



Direct Air Service Puts Tahiti on Must-Do List

Australians have rekindled their love affair with Tahiti and her islands in 2005, with visitor numbers for August increasing by a mammoth 80 per cent.

The rise follows the start of new direct air services between Sydney and Papeete in July and caps off a 4.5 per cent rise in Australian visitor numbers for the year to August.

Tahiti Tourisme Regional Director for Australia Jonica Paramor said she was delighted with the turnaround because it came about after (??) years of in-country work building the Tahiti brand in Australia.

"Tahiti and her Islands are seen as one of the most romantic and desirable destinations on earth, and getting a direct air service after so much work over so many years has suddenly elevated us to the 'must-do' list.

"We've now got a more meaningful marketing budget and we are using it to work with the industry on a whole range of marketing initiatives that are starting to drive bookings for our industry partners - Air New Zealand and Air Tahiti Nui, a raft of first class hotel and tour operators, and some of the most enthusiastic wholesalers in the travel industry."

Ms Paramor said just-released data showed that 5196 Australians visited Tahiti in the year to August, 4.4 per cent up on the previous year. However numbers in August hiked an impressive 80.4 per cent to 839, largely off the back of the new Air Tahiti Nui service from Sydney to Papeete.

"The challenge for us is to keep that sort of growth going, and all the portents are very good. The latest round of Brisbane, Sydney and Melbourne roadshows in our Tiare specialist travel agent program saw a 30 per cent jump in attendance, and we've put together a group of top-level marketing, web and PR specialists to come up with ways to convert the high levels of desire we have in the Tahiti brand into hard bookings."

For more information about Tahiti and her islands visit www.tahiti-tourisme.com.au.

Media contacts:

Bill Gray/Larissa Kaye

MG Media Communications

9904 0011

Images available on request from Larissa@mgmedia.com.au.

Released: October 27, 2005