



‘IA ORA NA





*« In the middle of  
the Pacific Ocean »*

THE ISLANDS of  
TAHITI



1 destination  
5 archipelagos  
118 islands

*« 4,8 millions km<sup>2</sup>  
the size of Europe »*

280 000  
INHABITANTS

327 000  
VISITORS





# THE ISLANDS of TAHITI

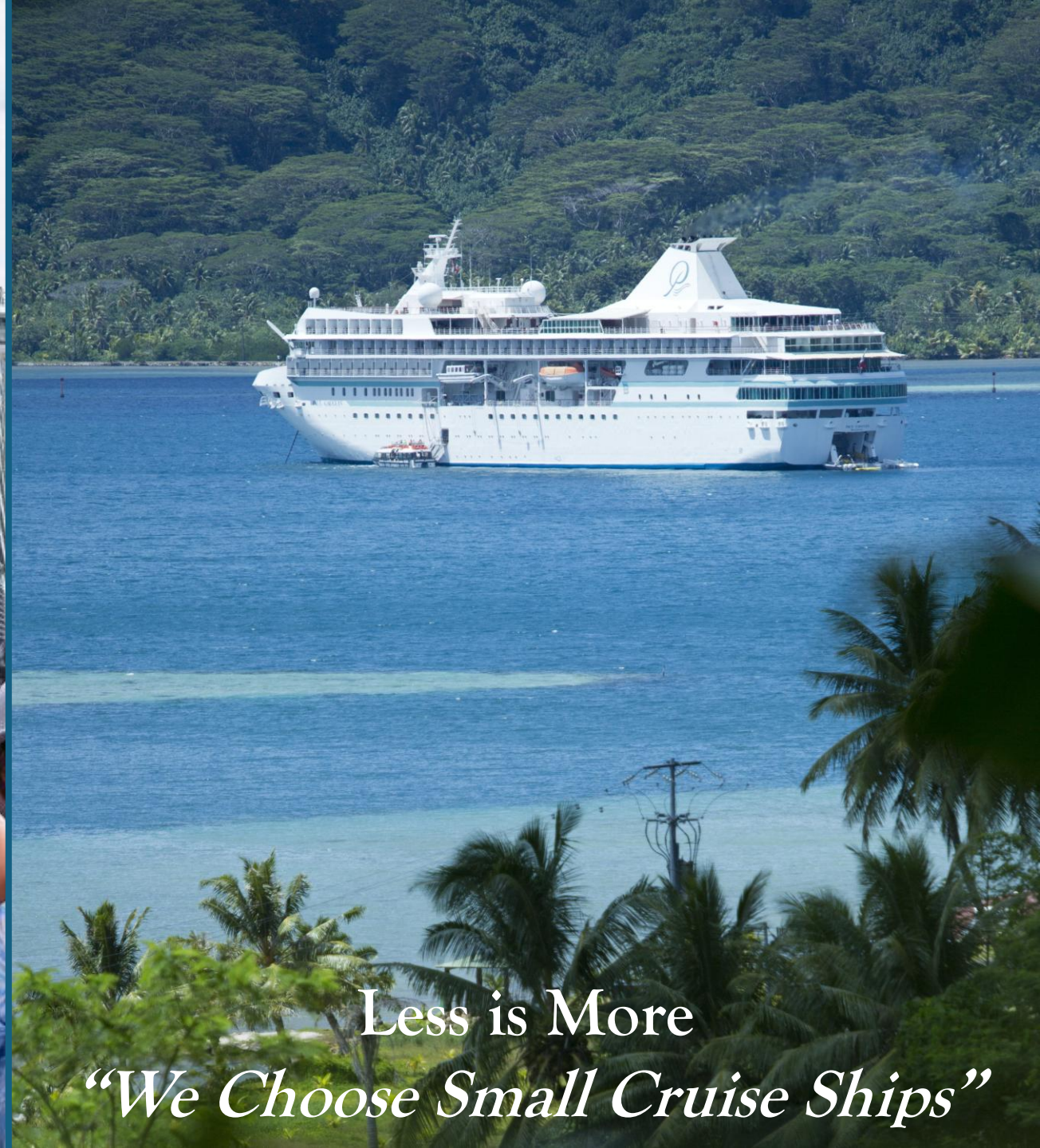
A Cruising Destination





# Mass Cruises

*“Big ships, big pressure”*



Less is More  
*“We Choose Small Cruise Ships”*



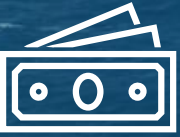
# CRUISE STRATEGY

34%



Of visitors

20%



Of tourism's economic impact

1

Prioritize

Small  
Cruise ships

2

Encourage

Homeport  
/Turnaround  
cruises

3

Promote

Diversified  
itineraries

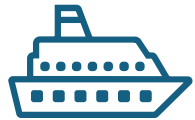
4

Strengthen

Sustainable  
Cooperation



# 1. PRIORITIZE SMALL CRUISE SHIPS



Over 80% of cruises carry fewer than 600 passengers



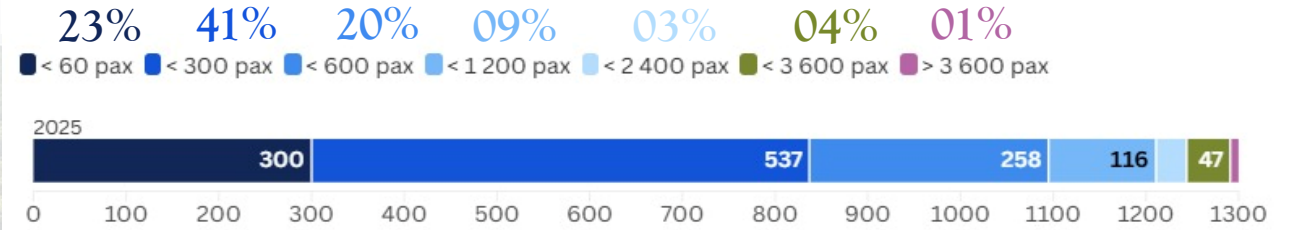
Only 3 islands (out of 118) allow ships with more than 3,600 passengers



Bora Bora limits cruise ships to 1,200 passengers

## SHIP SIZES IN PORT CALLS

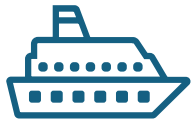
80% of calls are operated by ships with fewer than 600 pax. The average ship capacity is estimated at 506 pax per call in 2025





## 2. ENCOURAGE HOMEPORT/TURNAROUND CRUISES

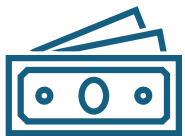
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Around 1,000 cruise calls per year

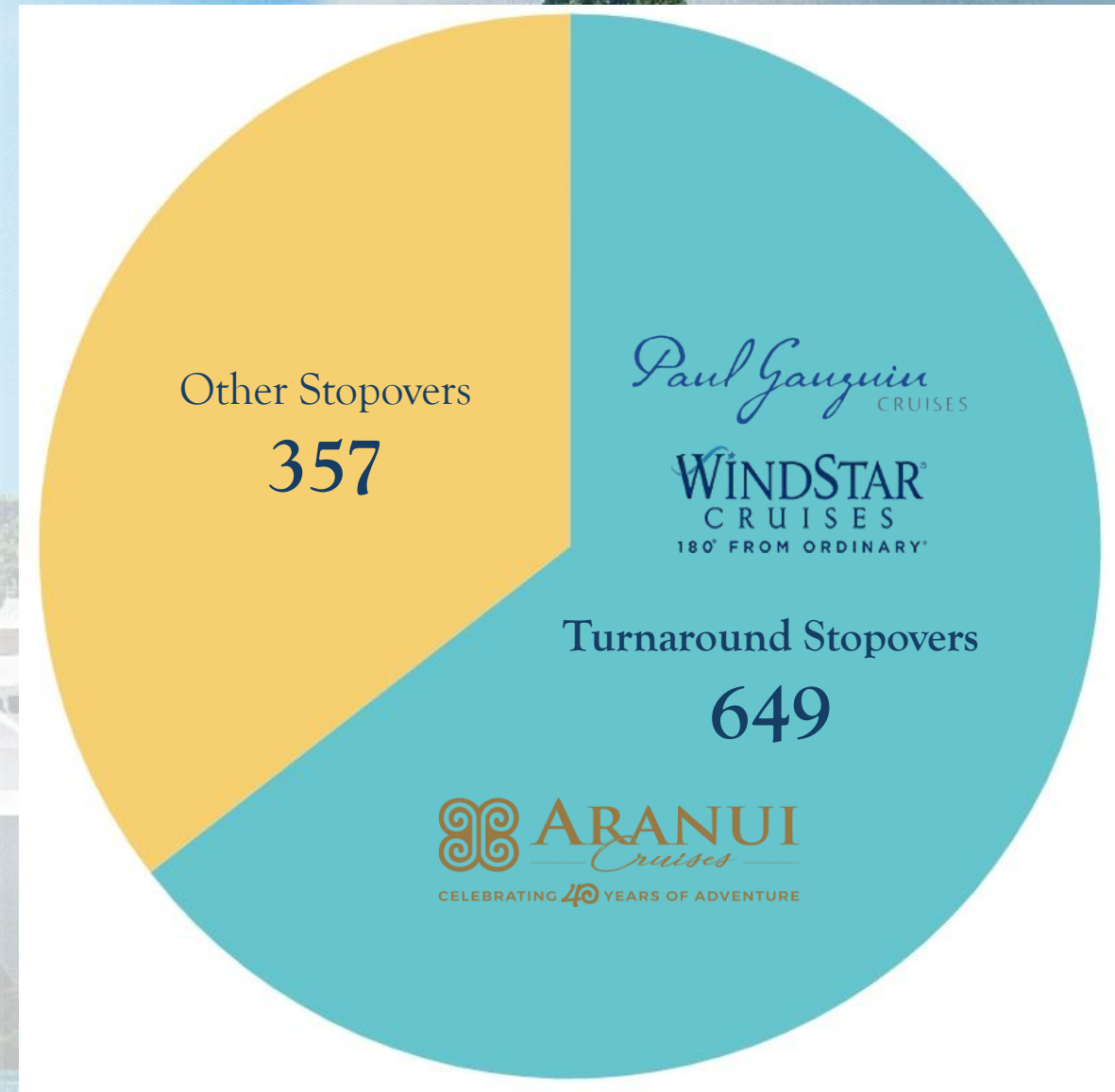


70% of cruise calls are operated by 3 home-based ships throughout the year



**Better Economic impact:**

- International flight tickets
- Pre or Post-cruise hotel stay
- Cruise and activities on-land







Fakarava, Rangiroa, Makatea  
and other Tuamotu Islands

Bora Bora, Taha'a,  
Raiatea and Huahine

Nuku-Hiva, Ua  
Huka, Ua Pou,  
Hiva Oa, Fatu Hiva,  
Tahuata

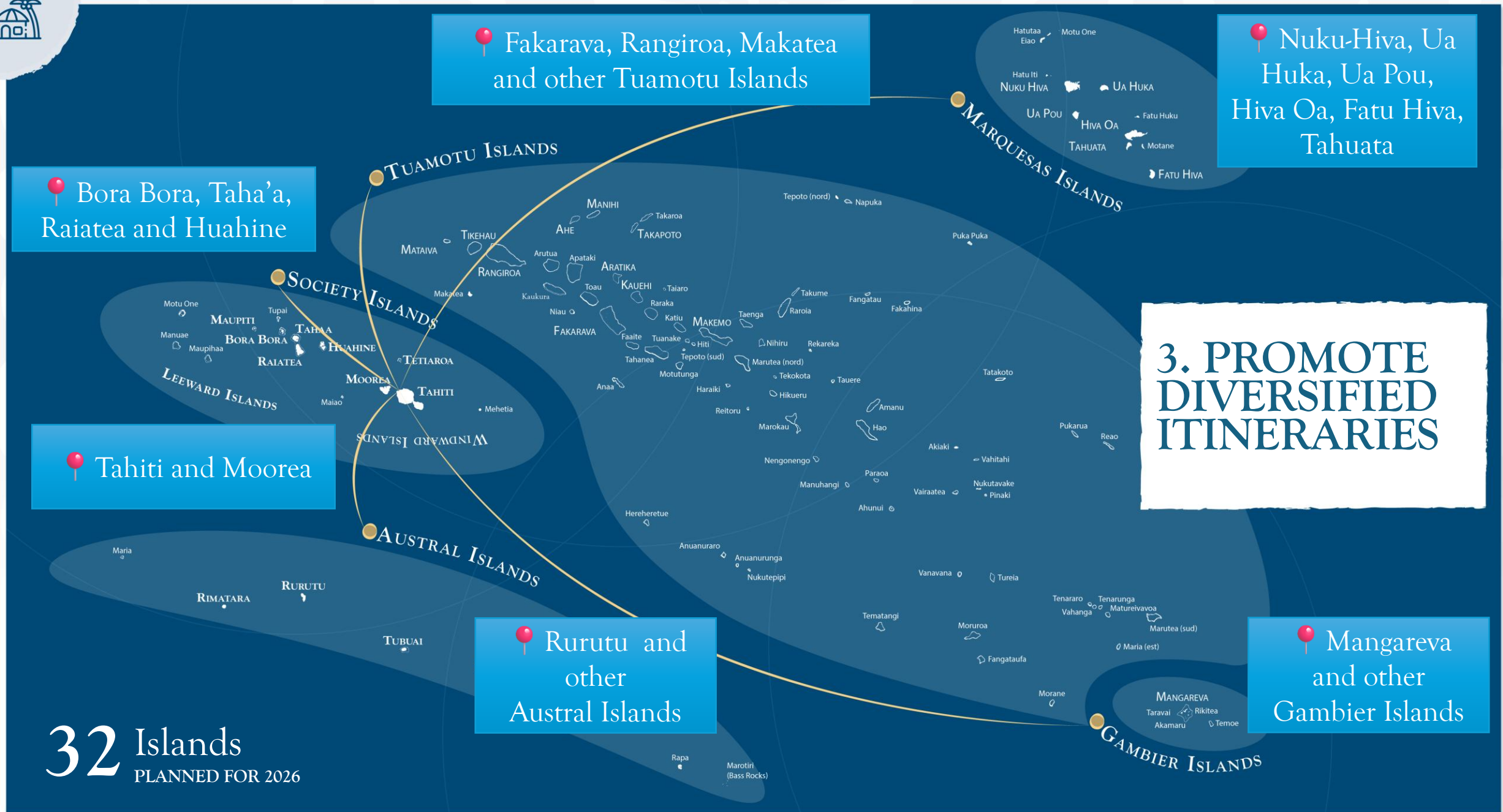
Tahiti and Moorea

Rurutu and  
other  
Austral Islands

Mangareva  
and other  
Gambier Islands

### 3. PROMOTE DIVERSIFIED ITINERARIES

32 Islands  
PLANNED FOR 2026



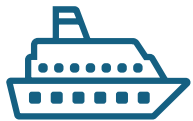


# 4. STRENGTHEN SUSTAINABLE COOPERATION

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Mobile Medical Services



Focus on mixed Cargo &  
Passenger Ships



Community-based sustainable  
initiatives





# Māuruuru



THE ISLANDS of  
TAHITI

SOCIETY ISLANDS | TUAMOTU ISLANDS | GAMBIER ISLANDS | MARQUESAS ISLANDS | AUSTRAL ISLANDS