

Tahiti>Moorea SAILING Rendez-Vous Press Kit

23-25 JUNE 2017

12th edition

*with
Latitude 38*

TAHITI > MOOREA
SAILING
rendez-vous



www.tahiti-moorea-sailing-rdv.com - www.latitude38.com
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VUDA MARINA FIJI

Bay of Islands
Port Opua
Marina
New Zealand



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After the success of the Tahiti Pearl Regatta in the Leeward Islands, the Windward Islands took the challenge and managed to gather an even larger fleet on the water to celebrate the 12th anniversary of the Tahiti Moorea Sailing rendezvous. Just as in 2016 we are expecting almost 60 sailboats and 200 people from a dozen different countries (USA, Canada, NZ, Singapore, UK, France, Germany, Australia, etc.) who will gather for three days of festivities: June 23 in Papeete, and June 24 and 25 in Moorea.



3 days of festivities, letting these crews of «tourists» feel welcome in an event combining sailing, traditional sports and intercultural encounters. Its mission is to make it possible for our exploring visitors to discover, as part of a friendship rally, the charm of our islands, the joy of living of their inhabitants and their rich culture.

The Tahiti Moorea Sailing rendezvous is organized in synergy by the City of Papeete, Tahiti Tourism, the Commune of Moorea- Maiao, and several private partners in Tahiti (Air Tahiti Nui, the Port of Papeete, Pacific Sud Yacht, Sin Tung Hing Marine, Tahiti Crew, Eco Car Tahiti, Les 3 Brasseurs, Aremiti Ferry, le Yacht Club de Tahiti) but also international partners (Latitude 38 USA, Whangarei Marine Group NZ, Bay of Islands Marina NZ, Port Whangarei Marine Center NZ, Vuda Marina Fidji). They join forces in order to offer to these boaters this weekend of festivities: the Tahiti-Moorea Sailing Rendez-Vous



Historical Context

Every year, between May and August, nearly 700 yachts and super yachts cross the Pacific Ocean and stop in our lagoons. Their greatest number is in June as the season favors downwinds, and the Heiva festivities also attract those boaters.

In 2006, Stephanie BETZ met Andy Turpin, the chief editor of the *Latitude 38* magazine, a reference for all American sailors who sail around the world. His magazine brings many boaters to his network and organizes an annual informal transpacific rally called the “Puddle Jump” to accompany these boaters who engage in the great Pacific.

These boaters arriving by sea do not receive a Polynesian welcome like at Fa’aa Airport. Therefore, Archipelagoes imagined a hospitality day, a rendezvous given to them at the highlight of the season. Accompanied by the Tahiti Tourisme and Air Tahiti Nui, the adventure began in 2006. Together they set up the first edition of the *Tahiti Tourism Cup*.

The first Hospitality Day for nautical tourists took place on July 1st 2006 in the lagoon of Raiatea and Taha’a, it gathered 19 sailboats and more than 100 people. Encouraged by its success and the enthusiasm of the participants, the Tahiti Tourisme and its partners reiterated the program every year.



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Since the Leeward Islands already had their flagship event with the Tahiti Pearl Regatta, it was decided to maintain this welcome to nautical tourists, but in the Windward Islands, between Tahiti and Moorea, over 3 days, to rename it the “Tahiti Moorea Sailing Rendezvous” or “TMS”

For 2 years, the Tahiti Moorea Sailing rallied Tahiti to Vairao Bay, on Te-mae beach, then to Opunohu Bay for 3 consecutive years on Mareto beach. Starting 3 years ago, the Moorea festivities are taking place in the gardens and on the beach of *Club Bali Hai* in Cook’s Bay, with the active support of the Municipality of Moorea.

A Rendezvous built-up over 11 years:

Year	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Place	Raiatea-Tahaa		Tahiti Moorea								
# of boats	19	23	26	64	66	42	47	35	27	62	65



In 2016, more than 60 sailboats were enrolled, 200 international boaters who benefited from this welcome, these days of sharing culture, traditional sports, our food, our frenzied dancing and ukulele music.

The idea :

Hosted by a skippers’ briefing, a sailing rally and an introduction to V6 canoes, these days are designed to welcome and create a meeting place between the international crews during their stopover in Polynesia, the sailors of the islands, the locals and yachting professionals, tourism (activities, hotels, restaurants, etc.).

Indeed, these boaters, often 2 or 3 aboard, invite the public to embark on their sailboat, and share a day of sailing with them.

And so, every year about thirty residents participate to this welcome.

A synergy of players about sailing:

First, the *commune of Papeete* and its municipal council, which work to develop the impact of yachting in the city, and its determination to develop the positioning of Papeete as a renown port city, is a major player in these welcoming days for boaters.

Tahiti Tourisme, the initiator of these days, opens its gardens, provides the support of its teams to the logistics and advertising, and helps to keep alive the «Sailors friendly» reputation of our destination.

The Autonomous Port of Papeete, through its investment in the new Marina, offers to our boaters a quality docking in a comfortable environment



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The Municipality of Moorea, the sister island, which is developing new welcoming infrastructures, while protecting its lagoon and its municipal team, which deploys each year a lot of energy to support this rendezvous.

Air Tahiti Nui, our faithful partner for 11 years, which lets us bring the Latitude 38 magazine to cover the event, and support the travel of our overseas partners and also the kind support of *Pacific Sud Yacht, Sin Tung Hing Marine, Tahiti Crew, Eco Car Tahiti, Les 3 Brasseurs, Aremiti Ferry, le Yacht Club de Tahiti*

During the TMS, the skippers will also be invited to respond to the boating qualitative survey implemented this year by *Tahiti Tourisme*. Analysis of these questionnaires and the qualitative data collected will provide the decision tools for the promotion and development plans for nautical tourism activities.

A good time to raise awareness:

Supported by the PGEM committee, it will also be an opportunity to educate boaters about lagoon and environment protection. Boaters will be guided to Cook's Bay to choose their anchorage in accordance with the rules of the PGEM.

On Saturday night in the club Bali Hai's gardens, a screening of films about the roots and the culture of the *va'a*. Afterwards, our overseas partners will have a slot of time to present, through a short powerpoint presentation their

The promotion of traditional sports and sharing:

The *Faaroa sports and cultural association*, chaired by Jordan Temairia, sets up an initiation path. By teams, they must take part in a fruit carrier race, stone lifting and coconut grating.

The *Te Firi Nape* association of Maharepa will be responsible for the organization of the boaters' canoe racing. A briefing on the beach to quickly learn how to hold a paddle and know how to turn, then a start by teams in five V6, in front of *Club Bali Hai*, a 500-meter race, with some capsizing, all under the audience's applause.





Papeete, a sailing hub in the Pacific

While Panama is the gateway to the Pacific, Tahiti brings together boaters before they sail further west to Cook, Fiji, New Zealand, Australia, etc. For 4 years now, the TMS has been attracting partners from the West, who take advantage of this boaters gatherings, to promote their services to yachts, marinas, shipyards and stopover guides.



With it opening in October 2015 this is New Zealand's newest boatyard but is operated by one of its most experienced marine companies, Oceania Marine Group. Located in deep water in **Port Whangarei** the marine centre offers all-tide access to extensive hardstand and refit/paint sheds. Cruising yachts are welcome, we can handle a wide variety of vessels and we will be of special interest to catamarans 24Hr Mobile: +64 27 351 7066 Email: info@portwhangarei.com Web: www.portwhangarei.com



Whangarei Marine Promotions have been a partner for the Papeete to Moorea Sailing Rendez – Vous for many years. Our representatives are privileged to participate in this event and enjoy it very much. Whangarei does have a user friendly NZ Customs clearance at Marsden Cove Marina in the Whangarei Harbour www.whangareimarine.co.nz



Vuda Marina is conveniently located at Vuda Point, which is situated on the western end of Viti Levu between Nadi International Airport and Lautoka city. The marina is a great place to be based year round. Its crossroads location and close proximity to key areas on the mainland and offshore islands is unique in Fiji. The marina also offers a unique convenience for those wishing to explore the Mamanuca and Yasawa islands (Fijis premiere resort locations and beautiful chain of islands) situated just off-shore and within eye view. Phone: +679.666.8214 Mobile : +679.9929 935 Email:info@vudamarina.com.fj Web: www.vudamarina.com.fj

Bay of Islands Marina – Port Opua enjoys a close relationship with Archipelagos and Latitude 38 and is always keen to support the Rendez-vous Regatta event at Tahiti-Moore. Bay of Islands Marina – Port Opua is the main Port of Entry in to New Zealand. Over 430 cruising yachts clear Customs there each year. www.bayofislandsmarina.co.nz



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Program:

Friday June 23, 2017, in Tahiti, in Tahiti Tourism gardens:

- 2pm to 5pm:** Inscription booth, meeting of the Tahiti, Fiji and NZ partners. Skippers briefing about navigation in Moorea and the Leward Islands.
- 3:30pm:** Welcome speech and inauguration cocktail. Skippers blessing and dance.

Saturday June 24, 2017:

- 10am:** Start of the Sailing Rally in the Papeete Pass.
- 1pm:** Finish line of the Sailing Rally, Cook's Bay, Moorea. Distance 15 NM.
- 5pm:** Invitation to cocktail on land and tasting of the *Manutea* Moorea products.
Screening of shots of the day's sailing race, showing of videos about lagoon protection with the support of PGEM and of AMP.
- 6pm** Presentation show of our partners from Fiji, New Zealand and Australia
- 7pm:** Dinner at *Club Bali Hai*, fire dancing show.



Sunday June 25, 2017:

- 6am:** Delivery of fresh baguettes to each boat.
- 9am:** Gathering at *Club Bali Hai* for a day of Polynesian experience. Rally Va'a V6, mixed crews with 2 Polynesians of the Va'a Club and 4 sailboat crew members.
- 11am:** Beginning of the initiation to traditional sports: fruit carriers race, stone lifting, coconut grating contest, tug of war.
All day, entertainment on the beach around the various booths: Arts and craft, demonstration of/initiation to weaving, painting on pareo.
- 1pm:** Opening of the Tahitian food buffet
- 3pm:** Awards distribution
Last dances



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Promotion of the Tahiti Moorea Sailing Rendezvous

Throughout the year under the leadership of *Tahiti Tourisme*, industry players are making communication and promotion operations locally and internationally about our destination's nautical attractions and the industry's dynamics.

This event is one of the key tools of the actions carried out in synergy by *Tahiti Tourisme*, the *City of Papeete*, the *commune of Moorea-Maiao*, the *Port of Papeete*, *Air Tahiti Nui* and their partners in the nautical sector.

A website with program, photo gallery and the possibility of online registration : www.tahiti-moorea-sailing-rdv.com

Posters and a flyer distributed in Panama, and in the marinas of Tahiti.

A press kit and press releases sent to local media and international nautical media network *Archipelagoes*.

A strong partnership with *Latitude 38* magazine, which announces and widely covers the event on its website and in its magazine.

In Panama, in March, a seminar to promote Polynesia and invite boaters to TMS.

To this is added large advertising on the *Tahiti Tourisme* site, the *Port of Papeete*, *Tahiti Crew*, etc., at the arrival of yachts in the Marquesas Islands and in the marinas managed by the *Port of Papeete*. The operation is also relayed by the shipping agents who extend the invitation to the TMS to their customer browsing at this time of year.

The Organization

The organization of the event is coordinated for its partners by *Archipelagoes SARL*.

The teams of the *Tahiti Tourisme* and *Papeete City Hall* are joining the Welcoming in Papeete on Friday, while the team of the *municipality of Moorea* is supporting the organization In Moorea.

More information

www.tahiti-moorea-sailing-rdv.com

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