

Results beyond the ordinary.

Advertising
 Public Relations
 Promotions
 Interactive
 Direct Response

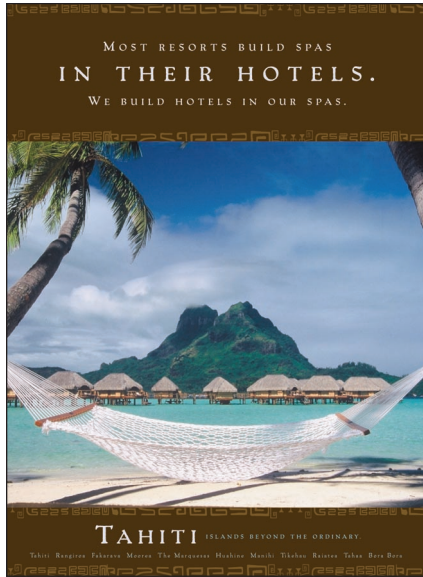
+30%

increase in visits

Challenge:
 To gain share of visits from bigger vacation destinations such as Hawaii, which outsends Tahiti 30 to 1.

Solution:
 Use Public Relations to build image and ads to drive sales. Focus on Tahiti's strength of being the more exotic islands featuring the campaign line, "Tahiti, Islands Beyond the Ordinary." Recruit co-op partners from the hotel, airline, cruise and tour operators to virtually double the media power and reach.

Results:
 Visitors to Tahiti from North America have doubled over the past 10 years.



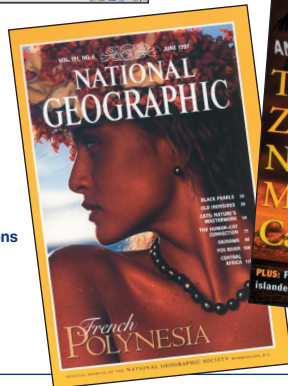
Print Ad

TAHITI

ISLANDS BEYOND THE ORDINARY



Interactive



Public Relations

