



Partner Update - Advertising

October 27, 2009

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Ia ora na Partners,

We're very pleased to announce that Tahiti Tourisme North America (TTNA) is launching a tactical advertising program this week. TTNA has been working very closely with our head office, GIE Tahiti Tourisme, in order to secure funding for this campaign.



Simultaneously, we have been working with Air Tahiti Nui as well as our Tour Operator and Hotel Partners in order to put together this tactical initiative.

The program will feature a 7-night package utilizing the published \$998 airfare from Air Tahiti Nui, with a four-week booking window.

The five opt-in Tour Operator Partners, noted below, have developed a lead-in package to be advertised. Additional packages utilizing the \$998 airfare are also being created and

promoted.

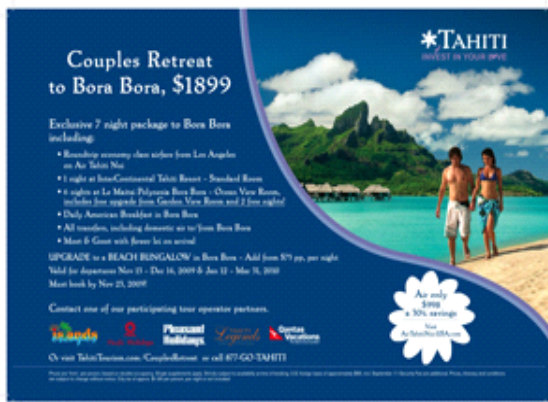
The primary goals of the campaign are to generate low season bookings: capitalize on the awareness created by the ongoing 'Invest In Your Love' Strategic Campaign, and the current buzz surrounding the feature film, "Couples Retreat," filmed in Bora Bora.

The media schedule will run from October 29 – November 24, 2009. The total media spend of \$400,000 USD will include banner advertising, email blasts, and SEM targeted to consumers.



In addition, a portion of the budget has been used for advertising that targets travel agents as well as banner advertising through an OTA.

The advertisements will use the "Invest In Your Love" template with the tactical price-point noted. Print ads in the travel trades will also include the published airfare from Air Tahiti Nui of \$998. The landing page for this campaign will highlight the featured 7-night offer, this published airfare as well as the "short-stay" initiative from Air Tahiti Nui.



The participating Tour Operator Partners are:

- Islands Escapes...by Goway
- Pacific Holidays
- Pleasant Holidays
- Qantas Vacations (Stella Travel Services)
- Tahiti Legends

In addition to the five Tour Operator Partners that have opted in to the campaign, there are an additional eleven Tour Operator Partners in North America noted below that also have access to this published airfare to create packages of their own to promote during this timeframe.

- Boomerang Tours
- Brendan Worldwide Vacations
- Caradonna Dive Adventures / Trip-N-Tour
- Classic Vacations
- Costco Travel
- Down Under Answers
- GoGo Worldwide Vacations
- Springboard Vacations
- Sunspots
- Swain Tours
- Travel Impressions

Lead-in package details:

Couples Retreat to Bora Bora \$1899!

This exclusive 7-night package to Bora Bora must be booked by November 23, 2009 and includes:

- Roundtrip economy class airfare from Los Angeles on Air Tahiti Nui
- 1 night at InterContinental Tahiti Resort, in a Standard Room
- 6 nights at Le Maitai Polynesia Bora Bora, in an Ocean View Room (includes free upgrade from Garden View Room and 2 free nights)
- Daily American Breakfast at Le Maitai Polynesia Bora Bora
- Inter-island air transportation
- All transfers and baggage handling
- Greetings, flower lei on arrival and shell lei on departure

Travel dates are from November 13 to December 14, 2009 and January 12 to March 31, 2010.

If you have any questions, please do not hesitate to contact us.

Tahiti Tourisme North America

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For more information, please contact us at media@tahiti-tourisme.com