

MARKET PROFILES & CAMPAIGN ACTIVITIES

2017/2018



The information contained in this document was correct at time of collation. This information is subject to change without notice.To ensure accuracy of information please contact Cook Islands Tourism Corporation Head Office or the relevant market offices.

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Visitor Origin¹

New Zealand	68%
Australia	16%
North America	4.8%
Canada	1.7%
United Kingdom	1.6%
Nordic	.8%
Northern Europe	3.1%
Southern Europe	1.2%
China	.3%
Japan	.6%
Other	1.9%



155,230

Visitor arrivals in Jul 2016 to Jun 2017¹ ↑(15%)



8.9 nights

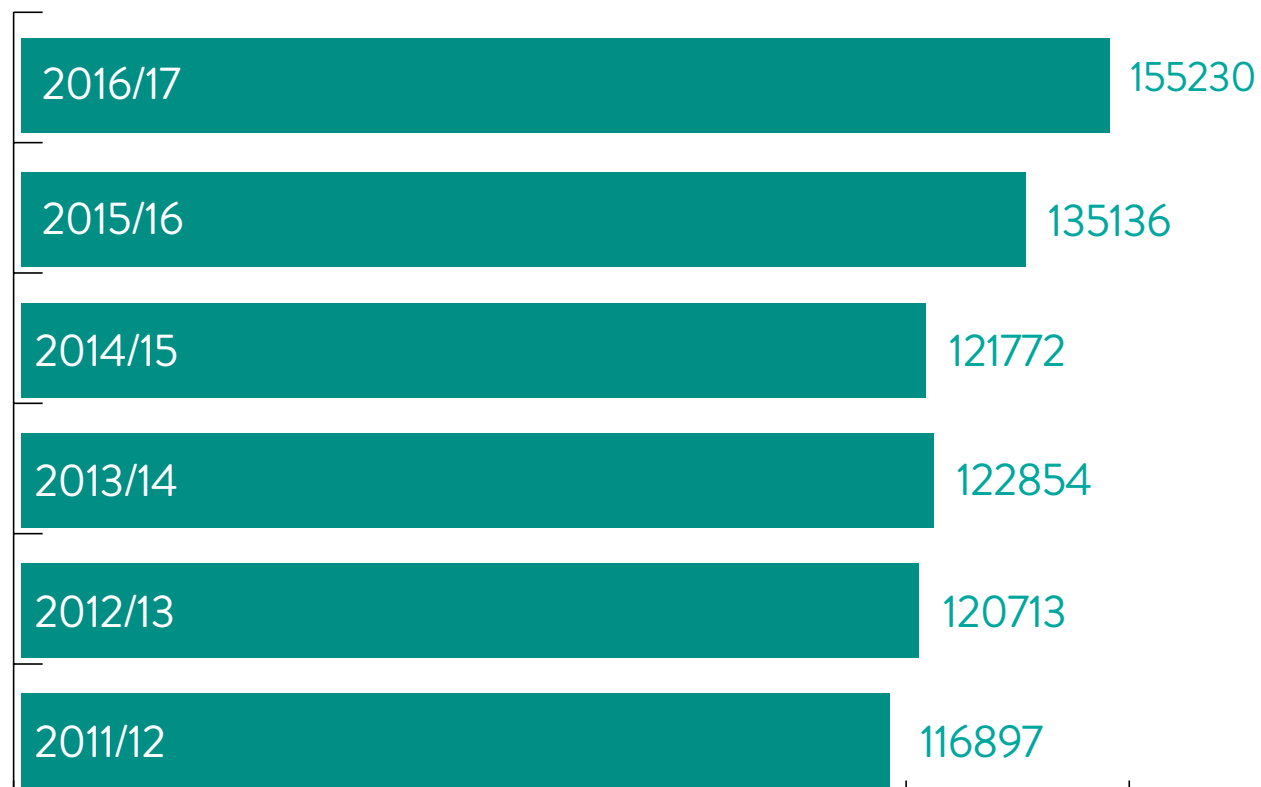
Average stay in the Cook Islands¹



\$149

Average spend per night

Visitor Arrivals¹



NEW ZEALAND

MARKET PROFILE & CAMPAIGN ACTIVITY

NEW ZEALAND Market Profile



New Zealand remains the largest market for visitor arrivals accounting for 68% of total visitor arrivals.

A positive increase of 17% was experienced overall for the period July 2016 to June 2017.

It is important to note that with the introduction of Jetstar providing several flights a week this has increased air capacity by 25,000 return seats a year

Aviation routes



Visitor Arrivals ¹

VISITOR ARRIVALS NEW ZEALAND 2010/11-2016/17



105,072

New Zealand visitor arrivals in Jul 2016 to Jun 2017¹ ↑(17%)



8.5 nights

Average stay in the Cook Islands¹

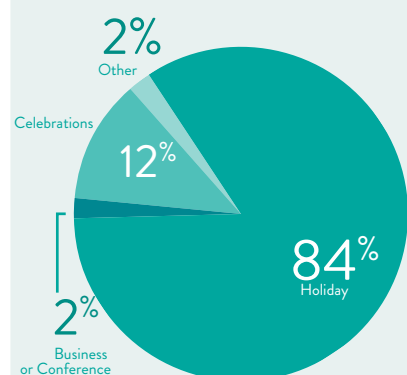


\$202.5mil

Total spend and injection into our economy²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR PROFILE



AVERAGE SPEND

\$1,927

Per trip per person²
(↑.08%)

\$146

Per night per person while on Holiday² (↑10%)

NEW ZEALAND Market Profile

PRIORITY SEGMENTS

Families, Couples and Romance, Wedding, Honeymoon, Reason Bound Travel - Special Occasions, Activities (Fishing, Diving), Events/MICE, Fly and Flop, Experience Seekers

MAJOR AIRLINE PARTNERS

Air New Zealand, Virgin Australia and Jetstar

CHALLENGES

- Combating the increased competition from traditional competitors like Fiji and continued threat from non-traditional such as Hawaii
- Limited accommodation supply in terms of style and quality. Eg. Family Friendly vs Adults Only
- Reducing common perception that food and beverage is expensive
- Capturing price sensitive consumers with many destinations to choose from
- Filling the low and shoulder seasons
- Competing with destinations that have their own national airline
- Increasing visitation to Aitutaki and Sister Islands
- Increasing length of stay (competing destinations promoting 4 night stays)
- Increasing the percentage of higher yielding visitors
- Increasing brand visibility - budget constraints
- Lack of accommodation in peak months of June-September

STRATEGY

- Ensure CI is highly visible in market for ten months of the year (cut activity in Dec/Jan)
- Adopt social media and digital channels to target specific demographics cost effectively - FB and banner ads
- Utilise Air NZ's Grabaseat platform to promote air and land packages - especially for low season
- Run brand tactical and brand call to action campaigns with retailers and accommodation operators
- Use various mediums to attract high yield clients
- Work with wholesalers and PR to raise awareness of reasons to stay longer
- Get more PR/stories on Rarotonga and the Sister Islands, and support with tactical initiatives
- Facilitate direct to consumer EDM and direct mail targeted at higher yielding clients, using partners
- Solicit partner funds to leverage our total budget, including non-traditional partners

Key New Zealand trade and consumer events in 2017 and 2018

Event	Location	Date
Flight Centre Travel EXPO	Auckland, Wellington, Christchurch	September 2017/February 2018
House of Travel EXPO	Waikato and Bay of Plenty	September/October 2017
Love A Little Wedding Show	Auckland	October 2017
The Great NZ Bridal Show	Christchurch	April 2018
Bride and Groom Show	Auckland	May 2018



NEW ZEALAND Market Profile

AT A GLANCE

Co-operative solus campaigns with wholesalers/retailers

Ongoing retail campaigns developed with wholesale partners

Consumer shows in conjunction with major retailers

Attendance at retail consumer expos and wedding shows

Increased online advertising / Social Media Campaigns

Online banner ads, Facebook ads, google AdWords, re marketing and social media

Increased trade presence - trade sales calls and self and group famils

Sales Ambassador visiting travel agencies and running group and self famils. Hosting travel agency training breakfasts throughout the year

Direct press, magazine advertising and media stories

Increased brand advertising

Press, online video's and digital, PR Media Campaigns – promotions, media famils and competitions

TV advertising with retail partners and airlines

Brand and brand tactical

Public Relations

Major increase in TV coverage, newspaper and magazine stories

AIRLINE STRATEGY

- Engage with the airlines in committing to more joint venture advertising
- Expand the non-stop routes to include an all year round Christchurch-Rarotonga and Wellington-Rarotonga by engaging heavily with all airline carriers from Auckland to Rarotonga
- Drive children's fares to give us competitiveness with other destinations, particularly Fiji
- Negotiate a Memorandum of Understanding (MOU) with all airlines operating from New Zealand to the Cook Islands. This will ensure a cost effective programme is available for Cook Islands Tourism trade and media familiarisation programmes, staff and industry travel

NEW ZEALAND 2017/2018 Market Activity Details

ACTIVITY NAME	CONSUMER TRAVEL EXPOS
Activity Name	Flight Centre Travel Expos and House of Travel Travel Bazaars
Activity Type	Consumer
Market	New Zealand Flight Centre Expos - Auckland, Wellington, Christchurch House of Travel Travel Bazaar - Waikato and Bay of Plenty
Target Market	Holiday travellers, groups, weddings/honeymoons, families
Contribution Required	Flight Centre - \$1,200 for Auckland and \$800 each for Wellington and Christchurch House of Travel - \$800 each for Waikato and Bay of Plenty Costs are indicative
Timing	September 2017/ October 2017 and February 2018
Distribution Partner	Flight Centre Expos- Infinity Holidays / Flight Centre House of Travel Travel Bazaars - House of Travel
Supplier Partners	Infinity Holidays preferred partners only. However we distribute the "Cooks Books", maps, Eating and Drinking Guide and activities/attraction brochures
Background	Large consumer travel shows open to the public, free entry. Flight Centre Expos are held twice a year. Shows are held in CHC, WLG & AKL. Auckland is a two day expo. House of Travel Travel Bazaars are held once a year in Waikato and Bay of Plenty. Includes in-store promotions as well. One/Two day specials on airfares & holiday packages. Consumers can book with consultants on the day.
Campaign Details	Visit www.flightcentre.co.nz/travel-extras/travel-show/exhibitors-welcome Visit www.houseoftravel.co.nz/travel-bazaar
Trade Educations	Not applicable – consumer show. CIT NZ conducts destination presentations in the film rooms at each venue.

ACTIVITY NAME	MICE
Market	New Zealand
Target Market	MICE market – Meetings, Incentives, Conferences & Events – PCOs & BTA's (Professional Conference Organisers & Business Travel Agents) and companies directly.
Contribution Required	FOC or discounted accommodation and activities
Timing	October/November 2017 or March 2018
Distribution Partner	PCO's, BTA's and Companies
Supplier Partners	Various
Background	The famils will replace our attendance at the Pacific Area Incentives & Conferences Expo (PAICE). In conjunction with the main incentive and conference suppliers in the Cook Islands we will enable New Zealand based incentive and conference organisers to visit Rarotonga to research and source products and services from a wide selection of suppliers.

2017/2018 Market Activity Details

ACTIVITY NAME	WHOLESALE CAMPAIGNS
Activity Name	Wholesaler Campaigns
Activity Type	Solus Cook Islands campaigns, usually in conjunction with an airline partner who provides tactical airfares to the wholesalers
Market	New Zealand
Target Market	General NZ public
Contribution Required	Industry may receive requests from wholesalers for special rates/offers and value adds.
Timing	July–November 2017 and February–June 2018 – approximately two campaigns per month
Distribution Partner	Wholesalers / retailers
Supplier Partners	Chosen by the wholesalers
Background	It is vital that we are in-market on a regular basis during peak selling season. To do so, we combine with the wholesalers/retailers in co-operative campaigns that include weekly press in mainstream NZ newspapers, digital banners on popular website (i.e. NZ Herald, Yahoo), presence on retailer web site home page, in-store posters and flyers, edm's and often television and radio.
Campaign Details	Contact CIT NZ office

ACTIVITY NAME	TRADE EDUCATION / CI SALES AMBASSADOR
Activity Name	Trade Education / CI Sales Ambassador
Activity Type	CIT NZ has a Cook Islands Sales Ambassador visiting NZ travel agents and wholesaler reservation teams on an annual basis three days per week to educate them and advise on upcoming campaigns
Market	New Zealand
Target Market	Wholesaler reservation teams and retail travel agents
Contribution Required	No hard cost, but we will be asking the industry to support the Sales Ambassador with relevant marketing collateral. Please also always provide us with anything new you have, any product changes/improvements, renovations, updates on your products/services etc. as we include these in a newsletter that is emailed to all the travel agents and hand delivered on all sales calls
Timing	Year round.
Distribution Partner	None
Supplier Partners	All accredited suppliers
Background	Having a presence with travel agents on an on-going basis is vital to ensuring we are at the top of mind there. It means we are on hand regularly to answer questions, promote events and campaigns and encourage pro-active selling of our destination
Campaign Details	Contact CIT NZ office

2017/2018 Market Activity Details

ACTIVITY NAME	DIRECT ADVERTISING
Activity Name	Direct Advertising
Activity Type	Campaigns in the NZ Herald, Sunday Star Times and online
Market	Heavy Auckland presence, but covers all New Zealand
Target Market	General NZ Public
Contribution Required	Co-op funding from Cook Islands industry and CIT NZ office
Timing	Actual dates to be advised, but tentatively Sept and Nov 2017 and January 2018
Distribution Partner	Various
Supplier Partners	TBA
Background	This advertising is controlled by CIT NZ and does not feature a wholesaler or retail travel agency. It is designed to keep our presence in market on an on-going basis, allow accommodation providers to have more exposure for their property and promote both direct enquiries and/or bookings through retail travel agents in general. Ads all have a price for each property. This is in addition to and supplements all the campaigns we do on an annual basis with our wholesalers and retailers.
Campaign Details	Contact CIT NZ office

ACTIVITY NAME	ONLINE ADVERTISING AND SOCIAL MEDIA CAMPAIGNS
Activity Name	Online advertising and Social Media campaigns
Activity Type	Advertising, promotions and competitions
Market	New Zealand
Target Market	General NZ Public
Contribution Required	None – CIT funds this activity
Timing	Year Round
Distribution Partner	TBA
Supplier Partners	TBA
Background	There will be banner ads, videos, Google ad words, re-marketing and a social media drive to continue increasing the number of 'friends' on Facebook, who we can then market to at virtually zero cost. These online initiatives will be on-going with updates, promotions and competitions to engage consumers in a cost effective manner. We can also link in with other Cook Islands industry Facebook/twitter accounts. There will also be banner ads and Facebook posts to drive people to the Cook Islands Tourism website.
Campaign Details	Please ensure you and your friends "Like" our Facebook page to keep up with activity we undertake http://www.facebook.com/theCookIslands and follow us on twitter http://twitter.com/CookIslands

2017/2018 Market Activity Details

ACTIVITY NAME	MEDIA AND TRADE FAMIL TRIPS (GROUP AND SELF FAMILS)
Activity Type	Our self famil programme will be continued to encourage agents and media to travel up to the Cook Islands with their partner, friend or relative. It will be an inclusive package with return flights, 5 night's accommodation + two activities. They must conduct at least 5 site inspections whilst there. We will also escort several group famils with New Zealand wholesaler reservations teams.
Market	New Zealand
Target Market	Wholesaler reservation teams/retail travel agents and mainstream NZ media
Contribution Required	No hard cost to the industry, but we will be asking for support for the famil trips with FOC/discounted accommodation and activities etc.
Timing	August - November 2017 and February-May 2018
Distribution Partner	None
Supplier Partners	Accredited CI Industry who choose to be involved in the famils
Background	It has become clear that too many travel agents who are responsible for selling our destination have not visited the Cook Islands. These self and group famils will address that issue and encourage and assist the pro-active selling of our destination. In addition, we need 'stories' in mainstream and niche media
Campaign Details	Contact CIT NZ office

ACTIVITY NAME	FAMILY MARKET TARGETING
Activity Name	Family Market Targeting
Activity Type	Advertising in Family and Parenting Magazines in an advertorial style. We will combine the advertising with media famils targeting family holidays to Rarotonga.
Market	New Zealand
Target Market	Families
Contribution Required	FOC/discounted accommodation and activities upon request
Timing	Primarily January through March for the famils and January through June for the advertising
Distribution Partner	Parenting Magazine and Tots to Teens Magazine
Supplier Partners	Accredited CI Industry who choose to be involved in the famils
Background	Developed to increase the awareness to the New Zealand family market, of the family friendly resorts and activities on offer in the Cook Islands. We recommend that suppliers wanting to target the family market consider advertising in these two publications throughout the year.
Campaign Details	Contact CIT NZ office

2017/2018 Market Activity Details

ACTIVITY NAME	WEDDING AND HONEYMOON MARKET
Activity Name	Wedding and Honeymoon Market
Activity Type	Advertorial style ads placed in the Bride and Groom Magazine and NZ Weddings Magazine to support the individual ads placed by suppliers. Sponsoring the NZ Weddings Bride of the Year competition and Groom of the Year Competition for 2017. Attendance at the Bride and Groom show, The Great Bridal NZ show, and hosting the Love A Little Wedding show.
Market	New Zealand
Target Market	Weddings and Honeymooners
Contribution Required	Suppliers should directly engage and negotiate rates with the wedding magazines for advertising. Suppliers should contact CIT NZ if they are interested in sharing space on a CI booth at the wedding shows.
Timing	Advertising – year round. Love A Little Wedding Show: October 2017, The Great Bridal NZ show: April 2018, Bride and Groom Show: May 2018
Supplier Partners	Accredited suppliers
Background	Increasing the awareness to the New Zealand wedding and honeymoon market of the suitability of Rarotonga and Aitutaki for weddings and honeymoons.
Campaign Details	Contact CIT NZ office

AUSTRALIA

MARKET PROFILE & CAMPAIGN ACTIVITY

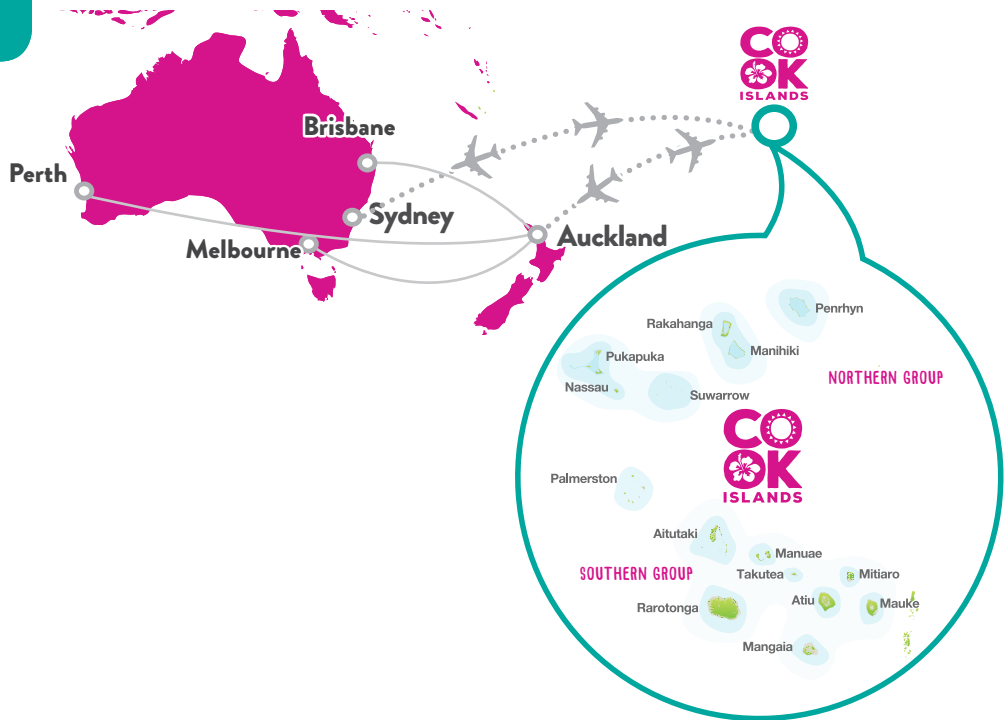
AUSTRALIA Market Profile



Australia is the second largest market for visitor arrivals to the Cook Islands accounting for 16% of total visitor arrivals.

Latest research shows that Australian visitors are more likely to stay at hotels & resorts including self-catering facilities and have the highest propensity to visit the outer islands, ranked first for country of origin to visit Aitutaki and second for Aitutaki. (Source: CIT Data Insights 2015)

Aviation routes



Visitor Arrivals ¹

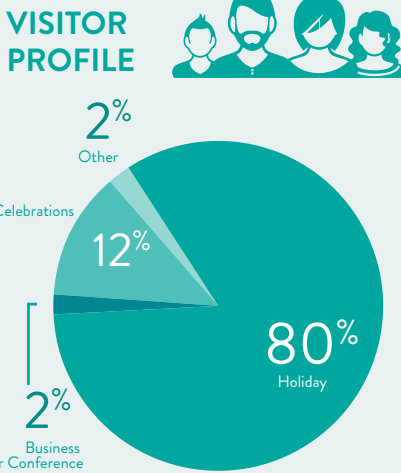


24,587
Australian visitor arrivals in Jul 2016 to Jun 17 (↑5%)

9.7 nights
Average stay in the Cook Islands

\$68.2mil
Total spend and injection into our economy ²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey



VISITOR SPEND

\$2,778 Per trip per person ²

\$184 Per night per person while on holiday ² (↑22%)

AUSTRALIA Market Profile

GEOGRAPHIC PRIORITY

New South Wales; Victoria; Queensland

PRIORITY SEGMENTS

Soft Explorer, Experience Seekers, Couples, Celebrations

MAJOR AIRLINE PARTNERS

Air New Zealand, Virgin Australia and Jetstar

CHALLENGES

- Lack of destination awareness
- Lack of airline capacity - primarily non-stop, but also via Auckland. This is the single largest factor restricting growth, as only one non-stop flight per week is insufficient to grow the market substantially; and given high load factors ex Auckland, it is becoming more costly and difficult to transit via Auckland
- Budget is too small to make any kind of impact in a geographically big market like Australia. We need to be in market constantly, but the minimal budget means the spend is insignificant compared to competitors
- Lack of accommodation availability, especially June - September
- Competition from Fiji and other Pacific Islands

STRATEGY

- Trade Education: sales calls, specialist training, webinars. A sales ambassador has been employed
- Secure a second SYD/RAR weekly flight
- Continue to grow our destination awareness by advertising in mainstream media and focus more budget on advertising
- Ensure that we are in-market with consumer facing above the line activity constantly; and not only when we are in a tactical campaigns
- Target NSW as a priority given this is the easiest and most convenient port to depart from for the direct service
- Social media/digital engagement driving awareness (including blogs, FB, instagram, influencer strategy)
- PR: Major increase in media famils

Key Australia trade and consumer events in 2017 and 2018

Event	Location	Date
Flight Centre Expos	Canberra, Newcastle, Gold Coast Brisbane, Melbourne, Sydney	Sept 2017 and Feb 2018
Treasures of the Pacific	Sydney, Newcastle	October 2017
Travel Agent Breakfast Seminars	NSW, Victoria	Aug/Sept 2017 & Mar/Apr 2018



Market Profile

AT A GLANCE

Co-operative solus campaigns with wholesalers/retailers

Ongoing retail campaigns developed with wholesale partners

Consumer shows in conjunction with major retailers

Attendance at Flight Centre Expos and Wedding Shows

Increased online advertising / Social Media Campaigns

Online banner ads, Facebook ads, google AdWords, re marketing and social media

Increased trade presence - trade sales calls and self and group famils

Sales Ambassador visiting travel agencies and running group and self famils. Hosting travel agency training breakfasts throughout the year

Direct press, magazine advertising and media stories

Increased brand advertising

Press, online video's and digital, PR Media Campaigns – promotions, media famils and competitions

TV advertising with retail partners and airlines

Brand and brand tactical

Public Relations

Major increase in TV coverage, newspaper and magazine stories

AIRLINE STRATEGY

- Secure a second weekly SYD/RAR service
- Activate campaigns with all three carriers on an annual basis, regardless of whether it is a tactical fare campaign or not
- Sales calls with airline BDMs
- Secure more media and trade seats

2017/2018 Market Activity Details

ACTIVITY NAME	SOCIAL MEDIA
Activity Type	Strategic management of Facebook, Instagram, YouTube, Google+, Twitter, and closed user groups for Weddings; campaign sales with page like campaigns, boost posts, reviews and comments, blog articles and video content
Market	Aus
Target Market	Top engaged cities include Melbourne, Sydney, Gold Coast, Brisbane, Perth and Canberra
Contribution Required	No dollars. Just like posts, be active. Get in touch with our social media, review the workshop notes
Timing	Year-round
Distribution Partner	CITC
Supplier Partners	All
Background	It is more about connection and engagement, than sales

ACTIVITY NAME	ALWAYS ON MEDIA
Activity Type	Creating always on advertising so that we can increase sales year round.
Market	Aus
Target Market	Core persona 40-60yrs couple and secondary persona is 25+ couple looking for honeymoon and romance packages.
Contribution Required	No dollars. Just provide deals/packages year-round. Does not matter which distribution channels you work with, all are catered on the site.
Timing	Year-round, when not in sale periods
Distribution Partner	CITC
Supplier Partners	Accredited Partners
Background	To keep Cook Islands top of mind, we are doing “always on marketing” including digital banners, network buys on travel intention sites, google ads, adroll, and mobile advertising directing to our website and targeting our core personas.

2017/2018 Market Activity Details

ACTIVITY NAME	TRAINING / SALES CALLS
Activity Type	Sales Ambassador on the road in NSW, VIC, QLD conducting industry training, providing sales tools and ensuring they have a key point of contact for the Cook Islands
Market	Aus
Target Market	Travel Agents
Contribution Required	No dollars
Timing	Year-Round
Distribution Partner	None
Supplier Partners	Open to all. Travel at own expense.

ACTIVITY NAME	WEDDING EXPOS
Activity Type	Consumer
Market	Aus
Target Market	Consumers – Engaged Couples looking for a Wedding and Honeymoon Destination
Contribution Required	N/A
Timing	TBA
Distribution Partner	CITC
Supplier Partners	TBA
Background	Aim to create a presence at the most popular wedding expos across Australia

2017/2018 Market Activity Details

ACTIVITY NAME	SOUTH PACIFIC TOURISM EXCHANGE
Activity Type	Tourism Trade Event
Market	Aus
Target Market	Tourism buyers and sellers
Contribution Required	Per Head Office Request
Timing	May 2018
Distribution Partner	CITC
Supplier Partners	Various
Background	SPTe targets international buyers to meet and network with over 70 tourism operators from SPTO's 16 Pacific Island member countries

ACTIVITY NAME	FLIGHT CENTRE EXPO'S (IN-MARKET CONSUMER SHOWS)
Activity Type	Consumer
Market	Australia
Target Market	Australian travellers; FC consumers
Contribution Required	TBA
Timing	Sept 2017 & Feb 2018
Distribution Partner	CITC
Supplier Partners	Various
Background	We are increasing the number of cities that we are doing: Sydney, Melbourne, Gold Coast, Brisbane, Newcastle, Canberra

2017/2018 Market Activity Details

ACTIVITY NAME	TREASURES OF THE SOUTH PACIFIC
Activity Type	Training Events
Market	Aus
Target Market	Travel Trade Partners
Contribution Required	Industry can attend – cost at \$125 per series. (For example, Sydney and Canberra is \$125 to attend both events)
Timing	Sydney - 2 August 2016, Canberra - 3 August 2016, Brisbane - 11 October 2016 and Sunshine Coast - 12 October 2016
Distribution Partner	CITC
	Open to all. Travel at own expense.
Supplier Partners	All
Background	Treasures of South Pacific is a not for profit organisation comprising of the tourist bureaus from the countries of Cook Islands, Samoa, Vanuatu, Papua New Guinea, Tahiti, Solomon Islands, New Caledonia, Norfolk Island (plus some extra 'Hidden Treasures'). These events provide an opportunity for attendees to gain insights in the types of traveller that best suits each island and meet with product suppliers.

ACTIVITY NAME	MEDIA FAMILS
Activity Type	Famil
Market	Aus
Target Market	Mainstream media - TV, Radio, Newspapers, Magazines
Contribution Required	Support for hosted accommodation, meals and tours
Timing	Ad Hoc, Year-Round
Distribution Partner	CITC
	CITC
Supplier Partners	All
Background	Provide opportunities for key media partners to experience the Cook Islands

2017/2018 Market Activity Details

ACTIVITY NAME	TRADE FAMILS
Activity Type	Famils - Group and Self
Market	Aus
Target Market	Wholesale and Retail Agents
Contribution Required	Support for hosted accommodation, meals and tours
Timing	Nov 2017 and Mar/Apr 2018
Distribution Partner	CITC
Supplier Partners	Anyone who wants to participate
Background	Famils aimed at educating travel agents and wholesalers

ACTIVITY NAME	MARKETING MANAGER FAMIL
Activity Type	Famil
Market	Aus
Target Market	Marketing Managers, from key partners
Contribution Required	Support for hosted accommodation, meals and tours
Timing	March/April 2018
Distribution Partner	CITC
Supplier Partners	Anyone who wants to participate
Background	Educate and showcase the Cook Islands to our key partner Marketing Managers so they can develop a better understanding of the destination.
Supplier Partners	Anyone can join

NORTH AMERICA

MARKET PROFILE & CAMPAIGN ACTIVITY

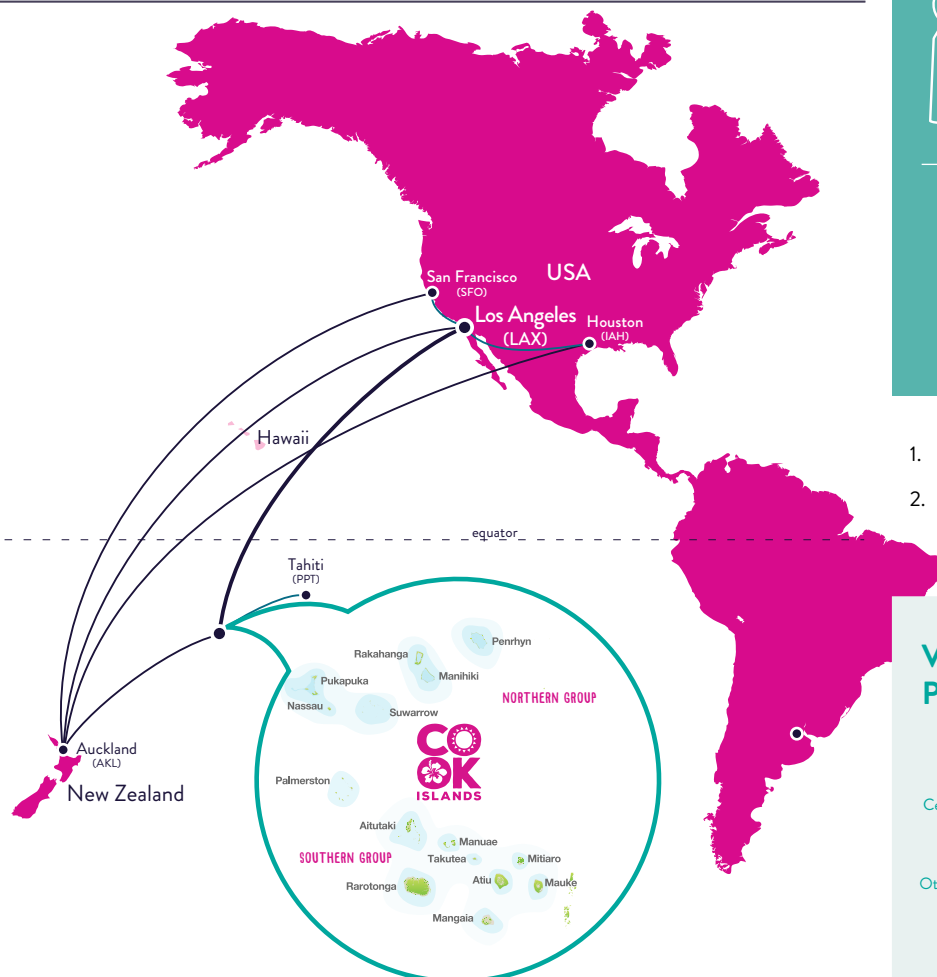
NORTH AMERICA-USA Market Profile



The USA market makes up 5% of total visitor arrivals into the Cook Islands.

With the up gauge of the Air New Zealand Boeing 777-200ER introduced in December 2016, the new aircraft allows for an enhanced customer experience for passengers travelling between USA and the Cook Islands therefore lending itself to target the 'Indulgent' traveler.

Aviation routes



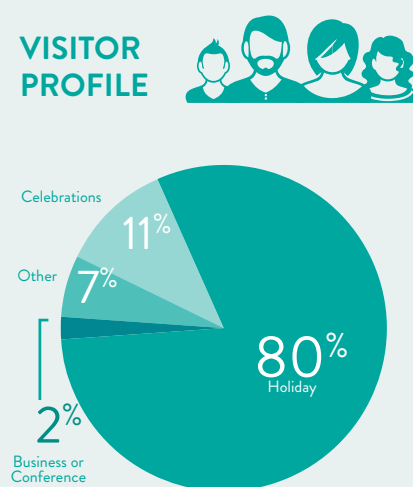
7,436
US visitor arrivals in Jul 2016 to Jun 17¹ (↑21%)

9 nights
Average stay in the Cook Islands¹

\$19.4mil
Total spend and injection into our economy²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR PROFILE

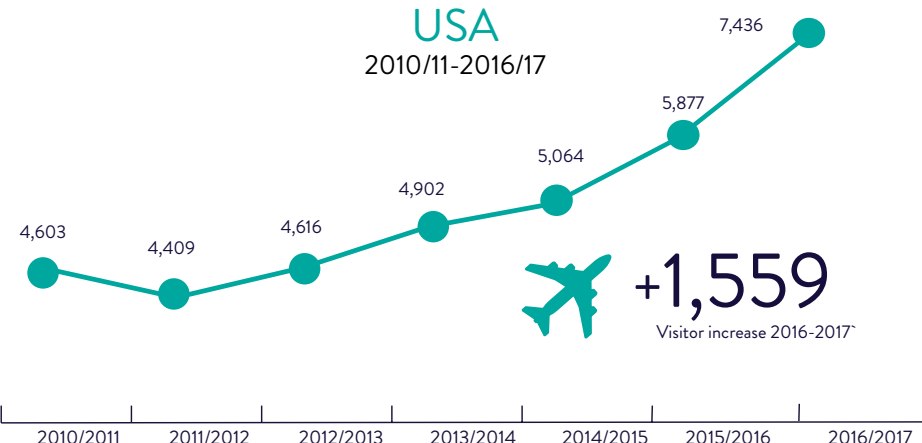


VISITOR SPEND

\$2,604 Per trip per person²
\$146 Per night per person while in the Cooks²

Visitor Arrivals - United States of America¹

VISITOR ARRIVALS USA 2010/11-2016/17



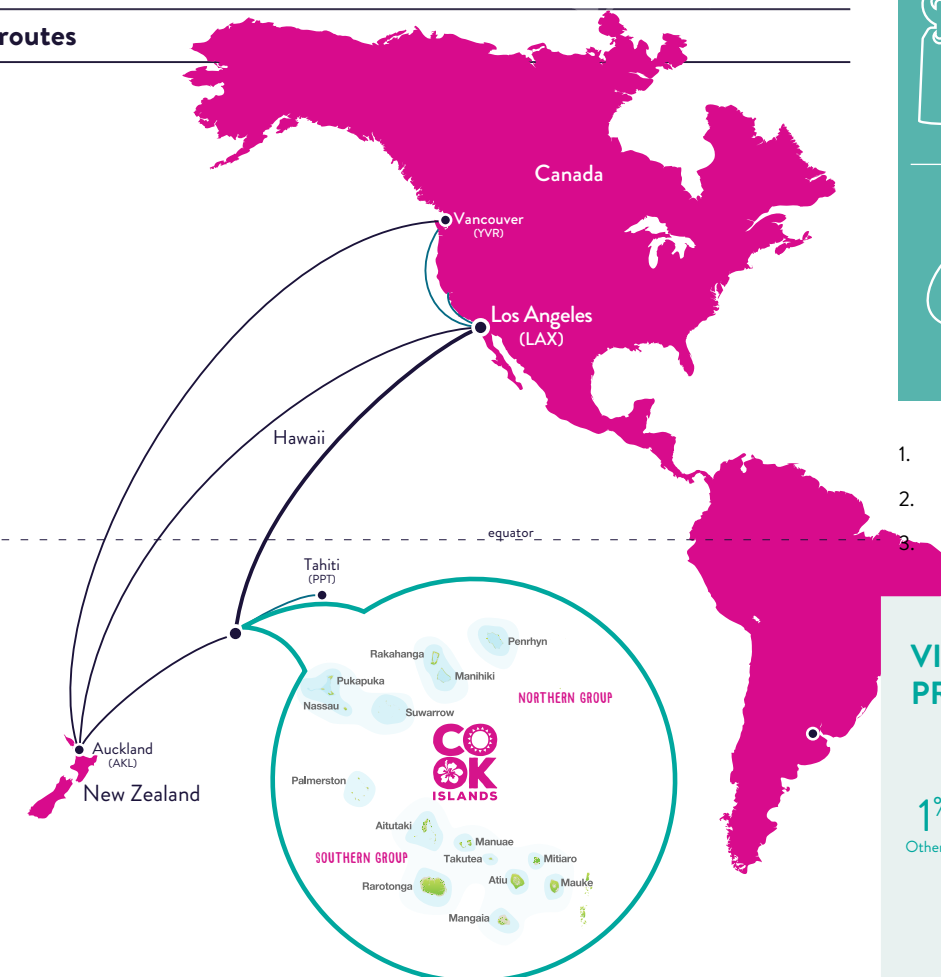
NORTH AMERICA - CANADA Market Profile



The Canada market makes up 2% of total visitor arrivals into the Cook Islands. Research shows that Canadian travelers are more likely to stay in accommodation facilities long stay options.³

Awareness remains the focus in these markets as we continue to promote the unique selling proposition of the Cook Islands and how it resembled Hawaii 50 years ago but with all the modern conveniences.

Aviation routes



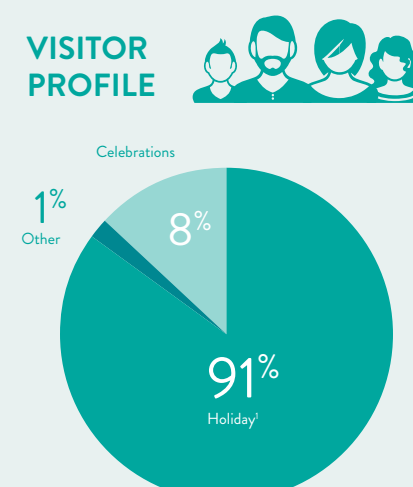
2,664
Canadian visitor arrivals in Jul 2016 to Jun 17 (↑22%)

12 nights
Average stay in the Cook Islands

\$7.4mil
Total spend and injection into our economy²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey
3. Source: CIT Data Insights

VISITOR PROFILE

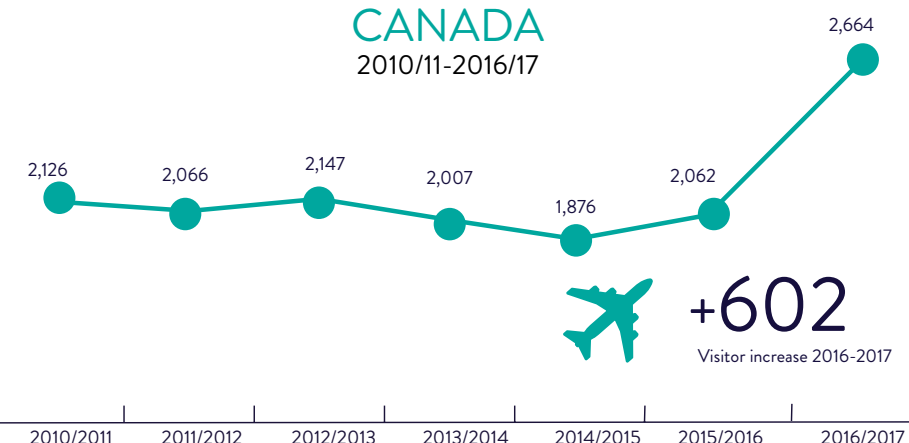


AVERAGE SPEND

\$2,776 Per trip per person²
\$130 Per night per person while in the Cooks²

Visitor Arrivals - Canada¹

VISITOR ARRIVALS CANADA 2010/11-2016/17



Market Profile

GEOGRAPHIC PRIORITY

Southern California gateway proximity: Cool winter Canada Pacific Northwest/Western for Dec - mid Mar travel: Bay Area/BC for NZL combo Oct - Apr. Opportunistic elsewhere.

PRIORITY SEGMENTS

Primary: Adults 25-54yrs, House Hold Income \$100k+, Secondary: Young Professionals. Honeymooners. Celebrators - anniversaries, birthdays, "Escape/Relax, Bucket listers", Winter escapers, and, Cultural explorers.

MAJOR AIRLINE PARTNER

Air New Zealand.

CHALLENGES

- Increasing destination brand awareness, balancing need for tactical call-to-action.
- Educating the true uniqueness of the Cook Islands compared to perceived like-minded choices.
- Reaching target consumers with a small budget compared to competing destinations.
- Achieving a significant step-up in sales for the B777-200 +36% aircraft capacity.
- Increasing the ratio of high end customers to fill many additional premium cabin seats.
- Filling air seats January - April while often capacity restricted on northbound RAR-LAX.
- Integrating newest technologies for Content, Email and Social Media Marketing.
- Locating and influencing new business from structured tour operators (USTOA+) and from small corporate meetings/incentives.

STRATEGY

- USP motivation to consumers extremely or very interested in visiting Cook Islands, Tahiti or Fiji or Hawaii.
- Creating highly qualified "Ambassador agents", making them easily accessible to consumers.
- Highly targeted digital consumer campaigns using a creative approach that integrates brand with tactical.
- Deluxe "overnight bed to paradise", product partnering, and accessing high-end Premium travellers to visit.
- Business Break program to access New Zealand and Australia Business Premiere travellers.
- "Ultimate Pacific Island stopover" program, featuring and biasing seasonal southbound stopover incentives.
- Significant increase in professional Content Marketing, Email, and Social Media, embracing Brand Personality.
- Partner with Air New Zealand Sales, to identify and agree on best tactical methods of influencing.

Key USA/Canada trade and consumer events in 2017 and 2018

Event	Location	Country	Date
Alaska PFD Travel Fair	Anchorage, AK	USA	Sep-17
Vancouver International Travel EXPO	Vancouver, BC	Canada	Sep-17
USTOA	Hollywood, FL	USA	Nov-17
Travel & Adventure Show	San Diego, CA	USA	Jan-18
Travel & Adventure Show	Chicago, IL	USA	Feb-18
Travel & Adventure Show	Bay Area, CA	USA	Feb-18
Travel & Adventure Show	Los Angeles, CA	USA	Feb-18
Outdoor Adventure & Travel Show	Vancouver, BC	Canada	Mar-18
Travel & Adventure Show	Denver, CO	USA	Mar-18
Outdoor Adventure & Travel Show	Calgary, AB	Canada	Mar-18

Market Profile

AT A GLANCE

Implementation of digital consumer campaigns for proximity, seasonal, and segments

Proximity: LAX Gateway. Seasonal: Winter Escape. Segments: Romance, Indulgence and The Perfect Combination.

Tactical Call-to-action aligned to each campaign.

Airfares in banners & Home Page, Package offers for each campaign, ease of fulfilment.

Increase long stay offerings during December - mid March,

Create and publish much more compelling Long Stay offerings, using highly relevant content and pricing.

Further leverage and achieve increased call-to-action at consumer shows.

Advance plan for and require that partner participation can only be based on genuine "show specials".

Increase video and Virtual Reality in our digital campaigns and online presence, aligned with great content.

Adopt the newest online tools for optimizing and tracking.

Develop Specialist Ambassador Agents for consumers to access.

Feature "talk to an expert" on our USA and Canada consumer websites.

Ensure significant wholesaler co-op investment is targetted at our needs, not theirs.

Wholesaler campaigns specifically consumer & trade training, reduce non measurable, increase Costco ratio.

Increase target influences through PR highly focused on media returning greatest value.

Encourage and invite highly target media writers/ editors, social influencers, travel writers, file crews for Cook Islands visitation.

Promotion in conjunction with destination New Zealand

Reduce the RAR-LAX higher directional imbalance effect by promoting "Rejuvenate in the Cook Islands, Adventure in New Zealand".

AIRLINE STRATEGY

- Focus consultative meeting process towards result orientated outcomes, understanding needs of other CITC offices
- Increase tie in with all key feed markets to benefit LAX-RAR-LAX and SYD-RAR-SYD flights
- Share media for better alignment for greater impact in campaigns. Share obstacles and opportunities regularly.
- Share research findings, engage with other airline marketing, and motivate their sales teams.

2017/2018 Market Activity Details

ACTIVITY NAME	LAX GATEWAY TO PARADISE.
Activity Type	Direct consumer campaign
Market	Southern California
Target Market	Primary: 25-54, HHI \$100K+ Secondary: Young Professionals
Contribution Required	Competitive product and special offers for wholesalers to feature in special promotions and year round packages.
Timing	May 2018 Website and packages available on www.cookislands.travel year round
Distribution Partner	Retail Wholesalers partners
Supplier Partners	Participating resorts/operators Air New Zealand
Background	Southern California is a critical gatewa for the Cook Islands, being an easier sell than flight connection markets. This campaign is aimed at discretionary income travelers, many who go to Hawaii, who would be attracted to an easy week away and a unique "bragging rights" proposition. Raise awareness amongst affluent adults and young professionals in Southern California. Educate users on the convenient nonstop flights from LAX to Rarotonga and encourage consumers to book travel to the Cook Islands.
Campaign Details	Utilize digital to leverage its advanced targeting capabilities and ability to drive site traffic and engagements. Focus on local publishers and travel-related content to resonate with the Cook Islands audience. Use a mixture of direct-to-publisher partners along with trusted ad networks. Run various creative units (display, rich media, 360, social, e-newsletters) to further engage with users across both mobile and desktop platforms. Create a custom search keyword lits to reach users browsing for relevant vacation information.

2017/2018 Market Activity Details

ACTIVITY NAME	ROMANTIC COOK ISLANDS
Activity Type	Direct consumer campaign
Market	Geo Target USA anad Canada, focus on West Coast. Pshycographic Target: Honeymooners and romantic vacation seekers
Target Market	Primary: 25-54, HHI \$100K+ (Honeymooners and romantic seekers)
Contribution Required	Competitive product and special offers for wholesalers to feature in special promotions and year round packages.
Timing	"Phase 1: Jan 2018 Phase 2: Jun 2018 Website and packages available on www.cookislands.travel year round"
Distribution Partner	Wholesaler/Retail partners
Supplier Partners	"Participating resorts/operators Air New Zealand"
Background	Increasing the awareness of the Cook Islands as the most idyllic destnations for romance, particularly honeymoons and anniversary celebrations, and romantic getaways.
Campaign Details	"Utilize digital to leverage its advanced targeting capabilities and ability to drive site traffic and engagements. Focus on local publishers and travel-related content to resonate with the Cook Islands audience. Use a mixture of direct-to-publisher partners along with trusted ad networks. Run various creative units (display, rich media, 360, social, e-newsletters) to further engage with users across both mobile and desktop platforms. Create a custom search keyword lits to reach users browsing for relevant vacation information."

ACTIVITY NAME	INDULGENCE CAMPAIGN
Activity Type	Direct consumer campaign
Market	Geo-target SoCal, NorCal, Houston, Denver, Seattle/Tacoma & New York
Target Market	"Primary: 25-54, HHI \$250K+ Seondary: High-end luxury travelers"
Timing	"Phase 1: Sep - Nov 2017 Phase 2: Apr 2018 Website and packages available on www.cookislands.travel year round"
Distribution Partner	Wholesaler/Retail partners
Supplier Partners	"4.5 to 5 star resorts only. Air New Zealand"
Background	Build awareness and dirve interest of the Cook Islands as a travel destination amongst affluent travelers. Educate consumers of the luxury cabins the B777-200ER aircraft has to offer and fill these seats
Campaign Details	A proposition that associates the lie-flat bed "awake to a new paradise" proposition and visual creation. Enabling of both book-direct or through high-end trade partner's unique niche market reach. Supported by heavy PR presence with high end publications.
Trade Education	Educate Travel Trade with affiliation with Ensemble, Signature, Virtuoso and high end consortia's through Email blasts, Webinars, Partnership marketing with Wholesaler/ Retail partners, 360, VR Tours and high end specific brochure.

2017/2018 Market Activity Details

ACTIVITY NAME	ESCAPE WINTER
Activity Type	Direct consumer campaign
Market	USA (Pacific North West, Alaska) and Canada (British Colombia and Alberta)
Target Market	Primary: 25-54, HHI \$100K+, winter escapers, plus long stays.
Contribution Required	Competitive product and special offers for wholesalers to feature in special promotions and year round packages. Long stay program packages.
Timing	18 Sep 2017 - 18 Oct 2017 (Alaska) Oct 2017 - Mar 2018 (USA - PNW and Canada - BC, AB) Website and packages available on www.cookislands.travel year round.
Distribution Partner	Wholesaler/Retail partners
Supplier Partners	Participating resorts/operators Air New Zealand
Background	Canada and Pacific North West, represent the strongest opportunity to influence travelers to visit the Cook Islands in the Jan - Mar period. Opportunity also exists to encourage longer stays. Promotion in Alaska in conjunction with the announcement of the Permanent Dividend Fun. Each resident (man, women, child) received a payment from the state on a yearly basis and is generally announced in the month of Sept.
Campaign Details	Using digital weather trigger-served adverts (commencing when temperature drops in the target locations), that compare the temperature in that location to the Cook Islands. Utilize digital to leverage its advanced targeting capabilities and ability to drive site traffic and engagements. Focus on local publishers and travel-related content to resonate with the Cook Islands audience. Use a mixture of direct-to-publisher partners along with trusted ad networks. Run various creative units (display, rich media, 360, social, e-newsletters) to further engage with users across both mobile and desktop platforms. Create a custom search keyword lits to reach users browsing for relevant vacation information.

ACTIVITY NAME	COSTCO MEMBERSHIP
Activity Type	Year round co-op campaign with COSTCO Travel
Market	USA
Target Market	General Members and Executive Members
Contribution Required	Participation in COSTCO Travel special promotions, to drive additional business. COSTCO Travel oversee budget contribution required to participate.
Timing	Year round
Distribution Partner	COSTCO Travel
Supplier Partners	"Participating resorts/operators Air New Zealand"
Background	Membership based COSTCO Travel are a significant supplier to the Cook Islands, with a captive membership base.
Campaign Details	Year round promotion to COSTCO members, with continuity, plus "off the shelf" options for special promotions during the year.
Trade Education	Dedicated COSTCO Travel Famil for reservation agents along with collateral on the Cook Islands including brochures, videos, 360, virtual tours.

2017/2018 Market Activity Details

ACTIVITY NAME	USA CANADA TRAVEL TRADE SHOWS
Activity Type	Attendance at key Trade Shows to promote and educate Cook Islands destination and product.
Market	Venues depending upon market opportunity in travel trade consortium chosen meeting locations.
Target Market	Travel Agent consortium members seeking new travel vacation ideas and education.
Contribution Required	To be arranged directly with the participating Wholesale-retailer, as applicable.
Timing	Timing dependent on market opportunity in travel trade consortium chosen meeting timing.
Distribution Partner	Participating consortiums. Air New Zealand.
Supplier Partners	Primarily those aligned with the applicable consortium. Air New Zealand.
Background	Consortiums enable us to reach many agents in one venue with a destination message, recruitment for further Specialist training.
Campaign Details	Varying from "round-tables to a 10' X 6' booth, with appropriate fulfilment collateral.
Trade Education	This activity is directly aligned to same.

ACTIVITY NAME	WHOLESALE/RETAIL CO-OP CAMPAIGNS
Activity Type	Wholesaler/Retail Co-op Campaign
Market	USA and Canada
Target Market	Defined consumer segments through Wholesale/Retail partner's own niche market reach.
Contribution Required	Competitive product and special offers for wholesalers to feature in special promotions and year round packages.
Timing	Year round
Distribution Partner	Wholesaler/Retail partners
Supplier Partners	"Participating resorts/operators Air New Zealand"
Background	Leveraging those Wholesale/Retail partners who have a defined niche target market and/or local geo presence.
Campaign Details	Variation in activities based on each Wholesale/Retail partners niche target market and past campaign successes. Use of oppotunistic ideas catering to special interests and events. In support of both our on-going destination consumer brand awareness alon with tactical promotion and packages aligned to each of our main campaign activity. All packages are featured on USA and Canada specific websites.
Trade Education	Dedicated Famil per Wholesale/Retail partner. Further develop Travel Agents who have been to the Cook Islands by providing up to date collateral on the Cook Islands including brochures, videos, 360, VR tours of products and points of interest, Industry updates. List experts on www.cookislands.travel

2017/2018 Market Activity Details

ACTIVITY NAME	TRAVEL TRADE DEVELOPMENT.
Activity Type	Trade.
Market	General Travel Agents and Consortia Groups.
Target Market	USA and Canada.
Contribution Required	Famil support, Travel Agent Specials (year round), Sales Call Joint Meetings, Incentives.
Timing	Year round.
Distribution Partner	N/A.
Supplier Partners	Accredited Members.
Background	We lack an easy way for enquiring consumers to get in contact with an expert. Improve quality of Travel Trade engagement with supporting our destination, becoming true specialists, prepared to have the right ongoing relationship with the destination, and give consumers the help they are seeking.
Campaign Details	<p>Target Groups:</p> <ul style="list-style-type: none"> Tier 1 – General Travel Agents Tier 2 – Consortia Groups Tier 3 – Destination Specialists <p><u>Ambassador Tier:</u> Introduce a Refinement Program through email marketing and known contacts.</p> <p>Focus on a group of travel agents who are known as or become a smaller more manageable group of pure ambassadors of the Cook Islands. Invest time and effort into these ambassadors. Provide a short profile of each with photo, introduction, and direct contact information on our websites, with a zip code (USA) look-up table and Province (Canada) look-up table for consumers to easily get to an expert someone in their locality.</p>

2017/2018 Market Activity Details

ACTIVITY NAME	ULTIMATE STOPOVER.
Activity Type	Joint Venture with Air New Zealand
Market	Los Angeles, San Diego, San Francisco/San Jose, Denver, Houston & Vancouver
Target Market	Affluent Adults 25-54. Thrill-seeking explorers & adventurers interested in travel to New Zealand & Cook Islands
Contribution Required	Competitive product and special offers for wholesalers to feature in special promotions and year round packages with 2,3,4 night stay packages.
Timing	Mar 2018 (USA and Canada)
Distribution Partner	Wholesalers/Retail partners with a primary focus on New Zealand and/or Australia.
Supplier Partners	Participating resorts/operators, Air New Zealand.
Background	<p>Only about 25% of visitor arrivals from the USA are traveling elsewhere. This is a strategic opportunity to gain incrementally by having the Cook Islands become increasingly preferred as part of a South Pacific itinerary. Close alignment with New Zealand has never really been achieved. Yet it's a natural dual country itinerary proposition e.g. culture, currency, people experiences and tropical beauty aligned with scenic beauty.</p> <p>Importance to further support the underwrite flight. Increase prospect of higher yield (Premium Cabin use).</p>
Campaign Details	<p>Increase awareness with the ease of flying with Air New Zealand's South Pacific network with nonstop flights all the way.</p> <p>Utilize digital to leverage its advanced targeting capabilities and ability to drive site traffic and engagements. Focus on local publishers and travel-related content to resonate with the Cook Islands audience.</p> <p>Use a mixture of direct-to-publisher partners along with trusted ad networks. Run various creative units (display, rich media, 360, social, e-newsletters) to further engage with users across both mobile and desktop platforms. Create a custom search keyword lits to reach users browsing for relevant vacation information.</p>

2017/2018 Market Activity Details

ACTIVITY NAME	ESCORTED GROUPS AND SPECIAL INTEREST TRAVEL
Activity Type	BUSINESS DEVELOPMENT
Market	Los Angeles, San Diego, San Francisco/San Jose, Denver, Houston & Vancouver
Target Market	Affluent Adults 25-54. Thrill-seeking explorers & adventurers interested in travel to New Zealand & Cook Islands
Contribution Required	Competitive product and special offers for wholesalers to feature in special promotions and year round packages with 2,3,4 night stay packages.
Timing	Mar 2018 (USA and Canada)
Distribution Partner	Wholesalers/Retail partners with a primary focus on New Zealand and/or Australia.
Supplier Partners	"Participating resorts/operators Air New Zealand"
Background	Only about 25% of visitor arrivals from the USA are traveling elsewhere. This is a strategic opportunity to gain incrementally by having the Cook Islands become increasingly preferred as part of a South Pacific itinerary. Close alignment with New Zealand has never really been achieved. Yet it's a natural dual country itinerary proposition e.g. culture, currency, people experiences and tropical beauty aligned with scenic beauty. Importance to further support the underwrite flight. Increase prospect of higher yield (Premium Cabin use).
Campaign Details	Increase awareness with the ease of flying with Air New Zealand's South Pacific network with nonstop flights all the way. Utilize digital to leverage its advanced targeting capabilities and ability to drive site traffic and engagements. Focus on local publishers and travel-related content to resonate with the Cook Islands audience. Use a mixture of direct-to-publisher partners along with trusted ad networks. Run various creative units (display, rich media, 360, social, e-newsletters) to further engage with users across both mobile and desktop platforms. Create a custom search keyword list to reach users browsing for relevant vacation information.

ACTIVITY NAME	BUSINESS BREAKS
Activity Type	Consumers & Trade
Market	USA
Target Market	Affluent Business Travellers, Front the aircraft travellers, travelling to New Zealand and Australia
Contribution Required	2-3 Night stay offers, "off the shelf" land packages. Participation in trade sales incentive rewards.
Timing	Round year
Distribution Partner	Direct to website, Corporate Travel "IMplant" agencies, wholesalers, INbound operators, Air New Zealand
Supplier Partners	High end accredited industry members. Air New Zealand
Background	With approximately 60K+ amount of business travellers flying to Australia and New Zealand, this program aims to utilize the stop over campaign to assist with filling the front of the aircraft in both directions.
Campaign Details	Push "Off the Shelf" packages to corporate implant agencies and offer booking incentives for distribution partners who include or switch business class or premier class travellers to include the Cook Islands as a Business Break. Supported by PR

2017/2018 Market Activity Details

ACTIVITY NAME	ONLINE ESSENTIALS
Activity Type	Primarily Consumer. Trade communication for training.
Market	All segments, USA and Canada.
Target Market	Most segments as defined in strategic campaign activity.
Contribution Required	Product offers, product updates, New, fresh, current and historical content.
Timing	Year round.
Distribution Partner	N/A.
Supplier Partners	Accredited CI Industry. Air New Zealand.
Background	<p>Dynamic online presence is essential. TravelSytyles research conducted for CITC NAM (Released March 2016): Three-quarters (75.5%) of those who visited Hawaii or the South Pacific on their most recent international vacation requested information from a tourist office for that trip. Almost all (65.0%) did so via the Internet.</p> <p>Among best prospects who visited Hawaii or the South Pacific on their most recent trip: 85.5% used the Internet in connection with the trip.</p> <p>34.3% used a travel agent. However, travel agent recommendation only rated 8.0% as destination choice influence.</p> <p>The share of travelers who obtained information from a destination tourist office via social media prior to their most recent trip is twice that of those who obtained destination information through the mail (30.5% versus 15.3%). Nearly ¾ of best prospects regularly use Facebook; more than ¼ use YouTube, Twitter, Instagram, and LinkedIn.</p> <p>Accordingly, this activity is primarily about continuous improvement for online presence for the Cook Islands to target consumers.</p>
Campaign Details	Content Marketing, Email Marketing, Social Media Marketing, Social Media Integration, Specialized Online Experiences, SEO – Search Engine Optimization, SEM – Search engine Marketing, Measurement.

NORTH AMERICA (USA & CANADA) 2017/2018 Market Activity Details

ACTIVITY NAME	CONSUMER SHOWS.
Activity Type	Attendance at key Consumer Shows to promote Cook Islands and call-to-action.
Market	Los Angeles, San Diego, San Francisco, Portland, Seattle, Calgary, Vancouver.
Target Market	Consumers seeking new travel vacation ideas and education.
Contribution Required	\$ contribution TBA. EOIs for participation invite will be sent for representation at. Genuine show special offerings.
Timing	September, November, January, February, March.
Distribution Partner	Local “ambassador” destination specialists selling their preferred Wholesale-Retailer or Inbound Operator package offers. Air New Zealand.
Supplier Partners	Accredited CI Industry where opportunity exists to align per contribution, above. Air New Zealand.
Background	The most proven shows for higher end “pay to attend” locations, being the Travel Adventure Show series and similar, typically in the 14,000 to 32,000 attendance range.
Campaign Details	A 10’ X 6’ corner booth in prime consumer space within the event, highly attractive back-lit display, map and island images on stands, with appropriate fulfilment collateral and featured resort and wholesale-retail brochure racked one-page flyers. Call-to-action with (genuine) show specials. On stage presentations when available and within affordability range. Supported by PR.

ACTIVITY NAME	HOLIDAY HOMES / VACATION RENTALS / AIR B’NB
Activity Type	Consumers.
Market	Consumers, USA and Canada.
Target Market	Families, Couples, Generation travellers, Millennial, Groups, Friends, Wedding Groups, and Wedding Anniversary interested in and accustomed to Home rentals.
Contribution Required	TBA.
Timing	Year round
Distribution Partner	Holiday home portals. Air New Zealand.
Supplier Partners	Holiday Home Accredited members. Air New Zealand.
Background	There is a need to push Holiday Homes in the USA and Canada to provide multiple options for visitors travelling for a wedding, reunion, generational travel, special events and millennials etc.. Tactical partnership with Homeaway Network including VRBO, Homeaway.com & VacationRentals.com.
Campaign Details	Create a strategy to ensure Holiday Homes are on the major Holiday Home Portals including VRBO and Air BnB. Further develop the Holiday Home market by raising awareness of the Cook Islands options among consumers looking for unique Holiday Homes. Discover the distribution channels to play in to ensure the Cook Islands are considered. Highlight top 12 reasons why you should book a holiday home in the Cook Islands and use User Generated content to create a trust with the future visitor to the Cook Islands. Include Trip Advisor ratings on each Holiday Homes. Work with the Cook Islands Tourism Industry Council to look into the accreditation process for Holiday Homes to ensure a much seamless process in becoming accredited. Supported by PR

NORTH AMERICA (USA & CANADA) 2017/2018 Market Activity Details

ACTIVITY NAME	LAX GATEWAY TO PARADISE
Activity Type	Direct consumer campaign
Market	SoCal
Target Market	"Primary: 25-54, HHI \$100K+ Secondary: Young Professionals"
Contribution Required	Competitive product and special offers for wholesalers to feature in special promotions and year round packages.
Timing	"May 2018 Website and packages available on www.cookislands.travel year round"
Distribution Partner	Wholesaler/Retail partners
Supplier Partners	"Participating resorts/operators Air New Zealand"
Background	"Southern California is a critical gateway for the Cook Islands, being an easier sell than flight connection markets. This campaign is aimed at discretionary income travelers, many who go to Hawaii, who would be attracted to an easy week away and a unique ""bragging rights"" proposition. Raise awareness amongst affluent adults and young professionals in Southern California. Educate users on the convenient nonstop flights from LAX to Rarotonga and encourage consumers to book travel to the Cook Islands."
Campaign Details	"Utilize digital to leverage its advanced targeting capabilities and ability to drive site traffic and engagements. Focus on local publishers and travel-related content to resonate with the Cook Islands audience. Use a mixture of direct-to-publisher partners along with trusted ad networks. Run various creative units (display, rich media, 360, social, e-newsletters) to further engage with users across both mobile and desktop platforms. Create a custom search keyword lits to reach users browsing for relevant vacation information."

ACTIVITY NAME	BUSINESS DEVELOPMENT
Activity Type	Business Development
Market	USA and Canada
Target Market	Niche Tour Operators who sell New Zealand, Australia, Tahiti and/or Fiji.
Timing	Year Round
Supplier Partners	"Participating resorts/operators Air New Zealand"
Background	Create opportunity with new “Niche Tour Operators” who already work with New Zealand, Australia, Tahiti and/or Fiji and considering other destinations to add to their portfolio. These operators have a following of clientele that Cook Islands Tourism is seeking to tap into.
Campaign Details	"Each Niche Operator is thoroughly researched to better understand their business model and how the Cook Islands will work for them. Taking samples of their current itinerary, then cloning their website to showcase a Cook Islands itinerary tailored to their needs either as a Pre, Post or Standalone offer. Funding will assist with kick starting a Cook Islands program once a business proposal has been formulated and offer Product Managers, Marketing Managers and/or Owner of the business to experience the destination first hand. EF Tours is a great example of the success of developing new business with “Niche Tour Operators”."

NORTHERN EUROPE

MARKET PROFILE & CAMPAIGN ACTIVITY

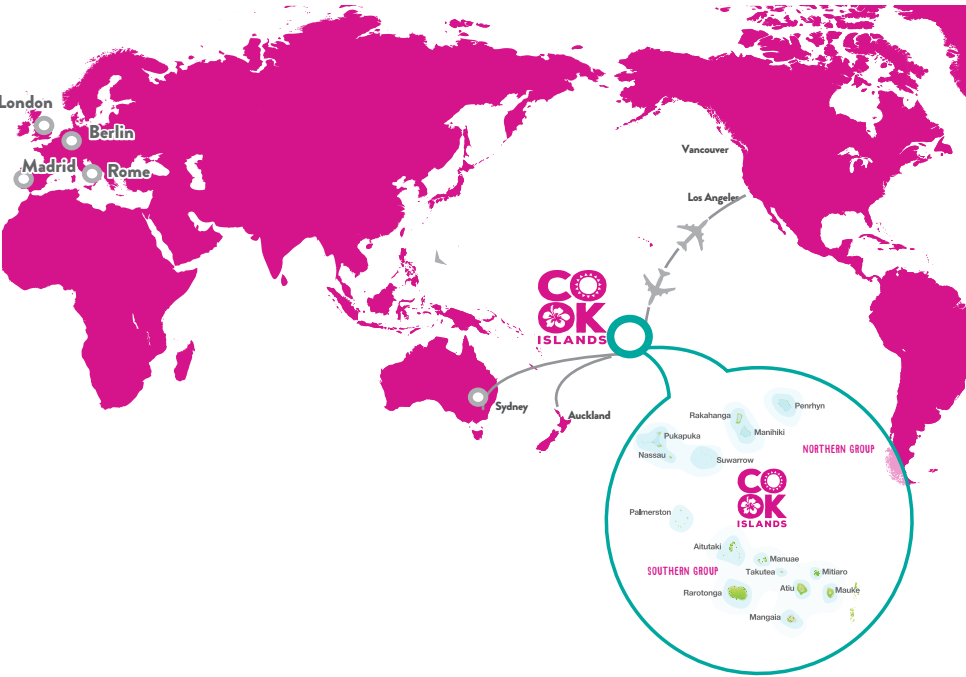
NORTHERN EUROPE Market Profile



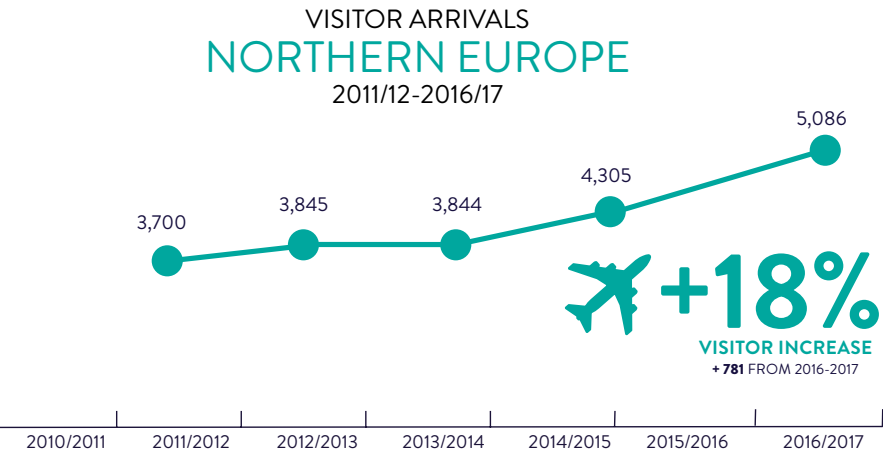
The Northern Europe market makes up 3% of the total visitor arrivals into the Cook Islands. Research shows that the European traveler is the second largest market to visit the island of Atiu. (Source: CIT Data Insights 2015).

The major challenge is the distance/length of time taken and perceived value for money to travel to the Cook Islands when compared to destinations that are much closer like the Mediterranean.

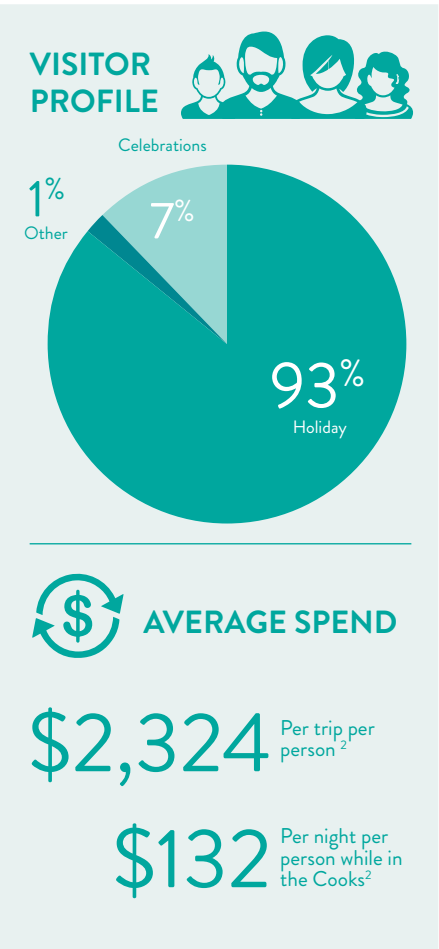
Aviation routes



Visitor Arrivals - Northern Europe¹



- Source: Visitor Arrivals Statistics
- Source: CIT, International Visitor Survey



NORTHERN EUROPE Market Profile

GEOGRAPHIC PRIORITY

Germany, Austria, Switzerland, The Netherlands, Belgium, Luxemburg, parts of Eastern Europe (as secondary markets)

PRIORITY SEGMENTS

Romance, Silver Surfers, Backpackers, Beach Holiday Seekers, Weddings, Honeymoons, Youth, Holiday Makers (adventure, high end, culture)

MAJOR AIRLINE PARTNERS

Air New Zealand, Singapore Airlines (SQ), Virgin Australia (VA), Etihad (EY), Emirates (EK)

CHALLENGES

- Generating Awareness
- Competing exotic destinations - competitor budges are higher for the South Pacific
- Cost of aquisition is considered as not cheap
- Sun destinations at doorstep (Mediterranean, Spain, Greece etc)
- Competing “exotic” destinations; esp. the Indian Ocean & South Pacific neighbours
- Competitor budgets higher for the South Pacific
- Try to influence flight imbalance (LAX-RAR vs. RAR-LAX) esp. between Feb. and May 2016 TBC

STRATEGY

- Mainly work with trade and airline partners, as well as TNZ and ANZ to cooperatively market to the consumer (B2B2C).
- Depending on the trade partner, focus on selling the Cooks as stand alone destination, in conjunction with Tahiti, as an add-on to NZ or as an add-on to Australia.
- Highlight the beauty of the Cook Islanders and the beauty of the natural environment and the Outer Islands experiences.
- Use PR to increase awareness.
- Emphasize on the beauty and authenticity of the Cook Islands and it’s happy & friendly inhabitants.
- More Online Marketing (B2B and B2C), to push traffic to website, specialist training and esp. to landing pages of our trade partners to stimulate sales.
- Communicate/sell new products, i.e. Mangaia, Mitiaro Homestay, etc.
- Try to influence flight imbalance (LAX-RAR vs. RAR-LAX).
- Increase awareness of SYD-RAR and by packaging new products

Key Northern Europe trade and consumer events in 2016 and 2017

Event	Location	Date
ITB	Berlin	March 2018
Meet the Cook Islands	Italy, France, Spain	Nov 2017 or Jan/Feb 2018
Meet the Pacific	Italy, France, Spain, Amsterdam, Stockholm & Copenhagen	Feb 2018



NORTHERN EUROPE Market Profile

AT A GLANCE

Co-op campaigns with wholesalers in conjunction with ANZ and other airlines servicing the Cooks.

Tactical Marketing campaigns with major players (TO) planned in each market.

Attend travel trade shows/training events/roadshows

Coop Campaigns consist of online training modules, travel agent trainings, direct mailings, Booking Incentives, some trade magazine editorials/ads, etc.

Educational seminars and training for res staff and travel agents to increase sales to the Cooks.

All campaigns cover a long time period; ideally a few months; some even the whole financial year.

Online activities as part of the Coop campaigns for both, to attract consumers and trade

SYD-RAR-SYD package now featured in two major TO brochures: FTI (D, A, CH) and Dertour.

Attend/visit major European Trade Shows, such as ITB and for the first time in 2017 the Cooks will be an exhibitor (co-exhibitor) on all major consumer travel shows in NE.

Trade & PR famils & website in German (partly).

AIRLINE STRATEGY

- Continue working with Air NZ, but also push traffic with Virgin Atlantic and their international. long haul partners such as Singapore Airlines and Etihad (in that order). With the new Jetstar flights between AKL and RAR, the NE office is now also looking at joint possibilities in conjunction with Emirates.

Consumer events are becoming more important to increase the awareness and sales, but only in coop with dedicated tour operators and a call to action. We are focussing on consumer evenings in conjunction with TO's. (local agents invite their best clients to a CI evening).

Online specialist program in German.

Continue using PR as supporting tool

Social media channels are used by utilising global sites fed by HO.

Assist potential travellers (consumers) with their inquiries, printed info material and give the personal advice over the phone and online.

New collateral, such as the updated Cooks Book in German, German Trifolds, etc.

NORTHERN EUROPE 2017/2018 Market Activity Details

ACTIVITY NAME	CMT STUTTGART, FREE MUNICH, REISEN HAMBURG AND OTHERS
Activity Type	Consumer shows
Market	NORTHERN EUROPE – Germany, Austria, Switzerland, The Netherlands
Target Market	Consumers from NE
Contribution Required	Tba; approx. NZD 25.000,-
Timing	Mid January 17 to mid February 2018
Distribution Partner	Boomerang Reisen, Karawane, Coco Tours & others
Background	CMT is Europe's largest consumer travel show, taking place in Stuttgart, in the wealthy south of Germany in Baden Württemberg. For the second time, CITC will be present as co exhibitor on the Boomerang Reisen or another stand, but with our own counter and signage. The same will happen in Hamburg, in the north of Germany and ideally in Munich, Vienna, Zurich and Amsterdam.
Trade Educations	Some other German TO's will also be exhibiting and can be visited during the show, but the majority of visitors are consumers. For more information please contact Lars Schubert in our Cook Islands Tourism Northern Europe office at europemanager@cookislands.travel

ACTIVITY NAME	DERTOUR CAMPAIGN
Activity Type	Marketing campaign
Market	Northern Europe; mainly Germany & Austria (tbd)
Target Market	Consumers via travel agencies
Contribution Required	tba
Timing	December to February 2018
Distribution Partner	Dertour and it's approx. 10.000 agencies in Germany
Supplier Partners	Dertour, maybe Air NZ (TBD)
Background	DERTOUR is one of the largest tour operators in Germany (with some distribution agencies in Austria as well), offering individual holidays on a flexible modular basis. The DERTOUR product portfolio includes tours to long-haul and European destinations, specialised tours, city tours and events. It is currently the market leader in Germany (and Austria) for many long-haul destinations. The activity will consist of a direct mailing to clients, Online and Offline banners and In Store Promotions. Further details are still tbd.

2017/2018 Market Activity Details

ACTIVITY NAME	KNECHT REISEN, TRAVEL DAYS & TRAININGS
Activity Type	Two consumer days in the Knecht Reisen HO plus agent trainings in Zurich and Lausanne
Market	Northern Europe - Switzerland
Target Market	consumers; travel trade
Contribution Required	tba
Timing	November 19 – 20, 2017
Distribution Partner	n.a.
Supplier Partners	TNZ, Air NZ, & others
Background	Knecht is one of the major Swiss TO's with retail offices all over Switzerland. Every year they organize a consumer travel day focusing on OZ & NZ, as well as another one focusing on other countries. In 2016, they are organizing one joint consumer travel day for all countries they sell. The participation for CITC is a good opportunity not only to present the destination to interested consumers but to also train agents in two different areas of Switzerland. For more information contact our Cook Islands Tourism Northern Europe office europemanager@cookislands.travel

ACTIVITY NAME	FTI AUSTRIA
Activity Type	Client evening or direct mailing together with FTI Austria headquarter
Market	Northern Europe - Austria
Target Market	consumers
Contribution Required	NZD 3.000,-
Timing	November 2017
Distribution Partner	FTI
Supplier Partners	tba
Background	FTI continues to be one of the top 3 To's to the Cooks out of Continental Europe. Besides their "regular" portfolio in the 2016/2017 brochure, additional pages will feature Atiu and a page dedicated to packages combining OZ and RAR using the SYD-RAR flights as well as the RAR-AIU-AIT triangle. FTI Austria is picking up good numbers especially to the outer sister islands in the Cooks. Hence a client evening or a direct mailing to selected customers will be a perfect platform to showcase the islands to interested consumers. FTI Online Training tool for the Cook islands has been online between May 2012 and March 2013. Approx. 1000 travel agents successfully completed the training. Out of these agents FTI and CITC NE will identify 5 who will go on a sponsored fam trip to the Cooks mid/end October 2013 for one week. Airline tickets will be bought by the NE office through FTI. In addition, FTI will increase their portfolio in the 2014 brochure by 4 more product pages (Mangaia, Atiu, Mitiaro, Mauke) plus one additional page with all flight connections (incl. ANZ, EY, SQ, MH, VA) plus a page dedicated to a package combining OZ and RAR using the SYD-RAR flights. For more information contact our Cook Islands Tourism Northern Europe office.

2017/2018 Market Activity Details

ACTIVITY NAME	COCO TOURS/JEDEK AUSTRIA
Activity Type	Coco TA/Oceania roadshow in Austria & Jedek client evening in Vienna
Market	NORTHERN EUROPE - Austria
Target Market	travel agents in Austria / consumers in Vienna
Contribution Required	tba
Timing	Roadshow: November 12 to 18, 2017 / client evening date: yet tbd
Distribution Partner	Coco and Jedek agents all over Austria
Background	The Austrian TO Jedek purchased Coco Tours in 2014. Together they represent one of a few remaining Austrian operators with the sales force of their 3 own agencies all over Austria plus potentially all other Austrian travel agencies. Coco/Jedek now remains to be the only Austrian TO (besides German TO's) selling the South Pacific.
Trade Educations	Besides the above mentioned trade roadshow with Coco, we would like to do a consumer evening in the Jedek retail office in Vienna.

ACTIVITY NAME	PACIFIC ISLANDS TRAVEL
Activity Type	Trade
Market	NORTHERN EUROPE – The Netherlands
Target Market	Consumer
Contribution Required	NZD 3.000,-
Timing	tbd
Distribution Partner	PIT
Background	PIT is one of the leading travel agencies in the Netherlands, selling directly to the consumer. Besides other ongoing activities, we will focus on their consumer activities, such as joint newsletters and ads in newspapers & magazines and of course Online banners.
Trade Educations	n.a. For more information contact our Cook Islands Tourism Northern Europe office europemanager@cookislands.travel

NORTHERN EUROPE

2017/2018 Market Activity Details

ACTIVITY NAME	CONSUMER DAYS OR EVENING PRESENTATIONS IN CONJUNCTION WITH DIVERSE TO'S
Activity Type	Info Counter & presentation
Market	Northern Europe – Germany, Switzerland, Belgium
Target Market	consumers
Contribution Required	NZD 10.000,-
Timing	October 2017 through March 2018
Distribution Partner	TO's like, Knecht reisen CH, Diamir,Dreamtimetravel CH, Antipodes BE, Aussie Tours BE, Meier's Weltreisen, Dertour, etc.
Supplier Partners	n.a.
Background	Consumer days/evenings in conjunction with TO's where CITC has the chance to do a presentation about the Cook islands and has an info counter to provide further information has proven to be labour intensive, but at the same time very efficient and convincing. For more information contact our Cook Islands Tourism Northern Europe office europemanager@cookislands.travel

ACTIVITY NAME	ONLINE BANNERS
Activity Type	Online banners on popular consumer websites
Market	Northern Europe – Germany & others
Target Market	consumers; B2B2C (travel trade)
Contribution Required	NZD 10.000,-
Timing	November 2016 to January 2017
Distribution Partner	Major popular websites in Europe
Supplier Partners	tba
Background	CITC NE is planning an Online banner campaign on popular high traffic websites. The system allows us to change the used websites daily, depending on traffic and demand, hence the best outcome & click rate is guaranteed during the booked time period (of approx. 2 -3 months). Consumers clicking on our banners can either be directed to CITC website, or if private sector gets involved in this campaign, directly to the hotel on the CITC website. For more information contact our Cook Islands Tourism Northern Europe office europemanager@cookislands.travel

SOUTHERN EUROPE

MARKET PROFILE & CAMPAIGN ACTIVITY

SOUTHERN EUROPE Market Profile



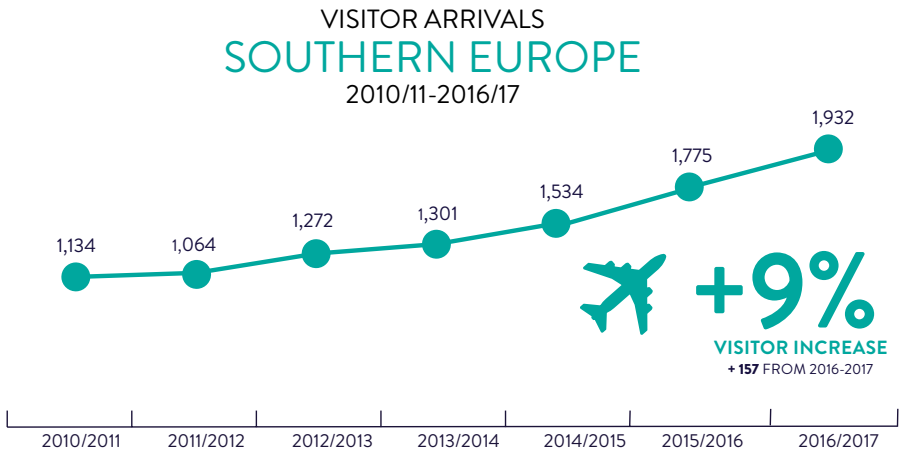
The Southern Europe market makes up 1% of the total visitor arrivals into the Cook Islands.

The strategy for this market is to increase consumer engagement using social media channels to raise the awareness of the Cook Islands. The Southern European visitor has the highest spend per person per night on island.

Aviation routes

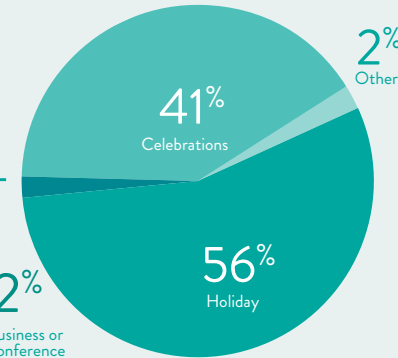


Visitor Arrivals - Southern Europe¹



1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR PROFILE



AVERAGE SPEND



SOUTHERN EUROPE Market Profile

GEOGRAPHIC PRIORITY

Italy, France , Spain, Israel, Portugal

PRIORITY SEGMENTS

Honeymooners, Weddings, Luxury travellers, Eco/Nature Lovers. + niche markets: families, Gay & Lesbians, Working Holiday Visas (France)

MAJOR AIRLINE PARTNERS

Air New Zealand, Singapore Airlines (targeted Ethiad, Qantas/Emirates , Qatar Airlines, Cathay , Virgin Australia Air Tahiti Nui, Korean)

CHALLENGES

- Foreign Language & Cultures
- Low awareness of the Cook Islands (Retail Trade)
- Accessing key Trade partners & empower them to sell Cooks more effectively
- High cost of accommodation low perceived value for money, loss of competitive edge on price vs Tahiti, low service level
- “Difficult air access & Air New Zealand “unuser-friendly fares & rules” impacting wholesalers selling destination”
- No major wholesalers to focus on driving growth or major investment partners

STRATEGY

- Train/educate retail trade, motivate sales & raise awareness
- Target Bridal & top end users, + adventure and Nature lovers, repeaters to SWP
- Increase consumer engagement with social media channels
- Focus on forging relations with airlines with view to make booking, fares and fare rules easier for wholesalers.
- Exploit partnerships & resources with Air NZ and Tourism NZ especially France & Spain
- Continue with PR & Media relations and media trips to raise consumer awareness

Key Southern Europe trade and consumer events in 2017 and 2018

Event	Location	Date
Cook Islands Expo Roadshow	Italy, France, Spain	Jan/Feb 2018
Meet the Pacific	Italy, France, Spain, Amsterdam, Stockholm & Copenhagen	Feb 2018



SOUTHERN EUROPE Market Profile

AT A GLANCE

Training : Workshops with Retail & Wholesale agents, launch local language promo tools. Use of dancers & artists to support if extra budget available.

Mix of training activity all underpinned by use of CITC on-line Cook is Specialist programme.

Trade show participation: Travel Trade Group, Bilateral Meetings on Tourism (BMT) Naples, Meet The Pacific

Presence on Pacific stands at major trade show to engage new sellers of Pacific.

Bridal Magazine online advertorials & bridal show presence

Advertorial and on-line advertorial to honeymoon/wedding target audience.

Co-op activity with Trade Partners

Mix of co-op activity closely linked with reward strategy to target achievements & sales performance: prize trip to Cooks + black pearls as incentives.

Media trips & PR

Key small group media trip + targeted for individual trips for journalists.

Trade advertising to promote views of Katu Kanga videos (with translated subtitles)

Key focus on newsletters eblasts and epost cards to Trade newspapers data base.

Enhance and grow consumer engagement via increased Social Media (SM) activity

Continue engaging with SM consultants , increase & monitor activity to grow consumer followers, merge foreign language SM pages with head office global pages.

Trade fam trips with stakeholder co-sponsors

Min 1 group of agents to visit provided Air NZ are in support + some individual self fans.

Usage of effective local language sales tools for trade

Use of web sites, deals and Undiscovered Cooks Book as landing pages and call to action in all campaign activity.

AIRLINE STRATEGY

- Focus on coop activity and strategy with new Air NZ Business Development Manager for region
- Negotiate with Australia & New Zealand alternative carriers for special thru fares Europe/Cooks via Aus & NZ (QF,CX,EH)
- Continue conducting desk research with wholesalers to identify key airline issues holding back sales and seek solutions to negotiate and resolve with airlines

SOUTHERN EUROPE 2017/2018 Market Activity Details

ACTIVITY NAME	MEET THE PACIFIC ROADSHOW
Activity Type	Trade B2B with wholesalers
Market	Italy/France/Spain + Other European cities
Target Market	Wholesale Pacific specialists
Contribution Required	Cost to exhibitors is approx. NZ\$850 per show for a total of 5 shows across Europe
Timing	End of Feb 2018 leading up to ITB in Berlin
Distribution Partner	Turama Pacific, Rosie Holidays, SPTO Various SWP partners
Supplier Partners	seeking EOI
Background Details	Meet The Pacific is a collaborative B2B meetings forum initiated in 2014 by investment partners (Turama Pacific & Rosie Holidays Fiji & SPTO and Fiji Airways as main sponsor) designed to bring approx 20 to 25 South Pacific sellers (airlines/hotels/ NTO's from the Pacific) to 5 cities across Europe (changing every year) to meet with key wholesalers from each market in pre-organised slots of 15 min appointments. The roadshow ran for the 2nd year in March and was deemed very succesful. Cook Islands enjoys very high visibility as Turama Pacific are one of the founding partners of this prestigious activity. Cook Island suppliers are invited to attend the roadshow which will enable them to meet up to 120 key wholesalers and gain useful insights and visibility.

ACTIVITY NAME	COOK ISLANDS EXPO ROADSHOW
Activity Type	Consumer, Trade and Media
Market	Italy/France/Spain
Target Market	Retail agents and their Bridal/Weddings Consumers + Media contacts
Contribution Required	Cost to Cook Islands Tourism is NZD \$80,000
Timing	Jan/Feb 2018
Distribution Partner	Various wholesalers in all three markets
Supplier Partners	Seeking EOI
Background Details	As co-organisers of Meet The Pacific we feel we can harness the success of this event to develop a Cook Islands focused series of mini events to train & motivate retail agents. These will be low-cost in affordable and business-friendly boutique coffee-lounges during happy hours. Training will be conducted using recently developed local language promotional tools including web sites, travel guides and social media pages. The events will be supported by 5 dancers flown in from the Cook Islands to offer a very unique and high impact experience. An estimated 14 events in 10 different cities will be staged as a mini -Expo showcasing the best of the Cooks including artwork, black pearls, health & skin care products. A scaled down option lasting 15 days and covering 10 cities in Italy is available should we not reach the funding threshold. Cook Islands partners approached will incl: Pearl Authority, Hotel suppliers, Air Rarotonga, Various artists, Cook Islands Maritime. Local wholesalers will be drafted to help us invite top selling retailers. The show case events can be exploited to invite key media/journalists contacts and targeted consumers to experience the dance shows.

2017/2018 Market Activity Details

ACTIVITY NAME	TRADE MEDIA ADVERTISING
Activity Type	Trade and Media Advertising
Market	Southern Europe Region
Target Market	Italian and Spanish trade media
Contribution Required	CITC Cost NZD\$4000
Timing	Year Round
Distribution Partner	Air New Zealand and Singapore Airlines
Background Details	<p>In line with strategic focus on training and motivating retail agents, CIT wished to maintain a minimal presence with Italian & Spanish trade media via their print and online channels to secure their additional editorial support. Key messages will be in line with new brand and will promote the Cook Islands new brand values and motivate agents to sell via win a black pearl competition and/or win a trip to the Cook Islands.</p> <p>Advertising buy: 3 x half page print ads + 6 online banner ads 4 e-newsletter DMs (To increase if Air NZ join the activity)</p>

ACTIVITY NAME	“LOVE A LITTLE PARADISE” TRADE FAMIL 2018
Activity Type	Trade
Market	Southern Europe Region
Target Market	Wholesalers
Contribution Required	Accommodation (9 Rooms total) in Rarotonga, Aitutaki, Atiu, touring options and domestic flights
Timing	April 2018
Supplier Partners	Hotels & local tour operators, Air Rarotonga
Background Details	<p>Mix of 9 wholesalers from Southern Europe carefully selected for performance history or performance potential.</p> <p>Wholesale partners have been instrumental in promoting the destination by increasing exposure in their brochure by estimated 300% in past 3 years and training retail agents, so their support has been substantial in helping consistent arrivals growth since 2012.</p>

ACTIVITY NAME	MARKETING COLLATERAL TOOLS
Activity Type	Trade
Market	Southern Europe Region
Timing	Sep-May 2017/18
Supplier Partners	South Pacific Publishing
Background Details	<p>Maintaining production and stock of appropriate local language sales collateral to channel enquiries to and facilitate conversion. Planned activities are: included graphic design/adaptation costs, updating of foreign language web version of cookislands.travel site (\$500), courier fees to mailing house and dissemination costs (\$ 1500), purchase of Raro/Ait maps and Cook Is bags& any other appropriate sales material (\$ 1000), Banners & general new Brand collateral (\$ 1500), translation and digital adaptation of Cooks Book into Portuguese (no paper print) (\$ 1000), graphic design consultancy costs (\$ 1000).</p>

2017/2018 Market Activity Details

ACTIVITY NAME	SOUTHERN EUROPE MEDIA FAMIL 2017
Activity Type	Consumer Media
Market	Southern Europe Region
Target Market	Bridal, Weddings upmarket Lifestyle media/magazines
Contribution Required	Accommodation (6 rooms) in Rarotonga, Aitutaki, touring options
Timing	Nov 2017
Supplier Partners	Hotels, local tour operators, restaurants & domestic flights Air Rarotonga
Background Details	<p>Mix of 5 high performance journalists from Spain, France and Italy</p> <p>Air New Zealand will support with FOC and/or discounted tickets</p> <p>Media exposure has been very successful especially in Spain and Italy due to high reader interest for exotic Polynesian beaches and culture. Cooks have received an estimated \$5 million worth of media advertising equivalent in 3 years for considerably low investment and we have the opportunity to harness and exploit this media interest during the next financial year. Media relations have been vital to attract consumers to points of sales and increase sales and CITC will continue to focus on this activity while returns are so high.</p>

ACTIVITY NAME	SOCIAL MEDIA CAMPAIGN & MANAGEMENT
Activity Type	Social Media
Market	Souther Europe Region
Contribution Required	CITC Cost NZD\$17,000
Timing	Year Round
Background Details	<p>Social media is driving the communications revolution in region. Italy has the highest mobile device use in Europe pro-capita and Spain + France not far behind. With the huge emphasis on use of enhanced digital promotional tools such as Drone images, 360° photography, HD short video clips, it is vital that CIT is up to date and present in the digital /SM scenario. We have developed local language Facebook, Intragram and Twitter pages to cater for most SM users key focus for this year is to integrate these with head office SM pages.</p> <p>Funds required to:</p> <p>Update , populate & manage current Facebook and other Social media pages in three languages. (30,000+ followers and rising)</p> <p>Further activity will include key-word search buys in google & destination advertising in Facebook + key Travel Blogs, Bridal online media . Facebook to target bridal and travel targeted audience.</p> <p>Leads to be generated and distributed to wholesalers</p> <p>Black Pearls will be purchased/used in a series of competitions to boost followers of Spanish , Italian and French Facebook pages.</p> <p>Returning travellers will be invited to become Ambassadors for the Cook Islands and will be supplied with viral tools to use in Social media</p> <p>Language channels will be extended for use in South America and Francophone countries</p> <p>All channels will eventually be merged with head office though keeping foreign language profiles</p> <p>All content to support new brand guidelines</p> <p>Local language Social Media expert consultancy included</p>

UNITED KINGDOM

MARKET PROFILE & CAMPAIGN ACTIVITY

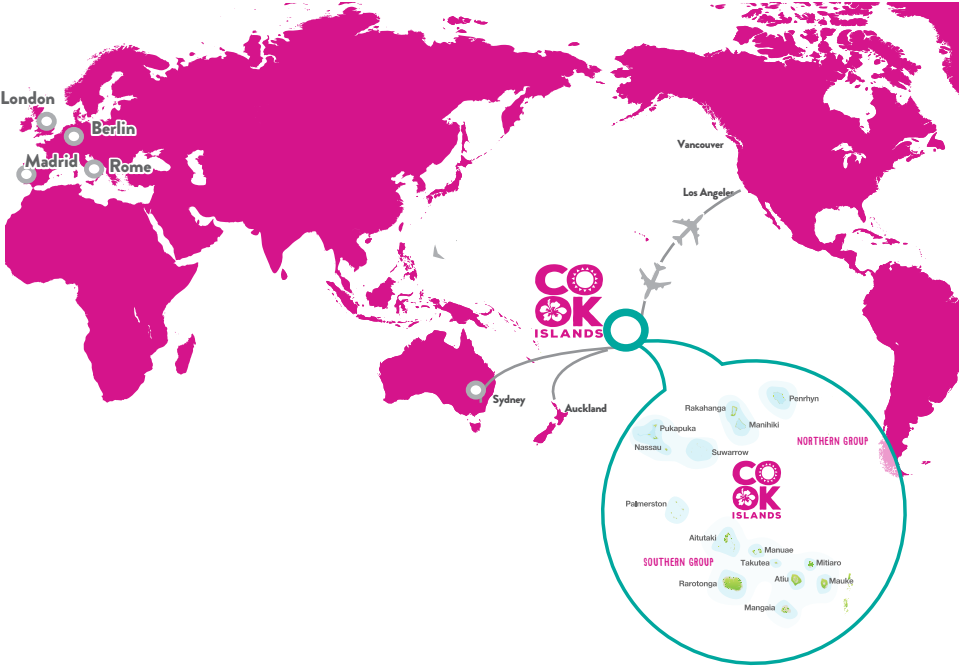
UNITED KINGDOM Market Profile



The United Kingdom market makes up 2% of the total visitor arrivals into the Cook Islands.

With the United Kingdom now exiting the European Union work is being planned to build Public Relations and specialist training programs for wholesalers and retailers to strengthen marketing messages such as ‘Wonders of a little paradise’.

Aviation routes



Visitor Arrivals - United Kingdom¹

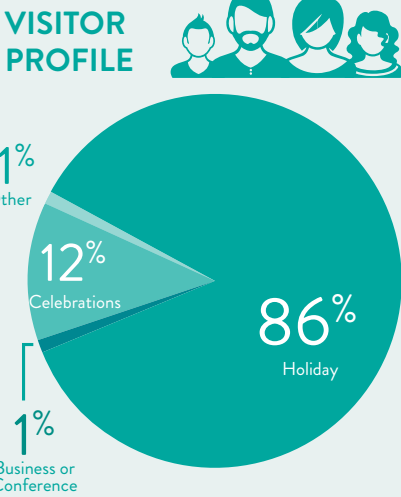


2,571
United Kingdom visitor arrivals in Jul 2016 to Jun 17

7.5 nights
Average stay in the Cook Islands

\$5.9 mil
Total spend and injection into our economy ²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey



VISITOR SPEND

\$2,313 Per trip per person ²
\$139 Per night per person while in the Cooks²

UNITED KINGDOM Market Profile

GEOGRAPHIC PRIORITY

United Kingdom

PRIORITY SEGMENTS

Primarily stopover traffic to/from New Zealand/Australia. Weddings, Backpackers and Niche markets

MAJOR AIRLINE PARTNERS

Air New Zealand, Virgin Australia, Jetstar (QF) other carriers into AKL / SYD

CHALLENGES

- Economy growing but interest rates low 0.5% so no earnings on savings
- Outcomes of UK leaving the European Union
- Stopovers to NZ, influenced by better airfares via Asia and Middle East
- Heavy reliance on NZ to promote the destination /route
- Client (and trade) lacks understanding between the difference in South Pacific Destinations
- Limited One stop air access from UK (only NZ)

STRATEGY

- Support and work with identified key Wholesalers in joint marketing
- Focus on longer stay, and Cooks as an add-on, rather than a stopover
- Focus on ‘soft adventure’ traveller who wants more than just beach
- Focus on group leisure business - Eg Lions Tour
- Focus on Weddings / Honeymooners

Key United Kingdom consumer events in 2017 and 2018

Event	Location	Date
National Wedding Show	London, Burmingham, Manchester	Sept/Oct 2017
Destinations Show	London	Feb 2018
Visit the Pacific	Malmo	March, 2017



UNITED KINGDOM MARKET

Market Profile

AT A GLANCE

Support wholesale partners in achieving set goals

Focus on those that really can improve figures

Increase first hand knowledge of Cooks by 'Self fams' and organised fams

Knowledge is key - get as many trade people through the Cooks as possible

Further drive the trade with regular and consistent awareness campaigns in trade

Consistency and regular exposure so trade are aware of Cook Islands

Increase face to face sales calls and strengthen the relationships

People buy from People, get people to know us and want to buy from us

Build the relationship with key travel agents in the market

Drive the knowledge into the trade and develop further those agents

PR Activity - Introduce a PR company to the market

Introduce a PR Activity for Consumers to drive the consumer to the trade

Focus on the Wedding and Honeymoon market

Social Media / Friends of Cook Islands

UNITED KINGDOM

2017/2018 Market Activity Details

ACTIVITY NAME	WEDDING SHOWS
Activity Type	Consumer Event for Weddings
Market	UK
Target Market	Wedding Couples
Contribution Required	TBA
Timing	Birmingham 30 September – 2 October 2017 Manchester 22 – 23 October 2017
Distribution Partner	TBA
Supplier Partners	1-2 x Accredited supplier
Background Details	To target the wedding market we will look to participate with a Wedding specialist at the key wedding shows in the UK. The audience is firmly wedding couples and we have identified the key wedding fairs in the biggest cities in the UK, in the first half of the financial year, and the time that most couples are looking to book their honeymoon or arrange their wedding.

ACTIVITY NAME	TRAVEL COUNSELLORS CONFERENCE
Activity Type	B2B Homeworkers conference
Market	UK (International Travel Counsellors)
Target Market	Retail Homeworkers
Contribution Required	\$1000
Timing	10-12 November 2017
Distribution Partner	Travel Counsellors
Supplier Partners	1 x Accredited supplier
Background Details	Travel Counsellors are the largest network of homeworkers in the UK, with additional homeworkers based in Ireland, Belgium, Holland, South Africa, Dubai/UAE and Australia. This is their annual conference and the homeworkers from all markets will attend, amounting to over 1200 TC's in total. Cook Islands will participate, giving us direct access to all TC's at the social events which will include hosting a table at the Gala Awards dinner. Additionally there will be a POW WOW B2B workshop which will give the opportunity for the travel counsellors to have a more business focused approach. Due to restrictions on access, we will be limited to only one partner.

2017/2018 Market Activity Details

ACTIVITY NAME	UNITE PACIFIC
Activity Type	Trade workshop
Market	UK
Target Market	Travel Trade – Product Managers
Contribution Required	Cost of Table \$700-\$800 (can be shared by two suppliers) travel and Hotac extra.
Timing	March 2018
Distribution Partner	Unite Promotions / Cook Islands UK office
Supplier Partners	Cook Islands UK Office
Background Details	The ‘one-stop-shop’ event for UK and European based tour operators to hold informal, pre-booked, one-to-one meetings with tourist boards, hoteliers, representation companies, airlines, ground handlers and car hire companies from the Pacific & Australasian regions. The date ties in with ITB, Berlin which allows the overseas contingencies to attend both events optimising their time in Europe. In 2014, there were over 78 delegates from over 53 exhibiting companies representing over 600 hotels, airlines, tourist boards, associations, ground handlers and car hire companies. There were 50 delegates from over 40 tour operating companies from the UK and Europe.

ACTIVITY NAME	TRAVEL AGENT DINNERS
Activity Type	Dinners with up to 12 Travel Agents
Market	UK
Target Market	Retail
Contribution Required	50% of Cost to CIT / remaining between partners
Timing	Oct / Apr / May
Distribution Partner	N/A
Supplier Partners	1-3 x Accredited supplier
Background Details	In line with our objective of targeting the travel agents for the Financial year, we will be hosting Travel Agents from selected cities up and down the UK. The dinners will allow the supplier to meet all the travel agents and present on their product, as well as a generic Cook Island presentations. The marketing will go out beforehand on social media and will include all branding of the supplier on all the printed material at the event. Similar events have had proven success for CIT in the UK market in 15/16 FY.

2017/2018 Market Activity Details

ACTIVITY NAME	TRAVEL BULLETING SHOWCASES X 6
Activity Type	Trade workshop
Market	UK
Target Market	Retail Travel Agent
Contribution Required	
Timing	October 17 / February 18 / May 18
Distribution Partner	Travel Bulletin
Supplier Partners	Cook Islands UK Office
Background Details	<p>Travel Bulletin is one of the weekly printed travel publications in the UK. Its target audience is the retail travel agent. Travel Bulletin have taken the lead organising themed networking events - bringing together agents, within a fun environment designed to aide learning. Exhibitors receive full exposure pre and post-event as well as get a database of all agent attendees after the event The events last approximately 3 hours including drinks, food and prizes as well as the networking. Travel Agents find their events an invaluable opportunity to meet suppliers and learn about destinations and products. .</p> <p>We will continue to do the Luxury Showcases and the Wedding events with Travel Bulletin, as not only does it give us access to the agents it also gives us the media exposure and a good will when it comes to editorial</p>

ACTIVITY NAME	SPTO ROADSHOW
Activity Type	SPTO
Market	UK
Target Market	Travel trade
Contribution Required	
Timing	TBC
Distribution Partner	N/A
Supplier Partners	1-3 x Accredited supplier
Background Details	<p>SPTO annually do a two evening event in the UK, which gives us the chance with the other island destinations to meet the travel trade.</p> <p>As yet the even locations have not been decided but subject to them working for us we would participate</p>

ACTIVITY NAME	MEET THE PACIFIC
Activity Type	B2B Event/Consumer Events
Market	UK/NORDIC
Target Market	Travel Trade – Product Managers
Contribution Required	
Timing	Jan 2018
Distribution Partner	MTP Organisers
Supplier Partners	Cook Islands UK Office
Background Details	<p>Meet the Pacific is an activity focused on travel trade meetings. In 01 2018, MTP will bring two events to the UK and one event to the Nordic market</p> <p>UK/ Ireland venue (Dublin) -Product Managers -this will be an all day event with B2B meetings with Product Agent evening in same city</p> <p>Malmo Sweden -in conjunction with Tour Pacific, MTP will hold a consumer event in Malmo, one of the largest cities in Sweden and across the water from Copenhagen.</p> <p>Cook Islands will go in as a Platinum Partner which will include</p>

NORDIC MARKET

MARKET PROFILE & CAMPAIGN ACTIVITY

NORDIC
Market Profile



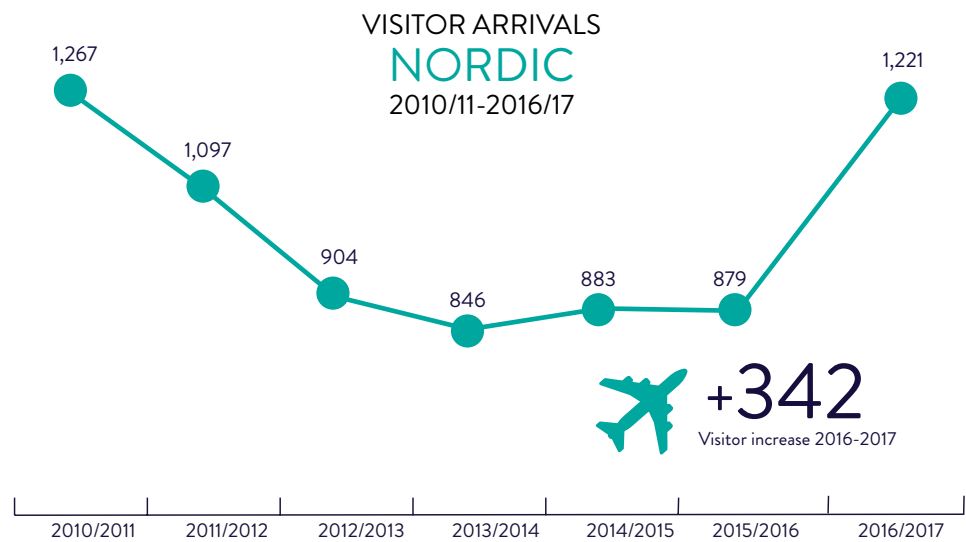
The Nordic market makes up 1% of the total visitor arrivals into the Cook Islands.

Strategy for this market is to continue to build awareness of the destination working and supporting specific wholesalers focusing on the cultural traveller who wants more than just a beach holiday.

Aviation routes



Visitor Arrivals - Nordic Market¹



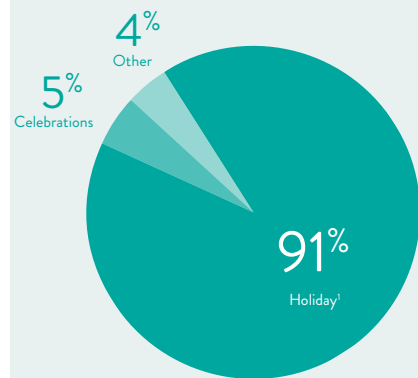
✈️ 1,221
United Kingdom visitor arrivals
in Jul 2016 to Jun 17¹

🗝️ 10.7 nights
Average stay in the Cook Islands¹

💰 \$4.6mil
Total spend and injection into
our economy²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR
PROFILE



💵 VISITOR SPEND

\$3,809 Per trip per
person²

\$200 Per night per
person while in
the Cooks²

NORDIC
Market Profile

GEOGRAPHIC PRIORITY

Denmark, Sweden, Norway, Finland

PRIORITY SEGMENTS

Sweden, Norway to continue, Denmark, Finland to grow

MAJOR AIRLINE PARTNERS

Air New Zealand, Emirates (Virgin Australia / Jetstar)

CHALLENGES

- Middle East Airlines now focusing on market taking pax East instead of West (EK/QR)
- NZ have no interline fares with SK on LAX route (just on LHR)
- Denmark - still need to focus on this market
- Sweden - Strong awareness, spend on travel being reduced overall
- Norway - Economic challenges mainly due to low oil price
- Finland - economic challenges, impacted by both EU and Russia

STRATEGY

- Support and work with identified wholesalers in each market
- Encourage staff to sell and to come to the Cook Islands
- Focus on cultural traveller who wants more than just beach
- Focus on those coming via East instead of US

NORDIC Market Profile

AT A GLANCE

Support wholesale partners in achieving set goals

Focus on those that really can improve figures Denmark - Myplanet, FijiResor, Sweden - Tour Pacific, FijiResor, Soderhavsresor, Norway - FijiResor, Australiatur, Finland - Aktiv

Increase first hand knowlesge of Cooks by 'Self fams' and organised fams

Knowledge is key - get as many trade peopeto the Cooks as possible

Further drive the trade with regular and consistent awareness campaigns

- Increase Face to Face sales calls and strengthen the relationships
- Consistency and regular exposure so trade are aware of Cook Islands.
- People buy from People, get people to know us and want to buy from us.
- Drive the knowledge into the trade and develop those agents

AIRLINE STRATEGY

NORDIC 2017/2018 Market Activity Details

ACTIVITY NAME	MATKA NORDIC TRAVEL FAIR
Activity Type	Trade show / Consumer show
Market	FINLAND
Target Market	Consumers
Contribution Required	\$250 plus hotel / travel
Timing	19-22 January 2018
Distribution Partner	Aktiv Resor
Supplier Partners	Accredited supplier
Background Details	The Matka Nordic Travel Fair is the biggest travel fair in northern Europe and the best setting where to get contacts from the Nordic countries, the Baltic region and Russia. The event isn't only the ideal platform where to meet and network other professionals of the sector, but also the place where to present your new products and services to a specialized audience of traders. More than 1000 exhibitors from 80 different countries ensure an impressive start for the travel year.

NORDIC 2017/2018 Market Activity Details

ACTIVITY NAME	NORDIC ROADSHOW
Activity Type	A roadshow with a difference - it will be done by boat through the Nordic markets on one of the Cruise ferries
Market	Finland, Sweden, Norway, Denmark
Target Market	Wholesalers and Retail Agents
Contribution Required	Cost to get to Nordic market plus \$1000 for participation and \$1500; meals to be extra
Timing	Autumn 2017
Distribution Partner	None
Supplier Partners	Accredited supplier
Background Details	The cruise ferries sail around the Baltic overnight and during the day remain in port - we will use this opportunity to take the travel arrangements of the ferry and then each day invite the agents on board for a workshop and lunch. Part 1 - will be done using either Viking Line or Silja Line from Stockholm to Helsinki Part 2 - will use DFDS Seaways from Copenhagen to Oslo

ACTIVITY NAME	REISELIVSMESSEN – OSLO TRAVEL FAIR
Activity Type	Trade show / Consumer show
Market	NORWAY
Target Market	Trade / Consumers
Contribution Required	\$250 plus hotel / travel
Timing	13-15 January 2017
Distribution Partner	Fiji Resor
Supplier Partners	Accredited supplier
Background Details	This is the key travel event in the Norwegian market spread over 3 days. The first day is for the Travel Trade with B2B networking opportunities, followed in the subsequent days by consumer event. We will work with our key partner in the Norwegian market to ensure exposure to all the consumers coming through the doors. The stand will be in the 'Big World' section, one of the five pavilions at the show.

CHINA

MARKET PROFILE & CAMPAIGN ACTIVITY

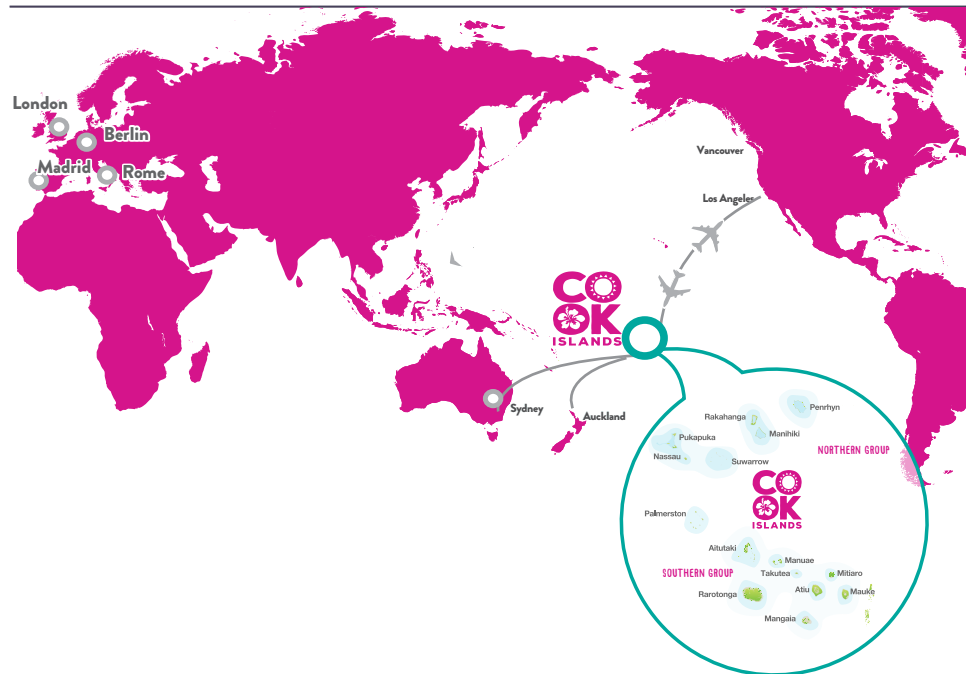
CHINA Market Profile



The China market makes up 1% of the total visitor arrivals into the Cook Islands.

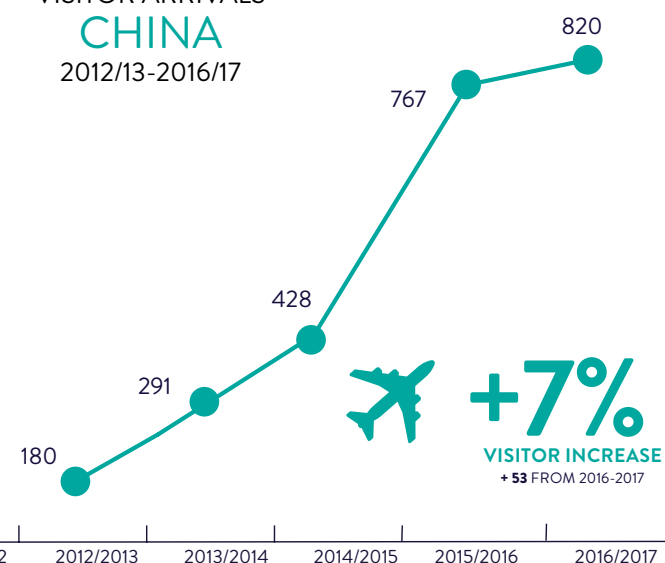
The Cook Islands is most suited to the high-end traveler, those who like to follow celebrity profiles. China has been targeted to attract visitors during the Chinese New Year to help the Cook Islands during its low and shoulder season mainly December to January.

Aviation routes

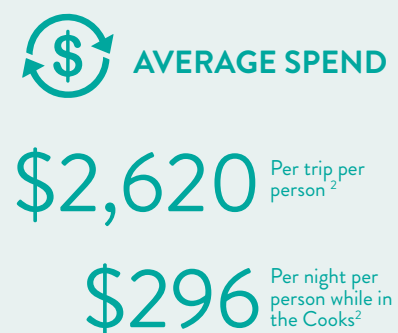
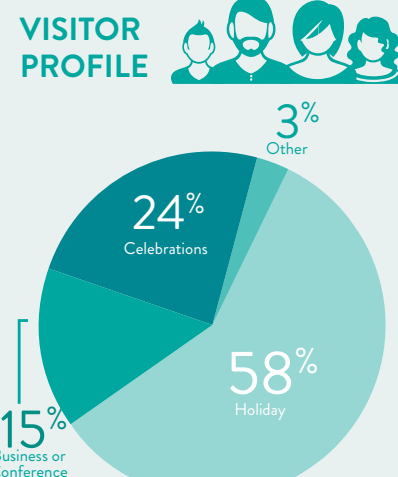


Visitor Arrivals - China¹

VISITOR ARRIVALS
CHINA
2012/13-2016/17



1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey



CHINA Market Profile

GEOGRAPHIC PRIORITY

Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou

PRIORITY SEGMENTS

Families, Couples, Wedding, Honeymoon, Romance

MAJOR AIRLINE PARTNERS

Air New Zealand, Virgin Australia, China Southern, China Eastern, Air China

CHINA MARKET

CHALLENGES

- Brand awareness is low
- Agents found the hotel profit is low
- Advertising travel agencies sell the Cook Islands as an extension to New Zealand
- No stable price from China - Rarotonga

STRATEGY

- Ensure Cook Islands visibility
- "Use social media as cost saving tool to promote the Cook Islands"
- Ensure travel agency puts the Cook Islands as an extension of New Zealand
- Work with KOL to bring up the awareness

AT A GLANCE

Co-operative solus campaigns with wholesalers/retailers

On-line social media promotion and online travel blog promotion

Consumer shows

Work with travel agencies to promote the Cook Islands as an extension of NZ

Increase public awareness-KOL, Media Targeting

Niche segments - weddings, honeymoons, Attract high socio economic travellers

Increased Social Media Campaigns

First Cook Islands Gala Night around CITM

Increased trade presence - trade sales calls, training and self famils, CITM, famil trip

Sales Ambassador visiting travel agencies, driving specialist programme and running group and self famils

AIRLINE STRATEGY

- Try to work with Air NZ to get a stable price from China - Rarotonga
- Work with Virgin Australia to have a stable price from Auckland - Rarotonga

2017/2018 Market Activity Details

ACTIVITY NAME	CITM- COOK ISLANDS GALA NIGHT
Activity Type	Agent/Media
Market	All China
Target Market	All markets
Contribution Required	Accredited partners can consider to provide room nights as a lucky draw
Timing	Nov 2017
Background	CITM is in Yunnan this year. Since Cook Islands entered the China market 3 years ago, we have never organised on award night. Chinese agents and media consider it as a kind of credit for their contribution to the destination.
Campaign Details	Plan to organise a gala night around CITM. Cook Islands tourism minister, CITIC CEO or other partners from Cook Islands can join the event. Cook Islands dancers are also coming for this event as well. During the event, CITIC and partners can give presentation. Also, Cook Islands can give out awards

ACTIVITY NAME	KOL MEDIA FAMIL TRIP
Activity Type	Consumer/Agent
Market	All China
Target Market	Leisure/Honeymoon/General leisure
Contribution Required	Accredited partners provide accommodation for the shooting group
Timing	OCT 2017/March 2018
Distribution Partner	Dear Islands/UGC platform
Background	Dear Islands has a good cooperation with various KOL's, and some amazing photographers. Since the last famil, many people use their photographer's artwork. Dear Islands also consistently to sell Cook Islands and they have sent many travellers to the Cook Islands. National Geographic Traveler is one of the most influential travel media. Work with them to invite a KOL to the Cook Islands for a video and photo shoot.
Campaign Details	Plan to work with Dear Islands for another KOL media famil trip

2017/2018 Market Activity Details

ACTIVITY NAME	WHOLESALE/RETAIL TRAVEL AGENCY CAMPAIGNS
Activity Type	Work with retail agent for marketing promotion
Market	Shanghai
Target Market	Public/consumer
Contribution Required	Industry may receive requests from wholesalers
Timing	Dec 2017- Jan 2018
Distribution Partner	Wholesalers / retailers
Supplier Partners	Chosen by the wholesalers
Background	Utour is the biggest travel group in China. Utour has successfully organised the first GIT group to Cook Islands during the Chinese New Year. They have great confidence to sell Cook Islands.
Campaign Details	Plan to do some promotion seminar to consumer. Advertisement Incentive

ACTIVITY NAME	TRADE EDUCATION / CI SALES CALL
Activity Type	Regular sales call and training to the trade partners.
Market	China
Target Market	Wholesaler reservation teams and retail travel agents
Contribution Required	PPT from selected hotel partners
Timing	Year round.
Distribution Partner	None
Supplier Partners	All accredited suppliers
Background	Having a presence with travel agents on an on-going basis is vital to ensuring we are top of mind for them. Learn the difficulties during promotion & sales for Cook Islands and assist to find a solution. At the same time, we can learn the competitor's actions in China.
Campaign Details	Contact Cook Islands China Office

2017/2018 Market Activity Details

ACTIVITY NAME	CITM 2016- CHINA INTERNATIONAL TRAVEL MART
Activity Type	Trade
Market	Shanghai
Target Market	Romantic holiday, honeymoon, group
Contribution Required	TBA
Timing	Nov. 2017
Supplier Partners	Accredited Cook Islands Industry
Background	CITM is held every other (even) years in Shanghai and is the largest professional travel trade event in China and the only one sanctioned by the China National Tourism Administration. It is the primary event in China for finding targeted buyers and getting access to the fastest growing market in the world.
Campaign Details	Attend SPTO booth

ACTIVITY NAME	SOCIAL MEDIA CAMPAIGNS
Activity Type	Advertising, promotions and competitions
Market	Consumer
Target Market	General public
Contribution Required	None
Timing	Year Round
Distribution Partner	TBA
Supplier Partners	TBA
Background	Using the current South Pacific Connection Weibo and WeChat account to promote Cook Islands.
Campaign Details	Each month to send a few articles online

2017/2018 Market Activity Details

ACTIVITY NAME	AGENT FAMIL TRIP
Activity Type	Trade famil
Market	China
Target Market	Wholesaler
Contribution Required	Famil trips for agents with FOC/discounted accommodation and activities etc.
Timing	All year round
Distribution Partner	
Supplier Partners	Accredited Cook Islands Industry who choose to be involved in the famils
Background	Tourism NZ, Air NZ is very active on the market. They have budget to invite many agents all year round. Plan to leave a budget for agents who are paying for their own tickets to NZ. Cook Islands can continue to support them from Auckland onwards.

JAPAN

MARKET PROFILE & CAMPAIGN ACTIVITY

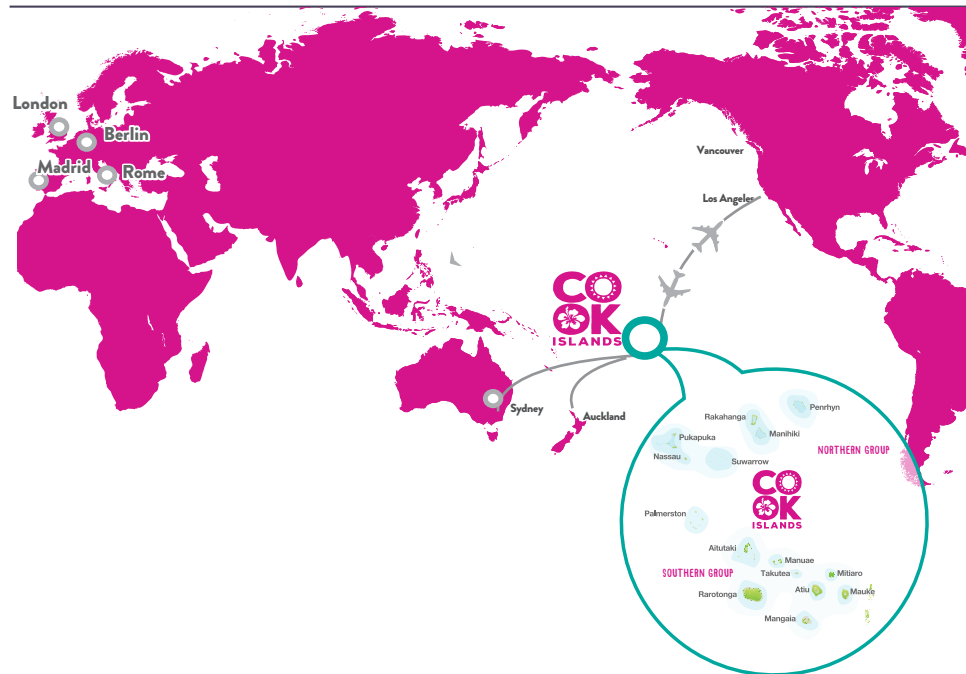
JAPAN Market Profile



Although Asia is a fast growing economy the Cook Islands is still very new to the Asian traveller.

The strategy in the Japanese market is to adopt social media and digital channels to target specific demographics, therefore increasing brand visibility at relatively low cost. In addition finding more PR opportunities through television media.

Aviation routes



Visitor Arrivals - Japan¹



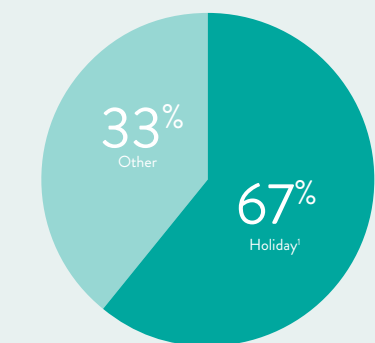
534
Visitor arrivals from Japan
Jul 2017 to Jun 18 (↑58%)

5.6nights
Average stay in the Cook Islands

\$1.1mil
Total spend and injection into
our economy²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR PROFILE



AVERAGE SPEND

\$2,145 Per trip per person²
(40% PRE-SPEND)

\$95 Per night per person while in the Cooks²

JAPAN Market Profile

GEOGRAPHIC PRIORITY

Tokyo, Osaka, Nagoya, Hakata, Sapporo

PRIORITY SEGMENTS

Couples, Honeymoon, Senior, Wedding, Culture & Activities (Dance & Diving)

MAJOR AIRLINE PARTNERS

Air New Zealand, Air Tahiti Nui

CHALLENGES

- Increasing the number of Cook Islands package tours
- Increasing awareness of Cook Islands in the public
- Increasing presence of Cook Islands in the Japan Travel trade
- Increasing brand visibility

STRATEGY

- Finding more tactical opportunities with potential Tour Operators
- Finding more PR opportunities through potential media - 1st Priority is TV
- Visiting wholesalers, beach specialized travel agents and retailers to educate them in selling the Cook Islands tour products.
- Adopt social media and digital channels to target specific demographics cost effectively - Website & SNS

AT GLANCE

Co-operative solus campaigns with wholesalers/retailers

Develop a co-campaign with wholesale partners with Cook Islands product as Tactical campaign.

Educate planning and sales people of wholesalers & specialized retailers.

Organizing famtrips and individual trade visits from Japan.

Consumer shows in conjunction with major retailers

Attendance at JATA Travel EXPO 2018

Increased online advertising / Social media campaigns

Online yahoo ads, facebook ads, google adwords, re marketing and social media.

Increased trade presence - trade sales calls, road show and self famils

Visiting travel agencies, presenting seminars for retailers, running self famils.

PR Media Campaigns - promotions, media famils and competitions

Develop Honeymoon and senior markets through PR (Promotions, Media famils) in potential media.

AIRLINE STRATEGY

- Work closely with Air New Zealand Japan, will operate double daily flights to NZ from Oct 2015 and connect to the Cook Islands smoothly
- Develop Honeymonn and diving markets through PR (Promotions, Media famils and Competitions)

2017/2018 Market Activity Details

ACTIVITY NAME	
Activity Type	Famils - Group and Self
Market	Aus
Target Market	Wholesale and Retail Agents
Contribution Required	Support for hosted accommodation, meals and tours
Timing	Nov 2017 and Mar/Apr 2018
Distribution Partner	CITC
Supplier Partners	Anyone who wants to participate
Background	Famils aimed at educating travel agents and wholesalers

ACTIVITY NAME	
Activity Type	
Market	
Target Market	
Contribution Required	
Timing	
Distribution Partner	
Supplier Partners	
Background	
Campaign Details	

2017/2018 Market Activity Details

ACTIVITY NAME	PR ACTIONS THROUGH MEDIA
Activity Type	Increase PR activity through media such as TV & the Internet in the market using PR company to maximize the exposure of the Cook Islands.
Market	Japan
Target Market	Japanese consumers
Contribution Required	None – CIT funds this activity
Timing	2 – 3 times in a year depending on the scale of the project.
Distribution Partner	Japanese Tour Operators
Supplier Partners	TBC depending on the contents of the programs. The services from cooperated partners could be introduced in the program.
Background	The utmost priority for the promotion of the Cook Islands in Japan market is implementation of effective PR of the destination and products. The media, such as TV and the Internet is the most potential tool to communicate with target segments. Now, PR company is seeking the best opportunity for the Cook Islands to be shown in the public.
Campaign Details	Contact CIT Japan office.

ACTIVITY NAME	JATA TOURISM EXPO 2017
Activity Type	Consumer Event
Market	Japan
Target Market	Japanese Travellers
Contribution Required	TBC
Timing	September 2017
Distribution Partner	Japanese TO / Travel Agencies
Supplier Partners	Diving shops may have interests
Background	The largest World Travel consumer show in Japan. Very good opportunity to appeal Cook Islands as a perfect new resort destination for Japanese public. 170,000 of visitors (2015) visited the fair in 4 days. Participation fee is approximately JPY500,000/9sqm
Campaign Details	http://www.t-expo.jp/en/

