

MARKET PROFILES & CAMPAIGN ACTIVITIES

2019/2020



Overall Market Profile

Visitor Origin¹

New Zealand	68.0%
Australia	17.0%
North America	5.0%
Northern Europe	3.1%
Canada	1.9%
United Kingdom	1.8%
Southern Europe	1.5%
Nordic	0.7%
China	0.4%
Japan	0.2%
Other	0.4%

Visitor Arrivals¹



98%

VISITOR
SATISFACTION RATE²



93%

WOULD RETURN
TO THE COOK ISLANDS²

166,874
Visitor arrivals in Jul 2018 to Jun 2019¹

8.7 nights
Average stay in the Cook Islands¹

\$196
Spend per person while on island

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

ECONOMIC BENEFIT

TOTAL ON-ISLAND SPEND

\$1,587 PER PERSON

TOTAL SPEND (FLOWING BACK)

\$2,599* PER PERSON

* [ON-ISLAND SPEND] + [40% PRE-PAID]
\$1,587 + [40% of \$2,530]

TOTAL INJECTION TO ECONOMY

\$433.7m

TOTAL SPEND & INJECTION
INTO ECONOMY

'THE SOFT EXPLORER'

The strategic focus of our marketing efforts targets the 'Soft Explorer'. These visitors are similar to an adventure traveller.

The 'Soft Explorer' is one who will participate in activities that enable them to have an authentic Cook Islands experience.

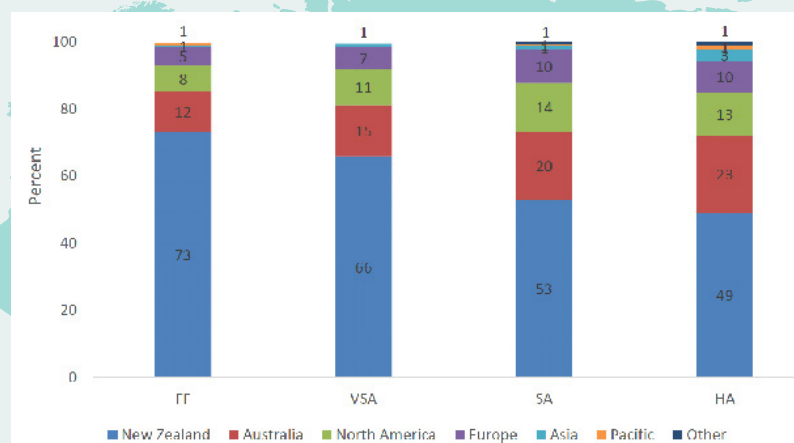
To better understand the 'Soft Explorer' market segments we have divided visitors into four groups: fly and flop (FF), very soft activities (VSA), soft activities (SA), and hard activities (HA).

Note that visitors who participate in less than 3 soft adventure activities but visited outer Islands other than Aitutaki are categorised as 'Soft Explorer' visitors. The data is drawn from the IVS and covers the period 1 July 2016 to 30 June 2019.

FLY AND FLOP (FF)	Visitors who participate in 1 or less soft adventure activities.
VERY SOFT EXPLORER (VSE)	Visitors who participate in 2-3 soft adventure activities.
SOFT EXPLORER (SE)	Visitors refer to those who participate in 4 to 6 soft adventure activities.
HARD EXPLORER (HE)	Visitors who participate in more than 7 soft adventure activities

SOFT EXPLORER VISITORS

COUNTRY OF ORIGIN (2016-2019)



SOFT EXPLORER VISITORS

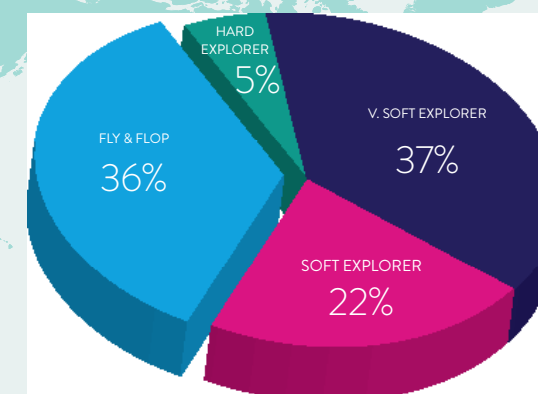
ECONOMIC IMPACT (2016-2019)

	Economic impact per visitor (NZ\$)	Estimated number of visitors (2016-2019)	Estimated total economic impact (NZ\$)
FF	\$1,969	173,338	\$341,325,020
VSE	\$2,146	181,615	\$389,756,386
SE	\$2,304	106,145	\$244,604,114
HE	\$2,178	25,806	\$56,202,207



SOFT EXPLORER VISITORS

VISITOR % (2016-2019)



LIST OF ACTIVITIES THAT IDENTIFIED AS 'SOFT EXPLORER' ACTIVITIES

Water Based Activities: Kayaking, Stand up paddle boarding, Fishing – deep sea fishing, Diving, Ocean cruise, Kitesurfing, Fishing - bonefishing, Whale watching

Cultural Interactions: Church on Sunday, Island celebrations or events, Meal at a Cook Islands home, Dance / language / Art classes, Tumunu on Atiu

Land Based Activities: Treks and trails, Cultural tour, Cycling, 4WD adventure, Sporting Events

NEW ZEALAND Market Profile



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

VISITOR PROFILE



85%
HOLIDAY GOERS

13%
CELEBRATIONS

2%
BUSINESS/CONF.

Visitor Arrivals ¹

VISITOR ARRIVALS NEW ZEALAND 2011/12-2018/19



Aviation routes



110,607
New Zealand visitor arrivals in Jul 2018 to Jun 2019 ¹



8.0 nights
Average stay in the Cook Islands ²



\$163 PER NIGHT
Spend per person while on island

1. Source: Visitor Arrivals Statistics

2. Source: CIT, International Visitor Survey



**ECONOMIC
BENEFIT**

TOTAL ON-ISLAND SPEND

\$1,308 PER PERSON

TOTAL SPEND (FLOWING BACK)

\$1,983* PER PERSON

* [ON-ISLAND SPEND] + [40% PRE-PAID]
\$1,308 + [40% of \$1,687]

TOTAL INJECTION TO ECONOMY

\$219.3m

TOTAL SPEND & INJECTION
INTO ECONOMY

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, Soft Explorers and Experience Seekers

MAJOR AIRLINE PARTNERS

Air New Zealand, Virgin Australia and Jetstar

CHALLENGES

- Combating the increased competition from traditional competitors like Fiji and Tahiti and continued threat from non-traditional such as Hawaii and Bali
- 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
- Renewing content - ensuring that content reflects our USP's and helps to differentiate us.
- Ensure good visibility/availability on portals that consumers are increasingly using - OTA's, Tripadvisor ETC

Key New Zealand trade and consumer events in 2019 and 2020

Event	Location	Date
House of Travel EXPO	Waikato and Bay of Plenty	August 2019
Flight Centre Travel EXPO	Auckland, Wellington, Christchurch	September 2019/ February 2020
Love A Little Wedding Show	Auckland	September 2019
Bride and Groom Show	Auckland	March 2019
SPANTO	Christchurch and Tauranga	August 2019
Love A Little Incentive Event	Auckland	September 2019

AUSTRALIA

MARKET PROFILE

AUSTRALIA Market Profile



Australia is the second largest market for visitor arrivals to the Cook Islands accounting for 17% of total visitor arrivals.

VISITOR PROFILE



84%
HOLIDAY GOERS

14%
CELEBRATIONS

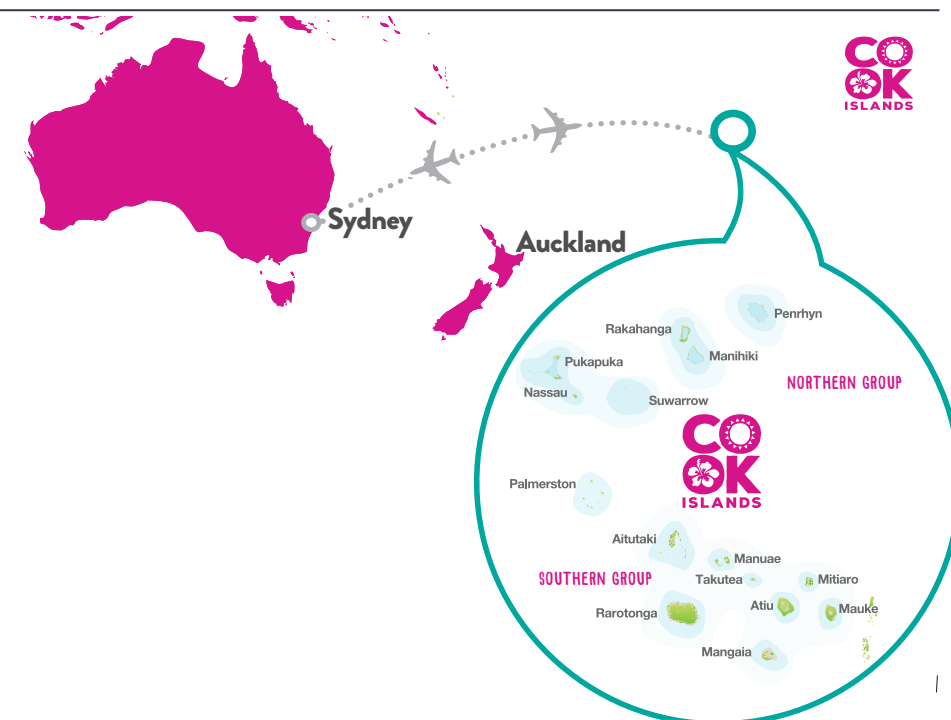
2%
BUSINESS/CONF.

GEOGRAPHIC PRIORITY (MARKETING) New South Wales; Victoria; Queensland

Visitor Arrivals ¹



Aviation routes



28,482

Australia visitor arrivals in Jul 2018 to Jun 2019 ¹



8.8 nights

Average stay in the Cook Islands ²



\$169 PER NIGHT

Spend per person while on island

1. Source: Visitor Arrivals Statistics

2. Source: CIT, International Visitor Survey



ECONOMIC BENEFIT

TOTAL ON-ISLAND SPEND

\$1,483 PER PERSON

TOTAL SPEND (FLOWING BACK)

\$2,425* PER PERSON

* [ON-ISLAND SPEND] + [40% PRE-PAID]
\$1,483 + [40% of \$2,354]

TOTAL INJECTION TO ECONOMY

\$69m

TOTAL SPEND & INJECTION INTO ECONOMY

AUSTRALIA Market Profile

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
- 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
- Increase of Brand Advertising

Key Australia trade and consumer events in 2019 and 2020

Event	Location	Date
Flight Centre Expos	Brisbane, Melbourne, Sydney	October 2019 and Feb 2020
Treasures of the Pacific	Sydney, Newcastle, Gold Coast and Brisbane	August 2019
Flight Centre Expo and Aitutaki on Tour		



NORTH AMERICA

MARKET PROFILE

NORTH AMERICA-USA Market Profile



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

VISITOR PROFILE



89 %
HOLIDAY GOERS

11%
CELEBRATIONS

GEOGRAPHIC PRIORITY

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

Visitor Arrivals - United States of America¹



8,233

North America visitor arrivals in Jul 2018 to Jun 2019¹



9.2 nights

Average stay in the Cook Islands²



\$201 PER NIGHT

Spend per person while on island

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



**ECONOMIC
BENEFIT**

TOTAL ON-ISLAND SPEND

\$1,845 PER PERSON

TOTAL SPEND (FLOWING BACK)

\$3,097* PER PERSON

* [ON-ISLAND SPEND] + [40% PRE-PAID]
\$1,845 + [40% of \$3,130]

TOTAL INJECTION TO ECONOMY

\$25m

TOTAL SPEND & INJECTION
INTO ECONOMY

NORTH AMERICA - CANADA Market Profile



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

VISITOR PROFILE



95 %
HOLIDAY GOERS

4%
CELEBRATIONS

1%
BUSINESS/CONF

GEOGRAPHIC PRIORITY

Escape Winter - Alberta, British Columbia

Visitor Arrivals - Canada¹



3,058

Canada visitor arrivals in Jul 2018 to Jun 2019¹



12.7 nights

Average stay in the Cook Islands²



\$145 PER NIGHT

Spend per person while on island

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



**ECONOMIC
BENEFIT**

TOTAL ON-ISLAND SPEND

\$1,851 PER PERSON

TOTAL SPEND (FLOWING BACK)

\$3,133* PER PERSON

* [ON-ISLAND SPEND] + [40% PRE-PAID]
\$1,851 + [40% of \$3,205]

TOTAL INJECTION TO ECONOMY

\$9.5m

TOTAL SPEND & INJECTION
INTO ECONOMY

NORTH AMERICA (USA & CANADA)

Market Profile

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.
- Huge focus onto utilising CTA’s

Key USA/Canada trade and consumer events in 2019 and 2020

Event	Location	Country	Date
Alaska PFD Travel Fair	Anchorage, AK	USA	Oct-19
New York Times Travel Show	Vancouver, BC	New York	Jan-20
USTOA	Hollywood, FL	USA	
Travel & Adventure Show	San Diego, CA	USA	Jan-20
Travel & Adventure Show	Chicago, IL	USA	Feb-20
Travel & Adventure Show	Bay Area, CA & Washington DC	USA	Mar-20
Travel & Adventure Show	Los Angeles, CA	USA	Feb-20
Outdoor Adventure & Travel Show	Vancouver, BC	Canada	Feb-20
Travel & Adventure Show	Denver, CO	USA	Feb-20
Outdoor Adventure & Travel Show	Calgary, AB	Canada	Mar-20

NORTHERN EUROPE

MARKET PROFILE

NORTHERN EUROPE Market Profile



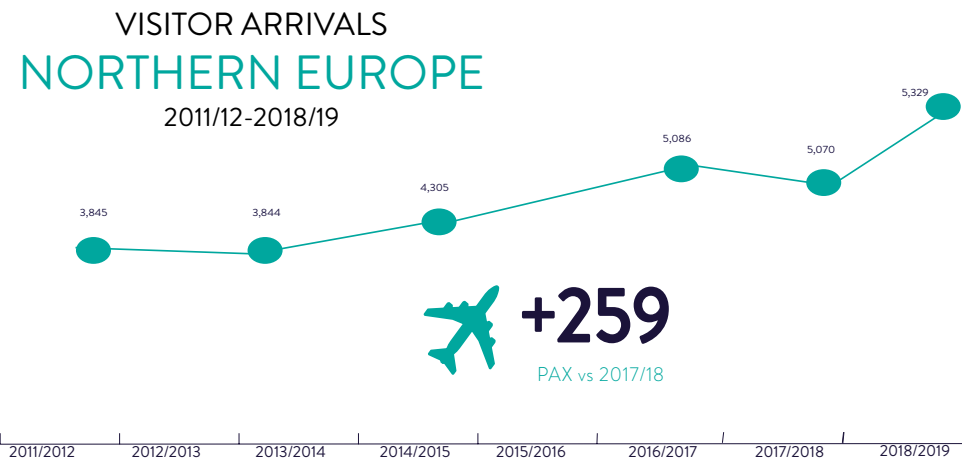
The Northern Europe market makes up 3.1% of the total visitor arrivals into the Cook Islands.



GEOGRAPHIC PRIORITY

Germany, Austria, Switzerland, The Netherlands, Belgium, Luxemburg, Slovakia, Poland, Czech Republic

Visitor Arrivals - Northern Europe¹

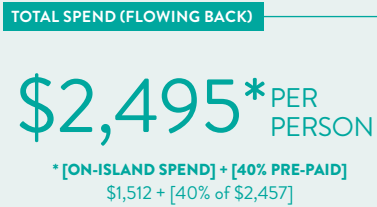


Aviation routes



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

ECONOMIC BENEFIT



NORTHERN EUROPE Market Profile

PRIORITY SEGMENTS

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

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)

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 2019 and 2020

Event	Location	Date
ITB	Berlin	
Meet the Cook Islands	Italy, France, Spain	
Meet the Pacific	Italy, France, Spain, Amsterdam, Stockholm & Copenhagen	



SOUTHERN EUROPE

MARKET PROFILE

SOUTHERN EUROPE Market Profile



The Southern Europe market makes up 1.5% of the total visitor arrivals into the Cook Islands.

VISITOR PROFILE



59 %
HOLIDAY GOERS

41%
CELEBRATIONS

GEOGRAPHIC PRIORITY

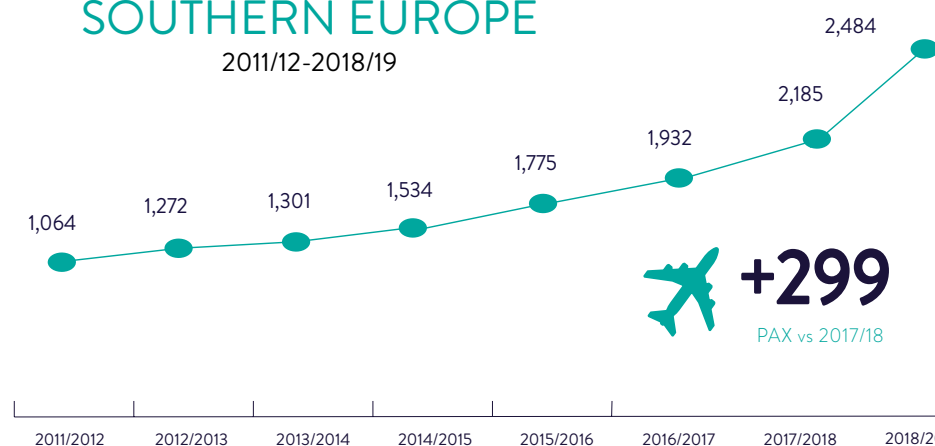
Italy, France , Spain,

Aviation routes



Visitor Arrivals - Southern Europe¹

VISITOR ARRIVALS SOUTHERN EUROPE 2011/12-2018/19



2,484
Southern Europe visitor arrivals in
Jul 2018 to Jun 2019¹

8.7 nights
Average stay in the Cook Islands²

\$139 PER NIGHT
Spend per person while on island

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

ECONOMIC BENEFIT

\$1,211 PER PERSON
TOTAL ON-ISLAND SPEND

\$2,898* PER PERSON
TOTAL SPEND (FLOWING BACK)
* [ON-ISLAND SPEND] + [40% PRE-PAID]
\$1,211 + [40% of \$4,218]

\$7.1m
TOTAL INJECTION TO ECONOMY
TOTAL SPEND & INJECTION
INTO ECONOMY

SOUTHERN EUROPE Market Profile

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 2019 and 2020

Event	Location	Date
Cook Islands Expo Roadshow	Italy, France, Spain	Jan 2020
Meet the Pacific	Italy, France, Spain, Amsterdam, Stockholm & Copenhagen	Feb 2020

UNITED KINGDOM MARKET PROFILE

UNITED KINGDOM Market Profile



The United Kingdom market makes up 1.8% of the total visitor arrivals into the Cook Islands.



GEOGRAPHIC PRIORITY

United Kingdom, Ireland, Estonia, Latvia and Slovenia

Visitor Arrivals - United Kingdom¹

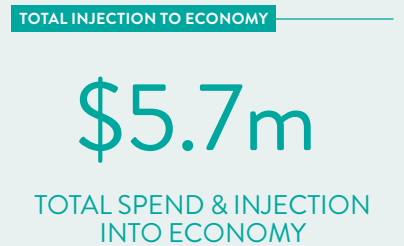
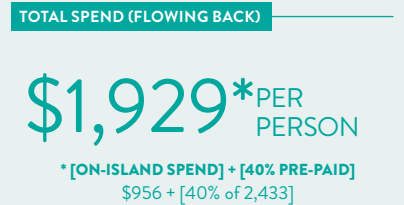


Aviation routes



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

ECONOMIC BENEFIT



UNITED KINGDOM Market Profile

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

- Focus on developing digital campaigns
- Delevoping PR and Media Awareness programs
- Travel Trade Support and Online Training Programs
- 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 2019 and 2020

Event	Location	Date
Destinations	London	
World Travel Market		
Matka	Helsinki	
Unite Pacific	London	
Estur	Tallin	
Travel Show	Oslo	

NORDIC MARKET

MARKET PROFILE

NORDIC Market Profile



The Nordic market makes up 0.7% of the total visitor arrivals into the Cook Islands.

VISITOR PROFILE



96 %
HOLIDAY GOERS

4 %
CELEBRATIONS

GEOGRAPHIC PRIORITY

Denmark, Sweden, Norway, Finland

Visitor Arrivals - Nordic Market¹



1,119
Nordic visitor arrivals in Jul 2018 to Jun 2019¹

10.2 nights
Average stay in the Cook Islands²

\$244 PER NIGHT
Spend per person while on island

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

Aviation routes



ECONOMIC BENEFIT

TOTAL ON-ISLAND SPEND

\$2,504 PER PERSON

TOTAL SPEND (FLOWING BACK)

\$3,561* PER PERSON
* [ON-ISLAND SPEND] + [40% PRE-PAID]
\$2,504+ [40% of \$2,645]

TOTAL INJECTION TO ECONOMY

\$3.9m
TOTAL SPEND & INJECTION INTO ECONOMY

NORDIC

Market Profile

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

- Focus on developing digital campaigns
- Delevoping PR and Media Awareness programs
- Travel Trade Support and Online Training Programs
- 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

CHINA

MARKET PROFILE

CHINA Market Profile



The China market makes up 0.4% of the total visitor arrivals into the Cook Islands.

VISITOR PROFILE



64%
HOLIDAY GOERS

12%
CELEBRATIONS

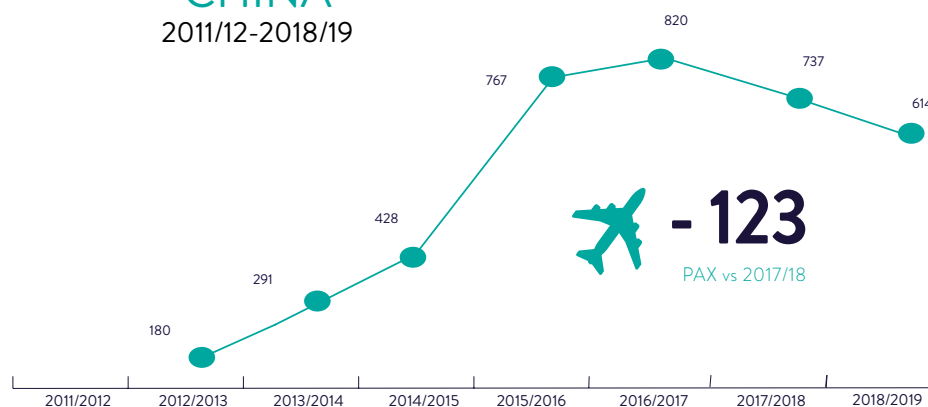
24%
BUSINESS/CONFERENCE

GEOGRAPHIC PRIORITY

Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou, Hong Kong

Visitor Arrivals - China¹

VISITOR ARRIVALS CHINA 2011/12-2018/19



Aviation routes



683

China visitor arrivals in Jul 2018 to Jun 2019¹



5.4nights

Average stay in the Cook Islands²



\$311 PER NIGHT

Spend per person while on island

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



**ECONOMIC
BENEFIT**

TOTAL ON-ISLAND SPEND

\$1,684 PER PERSON

TOTAL SPEND (FLOWING BACK)

\$2,495* PER PERSON

* [ON-ISLAND SPEND] + [40% PRE-PAID]
\$1,684 + [40% of \$2,027]

TOTAL INJECTION TO ECONOMY

\$1.7m

TOTAL SPEND & INJECTION
INTO ECONOMY

CHINA Market Profile

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
- Build relationships with Travel Trade so they can continue to create awareness with Clientele
- Bigger presence at Trade and Consumer Shows

JAPAN

MARKET PROFILE

JAPAN Market Profile



The Japan market makes up 0.2% of the total visitor arrivals into the Cook Islands.

VISITOR PROFILE

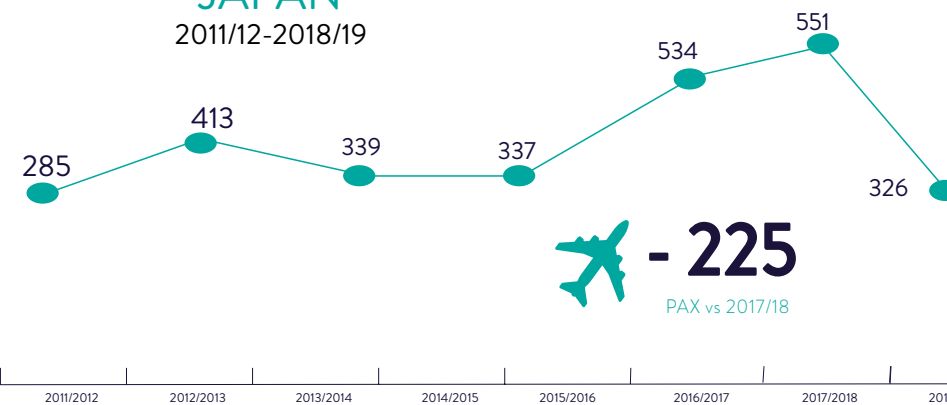


75 %
HOLIDAY GOERS

25%
CELEBRATIONS

Visitor Arrivals - Japan¹

VISITOR ARRIVALS
JAPAN
2011/12-2018/19



326

Japan visitor arrivals in Jul 2018 to Jun 2019¹



3.3 nights

Average stay in the Cook Islands²



\$344 PER NIGHT

Spend per person while on island

1. Source: Visitor Arrivals Statistics

2. Source: CIT, International Visitor Survey



**ECONOMIC
BENEFIT**

TOTAL ON-ISLAND SPEND

\$1,119 PER PERSON

TOTAL SPEND (FLOWING BACK)

\$1,677* PER PERSON

* [ON-ISLAND SPEND] + [40% PRE-PAID]
\$1,119 + [40% of \$1,395]

TOTAL INJECTION TO ECONOMY

\$1.7m

TOTAL SPEND & INJECTION
INTO ECONOMY

Aviation routes

