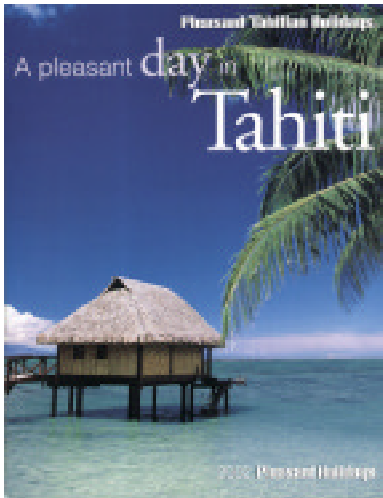


TOUR OPERATOR SPOTLIGHT:

Pleasant Holidays



Pleasant Holidays has helped thousands of Tahiti visitors discover the many sides of these exotic, romantic islands with the highest quality products, finest services, and most reasonable prices. Nearly 30,000 travel agencies nationwide call on Pleasant Holidays to ensure their customers' precious vacations are truly "Pleasant."

Working with Pleasant's 30-member skilled and experienced sales staff, travel agents nationwide continue to see significant growth. Pleasant's dedicated marketing team supports the agent's sales efforts by implementing new and aggressive marketing campaigns which are designed to increase U.S. traffic to Tahiti and Her Islands.

In Pleasant's latest brochure, they've added hotels and cruise holidays and—listening to customers' requests—moved away from many pre-set itineraries, toward a more "a la carte" approach.

This 32-page, full-color sales tool highlights over 26 top hotels—from economy to luxury—on ten islands, including those in the Society Islands, the Tuamotus, and the Marquesas.

Hotel selections are geared to independent travelers, whether they are honeymooners, diving enthusiasts, or those seeking a secluded, relaxing retreat on the most romantic and beautiful islands on earth. With all of these choices, consumers can expect the best and most affordable holidays from Pleasant.

Pleasant Holidays also has many different cruise options: Radisson Seven Seas Cruises' *m/s Paul Gauguin*; Bora Bora Cruises' *Haumana*; live-aboard 57-foot catamarans by *Archipels Croisieres*; and the *Aranui*, a working freighter that takes travelers to the Marquesas and back. And Pleasant offers current specials on the *Windsong* which, after a 5-year hiatus, has returned home to Tahiti's beautiful islands this year.

In addition to customized holidays, Pleasant also offers a wide selection of airlines to Tahiti, including Air Tahiti Nui, Air France and Air New Zealand.

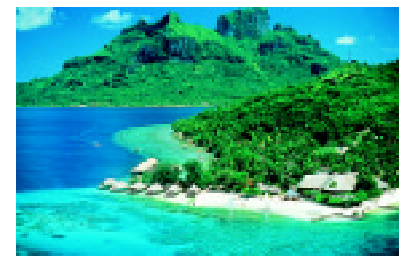
Nationwide airfares are available to U.S. mainland passengers, with domestic airlines offering convenient connecting flights. All of Pleasant's holidays are secured under its own \$5 million travel protection plan.

Online Marketing Tools

As another marketing tool for agents, Pleasant's Tahiti product line is on line at www.PleasantAgent.com. Many of the properties are displayed in 360-degree Surround Video. The Internet site also displays destination descriptions, travel tips, specials and a calendar of upcoming events

For more information and reservations: 888-636-2001

Text Provided by Pleasant Holidays



PUBLIC RELATIONS

Travel Agent

Issue: September

Written by: James Shillinglaw



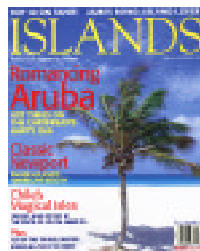
This month's issue of Travel Agent features the cover story by James Shillinglaw, a 4-page article on French Polynesia including an interview with President Gaston Flosse. The cover states: **Triumphant Tahiti**, outlining the keys to success; the addition of a National Carrier, the importance of the 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. In turn, he notes, for Tour Operators and Wholesalers, Tahiti "has remained a lucrative and highly successful destination over the past year."

Islands

Issue: September/October

Written by: Deborah Boehm

Papeete, Ten best bets in the heart of French Polynesia



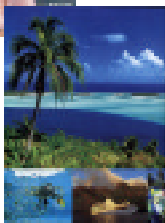
In the latest issue of **Islands**, Deborah Boehm suggests 10 different experiences that travelers can take advantage of in the bustling capital of Papeete.

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**.

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 includes a side bar mentioning the new 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 South Pacific category, 3 of the 15 hotels chosen are located within 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 was also awarded 6th place for Top Foreign Airline.

BROADCAST



Premiering 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.

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 this segment ran approximately four times.



The Tuamotus: Tahiti's Strand of Pearls™

Part 4 - Fakarava

About an hour and a half northeast of Papeete lies Fakarava, the second largest atoll in French Polynesia. Although its history dates back to missionary times, hosting the oldest Catholic Mission in the Tuamotu atolls built in the early 1850's, Fakarava is a fairly new, undiscovered destination. There are approximately 500 habitants living on the atoll where Black Pearl cultivation has become an important source of income.



Photo: Thierry Zysman

This atoll is famous for its natural environment, which brings land and water together as one. With spectacular snorkeling and drift diving through the passes or along the vertical dropoffs, Fakarava hosts a wide variety of wildlife, including exotic fish such as loach, *meru*, barracuda and the highly memorable hammerhead and tiger sharks. A visit to a pearl farm and a colorful visit to the sea will add an unforgettable, once in a lifetime experience for your clients.

Snorkeling in Fakarava

LE MAITAI DREAM FAKARAVA Opening September 16th

In the 3-Star category, Le Maitai Dream will be the second Maitai hotel in the islands after Le Maitai Polynesia in Bora Bora. The General Manager who will take over on October 1st, is Georges Dechaineux, presently Front Office Manager at Le Maitai Polynesia in Bora Bora.



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, overhead fan, bathroom with shower, hairdryer, TV and minibar/refrigerator.

The hotel has one bar Kiri Kiri and one restaurant Kura Ora offering spectacular views overlooking the lagoon.

For more information, please go to www.hotelmaitai.com or hms@mail.pf
Information provided by Hotel Management & Services

MANUIA Molly Padilla!!

Congratulations to Molly Padilla with Honeymoon Heaven Travel who has been awarded the prestigious Tri-Valley Visitor's and Convention Bureau San Ramon Member of the Year award. In recognition and appreciation of outstanding support of the Bureau, Padilla continues to be a board member of the San Ramon Chamber of Commerce and a current Board Member of the SRCOC and East Bay Women in Travel. Padilla is a Tiare Agent with Honeymoon Heaven Travel and we would like to thank her for her support and efforts in promoting Tahiti and Her Islands!



Restaurant Pick of the Month

Le Gallieni

Located in the Hotel Royal Papeete at the waterfront of Papeete, Le Gallieni features savory international cuisine combined with a polynesian flavor. Specializing in Prime Rib, beautifully presented in an intimate and relaxing atmosphere.



2002 FALL WORKSHOPS
Register on-line at:
www.GoToTahiti.com/Workshop/
Please see insert for more details!

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.

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. 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. Brochures are available by calling **1-800-PRINCESS**



Text provided by Princess Cruises

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
- A spa will be opening later this year.
- For more information visit:

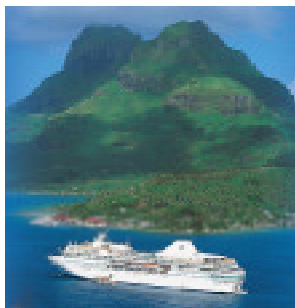
www.pearlresorts.com

Or, contact Kahi Arnaud at: kahi.arnaud@spmhotels.pf
310.889.9065

Information provided by Pearl Resorts.

Radisson's m/s Paul Gauguin

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 for scheduled maintenance, 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 shows 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!