincinnati, OH
Hyatt Regency Cincinnati
151 West Fifth Avenue
Cincinnati, OH 45202
Phone: 513-579-1234

Phoenix, AZ
Pointe Hilton Squaw Peak Resort
7677 North 16th Street
Phoenix, AZ 85020
Phone: 602-997-2626

Thursday, November 7, 2002

Chicago, IL
Hyatt Rosemont
6350 North River Road
Rosemont, IL 60018
Phone: 847-518-1234\

Las Vegas, NV
Rio Hotel & Casino
3700 West Flamingo Road
Las Vegas, NV 89103
Phone: 702-777-7777

Tuesday, November 12, 2002

Palm Beach, FL
Hilton Palm Beach Oceanfront Resort
2842 South Ocean Boulevard
Palm Beach, FL 33480-5540
Phone: 561-586-6542

Portland, OR
The Governor Hotel
611 SW Tenth at Adler
Portland, OR 97205
Phone: 503-224-3400

Wednesday, November 13, 2002

Raleigh, NC
Sheraton Capital Center Hotel
421 South Salisbury Street
Raleigh, NC 27601
Phone: 919-834-9900

San Jose, CA
Fairmont San Jose
170 South Market Street
San Jose, CA 95113
Phone: 408-998-1900

Thursday, November 14, 2002

Dallas, TX
Renaissance Dallas North Hotel
4099 Valley View Lane
Dallas, TX 75244
Phone: 972-385-9000

Long Beach, CA
The Grand
4101 East Willow Street
Long Beach, CA 90815
Phone: 562-426-0555

Are you attending the workshop?

For the sales reps who will be attending the workshops, if you have not received the participation guidelines and forms from your company's main workshop contact, please contact Mari Masuda at mmasuda@tahiti-tourism.com. It is very important that all the attending reps have this information!

PRODUCT UPDATES



The Pacific Princess & The Tahitian Princess

P & O Princess Cruises recently announced that the two former Renaissance vessels, R3 and R4, will soon be joining the Princess fleet. The ships will offer sailings in Tahiti and the wider Pacific Ocean region.

The 688-passenger R3 will premiere as the *Pacific Princess*, while sister ship R4 will debut as the *Tahitian Princess*. Both vessels, which originally entered service in 1999, are well suited to offer many of the Personal Choice Cruising options that have become Princess trademarks, according to the company. This includes a wide variety of dining experiences including a 24 hour Lido and alternative dining programs with both an Italian restaurant and an American steakhouse; and 92 percent outside state-rooms – with two-thirds of these including a private balcony.

Beginning with a holiday cruise on December 24, 2002, *Tahitian Princess* will sail year-round in Tahiti and the South Pacific, debuting the only 10-day sailings in the region. Three unique itineraries, with a total of 50 departures roundtrip from Papeete, Tahiti, each include calls at the tropical paradises of Bora Bora, Moorea and Raiatea. Passengers can choose one of the 34 French Polynesia/Cook Islands sailings that explore ports like mystic Huahine and Raratonga and feature overnight stays in both Papeete and Bora Bora; enjoy one of eight French Polynesia/Samoa cruises to discover the dramatic beauty of Pago Pago and Apia; or travel on one of the eight French Polynesia/Marquesas voyages to unwrap the secrets of Nuku Hiva and Hiva Oa. A Full range of pre and post Tahiti packages will also be available.

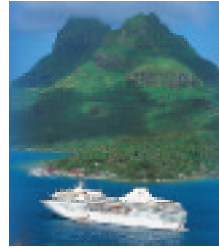
The *Pacific Princess* will operate on a split deployment, sailing half the year throughout French Polynesia and the wider Pacific region for Princess Cruises, and the other half for the P&O Cruises Australia brand, serving the growing Australian market in the South Pacific region.

The above text was provided by Princess/P&O



MAEVA LEILA!

Leila Laille joined the Tahiti Tourisme Team in June after graduating from Loyola Marymount University in May 2002. Leila was born and raised in Tahiti and came to the US for college. Though her main responsibilities as Customer Support Coordinator are fulfillment and the Tiare Program, she has provided remarkable support to the Marketing, Promotion, and Public Relations teams.



m/s Paul Gauguin Dry Dock

The m/s Paul Gauguin will be dry-docking from November 2 through December 14. She will be docked in Australia during this six week period, returning just in time for the holidays and the New Year!

Corsair Still Operating

A recent agreement and financial support from the government of French Polynesia will allow Corsair to continue its flights to Tahiti until March 31, 2003. Air Tahiti Nui expressed its intention to offer additional flights as of April 2003 to help compensate for the departure of Corsair.

Good News for Divers!

Effective September 1st, Air Tahiti, the inter-island air carrier, will implement an additional baggage allowance of 5 Kilos for divers. Each international passenger (connecting to an Air Tahiti flight within 7 days of the international flight) who presents an official diving card upon check-in will be granted this additional 5 kg in baggage weight. Therefore, the total luggage allowance will increase from 20 to 25 kg for divers!



AUGUST SURF REPORT

Number of Successful Hits for Entire Site
1,618,512

Number of Page Views (Impressions): 432,240

Number of User Sessions: 55,462

Number of Unique Users: 19,179

Average User Session Length: 00:09:38

Restaurant Pick of the Month

Le Rubis

Le Rubis features exquisite French-Tahitian cuisine beautifully presented with a wide range of French wines.

Located in downtown Papeete in the Vaima Center. The restaurant also brings in entertainment including jazz musicians and local performers.

- Leila Laille, TTNA