



IT&ME Motivation Show

Tahiti Tourisme participated once again at the IT&ME/Motivation Show that was held at McCormick Place in Chicago, Sept. 24 - 26, 2002. Sharing the booth with Tahiti Tourisme were Air Tahiti Nui, InterContinental Beachcomber Resorts, Bora Bora Cruises, Le Meridien Hotels de Polynesie, South Pacific Tours, Starwood Hotels & Resorts French Polynesia and Tahiti Nui Travel. The show, which was well attended by meeting and incentive travel buyers from across the U.S., proved to be productive. We thank all of our participating Partners for their support.



Above: Catherine Magat, Le Meridien and Joan Serra, Air Tahiti Nui.
Left: Catherine Magat, Bernard Rickenbach, Tahiti Nui Travel, and Maureen Furedi, Tahiti Tourisme North America.

Carnival 2002

In July 1996, the mayor of Papeete, Michel Buillard, had the idea to bring several carnival organizations to French Polynesia to teach Tahitians the art of making floats for parades. In December 1996, the mayor and his staff created "Le Comitée Organisateur du Carnaval de Tahiti", the Committee for organizing this event.



In October 1997, the first carnival in Tahiti was born under the theme "The World of the Sea". The first celebration successfully brought thousands of attendees as the Committee had planned. For the celebration of the millennium, the carnival reached the highest number of visitors with almost 50,000 people.

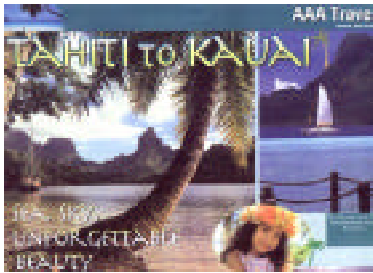
This year the carnival was held on October 19th-26th. The committee chose the theme "The World of Art". The winners were awarded prizes from sponsors for best costume, best choreography and most beautiful float. The Polynesian culture touched the hearts of Tahitians with the wonderful colors of the Carnival.

Clean Up Day in Tahiti

Every year, the Professional Association of Diving Instructors (PADI) organize an international project called A.W.A.R.E (Aquatic World Awareness Responsibility and Education) which aim is to clean up the seas, oceans and all aquatic surroundings.

On September 24th, 2002, all Diving Centers in relation with the Association of Diving Centers "GIE Plongée de Tahiti" and the Ministry of the Environment participated in this project. In recent years, there were very few participants involved in the clean-up. Our objectives are to attract diving centers as well as involving the cities, neighborhoods and many other types of associations. From Tahiti to the Tuamotu Atolls, 14 Dive Centers and thousands of volunteers participated and made clean-up day a success. It clearly shows that saving the planet and, in particular, the respect for the environment of the islands has become a conscious effort for the communities of Tahiti & Her Islands.





In the October issue of AAA's Ohio based publication, Ohio Motorist, readership exceeding 1 million, Susan Kaye does a wonderful job of touching upon the Hidden Paradise islands, including Raiatea, Huahine, Tikehau and Manihi.



ICP (Incentive Conference Planner) included Bora Bora with other "Ultimate Incentive Ideas". Sue Pelletier, Executive Editor for Meetings Group, accompanied Maureen Furedi of Tahiti Tourisme on an incentive FAM in April of 2002.

TRAVEL WEEKLY

Travel Weekly ran two articles back-to-back in their mid-September issues. The first focusing on the increase in travel trends to Tahiti in recent years, noting the contribution of the national carrier as well as many hotel renovations and additions. The second article focuses on four of the Tuamotus; Rangiroa, Manihi, Fakarava and Tikehau.

Key Communication Points

Are we all on the same page? We've taken the liberty of listing some of our key communication points that we encourage writers to include in their editorial coverage. As we are all working towards the same goal, we want to share these points with our partners.

1. Tahiti is only a 7.5 hour flight from Los Angeles, in the same time zone as Hawaii
2. Tahiti gets as many visitors in a year as Hawaii does in 10 days
3. Tahiti's "Hidden Paradise" islands give you the opportunity to visit places few have ever been before
4. It's always Summer in Tahiti
5. The island of Tahiti is a great destination in itself.

1. Tahiti is only a 7.5 hour flight from Los Angeles, in the same time zone as Hawaii. This is very important, because many people who have never traveled to Tahiti think it's much further - some believe it's as much as 14 to 15 hours!

2. Tahiti gets as many visitors in a year as Hawaii does in 10 days. Many travelers prefer Tahiti over other island destinations like Hawaii because of its unspoiled, relaxing, and authentic feel. You're more likely to find yourself choosing between a delicious lunch of poisson cru or a freshly baked baguette than you would a Big Mac with fries. The beaches are uncrowded, and the lagoons crystal clear.

3. Tahiti's "Hidden Paradise" islands give you the opportunity to visit places few have ever been before. There are still destinations in the world where you won't hear planes landing at night and deserted beaches stretch endlessly into the sunset. Places where the only sound you're likely to hear from your overwater bungalow is the gentle lapping of the lagoon underneath. These are Tahiti's "Hidden Paradise" destinations, and include quiet, untouched islands like Taha'a, Huahine, Raiatea and the Tuamotus.

4. It's always Summer in Tahiti

This means that while North Americans are getting flu shots or shoveling snow from their driveways during the winter, Tahiti is enjoying air temperatures in the 80s and water temperatures not much lower.

5. The island of Tahiti is a great destination in itself

The beautiful island of Tahiti sits proudly as the Queen of the Pacific and is home to world class resorts and spas, vibrant markets, fine restaurants, pearl shops, clubs and boutiques. Crowned by the circle of majestic peaks, Tahiti's mountainous interior springs to deep valleys, clear streams, high waterfalls and mysterious caves. You could spend your entire time on the island of Tahiti and have experienced the best of what Tahiti & Her Islands have to offer.

Around the Corner



InterContinental Beachcomber Resorts will be hosting a Press Trip late October to early November. Utilizing freelance writers, they will be visiting their three properties in the Societies, as well as the Maitai Dream on Fakarava which has recently opened. InterContinental has rebranded their properties since their recent renovations.

The December issue of Modern Bride will have a story by Joe Yogerst, who has just returned from his most recent trip to Tahiti & Her Islands in early October. The article, focusing on romance, will include Bora Bora,

Taha'a, Huahine, Manihi and Tikehau. Joe has a wonderful way of romanticizing the serenity of Tahiti & Her Islands.

PROMOTIONS

2002 Fall Workshops

Agents can still register online at www.GoToTahiti.com/workshop/ or can contact our office for an invitation to be faxed or emailed to them. The phone number to call is 310-414-8484 or email address, TahitiLAX@earthlink.net. If you have any questions, please contact Mari Masuda at mmasuda@tahiti-tourism.com or 310-414-8484.

Tuesday, November 5, 2002	Westchester, NY Westchester Marriott 670 White Plains Road Tarrytown, NY 10591	Denver, CO Hyatt Regency Tech Center 7800 East Tufts Avenue Denver, CO 80237
Wednesday, November 6, 2002	Cincinnati, OH Hyatt Regency Cincinnati 151 West Fifth Avenue Cincinnati, OH 45202	Phoenix, AZ Pointe Hilton Squaw Peak Resort 7677 North 16 th Street Phoenix, AZ 85020
Thursday, November 7, 2002	Chicago, IL Hyatt Rosemont 6350 North River Road Rosemont, IL 60018	Las Vegas, NV Rio Hotel & Casino 3700 West Flamingo Road Las Vegas, NV 89103
Tuesday, November 12, 2002	Palm Beach, FL Hilton Palm Beach Oceanfront Resort 2842 South Ocean Boulevard Palm Beach, FL 33480-5540	Portland, OR The Governor Hotel 611 SW Tenth at Adler Portland, OR 97205
Wednesday, November 13, 2002	Raleigh, NC Sheraton Capital Center Hotel 421 South Salisbury Street Raleigh, NC 27601	San Jose, CA Fairmont San Jose 170 South Market Street San Jose, CA 95113
Thursday, November 14, 2002	Dallas, TX Renaissance Dallas North Hotel 4099 Valley View Lane Dallas, TX 75244	Long Beach, CA The Grand 4101 East Willow Street Long Beach, CA 90815



Tradeshows & Promotional Schedule

The tradeshows for the first half of 2003 have been selected. Participation invitations for the 2003 Spring Schedule will go out to Partners in November. If you know of any other tradeshows that Tahiti Tourisme should participate in, please contact Mari Masuda at mmasuda@tahiti-tourism.com or at 310-414-8484 ext 231.

December 6-10 Winter Cruise-a-thon – Ft. Lauderdale, FL
 December 9-11 USTOA – Whistler, Canada
 December 10-12 Luxury Travel Expo – Orlando, FL
 January 11 LTG Sales Meeting & Tradeshow - Los Angeles, CA
 January 11 Las Vegas Travel Fair - Las Vegas, CA
 January 17-19 Vacation Expo - Bellevu, WA
 January 25-26 Travel Show (OC Register) - Costa Mesa
 February 1-2 LA Times Travel Show - Long Beach, CA
 February 8-9 Travel Show(East Valley Tribune) - Phoenix, AZ
 February 9 San Diego Travel Show - San Diego, CA

February 19-23 IATOS- Chicago, IL
 March 1-2 The Bay Area Travel Show – San Francisco, CA
 March 1-2 Travel Show (The Gazette) - Denver, Colorado
 March 3-7 Seatrade - Ft. Lauderdale, FL (Delegate only)
 April 22 & 24 Gay & Lesbian Travel Expo (New York and Washington DC)
 April 25-26 CruiseTour World – Ft. Lauderdale
 May 6-8 Spring Workshops (Week 1)
 May 13-15 Spring Workshops (Week 2)
 June 5-8 TravelAge West - Las Vegas, NV
 June 21-22 Scuba Show – Long Beach, CA



Pick of the Month

A new food court opened this year located on the hillside overlooking the FAAA airport parking area, a mere 4-5 minute walk from the international terminal (about 250 steps, cross the parking lot and follow the sidewalk uphill past the Air Tahiti corporate office building).



- open 7 days from 6am-9pm
 - inside A/C and outside courtyard seating

Includes:

La Pastaria pizza and pasta: \$6-8/ pizza & \$5-8/pasta dish

Blue Grill steaks, chicken, & fish cooked to order

Las Mijotes

- coffee bar
- pastry and baked goods section
- salad bar
- ice cream station
- beer and wine selection by the glass or bottle, soda and juices



Tahiti Tourisme would like to congratulate the following people on their new positions.

InteContinental Beachcomber Resort's has announced that **Pierre Lesage** has been appointed to the position of **Director of Sales & Marketing** as of December 1, 2002.

As for the position of **Director of Sales & Marketing** at **Le Méridien Hôtels de Polynésie**, **Catherine Magat** has been appointed to the position.

Pleasant Holidays announced that **Jim Barsch** was named **Vice-President of Operations**. Jim was formerly the senior vice president of operations for The Mark Travel Corporation.

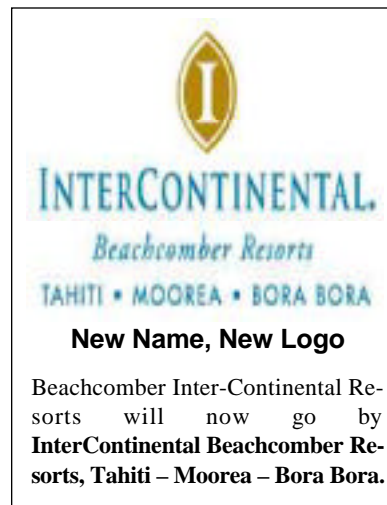
Happy Vacations has appointed **Melody Lewis** as **Director of Sales-National**. Melody was formerly the Director of Sales - West for Happy Vacations.



TAHITI NUI GAMES

The Tahiti Nui Games will start on December 14, 2002 in Papeete. Athletes from the outer islands will compete against athletes from Tahiti and Tahiti Iti. The winners of this competition will continue on to compete in the South Pacific Games.

The creation of the Tahiti Nui Games by the Sports Ministry hopes to boost sports development in the remote islands and tourism in all of French Polynesia.



Air Tahiti's Winter 2002 Base Schedule is comprised of 130 flights per week (number of departures from Tahiti) and 170 per week during the holidays.

The complete schedule is available on Excel file, designed for travel agents and the travel industry can be requested by e-mail to direction.commerciale@airtahiti.pf

For Pass Fares information, please visit the Air Tahiti Web site, www.airtahiti-vt.com

*Tahiti Tourisme Partner Update*October 2002*

SEPTEMBER SURF REPORT

Number of Successful Hits for Entire Site: 1,572,287

Number of Page Views (Impressions): 417,716

Number of User Sessions: 57,325

Number of Unique Users: 18,667

Average User Session Length: 00:08:55