

# DESTINATION DEVELOPMENT



## AGENDA

### DESTINATION DEVELOPMENT

- » PART A - WHERE HAVE WE BEEN
- » PART B - WHERE ARE WE GOING





## PART A

# WHERE HAVE WE BEEN

» SCORECARDS 2020/2021





# CONTENTS

Introduction

Destination Development strategy

Tourism Infrastructure

Event Development Strategy

Tourism Enterprise Development & Industry Standards

Communications & Community

Education & Training

Strategic Planning







# 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 .



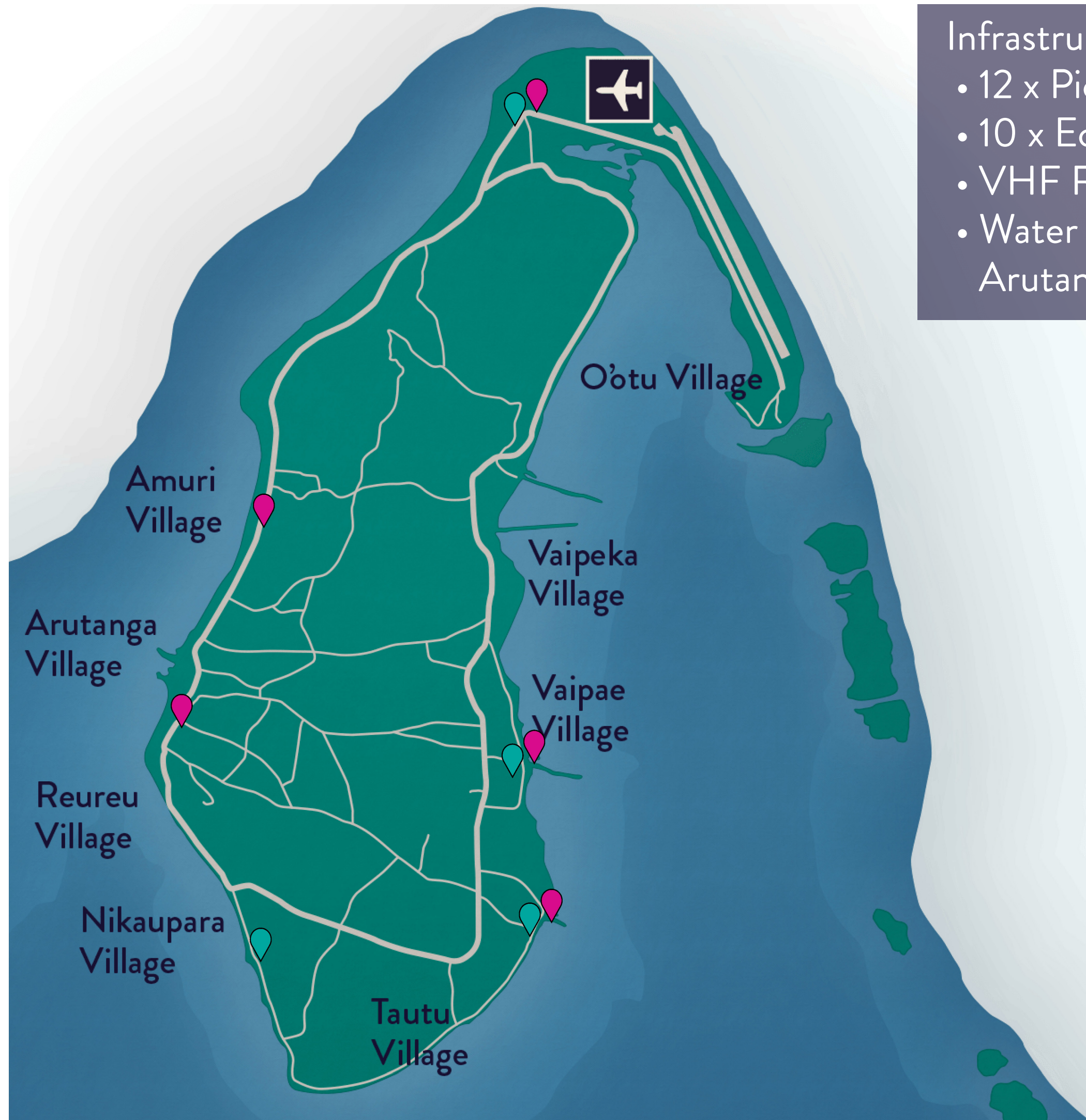


# RAROTONGA





# AITUTAKI



## Infrastructure Projects

- 12 x Picnic tables and chairs
- 10 x Eco Toilets
- VHF Repeater radio station
- Water Safety signs at Arutanga and Amuri Wharf

## LEGENDS/KEYS

-  Eco Toilets
-  BBQ Tables





# ATIU



- Infrastructure Projects
- Renovations to Atiu office
  - Repairs to Beach shelters (Matai and Taungaroro)
  - Preliminary designs for Taunga Nui Wharf toilet
  - Anatakitaki cave rope

MATAI BEACH SHELTER



TAUNGARORO BEACH SHELTER



# MANGAIA



# MAUKE







## 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

Due to the impacts of COVID-19, the criteria to support local events were lightened to assist organisations with cultural, community, sports and cuisine events.

## CULTURAL EVENTS

- Highland Paradise Maori Course
- Nga Pu Ariki Event - Apii Te Uki Ou
- Tangi Kaara 2021
- Te Mire Atu 2021
- Te Mire Ura 2021

## SPORTS EVENTS

- 43rd Round Rarotonga Road Race
- Aitutaki Liftoff
- Cook Islands Games
- C.Is. Lawn Bowls Youth Development
- Edgewater Masters Tennis
- Pursuit in Paradise - Aitutaki Marathon
- Te Kara Run

## COMMUNITY EVENTS

- Aitutaki Bicentennial Gospel Day Sponsorship
- Korero o te Orau Holiday Programme
- Mangaia Fishing Competition
- Mitiaro Community Project
- Rotaract Christmas in the Market
- Tamanu tree planting on Maina Motu
- Titikaveka CICC youth

## CUISINE EVENT

- World Food Day

20 EVENTS RECEIVED SUPPORT

5 CULTURAL

7 COMMUNITY

7 SPORTS

1 CUISINE





# CULTURAL EVENTS





# COMMUNITY EVENTS



CHRISTMAS IN THE PARK



TAMANU TREE PLANTING



# SPORTS EVENTS






# CUISINE EVENT

MINISTRY OF AGRICULTURE PRESENTS

## WORLD FOOD DAY

GROW, NOURISH, SUSTAIN. TOGETHER.  
OUR ACTIONS ARE OUR FUTURE.

E TANU, KIA PA'IA E KIA VAI 'UĀTU RAI.  
KO TATOU KATOĀ I TE RAVE'ANGA NŌ TE TUĀTAU KI MUA.

**WEDNESDAY 21 OCTOBER 9AM - 2PM**

CONSTITUTION PARK  
PUNANGANUI RECLAIMED AREA

### HIGHLIGHTS OF THE DAY

- FAO 75<sup>TH</sup> ANNIVERSARY CAKE
- AERIAL SHOT IMAGE
- LIVE ENTERTAINMENT
- EI MAKING & COCONUT HUSKING COMPETITION
- FOOD STALLS
- PRODUCE SALES
- FLORICULTURE DISPLAYS
- ORGANIC FARMING DISPLAYS
- POTIKI MAKONA KAI (COOKING COMPETITION)
- LIVESTOCK DISPLAYS
- BEEHIVE DISPLAYS
- AGRICULTURE MACHINERY DISPLAY
- BOUNCY CASTLE








# 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 to the Cook Islands. This will encourage youth to stay in the country to train and work rather than emigrate and improving standards of service and experience delivery.





# VAKA PRIDE



The Vaka Pride programme in Rarotonga is now in its 6th year of operation with 19 successful rounds completed. The first Vaka Pride review was held in January with the Vaka Pride committee members. This review was organised to reassess the current programme and see how it could be improved. Cook Islands Investment Corporation was welcomed to the committee during the review.



Vaka Pride	Akono I Te Ao Rangi	Peu Maori	Tupuranga Tangata
Round 17	1 <sup>st</sup> Tupapa 2 <sup>nd</sup> Takuvaine 3 <sup>rd</sup> Avatiu	1 <sup>st</sup> Avarua School 2 <sup>nd</sup> Te Uki Ou School 3 <sup>rd</sup> Takitumu School	1 <sup>st</sup> Cardio Combat 2 <sup>nd</sup> Rotaract Rarotonga
Round 18	1 <sup>st</sup> Tupapa 2 <sup>nd</sup> Takuvaine 3 <sup>rd</sup> Murienua	Ministry of Cultural Development towards plaques for their wooden artefact at the National Auditorium	Boxing Beauties Flex + Johnsons
Round 19	1 <sup>st</sup> Tupapa 2 <sup>nd</sup> Murienua 3 <sup>rd</sup> Matavera	School Gardens Equal awards to 10 school gardens	1 <sup>st</sup> Te Are Manu 1 <sup>st</sup> Cook Islands SPCA





# TE VAKA O RU



Following the Vaka Pride review, it was decided to organise a review of the Te Vaka O Ru (TVOR) programme in Aitutaki. This was held in March with the TVOR committee members. New members for the TVOR committee joined from the Aitutaki Uniform Organisation and the Island Council.

Te Vaka o Ru	Akono I te Ao Rangi	Peu Maori	Tupuranga Tangata
Round 13	1 <sup>st</sup> Teking Tours and crew 2 <sup>nd</sup> Vaipae Fishing Club	Vaipeka Te Vaka o Ru	Are Nikau Taskforce
Round 14	Tautu Village Pitonga Henry Sing Charlie	Araura College Araura Primary Tekaaroa Primary School Vaitau Primary School	Aitutaki Disability Aitutaki Football Association Cardio Funcfit





# TE IEIE O TE ORAU



Te ieie o te Orau in Mauke is run by the Koutu Turoto O Mauke committee in partnership with Cook Islands Tourism Corporation.

Te ieie o Te Orau Rounds	Focus Areas
Round 7	Fence for Catholic Church
Round 8	Funds split between SDA church to fix windows and to repaint the Ngatiarua CICC divided Church
Round 9	Cleaning the beaches and special award to the village of Ngatiarua for ongoing cleaning



# TE PAA TIARE O ENUA MANU

NEW  
PROJECT



The Atiu Tourism Industry Council in collaboration with Cook Islands Tourism launched, Te Paa Tiare o Enuamanu in May. The students of Apii Enuamanu held a competition to finalise their community programme name which was announced during a special assembly.



# KIA ORANA VALUES – MEDIA BUY AND COLLATERAL



The Kia Orana Values media buy with Cook Islands Television, Cook Islands Herald and Radio Cook Islands continues. Collateral was also purchased to enhance the Kia Orana Values branding. This included;

- Kia Orana Values road Banners, pull up banners
- COVID-19 safety posters, brochures, flyers, cook-safe collateral
- Kia Orana Values booklets and A6 cards
- Kia Orana Values USBs
- Kia Orana Plus collateral

## COOK ISLANDS HERALD EDITS





# KIA ORANA VISITS

TOTAL  
NUMBER OF  
PARTICIPANTS  
**305**



The Kia Orana visits and presentations to industry, Government, schools and so forth also continue with the Kia Orana Ambassadors. The Kia Orana Ambassadors also got the opportunity to travel to Mauke for the first time to deliver the Kia Orana values to the community groups, Government and citizens of Mauke. Kia Orana Values presented to: Cook Islands Investment Corporation, Avarua Cook Islands Christian Church, Cook Islands Child Welfare, Air New Zealand, Pacific Resort Hotel Group, Tereora College and Takitumu School, Edgewater Resort.



# KIA ORANA PLUS RAPID TRAINING

The face-to-face training programme was launched in September 2020 and continued until early May once the online training programme was made available. The one-day training programme was developed to equip businesses with the necessary basic facts, best practices, health measures, guidelines, and access to key resources on COVID-19.





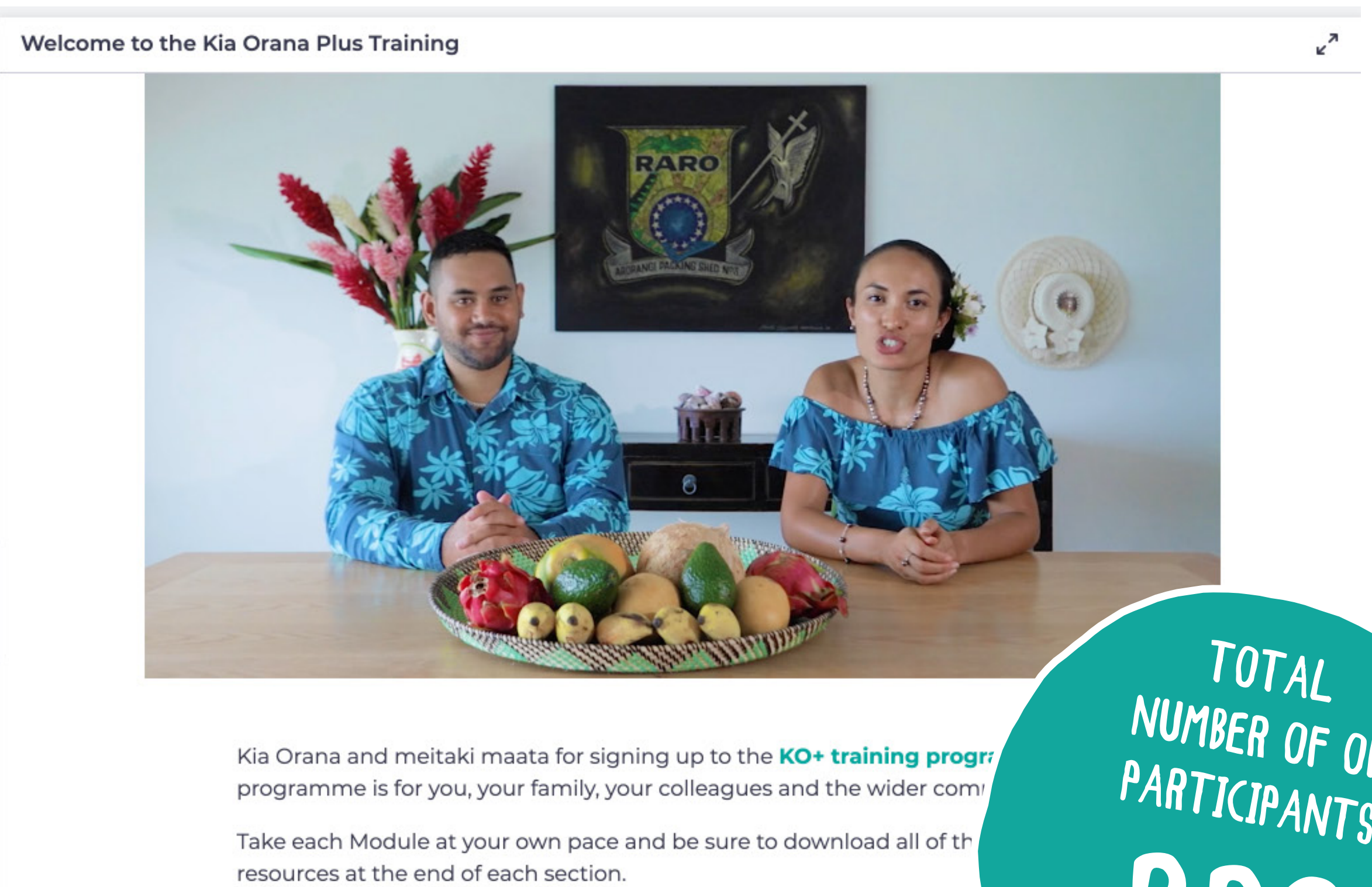
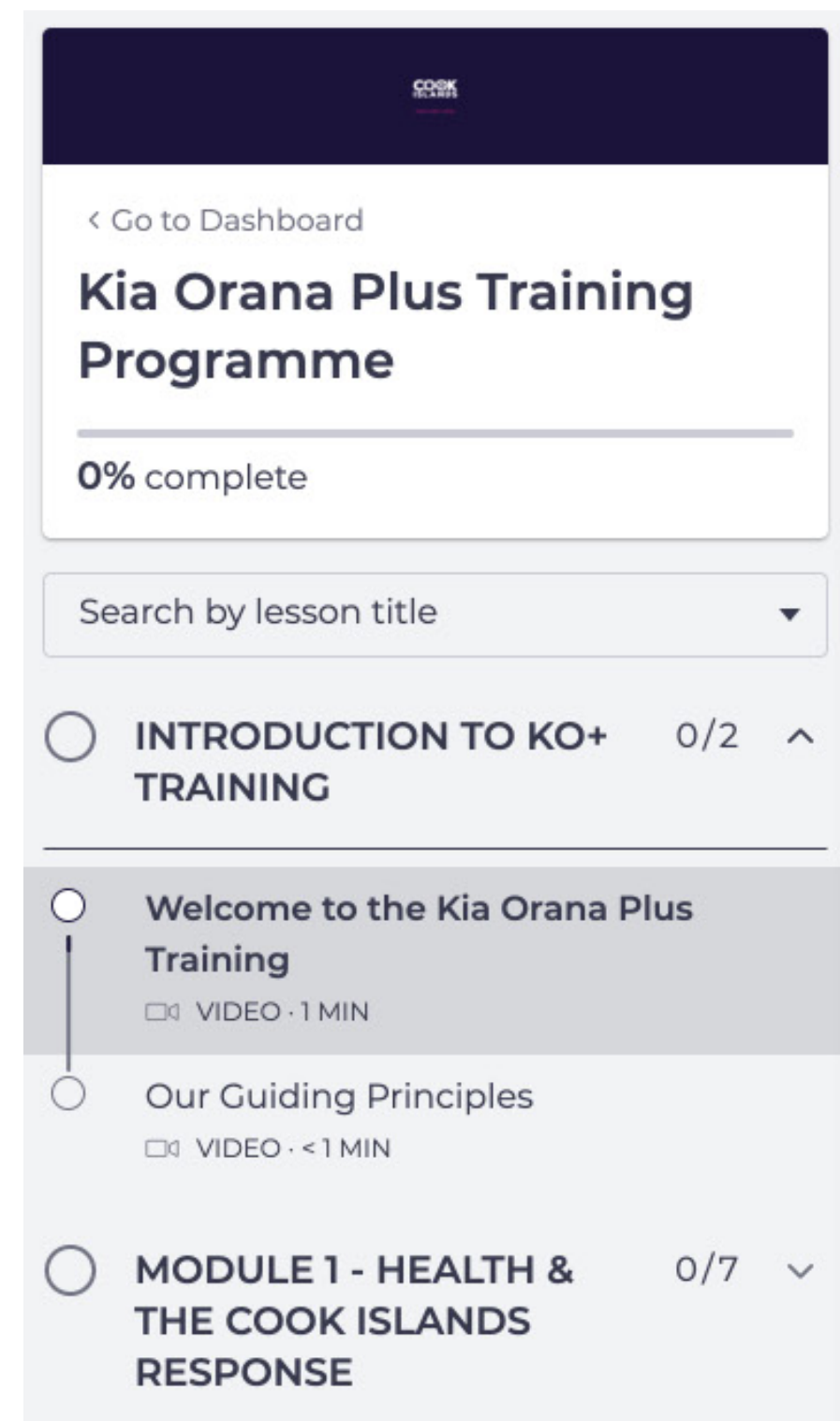
# KIA ORANA PLUS ONLINE TRAINING

The online training programme is divided into two modules “Health and the Cook Islands Response” and “Hygienic Practices in the Cook Islands”. The online training programme takes up to an hour to complete and it includes interactive videos, detailed information on each module, and multiple choice questions after each module to assess participants knowledge.



## THE COOK ISLANDS PROMISE

The Cook Islands Promise is our **joint commitment** to protect all Cook Islands residents, and international visitors, from the severe acute respiratory syndrome virus widely known as COVID-19.



TOTAL  
NUMBER OF  
PARTICIPANTS  
**339**

Kia Orana Plus online training: [www.cookislandstourismtraining.com](http://www.cookislandstourismtraining.com)



# CAREERS DAY



Cook Islands Tourism took part in the Tereora College careers day on Thursday 17<sup>th</sup> June 2021. The aim of this week was to enlighten students as well as the community, the importance of Tourism and the role it plays in our economy. Cook Islands Tourism held two activities which included, general knowledge about the Corporation, and geographical knowledge of places-of-interest in the Cook Islands as part of the expo to interact and engage with the students.



# BOAT MASTERS TRAINING & RADIO OPERATORS LICENCE



Cook Islands Tourism helped to subsidise the total cost of the boat masters training for participants in Aitutaki and Mangaia.

**AITUTAKI**  
**118**

GAINED BOAT MASTERS CERTIFICATE

**133**

GAINED RESTRICTED RADIO OPERATORS  
LICENCE

**MANGAIA**  
**40**

GAINED THEIR BOAT MASTERS  
CERTIFICATE & GAINED RESTRICTED  
RADIO OPERATORS LICENCE



# FIRST AID TRAINING

During the same time that the Boat Masters training was being delivered, Cook Islands Tourism sponsored a Red Cross representative to travel to Aitutaki to deliver first aid presentations. Over the course of four days the first aid training was delivered to over 200 participants. Cook Islands Tourism Corporation staff also went through a comprehensive two day training, including Aitutaki and Atiu staff on the island of Rarotonga.





# CULTURAL TOUR GUIDE TRAINING



59

PARTICIPANTS TO TAKITUMU WORKSHOP

50

PARTICIPANTS TO PUAIKURA WORKSHOP



The Cultural Tour Guide workshop was the outcome of a partnership formed through a five year Memorandum of Understanding with the Ministry of Cultural Development (MOCD) -Tauranga Vananga. Two workshops were held for tour guides to cover the cultural areas of significance on Rarontonga, they were held for the Vaka Takitumu and Vaka Puaikura. The main objectives of the workshop was to enhance the cultural knowledge of local tour guides.





## 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

Cook Islands Tourism in conjunction with Turama Pacific Travel and Air Rarotonga conducted a Nga Pu Toru exploratory trip between 2 to 5 February 2021. The objectives of the Nga Pu Toru exploratory trip was to scope low hanging fruit projects to enhance the visitors experience in line with developing travel to the Pa Enea. The following projects were identified for each of the islands.

## Atiu

- Repair worn out/weathered signage
- Repair beach shelters
- Add three new beach shelters
- Provide guidance on tour guide offering
- Cave access – Anatakitaki Cave
- Launch Mana Tiaki programme
- Improvements to Atiu Visitor Centre



## Mitiaro

- Provide guidance on tour guide offering
- Install signage, mirror to Atiu/Mauke
- Improve cave access
- Launch Mana Tiaki programme



## Mauke

- Provide guidance on tour guide offering
- Replace worn out/weathered signage

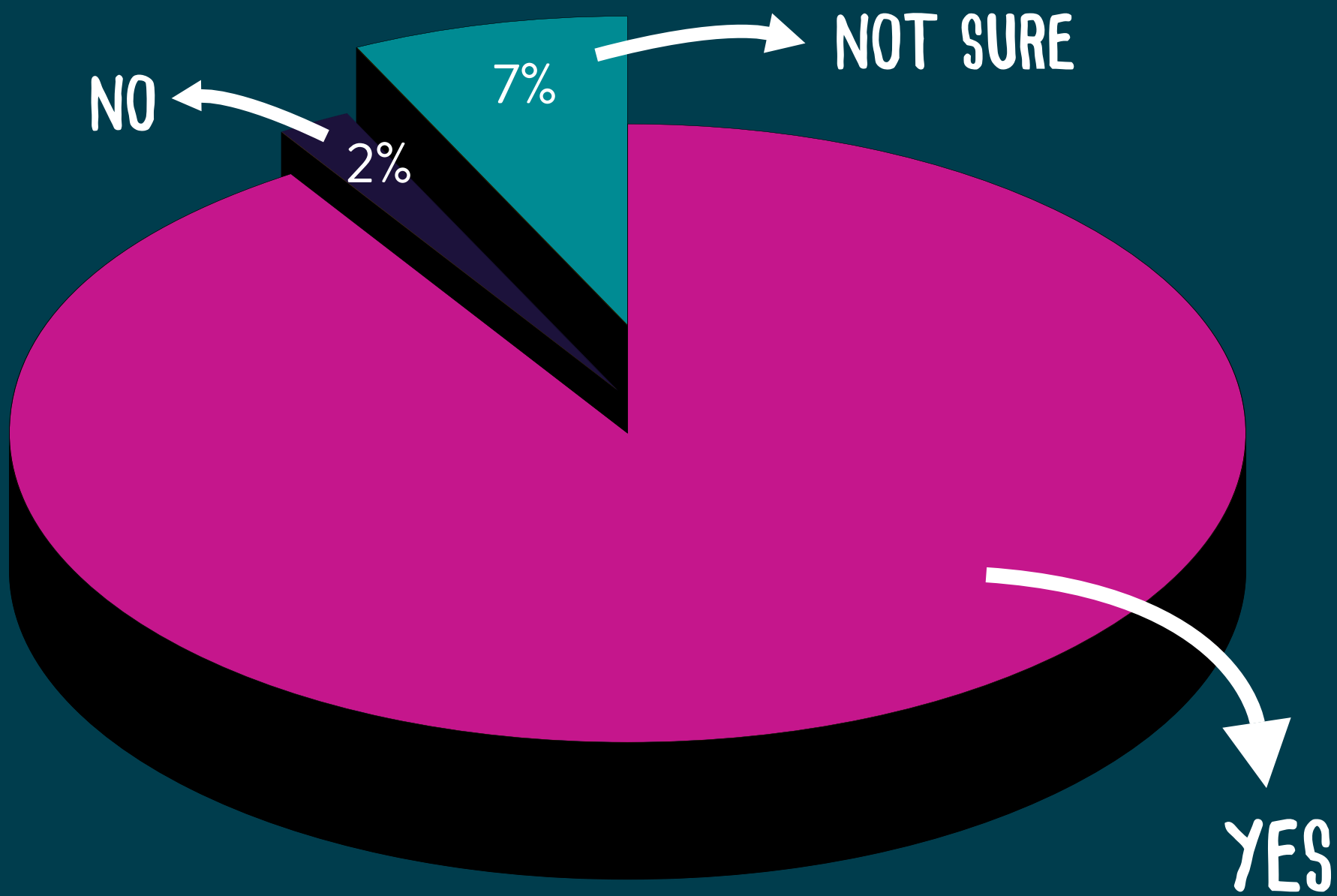




# RESEARCH DATA

New Zealand Tourism Research Institute (NZTRI) with support from Cook Islands Tourism Corporation collects and analyses data that relates to the tourism industry. The Business Confidence Index Survey (BCIS) was conducted from October to November. The Cook Islands community attitudes towards tourism (CATT) report was delivered in February 2021.

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



1140 CATT SURVEY PARTICIPANTS

## BUSINESS TRAINING NEEDS\*

Theme	Share of respondents
Sales and marketing	17%
Customer service	12%
ICT skills	12%
Management	10%
Accounting or finance	8%
Hospitality and tourism	8%
Health and safety and COVID practice	7%
Trade and technical skills	6%
Agriculture or horticulture	6%
Kia Orana Values and cultural understanding	6%
First aid	4%
Housekeeping	3%
Work ethics	2%
Lifeguard or water-based skills	1%
Product development	1%

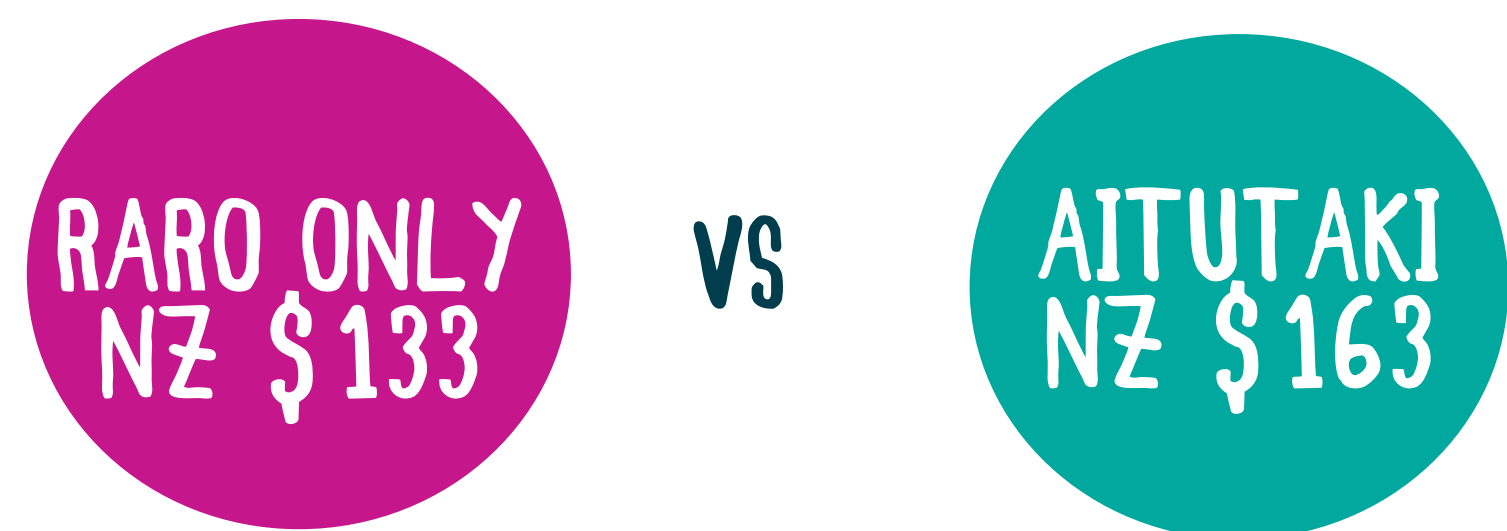
\* 161 BCIS SURVEY PARTICIPANTS



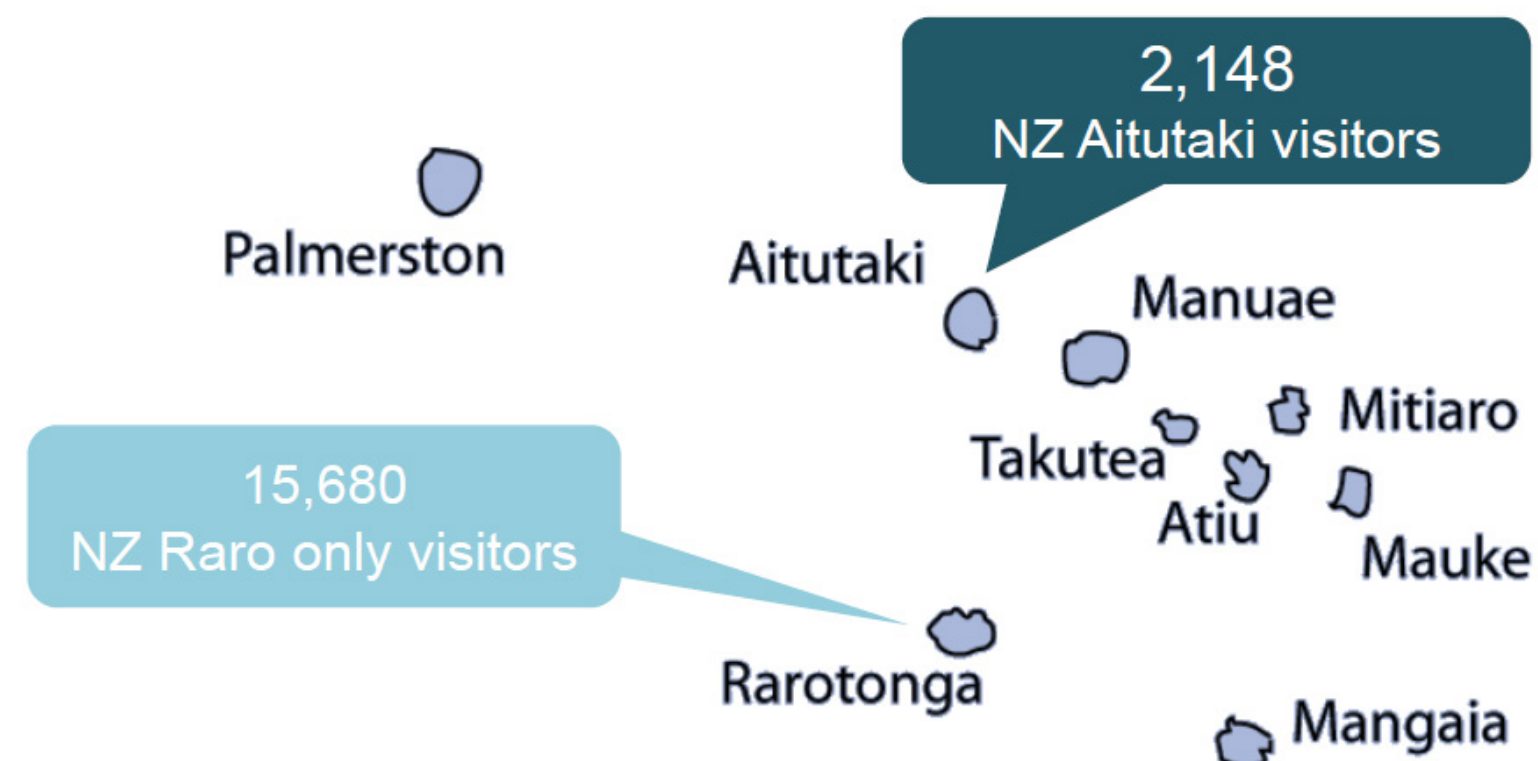
# COOK ISLANDS DATA MINING – NZ AITUTAKI VISITORS

The report provides an overview of NZ Aitutaki visitors compared with NZ visitors who only visited Rarotonga through a time series of IVS data collected from 2012-2020. The information provided through the datamining showed some interesting and useful findings to help understand the profiles of the visitors to Aitutaki.

## AVERAGE SPEND PER PERSON PER DAY



## IVS NUMBER OF RESPONDENTS



## AITUTAKI VISITORS ARE MORE LIKELY TO VISIT OUTER ISLANDS THAN VISITORS WHO VISITED RARO ONLY

AITUTAKI

VS

RARO ONLY

37%

Would LIKE to visit outer islands

58%

58%

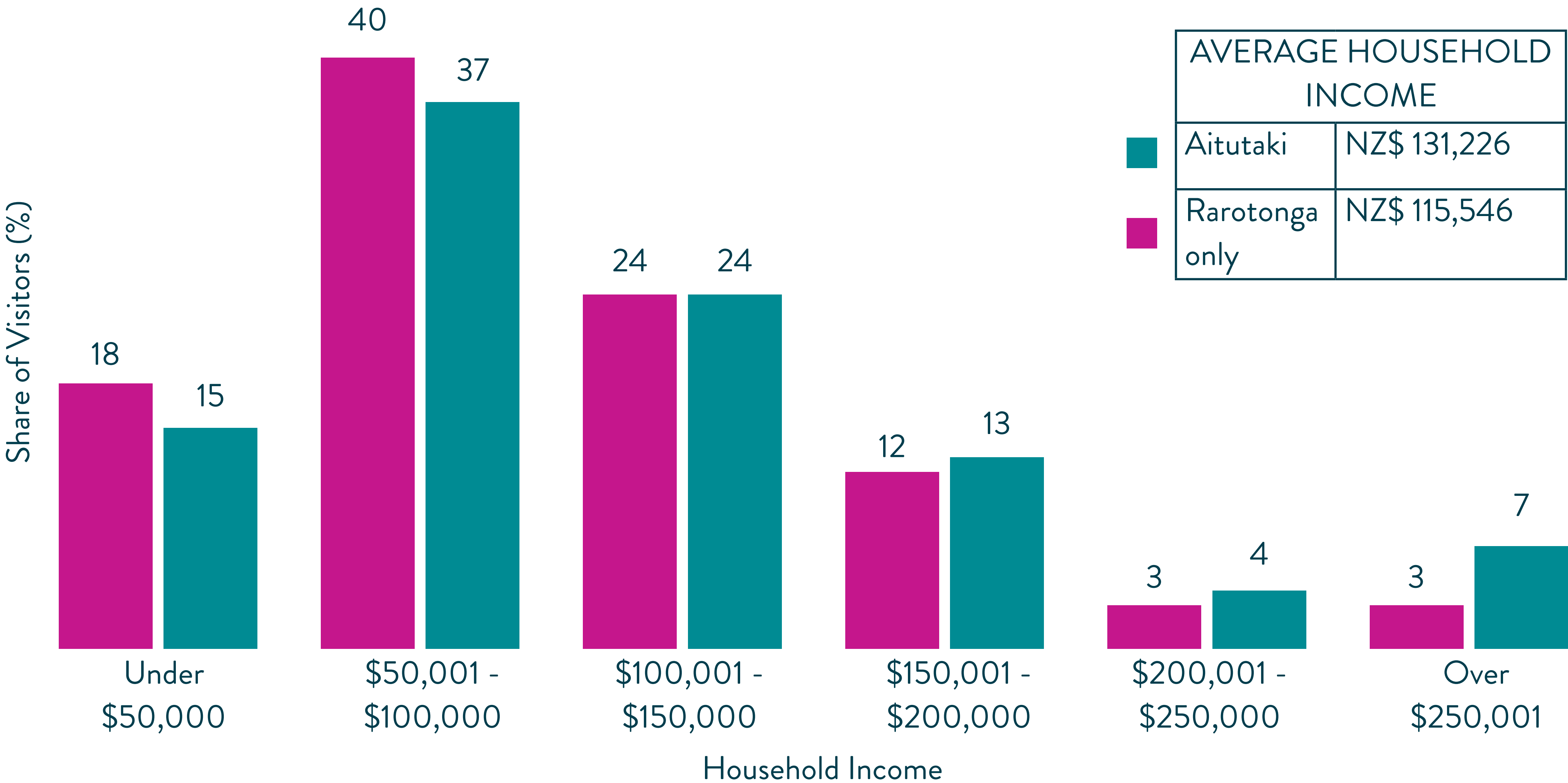
MAYBE visit outer islands

36%



# COOK ISLANDS DATA MINING – NZ AITUTAKI VISITORS

## AITUTAKI VISITORS HAVE A HIGHER HOUSEHOLD INCOME





# INTERNATIONAL VISITOR SURVEY INSIGHTS

This report focuses on those visitors coming from NSW and with a specific emphasis on those NSW travellers who use Air NZ for travel. Two separate reports were generated to identify the profiles of New South Wales visitors who travelled within 2014-2020 timeframe and those NSW travellers who took AirNZ to travel to the Cook Islands.

*The 2014-2020 IVS data set is analysed to help understand the profile of California visitors to the Cook Islands within this time frame.*

## TOTAL SPEND FLOWING INTO THE ECONOMY FOR THE DIFFERENT MARKETS

### NEW SOUTH WALES



Per Person - Whole Trip

**\$2,510**



Per Person per Day

**\$285**



Length of stay

**8.8 nights**

### CALIFORNIA



Per Person - Whole Trip

**\$2,776**



Per Person per Day

**\$315**



Length of stay

**8.8 nights**

### OTHER USA



Per Person - Whole Trip

**\$2,553**



Per Person per Day

**\$302**



Length of stay

**8.5 nights**



# DOG REGISTRATION AND ANIMAL CONTROL COMMITTEE

The Dog Registration and Animal Control Committee referred to as DR-ACC was formed in March of 2021 as a result of a one day workshop chaired by the Minister of Tourism, Hon. Patrick Arioka. The creation of this committee is to help address the Dog and Animal issues and concerns raised through the International Visitor Survey and voiced by the Cook Islands Community. The DR-ACC members are made up of Cook Islands Police Services, Ministry of Agriculture, Te Are Manu (Cook Islands) Inc., Cook Islands SPCA Inc., and Cook Islands Tourism Corporation. The role of Cook Islands Tourism Corporation



## DR-ACC COMMITTEE PARTNERS





# DOG REGISTRATION AND ANIMAL CONTROL COMMITTEE

## DOG POPULATION SURVEY RESULTS

Puna	Female Intact	Male Intact	Female Total	Male Total	Grand Total
Akooa	16	30	90	134	224
Matavera	24	47	97	140	237
Murienua	24	39	119	139	258
Ngatangiaa	17	19	81	102	183
Nikao	19	36	96	145	244
	100	171	483	660	1,146

## TOTAL POPULATION OF DOGS BY AGE CATEGORY ON RAROTONGA



**DOG POPULATION SURVEY**

COOK ISLANDS (ONE ISLAND PARADISE)

SPCA

Owner's Name  
Ingoa  
Email  
Imere  
Phone Number  
Numero Tereponi

How many dogs are in your household?  
Eiaa a kotou puakaoa / roto i te ngutuare

1. Dog Information / Akakiteanga no te puakaoa

Dog Name  
Ingoa o te puakaoa

Gender  
Toa/Ua

Age  
Mataiti

Primary Colour  
Kara o te puakaoa

Secondary Colour  
Kara o te puakaoa

Distinctive Marks  
Akairo tuke uatu

☐ Takuvaine/Tutakimoo  
☐ Tupapa Maraerenga  
☐ Matavera  
☐ Ngatangiaa  
☐ Titikaveka

☐ Murienua  
☐ Akooa  
☐ Ruaau  
☐ Nikao Panama  
☐ Avatu Ruatonga Atupa

Neutered  
Vai ia

Yes  
Ae

No  
Kere

0 - 1 years  
0 - 1 mataiti

1 - 10 years  
1 - 10 mataiti

10+ years  
10+ mataiti

Confidential and used solely for Cook Islands.



# 3 YEAR DD STRATEGIC PLAN – PROGRESS REPORT

## » EXECUTIVE SUMMARY

- ◇ Tourism contributes to in excess of 60% of economic benefit to the government and people of the Cook Islands.
- ◇ The purpose of the Destination Development Strategic Plan is to ensure there is a solid vision for the future tourism development representing the groundwork for tourism growth and management for the destination.
- ◇ The most effective destination development occurs when the tourism industry and government work together to enhance the quality of the visitor experience by ensuring tourism products, services, amenities and practices meet and exceed expectations over the long term.
- ◇ Planned development will succeed through close collaboration with key stakeholders in the industry and in government.

CONCLUSION

MONITORING AND EVALUATION  
FRAMEWORK

HUMAN RESOURCE DEVELOPMENT

NEW PRODUCT DEVELOPMENT

STRATEGIES

DESTINATION DEVELOPMENT  
GOALS

KEY STRENGTHS, CHALLENGES,  
OPPORTUNITIES.

GUIDING PRINCIPLES

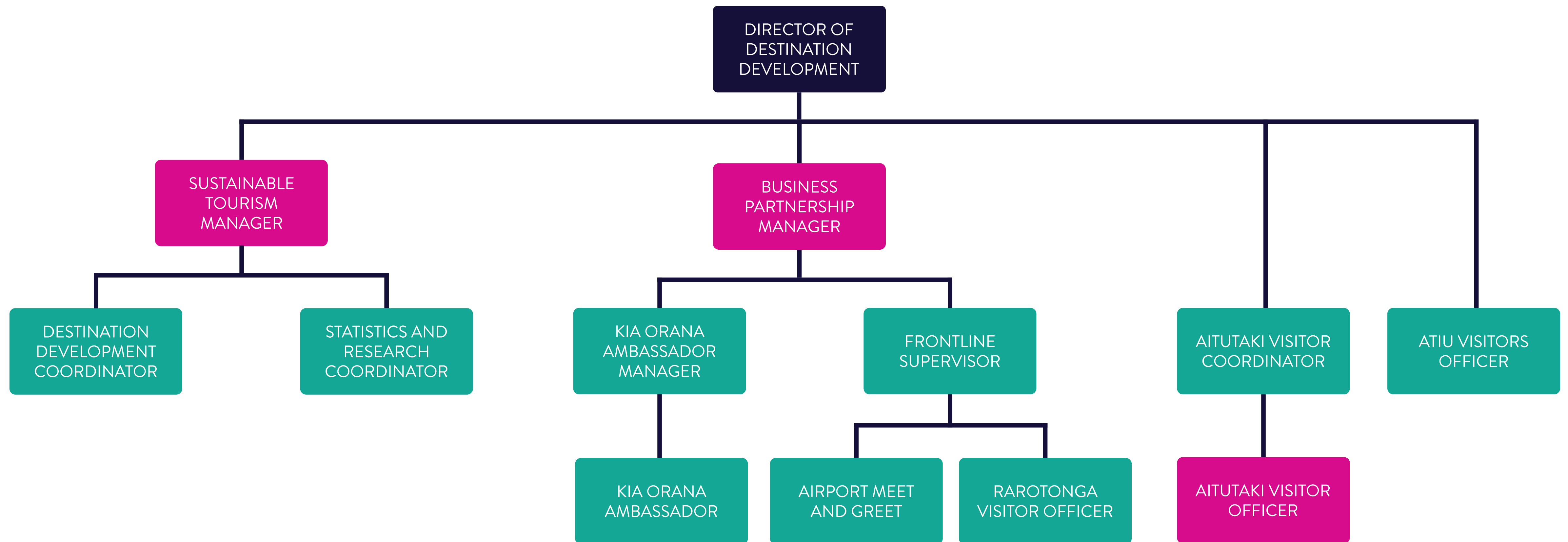
MISSION STATEMENT

VISION

INTRODUCTION

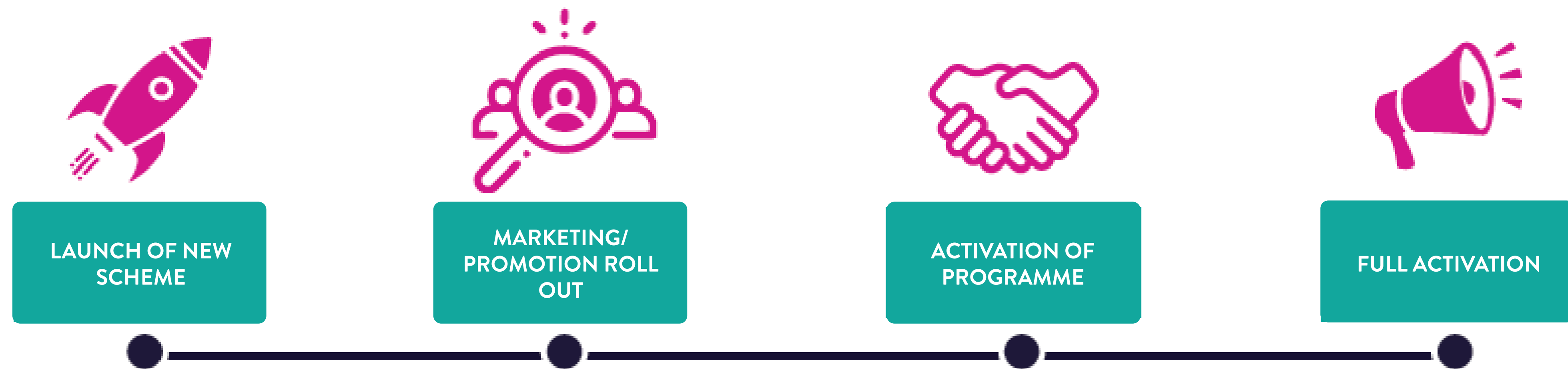


# STRENGTHEN OUR PEOPLE





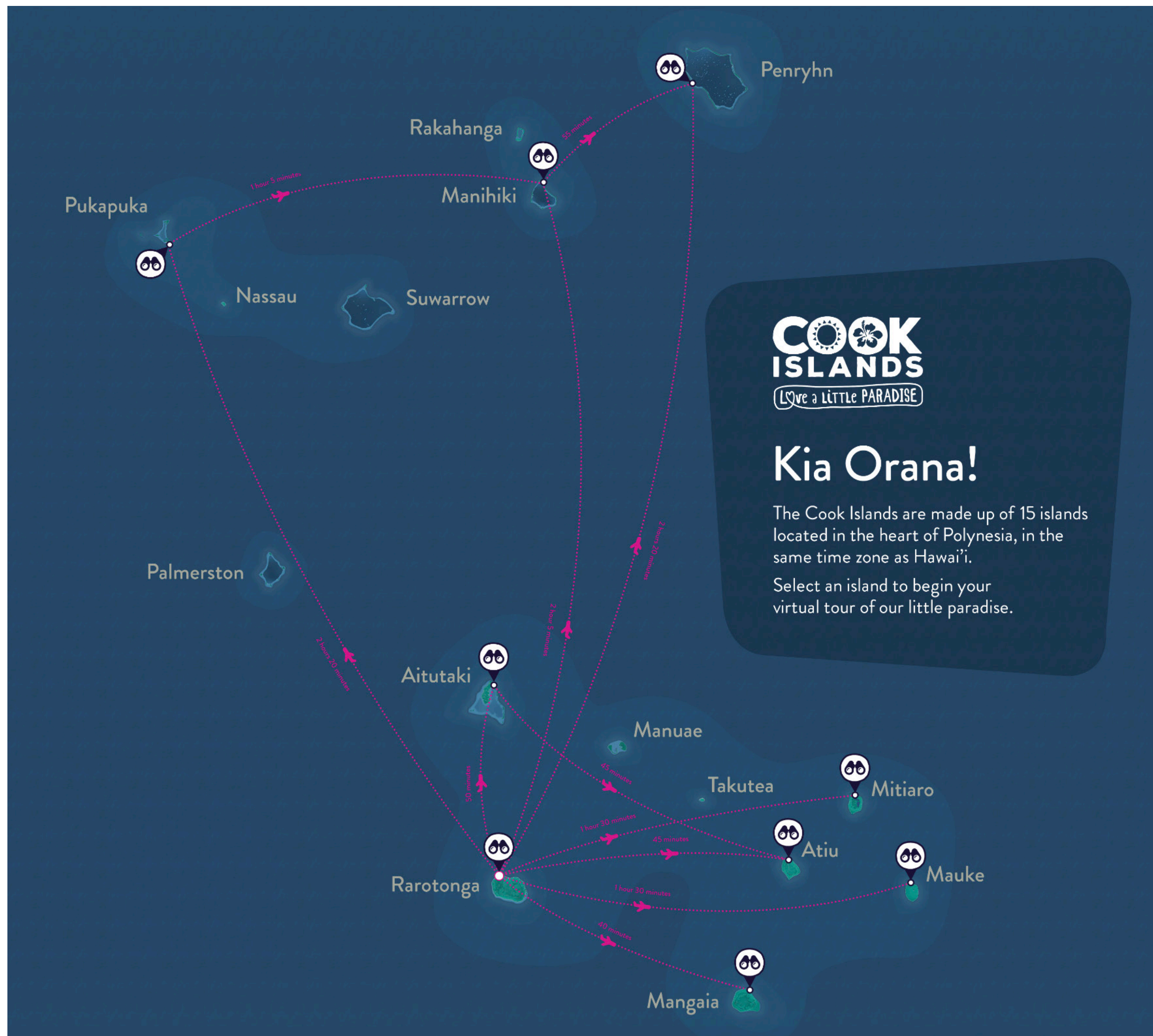
# BUSINESS PARTNERSHIP PROGRAMME



- » BUSINESS PARTNERSHIP MANAGER
- » LIKELY LAUNCH IN Q2
- » INDUSTRY CONSULTATION - STANDARDS AND GUIDELINES



# PA ENUA DEVELOPMENT



ESTABLISH MOU  
WITH ISLAND  
GOVERNMENT

QUALITY OF  
TOURISM  
INFRASTRUCTURE

QUALITY OF  
ACCOMMODATION

TOUR GUIDE  
TRAINING



MEITAKI MAATA