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Tahiti's star is rising

By [William Mathieson](#)

The Association of Yacht Support Services (AYSS) has staged the inaugural edition of AYSS PacificNet – Tahiti in Papeete. Hosted by recently established Asia Pacific Superyachts Tahiti, the event attracted AYSS agents, some sail and motor superyacht crews, industry representatives from Australia, New Zealand, Tahiti, Vanuatu and Fiji along with the Papeete Port Authority and Tahiti Tourism authorities.

On the industry side those attending included Carrie Carter from Carter Marine in Cairns; Phil and Fleur Tomlinson from 37South; Rachel Harrison from Integrated Marine Group; Janice Lynch from Asia Pacific Superyachts New Zealand; Jess Bell from Kaleva Yachting Services; and David Jamieson from Yacht Help. Attendant sailing superyachts comprised *Erica XII*, *Mondango 3*, *Douce France*, *Nephele*, *Silvertip*, *Bliss*, and *Salperton*. Joining the sailing superyachts were motoryachts *Ultimate Lady* and *Jambo*, both stationed for charter in Tahiti.

“We were also blessed with visitors from the Australian industry such as Maryanne Edwards from Superyacht Australia, Steve Fisher from Brisbane Rivergate Marina, Steven Mitchell from Sydney City Marina, David Good from Ports North, Peter Luke from Superyacht Solutions and more”, explained Asia Pacific Superyachts Tahiti principal, Etienne Boutin.



Superyacht industry representatives attending AYSS PacificNet - Tahiti.

“We also received Christiane Chaine, the commercial manager of Papeete Port Authority, who joined us to present the new marina under construction in downtown Papeete”, said Boutin, “As well, Vaihere Lissant, marketing manager at Tahiti Tourism met with Maryanne Edwards to discuss possibilities for joint promotion actions between Australia, New Zealand and south pacific islands such as Tahiti.”

The marina in question is due to be completed by the end of 2014, although it will only be able to service the bottom end of the superyacht size spectrum, with three initial berths for yachts up to 35m. But the development of this site is indicative of the growing profile of Tahiti as a viable superyacht destination.

There are already established superyacht marinas, in Marina Taina and Papeete Port, while recently opened MaiKai marina offers deepwater anchorage for superyachts. Furthermore, 'Marlon Brando's private island new eco-friendly resort, located on the stunning Polynesian atoll of Tetiaroa, is set to open in July 2014. The highly anticipated opening will add a whole new dimension of exclusivity to Tahiti's accommodation offering, featuring 35 villas along a private beach only accessible via private airfield', according to a Tahiti Tourisme statement.