

A close-up photograph of two young women with dark hair, smiling and looking towards the camera. They are wearing large, colorful flower leis made of yellow, pink, and purple flowers with green leaves. The woman on the left is smiling broadly, showing her teeth. The woman on the right is smiling more subtly. The background is a blurred mix of blue and orange colors.

DESTINATION DEVELOPMENT

SCORECARD 2018/2019



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INTRODUCTION

The Cook Islands Tourism Corporation is mandated under the Cook Islands Tourism Marketing Corporation Act 1998 & Amendment 2007. The primary objective of the Cook Islands Tourism Corporation is to encourage and promote the development of tourism in the Cook Islands in such a manner which is economically viable, socially acceptable and environmentally sustainable.

The vision for Cook Islands Tourism is: “Tourism advances the well-being of resident Cook Islanders” which is in line with the 2016-2020 National Sustainable Development Plan, Goal 2 which states to, “Expand economic opportunities, improve economic resilience and productive employment to ensure decent work for all.”

DESTINATION DEVELOPMENT STRATEGY

The Destination Development Strategy encompasses key areas that will sharpen the unique selling proposition of the Cook Islands and enhance the visitor experience. This strategy is essentially to expand the length of stay for the visitors, incentivise travel in the low & shoulder season and boost the overall economic yield from increased tourism receipts.

Under the Core Sector Support Programme with the Ministry of Foreign Affairs and Trade of New Zealand the following program pillars govern Destination Development activities:


- Tourism related infrastructure
- Event development
- Tourism Enterprise Development & Industry Standards
- Strategic Planning

The following showcases the key achievements of Destination Development from 2018/2019 under these same pillars but also including a higher level of community engagement activities like the Kia Orana Values program.



ISLANDS TOURISM INFRASTRUCTURE

This strategy is designed for visitor convenience and to connect areas of environmental and cultural significance which will improve the economic impact of tourism and enhance visitor experiences



PUBLIC INFRASTRUCTURE - WASTE CAMPAIGN

Support WATSAN with their waste management strategy such as their **B in it to Win it**, waste management campaign. The B in it to Win it competition was about each household creating their own recycle bins out of reusable products and showcasing the separation of rubbish. The incentive to get creative and enter was prizes such as Air Rarotonga travel vouchers to Aitutaki.

Rubbish bins in the form of pods were placed in the black rock and social centre area to assist with waste disposal at the popular tourist beach.



Rubbish Pods at Tuoro Black Rock



Winning entry from Simon and Annmarie Bounsell



GET CREATIVE! WEAVE BASKETS, BUILD SOME CONTAINERS OR DECORATE YOUR BINS IN YOUR OWN UNIQUE WAY.

Each household will be delivered a set of stickers with their power reading this month. Use these stickers to create a dedicated set of recycling bins. Send a photo of your bins full and in correct / separated use to the WATSAN facebook page or show us at the office.



Consider this ...

- Choose the size and material of the bins that will work best for your household
- Will a dog be able to get into your bins?
- Is it easy for you to carry the bins to your collection point?
- Will your bins be easy for the team collecting your waste to pick up?
- Will the bins break if they are dropped?
- Reuse, Reduce, Recycle & Recover

Whats up for Grabs

FLIGHTS FOR 4 TO AITUTAKI

- The household with the most creative and ecofriendly idea for their bins
- 3X \$500 AIR RARO TRAVEL VOUCHER**
- One given to the small business with the most creative and ecofriendly idea
- Two to household or small businesses drawn at random

Entries close October 31. If you have any questions see the WATSAN facebook page or call 20321



Bin it to Win it advertising

PUBLIC INFRASTRUCTURE – PUBLIC TOILETS

Public Toilets: Assistance has been provided for the upgrade of the septic tank at the Papaaroa public toilets in order for the facility to re-open for public use. Other public toilets who required assistance for upgrades included, Akapua Beach and Nikao-Panama cemetery toilets.



Papaaroa public toilets reopend to the public



New roof and paint job for the Akapua public toilets



Tiling of the Akapua public toilets have begun

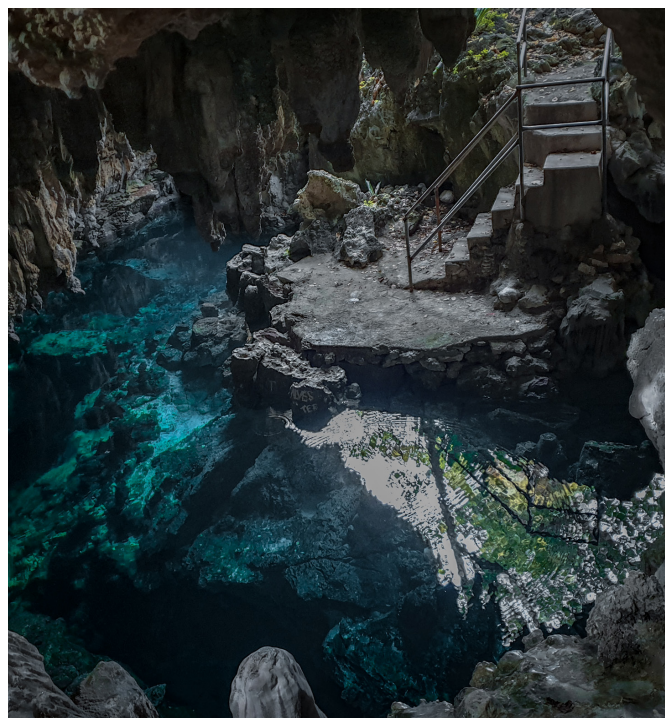
MAUKE CAVE INFRASTRUCTURE

Completion of a cave diving scoping report for Nga-Pu-Toru to develop this niche market on these islands (Atiu, Mauke, Mitiaro), identified the need for basic infrastructure at these caves.

Mauke island government & Kou-tu Turoto o Mauke (Mauke tourism council) have started steps and a platform to meet safety requirements and accessibility at Vai Tango.



Ana Takitaki Cave - Atiu Island



Vai Nauri - Mitiaro Island



Vai Tango - Mauke Island

JOINT PROJECTS WITH DIGITAL TEAM

Quick response (QR) codes have been placed at points along the Raemaru trek to provide relevant and useful information for hikers and walkers. The information stresses safety and gives safety tips such as taking water and proper walking shoes, and planning on being back before dark. Also being reinforced are the environmental messages regarding trekking, such as keeping to the track so as not to destroy the biodiversity, and also cleaning of shoes before trekking into the mountain in order not to spread seeds from invasive species.

The existing geocaches on Rarotonga have been replaced with new housing so that they are easily accessible for visitors.



SIX NEW GEOCACHES WERE
PLACED AROUND AITUTAKI TO
ADD TO THE EXPERIENCE OF
VISITORS TO AN OUTER ISLAND



SCAN THIS CODE



TO CONTINUE YOUR
SELF-GUIDED RAEMARU TREK



EVENT DEVELOPMENT STRATEGY

Development of a year round programme of special events timed to stimulate the low and shoulder tourist seasons and attract visitors to the Cook Islands with a range of cultural, artistic and sporting activities.



EVENT SUPPORT

Event support is provided to existing local events to encourage an international focus, target the issue of visitor seasonality, and ensure the successful delivery of signature events. In addition Kia Orana Values collateral was provided to a small number of groups who represented the Cook Islands internationally. The following events or groups received support:

CULTURAL/COMMUNITY EVENTS

- Te Mire Tiare 2018
- Te Mire Ura Nui 2019
- Te Mire Atu 2019
- Te Mire Ura 2019
- Te Maeva Nui 2019
- Aitutaki Christmas in the Park 2018
- Aitutaki Day Celebrations 2018
- World Youth Day 2019
- Taokotai'anga 2019
- Golden Ukalele Festival 2019

CUISINE EVENTS

- World Food Day
- Pacific Chefs Global competition

SPORTS EVENTS

- Rising stars championships
- Pursuit in Paradise



Aitutaki Day Celebrations



EVENT SUPPORT

Cook Islands Tourism Corporation continues to strengthen our partnership with the Ministry of Cultural Development to support cultural events. These events add to the value of a visitors experience in the Cook Islands. The inaugural Golden Ukalele Festival was held from the 16-21st of March 2019 and was a mixed success with 3 bona fide international teams present. Pursuit in Paradise on Aitutaki was held at the end of March where we supported the costs for a photographer to the event. Support was provided to two young aspiring Cook Islands Chefs to take part in the Pacific Rim Global Chefs Competition event in Melbourne. Both chefs took out 4th place in their respective categories taking out the Bronze medals for the Cook Islands

PURSUIT IN PARADISE

35+
competitors



PACIFIC RIM GLOBAL CHEFS COMPETITION

Young, local aspiring chefs take out Bronze medals for the global chef's competition



GOLDEN UKALELE FESTIVAL

200+

people at the finale awards event





TOURISM ENTERPRISE DEVELOPMENT & INDUSTRY STANDARDS

COMMUNICATIONS AND COMMUNITY

This strategy includes providing tourism enterprise programs to meet the needs of the industry. Community engagement includes projects designed to positively engage communities and government agencies to address issues impacting tourism.

EDUCATION AND TRAINING

This strategy is to increase hospitality industry education opportunities available in the Cook Islands. This will encourage youth to stay in the country to train and work rather than emigrate. This will also improve standards of service and experience delivery.



VAKA PRIDE COMPETITION

The Vaka Pride competition has completed 12 rounds since its launch in 2015 with emphasis this year for judging on public facilities/areas, cyclone shelters, water stations and agricultural sites. The Vaka Pride Committee has expanded to include the Ministry of Agriculture to gain their expertise on agricultural practices which is becoming a regular focal area. This is to ensure a wider and relevant stakeholder engagement and the recognition of managing destination issues more collaboratively and effectively.

*VP committee inspecting
Matthew Mokoroa plantation*



VAKA PRIDE HAS
COMPLETED
12
SUCCESSFUL
ROUNDS



MOA rep inspecting Garry Tangiiti plantation



Enuamanea Hall Water Station



Calvary Hall (Cyclone Shelter)

TE VAKA O RU COMPETITION

Te Vaka O Ru (TVOR) competition on the island of Aitutaki has made good progress with emphasis this year placed on waste disposal and replanting of trees. Amuri Sports Club most recent initiative to minimise the use of plastic bags on the island is the production of cloth shopping bags. They are currently in the process of producing more bags to eventually be sold at the local stores.



Amuri Sports Club cloth bags



TE IEIE O TE ORAU

Te Ieie O te Orau (TIOTO) on the island of Mauke was the newest addition to our community programmes for the year with its launch in October 2018. Since its launch TIOTO has completed 3 successful rounds with the first round of judging focusing on maintenance and upkeep of each

village. The second round focused on the beach coves of Mauke where the communities would take ownership of the beach coves through cleaning initiatives and the rebuilding of beach huts for example. The third round focused on historical sites with emphasis placed on how close it is returned

to its original historical state and the maintenance. TIOTO committee is made up of representatives from Infrastructure Cook Islands, Ministry of Agriculture, Ministry of Marine Resources, Mauke Youth, National Environment Service and the community.



Oneroa Beach placed first for Mauke beach coves



Agricultural production



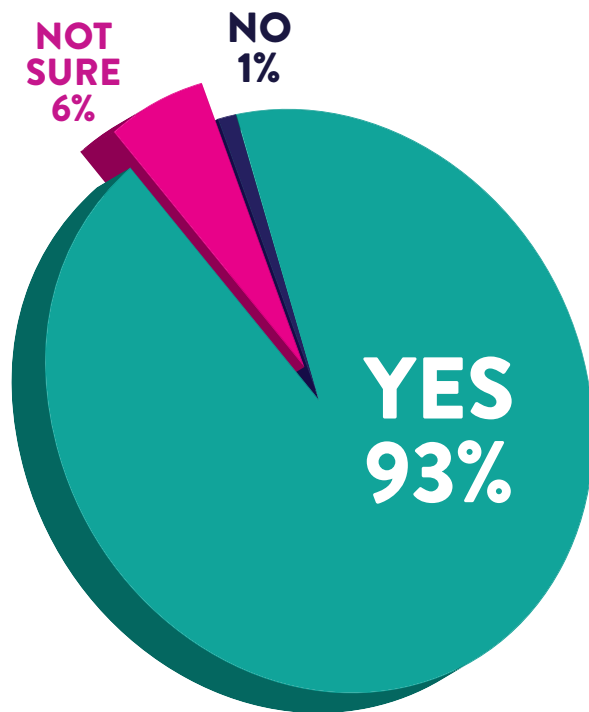
Well maintained public areas

NEW
PROJECT

COOK ISLANDS TOURISM COMMUNITY ATTITUDES TOWARDS TOURISM SURVEY

Launch of the Cook Islands Tourism Community Attitudes towards Tourism Survey in September 2018 reached approximately 7% of the total population of the country. Over 900 completed surveys were collated by the end of the survey period to a range of questions exploring the relationships between community and tourism from a number of perspectives including economic, cultural, environmental, and in terms of quality of life.

DO YOU THINK THAT TOURISM IS GOOD FOR THE COOK ISLANDS?



Website address for Survey Report:
<https://www.nztri.org.cook-islands-resources>



Poppy Doherty receives the grand prize as winner of the final draw for her participation in the community survey

TOURISM WEEKS: MANA TIAKI AND KIA ORANA WEEK

World Tourism Day was celebrated across the globe on the 27th of September 2018 with the theme being “Tourism and the digital transformation.” The week consisted of a number of activities which included the launch of the Cook Islands Community Attitudes toward tourism survey and the launch of a digital element to the Raemaru hike. Mana Tiaki week was held from the 1st – 5th April and consisted of activities at the Maire Nui Park, a Mana Tiaki expo, the launch of the Mana Tiaki Eco Certification and a presentation on Cook Islands Tourism research by Professor Simon Milne. Kia Orana week was held on the week of the 10th of June starting with a celebration of the A1 Meitaki awards for Rarotonga, Tereora College Careers Day Expo and the A1 Meitaki Awards ceremony in Aitutaki. All events were well attended and covered by local media.



KIA ORANA VALUES MEDIA BUY

Kia Orana Values campaign continued through presentations and visitations by the Kia Orana Ambassadors. In July 2018 – June 2019 there were 12 Kia Orana Values presentations to over 245 participants.

KOV Presentations (July 2018 - June 2019)

CITC Mainstore
Ports Authority
Avarua Primary School
Miss Cook Islands contestants 2019
Coral Sands Apartments
Daydreamer Resort
Club Raro Resort
Muri Beach Club Hotel
Polynesian Rental Cars & Bike Hire
The Edgewater Resort & Spa
The Islander Hotel
Te Uki Ou Primary School

Kia Orana Values media buy 48 Kia Orana television commercial runs, 300 radio advertisements, 12 Kia Orana Values print advertisements.



Kia Orana Ambassadors



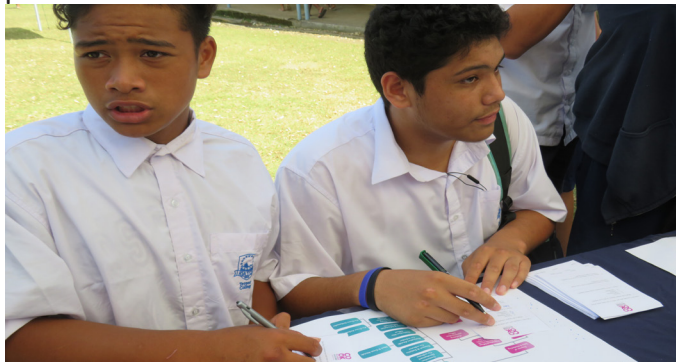
Kia Orana Value A6 Cards



Aunty Nan presenting the Kia Orana Values to the staff of Polynesian Rental Cars & Bikes

CAREERS DAY

Cook Islands Tourism took part in two careers days this financial year. In September 2018 Cook Islands tourism took part in the Tereora College careers expo to show the importance of Tourism in commerce and the large role it plays in our economy. In June 2019, Cook Islands Tourism alongside other businesses and government agencies again joined the Tereora college careers expo but this time other schools were able to attend. Both career days provided an opportunity to interact and engage with the students as well as build a potential intern database.



56 STUDENTS
REGISTERED THEIR
INTEREST TO WORK
IN TOURISM

TOURISM ENTERPRISE
DEVELOPMENT



KIA ORANA CUSTOMER SERVICE COURSE

The Kia Orana Service (KOS) course is an extension platform of Kia Orana Values focusing on basic customer service principles giving it a Cook Islands flair. This 3-hour non-accredited course was delivered at both the Cook Islands Tertiary Institute (CITTI) campuses across Rarotonga and the southern group islands and when specifically requested at students workplaces. All participants received a joint Cook Islands Tertiary Training Institute & Cook Islands Tourism Corporation Certificate of Completion.

*“This class has inspired me
to learn more of my culture”*

Kia Orana Customer Service Report May 2019

TOURISM ENTERPRISE
DEVELOPMENT

TOTAL PARTICIPANTS
KOS 2019
RAROTONGA #281
AITUTAKI #57
MANGAIA #23



AUCKLAND INSTITUTE OF STUDIES DIPLOMA PROGRAMMES

The Cook Islands Tertiary Training institute is contracted to deliver NZQA approved courses through the Auckland Institute of Studies. They will be delivering the following courses from Semester 2 2019.

- Level 5 Diploma in Hospitality Management
- Level 5 Diploma in Travel & Tourism

THE FUNDING PROVIDED TO
CITTI WILL GO TOWARDS THE
COURSE MATERIALS, STUDENTS
REGISTRATION - NZQA AND
TUTOR FEES




Danielle Cochrane Secretary of Education and Dr Semisi Taumoepeau Director of Pasifika Studies and Relations at Auckland Institute of Studies visit Cook Islands Tourism to launch the programme.



STRATEGIC PLANNING

This section provides an overview of scoping reports commissioned by Cook Islands Tourism outlining recommended long term infrastructure upgrades and investments into the destination. These scoping reports have recently included the upgrades and investments needed for Pa Enua tourism development. Funding in this pillar has also been used to support regional marketing efforts, and extra statistics and research programmes required for international marketing.



PRODUCT DEVELOPMENT

A visit to Mauke in October 2018 for industry update with Koutu Turoto o Mauke, content gathering for Cook Islands Tourism website, brochure development and imagery updates.



Tangata Ateriano on tour with visitors in Mauke

A visit to Atiu in November 2018 was organised for Director of Sales and Marketing and Digital Executive conduct familiarisations for five new tours, site inspections, A meeting with the Atiu Tourism Industry Council and Atiu Island Government, were also held with a focus on the digital strategy.



Atiu Tourism Industry Council and Island Government



Daniel Fisher Digital Coordinator showing staff from Pacific Resort Aitutaki

A visit to Aitutaki in March 2019 for two digital workshops. Topics covered included social media marketing and smartphone photography and videography. They were delivered by the Digital team from the Marketing division in conjunction with Destination Development.

CRUISE INDUSTRY SUPPORT – SOUTH PACIFIC CRUISE ALLIANCE

The strategy here is to increase the number of cruise ship visits to the Cook Islands with an emphasis on smaller cruise ships and expedition cruise to the other islands apart from Rarotonga. Attendance by Cook Islands Tourism of Seatrade Cruise Global the largest annual cruise expo, is supported under this programme. This includes membership of the South Pacific Cruise Alliance which meets at Seatrade. South Pacific Cruise Alliance creates partnerships with other destinations to create international itineraries. Cruise ship calls increased from 16 in 2017, to 26 in 2018, and so far in 2019 there have been 13 successful calls.

SEATRADE CRUISE GLOBAL 2019



New information guide produced for Seatrade 2019

CRUISE SHIP PASSENGERS INCREASE

