

## TOUR OPERATOR SPOTLIGHT:



**ISLANDS IN THE SUN®**

### LEADER IN VACATION TRAVEL TO TAHITI FOR ALMOST 40 YEARS



In 1965 *Islands in the Sun* became the first company to specialize in travel to the South Pacific, and today we are considered to be the “pioneer” of American tourism to Tahiti having introduced over 350,000 visitors to the splendors of French Polynesia.

*Islands in the Sun's* area of expertise is Tahiti. Our reservations staff is knowledgeable, highly-experienced and their mission is to provide travel agents with exceptional customer service at a level above all competitors.

*Islands in the Sun's* 2003 brochure includes Tahiti travel tips, maps and hotel descriptions to assist you and your clients, plus an extensive product range featuring the Society Islands, Tuamotus... and the mysterious Marquesas.

Our new *Value Vacations* offer competitively-priced basic air/hotel packages, while the popular Inclusive Polynesian Plan includes “almost everything” and features such properties as the new Moorea Pearl Beach Resort and the luxurious Bora Bora Nui Resort & Spa. Package lengths range from 6 nights to multi-island stays of up to 14 night's duration. The large product range extends to Cruise Vacations offering eight different ways to cruise French Polynesia, including Moorings bare boat yacht charters, the luxurious Paul Gauguin, romantic Windsong and the new Aranui III, for clients wishing to visit the remote Marquesas.

*Honeymoons* – are a specialty of Islands in the Sun and we offer seven different programs, some including a discount “Bride Bonus” plus Wedding Celebrations for those wishing to renew their vows. *Scuba Diving* – for a live-aboard experience we feature the new Tahiti Aggressor. Alternatively, clients may purchase our two-dive coupons, making any package a dive vacation. *Spa Experiences* - are becoming increasingly popular and *Islands in the Sun* is highlighting hotels such as the new Tahaa Pearl Beach Resort and Spa. With *Family Vacations* – we offer a fun Tahiti experience for every family member. However, if clients do not find the exact tour to fit their needs, the reservations agents at *Islands in the Sun* are experts in designing the perfect FIT. *Islands in the Sun* will not be undersold – so agents should never hesitate in requesting a price match.

*Sizzling Specials* - in addition to brochure packages, we frequently offer highly-discounted air-inclusive “specials”. These are available via fax and e-mail and are also highlighted on our extensive website: [www.islandsinthesun.com](http://www.islandsinthesun.com)

*Islands in the Sun* is dedicated to assisting the travel agent develop business to Tahiti. We offer in-house staff training, assistance with honeymoon promotions, customized collateral and based on productivity, overrides and co-op marketing support. Available to all agents is our “Ea\$y Money” promotion - \$50.00 for every two qualifying bookings - just contact your Regional Sales Manager for further information.

For 2003 brochures, information or reservations:  
Call 800-828-6877 or  
E-mail: [info@islandsinthesun.com](mailto:info@islandsinthesun.com)



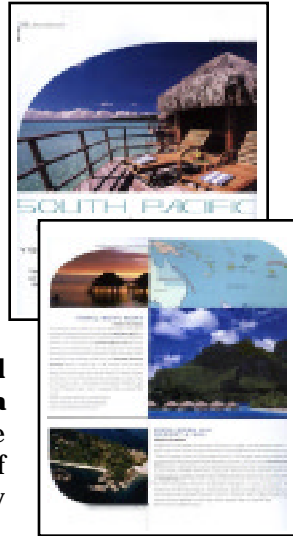
Garden Bungalow with Plunge Pool  
*Taha'a Pearl Beach Resort*

Text Provided by Islands In The Sun

# PUBLIC RELATIONS

## Elite Traveler Nov/Dec By Bill Strubbe

In his article titled, *Get away from it all with a visit to the South Pacific*, Bill Strubbe takes Elite Travelers through Tahiti & Her Islands, Fiji and Australia. The article begins with Tahiti, featuring the **Taha'a Pearl Beach Resort, Hotel Bora Bora and the Bora Bora Nui Resort & Spa**. Strubbe highlights the amenities of each resort accompanied by stunning imagery.



## Passport Magazine December, 2002 By Robert Sandberg Editor

Passport Magazine, the leading Gay & Lesbian Travel Magazine, has a 10-page spread on Tahiti & Her Islands. The Editor and Publisher of Passport Magazine traveled to Tahiti in November of 2001 to experience the romance and beauty that the *islands beyond the ordinary* have to offer. The article recalls many of their experiences, including their Traditional Tahitian Wedding Ceremony, at the



InterContinental Beach-

comber Resort Moorea, as they were the first male gay couple to be "married" on the island of Moorea. The imagery compliments the content as the author explains how warm, welcoming and accepting the Tahitian people are - for all of their visitors.



## Travel Agent Magazine October 28, 2002 By James Shillinglaw Editor-in-Chief

From Moorea to Bora Bora, Huahine to Tikehau, Manihi to Taha'a all the way up to the Marquesas, Shillinglaw describes the many Pearls that the South Pacific Management Co. has to offer throughout Tahiti & Her Islands. The article also quotes two of our Tahiti Tiare Specialists that are familiar with the variety of properties that Pearl Resorts has to offer. Ellen Clark from Value Vacations in San Francisco comments on the authenticity of the Pearl Resorts and Lee Barnitt from Cherry



Creek Travel in Denver notes that the properties in Tahiti are becoming more sophisticated.

## Modern Bride December 2002 Joe Yogerst

Joe Yogerst, a regular contributor to South Pacific editorials, wrote a piece on **Tahiti & Her Islands ranked #4 for the World's Best Honeymoon Destinations**. Tahiti also ranked #1 for *Sweet Spots for Seclusion* and *Where Nature Puts on the Best Show*, #2 for *Top Spots for Romance*, #3 for *Best Bets for Beaching* and #9 for *Coolest Snorkeling/Diving Spots*. Congratulations to **Bora Bora Lagoon Resort** who came in #1 for both the *Ultimate Fantasy Suite* and the *Best Hotel to Get Away from it All*. We would also like to congratulate **Princess Cruises** who came in #2 for *Favorite Cruise Lines* and **Windstar** who came in at #5.



## Ohio Motorist October, 2002 By Susan Kaye

Tahiti, Moorea, Bora Bora, Huahine, Manihi and Tikehau... all in a two page spread. Susan Kaye has done it again. In her latest article on Tahiti and Her Islands Susan touches upon what Tahiti has to offer her visitors. From pareus to cuisine, wood carving to jewelry making, she truly brings the highlights of Tahiti to life. She closes her article entitled *Sea, Sky, Unforgettable Beauty* by emphasizing the allure of Tahiti's Hidden Paradise islands; to include Raiatea, Huahine, Manihi and Tikehau.



## PRINCESS CRUISES

Beginning in 1965 with one cruise ship to Mexico, **Princess** has grown to one of the largest cruise lines in the world. Today, its fleet of 10 ships carries more than 700,000 passengers each year to more worldwide destinations than any other major line.

Both the **Tahitian Princess** and the **Pacific Princess**, which originally entered service with Renaissance Cruises in 1999, are well suited to offer many of the Personal Choice Cruising options that have become Princess trademarks. This includes a wide variety of dining experiences including a 24-hour Lido Restaurant and alternative dining programs with both an Italian Restaurant and an American steakhouse; and 92 percent outside staterooms—with over two thirds of these including a private balcony.



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 paradise of Bora Bora, Moorea and Raiatea. Passengers can choose one of the 34 French Polynesia Island sailings that explore ports like mythic Huahine and feature overnight stays in both Papeete and Bora Bora; or travel on one of the French-Polynesia/Marquesas voyages to unwrap the secrets of Nuku Hiva and Hiva Oa. A full range of pre and post Tahiti packages are also available.

**Princess Cruises**, one of the best known names in North America cruising, currently operates a fleet of ten ships deployed on many different itineraries calling at more than 200 ports worldwide.

Further information about **Princess' French Polynesia** is available through a professional travel agent. Brochures are also available by calling **1-800-PRINCESS**.

Text provided by Princess Cruises

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## Vacation Values Program

### *Tahiti... Where it's Always Summer*



Tahiti Tourisme and its partners would like to present their **Value Vacation Programs**. From November through March of 2003, our preferred partners offer great Value Vacation Packages. Including specials for clients who wish to remain on Tahiti for their entire stay in the islands, multi-island packages and packages featuring the **Hidden Paradise** islands of Raiatea, Taha'a, Tikehau and Manihi.

**Tahiti Legends** and **Tahiti Vacations** have created brochures to outline their specials during this value season. **Islands in the Sun** has created a flyer and an e-mail blast to notify agents of specials they are offering, including the **Hidden Paradise** islands. **Pleasant Holidays** has created a one-page flyer promoting Tahiti as a destination within itself, including activities!

Please contact your Tour Operator to receive information regarding their Value Vacation Program, or visit our Web site for posted Value Vacations at [www.GoToTahiti.com](http://www.GoToTahiti.com) (click on the Special Offers button).

## ATTENTION AGENTS!

### *Do we have your current information?*

**All Tiare Members** - Did you move? Did you change your email address? It has come to our attention that we do not have current information for some of our Tiare Members. If you have a new mailing address, telephone number, fax number and/or email address, simply send a message to [tiare@tahiti-tourism.com](mailto:tiare@tahiti-tourism.com) or fax your new information to 310-414-8490.

**Certified Tiare Agents** - Please visit our Web site at [www.GoToTahiti.com](http://www.GoToTahiti.com) to verify that we have up-to-date links and information for you and your agency. If you have any additions or corrections, please notify our office. Please contact [tiare@tahiti-tourism.com](mailto:tiare@tahiti-tourism.com) with any updates, questions or concerns.

# PRODUCT UPDATES

## 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



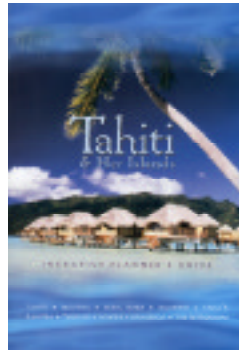
**Las Mijotes**

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



## Le Maitai Dream Fakarava

Le Maitai Dream has completed their brochure for the newly opened property on Fakarava. If you would like to receive a copy, please contact Marsha Morton at: [mmorton@earthlink.net](mailto:mmorton@earthlink.net) For more information on the property, please visit [www.lemaitai.com](http://www.lemaitai.com)

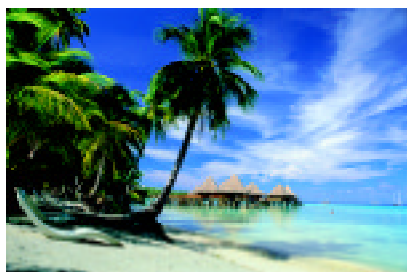


## Incentive Planners

Discover our New Incentive Planner's Guide, which presents 20 beautiful, full color pages including destination information, travel tips and contact information for Tahiti suppliers. Perfect for the incentive market, the guide features advertisements by hoteliers, tour operators and cruise lines. To request a copy, please email Tahiti Tourisme at [tahitilax@earthlink.net](mailto:tahitilax@earthlink.net)

## Hotel Kia Ora offers Helicopter Transfers to the Kia Ora Sauvage!

For those clients looking for an extra special touch, they can now take advantage of a private transfer to the Kia Ora Sauvage. The flight time is only 15 minutes and offers incredible views of the second largest atoll in the world. Rangiroa Hélicoptères also offers tours of the island of Rangiroa as well as neighboring atolls. For more information, please contact the Kia Ora Hotel at: (689) 96 02 22 or [resa@kiaora.pf](mailto:resa@kiaora.pf)



## Bora Bora Pearl Beach Resort Announces Renovations

The Bora Bora Pearl Beach Resort has recently announced a \$ 2.5 Million renovation to take place over a 4-week period from January 12 through February 9. In order to accommodate clients that have already booked, Pearl Resorts will guarantee accommodations in the same category or better at the following properties: Le Meridien Bora Bora, Bora Bora Lagoon Resort, InterContinental Beachcomber Bora Bora, Bora Bora Nui or the Taha'a Pearl Beach Resort. Please contact Pearl Resorts at: [info@spmhotels.pf](mailto:info@spmhotels.pf) or by calling (689) 50.84.62



## Extra Flights to Fakarava for Summer 2003!

On April 1st, 2003, the inter-island air carrier will add 2 extra flights to its 5 current weekly flights. With this daily operation, you can fly to Fakarava from Tahiti, Bora Bora or Rangiroa. This will ultimately offer more opportunities for tourists wanting to visit the newly opened Le Maitai Dream in Fakarava. For more information, please contact Air Tahiti at: [reservation@AirTahiti.pf](mailto:reservation@AirTahiti.pf)

Beachcomber Inter-Continental Resorts have changed their look and their name:



**INTERCONTINENTAL.**  
*Beachcomber Resorts*  
TAHITI • MOOREA • BORA BORA