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Ia Orana Partners,

Tahiti Tourisme North America (TTNA) is pleased to bring you the following covering recent enhancements and improvements to our website, [www.tahiti-tourisme.com](http://www.tahiti-tourisme.com). TTNA's website is one the major promotional tools for our destination in North America.

The site not only provides a platform for greater visibility of our destination, but it also acts as the main source for information on our islands, hotels, airlines, cruise lines and yacht charters to name a few. In addition, it is the main engine behind our lead creation functionality and provides specific product offers for distribution.

As we all know, it is imperative that we keep up with current technology developments and continue to improve our networking tools to benefit both customers and partners. It is essential that our website remains engaging, yet easy to use, and interactive as well as quick, and to the point.

Mauru'uru roa!

Tahiti Tourisme North America

## 2008 Website Enhancements

### Islands Pages



Each island page has been completely revamped to be more engaging and interactive through the inclusion of zoomable maps, searchable videos, and a mini photo gallery.

Using Google Map technology, each island features an interactive map that allows zoom-in.

The next phase will provide "pinning" which will showcase hotel, restaurant, and activities mapping, as well as pop-up dialogue.

To find out more about the changes completed on the each of the islands pages, please click [here](#).

### Multimedia Center



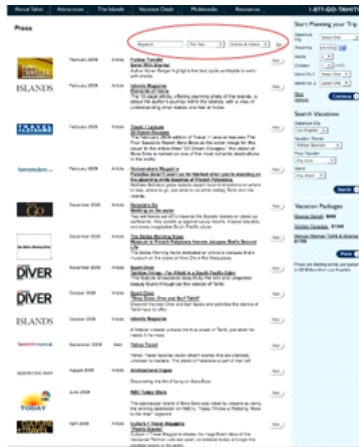
Of the visitors who used the "Bookmark" button, below are the functions used most often in order of preference.

- Google bookmarks 18%
- IE Favorites 16%
- Facebook 15%
- MySpace 8%
- Yahoo MyWeb 8%
- MSN Live 7%
- Other 6%
- Delicious 5%
- Digg 4%
- StumbleUpon 3%

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## Recent Improvements

### Press Page: "As Seen In"



The press section was also redesigned to showcase all coverage and media efforts related to our destination in a searchable database.

The name of the publication and the article are posted, accompanied by a brief introduction.

Visitors can view the entire article by clicking on "Visit."

To view recent coverage of our islands, please click [here](#).

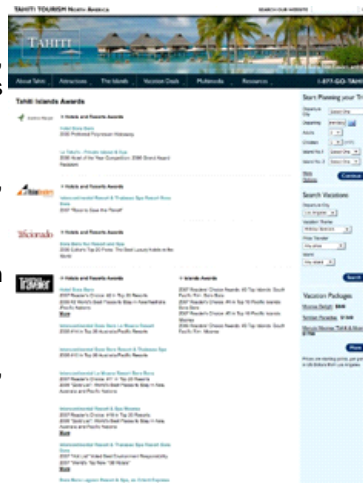
### Awards Page

TTNA added a new functionality to the awards page, which enables visitors to get access to a list of Awards attributed to our destination.

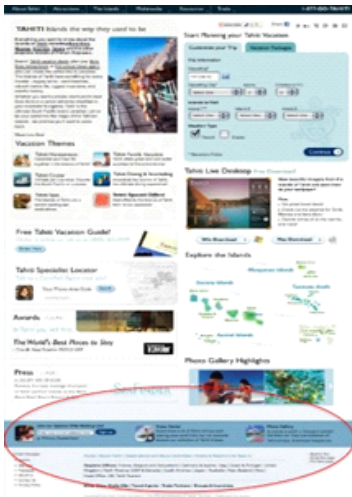
The Awards are organized by categories including Spa, Cruise, Island, and hotel.

For each award, the logo and the name of the publication is posted as well as the year and description.

To view the entire list of awards attributed to our islands, please click [here](#).



### Home page



The homepage is possibly the most important page when visiting a website. It is from the home page that visitors get a first glimpse of our islands. It is thus very important for it to be engaging in order to attract them into website.

TTNA added new functionalities on our home page, such as flash animations that link off to the “Awards” page and the Press page titled “As Seen In.”

Additional enhancements were completed to make the home page more attractive such as a new Tahiti Specialist Locator box as well as a new “Free Vacation Guide” Box.

In addition, the footer at the bottom of TT.com has been redesigned to provide a more professional look while providing an easy navigation to trade resources.

Please click [here](#) to view our home page.

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For more information, please contact us at [media@tahiti-tourisme.com](mailto:media@tahiti-tourisme.com)