



Partner Update - *Industry News*

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Ia ora na Partners!

We're very pleased to bring you the following news and updates from our Partners in Tahiti as well as the US. If you would like to submit updates or news for consideration in the Partner Update dedicated to Industry News, please send an email to our Communications Team at media@tahiti-tourisme.com

Mauru'uru!

Accor/Sofitel Aims at Reaching the International Luxury Hotel Market

Sofitel Luxury Hotels has recently revealed its ambitious strategic plan to elevate the brand to the international luxury hotel standard. The brand aims to become a new reference on the luxury hotel market between now and 2010. The new Sofitel wishes to create contemporary luxury hotels and resorts in the world's most attractive destinations, by using its French heritage and the very best of local cultures, an ideal fit for the islands of Tahiti.



Given the challenging strategic plan by Sofitel, the hotels in French Polynesia have prepared for 2008 by setting up the new requirements for the brand. The hotels have recruited Executive Pastry Chefs in order to create the ritual of serving "French" pastries that clients will be able to find in all of the Sofitel hotels throughout the islands of Tahiti.

Jeremy Rineau, who previously worked in New Caledonia, St Bart's and New Zealand, will be appointed at Sofitel Moorea Beach Resort.

Jerome La Salmonie, who worked in prestigious positions with both Le Crillon and Le Notre, is to be the new Executive Pastry Chef at Sofitel Bora Bora Beach Resort.

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Air Tahiti Introduces New Initiatives on Baggage Allowance

Air Tahiti has introduced new regulations to solve the problem of insufficient baggage allowance. The present allowance is now comparable to other domestic and Intra-European airlines. In addition to the existing Y fare, Air Tahiti will launch a new "Z fare" offering a baggage allowance of 50 kg (approximately 110 lbs.). This Z fare has been calculated by adding the cost of 30 kg (approximately 66 lbs.) of excess baggage to the Y fare, discounted by 30%.



The Z fare is not a fare increase; it is a new fare offering a different level of service. By adding this fare option, the travel agent can guide and help the customer to choose between the Y fare with a baggage allowance of 20 kg (approximately 44 lbs.) and the Z fare with a baggage allowance of 50 kg, depending on the customers needs.

Thanks to the Z and Y fares, Air Tahiti will also be able to know far in advance the number of passengers with 20 kg or 50 kg excess baggage.

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Bora Bora Cruises Updates

Bora Bora Cruises will be in dry dock from January 21st to March 23rd 2008.

Bora Bora Cruises has recently introduced an all-inclusive package for sister yachts, the Tu Moana and the Ti'a Moana. This package includes all meals and wine as well as different attractions such as private beach settings on the four islands visited, kayak expeditions, excursions to magnificent villages in Huahine and Raiatea, a library, and many games.

In addition, amenities such as laundry, concierge and butler service are also available. This offer does not feature transportation to and from Bora Bora, spa services, wine and alcohol from the premium cellar, and all optional activities and excursions.



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Bora Bora Lagoon Resort & Spa - New Team Appointments

Jerome Billiard has been appointed as the new General Manager of the Bora Bora Lagoon Resort & Spa, a member of the Orient-Express brand.

Jerome replaces Eric Pere, who left the company to return to France for another position in the industry. Jerome Billiard has been working in the hospitality industry for 20 years in destinations including France, Spain, Russia, Morocco, Portugal, and North America. Most recently, Jerome was involved in his own hotel and real estate development ventures in the French Riviera. Prior to this development work, Jerome was General Manager at the Villa Sol Hotel, Spa & Golf Resort in Villamoura, Algarve, Portugal; General Manager of the Hotel Iberostar Founty Beach in Agadir; and Executive Manager of properties in Spain, Russia, Senegal, and North America.



Additionally, here in the states, Ghazal Malekpour, promoted to Associate Director of Sales & Marketing, will direct the sales and marketing efforts for the US Market. She is the primary contact in the United States.

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Haumana Announces Dry-Dock Dates

The Haumana will be in dry dock from March 1st through April 4th. Cruises will follow their regular schedule on April 5, 2008.



Haumana has announced changes within the team. The team is now represented by Tuana Degage, as General Manager, Rani Chaves, Sales Manager and Ivalani Faaeva, who is in charge of reservations.

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Le Meridien Tahiti Highlights its 10th Anniversary with 10 Events

Le Meridien Tahiti plans to hold 10 events to celebrate the hotel's 10th anniversary!

Dominique Michaud, General Manager of the Hotel, has been planning several attractions that will take place over the course of 2008 to recognize Le Meridien's 10th Anniversary on the island of Tahiti, including the famous "Te Ahi Nui" fire dance. Mr. Michaud is also considering holding a "Chef's workshop", allowing guests to prepare their own gastronomic Polynesian specialties with the help of the hotel's Chef. Other workshops, events, and attractions are underway to highlight the resorts' 10th birthday and will be announced as information becomes available.



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Pearl Resorts and Spa

Moorea Pearl Resort & Spa Caters to Golfers

South Pacific Management, which manages Pearl Resorts and Spa, Le Taha'a Private Island and Spa and the Manea Spa, introduces a special package with the new Moorea Green Pearl Golf Club. Guests who spend a minimum of three nights at Moorea Pearl Resort and Spa will receive complimentary daily breakfast and a 10 percent discount on green fees at the Moorea Green Pearl Golf Club. After a day on the course, golfers can take advantage of the luxury services and amenities that Moorea Pearl Resort and Spa offers, including full body and facial treatments at the Manea Spa as well as delicious Polynesian cuisine at the resort's three restaurants.

The Course at Moorea Green Pearl Golf Club, designed by Jack Nicklaus, marks the second course in French Polynesia, joining the Olivier Breaud International Golf course on the main island of Tahiti. For more information, please visit www.mooreagolf-resort.com

Pearl Resort & Spa Announces Partnerships with Luxury Cruises

South Pacific Management also announces partnerships with two Tahiti's premier luxury cruise lines, allowing travelers to combine a relaxing cruise experience with luxurious



PEARL RESORTS & SPA
Tahiti's Hidden Paradise

Polynesian accommodations.

Pearl Resorts and Spa has created two individual short-stay packages with Tahiti Yacht Charters, referred to as "Iti Iti Cruises".

They also plan to extend a special deal at the Huahine Tiare Beach Resort and/or the Raiatea Hawaiki Nui Hotel, including a discounted room rate and complimentary daily breakfast, for travelers who book either of these itineraries.

With Archipels Croisieres, travelers who book a six-night cruise within the Leeward Islands will receive a special offer at each of the Pearl Resorts and Spa's nine properties in Moorea, Bora Bora, Taha'a, Raiatea, Huahine, Manihi, Tikehau, Hiva Oa and Nuku Hiva.

Le Taha'a Announces New Executive Chef

Le Taha'a Resort and Spa is pleased to announce the appointment of Eric Brunel as the new Executive Chef. Chef Brunel, a native of France, has worked in the industry for 27 years in multiple destinations, including France, Switzerland, Bermuda, the British West Indies and French Polynesia. Most recently Mr. Brunel spent a year as Executive Chef at Little Dix Bay, a Rosewood Resort in The British Virgin Islands. Prior to this, he worked as Executive Chef at the Grace Bay Club in Turks and Caicos; Executive Chef at Bora Bora Lagoon Resort and Spa, Head Chef at the Romanoff Restaurant in Hamilton, Bermuda; Executive Sous-Chef at the Reefes Hotel in Southampton, Bermuda; Chef de Partie at the Belmont Hotel in Warwick, Bermuda; and at The Ritz Paris. Furthermore, Chef Brunel obtained his Certificate of Professional Education in Classical Cuisine in 1980, and completed a two-year apprenticeship at Le Pont des Soupirs in Royat, France.



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Silversea Cruises' Ship Named After Prince Albert II of Monaco



It was recently announced that Silversea Cruises will be bringing the newly acquired Discoverer II to the islands of Tahiti in 2009. Several news outlets reported that the vessel would be named the "Silver Dawn". However, it was communicated this week by Silversea Cruises that the new ship will soon be christened as the "HSH (His Serene Highness) Prince Albert II", in honor of Prince Albert II of Monaco.

The HSH Prince Albert II is currently undergoing a multi-million dollar refurbishment. These refurbishments include remodeling the exterior design, improving the technological enhancements, as well as an upgrade of the accommodations and public spaces. The HSH Prince Albert II will soon become one of the most luxurious cruise ships in the world.

This expedition cruise ship will feature upscale amenities such as a satellite communication system, wireless Internet, flat screen TVs as well as mobile phone service. It will offer many other services such as a luxurious spa, Jacuzzi pools, a fitness center, boutiques, and a beauty salon.

Tahiti Tourisme North America is currently working with the Director of Excursions from Silversea Cruises in order to plan a product research trip to the Austral Islands, the Tuamotu Archipelago, and the Marquesas Islands. Silversea is adamant about creating excursions, activities, and an overall guest experience that will not only reinforce their luxury brand in the marketplace, but will also complement the entire destination.

Silversea's ultra luxurious vessel will carry 132 guests in 66 ocean view, cabins, some