



SPECIAL BOARD MEETING

TUESDAY | JULY 31 | 2018

AGENDA

- ▶ PART A – Overview – Market Performance 2017/18
- ▶ PART B – Destination Marketing Highlights 2017/18
- ▶ PART C – Strategic Direction
- ▶ PART D – Other Matters



PART A

OVERVIEW OF MARKET PERFORMANCE

- ▶ Visitor Arrivals by Market
- ▶ Spend - Budget Vs Actuals
- ▶ Cost of Acquisition – Spend Vs Pax





OVERVIEW OF MARKET PERFORMANCE

GLOBAL RESULTS





OVERVIEW OF MARKET PERFORMANCE

NEW ZEALAND



VISITOR ARRIVALS

110,227

↑5%

vs 2016/17



COST OF ACQUISITION

\$12.64

↓\$0.22

vs 2016/17



RESULTS

NEW ZEALAND

		A	B	C	D	E
B2B	Airline	●	●	●	●	●
	Wholesale	●	●	●	●	
	Retail	●	●	●	●	
	Industry	●	●	●	●	
B2C	Brand	●	●	●	●	●
	Digital	●	●	●		
	Customer	●	●	●	●	
PR	Content	●	●	●	●	
	Awareness	●	●	●	●	
	Media	●	●	●	●	●
C2C	UGC	●	●	●	●	



OVERVIEW OF MARKET PERFORMANCE

AUSTRALIA



VISITOR ARRIVALS

26,398
↑7%
vs 2016/17



COST OF ACQUISITION

\$63.21
↓\$11.70
vs 2016/17



RESULTS AUSTRALIA

		A	B	C	D	E
B2B	Airline	●	●	●	●	
	Wholesale	●	●	●	●	●
	Retail	●	●	●	●	
	Industry	●	●	●	●	●
B2C	Brand	●	●	●	●	
	Digital	●	●	●	●	
	Customer	●	●	●	●	●
PR	Content	●	●	●	●	
	Awareness	●	●	●	●	
	Media	●	●	●	●	●
C2C	UGC	●	●	●	●	



OVERVIEW OF MARKET PERFORMANCE

NORTH AMERICA



VISITOR ARRIVALS

11,418

↑12%

vs 2016/17



COST OF ACQUISITION

\$132.36

↓\$17.15

vs 2016/17



RESULTS

NORTH AMERICA

		A	B	C	D	E
B2B	Airline	●	●	●		
	Wholesale	●	●	●	●	●
	Retail	●	●	●	●	●
	Industry	●	●	●	●	
B2C	Brand	●	●			
	Digital	●	●	●	●	●
	Customer	●	●	●	●	●
PR	Content	●	●	●	●	●
	Awareness	●	●	●	●	●
	Media	●	●	●	●	●
C2C	UGC	●	●	●	●	



OVERVIEW OF MARKET PERFORMANCE
UK / NORDIC



VISITOR ARRIVALS

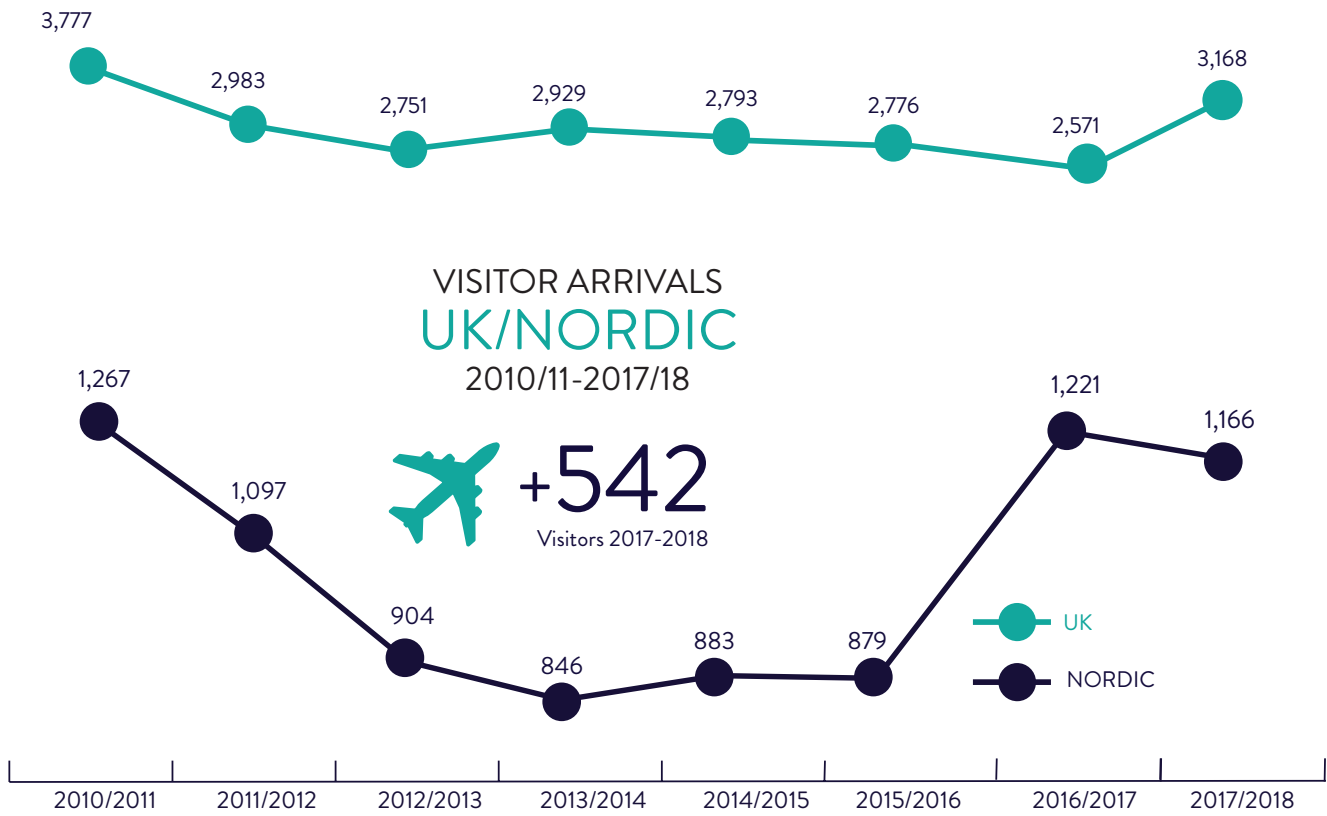
4,334
↑13%
vs 2016/17



\$

COST OF ACQUISITION

\$107.23
↑\$4.98
vs 2016/17



RESULTS
UNITED KINGDOM

		A	B	C	D	E
B2B	Airline					
	Wholesale					
	Retail					
	Industry					
B2C	Brand					
	Digital					
	Customer					
PR	Content					
	Awareness					
	Media					
C2C	UGC					



OVERVIEW OF MARKET PERFORMANCE

NORTHERN EUROPE



VISITOR ARRIVALS

5,070

↑0%

vs 2016/17

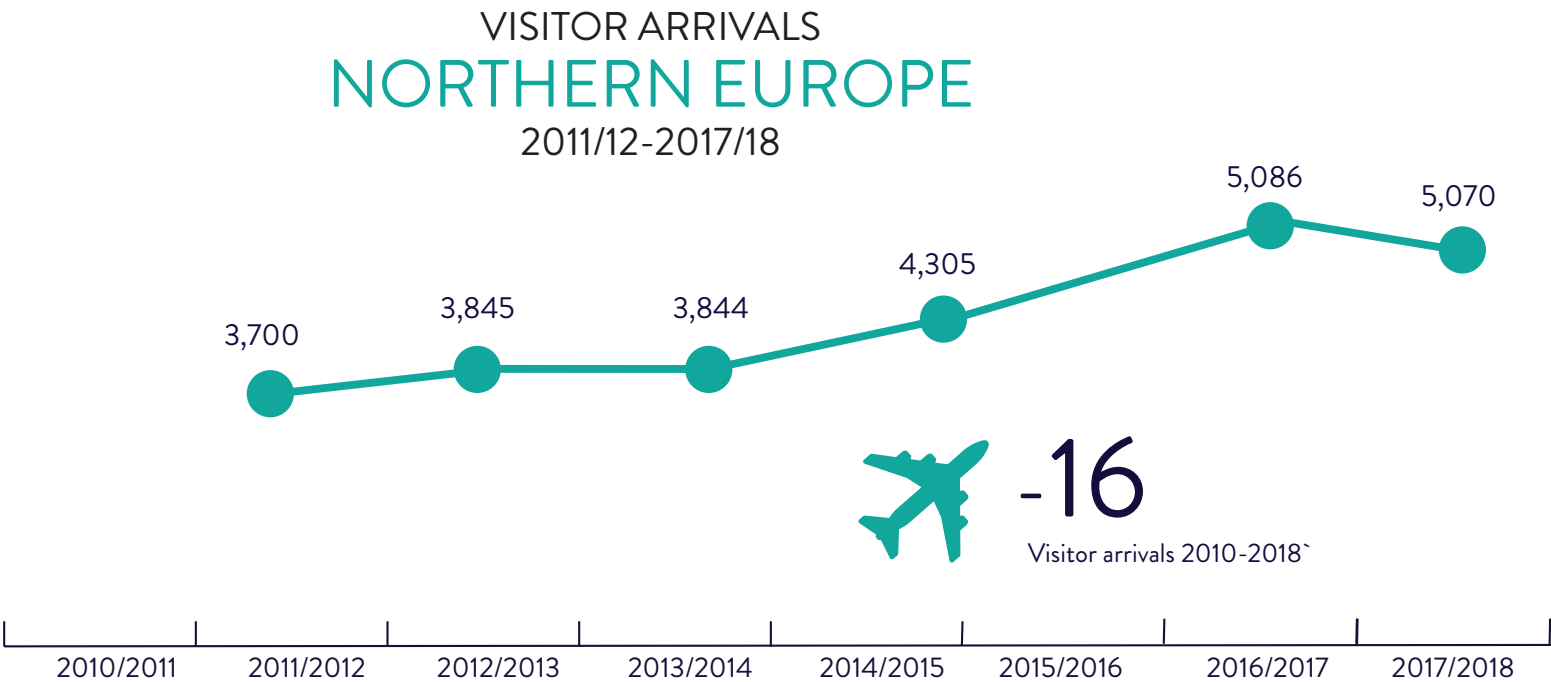


COST OF ACQUISITION

\$89.58

↑\$10.54

vs 2016/17



RESULTS

NORTHERN EUROPE

		A	B	C	D	E
B2B	Airline	●	●			
	Wholesale	●	●	●	●	
	Retail	●	●	●	●	
	Industry	●	●	●	●	
B2C	Brand	●	●	●		
	Digital	●	●	●		
	Customer	●	●	●		
PR	Content	●				
	Awareness	●	●	●		
	Media	●	●	●	●	
C2C	UGC	●				



OVERVIEW OF MARKET PERFORMANCE

SOUTHERN EUROPE



VISITOR ARRIVALS

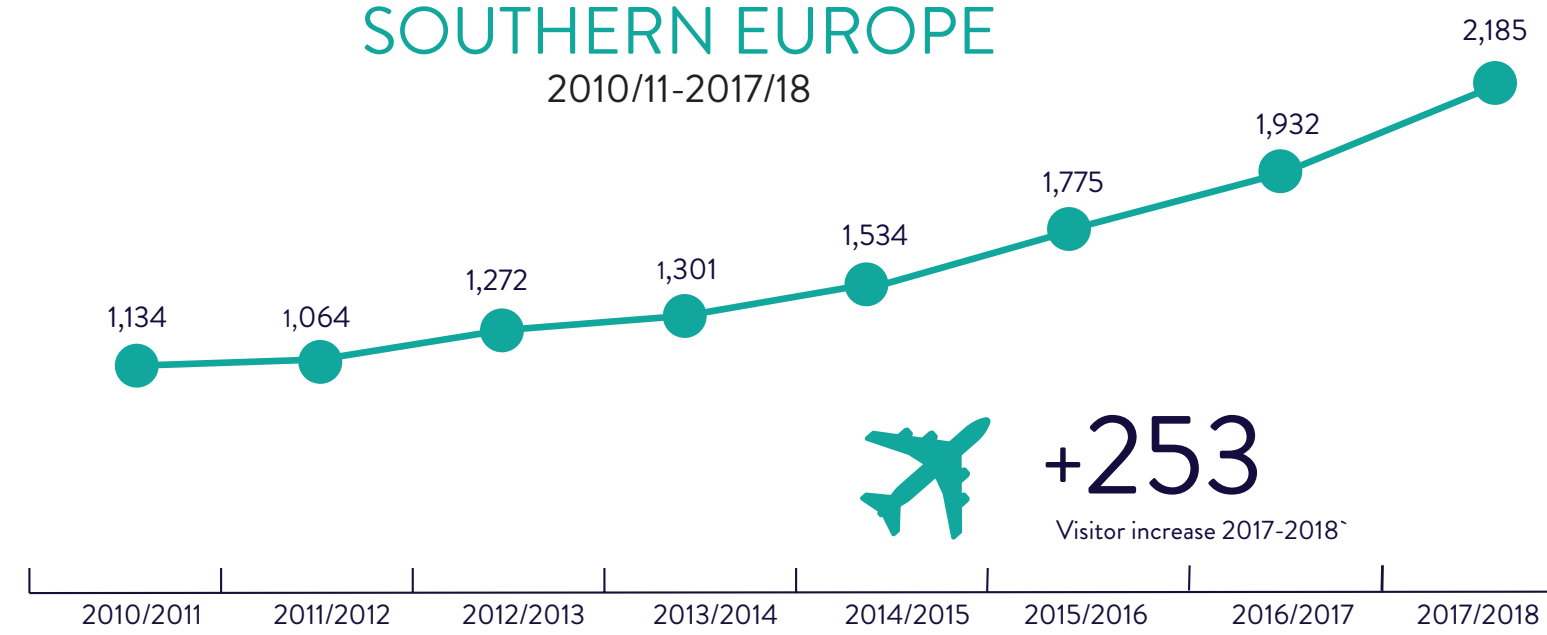
2,185
↑12%
vs 2016/17



COST OF ACQUISITION

\$131.79
↓\$18.26
vs 2016/17

VISITOR ARRIVALS SOUTHERN EUROPE 2010/11-2017/18



RESULTS

SOUTHERN EUROPE

		A	B	C	D	E
B2B	Airline	●	●			
	Wholesale	●	●	●		
	Retail	●	●	●		
	Industry	●	●	●	●	
B2C	Brand	●	●	●	●	
	Digital	●	●	●	●	
	Customer	●	●	●	●	
PR	Content	●	●	●	●	●
	Awareness	●	●	●		
	Media	●	●	●	●	
C2C	UGC	●	●	●		



OVERVIEW OF MARKET PERFORMANCE

CHINA



VISITOR ARRIVALS

737

↓11%

vs 2016/17



COST OF ACQUISITION

\$225.24

↑\$23.77

vs 2016/17



RESULTS CHINA

		A	B	C	D	E
B2B	Airline	●	●			
	Wholesale	●	●	●		
	Retail	●	●	●		
	Industry	●	●	●		
B2C	Brand	●	●	●	●	
	Digital	●	●	●	●	●
	Customer	●	●	●	●	
PR	Content	●	●	●	●	●
	Awareness	●	●	●	●	
C2C	Media	●	●	●	●	
	UGC	●	●	●	●	●



OVERVIEW OF MARKET PERFORMANCE

JAPAN



VISITOR ARRIVALS

551

↑3%

vs 2016/17



COST OF ACQUISITION

298.17

↓7.04

vs 2016/17



RESULTS

JAPAN

		A	B	C	D	E
B2B	Airline	●	●			
	Wholesale	●	●	●		
	Retail	●	●			
	Industry	●	●			
B2C	Brand	●	●			
	Digital	●	●			
	Customer	●	●			
PR	Content	●	●			
	Awareness	●	●			
	Media	●	●	●		
C2C	UGC	●	●			



MARKET PERFORMANCE

BUDGET VS ACTUAL

INTERNATIONAL MARKETS	TOTAL BUDGET	HO SUPPORT	TOTAL ACTUAL	ACTIVITY
NEW ZEALAND	\$1,220,000.00	\$173,101.20	\$1,393,101.22	TACTICAL, JQ, VA
AUSTRALIA	\$1,610,000.00	\$58,741.10	\$1,668,741.10	TACTICAL, NZ
NORTH AMERICA	\$1,494,000.00	\$17,235.12	\$1,511,235.12	TACTICAL
NORTHERN EUROPE	\$451,000.00	\$13,145.32	\$464,145.32	FAMS, EU ROADSHOW
UNITED KINGDOM	\$395,000.00	\$69,717.63	\$464,717.63	CAMPAIGNS
SOUTHERN EUROPE	\$279,000.00	\$8,954.09	\$287,954.09	EU ROADSHOW
CHINA	\$166,000.00	\$0	\$166,000.00	
JAPAN	\$166,000.00	\$0	\$164,289.00	
TOTAL		\$330,894.46		

* Baseline year 17/18 as per MSD

PART B

DESTINATION MARKETING HIGHLIGHTS 2017/18

- ▶ Scorecard 2017/18
- ▶ Global Top 3





MARKETING SCORECARD

2017/18

- ▶ BUSINESS TO BUSINESS (B2B)
- ▶ BUSINESS TO CONSUMER (B2C)
- ▶ CONSUMER TO CONSUMER (C2C)
- ▶ PUBLIC RELATIONS (PR)



B2B

BUSINESS TO BUSINESS

- ▶ FAMILIARISATIONS
- ▶ INTERNATIONAL TRADE SHOWS
- ▶ PERSONNEL



BUSINESS TO BUSINESS

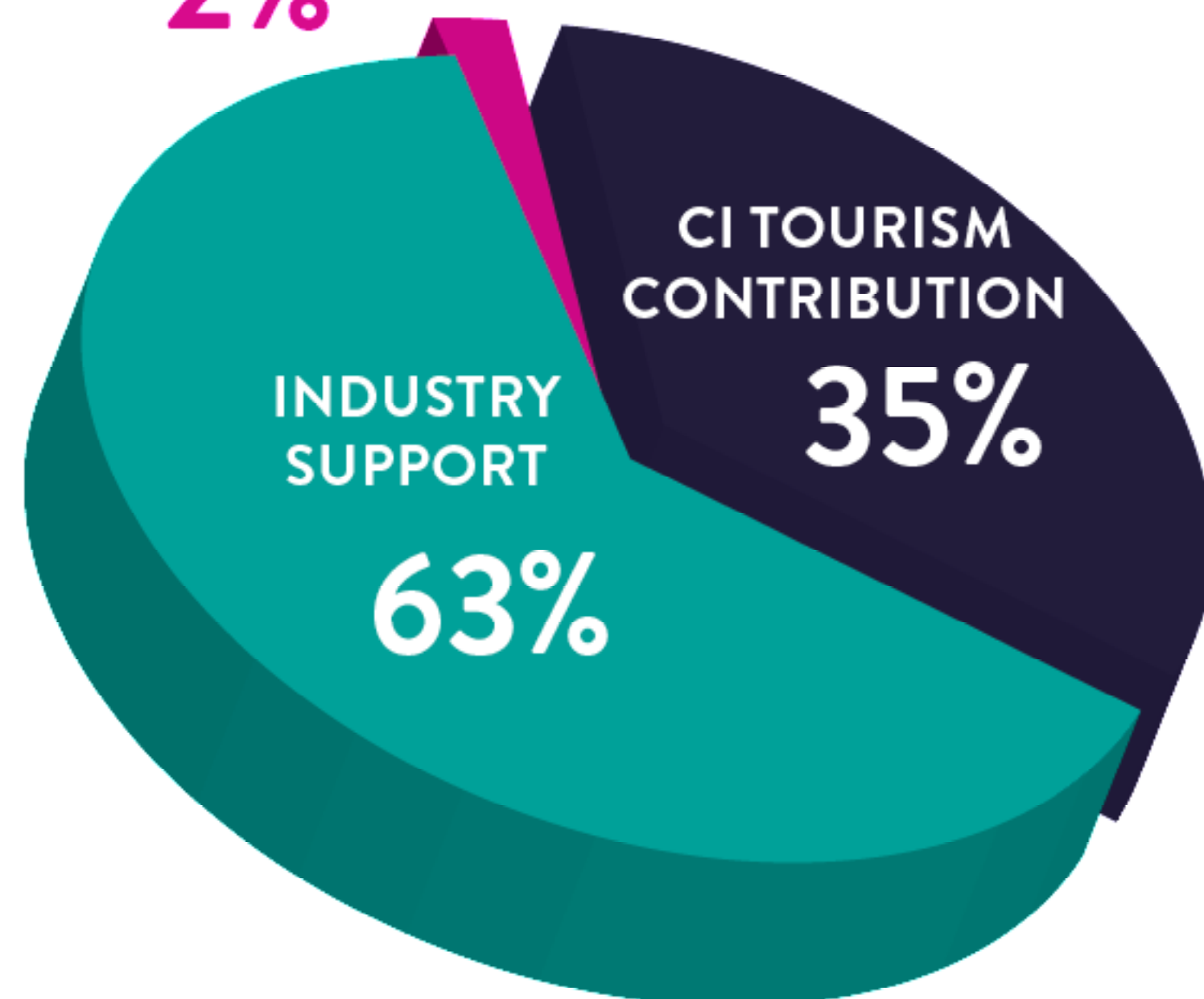
FAMILIARISATIONS 17/18

TOTAL VALUE \$1.56MILLION↓

(2016/17 \$1.78MILLION)

COST TO FAMIL

2%



PA ENUA \$218K*

ISLAND	FAMS	CIT	INDUSTRY
ATIU	19	41%	59%
AITUTAKI	72	61%	39%
MANGAIA	9	7%	93%
MAUKE	1	100%	0%
MITIARO	1	97%	3%

*Figure does not include domestic flights to the Pa Enua



BUSINESS TO BUSINESS

FAMILIARISATIONS

FAMIL 3YR COMPARISON

YEAR	TOTAL VALUE	CIT SPEND	INDUSTRY SUPPORT	COST TO FAMIL
15/16	\$1.64M	34%	66%	*
16/17	\$1.78M	33%	67%	*
17/18	\$1.56M	35%	63%	2%



BUSINESS TO BUSINESS

FAMILIARISATIONS 17/18

FAMILS

	17/18	16/17	15/16
TOTAL FAMS	126	113	119
TOTAL PAX	425	378	546
MEDIA	55	43	35
TRADE	36	38	59
PRIZE WINNERS	22	32	25

TOP 5 MARKETS

AUSTRALIA	130 PAX
NEW ZEALAND	111 PAX
NORTH AMERICA	72 PAX
UNITED KINGDOM	38 PAX
NORTHERN EUROPE	27 PAX

SOCIAL MEDIA INFLUENCERS

NORTH AMERICA	17 PAX
HEAD OFFICE*	8 PAX

*Includes head office ambassador projects

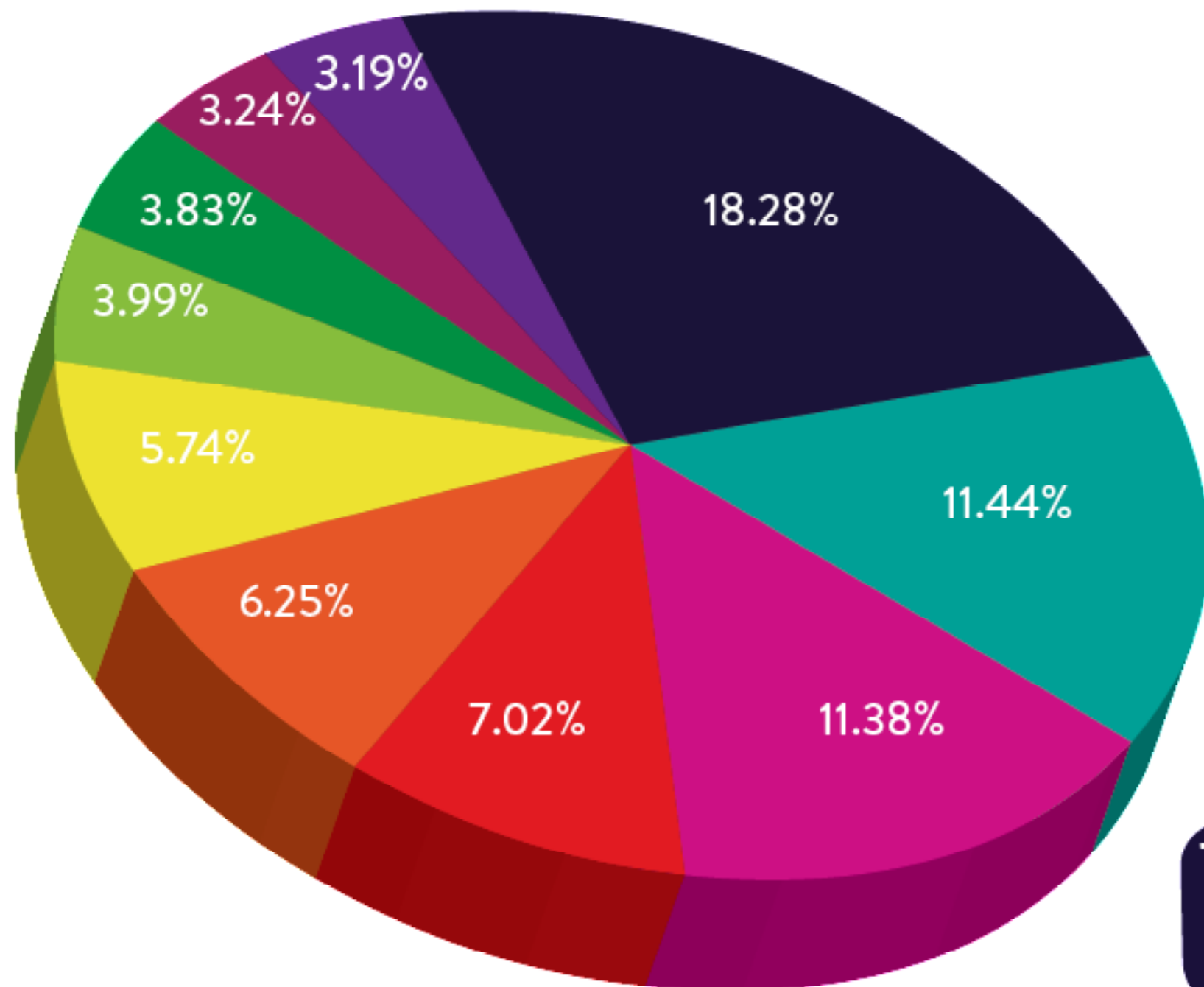


BUSINESS TO BUSINESS

FAMIL PARTNERS

227

PARTICIPATING
INDUSTRY PARTNERS



74.36%

TOTAL CONTRIBUTION
OF TOP 10 TO FAMILS

TOP 10 FAMIL PARTNERS

TOP FAMIL PARTNERS		NO FAMS
1	AIR NEW ZEALAND	116
2	AIR RAROTONGA	133
3	EDGEWATER	30
4	LITTLE POLYNESIAN	18
5	PACIFIC RESORT (RAR)	21
6	TAMANU BEACH RESORT	34
7	MURI BEACH CLUB HOTEL	17
8	PACIFIC RESORT (AIT)	15
9	CROWN BEACH RESORT	11
10	MOANA SANDS LAGOON RESORT	3



BUSINESS TO BUSINESS

FAMIL PARTNERS

TOP 5 CIT SPEND ACCOMMODATION

SUPPLIER	%
EDGEWATER RESORT	10%
TAMANU BEACH RESORT	10%
PACIFIC RESORT (RAR)	8%
LITTLE POLYNESIAN	7%
AITUTAKI LAGOON RESORT	5%

TOP 5 CIT SPEND TOURS

SUPPLIER	%
TE VARA NUI	18%
THE VAKA CRUISE	9%
STORYTELLERS	7%
HIGHLAND PARADISE	6%
RARO SAFARI	5%

TOP 5 CIT SPEND RENTALS

SUPPLIER	%
POLYNESIAN RENTALS	59%
RARO TOURS	20%
AQUILAS RENTALS	7%
RINOS RENTALS	6%
POPOARA RENTALS	4%

TOP 5 CIT SPEND F&B

SUPPLIER	%
NAUTILUS	16%
TAMANU BEACH	11%
TRADER JACKS	9%
TAMARIND HOUSE	7%
ON THE BEACH	6%



BUSINESS TO BUSINESS

FAMIL PARTNERS

TOP 5 ACCOMMODATION PARTNERS

SUPPLIER	NO. FAMS	%
EDGEWATER RESORT	30	18%
LITTLE POLYNESIAN	18	11%
PACIFIC RESORT (RAR)	21	10%
TAMANU BEACH RESORT	34	9%
MURI BEACH CLUB HOTEL	17	6%

TOP 5 TOUR PARTNERS

SUPPLIER	NO. FAMS	%
TE VARA NUI	59	23%
THE VAKA CRUISE	33	18%
KOKA LAGOON	29	16%
ARIKI ADVENTURES	20	7%
STORYTELLERS	27	7%

TOP 5 TRANSPORT PARTNERS

SUPPLIER	%
RARO TOURS	63%
POLYNESIAN RENTALS	24%
CI TOURS	7%
RINOS	5%
AVIS RENTALS	1%

TOP 5 F&B PARTNERS

SUPPLIER	NO. FAMS	%
NAUTILUS	16	25%
EDGEWATER	11	24%
OCEANS RESTAURANT	10	11%
ON THE BEACH	13	9%
MANUIA HOSTED MEAL	4	9%



BUSINESS TO BUSINESS

FAMIL PARTNERS

TOP 5 INDUSTRY SUPPORT - AITUTAKI

SUPPLIER	%
TAMANU BEACH RESORT	45%
PACIFIC RESORT (AIT)	30%
THE VAKA CRUISE	8%
AITUTAKI LAGOON RES	7%
AITUTAKI ESCAPE	4%

TOP 5 CIT SPEND - AITUTAKI

SUPPLIER	%
TAMANU BEACH	24%
AITUTAKI LAGOON	11%
ETU MOANA	7%
TAMANU RESTAURANT	7%
THE VAKA CRUISE	6%

TOP 5 INDUSTRY SUPPORT - ATIU

SUPPLIER	%
ATIU VILLAS	91%
ATIU TOURS	7%
ATIU BED & BREAKFAST	1%
TIMAU	.7%
BIRDMAN GEORGE	.3

TOP 5 CIT SPEND - ATIU

SUPPLIER	%
ATIU VILLAS	32%
KURA'S KITCHEN	25%
ATIU TOURS	17%
BIRDMAN GEORGE	11%
PUNAREA TOUR	6%

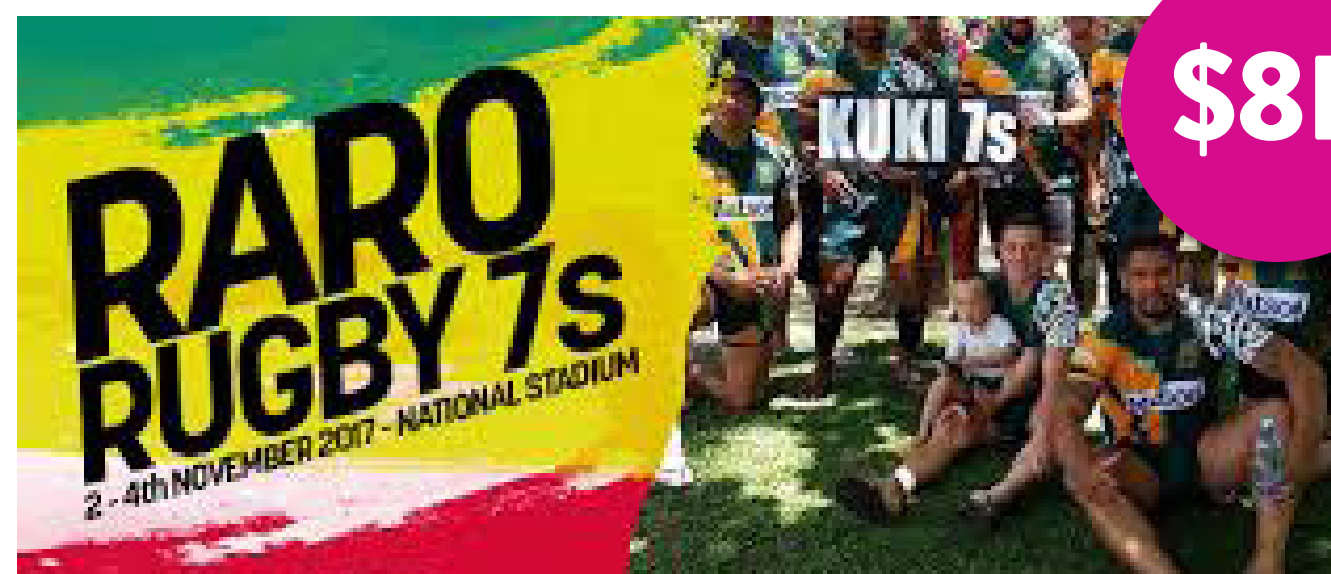


BUSINESS TO BUSINESS HIGHLIGHTS

\$10K



➤ VAKA EIVA



\$8K

➤ RARO RUGBY SEVENS

\$4K



➤ MOTU 2 MOTU



➤ POLYNESIAN CULTURAL CENTRE

\$3.5K

➤ PA'S 5000th TREK



\$500

MARKETING SUPPORT

➤ TAKURUA - FEAST OF THE COOK ISLANDS

\$27.5K



IGANZ ➤



\$7K

➤ ROUND RARO ROAD RACE



\$3K



2017-18

PERSONNEL

Expanding Pa Enua
(Mauike)
New Nav layout

Love a LITTLE PARADISE

HEAD OFFICE PERSONNEL

2017/2018



KARLA EGGELTON

GLOBAL DIRECTOR OF SALES
AND MARKETING



NOELINE MATEARIKI

MARKETING MANAGER



CLAIRE WILSON

TRADE AND COMMUNICATIONS
EXECUTIVE



TONY FE'AO

DIGITAL EXECUTIVE



TINA KAE

TRADE COORDINATOR



NICHOLLE AMA

TRADE COORDINATOR



JESS MATHER

MARKETING ADMINISTRATOR



DANIEL FISHER

DIGITAL COORDINATOR



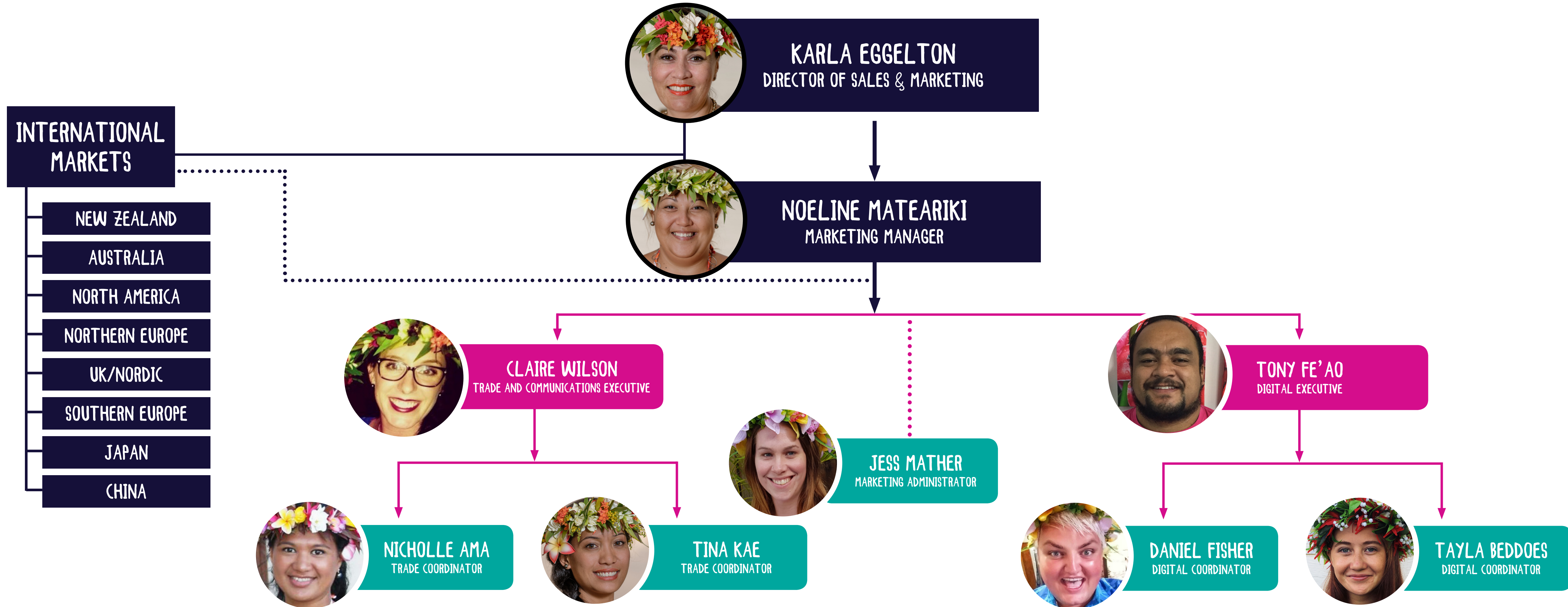
TAYLA BEDDOES

DIGITAL COORDINATOR



HEAD OFFICE

ORGANISATIONAL STRUCTURE



GLOBAL PERSONNEL

2017/2018



GRAEME WEST

GENERAL MANAGER (AU/NZ)



JOHN PETERSON

GENERAL MANAGER (NAM)



LARS SCHUBERT

MANAGER (NE)



NIC COSTATINI

MANAGER (SE)



IAN GRIFFITHS

MANAGER (NE)



KEI MORI

MANAGER (JAPAN)



DANIELLE XIAO

MANAGER (CHINA)



CHRISTIAN MANI

NAM



BETHANY DAWSON

NAM



ANNIE PENG

AU



MO HOSEA

AU



MATTHEW BROOKFIELD

AU



RACHEL MACKEY

NZ

An aerial photograph of a tropical island with lush green palm trees and a clear turquoise lagoon. The image is partially covered by a dark blue overlay, which serves as a background for the text. The text is centered and consists of three main parts: 'B2C' in a teal box, 'BUSINESS TO CONSUMER' in a pink box, and 'WEBSITE' in large white letters. Below 'WEBSITE' is the URL 'COOKISLANDS.TRAVEL' in smaller white letters.

B2C

BUSINESS TO CONSUMER

WEBSITE

COOKISLANDS.TRAVEL



BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

► KEY METRICS



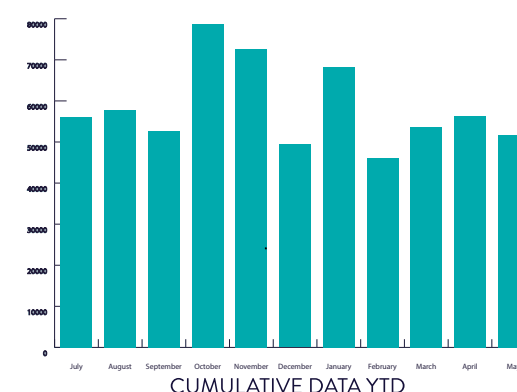
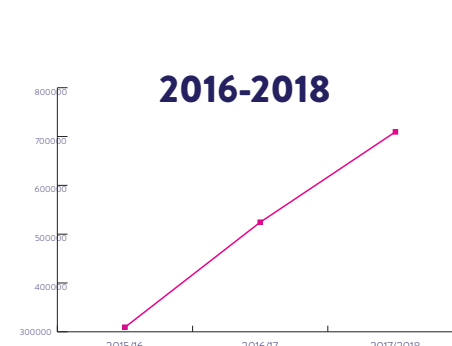
SESSIONS

“VISITS”, OR DIFFERENT TIMES A PERSON CAME TO YOUR SITE.

709,552

+35.29%

(vs 16/17 524,458)



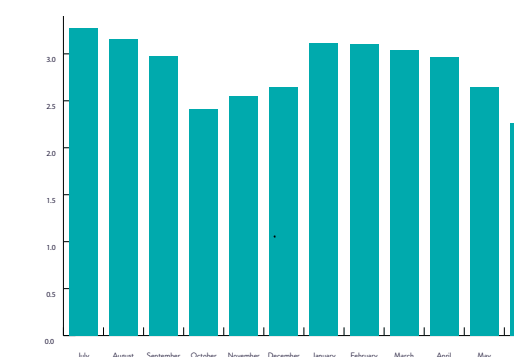
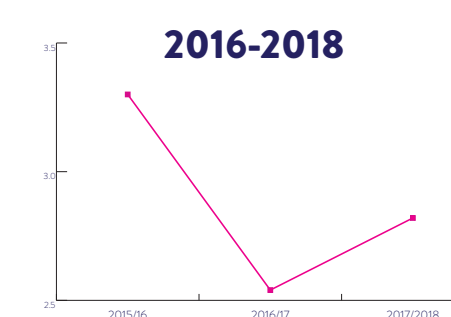
PAGES VISITED

PAGES VISITED PER SESSION

2.82

+11.13%

(vs 16/17 2.54)



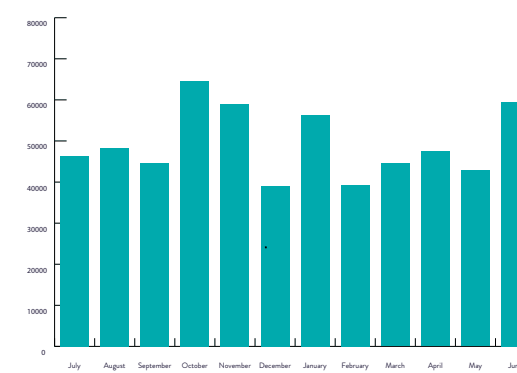
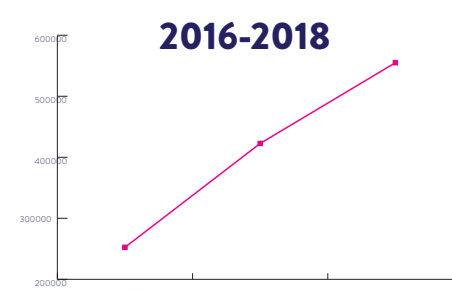
USERS

“UNIQUE VISITORS”, OR A PERSON WHO HAS COME TO YOUR WEBSITE.

555,019

+32.54%

(vs 16/17 418,760)



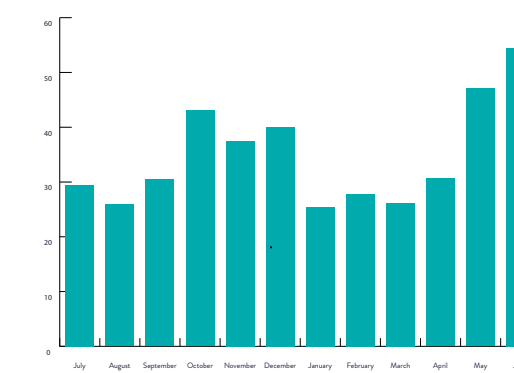
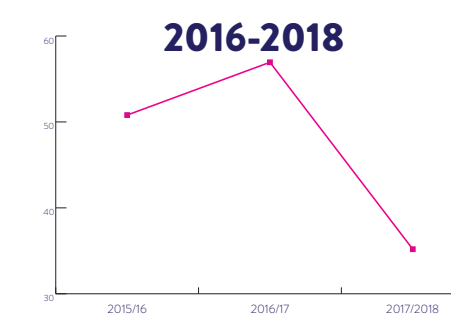
BOUNCE RATE

VISITOR VIEWING ONE PAGE BEFORE EXITING. BENCHMARK 30-60%*LEAD-GEN/CONTENT SITES

35.19%

+40.30%

(vs 16/17 58.94%)



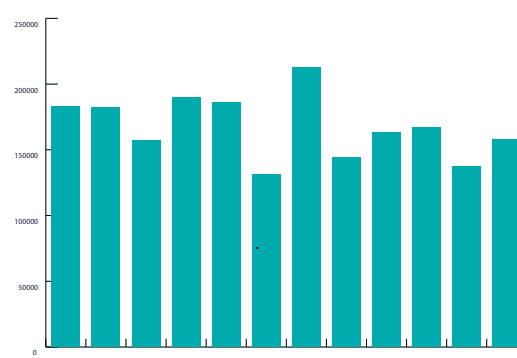
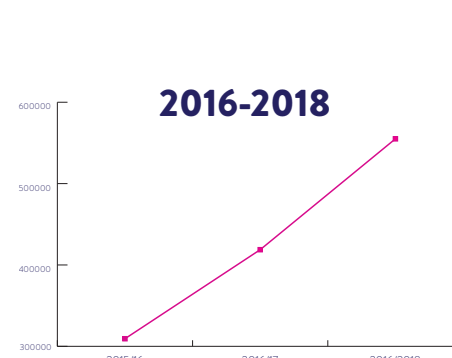
PAGES VIEWED

THE TOTAL NUMBER OF PAGES VIEWED. REPEATED VIEWS OF A SINGLE PAGE ARE COUNTED

2,000,413

+50.34%

(vs 16/17 1,330,559)



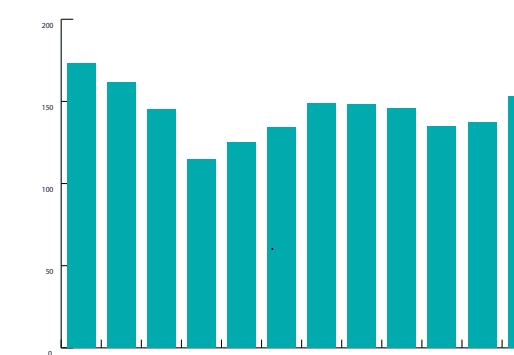
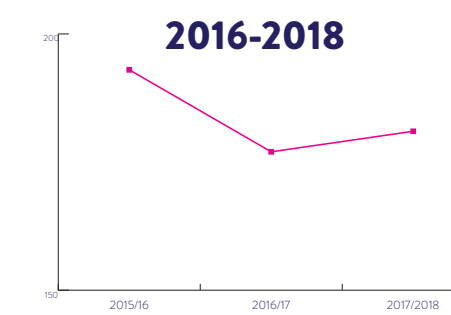
AVG SESSION

HOW LONG DID PEOPLE STAY ON OUR WEBSITE

2:21mins

+2.74%

(vs 16/17 2:17mins)





BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

► MOST VISITED PAGES

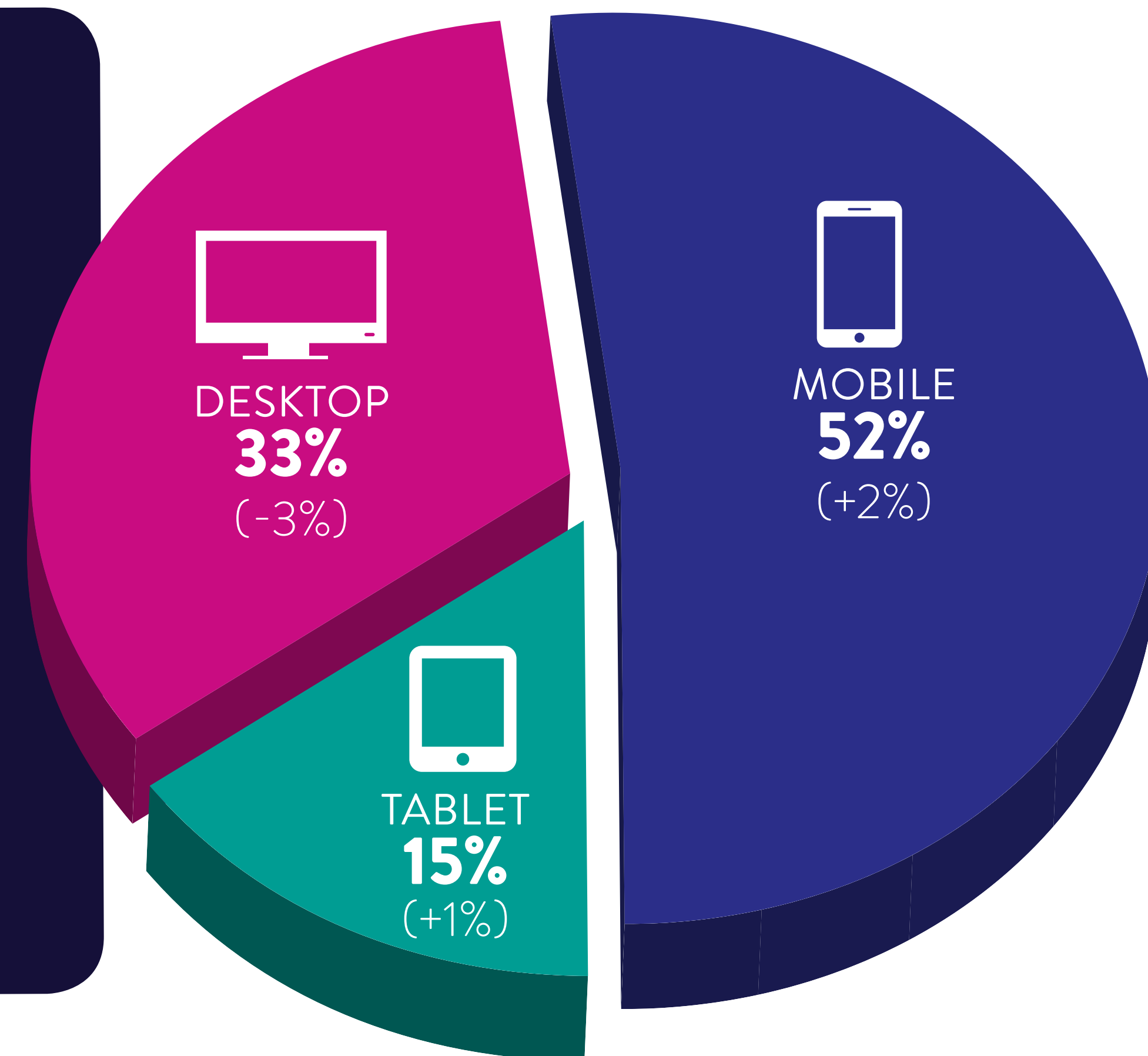
/EN-AU/DEALS-VIEW	48,848
/EN-CA/ESCAPE-WINTER	47,263
/ISLANDS/RAROTONGA	39,987
/EN-US/INDULGENCE	28,183
/DEALS-VIEW	24,459
/EN-AU/ACCOMMODATION	23,395
/ISLANDS/AITUTAKI	21,030
/ISLANDS/RAROTONGA (AU)	18,941
WEATHER & SEASONS	18,510
/ACCOMMODATION-VIEW	18,291



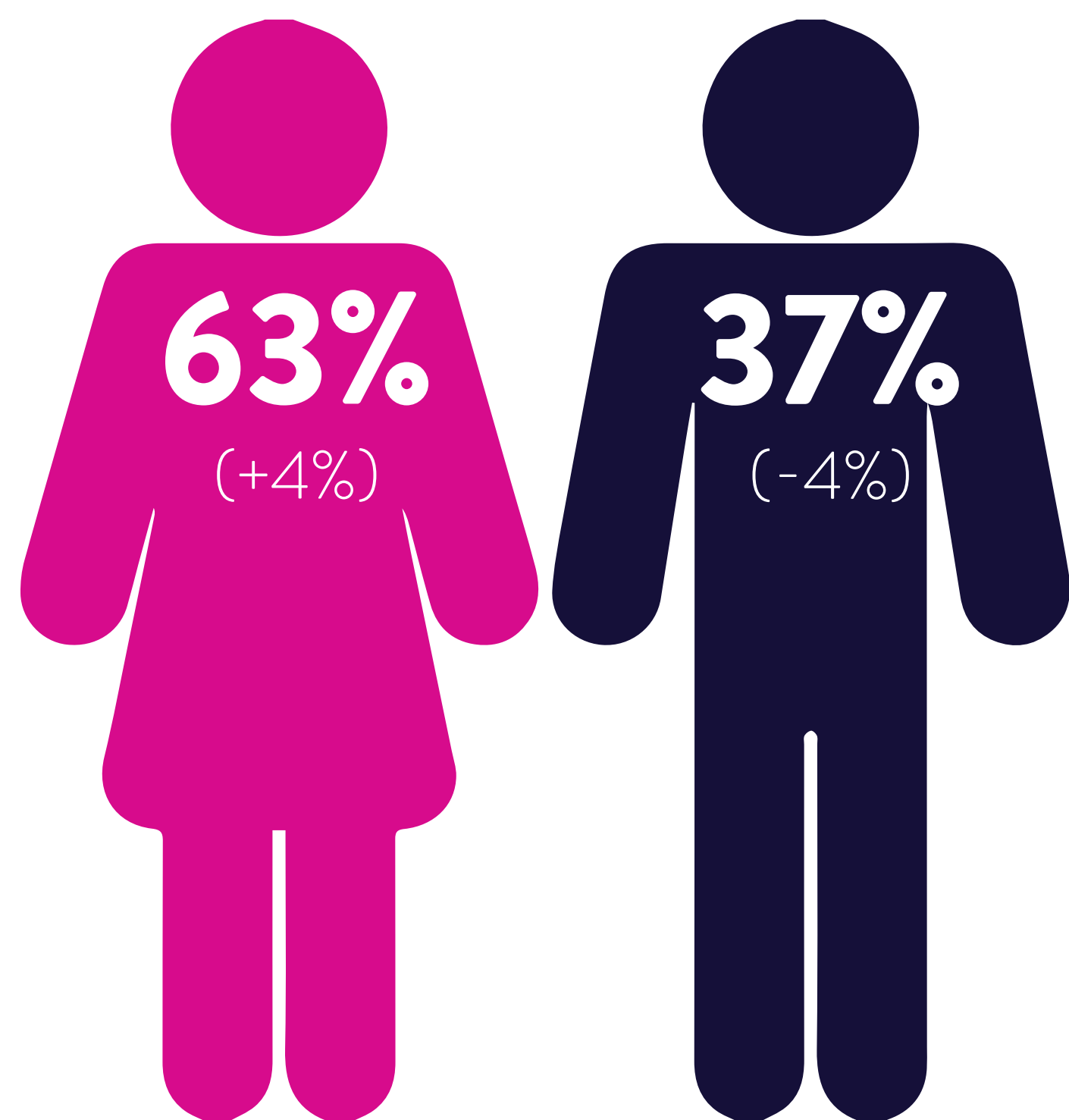
► NEW USERS BY COUNTRY

	2017/18	2016/17	+/-
AUSTRALIA	239,036	135,412	+79%
UNITED STATES	109,581	134,365	-18%
NEW ZEALAND	89,761	52,990	+68%
CANADA	46,069	45,832	+62%
UNITED KINGDOM	17,333	17,571	+39%
COOK ISLANDS	5,606	7,125	-21%
GERMANY	5,279	6,085	-13%
ITALY	5,012	3,632	+38%
INDIA	4,122	3,163	+30%

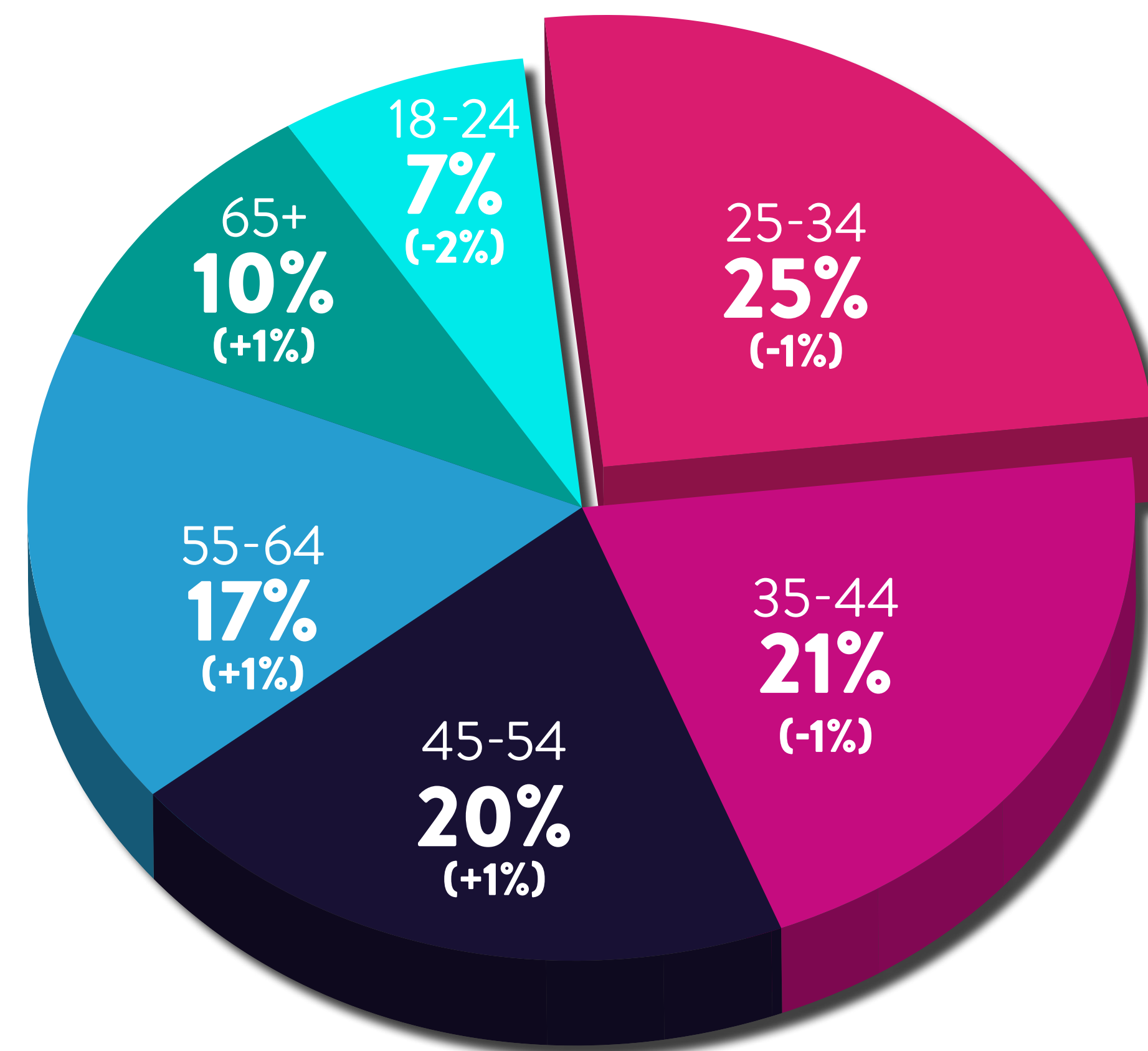
► DEVICES USED TO ACCESS SITE



► VISITORS TO SITE: GENDER



► VISITORS TO SITE: AGE





BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

► BROCHURE DOWNLOADS



#1 MOST DOWNLOADED



#2 MOST DOWNLOADED

9,491*
BROCHURE
DOWNLOADS

+6.4% VS 2016/17

- 1) TOP 10 THINGS TO DO
- 2) COOK ISLANDS VISITORS GUIDE
- 3) GENERAL INFORMATION TRI-FOLD
- 4) ROMANCE
- 5) PA ENUA/ADVENTURE

*TOTAL EVENTS - GOOGLE ANALYTICS



BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

► LEAD GENERATION - MOST EVENTS (CLICKS)

MOST EVENTS FROM COOKISLANDS.TRAVEL

AIR NEW ZEALAND 

193,070

 australia

29,441

MOST EVENTS (CLICKS) - LOCAL PARTNER



5,180

TOP 5 FROM ACCOMMODATION PAGES*

- | | |
|---------------------------------|--|
| 1. PRHG | www.pacificresort.com |
| 2. AITUTAKI LAGOON RESORT & SPA | www.aitutakilagoonresort.com |
| 3. CRYSTAL-BLUE-LAGOON-VILLAS | www.edgewater.co.ck |
| 4. NAUTILUS | www.NAUTILUS.co.ck |
| 5. MANUIA BEACH | www.manuia.co.ck |

TOP 5 FROM TOURS/ACTIVITIES*

- | | |
|---------------------------|--|
| 1. AITUTAKI DAY TOUR | http://www.airraro.com/en |
| 2. REHAB PUB CRAWL | http://www.rehabraro.com/ |
| 3. AKURA FISHING CHARTERS | http://akurafishing.com/ |
| 4. ARIKI ADVENTURES | www.rarosafaritours.com |
| 5. COCONUT TOURS | www.raroquadtours.com |

CAMPAIGN PARTNERS

- | | |
|--------------------------|--|
| 1. THE DIAMOND SHOP | thediamondshop.co.nz |
| 2. DISCOVER COOK ISLANDS | discovercookislands.com |
| 3. FLIGHT CENTRE | flightcentre.com.au |
| 4. SPACIFICA TRAVEL | spacificatravel.com |
| 5. UPLIFT TOURS | uplifttoursandtravel.com |



BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

► LEAD GENERATION - BEST PERFORMING PAGES

	Total Events	Unique Events
LOVE A LITTLE PARADISE COOK ISLANDS	263833	134882
PARTNER OFFERS COOK ISLANDS (AU)	30539	16763
FLIGHTS COOK ISLANDS	23386	16802
BROCHURES COOK ISLANDS	14656	9115
ESCAPE WINTER COOK ISLANDS (NAM)	11361	4091
HOT DEALS COOK ISLANDS	7035	4129
ROMANCE COOK ISLANDS	5778	2422
INDULGENCE COOK ISLANDS	5396	2740
OVER 50'S COOK ISLANDS	3891	2580

SOURCE: GOOGLE ANALYTICS



BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL






► LEAD GENERATION

+38%
22,800+

vs 16,526 (DEC 16-JUN17)

LEADS TO AIRLINES
FROM FLIGHT
PLANNING PAGE

OUTBOUND CLICKS FROM
FLIGHTS PLANNING PAGE

	17/18	16/17	% +/-
AIR NEW ZEALAND 	8,274	6,220	+33%
 australia	4,840	3,417	+42%
Jetstar 	4,173	2,986	+40%
Air Rarotonga 	2,889	2,242	+37%
 AIR TAHITI	2,392	1,692	+41%

SOURCE: GOOGLE ANALYTICS



SOCIAL MEDIA



CONSUMER TO CONSUMER SOCIAL MEDIA



403,080

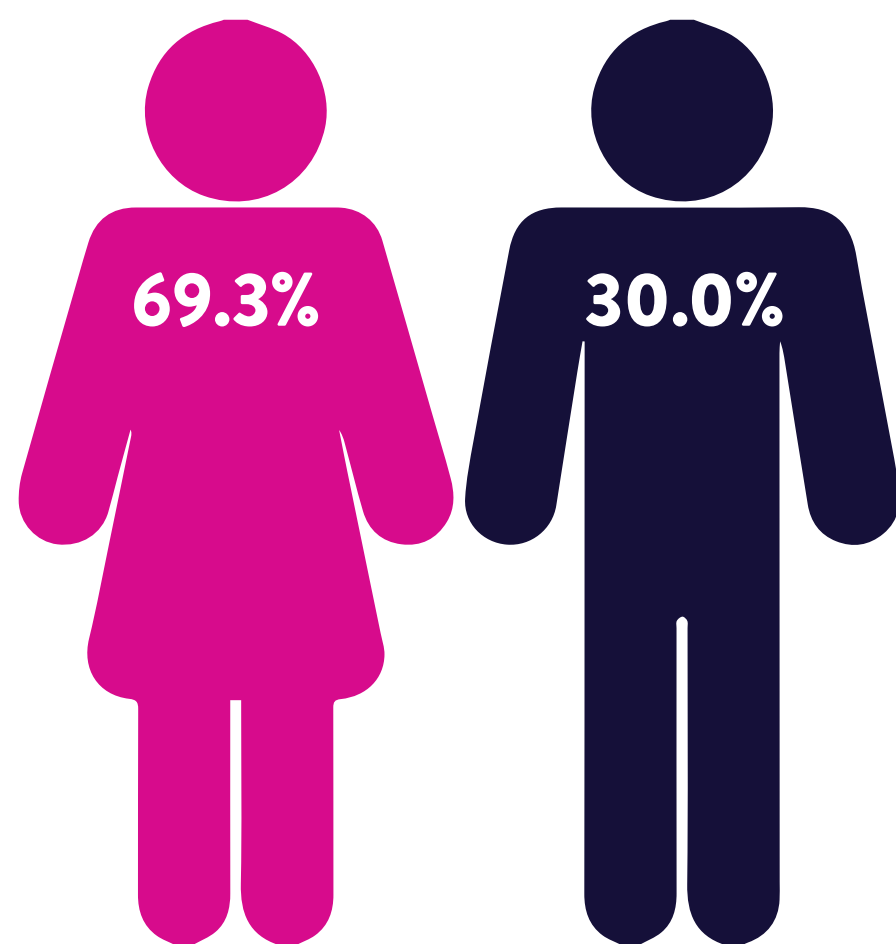
FACEBOOK LIKES

+151,000

VS 2016/17 (252,082)



DEMOGRAPHICS



HIGHEST AGE
DEMOGRAPHIC

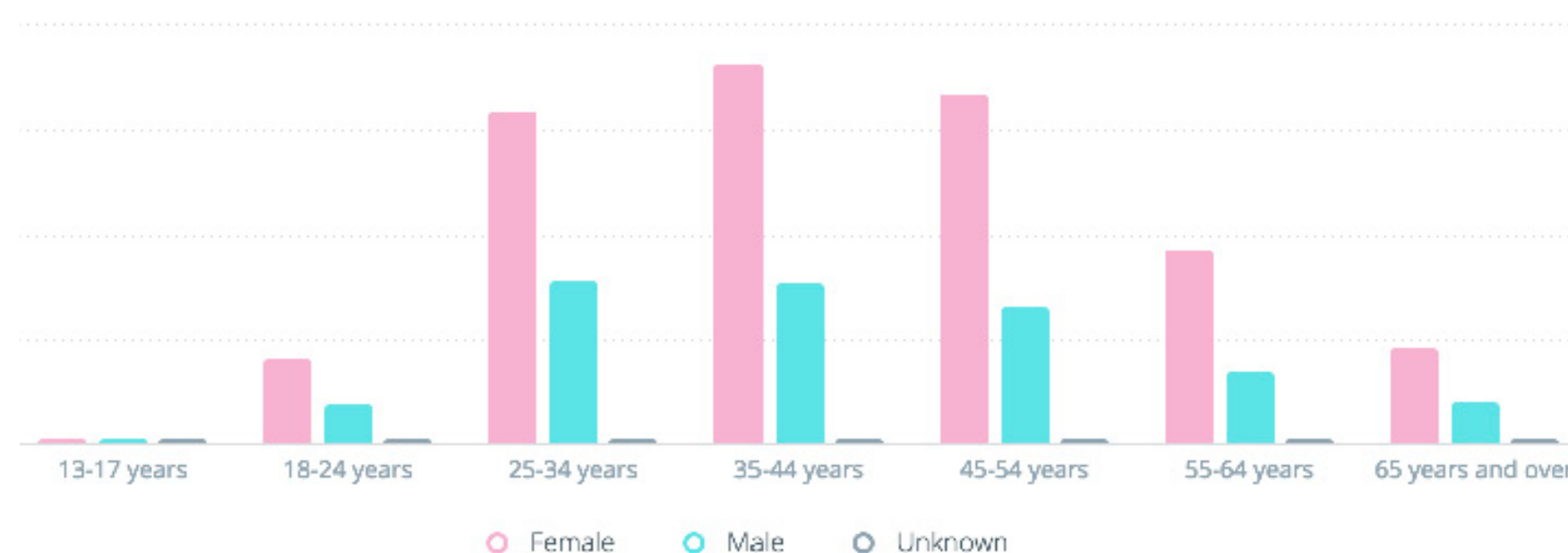
34-54yr

FEMALES (35% OF TOTAL FOLLOWERS)

MALE/FEMALE
AGED 45+

43%

(VS 16% INSTAGRAM)



WHERE ARE OUR FOLLOWERS FROM?








COUNTRY	FANS	%
United States of America	121.821	31%
New Zealand	84.731	21%
Australia	76.595	19%
Italy	43.043	11%
Spain	18.529	4,7%
United Kingdom	14.530	3,7%
Canada	10.158	2,6%
Germany	4.175	1,1%
France	1.708	0,4%

NOTE: WE HAVE 2431 COOK ISLANDS FOLLOWERS
(ONLY TOP 50 COUNTRIES ARE RANKED ON FALCON.IO)



CONSUMER TO CONSUMER SOCIAL MEDIA

► FACEBOOK FOLLOWER GROWTH

COMPETITORS		YEAR			
		2015/16	2016/17	2017/18	% (JUNE 16-JUNE 18)
AUSTRALIA.COM		7.1M	7.9M	8.2M	+15.5%
HAWAII		2.2M	2.3M	2.4M	+ 9.1%
TAHITI TOURISME		668.4K	804K	825K	+23.4%
TOURISM FIJI		562.7	590.2K	611.5K	+ 8.8%
COOK ISLANDS		180.2K	258.7K (+44% vs 2015/16)	403.8K (+56% vs 2016/17)	+ 124.1%
TAHITI BORA BORA		189K	196.6K	205K	+ 8.4%
SAMOA TOURISM		56.1K	67.1K	76K	+ 35.6%

+124%
GROWTH
JUNE 2016 - JUNE 2018
BEST AMONGST PACIFIC DMO
FACEBOOK PAGES



* Cook Islands Tourism have been running a 3-year Paid Awareness Campaign




CONSUMER TO CONSUMER SOCIAL MEDIA

► TOP 3 FACEBOOK POSTS

Cook Islands ✓
30 April · 🌐


Whats your view today? Here's ours 🌈☀️🌊
👤 @esh_kay (via instagram)



REACH: **188,990**
REACTIONS **4.7K**
COMMENTS: **290**
SHARES: **1.3K**

Cook Islands
Published by Tayla Beddoes [?] · 12 August 2017 · 🌐


'Like' if you like the view from up here! 360 degrees of our little paradise.



REACH: **171,126**
REACTIONS **4.1K**
COMMENTS: **289**
SHARES: **505**

Cook Islands shared a video.
Published by Tayla Beddoes [?] · 8 September 2017 · 🌐

If for some crazy reason you're still on the fence about adding Aitutaki to your Cook Islands Bucket List, this video will be sure to erase any and all doubt. Don't believe us? Click play.
Video: Life's Lost Luggage



REACH: **169,887**
REACTIONS **4.2K**
COMMENTS: **830**

*TOP ORGANIC POST FROM 2016/17 172K REACH | 17K REACTIONS | 241 COMMENTS | 601 SHARES



CONSUMER TO CONSUMER SOCIAL MEDIA

► CONTENT AND LEAD GEN PROJECT

FUN IN THE SUN

SERIES OF VIDEOS PRODUCED FOR USE ACROSS
DIGITAL PLATFORMS

GROW EMAIL SUBSCRIBER LIST

RESULTS

15sec SERIES of PAID ADS

30sec/90sec VIDEOS VERSIONS

120mins B-ROLL FOOTAGE FOR REPURPOSING

100K FACEBOOK POST REACH

3K+ VISITS TO WEBSITE GROUP TRAVEL PAGE

270 EMAIL SUBSCRIBERS (WARM LEADS)



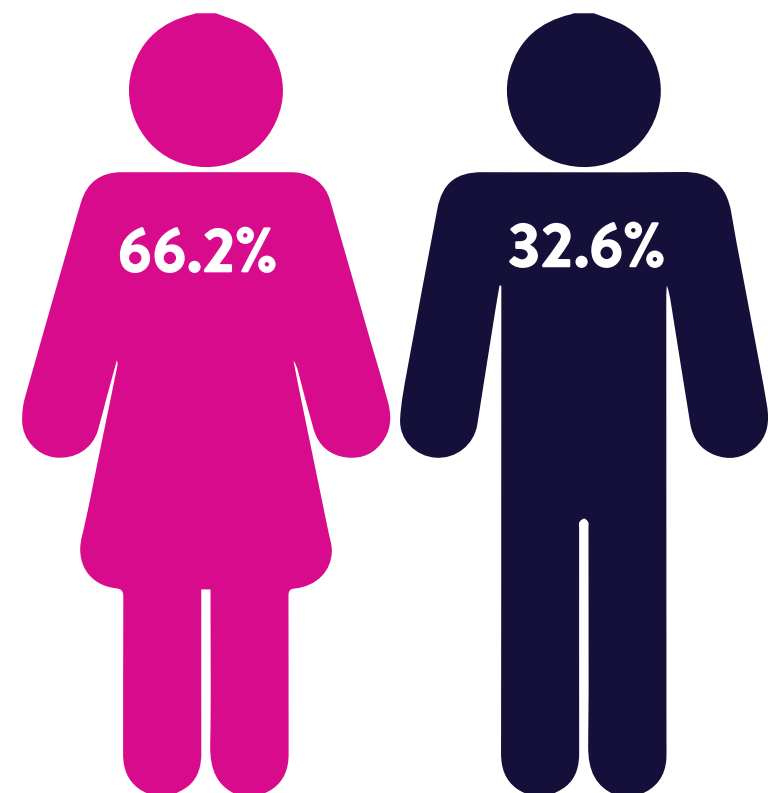


CONSUMER TO CONSUMER SOCIAL MEDIA

► FOLLOWER GROWTH



INSTAGRAM
55,631 FOLLOWERS
+10,376
vs 2016/17 (45,255)

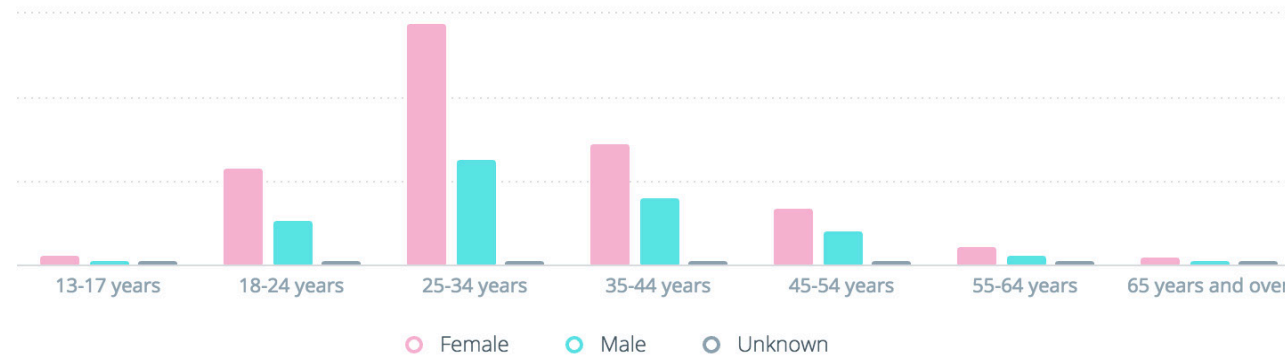


**HIGHEST AGE
DEMOGRAPHIC**
18-34yrs

FEMALES (40% OF TOTAL FOLLOWERS)

**MALE/FEMALE
AGED 18-34**
80%

(VS 56% FACEBOOK)



► TOP 3 POSTS (INSTAGRAM)



Cook Islands

04 January 2018 12:13

Adventure awaits in the lagoon or on land! 🌴 🌊
Where will you explore first? 🏝️ #Rarotonga



**FIRST POST WITH
OVER 3K LIKES!**

IMPRESSIONS: **35.8K**
REACH: **25.8K**
ENGAGEMENT **3.3K**



Cook Islands

02 February 2018 11:58

In the Cook Islands we say "Popongi" (Good-Morning) to amazing sun-rises. Worth getting up



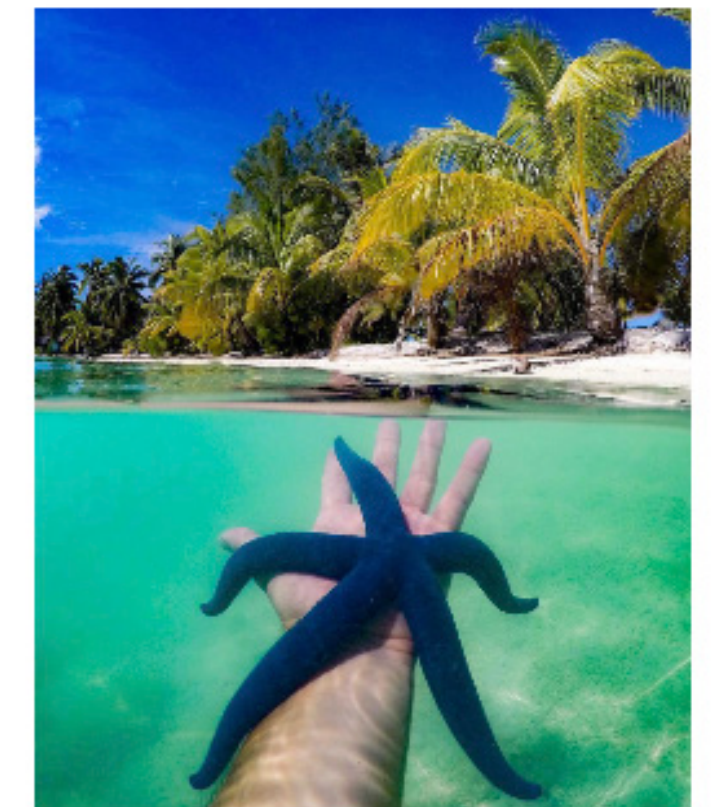
IMPRESSIONS: **31.3K**
REACH: **24K**
ENGAGEMENT **2.4K**



Cook Islands

29 January 2018 15:58

These sea stars are treasures, found in the lagoons of the #CookIslands 🌊 🌟 Have you



IMPRESSIONS: **29.9K**
REACH: **22.8K**
ENGAGEMENT **2.6K**

*TOP POST FROM 2016/17 24.2K IMPRESSIONS | 17K REACH | 1.5K ENGAGEMENT



CONSUMER TO CONSUMER SOCIAL MEDIA

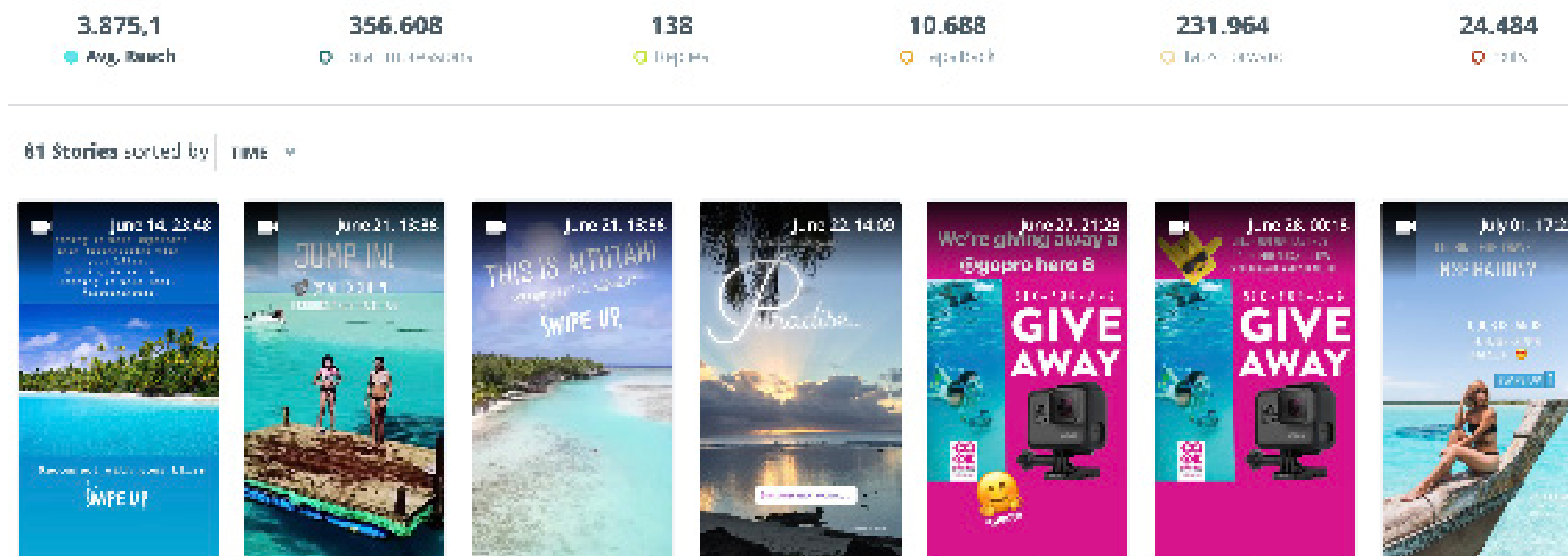
► INSTAGRAM STORIES

81 STORIES

356,608 IMPRESSIONS

3,875 AVERAGE REACH PER STORY

2,083 “SWIPE-UPS” TO WEBSITE



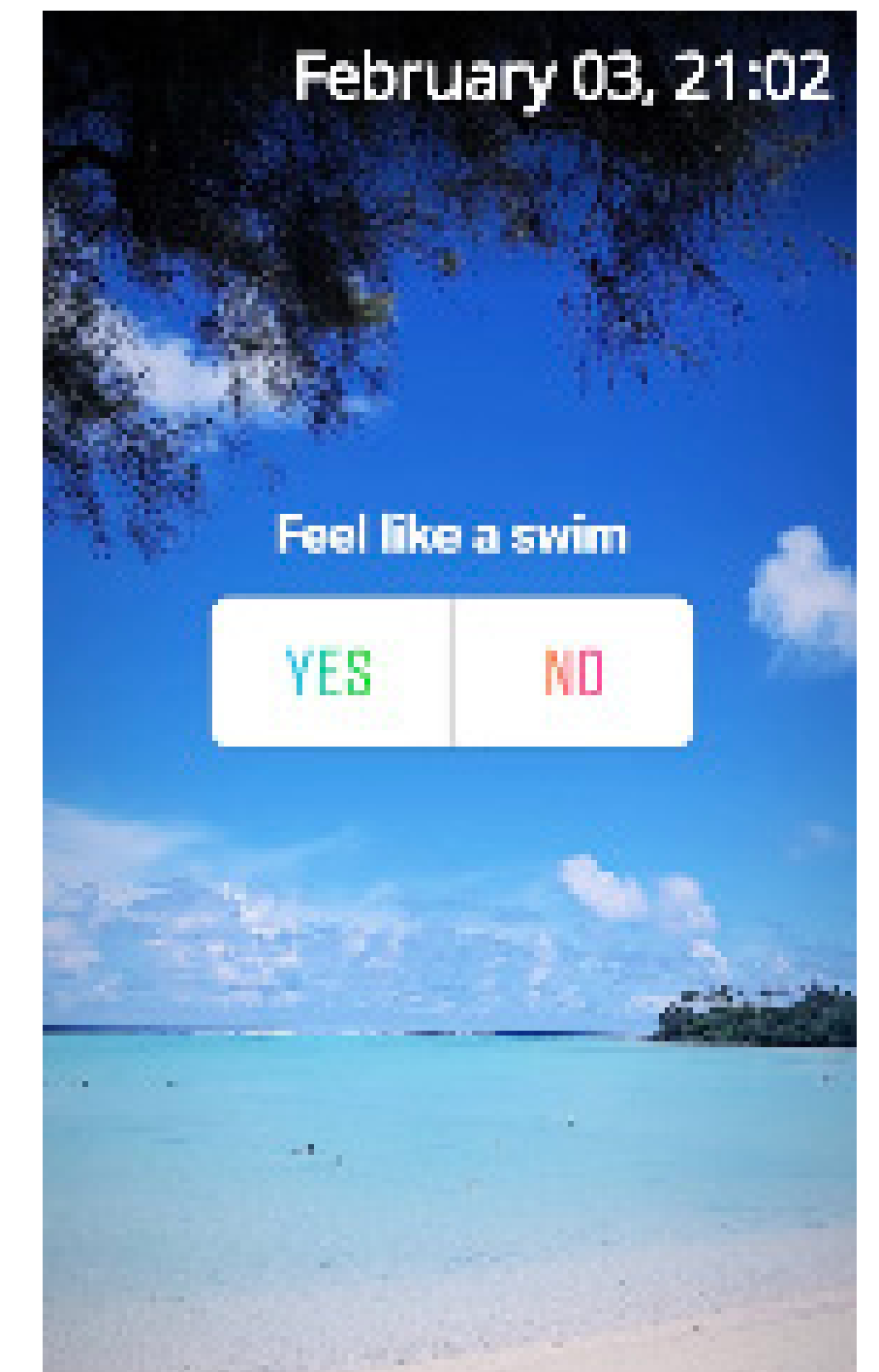
► TOP 3 IG STORIES



IMPRESSIONS: **8.2K**
REACH: **7.1K**



IMPRESSIONS: **7.9K**
REACH: **6.1K**



IMPRESSIONS: **7.6K**
REACH: **6.7K**



CONSUMER TO CONSUMER SOCIAL MEDIA

► INSTAGRAM COMPETITION

INCREASE NO. OF FOLLOWERS

PRE-COMP: **53,618**

POST-COMP: **55,631**

+2013
FOLLOWERS

THE PROMOTION:

- AB tested Paid Ads (Facebook)
- Website pop up
- Boosted organic post (Instagram)
- Swipe up/Link in Bio (Influencer support)



INSTAGRAM:
IMPRESSIONS: **35K**
REACH: **24K**
COMMENTS: **2.3K**
LIKES: **1.5K**



FACEBOOK:
IMPRESSIONS: **197K**
REACH: **168K**
CLICKS: **1.7K**



WEBSITE POP UP:
IMPRESSIONS: **21.9K**



CONSUMER TO CONSUMER SOCIAL MEDIA

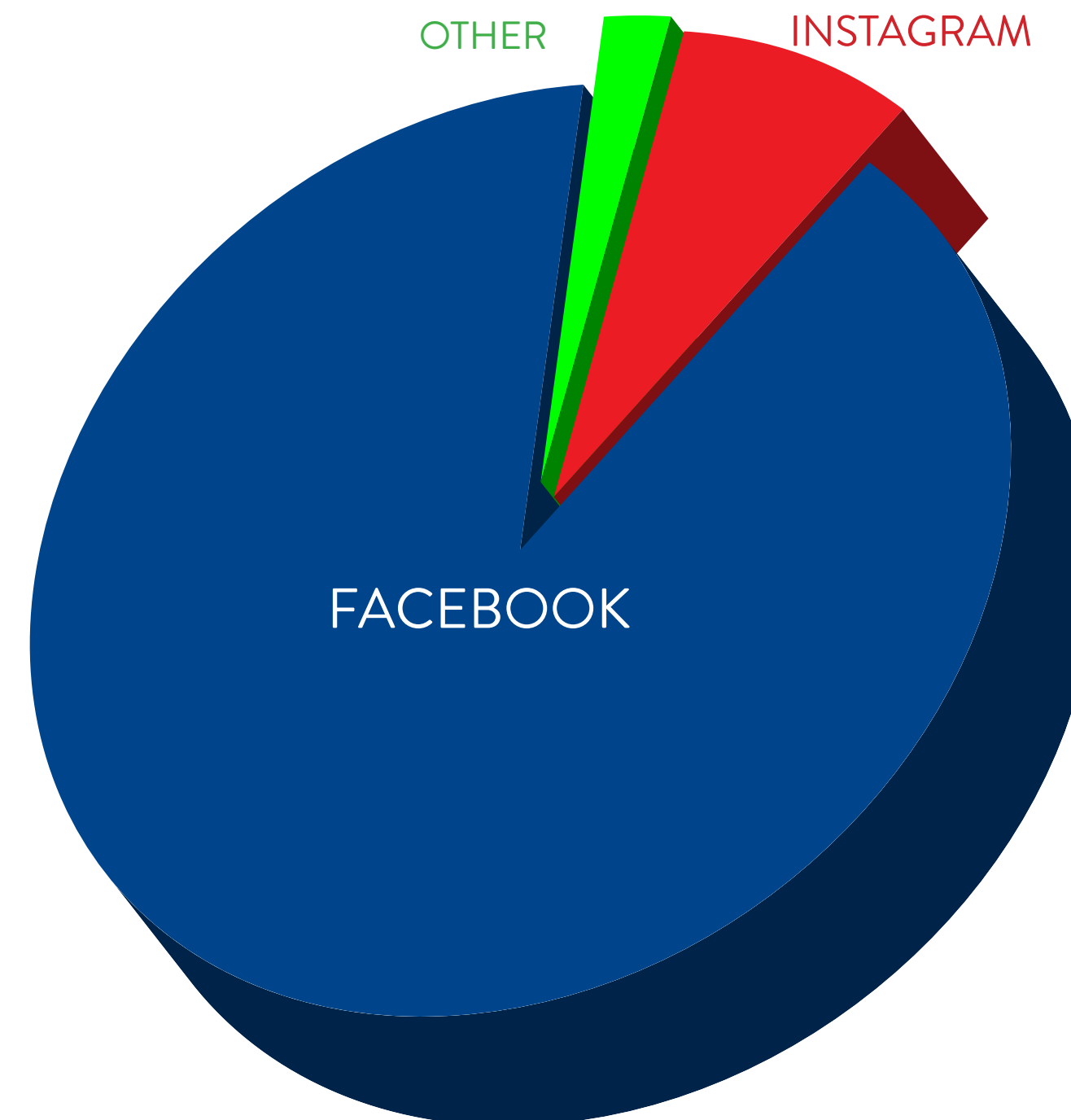
► SOCIAL MEDIA LEADS TO COOKISLANDS.TRAVEL

LEADS FROM SOCIAL MEDIA

46,163

+13,559 (41.5%)

VS 2016/17 (32,604)



41,355 (+46%)



2,083 (NEW)

STORIES



1,741 (+165%)

OTHER:
PINTEREST
YOUTUBE
TWITTER

984



BUSINESS TO CONSUMER

INTERNATIONAL CONSUMER SHOWS

► Cook Islands Tourism Corporation attended **38** consumer shows across all markets.

NZ	12	FLIGHT CENTRE • HOUSE OF TRAVEL • WEDDING SHOWS
AUS	7	FLIGHT CENTRE EXPOS
NA	8	TRAVEL & AVENTURE SHOWS • OUTDOOR ADVENTURE & TRAVEL SHOWS • ALASKA PFD TRAVEL FAIR
NE	7	CMT STUTTGART • FESPO • FREE MUNICH WITH BOOMERANG • REISEN HAMBURG • REISESALON VIENNA • VAKANTIEBEURS
UK	4	TOUR THE PACIFIC • NATIONAL WEDDING SHOW • TURQUOISE WEDDINGS



PR

PUBLIC RELATIONS

- ▶ PR ARTICLES
- ▶ MEDIA HIGHLIGHTS
- ▶ STAKEHOLDER ENGAGEMENT
- ▶ COLLATERAL SUPPORT (EVENTS & CONFERENCES)
- ▶ BRAND ELEMENTS

► PR ARTICLES

55

MEDIA
FAMILS

510

ARTICLES/
STORIES*

*reported across print, online, social, television & radio

MARKET	MEDIA FAMS	ARTICLES/ STORIES
NZ	11	26
AU	18	69
NA	8	62
NE	5	12
UK	4	25
SE	4	140
CH	1	172
JP	1	9
HO	3	N/A



PUBLIC RELATIONS MEDIA HIGHLIGHTS

► NEW ZEALAND



NEW ZEALAND HERALD
WINSTON ALDWORTH - Editor

CIRCULATION 144,157

READERSHIP 844,000

CIT SPEND ON FAMIL \$3,378.94

► SOUTHERN EUROPE



VOGUE MAGAZINE (SPAIN)
NIEVES ALVAREZ - Model

@ NIEVESALVAREZ

READERSHIP 719,000

CIT SPEND ON FAMIL \$2,005.00

► NORTH AMERICA



SOCIAL MEDIA
JAMIE KIDD - Influencer

@JAMIEKIDD

INSTAGRAM 298,000 Followers

CIT SPEND ON FAMIL \$4,543.40



PUBLIC RELATIONS STAKEHOLDER MANAGEMENT

► COCONUT CONNECTIONS

52
EDITIONS

OF COCONUT CONNECTION
SENT JULY 17 - JUNE 18

2K+

RECIPIENTS WEEKLY

740+ (INDUSTRY) 1300+ (GOVERNMENT)

► ELECTRONIC DIRECT MAIL (EDM)

163+

STANDALONE EDMS SENT
1 JULY 2017 – 30TH JUNE 2018

Coconut Connection | 9 July 2018 | v55

No images? [Click here](#)



KIA ORANA

Welcome back to another beautiful week in the Cook Islands
and another edition of your Coconut Connection.

*Although your customers won't love you if you give bad service your
competitors will.*

~ Kate Zabriskie, Best-selling author





PUBLIC RELATIONS STAKEHOLDER MANAGEMENT

► GLOBAL BREAKFAST UPDATES & EVENTS 17/18



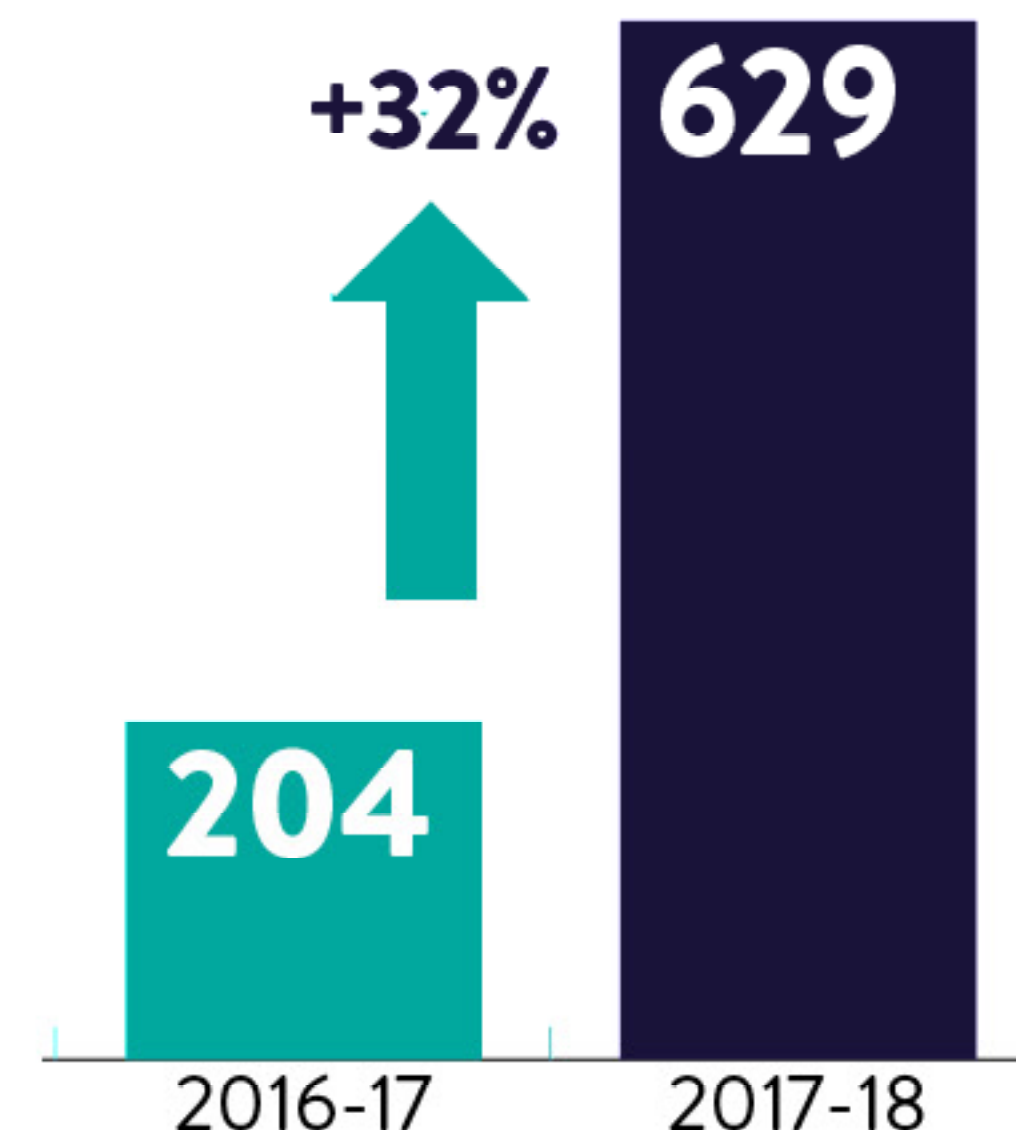
149

DIFFERENT BUSINESSES ATTENDED

629

INDIVIDUALS ATTENDED ACROSS GBU's

► 3YR GBU ATTENDANCE



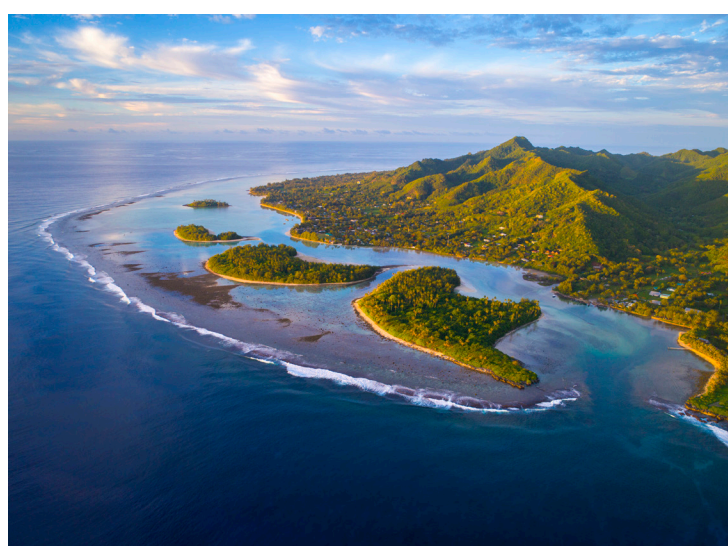
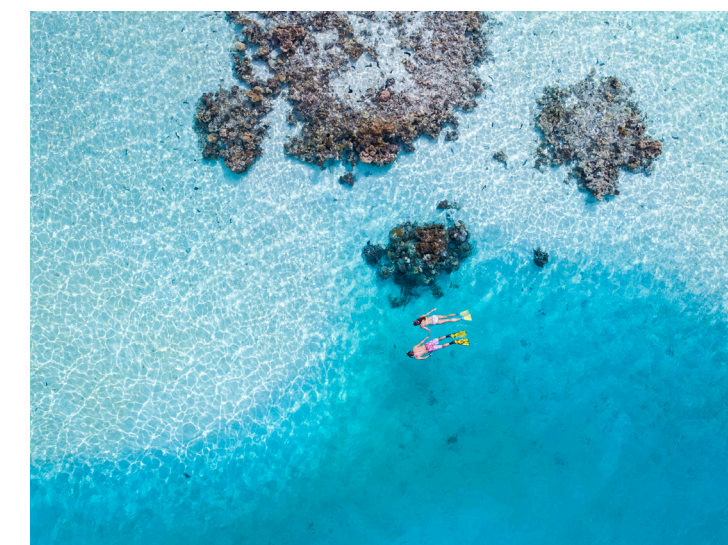
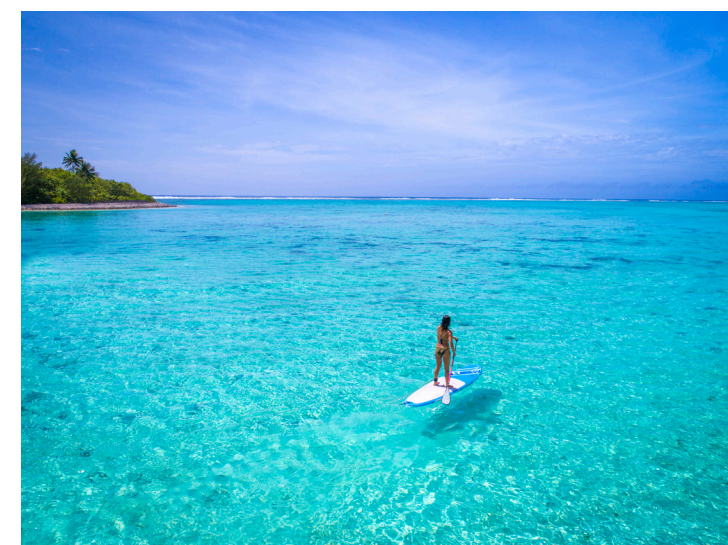


PUBLIC RELATIONS BRAND ELEMENTS

► DAVID KIRKLAND PHOTOGRAPHY DESTINATION PHOTOGRAPHY



60 HIGH RES
IMAGES

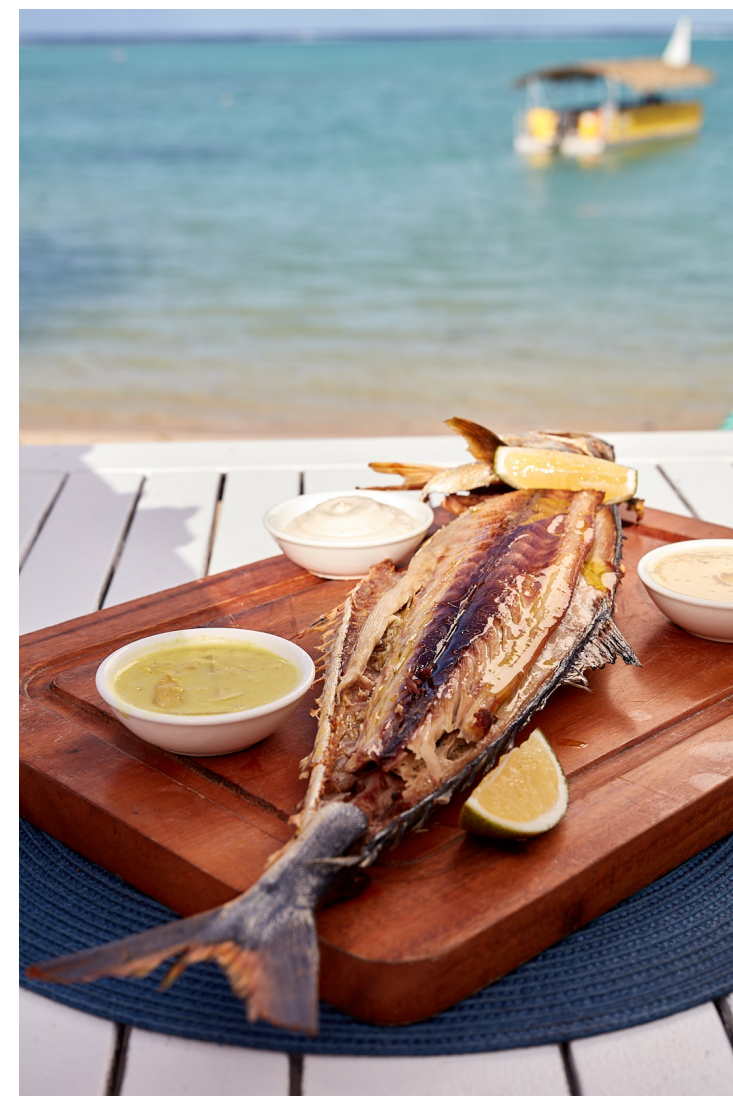
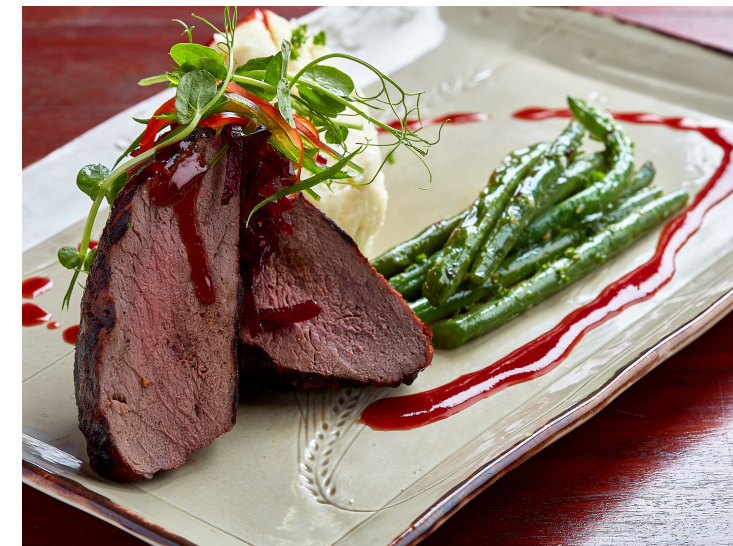




PUBLIC RELATIONS
BRAND ELEMENTS

► DEREK SMITH
FOOD & DRINK PHOTOGRAPHY

 **230** HIGH RES
IMAGES





PUBLIC RELATIONS BRAND ELEMENTS

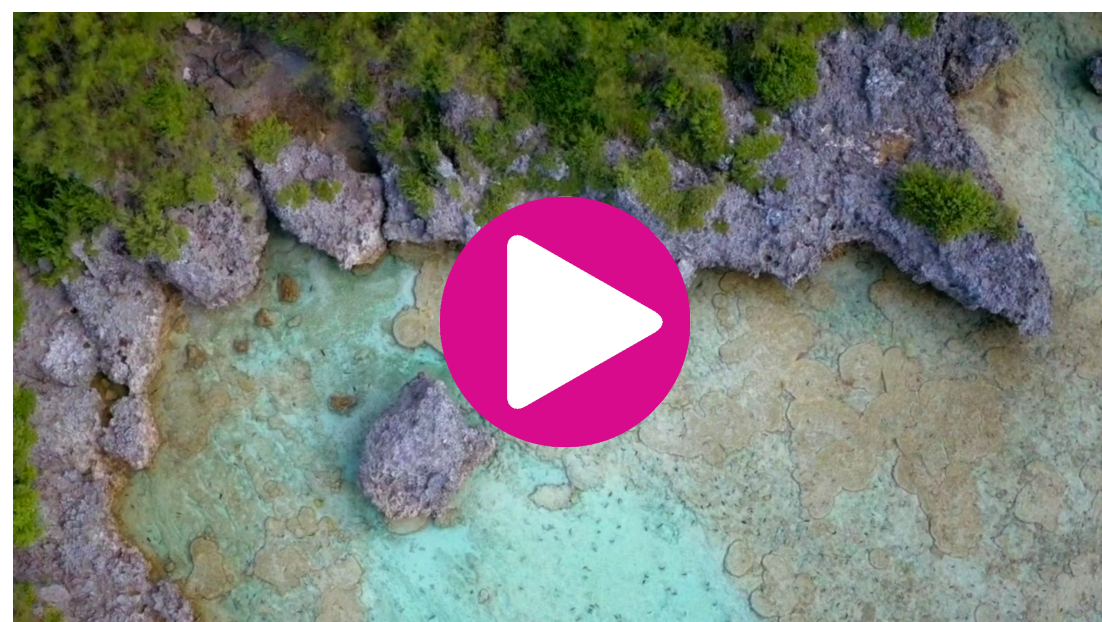
► DEREK SMITH FOOD & DRINK PHOTOGRAPHY



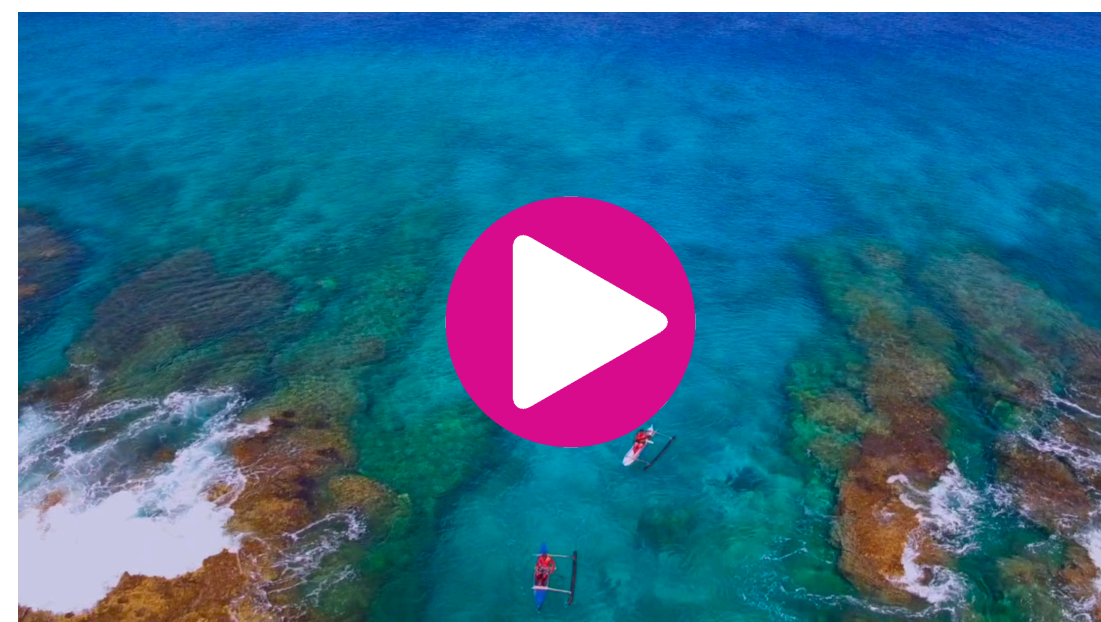


PUBLIC RELATIONS BRAND ELEMENTS

► RON SPOHN AERIAL VIDEO AND 360 IMAGES



MAUKE



MITIARO



2 PA ENUA
VIDEOS



12 360 DEGREE
IMAGES



PUBLIC RELATIONS
BRAND ELEMENTS

► LOGO UPDATE
HORIZONTAL LOGO & ISLANDS

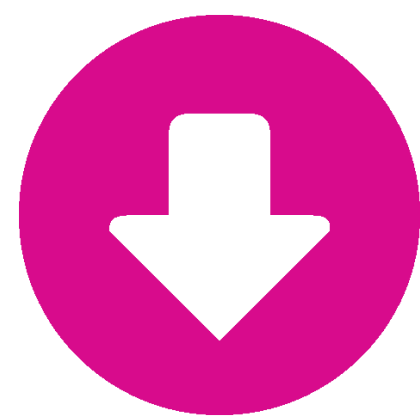
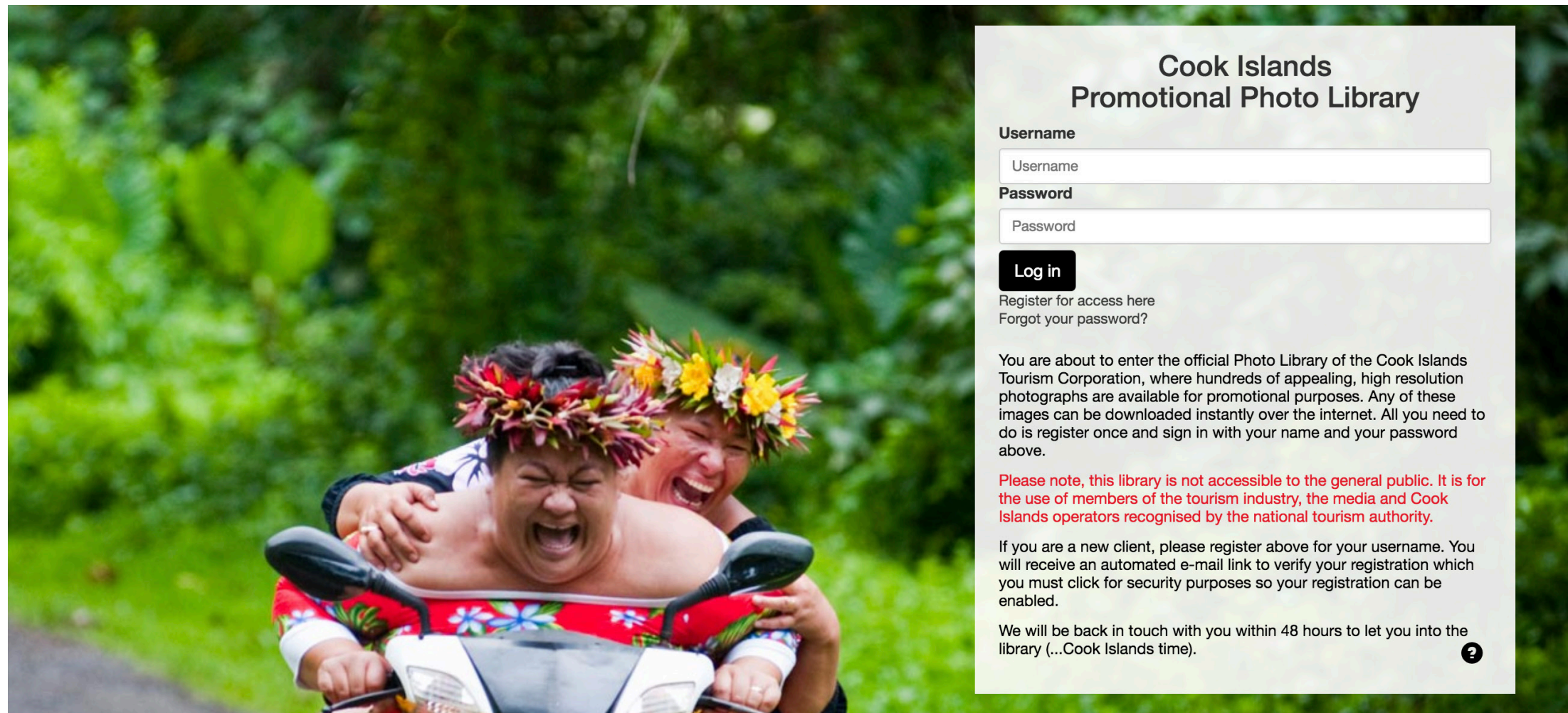




PUBLIC RELATIONS BRAND ELEMENTS

► ONLINE IMAGE GALLERY LAUNCHED FEB 2018

 <https://WWW.COOKISLANDSIMAGES.COM>



1,107
IMAGE DOWNLOADS

*AS AT JUNE 30

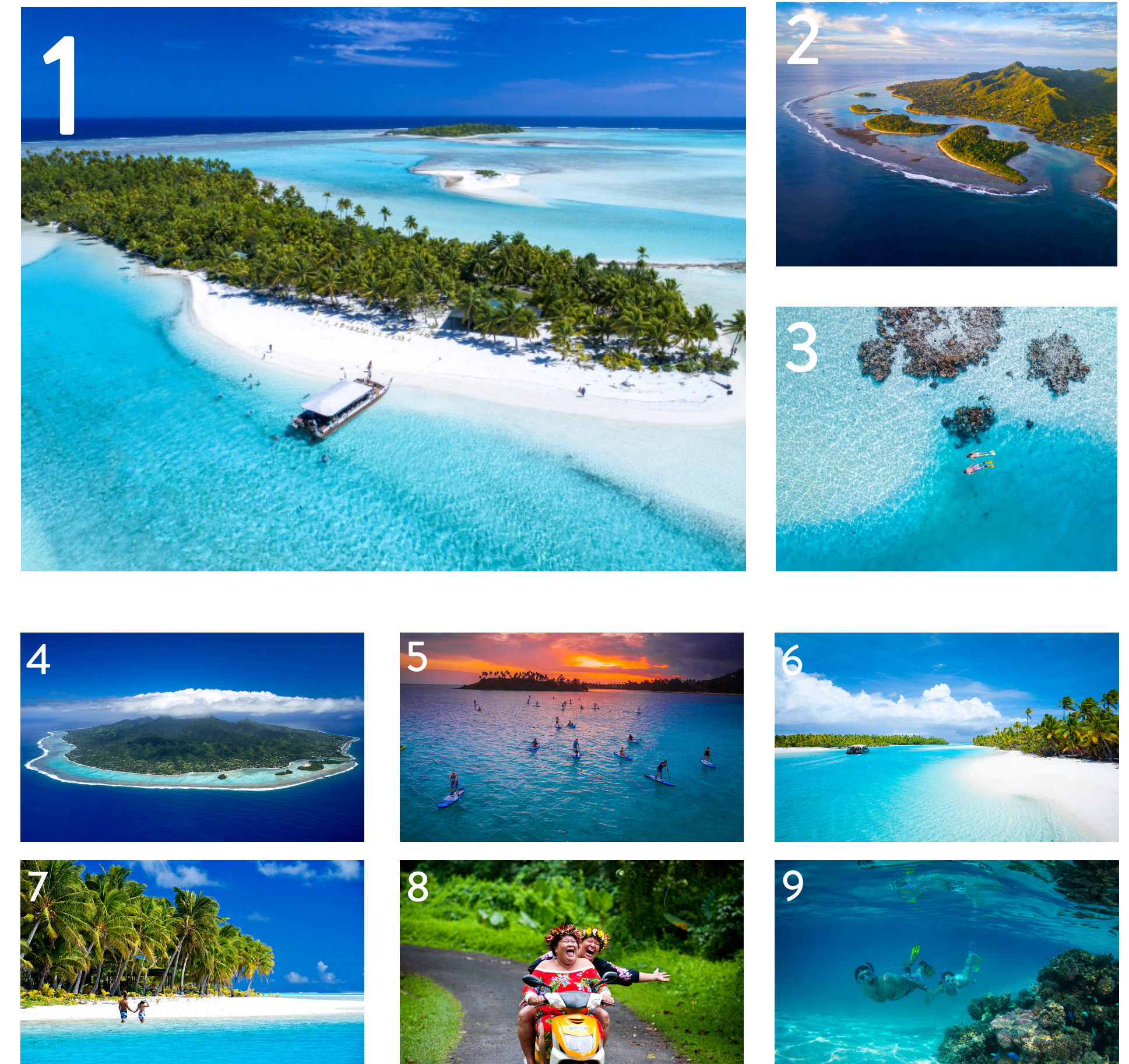


267 HIGH RES
IMAGES



152 REGISTERED
USERS

TOP IMAGE DOWNLOADS



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 snorkel. Below the diver, there are dark, textured shapes that appear to be coral or rocks. The left and right edges of the image are framed by vertical strips of lighter, turquoise water, showing more detail of the coral reef and water surface. The overall lighting is dim, creating a sense of depth and mystery.

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

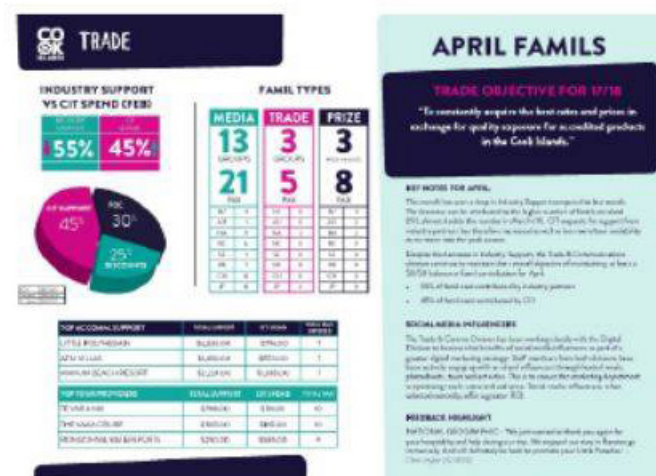
1.

IMPROVED FAMIL PROCESSES



3.

NEW TRADE & COMMS REPORTING



2.

HO MANAGED FILE SHARING SPACE



4.

MONTHLY REPORT TO MARKETS



3

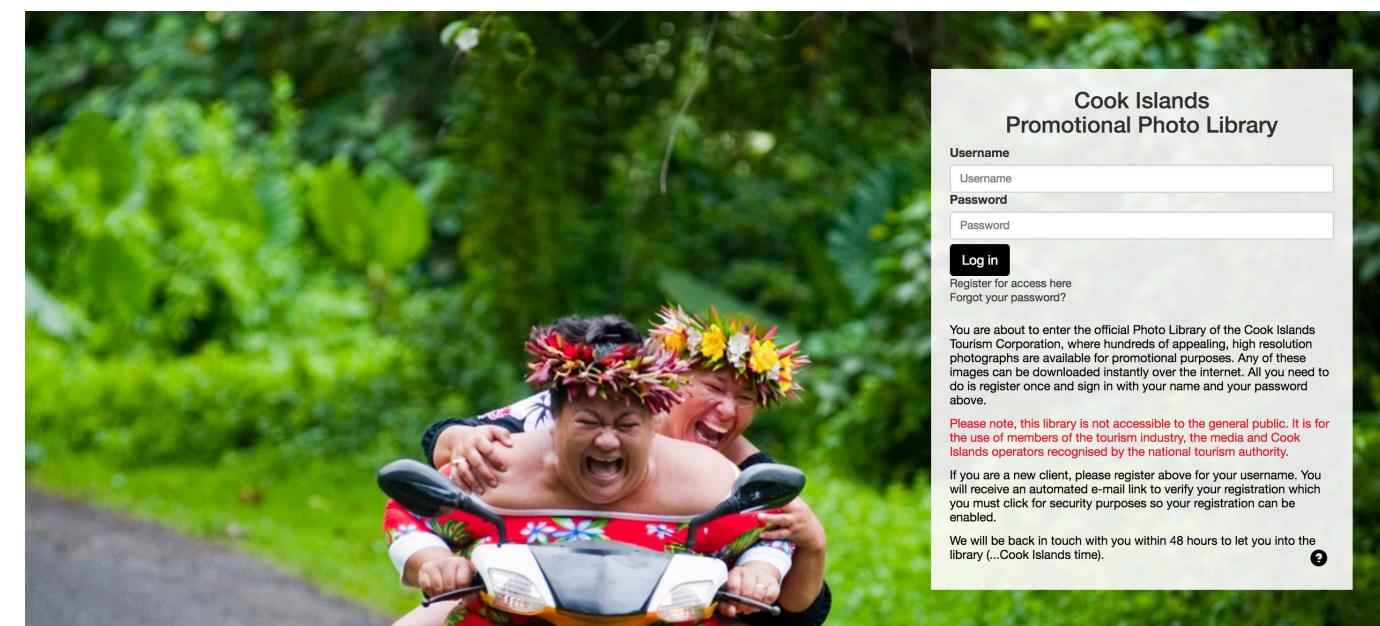
ASSET DEVELOPMENT

► 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 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

GrabOne

RAROTONGA RESORTS

- THE EDGEWATER RESORT & SPA RAROTONGA \$395
- LAGOON BREEZE VILLAS \$650
- PACIFIC RESORT RAROTONGA \$1,072
- IKURANGI ECO RETREAT \$349

RAROTONGA AND AIUTAKI RESORTS

- THE BLAKA HOTEL \$295
- THE BLAKA HOTEL \$295
- THE BLAKA HOTEL \$295
- THE BLAKA HOTEL \$295
- THE BLAKA HOTEL \$295
- THE BLAKA HOTEL \$295
- THE BLAKA HOTEL \$295
- THE BLAKA HOTEL \$295

Grab life in paradise at grabone.co.nz

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

FLY NON-STOP CHRISTCHURCH TO RARO

\$279 PP

COOK ISLANDS

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

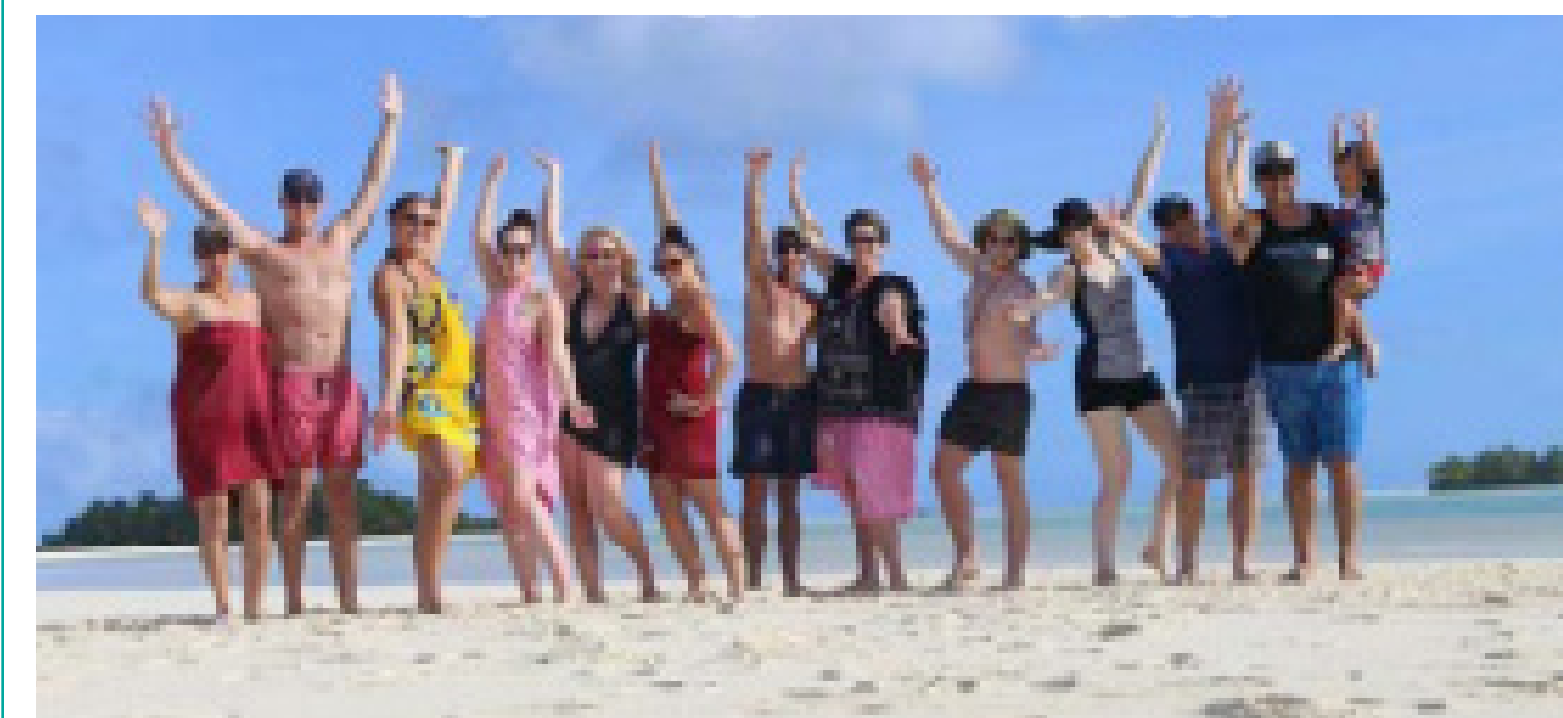
TRADE BREAKFAST EVENTS PROVE SUCCESSFUL IN AGENT ENGAGEMENT AND EDUCATION



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

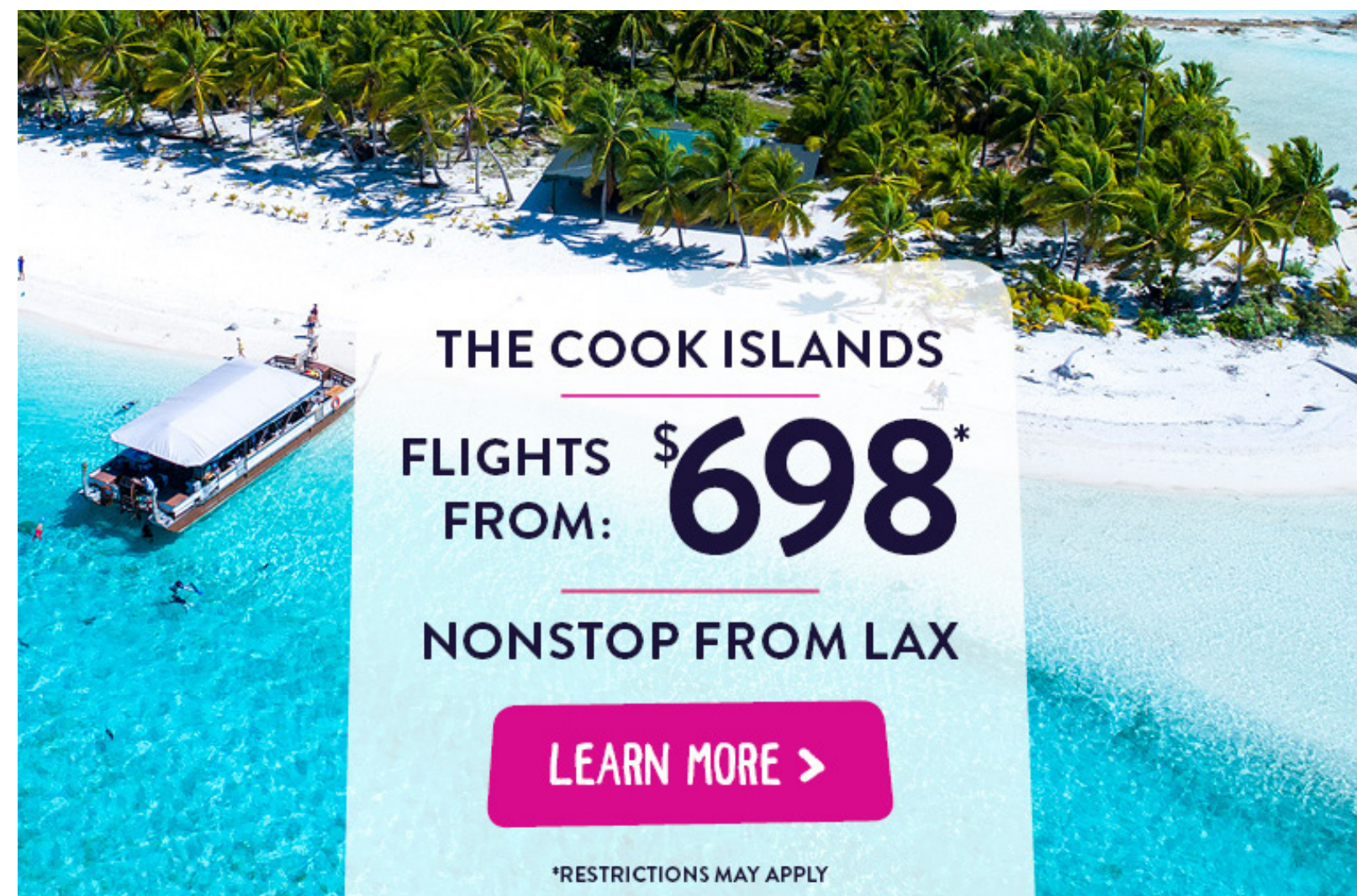
1

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

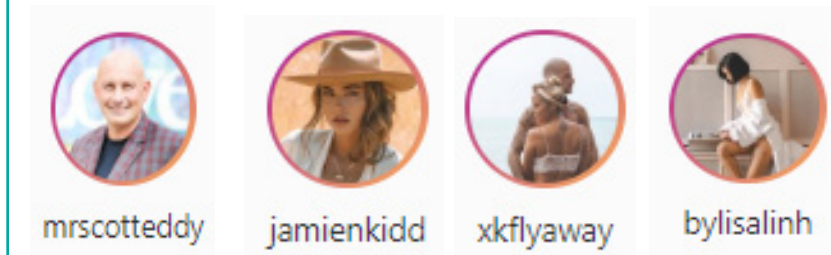
SOCIAL MEDIA INFLUENCERS & PR

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 NORTHERN EUROPE

1

GEO SAISON PRESS TRIP



EAV
NZD\$436,963

CIRCULATION
70,182

In April 2017, the editor-in-chief (Lars Nielsen) of influential and well-established German travel magazine „Geo Saison“ travelled to the Cook Islands. „Geo Saison“ has a circulation of 70,182 and is a monthly publication which is distributed nationwide (in addition, consumers in Austria and Switzerland read this magazine as well). Lars visited Rarotonga and Aitutaki. He showcases a destination that is known for its outstanding hospitality and the article includes portraits of local people. The fact box consists of 2 pages and he included as much information on accommodation, restaurants, activities and general useful tips as possible. The editorial of this issue deals with the Cook Islands as well, saying that the Cooks were on Lars' bucket list for long. And that they still are – even after his first trip as there is so much more to explore. The editorial of an editor-in-chief leads of course to a much higher credibility which leads to a nice extra benefit. In addition to this extensive coverage, parts of the feature were also published at www.stern.de (member of the same publishing house). It's a strong online platform in Germany with 84,84 mio Pls and 17,09 visits.

- a) ROI: 14 pages travel feature plus 1 page editorial, ad value NZD 436,963, plus online coverage
- b) Cost of Activity ca. 5,100 NZD (travel expenses: flight, accomm, activities)
- c) The Cook Islands article was published in the 06/18 issue

2

FTI GERMANY “SOUTH PACIFIC TRAINING DAYS”



FTI Germany “South Pacific training days” in Munich successfully completed: On March 2 and 3, for the first time ever, some South Pacific states together with FTI (one of Europe’s biggest producers to the South Pacific and the Cook Islands) conducted workshops for some 60 plus interested travel agents over two days in Munich. The agents were carefully selected to make sure they are specialists to the South Pacific and were invited to Munich for two days, incl. an overnight, meals and of course intense workshops taking place in the FTI headquarter in Munich. Each out of the 4 workshop teams (Cook Islands, Fiji, Tahiti, FTI) was able to do 4 workshops for approx. 15 agents each for the duration of 1,5 hours each. This allowed us ample time to not only present the destination but to also do serious in-depth work i.e. with the FTI brochure featuring the Cook Islands. The Cook Islands had AOT (as FTI’s DMC) and Air NZ as participating partner.

The feedback FTI and we received was overwhelming and we hope to do similar training days again in the future. Any Cook Islands hotelier or supplier is most welcome to join us.

3

EU ROADSHOW WITH DANCE GROUP



The CI dance team EU roadshow has started with 3 days in Amsterdam (Jan. 10 to 13), followed by Vienna on Jan. 14 and Stuttgart from Jan. 19 to Jan. 21. The CMT stand has been manned with Kristin from Boomerang, Christiane and Lars & the dance team during the 9 days CMT.

Apart from having the dance team for performances at the above mentioned shows, CIT NE is also exhibiting on/with a stand as co-exhibitor; Vakantiebeurs Utrecht, Netherlands: on the Pacific Island Travel stand, Ferienmesse Vienna, Austria on the Best4Trave stand, CMT Stuttgart, Germany on the Boomerang Reisen stan, Ferien, Zurich Switzerland on the Oceania stand, Reisen Hamburg, Germany on the Boomerang reisen stand, free Munich, Germany.

In addition to the performances mentioned above, together with the dance team will also execute a private consumer/TO functions in Berne (capital of Switzerland) in conjunction with the TO Hotelplan/Soleytoours on January 26.

Another private TO function together with the dance team will be held in Leipzig, Germany together with the TO Diamir Reisen on Feb. 8



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 donna

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 Kilimagiaro" 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.

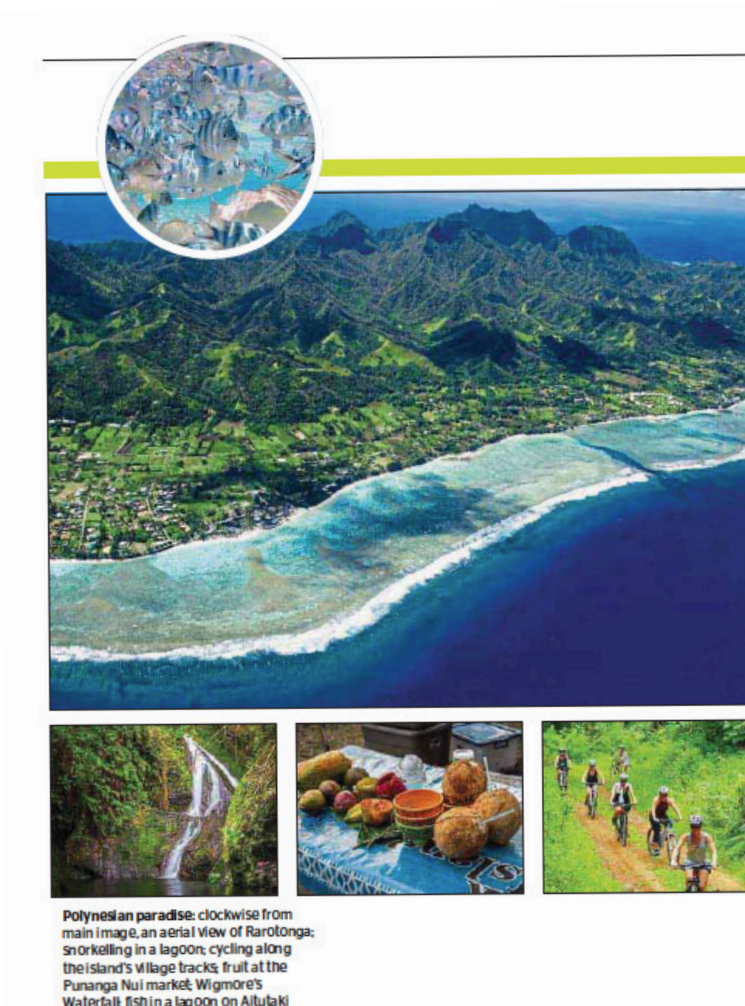
With the advertising on going, so the agents start to recognise the brand / destination, we have also been present at Travel Agent events and conferences, with headline presentations to over 2500 agents in cities up and down the UK and Ireland (all with media coverage too). Where the larger events have 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



MailOnline



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.



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.