

The background is a composite image of an underwater scene. The central portion is a dark, deep blue area where a diver is visible, swimming horizontally. The diver is wearing a mask and a snorkel. Below the diver, there are dark, textured shapes that appear to be coral or rocks. The left and right sides of the image are framed by vertical strips of lighter, turquoise water, showing more detail of the coral reef and the surface of the water with light reflections.

GLOBAL

TOP 3



GLOBAL TOP 3 HEAD OFFICE

1

DIGITAL TARGETS REACHED



COOKISLANDS.TRAVEL
+30%



2017/18

350,000



2017/18

55,000

403,080

55,631

ACHIEVED!

2

TRADE

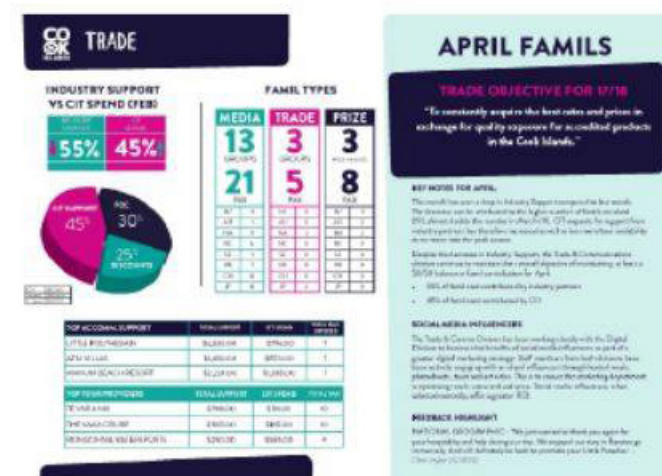
1.

IMPROVED FAMIL PROCESSES



3.

NEW TRADE & COMMS REPORTING



2.

HO MANAGED FILE SHARING SPACE



4.

MONTHLY REPORT TO MARKETS



3

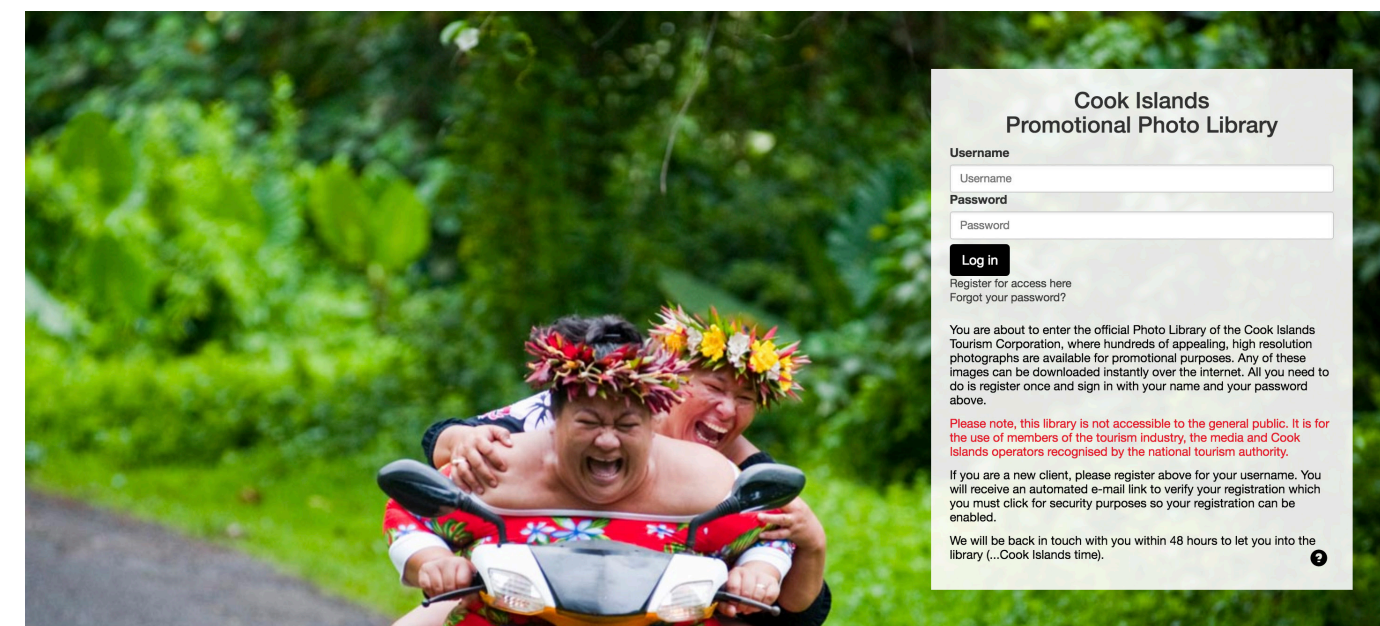
ASSET DEVELOPMENT

► DESTINATION IMAGERY



263+
HIGH RES
IMAGES

► ONLINE IMAGE GALLERY





GLOBAL TOP 3 NEW ZEALAND

1

INAUGURAL LOVE A LITTLE WEDDING SHOW AND LOVE A LITTLE WEDDING FAMIL



200+
ATTENDEES
10
COOK ISLAND
EXHIBITS



Targeting the wedding and honeymoon market is an integral part of NZ's strategic plan. When the Grand Wedding Show that has been held annually for many years was cancelled, we created our own 'Love a Little Wedding Show' for couples looking specifically at a destination wedding in the Cook Islands. Attracting attendees was the initial challenge and this was achieved by embracing social media at very low cost. Air NZ provided two return flights as an incentive. The event was held on Sunday 29 October with over 200 people attending, most from Auckland, and several couples from the Bay of Plenty and Hamilton. Ten exhibitors from the Cook Islands, Air NZ and Anita Gatley (a wedding travel specialist) joined us to create an excellent event. Two destination presentations were conducted during the day, providing an opportunity to educate couples about getting married and honeymooning in the Cook Islands, in addition to telling them about the consumer wedding famil experience they could attend in Raro. The idea was to physically get these couples to Raro on a famil, giving us the opportunity to convince them that this was the destination for them. During the famil the couples visited several different resorts and wedding venues to experience what each could offer them. The itinerary also included highlights like the Punanga Nui Markets, a Koka Lagoon Cruise, a night out on the Rehab Party bus and an evening at Te Vara Nui Cultural Village - all great options for hen's and stag do's or family outings. A mini wedding expo was held where they met with some of the smaller wedding operators on the island, to demonstrate to the group that all of these services are available on the island and they don't need to bring suppliers with them from NZ. Feedback from both the industry and couples was excellent and we will be running the expo again on the 9 September 2018 in Auckland, and hope to get another consumer Wedding Famil to Raro in February/March 2019.

2

GRABONE

GrabOne

HOW TO GET HERE

Three airlines fly nonstop from Auckland – Air New Zealand, Virgin Australia and Jetstar. So it's never been easier to get the Cook Islands!

ACTIVITIES AND ADVENTURES

- KITESURF \$48: Free on island night paddle tour
- KOKA LAGOON CRUISES \$68: 3.5 hour glass bottomed tour
- AKURA TOWNS CHARTERS \$170: Canoe fishing charters - multiple options
- CAPTAIN TAMA'S LAGOON CRUISES \$65: Snorkelling against coral reef - options for families

RAROTONGA RESORTS

- THE EDGEWATER RESORT & SPA RAROTONGA \$395: Free nights for two people
- LAGOON BREEZE VILLAS \$650: Free nights for two people incl. daily breakfast - option for seven nights
- PACIFIC RESORT RAROTONGA \$1,072: Free nights incl. Premium Garden Suite for two people - option for a family
- IKURANGI ECO RETREAT \$349: Free nights for two people incl. daily tropical breakfast

MORE OVER THE PAGE!

FLY ONE-WAY AUCKLAND TO RAROTONGA FROM \$159 PP WITH VIRGIN AUSTRALIA

Raro has everything from jungle-clad mountains and sparkling lagoons to a vibrant culture and nightlife. And it's so easy to get everywhere! Aitutaki is undisputedly one of the most incredible destinations imaginable, with 15 secluded and romantic islets sprinkled across the world's most beautiful lagoon. Whichever island you choose, these offers bring paradise even closer.

Grab life in paradise at grabone.co.nz

1.8M
REGISTERED USERS
450
VOUCHERS SOLD

NZ visitors arrivals have continued to grow year on year, but we are dedicated to increasing visitation during the shoulder and low season. Last year we partnered with GrabOne, NZ's largest owned eCommerce site and largest deal site. GrabOne have 1.8million registered users, and this gave us the opportunity to directly target their large consumer base via EDM activity. To supplement the direct edm, there was radio, press, digital advertising, and social media. Thirty industry members from Rarotonga and Aitutaki participated in this campaign and over 450 vouchers for accommodation and attractions were sold. After the campaign ended several operators chose to extend the agreements with GrabOne and subsequently sold more vouchers. Over and above the actual sales, the exposure given to the Cook Islands during this campaign was incredible and sent a strong message to people thinking of a getaway during the shoulder and low season.

3

VIRGIN AUSTRALIA - CHC/RAR NONSTOP FLIGHT



25%
NEW ZEALAND ARRIVALS
ARE FROM THE
SOUTH ISLAND

Given the South Island is nearly 25% of NZ arrivals into the Cook Islands it is important that we continue to promote the seasonal flight. It is Cook Islands Tourism's responsibility to do all the advertising for this route and as such we have done a variety of advertising including press (a combination of brand/tactical and competitions) in the major South Island Newspapers, digital, radio and billboards. We work closely with the Christchurch Airport Authority who provide access to airport billboards within the terminal. Virgin Australia provide 10 seats for an incentive famil for retail travel agents; and six return flights for Cook Islands Tourism to use for competitions.



GLOBAL TOP 3 AUSTRALIA

1

TODAY SHOW - CHANNEL NINE



2

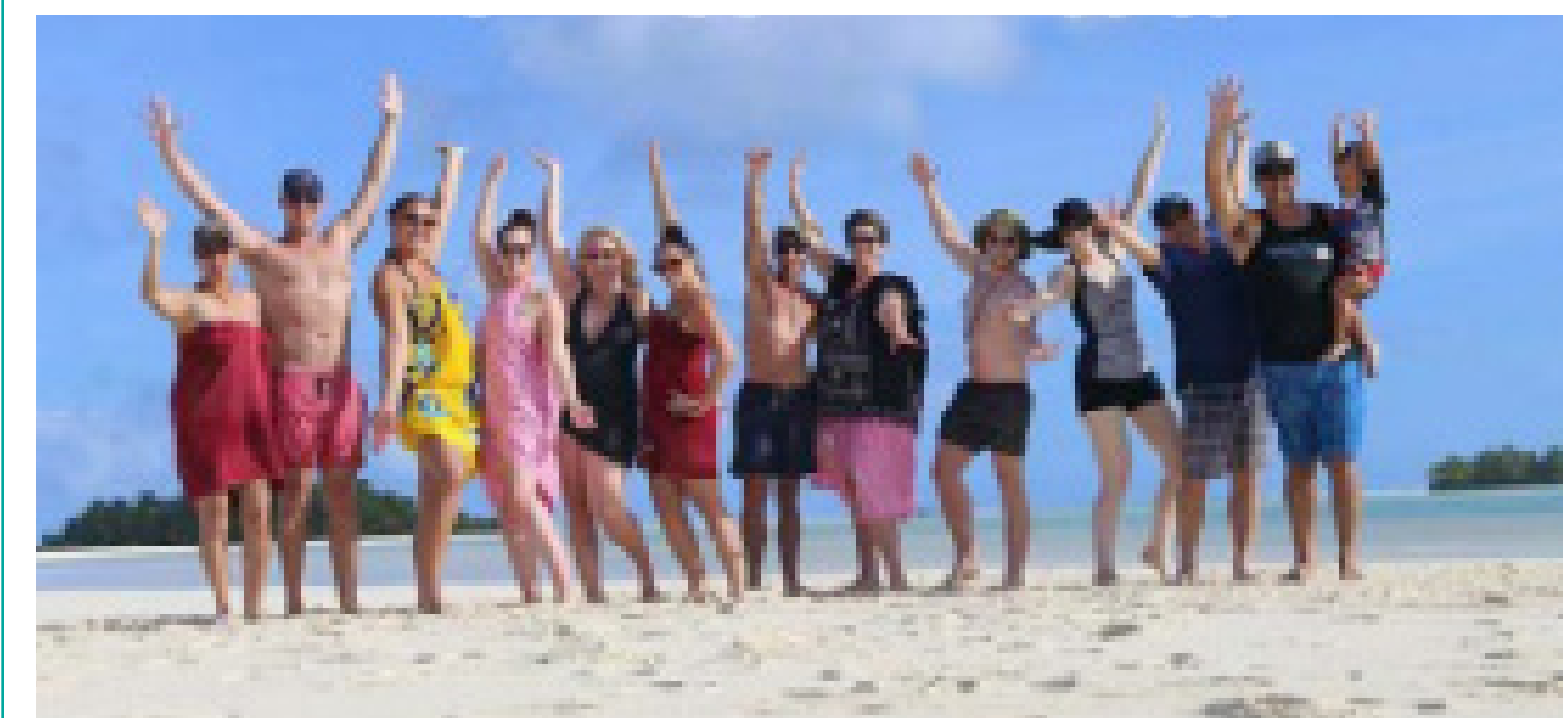
TRADE BREAKFAST EVENTS PROVE SUCCESSFUL IN AGENT ENGAGEMENT AND EDUCATION



As part of our trade education strategy, CIT Australia invited travel agents and trade partners to breakfast to learn about the stunning Cook Islands and why it should be their clients' next holiday destination. Here they also had the opportunity to meet our Sydney based team as well as some of our hotel partners. A total of 16 trade breakfasts were held in Sydney, North Sydney, Melbourne, Brisbane, Wollongong, Parramatta, Castle Hill, Dee Why, Newcastle, Cronulla and Mosman welcoming 288 agents. This has been a very effective way to reach highly engaged members of the trade and we can see by the attendance numbers that there is an interest in our little paradise so we will continue to hold these breakfasts throughout the new year.

3

CIT ANZ PRODUCT AND MARKETING MANAGERS FAMIL BUILDS STRONG RELATIONSHIPS AND EDUCATES OUR MARKET ON THE DESTINATION



From 18 - 24 May 2018, we held a Product and Marketing Famil (in lieu of the traditional KOCI Event held previously) in Rarotonga and Aitutaki - hosting both product/procurement managers and marketing managers from New Zealand and Australia at the same time. This year we changed the format so that the 50 minute meetings with the hotels were held at their respective properties, allowing a site inspection at the same time. The participants also had the opportunity to meet the various activity and tour operators at a single location in Rarotonga for 20 minutes each. But it wasn't all work and no play. The participants also had the chance to explore the destination through a variety of activities, tours and dining experiences on offer throughout the week. Overall, we received positive feedback from both the industry and our core partners and plan to do this again in another 18 - 24 months.



GLOBAL TOP 3 NORTH AMERICA


1

TACTICAL CONSUMER DIGITAL CAMPAIGNS

Reaching – 100K+, 25 to 65 yrs, heavy focus on West Coast North America and also reaching those who have the propensity to travel to a South Pacific Destination and are affluent travelers across North America

CAMPAIGNS	VIEWS	CTR
Low Season - Winter	23.8 M	0.36%
Premium - Indulgence	5.8M	1.34%
Romance	8.6M	0.31%
NZ Combo	15.3M	0.11%
TOTAL REACH	53.5M	0.38%*

*Sizemak Benchmark: 0.18% - 0.22% CTR



THE COOK ISLANDS

FLIGHTS FROM: **\$698***

NONSTOP FROM LAX

LEARN MORE >

*RESTRICTIONS MAY APPLY

2

CONSUMER TRAVEL SHOWS



Reaching – Highly qualified, affluent, ready-to-buy consumers. Key travel agents and Media.

CITY	ATTENDANCE
Los Angeles*	37,000
San Francisco*	21,300
Denver	15,000
San Diego	15,200
Chicago	24,500
Calgary	13,900
Vancouver	17,200
TOTAL EXPOSURE	144,100

* Joined by Akirata Dance Troupe and the “Aitutaki On Tour” product team

3

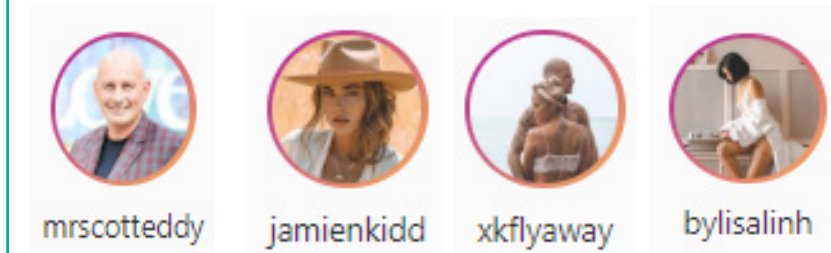
SOCIAL MEDIA INFLUENCERS & PR

Reaching - Qualified, savvy, well-traveled, passionate consumers.

SOCIAL MEDIA INFLUENCERS

MEASUREMENT	AMOUNT
Total # of Posts	272
Total # of Likes	1.4M
Total # of Comments	33.8K
Average Engagement	3.8%
TOTAL REACH	5.3M

*Results from Social Media Influencer Trip to the Cook Islands by Jamie Kidd, Lisa Linh, Getting Stamped, Bucket List Bums, Nicole Isaacs, Scott Eddy, Melanee Shale, Cryskay, Cal Snape, X+Kflyaway, Pat Bailey, and Find Us Lost.



TRADITIONAL PR

MEASUREMENT	AMOUNT
Total # of Articles	14
Total # of Mentions	27
TOTAL # OF UNIQUE MONTHLY VISITORS	192M

Published on MSN, PureWOW, Islands.com, Martha Stewart Weddings, The Boston Globe, Travel+Leisure, Getting Stamped, Nicole Isaacs, Bucket List Bums, the Oregonian, Ecophiles.com, Callum Snape, Lisa Linh, The New York Times.

+1,356 PAX
(NEW INCREMENTAL)

- 16% GROWTH (July 2017 to May 2018)
- \$2.1M ADDITIONAL TO THE ECONOMY



GLOBAL TOP 3 SOUTHERN EUROPE

1

LOVE A LITTLE ROADSHOW



EVENT TYPE: B2B and B2C promo/training roadshow showcasing Tourism & Culture This year's cultural theme: Art (Maria File small prints collection) (last year's theme : CIPA Pearls)

TEAM MEMBERS; 5 dancers (incl 1 CITC staff) singer Kura Happ, Local CITC staff and 1 Turama Pacific staff member Cities visited; 14 events (11 trade, 3 consumer) in 10 European cities across 3 markets : Madrid, Valencia, Paris, Milan, Brescia, Rimini, Piacenza, Naples, Bari, Rome, Turin.

The target audiences; tourism retail and wholesale buyers, tourism, leisure and lifestyle media contacts, niche bridal consumers.

MECHANICS; Partner wholesale operators invited to secure suitable venues in each city (incl Hotel meetings room, artistic/stylish caffè lounges, boutique travel ateliers etc), Partner wholesalers given CITC branded digital invitations cards to distribute to their top selling retail clients or consumer bridal couples, The roadshow team presented the Cook Islands in training seminars to retail agents followed by viewings of art , entertainment with dancer & music + buffet dinners/ lunches, CITC's PR and social media team coordinated invitations to key media contacts for specific media event, CITC trade team coordinated invitations to 60 Key wholesalers for specific Product Managers event, Air NZ, Singapore Airlines & Turama Pacific were partners & sponsors of roadshow.

KEY RESULTS: Total 770 travel agents trained/68 print and social media contacts engaged/110 targeted consumers, Forward sales for Italy reported fm Turama grew in Jan +115%, Currently forwards sales JUL18 to MAR2019 vs same time last year: Italy + 49% , Spain + 155%, France + 74%, Total CITC budget spent NZ\$ 90,000 , partner revenue \$ 7500:, ROI quality contacts; \$87:1, SE Jan-May 2018 arrivals : + 34%.

MOVING FORWARD: As a follow-on to the roadshow, all participating retail agents are invited to join the Kia Orana Facebook Club to receive product destination updates, agent travel discounts and much more.

2

TRAVEL AGENT BLOGGER: FABIANA RAFFANI - AVVENTURE ESOTICHE TRAVEL



Grande la Tiziana Mrg! Stephen Doherty where are you? We need your appearance too with a couple of Italian words please... LOL



Visualizzazioni: 22.869

Avventure Esotiche si trova qui: Aitutaki.

11 gennaio · €

Vi presento Tiziana, la nostra rappresentante italiana alle Isole Cook ! 🍹 🍹 🍹

Alla mia don

Lei ris

FACEBOOK LIKES

2000+

VIDEO VIEWS

250,000+

INTERACTIONS

600+

EVENT TYPE: Trade AND Media FAMIL (TWO FOR THE PRICE OF 1) Fabiana is the owner/director of a successful retail travel agency and is the top selling client for on eof Italy's biggest long haul wholesalers ALIDAYS. Alidays approached CITC to seek support in a jointly sponsored famil for Fabiana who is also a celebrity travel blogger with 195,000 followers. Fabiana was keen to visit the Cooks as she sells and travel soften to French Polynesia and was curious to visit the "other " Polynesian" paradise Despite the last minute request , Fabiana travelled early January 2018 for a week and was blown away by the destination, its people, its beauty and huge array of activities. A big challenge was also in the making as she promised all her Facebook followers that she would make a special live feed announcement as to which destination was for her the best French Polynesia or Cook Islands. To much surprise and amazement she announced to nearly 200.000 followers that the Cooks were for her outright winners generating over a quarter of a million views, 2000 likes & 600+ interactions. She even changed her Facebook profile picture after 7 years to her in Aitutaki. Her daily FB posts averaged from 6000 to 20,000 views, 800-1200 likes, and 200 interactions each. See video post example : <https://www.facebook.com/avventureesotiche/videos/1658644974231283/> We are awaiting some solid statistics but currently Alidays are the top selling wholesaler to the Cook out of Italy and Fabiana is one of their best selling agents. This is the first time we have hosted a two-functional trade & media famil in one and believe it may be an interesting phenomenon for future famils.

3

ITALY PR & MEDIA EDITORIAL OUTPUT SUCCESS



EVENT TYPE: The Italian PR team at Open Mind managed by Elisa Paloschi and her Director Angela Marini have had their best year yet in their 4 years working passionately to help put our Little Paradise on the map. Thankfully their excellent reputation and effective network of key media contacts has helped to punch way over & above our weight in terms of resonance and visibility to both consumer and trade media. In the 17/18 financial year over 140 print and online articles were generated (including 3 prime time TV broadcasts) via creative press releases, press trips and media relations to an EAV (Estimated advertising Value) of NZ\$ 21.2 million (€uro 12,516,000). Some key editorial successes include a total of over 12 pages in both the Italian and Spanish editions of Elle Magazine, numerous features on Italy's leading womens lifestyle and fashion magazine Vanity Fair, 12 page article in Island travel magazine and three showcase screenings of Cook Islands on Italy's leading TV travel programme "Alle Fadel del Kilimagiario" Prime target audience groups have been ; Honeymooners, soft adventure seekers, Ecotourism lovers & families with a creative press release calander & social media channels and web sites in three languages (Italian, Spanish & French) supporting the PR machine we believe we have set the scene for a drive to conversion of interest in our 2018/19 strategic approach .



GLOBAL TOP 3 UK/NORDIC

1

REACHING OUT TO THE WHOLESALER



It is the Wholesalers who currently make the majority of bookings from the UK and Nordic markets -although increasingly they are facing pressure from the OTA's.

We have continued our support of the Wholesalers in terms of, training their sales teams and hosting them on evenings out for Train and Dine events (where training is not allowed during office hours). In this financial year we will have carried out face to face activity with over 50 offices of Wholesalers selling the Cook Islands in our region.

Additionally, we have hosted along with our industry partners in the Cook Islands fam trips – both individual self fams, where we have hosted Austravel (UK), Flight Centre UK, STA (UK), Jysk Rejser (DK), Aventura (FIN), Tour Pacific (SWE) Travel staff on their own tailor-made trips. These tailor-made trips are in addition to two UK fam trips we have hosted, each with over 25 participants from Trailfinders, TravelNation, Cox&Kings, 1stClass Holidays, Flight Centre, IfOnly, USIT, DNATA to name a few. Whilst the focus has been sales staff at the Wholesalers we haven't forgotten the Product Managers – not only seeing them in their offices, we have met them regularly at B2B Events (for example Unite Pacific in London and Meet the Pacific in Copenhagen) but also hosted over 30 Product Managers to a Cook Islands event in London, with our own Cook Islands Party Bus!

2

REACHING OUT TO THE RETAILER



We have had a huge focus on talking to the Retail Travel Agents – there are over 12,000 registered Travel Agent offices in the UK and they are selling the whole World – so getting them to focus for on the Cook Islands has been an exciting challenge. We continue to support all the travel media, with planned advertising over the year with all the main publications – Travelweekly, TTG, Travel Bulletin and Selling Travel, we have further stretched this to include the regional trade publications in Scotland – Scottish Travel Agents News and TravelMatters.

With the advertising on going, so the agents start to recognise the brand / destination, we have also been present at Travel Agent events and conferences, with headline presentations to over 2500 agents in cities up and down the UK and Ireland (all with media coverage too). Where the larger events have given us a wide audience, we have also run our own Cook Islands Dinners up and down the country with just 12-14 carefully selected agents to attend a train and dine event – in both the Isle of Man (an off shore tax haven in the UK!) and Leeds, we jointly hosted these events with new Cook Islands wholesaler If Only.

These agents have not only been introduced to the destination but have also been invited to complete our Cook Islands Online Training which we have now received over 500 agents who have completed the modules (with new modules being introduced next FY). The first 30 to complete won 'Rito' products.

Finally, we have for the first time, invited Retail Travel Agents on our fam trips – self fams have been organised for homeworkers at Travel Counsellors and three independent agents joined the UK fam in May.

3

REACHING OUT TO THE CONSUMER



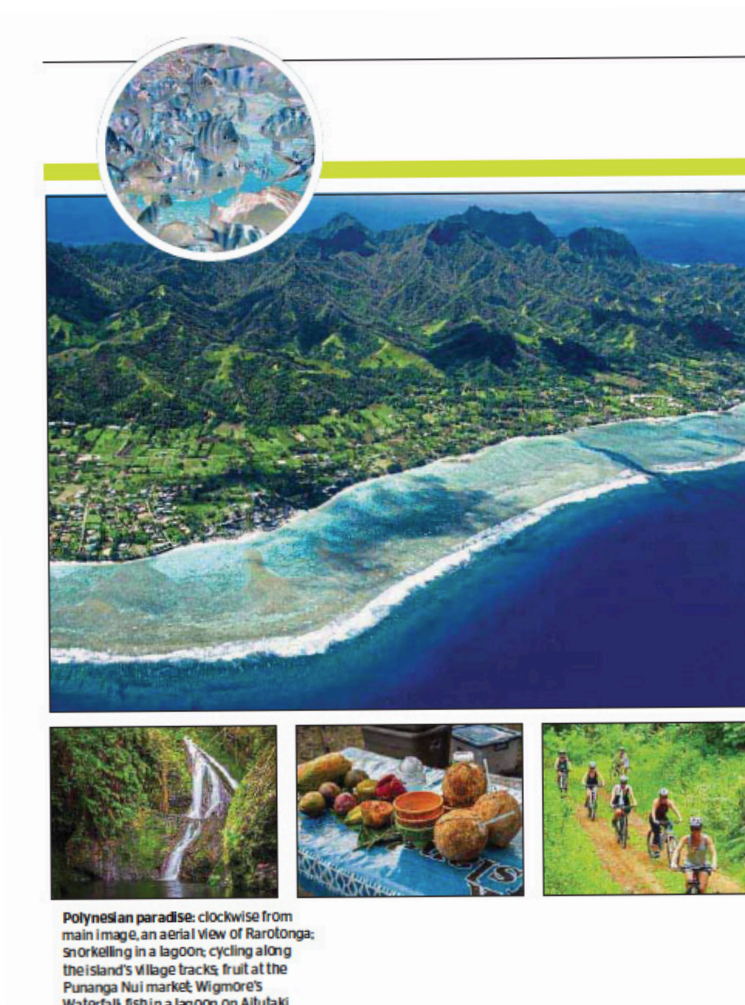
destinationsguide.cc.uk
the ultimate A-Z destination guide



With the wholesalers knowing the destination, the travel agents increasingly getting to know it – we are now reaching out directly to the consumer, to encourage them to talk to the Wholesalers or Agents, or to be aware of the Cook Islands to make their travel arrangements independently or via an OTA.

With our PR team focused, we have seen all advertising and relevant features being supported by worthy news from the Cook Islands. We have hosted Editors and journalists, from the UK and Nordics and have seen articles in both quality magazines and mainstream newspapers (both print and online).

As we see our approach to the market working, we are also seeing more and more requests for information from the media, and as such more and more media space given to the Cook Islands.



Polynesian paradise: clockwise from main image, an aerial view of Rarotonga; snorkelling in a lagoon; cycling along the island's village tracks; fruit at the Punanga Nui market; Wairoa's Waterfall; fish in a lagoon on Aitutaki

MailOnline

Evening Standard

travelNation
Round the World Travel Experts



GLOBAL TOP 3 CHINA

1

QULV PROMOTION SEMINAR



100+
TRAVEL AGENTS
& MEDIA



On DEC 13, 2017 in Shenzhen, Cook Islands Tourism and qulv.com hosted “Cook Islands, Love Little Paradise” seminar. Cook Islands Finance Minister, Hon. Mark Brown; Cook Islands Culture Secretary, Mr. Anthony Turua; Cook Islands Tourism office representatives; and the director of Shenzhen Culture and Tourism Administration, Mr. Zhang Daozheng; attended the event. Hon. Minister Brown and Mr. Zhang provided the opening speech. During the event, Qulv.com CEO Mr. Luan Jie reviewed one-year cooperation with Cook Islands Tourism. The representative, Ms. Xiao Dan, introduced Cook Islands to more than 100 travel agents and media journalists. The Cook Islands Dance group provided an extraordinary culture and dance performance to the audience. The event has a great exposure in the tourism industry and the general Chinese public.

2

COOK ISLANDS TOURISM APPEAR AT 2018 CHINA TRAVEL AGENT SUMMIT



2
DAY
EXHIBITION



On March 8 and 9, 2018 China Travel Agent Summit was held at Xiamen. The top is “From Standard Travel to Tailor Made Travel”. Cook Islands Tourism appears at this summit as the key sponsor company. China keeps a strong outbound travel trends. Chinese overseas consumption reaches 109.8 billion USD. The population destination is Thailand, Japan, Korea, USA and Maldives. On average per head spending, the most spending destinations are Argentina, Chile, Madagascar, Tahiti, Reunion, Mexico, Brazil and Kenya. People born in 70s and 80s are the main resources for outbound travel. The key cities are Beijing, Shanghai, Shenzhen, Guangzhou, Hangzhou, Chengdu and Nanjing. Many big figures in the tourism industry attended this event. From the trends, it reflects that Chinese Traveler are looking for quality products. The unreasonable low cost travel products are not widely accepted anymore. “One belt One Road, marine silkroad” also has a great impact on destination. Cook Islands tourism has 2 days exhibition during the Coffee Break.

3

COOK ISLANDS HAS CHOSEN AS SHOOTING DESTINATION FOR A BIG MOVIE



10
TOP LINE
CHINESE
CELEBRITIES



In China, movie's impact and influence is very strong. In the past a few years, movie industry has make a few destinations like Korea, Japan, Greece, Fiji, Tahiti and etc popular. Director and producer Standley Tang, is preparing a big movie to be shoot. The story is about Teddy Bear with a young man who has unknown magic. The production company is looking for destination for shooting. Cook Islands Tourism has followed the case over one year. In June 2018, the production company came to Cook Islands for site inspection. The director considers the destination is a good choice for the movie shooting. The movie will come to Cook Islands for shooting either earlier April or earlier May. The movie will have 10 top line celebrities, which will have a great impact on destination awareness in China.



GLOBAL TOP 3 JAPAN

1

MEDIA EXPOSURES IN JAPAN



EAV
\$3,050,000*

*NZD (JPY 233,624,000)



1.2MIL
MONTHLY PAGE VIEWS

117,667
COPIES PRINTED

One of the most popular Japanese TV programs in every Saturday morning “NIJIIRO JEAN” (Rainbow Coloured JEAN) had visited the Cook Islands in March 2018, and they covered the beauty of the nature and attractions in the island of RAROTONGA, and AITUTAKI. The program joined and introduced AITUTAKI DAY TOUR, and the beauty of the lagoon was introduced. In RAROTONGA, the program covered attractions including green tourism with 4WD Tour, local food and lifestyle at Punagna Nui market, and the quality of accommodation introducing Pacific Resort Rarotonga. The crew also visited school and introduced how the Polynesian tradition is inherited by young ones in the islands. Finally, the program visited a home of a local family, and introduced the way of local cooking, family relations, history, and reported the warm Cook Islanders' lifestyle precisely. The program was actually broadcasted on 21 April over 16 minutes, and Japanese public enjoyed the beauty of the islands, attractions, and the especially the warmth of the people. The viewer ratio was 5.2% that is equals to 2,117,752 people / 942,600 households watched the program, and the Advertising equivalent Value of the exposure was reached to JPY 233,624,000 (NZ\$ 3,050,000). One of PR Tie-Up programs with NIKKEI BIZ STYLE that is delivered to NIKKEI Newspaper readers in Tokyo Metropolitan area was released on 25MAY targeting potential Japanese senior citizens. 102,000 copies of NIKKEI BIZ tabloid paper was delivered to affluent families in the area, and the variety of attractions of Cook Islands that includes the information of Aitutaki Lagoon Cruise, trekking, Culture and Polynesian dance within 1-full page exposure. As a COOP approach with one of the tour operators targeting Japanese senior consumers CLUB TOURISM, the information of their tour package traveling Cook Islands in the summer 2018 was introduced in the same page. The same content was also introduced on NIKKEI BIZ website <<https://www.biz-s.jp/>>. Another PR Tie-Up program with one of the popular magazines targeting Japanese senior citizen SERAI is also implemented. Magazine SERAI is very popular magazine among Japanese senior aged male/female, and 117,667 copies are delivered to all over Japan every month. This time, SERAI magazine introduces the variety of activities of CI including the nature and mountain, Aitutaki Lagoon Cruise, Culture including food, religion, Polynesian dance, hotels, and people. Within the editorial, a photographer who had visited CI a couple of times and loves the destination, Ms. IIDA, is explaining the attractions of CI including the culture, history and the people. At the same time, the same contents will be introduced in SERAI owned web media SERAI.jp in the month of July which monthly page view 1,200,000 per a month <<https://serai.jp>> including collaboration with the most popular SNS in Japan “LINE.”

2

TOURISM EXPO 2017



1,500+
WALK IN VISITORS

Cook Islands Tourism Japan participated to TOURISM EXPO 2017 in Tokyo Japan 21-24 September 2017. This was the first-time participation to the EXPO since CIT Japan office was created. CIT Japan team met with 1,500 walk-in visitors during the event, and delivered the detailed information of CI as the unique tourism destination. Also, the most updated information of the islands was delivered to the Japanese consumers by Nana HIRATA and Kana DANIEL who know the attractions of the destination more than anyone else. The stand was designed with the beautiful image of lagoon of AITUTAKI, and CIT new movies were broadcasted on high-vision TV monitors in the stand. Also, the most recent beautiful photographic images of the island of Rarotonga and Aitutaki, and the local people taken by the photographer Ms. IIDA were introduced on a series of new iPad for the consumers to feel the wind of the islands. The tour brochures of major tour operators JTB and HIS are also delivered to the consumers at the site. One of the South Pacific specialized Tour operators, TOHO TRAVEL and AQUA LAGOON produced the Cook Islands dedicated tour leaflets for the event, and total 1,500 Cook Islands guide books and tour leaflets were delivered to the visitors. In addition, Kei MORI participated to meetings with potential Japanese tour operators in the first 2 days, and had introduced the attractions of the destination to 30 new tour operators and media.

3

MEET THE PACIFIC JAPAN



9
MAJOR TOUR
OPERATORS

50+
JAPANESE TRAVEL
AGENTS



The first time “MEET THE PACIFIC” event for tourism service providers to meet with Japanese tour operators / agents was organized on 19MAR in Japan market in Tokyo. 9 major tour operators that include JTB, HIS, JALPAK, KNT, NTA joined the workshop session in the morning, and they've made fruitful discussion with participants. The participants and the tour operators enjoyed the lucky draw followed by networking lunch. In the afternoon session, MTP welcomed over 50 Japanese travel agents for destination & product seminar. 10 partners presented the most updated information of the destinations and the product directly to the travel agents followed by Networking meeting.