



# PARTNER UPDATE

APRIL 2002

## SURVIVOR MARQUESAS UPDATE

Al Keahi met with CBS executives to address the awareness challenges faced by our tourism industry which resulted in "Tahiti" references on the live national broadcast of the Survivor Africa finale and the "Tahiti's Mystical Islands" tag line in the premiere episode. CBS has created a multimedia introduction on their Web site that includes maps showing the location of Tahiti, Marquesas, and Nuku Hiva, in relation to the rest of the world. The Tahiti Tourisme's Web site is posted on the CBS Survivor Marquesas Web site as a resource "To Learn More About Nuku Hiva, The Marquesas Islands and Tahiti." Please visit the CBS Web site <<http://www.CBS.com/Survivor>> and click on Marquesas.

**Last week, Survivor Marquesas (Episode 7) was the most watched show in the U.S., surpassing the immensely popular NBC show, Friends!** Since the premiere of Survivor Marquesas, each episode has placed in the top 3 for most watched TV shows in the U.S.

Survivor Marquesas two-hour finale will air on Sunday, May 19th at 8pm(et/pt) on CBS, followed by a one-hour live reunion show. Due to the Sunday night broadcast we have decided not to have the Survivor Finale party at The Phelps Group.

## FAREWELL TO BRIGITTE VANIZETTE

Tahiti Tourisme bids farewell to Brigitte Vanizette, who has left her position as Chief Executive at GIE Tahiti Tourisme to be an adviser in areas of tourism, investments, international airline and terrestrial transports for President Gaston Flosse. We wish her well on her new endeavor.

## TAHITI TOURISM MERGER

On Wednesday, April 3, 2002, Nicole Bouteau, the Minister of Tourism announced that Tahiti Tourisme and Tahiti Manava will merge into one organization as of June 2002.

"The merger between the Tahiti Tourisme, who is in charge of Tahiti's promotion overseas, and the Tahiti Manava visitor's office, in charge of touristic events in Tahiti, will help make Tahiti's promotions campaigns more efficient," said Nicole Bouteau.

The Tahiti Press has reported that in previous meetings, the board of directors for both offices have backed the merger. "On the whole, tourism specialists in French Polynesia are pleased by the merger."

## Consumer Confidence Index Surges in March



The Conference Board's Consumer Confidence Index, after a small dip in February, surged in March. The Index climbed to 110.2 (1985=100), up from 95.0 in February. Both key barometers increased. The Present Situation Index rose from 96.4 to 111.5. The Expectations Index increased from 94.0 to 109.3. The Consumer Confidence Survey is based on a representative sample of 5,000 U.S. households. The monthly survey is conducted for The Conference Board by NFO WorldGroup, a member of The Interpublic Group of Companies. "Consumers' confidence has been bolstered by the improvement in business and labor market conditions," says Lynn Franco, Director of The Conference Board's Consumer Research Center. "The latest gains are striking. The jump in the Present Situation Index is the largest gain experienced in 25 years, while the Expectations Index has not risen this sharply in nearly a decade. This new boom in confidence should translate into increased consumer spending and stronger economic growth ahead."

- Consumers' appraisal of current conditions improved significantly in March. Those rating business conditions as "good" increased from 17.6 to 20.7 percent. Consumers rating current business conditions as "bad" dropped from 22.8 percent to 18.1 percent. Consumers reporting jobs were "plentiful" rose from 18.2 percent to 20.6 percent. Those claiming jobs were "hard to get" fell from 22.6 percent to 20.8 percent.

- Consumers' expectations for the next six months are also more upbeat. Those expecting an improvement in business conditions increased from 22.3 percent to 25.0 percent. Those anticipating conditions to worsen declined from 11.1 percent to 6.3 percent.

- The employment outlook has also brightened. Some 20.6 percent of all consumers expect more jobs to become available over the next six months, up from 18.3 percent last month. Those expecting fewer jobs fell from 19.5 percent to 13.6 percent. About 22 percent expect their incomes to increase, up from 20.5 percent in February.



## PUBLIC RELATIONS



### Bridal Guide

*South Seas*, an article in the May/June 2002 issue of *Modern Bride*, features cruising in the South Pacific. The Radisson Seven Seas Cruises' *m/s Paul Gauguin* is the first to be featured. Windstar's *Wondsong* is also featured, however not as a ship exclusive to Tahiti and Her Islands. A ship from both Holland America and Orient Lines are listed with many of the Tahitian islands as one of their ports of call or as an ending point. The article gives a description of each ship's stateroom, personality, and special features.



### TravelAge West

For the March 18, 2002 issue of *TravelAge West*, David Peterkofsky wrote a small piece on the capital city, *Papeete Pleasures*. The article is short, but speaks very sweetly of all that Papeete has to offer. He features the Marche, Les Roulottes, Vaima Center, and a few popular local restaurants – Le Retro, Lou Pescadou, and Casablanca's.



### Keith Famie's Cooking Adventure

Keith Famie, a Food Network host and chef (who took home 3<sup>rd</sup> place on *Survivor II*), lives by the credo: "You really haven't been there until you've tried the food." Famie spent a week in Tahiti and Bora Bora filming many of his experiences from preparing Poisson Cru to receiving a canoe breakfast. Keith Famie's *Cooking Adventure*, a one-hour show on the Food Network, aired on Sunday, March 31 at 9pm and again, on Saturday April 6 at 4pm.



### Surfing Magazine

The May 2002 issue of *Surfing Magazine* features an article on "sizing up the world's greatest talent pools." Teahupo'o, the famous surfing spot on the island of Tahiti, received honorable mention in the 6-12 foot wave category. Also included in the issue, a 2-page advertisement for the Billabong Pro Teahupo'o surf competition on May 7-18, 2002.

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## PROMOTIONS



### HEIVA 2002

We have received a limited supply of Heiva 2002 brochures which includes the schedule. If you would like a supply of Heiva 2002 brochures, please request them by emailing your request to [tahitilax@earthlink.net](mailto:tahitilax@earthlink.net).

The schedule is also available on our Web site in the Events Section on the June and the July page.



### TRADE SHOW SCHEDULE

May 31-June 1, 2002  
50+ Festival – Santa Clara, CA

June 22 –26, 2002  
Vacation.com University - Las Vegas, NV

June 29-30, 2002  
SCUBA Show – Long Beach, CA



## WORKSHOPS



### **SPACE IS STILL AVAILABLE!!**

Please tell your Retail Travel Agents about the upcoming workshops and the easy online registration at [www.GoToTahiti.com/workshop/](http://www.GoToTahiti.com/workshop/)

### **REGISTRATION NUMBERS**

As of April 15th, we have 945 travel agents registered for workshops. Please see the number of registered travel agents in the parenthesis below. Despite our efforts to lower the percentage of no-shows with reminder phone calls and emails, we experience approximately 40% no shows. Because of this we will continue to accept registration forms until the workshop date.

### **DATES AND VENUES**

<u>Tuesday, May 7</u>	<b>Seattle, WA (53)</b> Doubletree Hotel Seattle Airport	<b>Atlanta, GA (65)</b> Crowne Plaza Ravinia
<u>Wednesday, May 8</u>	<b>Berkeley, CA (84)</b> Radisson Hotel Berkeley Marina	<b>Austin, TX (75)</b> Hyatt Regency Austin
<u>Thursday, May 9</u>	<b>Phoenix/Mesa, AZ (52)</b> Sheraton Phoenix East	<b>Denver/Aurora, CO (85)</b> Radisson Hotel Denver Southeast
<u>Tuesday, May 14</u>	<b>Minneapolis/Bloomington, MN (117)</b> Hilton Minneapolis/St. Paul Airport	<b>Ventura/Oxnard, CA (50)</b> Radisson Hotel Oxnard
<u>Wednesday, May 15</u>	<b>Boston, MA (36)</b> 😞 Swissotel Boston	<b>Laguna Hills, CA (79)</b> Holiday Inn Irvine Spectrum
<u>Thursday, May 16</u>	<b>Long Island/Melville, NY (72)</b> Huntington Hilton	<b>San Diego, CA (60)</b> Holiday Inn Mission Valley Stadium
	<b>Manhattan, NY (ONLY evening workshop) (117)</b> The New York Helmsley Hotel	

For more information on venues, please go to our Web site, [www.GoToTahiti.com](http://www.GoToTahiti.com) and click on "Tahiti Travel Specialist" on the bottom banner.

### **PICK OF THE MONTH**

#### **BAMBOO HOUSE**

Bora Bora  
Phone/Fax 689.67.76.24

Located in Amanahune, not far from Vaitape. Local and French cuisine. A favorite among locals and tourists.

### **MARCH SURF REPORT**

Number of Successful Hits for Entire Site:  
2,876,534  
Number of Page Views (Impressions): 740,674  
Number of User Sessions: 95,074  
Number of Unique Users: 30,194  
Average User Session Length 00:08:13



# PRODUCT



On March 13, 2002 the French minister of transports gave Air Tahiti Nui landing rights in Paris for five years. The civil aviation officials agreed to the landing rights in Paris when Air Lib announced that they would cease operation to Papeete at the end of March. Air Tahiti Nui's first flight to Paris will depart Papeete on May 5, 2002 for Los Angeles and then Los Angeles to Paris will depart on May 6, 2002. (See schedule below)



**By July 1, 2002, Air Tahiti Nui will have daily flights - Los Angeles/ Papeete/Los Angeles**

## Princess Cruises

It is eminent that P&O will operate R3 and R4 under the brand name Princess Cruises. It appears that they will begin service in late October of this year.

## New GM at Hotel Bora Bora

Lionel Alvarez. has been the new General Manager for Hotel Bora Bora since mid-February. He and Marci Bogusz, Sales Coordinator for Hotel Bora Bora will be attending the Tahiti Tourisme Business Forum in June. John Quero remains as the Resident Manager.

### Papeete - Paris\* - Papeete Flight Schedule

*Effective May 5 – October 26, 2002*

#### Papeete – Los Angeles – Paris\*

Cities	Flight	Days	Times
PPT – LAX - CDG	TN 22	Sunday	10:15pm – 9:30am (Monday) // 11:50am – 7:45am (Tuesday)
PPT – LAX - CDG	TN 22	Tuesday	10:15pm – 9:30am (Wednesday) // 11:50am – 7:45am (Thursday)

#### Paris\* – Los Angeles – Papeete

Cities	Flight	Days	Times
CDG – LAX - PPT	TN 21	Tuesday	4:45pm – 7:35pm // 10:35pm – 4:10am (Wednesday)
CDG – LAX - PPT	TN 21	Thursday	5:50pm – 8:40pm // 10:35pm – 4:10am (Friday)

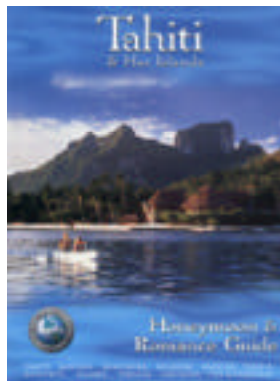
- Flights Departing/Arriving Los Angeles are from the Tom Bradley Int'l Terminal
- Flights Arriving/Departing Paris, Charles De Gaulle Airport (CDG)
- Schedules and Services are subject to change

\* Charles De Gaulle Airport (CDG)

## WHAT'S NEW AT TTNA



Meet the newest member of our team, **Melika Davis**. As the **Customer Support Coordinator**, her main responsibilities will include fulfillment and the Tiare program.



## 2002 Honeymoon Guide

*Designed much like the Vacation Guide, the 2002 Honeymoon Guide is comprised of 20 beautiful, full color pages including destination information, travel tips, and frequently asked questions. The guide features advertisements by hoteliers, tour operators and cruise lines. Also available are the 2002 Tahiti bags.*

*To request a supply, please email us at [tahitilax@earthlink.net](mailto:tahitilax@earthlink.net)*