



PARTNER UPDATE

JUNE 2002

Business Forum 2002

Tahiti Tourisme North America's Business Forum 2002 was held on June 10th and 11th at the Manhattan Beach Marriott in Los Angeles. This is the second year that Tahiti Tourisme North America has organized this event and we would like to thank all those who participated and helped make this event a success.

The two-day forum was well attended by the industry - 4 Airlines, 9 Hotel Companies, 13 Tour Operators, and 5 Cruise Lines. Also attending were representatives from G.I.E. Tahiti Tourisme (Papeete), including Dany Panero —the newly appointed Chief Executive, Karine Villa —Promotions Manager, and Christel Bole —Marketing Manager.

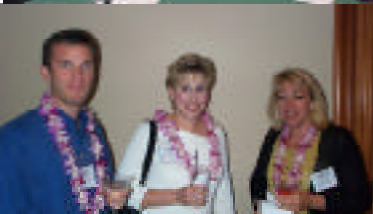
The Business Forum has been created as a way to open up the communication among the Partners, as well as expand on and strengthen existing Partner relationships. Some of the key topics of this year's Business Forum were:

- * Program Development of Lesser Known Islands
- * Promoting the Island of Tahiti as a Destination
- * Continued Emphasis on Developing Tahiti and Her Islands as a 12-Month Destination
- * Continued Emphasis on "Summertime Values" Advertising Campaign
- * Development of "Event Marketing" in conjunction with "Summertime Values" to include festivals and concerts
- * Standardizing low, shoulder and high season differences among international airlines, hotels, and Air Tahiti.

The Business Forum included presentations from guest speakers such as Jon Bowermaster of National Geographic Expeditions, Howard Marylander of Marylander Market Research, and Brian Baker of the San Francisco Convention and Visitors Bureau. Jim DeLizia of DeLizia Consulting Services facilitated the event and led discussion sessions again this year.

TTNA also presented a re-cap of PR exposure from the recently completed Survivor Marquesas TV series, as well as the results of the recently completed weather study conducted by researchers from UCLA (see article on page 4).

We would like to give a big thanks to our co-sponsors of the Business Forum 2002: Condé Nast Bridal Group, Islands, Los Angeles Times, and The Meetings Group. Mauru'uru Roa!!



(L-R: Christel Bole, Dany Panero, Al Keahi, and Karine Villa)



PUBLIC RELATIONS



Final Numbers are In!!

Over 930 million total estimated combined PR impressions

Over \$195 million combined equivalent PR exposure

Consistently ranked among Top 3 most watched U.S. TV Shows

Averaged over 32 million U.S. viewers weekly

Extensive PR coverage in Magazines and Newspapers as well as related Broadcasts



Mix a little Paris with Polynésie and voilà... Tahiti

by Rita Ariyoshi

The June/July issue of **Modern Bride** has an interesting 6-page spread on Tahiti, Moorea, Bora Bora and Huahine. Ariyoshi recommends Tiki Village Theatre on Moorea and touches upon the extras that the Moorea Beachcomber Inter-Continental has to offer like the Dolphin Quest program and the newly appointed Hélène Spa.



Six Islands, Eight Nights by Heidi Douglas

This month's issue of Skin Diver magazine features Heidi Douglas' 12-page article of her trip to Tahiti and Her Islands. Heidi, with two friends/colleagues from Skin Diver magazine, traveled to six islands; Tahiti, Moorea, Huahine, Raiatea, Bora Bora, and Rangiroa. Her article warmly reflects on Tahiti and Her Islands for the amazing diving, Tahitian hospitality, and the longing for a romantic companion.



Windstar Cruises Media Reception for Tahiti Program

Windstar Cruises held a media reception for their new Tahiti Program on May 30th at Café Pinot in Los Angeles. Tom Russell, Vice President Marketing and Sales, spoke for Windstar Cruises giving an overview of the company and their fleet. Al Keahi of Tahiti Tourisme North America and Lou Leopold of Air Tahiti Nui were in attendance to present their company overviews and the relationship with Windstar Cruises. The reception was well attended by local media and affiliates. The Nonosina dance group performed at the closing of the reception.

This is the second time that Windstar Cruises will be operating in Tahiti and Her Islands. Windstar's, Windsong sailed the waters of Tahiti and Her Islands from 1987 – 1997.



Tahiti Incentive Buyers Showcase and Site Inspection Trip

Ten Incentive buyers traveled throughout Tahiti and Her Islands; Tahiti, Moorea, and Bora Bora to be exact, in early April for a 5-day incentive buyers' showcase. The trip was sponsored by Tahiti Tourisme, Beachcomber Inter-Continental Resorts, Bora Bora Lagoon Resort, Le Meridien, and Air Tahiti Nui. Starwood Hotels & Resorts – French Polynesia and Tahiti Nui Travel were co-sponsors. Thank you to all of our Partners for their support.

PROMOTIONS

2002 SPRING WORKSHOPS

628 Travel Agents from across the United States attended the Tahiti Tourisme Spring Workshop training series. This is the highest number of workshop attendees yet! Thank you again to all of the participating companies!

All participating companies and their reps should have received the database of all 628 Travel Agents and the workshop evaluation form via email or fax. Please be sure to return the evaluations as the success of the workshops is dependent upon your input. If any participant has not received the database or the evaluation, please contact Mari Masuda at mmasuda@tahiti-tourism.com or 310-414-8484x231.



2002 Promotional Calendar

- June 29-30, 2002
Scuba Show - Long Beach, CA
- September 24-26, 2002
IT&ME - Chicago, IL
- October 9, 2002
Gay & Lesbian Expo - SF, CA
- October 22-25, 2002
DEMA - Las Vegas, NV
- November 3-8, 2002
ASTA World Congress - Honolulu, HI
- November 5-8 and 12-14, 2002
2002 Fall Workshops
- December 10-12, 2002
Luxury Travel Expo - Orlando, FL
- December 9-11, 2002
USTOA - Whistler, BC (Canada)

Restaurant Pick of the Month

Le Panda D'Or
Chinese Restaurant
Free pick-up!

Nunue - Bora Bora
Tel: 67.62.70 - 67.62.81
Open 11 am - 1 pm / 5 pm - 9 pm
Closed on Sunday



May Surf Report

Number of Successful Hits
for Entire Site
2,175,587

Number of Page Views (Impressions):
564,926

Number of User Sessions: 73,773

Number of Unique Users: 24,662

Average User Session Length
00:07:47

Upcoming Events and Holidays

June 23- 30
Horue Surfing Competition
on Tahiti

June 21- July 27
Heiva 2002
Tahiti and Her Islands
Online schedule of events at
www.gototahiti.com/Events/Heiva%202002.htm

June 29
Autonomy Day
Tahiti and Her Islands



**POLYNESIAN
PARADISE!**
(World Festival SU2)

**Sunday, June 30, 2002,
7:30 PM**
Hollywood Bowl
2301 N. Highland Avenue
Hollywood, CA
(323) 850-2000

ARTISTS:
Keali'i Reichel
The Brothers Cazimero
Halau Keali'i O Nalani Hula
Dancers
**Les Grands Ballets de
Tahiti**

PROGRAM:
KCRW's World Festival:
Polynesian Paradise!
Paradise comes to the Bowl!
Hawaii's multi award-winning
recording artist and kuma
hula Keali'i Reichel blends
American pop and enchant-
ing Hawaiian traditions; the
Brothers Cazimero dazzle
with local hula dancers, and,
**direct from Tahiti, Les
Grand Ballets will astound
with breathtaking cos-
tumes and dance.**

PRODUCT



FOR IMMEDIATE RELEASE: Waterman and Church host Inaugural Tahiti Aggressor Charter

On September 28, 2002, the luxury dive yacht Tahiti Aggressor will set off on her maiden voyage hosted by award-winning filmmaker Stan Waterman and legendary underwater photographer and author Jim Church. Throughout the seven-day excursion in Tahiti's remote Tuamotu Atolls, Waterman and Church will share their adventures and photo expertise with an audience of 16 scuba divers.

"During the year that I lived with my family in French Polynesia I dived the passes and outside reefs of several of the islands. I remember the experiences as among the most vibrant and exciting diving in my many years of dive travel. At Rangiroa, the legions of gray reef sharks in the pass made the drift dive there one of the great shark experiences. National Geographic made an hour special TV show from our time in the islands. I look forward with great pleasure to my Tahiti return with Aggressor," says Waterman.

The 18-passenger Tahiti Aggressor offers intimate, seven-day inclusive scuba charters which depart from Rangiroa. For reservations, call your local dive shop, travel professional or Aggressor Fleet, Limited at 1-800-348-2628, e-mail: tahiti@aggressor.com or visit our web site at www.aggressor.com. Aggressor Fleet has franchise live-aboard dive yachts in Bay Islands, Belize, Cayman, Costa Rica, Fiji, Galapagos Islands, Kona, Hawaii, Palau, Tahiti, Truk Lagoon and Turks & Caicos.

E-mail matt@aggressor.com for an electronic photo file of the Tahiti Aggressor.

At the **Business Forum 2002** Tahiti Tourisme North America presented the results of the weather study recently completed by researchers from UCLA. The study was commissioned by TTNA in an effort to address the counterproductive "wet season" and "rainy season" marketing of the past and to quantify the positive climate aspects that make Tahiti and Her Islands a potential year-round tourist destination.

Years of extremely detailed weather data were obtained from Meteo France and provided to the UCLA researchers who analyzed the information and did cross comparisons with data obtained from the World Meteorological Organization, the U.S. National Climate Data Center, and the National Oceanic and Atmospheric Administration (NOAA). The findings include the "Hours of Rain vs. Hours of Sunshine" in Tahiti by month, as well as Sunshine and Temperature comparisons with other destinations.

To see more on this revealing study visit:
<<http://www.GoToTahiti.com/planner/planner.htm>> and click on Weather Report.

P&O in Tahiti

P&O Chief Executive Peter Ratcliffe and President Gaston Flosse announced, that P&O will offer cruises in Tahiti during five years starting next September, operating the two former Renaissance cruise ships, R3 and R4. One ship will remain in Tahiti and Her Islands all year, while the second ship will only be there for two months of each year.

The tourism industry in the Leeward islands are pleased by the news, as they relied heavily on the Renaissance passengers until September of 2001. Air Tahiti Nui will be the official carrier of most of the P&O passengers traveling to Tahiti.

For more information, please go to the Tahiti Presse Web site, www.tahitipresse.pf

Bora Bora Cruises

Bora Bora Cruises has just released a brand new sales kit which includes brochures for the Haumana with schedules, rates, calendar for 2003 and other general information in both English and French. Also, a large brochure with computer generated images for the Tu Moana and Tia Moana which will debut in April 2003



Bora Bora Nui Resort & Spa

The opening of the Bora Bora Nui Resort & Spa will be slightly delayed. The resort which was to open in August will now open on September 1, 2002 with 60% of the resort completed. The resort will have 120 luxury suites, the Mandara Spa, an infinity swimming pool, and natural aquarium check-in area. A pre-opening fact sheet is available by calling 1-800-782-9488 or visit their Web site at www.sheratonsintahiti.com.



FERRY CHANGES

Since the **Moorea Jet** has stopped operation to Vaiare on Moorea from Papeete, the **Ono Ono** Ferry will operate 9 weekly rotations, as well as 32 rotations of its usual route to Paopao on Moorea. Rates for both destinations will be the same.

Aremiti 1 will operate between the East coast of Tahaa and Uturoa on Raiatea. The ship will make 9 weekly rotations, from Monday-Friday. Also, twice a week from Raiatea the Aremiti 1 will serve Poutoru on Tahaa and Bora Bora. The Aremiti 1 can accommodate 100 passengers.

*Tahiti Tourisme Partner Update*June 2002*