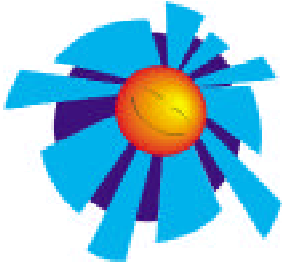




PARTNER UPDATE

JULY/AUGUST 2002



Tahiti's Value Vacation Program

Tahiti Tourisme North America held a meeting on July 16, 2002 at the Doubletree Hotel in El Segundo to discuss plans for the upcoming advertising campaign. Various Partners and The Phelps Group were in attendance. Due to busy schedules the meetings consisted of 2 separate sessions.

The meeting kicked off with the discussion of comments and opinions shared at the 2002 Business Forum regarding last year's advertising campaign and advertising campaigns of the competing markets. All Partners agreed that Tahiti advertising cannot compete against the media dollars of our competitors and should focus the advertising campaign for the period of November - March. The timing of this year's campaign will be in 2 phases, Phase 1: mid/late September 2002 to mid-December 2002 and Phase 2: January 2003 to March 2003. In order to maintain the integrity of the value added pricing intended for November through March, TTNA has restricted the pricing levels for any advertising that the Partners decide to initiate earlier than scheduled.

Partner participation is being offered at two levels with the proposed advertising value of this Fall/Winter campaign estimated to be one million U.S. dollars (Phase 1=\$600,000 and Phase 2=\$400,000). The primary focus will be consumer driven ads in newspapers. Additionally, *Islands* magazine is being selected for the long-term positioning of the Fall/Winter campaign and *Travel Agent* magazine for trade advertising support. Total length of the campaign is six months.

Julie Miyahira, Art Director at the Phelps Group, revealed the art boards for the upcoming campaign and the flexibility that has been worked into the ad templates. She showed the variety of ad sizes for both newspapers and magazines and shared her thought process used to develop the templates. The ad templates for both TTNA and the airlines were designed to maximize ad content space while simultaneously maintaining Tahiti's branding images that attract consumers to the ads. The Partner ad sizes and media schedule will be customized thus dictating the number of ads per Partner.

Another campaign concept up for discussion was one that would allow us to brand the islands (Raiatea, Tahaa, Huahine, Rangiroa, Tikehau, and Manihi) with the ability to measure demand and track responses for other islands by utilizing a lead price, rotating toll-free number, and a set packaging and pricing. Al Keahi shared that this is not a new concept and is currently being implemented by the Australian Tourist Commission. TTNA wants to take advantage of this concept to the benefit of the other islands. Our hopes are that this Supplemental Newspaper Program will assist in the promotion of the other islands and to create a brand and demand for these islands. There was very high enthusiasm in support of this concept.

After discussion of the Weather Research Study, the hours of sunshine versus the hours of rain, the Partners suggested that the ad campaign should focus on "summertime all the time in Tahiti" and that the November-March campaign should focus on "value vacations". Al Keahi shared the use of "Endless Summer" and that perhaps TTNA could utilize the term for this campaign. TTNA and The Phelps Group are working on the creative aspects to communicate Tahiti as being an "Endless Summer".

Since the meeting concluded, we have received very positive feedback on the meeting as well as a high level of participation from our Partners. Again, we would like to thank all that took time to attend this very important meeting.



On June 6th, 2002, **Dany Panero** was appointed **chief executive of Tahiti Tourisme** by its board of directors. Panero succeeded Brigitte Vanizette who was recently appointed minister of tourism and the environment. Panero began her career in tourism in 1992, serving as the general secretary of the administrative council and representing its personnel. In 1998, Panero was named by then chief executive, Brigitte Vanizette, to head the newly created department of Public Relations. One of Panero's responsibilities was to organize the annual conference of Tahiti Tourisme's representatives, a task requiring exceptional organizational skills and professionalism. In her capacity as chief executive, Panero oversees the marketing and promotions of Tahiti Tourisme representatives globally. In the North America market, the top priorities are to market Tahiti and Her islands as a year-round destination, 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, including the new waterfront area, activities, and resort hotels.



PUBLIC RELATIONS



Islands Magazine
Issue: July/August 2002
Written by: Rita Ariyoshi

Even as a resident of Hawaiian Islands, Rita Ariyoshi was looking for an escape. She found it in the Tuamotu Atolls of Tahiti and Her Islands. There she visited Manihi, Tikehau, and Rangiroa. She left feeling proud that she had “accomplished nothing tangible in the Tuamotus.” There she “spent more time in fins than shoes, more time dreaming than doing.”



Bridal Guide
Issue: July/August 2002
Written by: Susan Kaye

To Tahiti! Susan Kaye, gives tips and facts of traveling to Tahiti and Her Islands (Bora Bora, Moorea, and Huahine) for the perfect honeymoon. She makes recommendations for hotel accommodations, Le Meridien Tahiti, Sofitel Motu, Bora Bora Pearl Beach, Hotel Bora Bora, Sheraton Moorea Lagoon Resort, and the Te Tiare.



Modern Bride
Issue: August/September 2002
Written by: Joe Yogerst

The Modern Bride Guide to the South Pacific. Yogerst assists honeymooner's in finding the South Pacific island of their dreams. He refers to the islands of French Polynesia as “best snorkeling and diving in the South Pacific”, Moorea as “perhaps the world's most ravishing island” and the food as “arguably the region's most mouth-watering cuisine”,



EnCompass
(Published for AAA)
Issue: July/August 2002
Written by: Susan Kaye

Susan Kaye gives a more than delightful description of Tahiti's big three, Tahiti, Moorea, and Bora Bora, from an *almost seasoned veteran's* point of view. She does add that the best trips include the Tuamotu Atolls! She also includes a few useful “before you go” tips for travelers.

PROMOTIONS

2002 Fall Workshop Schedule

Thank you to all of the Partners who provided city suggestions and voted for the final city selections. Venues will be announced in next month's Partner Update.

Tuesday, November 5	Westchester, NY	&	Denver, CO
Wednesday, November 6	Cincinnati, OH	&	Phoenix, AZ
Thursday, November 7	Chicago, IL	&	Las Vegas, NV
Tuesday, November 12	Portland, OR	&	Palm Beach, FL
Wednesday, November 13	San Jose, CA	&	Raleigh, NC
Thursday, November 14	Long Beach, CA	&	Dallas, TX



Les Grands Ballets de Tahiti

Les Grands Ballets de Tahiti performed in "Polynesian Paradise" at the Hollywood Bowl on June 30, 2002, along with other musical groups from Hawaii.

Don Heckman did a special article for the L.A. Times on July 2, reporting that the show was "a spectacular display of colorful music and dancing" and in regards to Les Grands Ballets de Tahiti, "One can only hope that the balance of the (Hollywood Bowl's) schedule will offer programs as captivating as the performance by Les Grands Ballets de Tahiti."



ICTA On-line Training

On Wednesday, July 24th, Maureen Furedi held an on-line training session, *Tahiti, the Islands Beyond the Ordinary*, for Travel Agents. ICTA has made it possible for ICTA and non-ICTA Travel Agents to register and participate in a live training session from one's own computer. ICTA charges a fee of \$29 for non-ICTA members. Once the on-line training session is completed, a kit is sent to each participating Travel Agent, including a test and a Tiare Program application. In this past session, 34 Travel Agents participated. We are hoping to do more on-line trainings in the future. We would also like to integrate our Partners in these sessions and are currently researching ideas and options. With this program, we can reach those Travel Agents in remote areas where holding a workshop is not possible.

Tradeshows Schedule

Oct 9 / Gay & Lesbian Conference
Hyatt Regency San Francisco
San Francisco, CA

Oct 22-25 / DEMA
Las Vegas Convention Center
Las Vegas, NV

Oct 31-Nov 3 / Travel & Leisure Show
International Centre
Toronto, CANADA

Dec 6-10 / Winter Cruise-a-thon
Broward County Convention Center
Ft. Lauderdale, FL

Dec 10-12 / Luxury Travel Expo
Orange County Convention Center
Orlando, FL



July Surf Report

Number of Successful Hits for Entire Site: 1,627,732

Number of Page Views (Impressions): 435,474

Number of User Sessions: 58,239

Number of Unique Users: 17,508

Average User Session Length 00:08:26



Jonathan Reap, Tahiti Tourisme, attended the 50+ Festival in Santa Clara, CA on May 1st.

Restaurant Pick of the Month



Opens 11:30 am - 2 pm / 16:30 pm or 5 pm
Closed on Monday

Matira BORA BORA

Restaurant at your hotel - Phone 87.73.43
E-mail: labounty@mail.gf

PRODUCT



LE MAITAI DREAM FAKARAVA Opening September 16th

The hotel Le Maitai Dream Fakarava will be the second Maitai hotel in the islands after Le Maitai Polynesia in Bora Bora. Work on the property will be finished and fully operational on September 16th. Two-thirds of the staff were trained last year and worked for 3 months at either the Tahiti Beachcomber Inter-Continental or the Le Maitai Polynesia in Bora Bora. All are very excited and proud of being part

of the opening team. The General Manager who will take over on October 1st, is Georges Dechaineux, presently Front Office Manager at Le Maitai Polynesia in Bora Bora. In the meantime, Christophe Gomet and Laurent Darcy of Hotel Management & Services (HMS) will take care of the pre-opening and the launching.

LE MAITAI DREAM FAKARAVA will be in the 3-Star category but with higher ambitions, as in Bora Bora. A special Launching Offer has been offered to Wholesalers and the trade until December 31st, 2002, as an extra incentive to work with the new property.

Accommodation: 30 large Bungalows, with all amenities and refined interior design

- 3 categories: Beach Premium (9), Beach (6) and Tiare (15)
- Bungalow amenities: King size bed (or twins) ; sofa bed and optional rollaway for families, Natural ventilation and overhead fan, bathroom with shower, hairdryer, IDD phone, TV, minibar/refrigerator, individual safe.

Bar KIRI KIRI and Restaurant KURA' ORA conveniently overlooking the lagoon

Buffet or a la carte meals will be proposed, including a large fresh selection of catch of the day.

Scuba Diving center integrated in the hotel

Flying to Fakarava (FAV) with Air Tahiti

Flight time is 1h 10 min from Papeete and 40 min. from Rangiroa. The 2002 Summer program proposes 6 flights per week, up to 7 days per week for the high peak season. Fakarava is also accessible from Bora Bora, with a connection in Rangiroa on Fridays. Fakarava has been included in the Air Tahiti BORA-TUAMOTU and LAGOONS PASSES. From the airport, transfer by boat or vehicle takes approximately 20 minutes.

All-inclusive packages will be available for a full service in accommodation and restaurant. Various activities and excursions will be proposed. Scuba divers will have many opportunities to discover the different diving spots of the atoll accompanied by a professional and experienced scuba diving center located in the hotel.

For more information, please do not hesitate to contact Hotel Management & Services, Georges Dechaineux at fom@bora.hotelmaitai.com until end of August.

Phone : (689) 98 43 00 Fax : (689) 98 43 01 in Fakarava (will be operational on August 26th)

Information provided by Hotel Management & Services

P&O Princess Cruises' Introduces *Tahitian Princess* & *Pacific Princess*

Beginning December 24, 2002, P&O Princess Cruises will debut *Tahitian Princess*, formerly the R4, with year-round, 10-day sailings in Tahiti and Her Islands and other South Pacific destinations. The former R3 will premiere as *Pacific Princess* and will operate only half of the year in Tahiti and Her Islands and other South Pacific destinations. Though both vessels are smaller than the other vessels in their fleet, P&O Princess Cruises feels they will offer a more intimate cruising environment. Itineraries are in the process of being finalized and special promotional pricings are being offered.

Tiki Village Fire

On Saturday, July 20th there was a fire at the Tiki Village on Moorea. The fire destroyed the main entrance and the staff housing, but the main entrance was rebuilt in 2 days. The staff have continued to work and all activities/services are available. Support came from all over including the people of Moorea and Tahiti Tourisme.

TAHA'A PEARL BEACH RESORT & SPA: Luxury, Space, & Tradition

The Taha'a Pearl Beach Resort & Spa opened on Monday July 29th, 2002. A perfect Polynesian Pearl came into the light, offering the most spectacular and elegant escape of the South Pacific in the pure tradition of the Pearl Resorts.

- An unspoiled & pristine motu
- An incomparable view of Bora Bora
- The longest white sand beach in French Polynesia
- 12 Beach Suites with a private pool
- 48 Over water Suites with direct access to the lagoon
- A refined & personalized service
- Spa will be able to welcome guests at a later date

Discover this ultimate and exclusive hideaway of glistening beaches and sparkling waters in the South Pacific: http://www.pearlresorts.com/infos/tapr_welcome.htm To download the latest high resolution pictures and information, click on: <http://www.pearlresorts.com/infos/tahaa.htm>

To make a reservation at the Taha'a Pearl Beach Resort & Spa, please contact: Carine Keck: carine.keck@spmhotels.pf
Phone: 689 50 84 54/Fax: 689 43 17 86

Information provided by Pearl Resorts.