

## MEDIA RELEASE:

### **French Polynesia Online Travel Pioneer easyTahiti.com Unveiled the First Dynamic Booking Engine Dedicated to French Polynesia**

#### ***www.easyTahiti.com opens for business***

Papeete, Tahti, 27th September 08: After revolutionising the face of French Polynesia travel, easyTahiti.com, a pioneer of Tahiti online travel services, unveiled its new online travel agency web site: [www.easyTahiti.com](http://www.easyTahiti.com).

The new EasyTahiti.com website tool – the first website to offer dynamic packaging technology for all French Polynesia travel products – offers travellers an unprecedented choice of more than 80 hotels and family lodges located on the five archipelagos of French Polynesia, and over 150 popular sights, tours and activities in the world's most romantic destination along with destination guides and other travel tools.

"Given the growth in online vacation bookings over the past several years, we realized that a comprehensive online reservations system was needed for Tahiti in order to meet the needs of our guests and delivering high levels of service" said Christophe DALAT, CMO for easyTahiti.com.

At the <http://www.easyTahiti.com> site, visitors can perform complex searches for accommodations by product types, locations, amenities and individual preferences. Content-rich site information includes property photographs and descriptions, maps and other destination content. The booking system enables the purchase of international and inter-islands flights, accommodations, airport shuttle services, car rental, and activities. Travel components can be purchased individually or as customized packages covering a wide variety of themes including discovery, honeymoon, spa and wellbeing, family travel and more.

Consumers can visit [www.easyTahiti.com](http://www.easyTahiti.com) to book a hotel, in real time, in much the same way as they may have already booked a flight online. Travellers can search and find available hotels for when they want to travel, review hotel information and make a reservation which is then instantly confirmed over the internet, and pay securely online.

EasyTahiti.com also offers travellers the ability to find and book 150 popular sights, tours and activities by interest, including lagoon tours and access destination guides and other travel tools.

The new system enables the resort operator to target promotional offers, such as seasonal rates and extended stay programs, and to respond quickly to market opportunities with special pricing and packages.

This sophisticated technology enables real-time availability search and confirmation of hotel bookings over the internet, and gives travellers access to great value travel deals which have been sourced 'locally'.

Ends

## Why easyTahiti.com?

- The first and only one website to offer dynamic packaging technology for all French Polynesia travel products
- Best fares available and instant access to promotions & deals. We're running constant negotiations with the Tahitian Tourism industry, and in addition we're a local company! That means we're benefiting unbeatable prices, and our clientele get direct access to those too!
- A wide variety of customised vacation options in Tahiti and her Islands, with specific focus on those qualities and interests that the discerning traveller needs.
- The opportunity to book an entire vacation, all on an easy to navigate website.
- A Tahiti-based sales support centre that can assist with advice and special requests for your reservations.

For more information, visit [easyTahiti.com](http://www.easyTahiti.com) on the Web at: <http://www.easyTahiti.com> or e-mail: [easyCare@easyTahiti.com](mailto:easyCare@easyTahiti.com).

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