

# DESTINATION DEVELOPMENT

SCORECARD 2019/2020





# INFRASTRUCTURE PROJECTS

- Mauke Project: Vai Tango Cave project completion
- Water Safety Signs and trailer maintenance
- Aitutaki signage (Update visitor centre sign, Maunga Pu sign)
- Atiu Tourism Office toilet



Mauke Project - Vai Tango Cave Project



Visitor Information Sign - Aitutaki



Maunga Pu Sign - Aitutaki



Mauke Project - Vai Tango Cave Project



Water Safety Sign and trailer maintenance



Aitutaki Signage

# EVENT SUPPORT

- Tourism Week
- Taokotainga 2019
- World Food Day - Potiki Makona Kai
- Netball in Paradise
- Te Ara o Te Onu launch
- National Careers Expo
- Beach Games
- International Volleyball competition
- Cook Islands Culinary competition - Manava Takurua



Taokotainga 2019



International Volleyball Competition



National Careers Expo



Tourism Week at Tereora College



World Food Day - Potiki Makona Kai



Cook Islands Culinary Competition



# EDUCATION AND TRAINING

- DD Training
- Kia Orana Customer Service Course
- Auckland Institute of Studies Diploma Programmes
- Kia Orana Values presentations
- Mana Tiaki presentations



Destination Development Training



Mana Tiaki Presentations

Kia Orana Customer Service Course



Kia Orana Values Presentations



Tourism Surveys - IVS, BCI, CAT

# COMMUNICATIONS AND COMMUNITY

- Kia Orana Visits (41 visits)
- Vaka Pride, Te Vaka o Ru, Te Iele o te Orau
- Mana Tiaki Champions
- Kia Orana Values videography - Tu'a te Aro'a and Kia Orana Values video
- Water safety - Bronze medallion training
- Kia Orana Values videos
- Kia Orana Community Campaign
- Refresh of Kia Orana Values Imagery





# KIA ORANA CAMPAIGN

facebook

Insights 13 April - 30 June

**6,938** PAGE  
LIKES  
+1,409 NEW LIKES

**3,223** PAGE  
INTERACTIONS

**2,431** PAGE  
SHARES

**26,604** PAGE POST  
LIKES

**215,565** PAGE VIDEO  
VIEWS

**\$619.89** 14 PAID  
ADDS

The key objective of this multimedia campaign is to provide a platform for sharing community resources and business opportunities, highlighting who they are, what they are doing and why they do it. The campaign is dedicated to providing relevant and useful information to all parts of the Cook Islands community during this time of uncertainty.

## MEITAKI VIDEO - TOP POST



People Reached: 73K  
Shares: 504

## COHORT 2 ARRIVAL - SECOND TOP POST



People Reached: 52K  
Shares: 292

# KIA ORANA CAMPAIGN



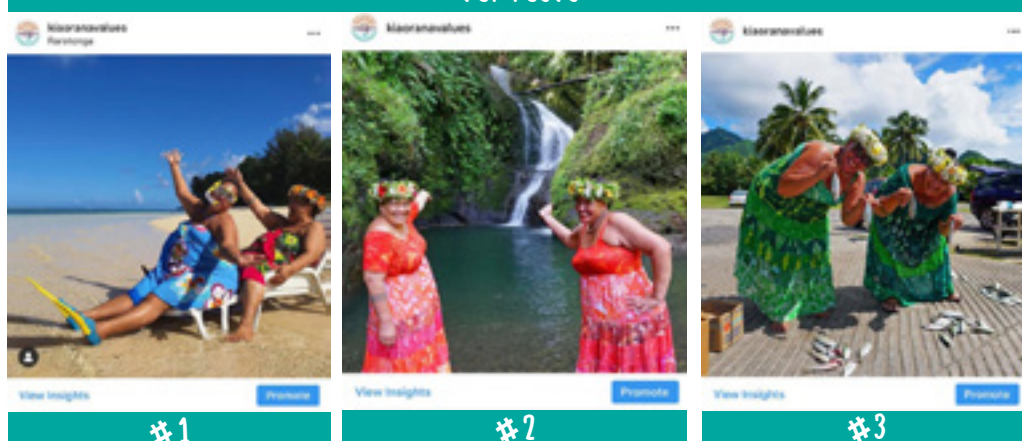
**1.25K** TOTAL FOLLOWERS  
**416.88K** AVERAGE REACH  
**68.15K** PAGE IMPRESSIONS

Campaigns sent (How many EDMS were sent)	Emails sent (How many emails were sent out)	Open rate How many people opened the email	Click rate
21	29,107	33.46%	8.6%

## NOTES

- 21 campaigns were sent out from April to July with 29,107 emails sent.
- Open rate of 33.46%
- The click-rate of 8.6%
- Full breakdown of Campaign Monitor Performance in supporting document Campaign Monitor - April.csv, May.csv, June.csv, July.csv

### TOP POSTS



# KIA ORANA VALUES IMAGERY REFRESH

Refreshed imagery for Destination Development to add to the Kia Orana Values Image gallery and to promote the Kia Orana Community Campaign.





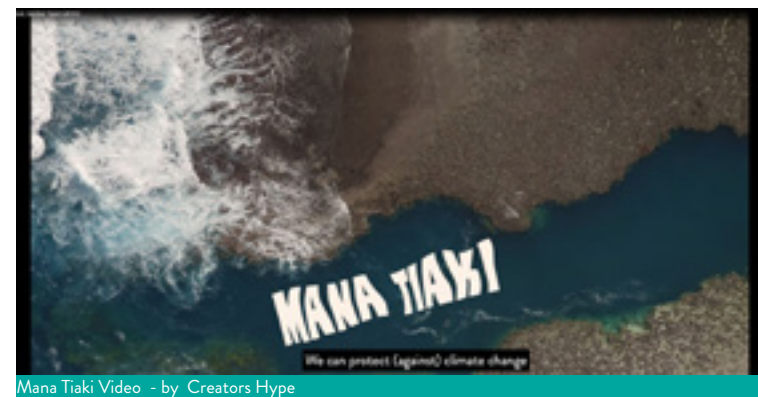
# KIA ORANA VALUES MEDIA BUY

The Kia Orana Values media buy with Cook Islands Television, Cook Islands Herald and Radio Cook Islands continues. The Kia Orana visits and presentations to industry, Government, schools and so forth also continue with the Kia Orana Ambassadors.

## PULL-UP BANNERS

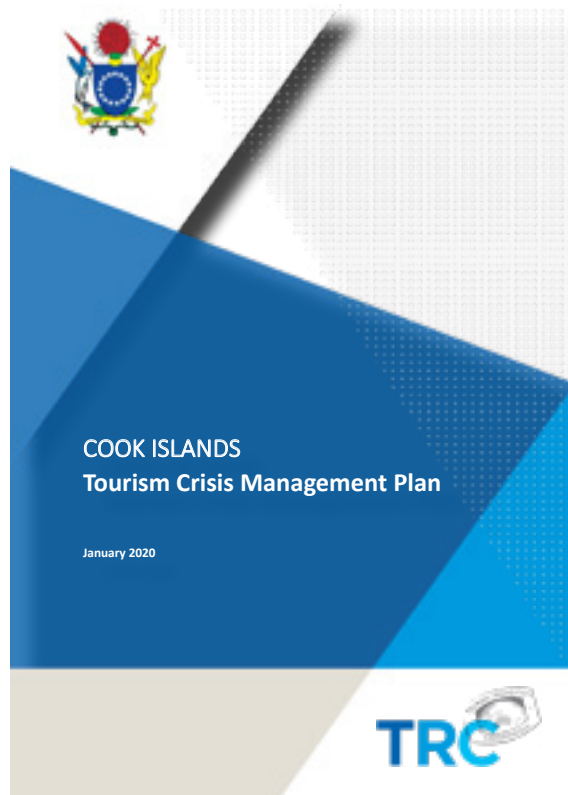


## KIA ORANA VALUES VIDEOS



# STRATEGIC PLANNING

- Cook Islands Crisis Management Plan
- Cook Islands Promise
- Kia Orana Plus Programme





# RESEARCH AND STATISTICS

- Business Confidence Index Survey
- Community Attitudes Towards Tourism Survey
- International Visitor Survey



## Cook Islands Business Survey and Confidence Index

Report 2: 2019

Prepared for Cook Islands Tourism Corporation

New Zealand Tourism Research Institute  
Auckland University of Technology

[www.nztri.org](http://www.nztri.org)

January 2020



## Cook Islands Visitor Survey

Annual Report  
July 2018 - June 2019

Prepared for Cook Islands Tourism Corporation

by

New Zealand Tourism Research Institute  
Auckland University of Technology

[www.nztri.org](http://www.nztri.org)

October 2019



# COLLABORATED PROJECTS

- Sustainable Tourism Advisor
- Mana Tiaki Eco Certification
- Turama Pacific Travel Group launches reusable bottles
- Cook Safe contact tracing app

