



Partner Update - *Special Update*

October 9, 2009

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Ia ora na Partners!

Tahiti Tourisme is very pleased to announce Universal Pictures' new comedy "Couples Retreat," in theaters today.

Filmed at the St. Regis Bora Bora Resort on one of Tahiti's most romantic islands, and considered a top studio release this Fall, the movie will help raise the awareness of Bora Bora and Tahiti by showcasing the beauty of the islands.

A shining example of many Tahiti partners and constituents working together towards a common goal - from scouting to pre-production, and from filming to the press junket just two weeks ago - the producers of "Couples Retreat" have exclaimed that the experience in Bora Bora was an absolute success.



Couples Retreat Premieres Tonight

In August 2008, Tahiti Tourisme North America representatives and producers from "Couples Retreat" scouted various properties throughout the islands of Tahiti for potential filming locations. After several weeks of scouting, the St. Regis Bora Bora Resort was chosen as the ideal location for the film for its luxury, property layout and world-class service, as noted by the film's producers.

Tahiti Tourisme worked very closely with local partners in Tahiti, the Universal production teams and the entire cast and crew of "Couples Retreat" to ensure an exceptional experience in French Polynesia.

In addition to the unwavering support of the Tahiti Tourisme team in Papeete, Tahiti Tourisme North America would like to thank each of our partners that made this project come to fruition. Tahiti Film Office provided an enormous amount of support to production for both filming and the recent press junket. The St Regis Bora Bora Resort, Air Tahiti Nui, Transit Sat Nui, Tahiti Nui Productions and Air Tahiti were all key in making the filming experience a success in Bora Bora. Numerous other providers including local producers, grips, production assistants, extras and more were also a key part of the successful filming experience in Tahiti.

Both the previous government which was in place during scouting and filming as well as the current government have been extremely supportive of the project and have each ensured the producers they would have the utmost support of the country. In addition, the Minister of Tourisme, the commune and Mayor of Bora Bora, as well as the Minister of Finance & Economy were all extremely supportive of this project.

"This was an extensive undertaking and a very large investment in time and effort on behalf of those involved with making this film. We applaud the government of French Polynesia and the teams at Tahiti Tourisme, St. Regis Bora Bora Resort, Tahiti Film Office and the numerous others that made this production happen. The island of Bora Bora and the people of Tahiti couldn't have been more welcoming and beautiful," stated one of the film's executive producers.

Following the filming (which wrapped late November 2008) Universal Studios brought scores of national and regional broadcast and online media to the island of Bora Bora for a press event, held at the film's location, the St. Regis Resort Bora Bora. Media such as Entertainment Tonight, Extra!, E!, MTV and The Insider interviewed each of the film's stars with the beautiful backdrop of Bora Bora.

This press event was the single largest influx of media at one time in French Polynesia in the islands' history. In efforts to highlight the destination, Tahiti Tourisme provided support with logistics as well as boat needs, jet ski tours of Bora Bora, shark and ray feeding excursions, and motu picnics for the four-day press event.

Additional support included a marketing partnership agreement between Tahiti Tourisme and Universal Pictures for a trip giveaway with Bloomingdale's, in-store signage in more than 40 stores across the U.S. and a full-page advertisement in Bloomingdale's high circulation "Home" catalog. The Invest In Your Love video contest was also themed around Couples Retreat during the film's promotional period.

Couples Retreat stars Vince Vaughn, Jason Bateman, Jon Favreau, Malin Akerman, Kristin Davis, Kristen Bell and Faizon Love. The film follows four Midwestern couples that embark on a journey to a tropical island resort. While one of the couples is there to work on their marriage, the other three set out to Jet Ski, relax in the spa, feed sharks and enjoy some fun in the sun. They soon discover that participation in the resort's couples' therapy is not optional. Suddenly, their group-rate vacation comes at a price. What follows is a hilarious look at real world problems faced by all couples. The film also stars Kali Hawk and Jean Reno. Bora Bora, known as "the romantic island," is often called the most beautiful island in the world.

A protective necklace of coral encircles this tiny island –just 18 miles in circumference – and the lush mountains provide a dramatic backdrop for the indescribable turquoise, lapis and aquamarine of the sheltered lagoon. The islands of Tahiti are much closer than many travelers think, only an eight-hour non-stop flight from Los Angeles with daily departures on Air Tahiti Nui. Receiving as many tourists in an entire year as Hawaii gets in about 12 days, and only a few more hours in the air, Tahiti is truly a convenient, ideal escape. The friendly Polynesian people, cultural experiences, signature overwater bungalows, extraordinary cuisine and activities in a pristine environment are just a few of the many reasons Tahiti is known as the ultimate South Seas paradise for a vacation!

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