

A vibrant tropical beach scene with a white sandy shore, clear turquoise water, and a dense line of palm trees. In the background, lush green mountains rise under a blue sky with wispy clouds. Overlaid on the center is a large graphic with the text 'Global TOP 3' in white. 'Global' is in a smaller font inside a teal rounded rectangle, 'TOP' is in a very large font inside a pink rounded rectangle, and '3' is in a large font inside a purple rounded rectangle.

Global TOP 3

2015/16

COOK ISLANDS, NEW ZEALAND, AUSTRALIA, NORTH AMERICA, NORTHERN EUROPE, SOUTHERN EUROPE, UK/NORDIC, CHINA & JAPAN

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1. LOVE A LITTLE PARADISE

The 2016 new year saw Cook Islands Tourism roll out its first global brand positioned on the tagline 'Love a little paradise'.

Cook Islands Tourism has taken on a new creative inspired by the beauty of its landscape and the innocent, earthy and playful character of the people of the Cook Islands.

The design is aimed at cutting through the plethora of beach and island advertising with an eye catching new logo incorporating uniquely Cook Islands emblems and the use of bright pink, turquoise and navy.

The logo has been designed to immediately communicate the name 'Cook Islands' to counter the issue of low awareness for the destination.

The phrase 'Love a little paradise' defines the main feature that makes the Cook islands different with regard to other Pacific Islands: its intimate size, the full extent of the islands becomes a huge resort in paradise that rest comfortably and hassle-free while enjoying not only the scenery, but also the hospitality of its people and culture and local traditions.

This is the first time that an entire community, tourism industry and the heads of Government are involved, through surveys and workshops, in creating a brand that reflects perfectly and in a straightforward manner the reality of the Cook islands and its people. Director of Sales & Marketing, Karla Eggelton said "It was clear that the new brand had to be done collaboratively and based on a simple, distinc-

tive strategy for selling the Cook Islands.

It had to be easily understood and easily implemented by all to make it work, including airlines, wholesalers, travel agents, sales ambassadors, tourism industry and all members of the Cook Islands community".



a LITTLE
PARADISE

The word "LITTLE" speaks to the truth of the Cook Islands and sets us apart from our pacific neighbours....just 30 minutes after getting off the plane, you can enjoy paradise - white sandy beaches, crystal waters and the envy of family and friends, besides staying in boutique hotels never higher than the palm trees.

2. KATU KANGA

After the launch of the first Katu Kanga film 'Top 10 Wonders of a little Paradise' a further three episodes were produced and launched at the National Auditorium with a packed out crowd of over 2,500 Cook Islanders.

The three episodes titled Raro Five 0, Not for Everyone and Freedom were produced using colourful characters and story lines to play to the strengths of the Cook Islands while dispelling common misconceptions about the destination.

The stories use humour to engage with the audience and help in better understanding the unique nuances of our little paradise.

The Katu Kanga film series has been used as an activation tool designed to be used in the social space, supporting a socially led strategy and bringing to life the new Cook Islands brand love a little paradise. The videos were shared across all major Social media platforms and have to date performed exceptionally.

Katu Kanga has been the driving force used to enhance our message of the new brand which is centred on the Kia Orana Values – Kia Orana, Meitaki and Mana Tiaki and used to educate consumers and trade about the unique features of the Cook Islands through these two young boys.

KATU KANGA TOP VIEWS

VIDEO

TOP 10
RARO FIVE-0
NOT FOR EVERYONE
FREEDOM

ORGANIC VIEWS

54,145
54,126
16,400
63,065



3. EDUCATIONAL TRIPS

The Cook Islands Tourism programme is very important and one of the main activities at head office where most of the staff resources are nearly always assigned to plan and execute educational trade and media visits.

There is a lot of work involved and it has always been imperative that the utmost standard is provided for

these families to ensure first impressions are positive and when the family leaves the island, they naturally become true advocates for the Cook Islands.

The families programme would not have been what it is without the outstanding support from the various sectors of the Cook Islands Tourism industry, who always came to the party with countless offers

of support.

The corporation aims to provide more opportunity for industry to participate in our families programme by continuing to bring in high value family personnel who will convert sales and/or expose their product through the different PR mediums.



1. JETSTAR FLIGHTS AUCKLAND TO RAROTONGA

Jetstar launched flights from Auckland to Rarotonga on 22 March 2016. This is the first time in over 10 years that the Cook Island has seen a new airline in the market and Jetstar started its service with three flights per week, representing around 25,000 new return seats a year. This means that air capacity from Auckland to Raro has increased by more than 15 percent, providing a major boost for the Cook Islands economy.

In addition to the connecting flights from Sydney and Melbourne, Jetstar offers connections from Wellington, Christchurch, Queenstown, Napier, Nelson, New Plymouth and Palmerston North. “Whenever Jetstar enters a market our low fares help to grow that market,” said Grant Kerr, Head of NZ for Jetstar. “We expect our new flights to Rarotonga will significantly lift passenger numbers from both New Zealand and Australia, delivering substantial

benefits to Cook Islands tourism.”

In the build up to the launch there was substantial advertising, with Billboards, digital banners on mainstream media sites and social media posts. We also ran a radio campaign with The Edge Radio Station’s morning crew – Jay-Jay, Dom and Randell. To celebrate the launch of Jetstar flying to Rarotonga, The Edge ran an extensive multi-platform campaign across radio, online, social and TV giving away spots on Jay-Jay, Dom and Randell’s Raro Squad. Listeners were put through their paces to secure their place on the trip winning flights for two, accommodation at Edgewater Resort and Spa and activities. The social media component alone had

a reach of over 276,000.

Over two days, Jay-Jay- Dom and Randell broadcast the show live from Edgewater Resort and Spa in Rarotonga thanks to Jetstar. Throughout the 6am-10am broadcast, the announcers opened the voice break with pre-recorded voiceovers crediting Jetstar and Edgewater Resort.

There are opportunities for the Cook Islands industry to participate in digital advertising with Jetstar on the E-Ticket/Email Itinerary and the Pre-Departure emails. Cook Islands Tourism NZ have also been advertising each month in the Jetstar inflight magazine.



NEW ZEALAND



2. VIRGIN AUSTRALIA NON-STOP CHRISTCHURCH/RAROTONGA FLIGHT

November 2015 saw the announcement from Virgin Australia that they would commence a seasonal nonstop flight from Christchurch to Rarotonga.

The first flight departed Christchurch on the 25th of June 2016 and the last of the 2016 seasonal flights will depart Christchurch on the 8th of October 2016.

There hasn't been a non-stop service from Christchurch to Rarotonga for many years and there was a pent up demand from consumers in the South Island, wanting an easier way to get to paradise.

Cook Islands Tourism was pleased to be involved in this venture along with Christchurch Airport and Virgin Australia to see this seasonal flight become a reality.

The marketing and promotion of this flight was key, and was supported with LED Billboards in Christchurch, radio, digital advertising and press advertising that included a competition to win one of three trips for two on the nonstop flight.

In order to engage with the trade, our Sales Ambassador, Danika Cooper, visited retail travel agents in the region on several occasions in the lead-up to the first flight and subsequently throughout July.

Feedback we have received is that the flights are very popular and we expect to welcome many more South Islander's to our shores over these cold winter months!



 virgin australia



3. AIR NZ & CI TOURISM RETAIL AGENTS FAMIL PROGRAMME



During the 2015/2016 financial year, Cook Islands Tourism partnered with Air New Zealand to fund four retail travel agent famils. The agents were chosen after completing an Air New Zealand/Cook Islands training module and part of the criteria was that the winning agents had not been to the Cook Islands before. The famils were run in November, December, February and March and were between three, four and five nights' in duration. Ten retail agents were on each famil and were accompanied by

representatives from Air New Zealand and Cook Islands Tourism New Zealand. During their time on Raro the agents experienced different styles of accommodation as well as multiple activities. They visited several resorts for site inspections and hosted meals, which gave them a real feeling for the styles of accommodation the Cook Islands provides. One of the groups that stayed for five nights also experienced an Aitutaki Day Tour which proved to be the highlight of their trip.

Feedback from the agents that attended was exceptionally positive, with all of the agents saying that they were now better equipped to sell and promote the destination to their clients.

Cook Islands Tourism New Zealand are looking at running a similar programme in 2016/2017.

**40 RETAIL
TRAVEL AGENTS
Travelled to The Cook
Islands for the
FIRST TIME**

1. FLIGHT CENTRE EXPO JAN/FEB 2016

Flight Centre Expos are Australia's largest Travel Expos that generate a massive amount of interest from travellers nationwide.

Cook Islands Tourism Australia had a double booth at Sydney, Brisbane and Melbourne shows and were supported by Cook Islands industry partners.

Tim Bailey, our celebrity Cook Islands Ambassador made a special appearance at our Sydney events talking to consumers, and encouraging them to participate in “Sydney’s Saturday Plane to Paradise” TV promotion in February, March, and April.

Air New Zealand released a special consumer airfare, and a holiday prize was given away to encourage guests to submit their details for our consumer database collection.

Cook Islands Tourism Australia secured presentation time at each of the events, sharing our destination presentation with a room packed with consumers keen to learn about the Cooks.

We were also lucky to secure three 15-minute stage dance performances at each of the shows. Donna Tuara and a warrior performed, showcasing

the cultural beauty of the Cook Islands, and driving visitors to our booth.

On the back of success of these events, Cook Islands Tourism Australia will be participating in expos in September and October 2016 in Sydney, Melbourne, Brisbane, and the Gold Coast.



AUSTRALIA



2. BRANDED AIR NEW ZEALAND JOINT VENTURE JANUARY 2016

As part of the Air New Zealand joint venture campaign Cook Islands Tourism was able to use the new branding on all campaign collateral and advertising, with creative elements including digital banners, email campaigns, and Cook Islands Tourism Corporation website carousel banners.

The new branding was introduced across our social media platforms, to the trade through the trade media and in destination trainings. Over 1.7 million consumers in New South Wales and, Victoria were introduced to the new brand with half and full page ads in the Fairfax Newspaper Good Weekend liftouts. Feedback to the new brand has been extremely positive and we are continuing to introduce the new brand in everything we do.

RETURN ON INVESTMENT
\$13.9million
HIGH LEVEL RESULTS
665 PAX
Avg 6051 Room nights

FLIGHTS AND 6 NIGHTS
from **\$1099***

BOOK NOW
HURRY! SALE ENDS 26 JAN 16
*Travel periods & conditions apply

COOK ISLANDS
Live a Little Paradise

GET **\$200 OFF**
ECONOMY & BUSINESS CLASS
FLIGHTS TO THE COOK ISLANDS

HURRY! SALE ENDS 26 JAN

USE PROMO CODE **RAR200**

For travel: 13 Feb - 07 Apr, 26 Apr - 28 Jun 16
Return: 14 Feb - 14 Apr, 01 May - 30 Jun 16
*Travel periods & conditions apply

BOOK NOW

Terms & Conditions: Sale ends 11:59pm AEDT 26 Jun 2016. Offer is valid for travel 13 Feb - 7 Apr, 26 Apr - 28 Jun 2016 and return 14 Feb - 14 Apr, 1 May - 30 Jun 2016 on direct Air New Zealand services between Sydney and Rarotonga and Air New Zealand services via Auckland from Sydney, Brisbane, Gold Coast, Melbourne, Cairns, Adelaide or Perth to Rarotonga. Travel in economy between Rarotonga and Auckland is on Air Rarotonga operated services. To obtain the \$200 discount per adult or child, book online and enter the promo code RAR200 into the promo code box. Promo Code will not apply (or may not provide the full value of the discount) to airfares that are already discounted. After choosing your flights, select the VIEW DETAILS button at the top of your booking screen to see final discount located on the bottom-right of the drop-down. Offer valid for new bookings only. A non-refundable service fee of AUD\$30 per person, per one-way journey applies to Contact Centre bookings. For credit or other card payments a fee of AUD\$2 per person, per one way journey applies. Seats are limited and will not be available on all flights. The baggage limit for Economy class, Seat+Bag as well as The Works is 1 piece, Works Deluxe is 2 pieces and Business Class is 3 pieces. Max weight 23kg (50 lbs) per piece however bags can be pre-purchased prior to travel online via Manage Bookings or by phoning the Contact Centre (see rates and terms and conditions), or alternatively for a higher rate at the airport. Fares that are Smart Saver fares are not eligible to accrue Airpoints Dollars™. Customers who purchase fares using Airpoints Dollars™ will be required to pay in cash, the government & airport costs. New deals may be released at any time. Offer may be extended. Offer correct as at 8 Jun 2016. Standard Air New Zealand Conditions of Carriage, fare rules and Air New Zealand Terms & Conditions apply.

AUSTRALIA



3. INAUGURAL AUSTRALIA MEGA FAMIL 19-26 MARCH 2016

Cook Islands Tourism Corporation launched their inaugural mega famil to the Cook Islands in partnership with Air New Zealand.

The mega famil program was created to give hand picked agents, who have the passion and knowledge about the destination, the opportunity to grow and deepen their knowledge and understanding of the destination, and to become Cook Island Ambassadors.

These 37 top selling agents and wholesalers from Australia attended the week long program, full of cultural experiences and activities, a visit to Aitutaki, site inspections and the invaluable opportunity of networking with the Cook Islands industry.

The mega famil was launched as part of our annual Summer Season strategy in September 2015, aimed at boosting low season travel.

Cook Islands Tourism Australia ran a trade incentive over eight weeks in September/October, giving agents the opportunity to go in the draw to win one of 10 seats on the mega famil when they booked their clients to the Cook Islands for travel over January-June 2106 period. The rest of the attendees were hand selected by Cook Islands Tourism Australia, Air NZ, BDMs and product managers from top wholesale partners.

Results: Trade incentive alone generated over 250 passenger bookings. Feedback from the famil attendees and the Cook Islands industry has been overwhelming, and Cook Islands Tourism Australia is looking at running another mega famil in 2016.



250+
PASSENGER BOOKINGS
generated as a RESULT of
Trade incentive.

NORTH AMERICA (USA/CANADA)



1. WINTER ESCAPE. CANADIAN CRUELTY?

Commencing at the Canadian Thanksgiving Holiday in October last year, when Canadian temperatures were beginning to really cool down, Cook Islands Tourism in North America launched a campaign called “Winter Escape to Paradise”.

Sharing the proposed creative with a Canadian travel agent, Cook Islands Tourism General Manager North America, John Petersen, was asked not to launch it. “You don’t know what it’s like living here in the winter”, was the response. Why?

An approach was taken where the actual temperature in each chosen Canadian city was displayed every time a banner advertisement appeared.

This was achieved using a “real time” digital weather feed. The image then quickly dissolved to a spectacular image of One Foot Island, displaying the temperature there. “Call to action”; a lead-in sale price to the Canadian Cook Islands Tourism website.

Now in its second year, the campaign was improved and launched earlier. New digital technology enabled

travel media advertisements to only be delivered when temperatures dropped to a predetermined low level.

DID IT WORK?

+48% Canadian Visitors

28% of North American Travellers are Canadians

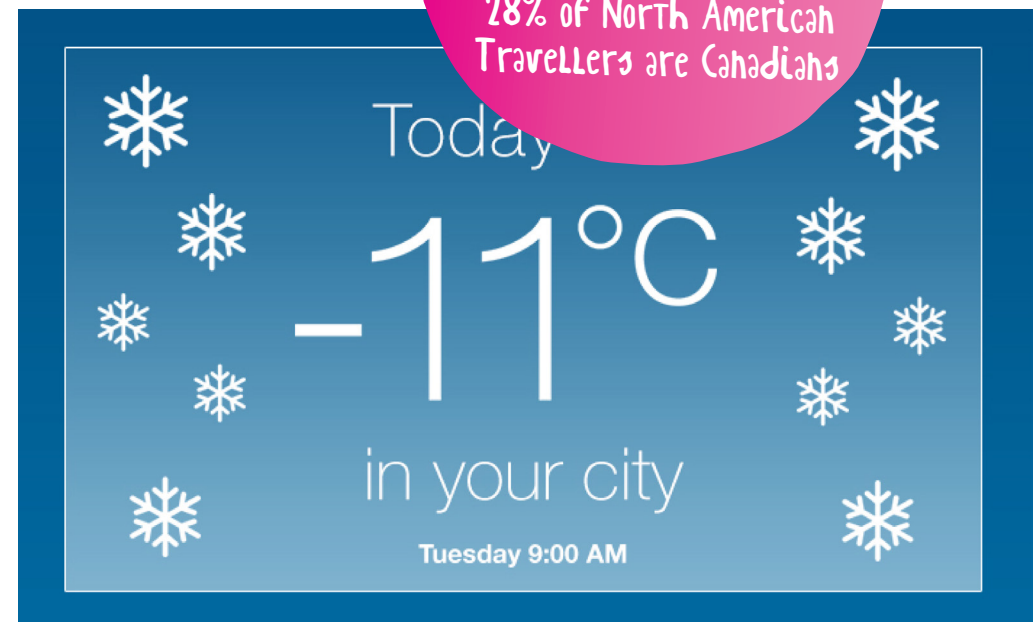


THE COOK ISLANDS

Flights starting at \$840* from Los Angeles (LAX).

*Restrictions and additional baggage charge may apply

BOOK NOW



THE COOK ISLANDS

Flights starting at \$840* from Los Angeles (LAX).

*Restrictions and additional baggage charge may apply

BOOK NOW

NORTH AMERICA (USA/CANADA)



2. CONSUMER SHOWS, WITH A DIFFERENCE

Cook Islands Tourism in North America has long participated in Consumer Shows, but last year significant enhancements were added.

A new display was purchased using a dynamic “One Foot Island image” with our new branding, but with an astounding back-lit enhancement.

Visitors passing by were drawn in. “Wherever is this place?”, was a common first question. Immediate sales engagement then took advantage of this ultimate “one-on-one” opportunity.

During a quieter end of day period at one show, the Cook Islands booth was fully occupied while neighboring booths had none!

Newly branded and simplified hand-out material included:

- » South Pacific map with flight routings, to easily understand location and how to get to the Cook Islands
- » 5 things unique to the Cook Islands
- » 10 top things to do
- » 25 reasons to go

Additionally, brochure racks displayed “show special” resort/air package offers from wholesalers.

Corner booths were always secured in the highest traffic locations, by using an “early bird” sign-up approach.



80,000+
VISITORS

attended shows in San Diego,
Long beach, San Francisco Bay Area,
Portland and Calgary

NORTH AMERICA (USA/CANADA)



3. PUBLIC RELATIONS THROUGH ... NAVIGATION

A week in the U.S.A. in April by Polynesian Master Navigator, Tua Pittman, has already delivered some great momentum.

Long in the planning, the idea was to use a local Cook Islands celebrity to “open doors” to be able to meet with top editors of leading North American travel magazines headquartered in New York.

Joined by GM North America for Cook Islands Tourism, John Petersen (JP), Tua was welcomed as a celebrity.

Many “deskside” appointments were achieved, in fact, editors allowed 4 times the industry average in time allocated! Mystical stories about early Polynesian navigation skills provided a unique entree to Cook Islands destination elaborations.

Pitches were tailored to each publication’s interests. One high-end magazine editor became highly interested in Tua and JP’s description of the Prime Minister, the Hon. Henry Puma’s sustainability vision and achievements.

Outcome

The magazine agreed to publish an article by the Prime Minister in their September 2016 issue timed with the ICUN World Conservation Congress.

Tua conducted a lecture to members of San Francisco’s Maritime Museum, followed by a Cook Islands and early Polynesian navigation brief at the prestigious Los Angeles Fowler Centre Museum at UCLA adjacent to Beverly Hills. By then, the word was out. Unfortunately, significant numbers had to be turned away due to an over-capacity crowd!



NORTHERN EUROPE (GERMANIC & BENELUX)



1. ABENTEUER & REISEN SUPPLEMENT

In December 2015, Cook Islands Tourism Corporation had the exclusive opportunity to produce a 16 page supplement included within the very popular, glossy travel magazine Abenteuer & Reisen. The supplement contained general information about the islands as well as interesting facts and useful insider tips of what to see, where to go and what to do.

Furthermore, the new branding was introduced to the Germanic markets for the first time. All major islands such as Atiu, Aitutaki, Mitiaro and Rarotonga were portrayed.

It was important to demonstrate what the local people are about, their easy going lifestyle and warm hearted hospitality.

An important part of the publication was the content, combined with tailor made packages to convert interest into actual bookings.

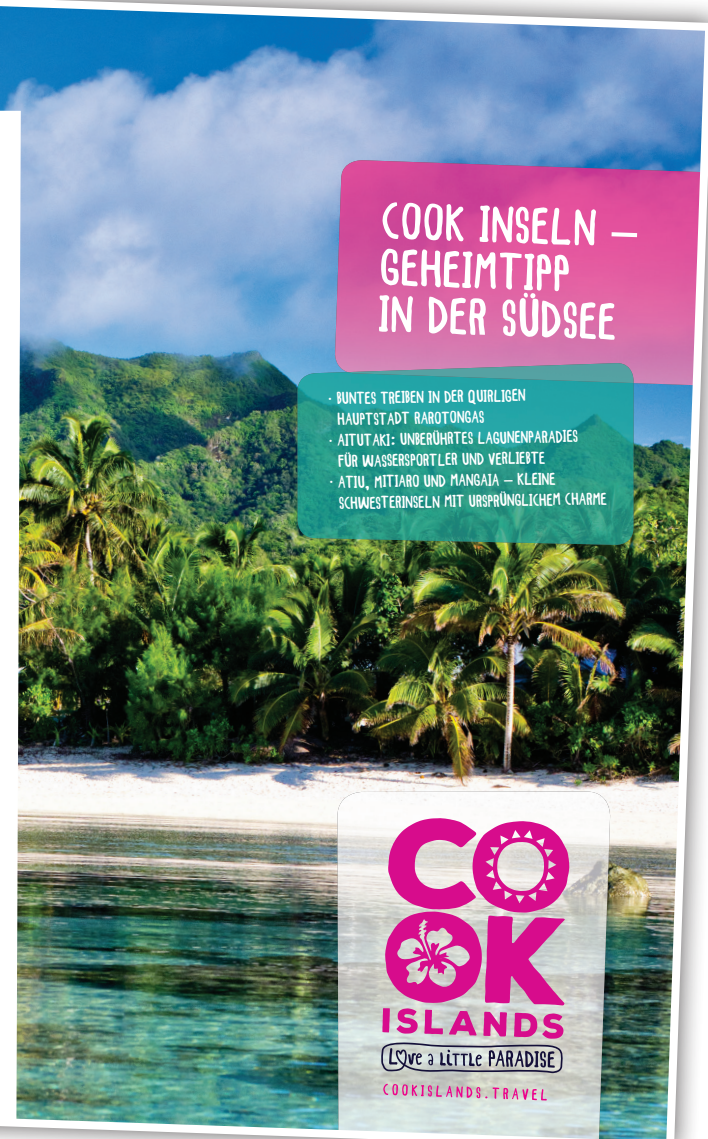
As a result of the supplement Cook Islands Tourism noticed an increasing number of website visits from the German market.

AITUTAKI
ATIU & MITIARO
HIGHLIGHTED IN
SUPPLEMENT



COOK INSELN –
GEHEIMTIPP
IN DER SÜDSEE

- BUNTES TREIBEN IN DER QUIRLIGEN HAUPTSTADT RAROTONGAS
- AITUTAKI: UNBERÜHRTES LAGUNENPARADIES FÜR WASSERSPORTLER UND VERLIEBTE
- ATIU, MITIARO UND MANGAIA – KLEINE SCHWESTERINSELN MIT URSPRÜNGLICHEM CHARME



COOK
ISLANDS
Love a Little PARADISE
COOKISLANDS.TRAVEL

NORTHERN EUROPE (GERMANIC & BENELUX)



2. GROUP PRESS TRIP GERMANY/THE NETHERLANDS



In September 2015, Cook Islands Tourism invited four journalists from Germany and the Netherlands to explore the beauty of Aitutaki and Rarotonga. The programme focused on

unique experiences coupled with distinctive characters that provide these experiences. The group met with unique characters, matching these requirements such as Charlotte from SupYoga, guides from Storyteller Eco Cycle Tours

and Luana from Ikurangi Eco Retreats. The media outlets targeted varied from lifestyle to special interest (surfing, diving & cycling) magazines to daily newspapers and big online portals such as Spiegel Online.

NORTHERN EUROPE (GERMANIC & BENELUX)



3. MC DONALD'S PROMOTION

McDonald's Germany promoted the Cook Islands on the 3SIXTY in-store-TV. 3SIXTY-TV in Leipzig, Germany, creates, produces and manages the German McDonald's 24/7-Instore-TV, the largest store-TV network in Germany with a total of more than 850 connected restaurants and a measured number of monthly viewers of approx. 35 million.

At 3Sixty-TV the "Travel Magazine" video content is changed every month, choosing different holiday destinations, in order to stir the viewers' attention. The Cook Islands were featured for two months in a row – in April/May and May/June 2016

852 McDonald's restaurants have been showing a short Cook Islands video clip 253.000 times on their in store TV screens over 4 weeks between 12 April and 11 May 2016 with approx. 35 million viewers altogether. The second clip has been shown over another 4 weeks between 12 May and 13 June 2016; this time with a total of 280.000 times. This activity was FOC for Cook Islands Tourism and an outcome of a meeting at ITB earlier this year

Both video clips were based on the destination video that had been produced by the German Dreamboat production company last year. With the highly visible

videos, a significant brand awareness has reached a wide audience in Germany.

Not only did the footage showcase the pristine environment of the Cook Islands, but also the vibrant culture and the earthiness of the Cook Islands people.

852
MCDONALDS
533K
VIDEO PLAYS



UK & NORDIC (FINLAND, DENMARK, SWEDEN, NORWAY)



1. DINNER SERIES

If Trailfinders business to the Cook Islands is up, then the UK market to The Cook Islands is up – they are by far our biggest producer. We have in the past couple of years, found Trailfinders are not interested in our marketing money, the amounts Cook Islands offer, are so small compared to some of the other countries in the World. Therefore this

year, we went back to basics and took the front line sales staff out for the evening (Trailfinders do not allow staff training). The events took place in London, Manchester, Leeds, Bournemouth, Exeter, Birmingham, Nottingham, Cardiff and Liverpool – with some evenings being joined by more than one office.

Whilst informal events, there was a quiz and presentation on the Cook Islands, but most importantly this gave time with the sales staff, to find out what they are selling and what the challenges they have to sell the Cook Islands.

The events were a great success and we have seen a turn around in the business from Trailfinders.



UK & NORDIC (FINLAND, DENMARK, SWEDEN, NORWAY)



2. FAM TRIPS

Getting sales people to the Cook Islands is key to the understanding of the destination. We approached this in two ways this year.

For the UK market, we worked closely with Air New Zealand, who offered us seats from London for a joint fam. Taking 10 staff, plus one UK CI Representative and one NZ Representative, the

trip allowed us to show case those hotels the wholesalers were working with. On the trip we had staff from Trailfinders, Austravel, ANZCRO, Stella, Turquoise, Audley to name a few.

Additionally we hosted individual fam trips for Gold Medal and Tropical Sky.

For the Nordic markets, individual company fam trips worked better, and we have been able

to support financially, trips for staff from Tour Pacific, Soderhavsresor, Fiji Resor (both Sweden and Norway offices).

By having their dedicated trips, this allows the staff to focus and concentrate on what works for them.

UK & NORDIC (FINLAND, DENMARK, SWEDEN, NORWAY)



3. UNITE PACIFIC

Unite Pacific is the leading B2B workshop for Product Managers in the UK. With Product Managers for Australasia and the Pacific attending the annual event in London.

This year, in addition to the UK team, Karla Eggelton and Tina Rae representing Cook Islands Tourism were joined by Robert Skews and Stephen Doherty representing the private sector.

With up to eighteen 20 minute appointments, with

the key decision makers, Unite stands heads above all the events in terms of productivity in growing the business for the destination. During the day, there is a one hour break, to socially meet the same people in a more relaxed environment.

The day long event, was followed by Cook Islands Tourism hosting a dinner on the 36th floor of London's iconic building – 20 Fenchurch Street (AKA the Walkie Talkie building). The post Unite

dinner has become a date in the diary for many Product Managers, and not only gives the opportunity to thank them for supporting the destination, but also to mingle as friends and grow our already strong relationships.

We never forget the saying – people buy from people, and for the British, the relationship is so important.



THE 9TH ANNUAL UNITE PACIFIC WELCOMED 70 EXHIBITORS AND 60 BUYERS REPRESENTING 250 COMPANIES.

SOUTHERN EUROPE (ITALY/FRANCE/SPAIN)



1. GO PACIFIC ROADSHOW

GO PACIFIC is a new brand of Italian wholesale company GO AUSTRALIA.

Cook Islands partnered with this key stakeholder to feature the Cook Islands as a main destination partner in a 9 city tour to train and motivate retail travel agencies.

The Go Pacific team toured the length and breadth of Italy touching the cities of; Trento – Verona – Brescia – Turin – Naples – Trieste – Padova – Treviso – Udine

Many of these were smaller rich provincial towns

where limited resources have not allowed us to reach before.

Training sessions were held in specifically chosen hotel meeting halls or boutique restaurants, agents were trained and shown a special Cook Is documentary called Infinite Blue tailor -made exclusively by GO PACIFIC an exhilarating 30 min ride through the best cultural experiences to be had in the Cooks.

All agents were then signed up to the the GO Pacific online training platform Go Academy to

continue their training on the Cooks.

Black Pearls and Cooks fashion bags, (bought in bulk in the Cooks for the occasion further boosting our economy!) were the prize draw giveaways.

The feedback from agents was overwhelmingly positive and we met our key objective of raising awareness of the Cooks to where it matters, the sellers in the retail shops!

Key products and experiences presented: honeymoons, sports events & activity, marriages abroad, families.



**9 CITIES
VISITED**

Trento – Verona –
Brescia – Turin – Naples
– Trieste – Padova –
Treviso – Udine



**Go Australia e Go Pacific in collaborazione con
l'ufficio turistico Cook Islands**

Presentano

"Cook.. la Polinesia Neozelandese"

Mercoledì 4 febbraio 2016

LOCATION: NH COLLECTION MARINA –Porto Antico Molo Ponte Calvi 5 Genova tel. 010 25391
Ore 19.00 Accoglienza - Registrazione
Ore 19.30 Il titolare Ludovico Scortichini presenterà "Cook..la Polinesia Neozelandese"
Ore 20.45 Conclusione dei lavori e aperitivo rinforzato

SOUTHERN EUROPE (ITALY/FRANCE/SPAIN)



2. LANGUAGE COLLATERAL PROJECT

With much work done in previous years on raising consumer & trade awareness there was an urgent need to produce appropriate local language sales collateral to channel enquiries and facilitate conversion.

Hence a project was placed to launch a series of language tools to facilitate Spanish, French and Italian speakers around the globe. (Estimated 600million + people worldwide)

Over the 2015/16 financial year Cook Islands Tourism Corporation has launched or enhanced the

following tools making our destination amongst the most forward thinking and service oriented towards non-English speaking customers.

- Dedicated Cook Islands website in Italian and Spanish
- The Undiscovered Cooks travel guide translated into 3 languages, printed in Italian and distributed to travel agents and at consumer travel shows, also available in digital form in French and Spanish
- Social media channels have also been created in

local language with the Spanish and Italian first off the bat and performing outstandingly with the French Facebook page recently launched and growing fast

Arrivals at the end of last year from Southern Europe ran into their 4th positive growth year since 2011 and the successful launch of foreign language tools can only help boost further growth and appreciation of our destination.



SOUTHERN EUROPE (ITALY/FRANCE/SPAIN)



3. TURIN BRIDAL SHOW

Turin is one of Italy's most affluent cities and honeymooners are our most sought after target audience so nothing could have been more fitting for Cook Islands Tourism Corporation to conduct an experimental presence at one of the country's most prestigious bridal shows IDEA SPOSA staged in Nov 2015.

For the first time ever, the Cook Islands had their own exclusive stand at such a show and the presence was to

be a litmus test for future participation at similar shows around the country.

We had a limited budget so to attract consumers we invited special travel blogger Elisa Hoshi, who had previously stayed in the Cooks for 3 months and dressed her in a luscious Cook Islands Commonwealth games uniform and unleashed her with her newfound knowledge and enthusiasm on the destination.

We also ran a competition promoting Avaiki Cook

Islands pearls where all visitors to the stand had to like and comment our Italian Facebook page to be randomly selected as winner. The show was also a perfect opportunity to distribute the newly printed Italian language Cook Islands guides and to establish synergies with other travel agencies exhibiting at the show.

The activity was a success in that it has highlighted an effective way to access honeymooners, our prime targets, in future.



14-15 2015
NOVEMBRE
10:30-20:00 | **LINGOTTO TORINO FIERE**

1. CHINESE CELEBRITY WEDDING PHOTO SHOOT MR. WANG BAOQIANG AND HIS WIFE IN THE COOK ISLANDS

Invited by Cook Islands Tourism, Chinese comedian & actor, Mr. Wang Baoqiang and his wife came to the Cook Islands for a cover page photo shoot for Travelling Scope magazine. Whilst in the Cook Islands they also shot a promotional wedding brochure for Cook Islands Tourism China. Mr. Wang Baoqiang is well known in China, where he has 18 million followers on weibo. Many of his movies are well known by the Chinese public.

Mr. Wang Baoqiang sent out his first message on Oct 21, stating "Aitutaki, the beautiful memory" which received 60,000 likes, 2365 comments and shared 919 times. He released another message on Weibo on Mar 25, which received 30,000 likes, 1089 comments and shared 342 times.

The wedding photo shoot is now being used for many digital media channels.



2. UTOUR ORGANIZED THE FIRST GIT GROUP



Utour is one of the biggest travel agencies in China. The headquarters is in Beijing, and it has offices in Shanghai, Shenyang, Chengdu, Xi'an, Wuhan, and Tianjin. Cook Islands Tourism invited Utour product managers to the Cook Islands to

familiarise themselves with the destination and its unique offerings. Cook Islands Tourism China assisted Utour to create a suitable family package that would showcase the Cook Islands at its best. As a result this year Utour received the first GIT

group with a total of 10 visitors. The feedback from the group was very positive.

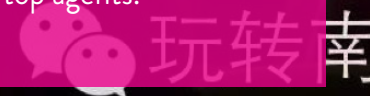
This is an indication that Chinese travellers are inclined to stop in the Cook Islands as an extension of their New Zealand holiday.



3. COOKS SPONSOR CHINA'S BIGGEST TRADE SEMINAR

China Travel Agent is the first and biggest Chinese trade media for China. Each year, the magazine organises an annual opening seminar. Cook Islands Tourism sponsored this year's event in Chengdu. There were more than 1,000 agents that participated in the seminar where

the Cook Islands video was played during the event. The pop-up and photo's were also showcased at the morning tea reception. Overall, the Cook Islands was well promoted to the top agents.



1. TOUR BROCHURE - JTB / HIS

The Japanese Top tour operator / wholesaler JTB released a SOUTH PACIFIC tour brochure for the period of April 2016 - April 2017, that is now titled "Tahiti, New Caledonia, and The Cook Islands" achieved by the tactical approaches of Cook Islands Tourism in Japan.

Amazingly, the Cook Islands tour product was introduced in the front of this South Pacific brochure as the first destination to be featured in the brochure before Tahiti and New Caledonia tour products!

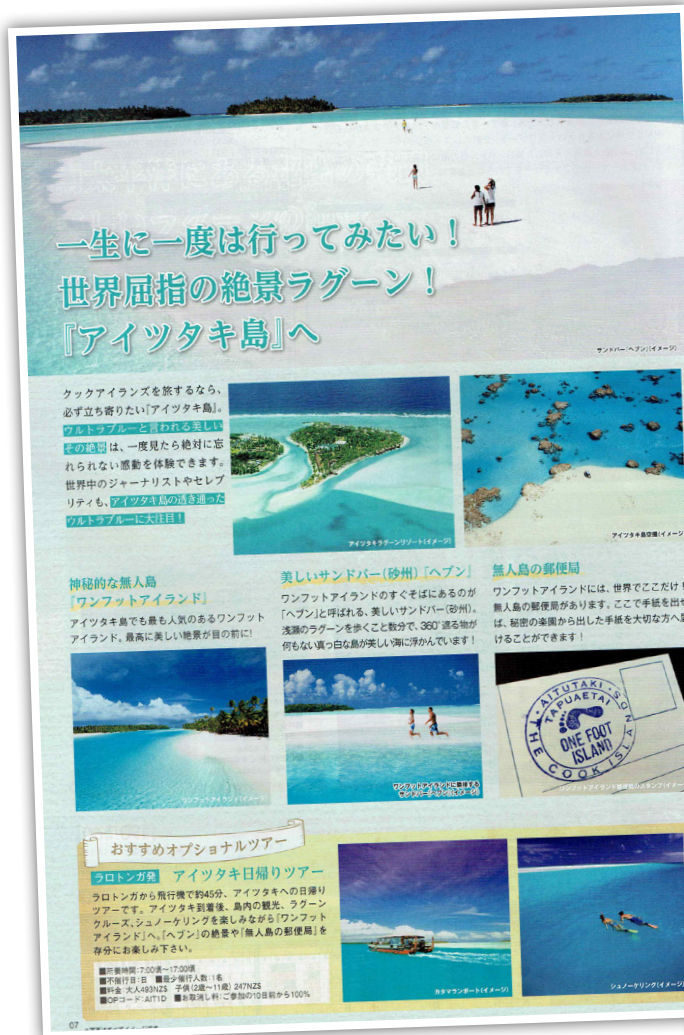
Not only was the tour product information of hotels highlighted, but also the basic information for travelling the Cook Islands was introduced on page 1.

This was a great opportunity to promote the Cook Islands as a tour product for the Japanese, but also a very good PR opportunity to increase the visibility and awareness of the Cook Islands in the Japan market.

JTB also published another tour brochure that includes the Cook Islands on specially issued brochure "World Stunning Vista." JTB selected 100 stunning view destinations from the world, and 28 destinations are introduced in this paper tour brochure.

One Foot Island and The Cook Islands were selected and introduced in this brochure in 5th position on the front page.

In addition to the JTB production, the second largest Japanese travel agency HIS also started to promote the Cook Islands tour package within their South Pacific brochure 2016. HIS is introducing the Cook Islands and the tour products in 4 pages within this tour brochure.



2. “WORLD SUMMER RESORT” VISITS THE COOKS

One of the most important PR events in 2015/16, “THE WORLD SUMMER RESORT (WSR)” was broadcast to all of Japan on December 26 (AITUTAKI) 2015, and January 9 (RAROTONGA) 2016. As this period is one of the longest vacation periods in Japan, we anticipated a large number of targeted segments F-1/F-2 to watch the programme during the holiday season. Within the Aitutaki programme, Aitutaki Lagoon Resort and Aitutaki Village were introduced as one of attractive hotels in the islands, and also the Lagoon Cruise to One Foot Island was explained to Japanese people as one of the most beautiful lagoons in the world.

The host of WSR commented that Aitutaki was “one of the best beaches in the world.”

TV audience ratings of this programme was 5.0%, a reach of approximately 2,333,000 households. The length of the programme was 30 minutes, and the commercial value was equivalent to JPY 430,800,000 (NZ\$ 5,687,000).

In the Rarotonga episode, Rumours and Edgewater Resort were introduced as the hotels in the island. Information such as food, activity, nightlife in Rarotonga were introduced. Teuira Napa appeared as the reporter of the destination, and had introduced the most updated information of the island.

The audience rating for the second programme was 3.8% that reached to 1,227,000 households all over Japan, and the commercial value of this programme was equivalent to another JPY 430,800,000 (NZ\$ 5,687,000).



After the broadcasting of those 2 programmes, the word “COOK ISLANDS” was ranked #1 as the “Most Searched key word for the moment,” and the word “AITUTAKI” ranked #3 on Yahoo! Search at 3:10am on 27DEC.

The word “COOK ISLANDS” was ranked #2 as the “Most Searched key word for the moment,” and the word “RAROTONGA” ranked #6 at 2:30am on January 9, 2016.

These facts prove that the visibility of the Cook

Islands, AITUTAKI, and RAROTONGA increased amongst Japanese public thanks to the broadcasting of the islands. The access to the Japanese website GO-GOOKISLANDS.JP increased greatly reaching 434 session from 413 users, with 562 page views on December 28 (Up from only 18 on December 23!).

Access to the website constantly kept within the range of between 50 to 300 during the New Year’s period, and again the session reach to 505 on January 10 after the broadcasting of 2nd programme

3. 2015 KOCI - JAPAN MARKET

The first KOCI was organized from the market of Japan which included travel agents as well as influential bloggers from Japan who visited the islands of Aitutaki & Rarotonga.

The participants experienced a variety of activities. All of the participants were surprised by the variety of products that the Cook Islands offered, the quality of the services, and infrastructure.

As a result of KOCI, they are now confident to recommend Cook Islands products and services to its clients.

One of the highlights during their stay in the Cook Islands was the Aitutaki Day Tour.

All of the participants rated 5 (1-5 evaluation) on this activity, and all of them answered this is the MUST-DO event for Japanese travellers to experience during their trip to the Cook Islands. The KOCI participants were amazed by the variety of the accommodation and its quality.

Now, the participants have an idea on the quality of each facility and concept, and they are ready to recommend each hotel relevant to the demands and needs of different types of clientele. All of the participants rated 5 and 4 on "Overall Satisfaction with this visit," "Overall attractiveness," and acquired "Sufficient knowledge" with this KOCI trip. Some of the photographic images and movies were streamed to the Japanese public through SNS. A movie taken at "HEAVEN" was already "liked" by 4,000 Japanese followers on social media.

In RAROTONGA, the bloggers found some unique attractions on the island such as cycling tours, Spas and The Punanaga Nui Market.





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