



SPECIAL BOARD MEETING

TUESDAY | AUG 13 | 2019

AGENDA

- ▶ PART A – Market Performance 2018/19
- ▶ PART B – Destination Marketing Highlights 2018/19
- ▶ PART C – Strategic Direction 19/20
- ▶ PART D – Board Resolutions



PART A

OVERVIEW OF MARKET PERFORMANCE

- ▶ Visitor Arrivals by Market





OVERVIEW OF MARKET PERFORMANCE

GLOBAL RESULTS





OVERVIEW OF MARKET PERFORMANCE NEW ZEALAND



VISITOR ARRIVALS

110,607

↑ 0.3%
vs 2017/18

+380

PAX vs 2017/18

VISITOR ARRIVALS NEW ZEALAND

2011/12-2018/19





OVERVIEW OF MARKET PERFORMANCE

AUSTRALIA



VISITOR ARRIVALS

28,482

↑7.9%
vs 2017/18

+2,084
PAX vs 2017/18

VISITOR ARRIVALS
AUSTRALIA
2011/12-2018/19





OVERVIEW OF MARKET PERFORMANCE NORTH AMERICA



VISITOR ARRIVALS

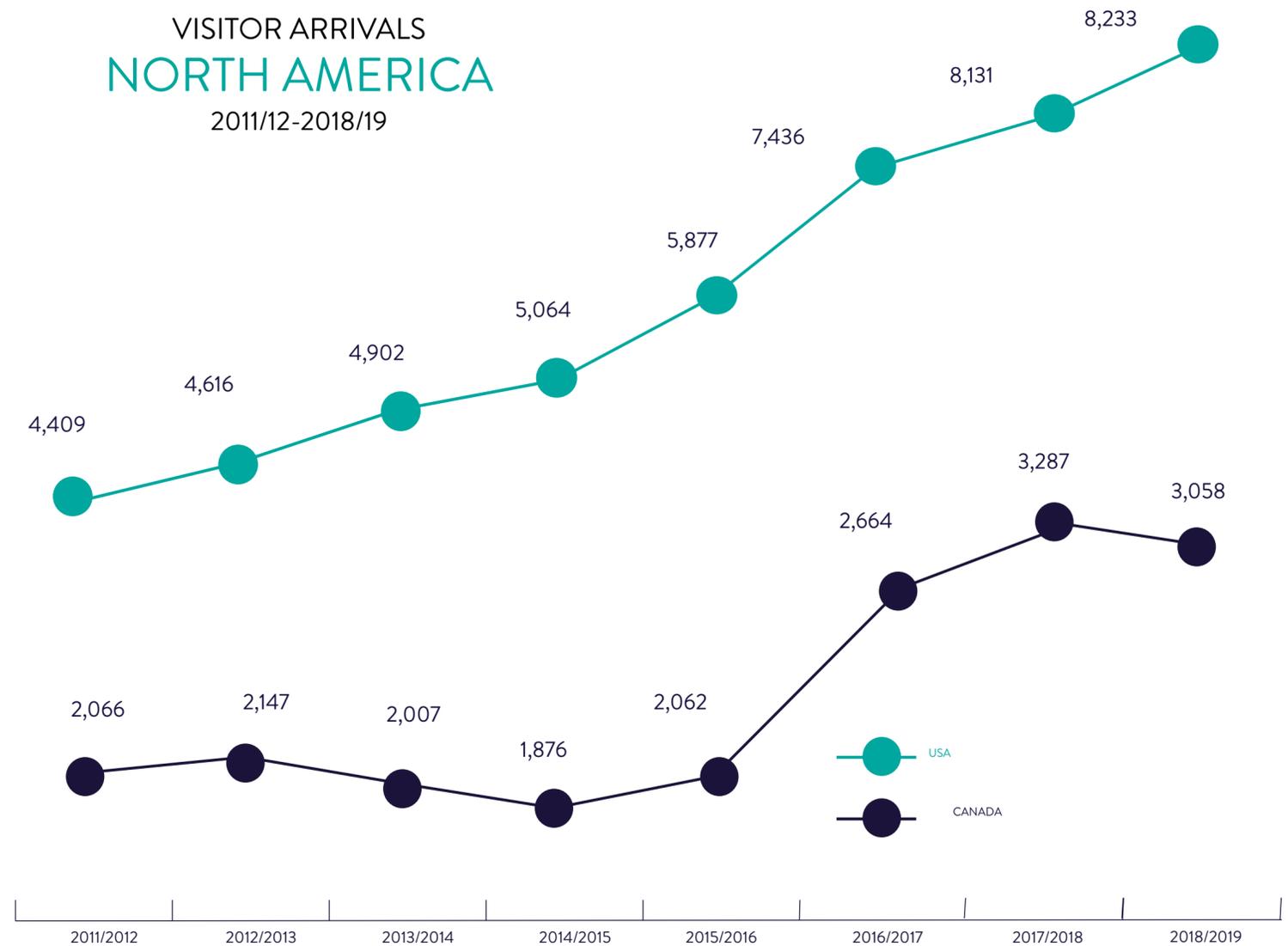
11,291

↑1.12%
vs 2017/18

+127

PAX vs 2017/18

VISITOR ARRIVALS NORTH AMERICA 2011/12-2018/19





OVERVIEW OF MARKET PERFORMANCE

UK / NORDIC



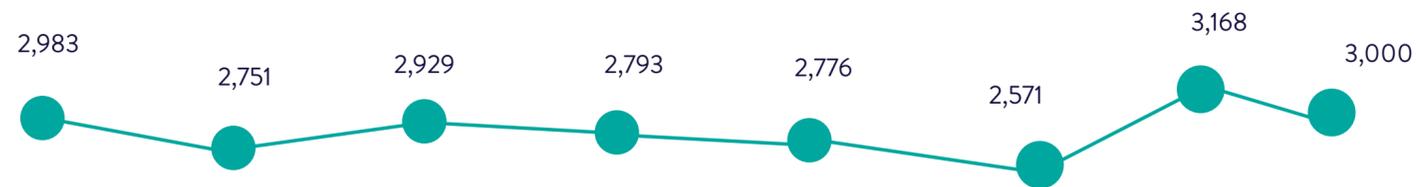
VISITOR ARRIVALS

4,119

↓4.96%
vs 2017/18

-215

PAX vs 2017/18



VISITOR ARRIVALS

UK

2011/12-2018/19

-168

PAX vs 2017/18

2011/12 2012/13 2013/14 2014/15 2015/16 2016/17 2017/18 2018/19



VISITOR ARRIVALS

NORDIC

2011/12-2018/19

-47

PAX vs 2017/18

2011/12 2012/13 2013/14 2014/15 2015/16 2016/17 2017/18 2018/19



OVERVIEW OF MARKET PERFORMANCE NORTHERN EUROPE



VISITOR ARRIVALS

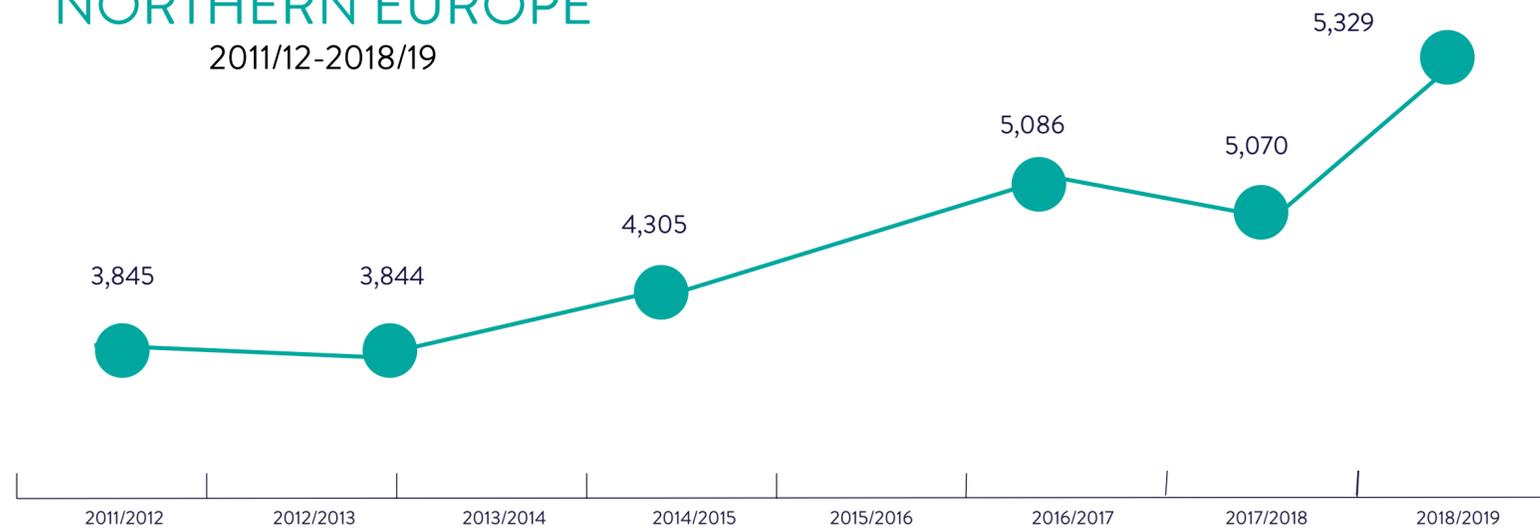
5,329

↑5.11%
vs 2017/18

+259

PAX vs 2017/18

VISITOR ARRIVALS
NORTHERN EUROPE
2011/12-2018/19



OVERVIEW OF MARKET PERFORMANCE SOUTHERN EUROPE



VISITOR ARRIVALS

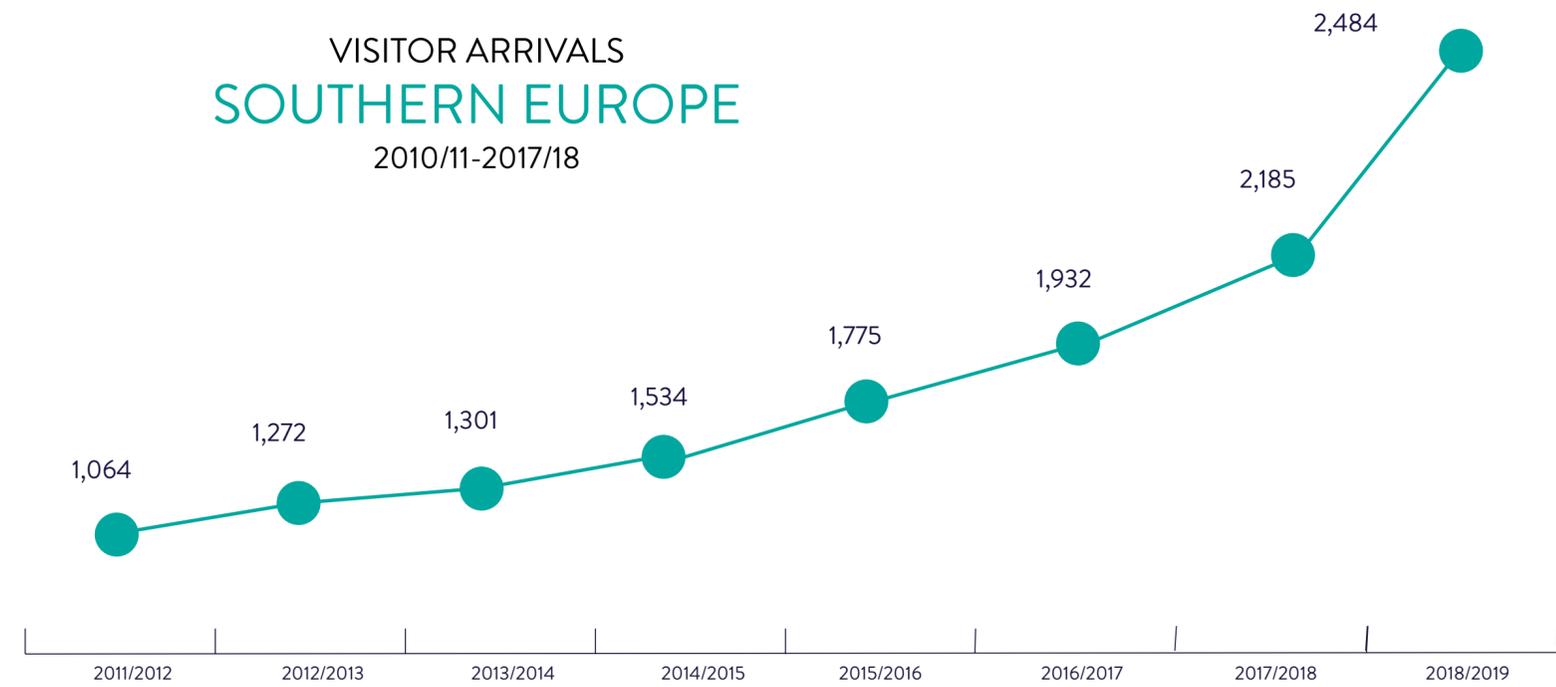
2,484

↑13.68%
vs 2017/18

+299

PAX vs 2017/18

VISITOR ARRIVALS
SOUTHERN EUROPE
2010/11-2017/18





OVERVIEW OF MARKET PERFORMANCE CHINA



VISITOR ARRIVALS

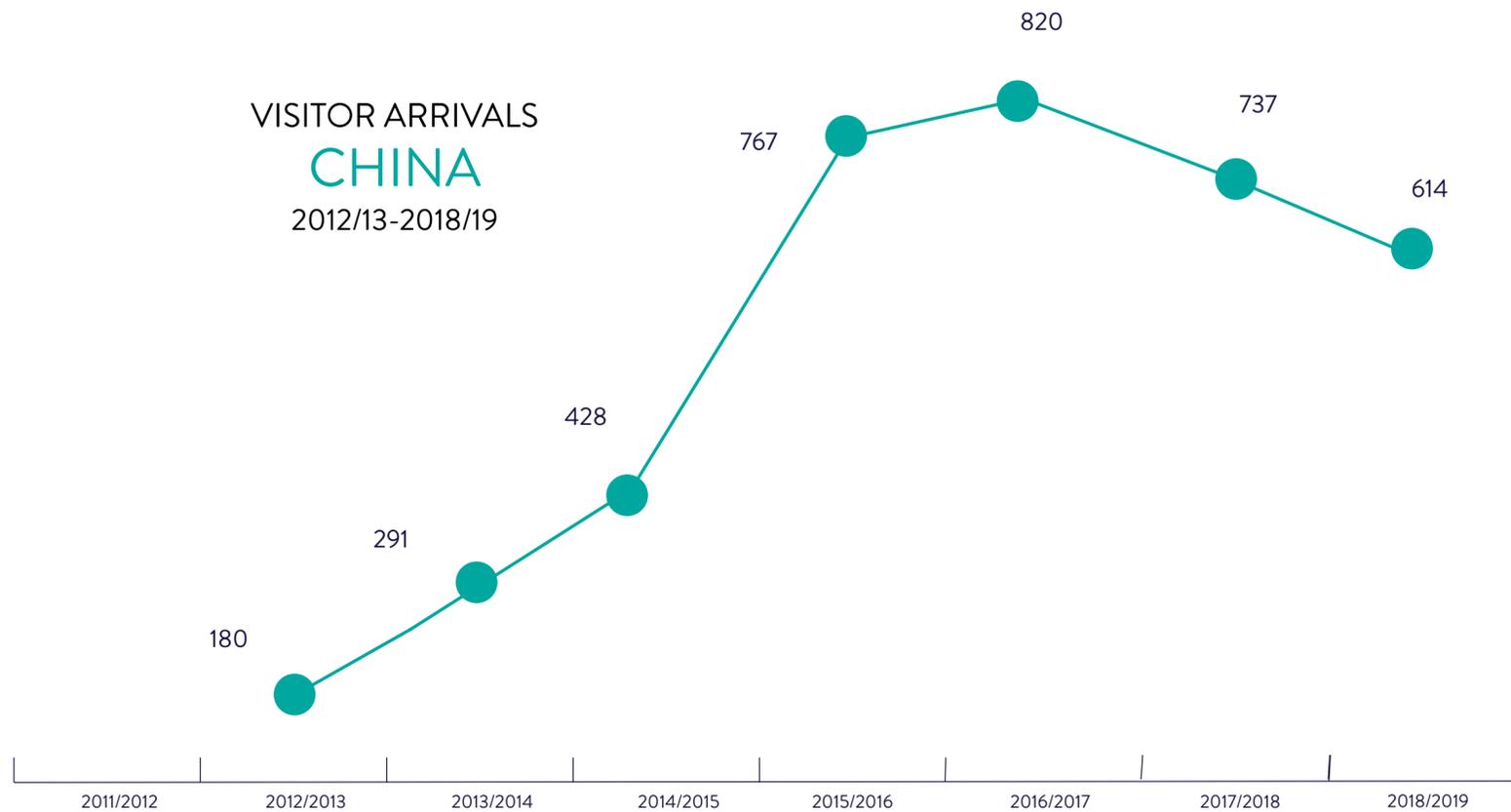
614

↓16.69%
vs 2017/18

-123

PAX vs 2017/18

VISITOR ARRIVALS
CHINA
2012/13-2018/19



OVERVIEW OF MARKET PERFORMANCE JAPAN



VISITOR ARRIVALS

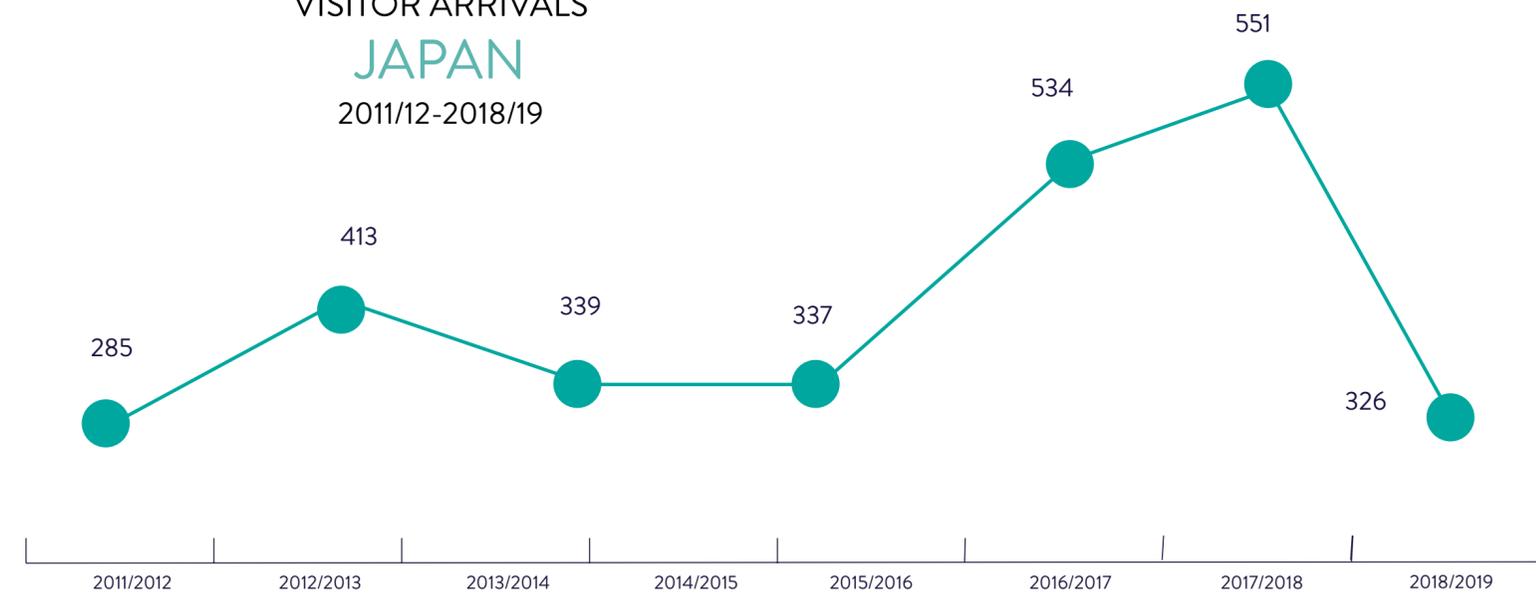
326

↓40.83%
vs 2017/18

-225

PAX vs 2017/18

VISITOR ARRIVALS
JAPAN
2011/12-2018/19



PART B

DESTINATION MARKETING HIGHLIGHTS 2018/19

► Scorecard 2018/19



MARKETING SCORECARD

2018/2019

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



- ▶ FAMILS
- ▶ FAMIL PARTNERS
- ▶ INTERNATIONAL SHOWS
- ▶ PERSONNEL



BUSINESS TO BUSINESS

FAMILS 18/19

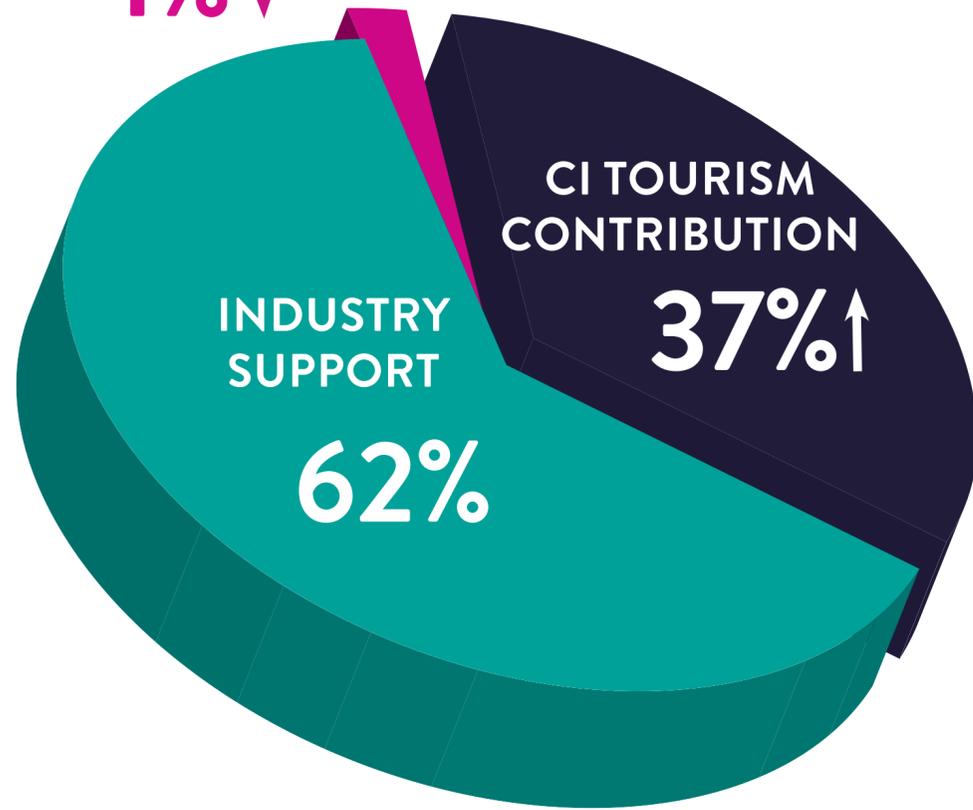
TOTAL VALUE \$1.53 MILLION ↓

(2017/18 \$1.56 MILLION)

404 PAX

COST TO FAMIL

1% ↓



PA ENUA \$290K* ↑ (2017/18 \$218K)

ISLAND	NO. FAMS	PAX	CIT SPEND	INDUSTRY
ATIU	10 ↓ -47%	27 pax	64% ↑ +56%	36% ↓ -39%
AITUTAKI	73 ↑ +1%	213 pax	33% ↓ -46%	67% ↑ +72%
MANGAIA	3 ↓ -67%	11 pax	59% ↑ +743%	41% ↓ -56%

*Figure does not include domestic flights to the Pa Enea.

↑ ↓ Arrows indicative increase or decrease compared to 2017/18 figures



BUSINESS TO BUSINESS

FAMILS 18/19

FAMIL 4YR 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	36%	62%	2%
18/19	\$1.53M	37%	62%	1%



BUSINESS TO BUSINESS

FAMILS 18/19

FAMIL TYPE - GROUPS

	18/19	17/18	16/17
TOTAL FAMS	133	126	113
MEDIA	50	55	43
TRADE	35*	36	38
PRIZE WINNERS	34	22	32
INFLUENCERS	14	13	-

*Includes Market rep visits for GBU or meetings with HO/

TOP 5 MARKETS

AUSTRALIA	152 PAX ↑ +24%
NEW ZEALAND	92 PAX ↓ -13%
NORTH AMERICA	59 PAX ↓ -18%
NORTHERN EUROPE	33 PAX ↑ +22%
SOUTHERN EUROPE	30 PAX * NEW +88%

FAMILS TYPE - PAX

MEDIA	111 PAX
TRADE	191 PAX*
PRIZE WINNERS	71 PAX
INFLUENCERS	31 PAX

404 PAX

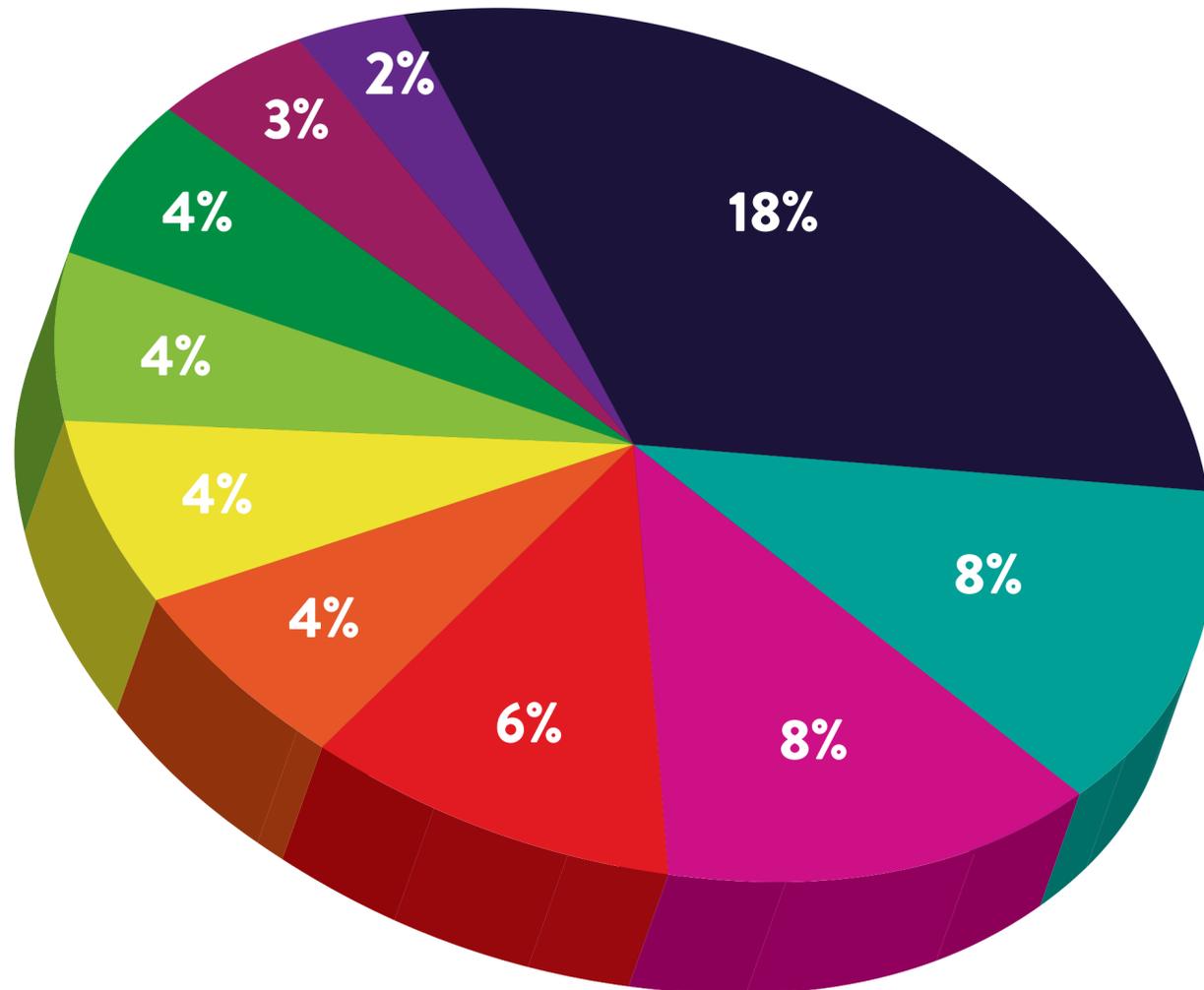


BUSINESS TO BUSINESS

FAMILS 18/19

186 ↓

PARTICIPATING
INDUSTRY PARTNERS
vs 227 (17/18)



TOP 10 FAMIL PARTNERS

	TOP FAMIL PARTNERS	NO FAMS	%
1	AIR NEW ZEALAND	83	18%
2	PACIFIC RESORT AITUTAKI NUI	29	8%
3	AIR RAROTONGA	63	8%
4	PACIFIC RESORT RAROTONGA	25	6%
5	CROWN BEACH RESORT &	11	4%
6	EDGEWATER RESORT & SPA	13	4%
7	TAMANU BEACH RESORT	33	4%
8	MOANA SANDS GROUP	27	4%
9	LITTLE POLYNESIAN RESORT	13	3%
10	MURI BEACH CLUB HOTEL	3	2%

61%
(2017/18 - 74%)

TOP 10 SUPPLIERS
CONTRIBUTE 61% OF
OVERALL FAMIL SUPPORT
VALUE



BUSINESS TO BUSINESS

FAMILS 18/19

ACCOMMODATION - TOP 5 SUPPORT

SUPPLIER	%
PACIFIC RESORT AITUTAKI NUI	19%
PACIFIC RESORT RAROTONGA	13%
CROWN BEACH RESORT & SPA	9%
EDGEWATER RESORT & SPA	9%
TAMANU BEACH RESORT	8%

ACCOMMODATION - TOP 5 SPEND

SUPPLIER	NO. FAMS
TAMANU BEACH	33
PACIFIC RESORT RAROTONGA	25
PACIFIC RESORT AITUTAKI NUI	29
MOANA SANDS GROUP	27
EDGEWATER RESORT	13

TOURS - TOP 5 SUPPORT

SUPPLIER	%
AITUTAKI DAY TOUR	21%
TE VARA NUI VILLAGE	21%
CAPTAIN TAMAS	12%
THE VAKA CRUISE	10%
KOKA LAGOON CRUISE	8%

TOURS - TOP 5 SPEND

SUPPLIER	%
TE VARA NUI VILLAGE	19%
BISHOP'S CRUISE	17%
THE VAKA CRUISE	13%
AITUTAKI DAY TOUR	11%
STORYTELLERS TOUR	7%



BUSINESS TO BUSINESS

FAMIL PARTNERS

TRANSPORT - TOP 5 SUPPORT

SUPPLIER	%
RARO TOURS	32%
POLYNESIAN RENTALS	14%
COOK ISLANDS TOURS	14%
WET N WILD	13%
RINOS AITUTAKI	12%

TRANSPORT - TOP 5 SPEND

SUPPLIER	NO. FAMS
POLYNESIAN RENTALS	59
POPOARA RENTALS	19
AQUILA LTD	33
WET N WILD	6
RARO TOURS	38

F & B - TOP 5 SUPPORT

SUPPLIER	%
NAUTILUS RESTAURANT	64%
ANTIPODES	13%
PLANTATION HOUSE	11%
ON THE BEACH	9%
COASTAL KITCHEN	2%

F & B - TOP 5 SPEND

SUPPLIER	NO. FAMS
ANTIPODES	14
ISLANDER RESTAURANT	12
PLANTATION HOUSE	1
KORU CAFE	16
TRADER JACKS	11



BUSINESS TO BUSINESS

FAMIL PARTNERS

AITUTAKI - TOP 5 SUPPORT

SUPPLIER	%
PACIFIC RESORT AITUTAKI NUI	61%
TAMANU BEACH RESORT	27%
ETU MOANA	6%
THE VAKA CRUISE	3%
AITUTAKI VILLAGE	1%

AITUTAKI - TOP 5 SPEND

SUPPLIER	NO. FAMS
TAMANU BEACH RESORT	33
PACIFIC RESORT AITUTAKI NUI	29
AITUTAKI VILLAGE	9
ETU MOANA	6
THE VAKA CRUISE	26

ATIU - SUPPORT

SUPPLIER	NO. FAMS	%
ATIU VILLAS	9	100%

ATIU - TOP 5 SPEND

SUPPLIER	NO. FAMS
ATIU VILLAS	9
KURA'S KITCHEN	2
BIRDMAN GEORGE	3
ANATAKITAKI	4
PUNAREA TOUR	1



BUSINESS TO BUSINESS

INTERNATIONAL TRADE SHOWS

▶ Cook Islands Tourism Corporation attended **14** Trade shows across all markets.

NZ	1	• SPANTO NEW PLYMOUTH, WHANGAREI, AGM, DUNEDIN, NELSON, LOWER HUTT
AU	1	• TREASURES OF SOUTH PACIFIC ADELAIDE, MELBOURNE, GOLD COAST, BRISBANE, NEWCASTLE, SYDNEY
NA	1	• USTOA
NE	1	• MTP ZURICH, VIENNA, PRAGUE, AMSTERDAM
SE	1	• MTP ROME, MILAN
UK	4	• VISIT THE PACIFIC LONDON • UNITE PACIFIC LONDON • DOWN UNDER LIVE WITH TRAVEL TEACHER • DOWN UNDER TRAVEL - BIRMINGHAM WITH TRAVEL TEACHER
JP	2	• MEET THE PACIFIC JAPAN, JATA TRADE SHOW
HO	3	• SPTE • ITB • CITM



BUSINESS TO CONSUMER

INTERNATIONAL CONSUMER SHOWS

▶ Cook Islands Tourism Corporation attended **32** consumer shows across all markets.

NZ	6	<ul style="list-style-type: none">• HOUSE OF TRAVEL BAZAAR - AUCKLAND, WAIKATO• LOVE A LITTLE RARO AND AITUTAKI WEDDING• FLIGHT CENTRE EXPO - AUCKLAND, WELLINGTON, CHRISTCHURCH• BRIDE & GROOM MAGAZINE & SHOW• THE BRIDE & GROOM SHOW, AUCKLAND• HUTCHWILCO BOAT SHOW
AU	2	<ul style="list-style-type: none">• SYDNEY BRIDAL SHOW• FLIGHT CENTRE EXPO - SYDNEY, MELBOURNE, BRISBANE, NEWCASTLE & GOLD COAST
NA	10	<ul style="list-style-type: none">• ALASKA PDF TRAVEL FAIR• TRAVEL AND ADVENTURE SHOW - LA• TRAVEL AND ADVENTURE SHOW - DENVER• OUTDOOR• ADVENTURE & TRAVEL SHOW - VANCOUVER• STAR TRIBUNE - VACATION & TRAVEL EXPERIENCE• DEMA• CHICAGO TRAVEL & ADVENTURE SHOW• SAN DIEGO TRAVEL & ADVENTURE SHOW• NEW YORK TIMES TRAVEL SHOW
UK	3	<ul style="list-style-type: none">• TRAVEL BULLETIN HONEYMOON & WEDDING SHOWCASE - BELFAST & DUBLIN• DANISH TRAVEL FAIR - HERNING & DENMARK• DOWN UNDER LIVE - GLASGOW
NE	11	<ul style="list-style-type: none">• KNECHT REISEN CONSUMER DAY• REISESALON VIENNA & COCO WELTRESIEN, AUSTRIA• CMT STUTTGART, GERMANY• FESPO BERNE SWITZERLAND• KNECHT REISEN - CONSUMER SHOW• FESPO ZURICH IN SWITZERLAND• REISEN HAMBURG• HOTELPLAN IN SWITZERLAND• TRAVEL HOUSE IN SWITZERLAND• TRAVEL ESSENCE MEETING/UPDATE IN FRANKFURT• TRAVEL HOUSE CONSUMER EVENT IN OLTEN AND SWITZERLAND

2018-19

PERSONNEL

HEAD OFFICE PERSONNEL

2018/2019



KARLA EGGELTON

DIRECTOR OF GLOBAL 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



VAINEPOTO TANGAROA

MARKETING ADMINISTRATOR



DANIEL FISHER

DIGITAL COORDINATOR



TAYLA BEDDOES

DIGITAL COORDINATOR



HEAD OFFICE

ORGANISATIONAL STRUCTURE



KARLA EGELTON
DIRECTOR OF GLOBAL SALES & MARKETING



NOELINE MATEARIKI
MARKETING MANAGER

INTERNATIONAL MARKETS

- NEW ZEALAND
- AUSTRALIA
- NORTH AMERICA
- NORTHERN EUROPE
- UK/NORDIC
- SOUTHERN EUROPE
- JAPAN
- CHINA



CLAIRE WILSON
TRADE AND COMMUNICATIONS EXECUTIVE



VAINEPOTO TANGAROA
MARKETING ADMINISTRATOR



TONY FE'AO
DIGITAL EXECUTIVE



NICHOLLE AMA
TRADE COORDINATOR



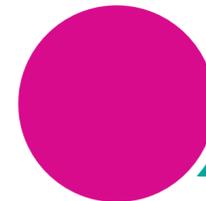
TINA KAE
TRADE COORDINATOR



DANIEL FISHER
DIGITAL COORDINATOR



TAYLA BEDDOES
DIGITAL COORDINATOR



DIGITAL MARKETING COORDINATOR



MANINE LYNCH
INTERN



GEENA PAUGA
INTERN



MAREI NICHOLS
INTERN



TUMU PITTMAN
INTERN

GLOBAL PERSONNEL

2018/2019



GRAEME WEST

GENERAL MANAGER (AU/NZ)



JOHN PETERSON

GENERAL MANAGER (NAM)



IAN GRIFFITHS

MANAGER (UK/NORDIC)



LARS SCHUBERT

MANAGER (NE)



NIC COSTANTINI

MANAGER (SE)



KEI MORI

MANAGER (JAPAN)



DANIELLE XIAO

MANAGER (CHINA)



RACHEL MACKEY

MARKETING MANAGER (NZ)



CRYSTAL KRANZ

MARKETING MANAGER (AU)



SAM JACKSON

SALES & MARKETING CO-ORDINATOR



ANNIE PENG

MARKETING CO-ORDINATOR (AU)



MATTHEW BROOKFIELD

SALES AMBASSADOR (AU)



CHRISTIAN MANI

MARKETING MANAGER (NAM)



BETHANY DAWSON

MARKETING OFFICER (NAM)



LIZ DOYLE

PR (AU)



SOPHIA BAUER

SALES & MARKETING ADMINISTRATOR (NE)



LENA PETERSSON

PR (NORDIC)



ANNA WATT

PR (UK)



ELISA HOSHI

SOCIAL MEDIA MANAGER (SE)



▶ WEBSITE



BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

▶ KEY METRICS 18/19 (vs 17/18)



SESSIONS

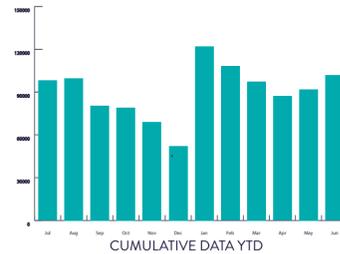
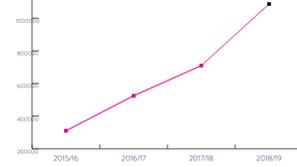
"VISITS", OR DIFFERENT TIMES A PERSON CAME TO YOUR SITE.

1,086,676

+52.53%

(vs 17/18 712,431)

2016-2019



PAGES VISITED

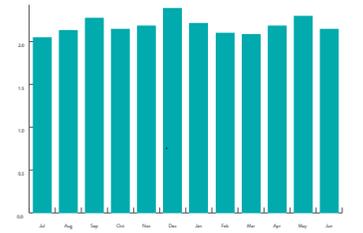
PAGES VISITED PER SESSION

2.18

-22.76%

(vs 17/18 2.82)

2016-2019



USERS

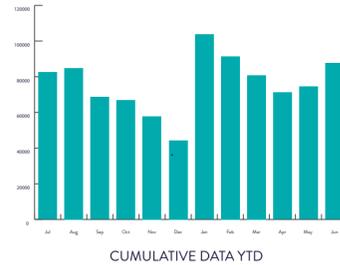
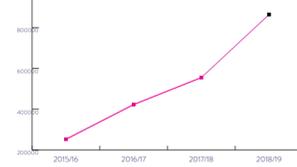
"UNIQUE VISITORS", OR A PERSON WHO HAS COME TO YOUR WEBSITE.

864,225

+54.02%

(vs 17/18 561,108)

2016-2019



BOUNCE RATE

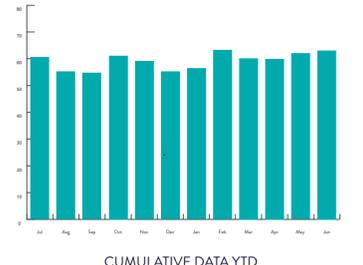
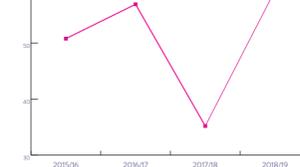
VISITOR VIEWING ONE PAGE BEFORE EXITING. BENCHMARK 30-60%*LEAD-GEN/CONTENT SITES

59.39%

-67.83%

(vs 17/18 35.39%)

2016-2019



PAGES VIEWED

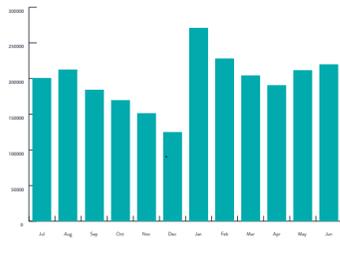
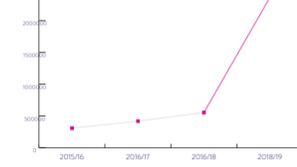
THE TOTAL NUMBER OF PAGES VIEWED. REPEATED VIEWS OF A SINGLE PAGE ARE COUNTED

2,365,172

+17.81%

(vs 17/18 2,007,594)

2016-2019



AVG SESSION

HOW LONG DID PEOPLE STAY ON OUR WEBSITE

1:51mins

-21.20%

(vs 17/18 2:21mins)

2016-2019





BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

▶ TRAFFIC & AQUISITION (VS 2017/18)

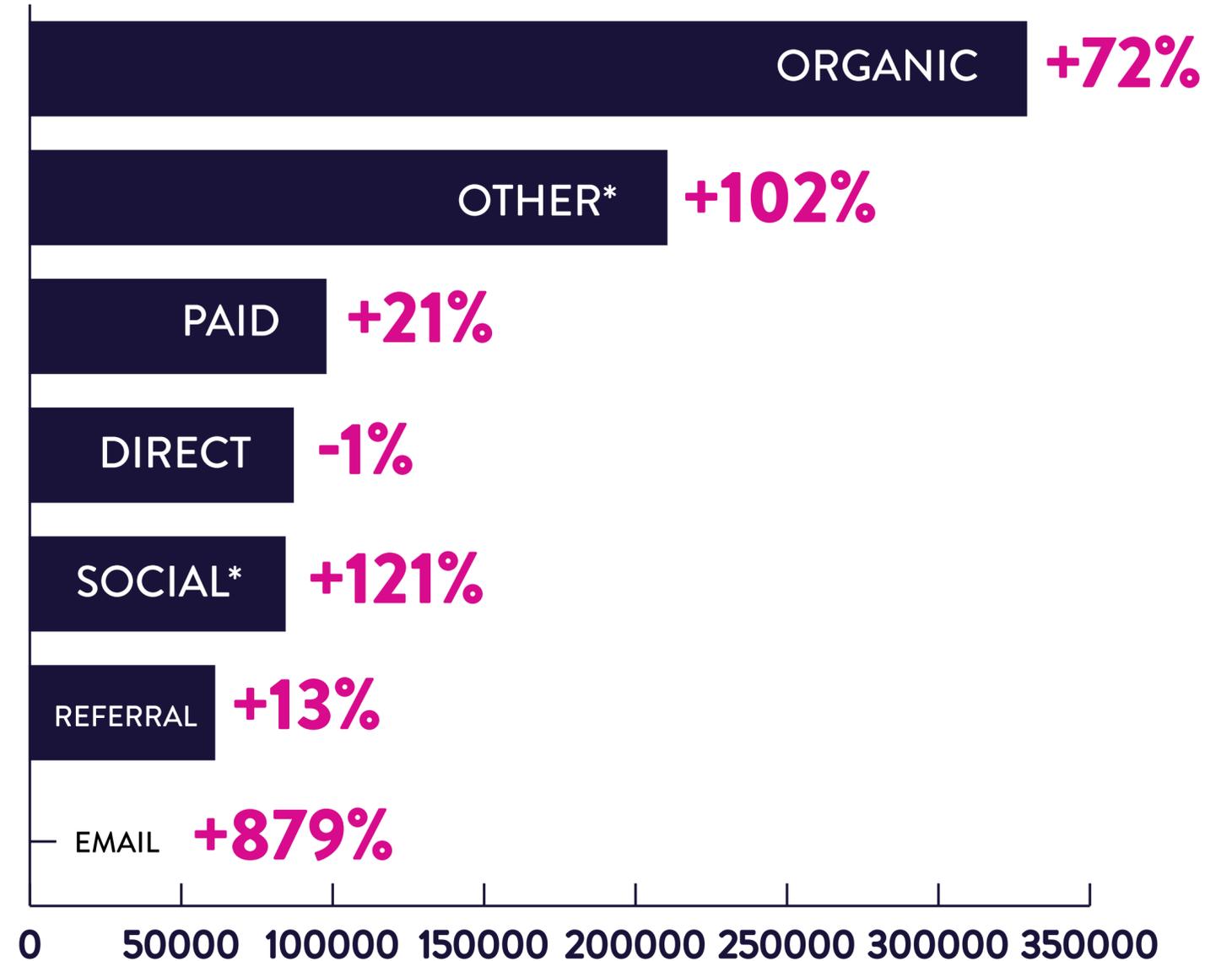


864,225

+54.02%

(vs 17/18 561,108)

SOCIAL SOURCES	2018/19	% +/-
FACEBOOK	78,080	+89%
INSTAGRAM	13,254	+247%
PINTEREST	1,040	+161%
YOUTUBE	505	+220%
TWITTER	325	+121%
LINKEDIN	54	+500%



* Other captures paid marketing by Bench Marketing as part of the AU market digital buy (200,272 users, spend of \$290,628.03 NZD)

* Social continues to grow as a avenue for website traffic, (84,053 users, spend of \$82,000 NZD through Head Office Digital Team)



BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

▶ LEAD GENERATION (VS 2017/18)



LEAD GENERATION

511,463

+13%

(vs 17/18 453,153)

MOST LEADS FROM COOKISLANDS.TRAVEL

AIR NEW ZEALAND

145,900

-24% VS 2017/18*

virgin australia

30,690

+4% VS 2017/18

MOST LEADS - LOCAL PARTNERS



11,258

+495% VS 2017/18



Pacific Resort
HOTEL GROUP

7,820

+8% VS 2017/18

* To reduce customer clicks, some Air New Zealand campaign CTA went direct to Air New Zealand site, bypassing www.cookislands.travel

ACCOMMODATION PROVIDERS	2018/19	% +/-
PACIFIC RESORT HOTEL GROUP	7,820	+50%
THE RAROTONGAN	5,791	+1,333
AITUTAKI LAGOON RESORT & SPA	3,519	+169%
SANCTUARY RAROTONGA	1,979	+477%
MURI BEACH CLUB HOTEL	1,604	+298%

TOUR OPERATORS	2018/19	% +/-
AIR RAROTONGA	5,451	-4%
REHAB RAROTONGA	5,193	+846%
AITUTAKI DAY TOUR	4,608	+931%
AKURA FISHING CHARTERS	2,653	+228
ADVENTURE COOK ISLANDS	1,707	+50%

CAMPAIGN PARTNERS	2018/19	% +/-
SPACIFICA TRAVEL	14,178	+131%
OUR PACIFIC	6,856	+761%
FLIGHT CENTRE	11,643	+128%
ISLAND ESCAPES	4,875	+6,314
TRAVEL ASSOCIATES	2,905	+100%



BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

▶ MOST VISITED PAGES* (VS 2017/18)

	2018/19	+/-
/ACCOMMODATIONS	56,299	+208%
/TOURS-VIEW	38,738	+271%
/DEALS	35,968	+43%
/WIN THE ULTIMATE HOLIDAY	34,937	-
/ISLANDS/RAROTONGA	31,842	-20%
/EN-AU/VACATION-PACKAGES	25,569	+28,629%
/EN-AU/ACCOMMODATION	24,520	+5%
/ISLANDS/AITUTAKI	20,530	-2%
/VIDEO/TOP THINGS TO DO	16,168	+180%

*FILTERED BY <60% BOUNCE RATE (INDUSTRY BENCHMARK)

*www.cookislands.travel HOMEPAGE captured 871,242 page visits in 2018/19 vs 774,386 in 2017/18, +12.5% increase.

SOURCE: Website Most Visited Pages.pdf

SOURCE: GOOGLE ANALYTICS





BUSINESS TO CONSUMER

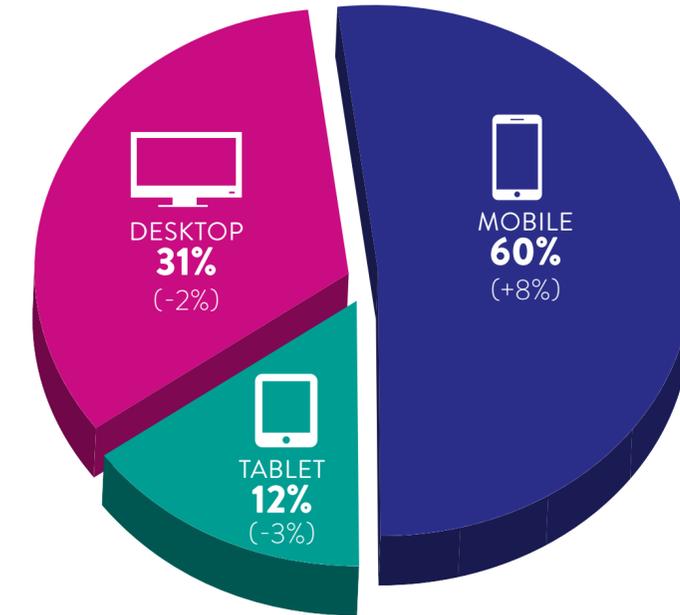
WEBSITE - COOKISLANDS.TRAVEL

▶ NEW USERS BY COUNTRY

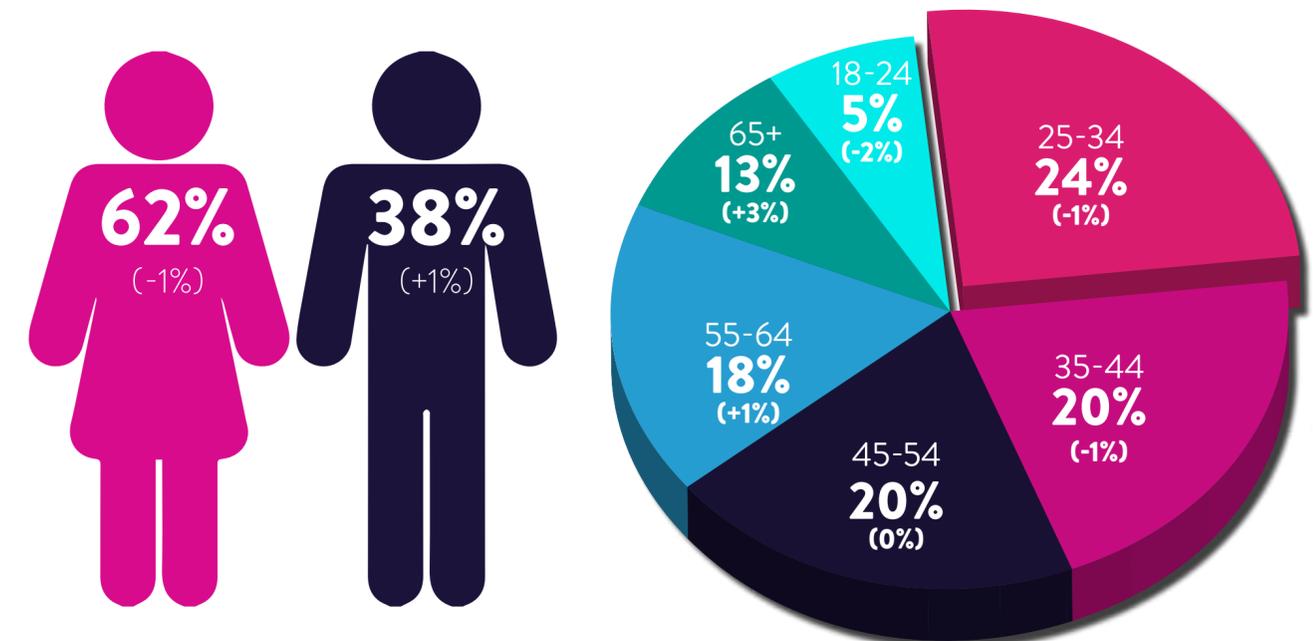
	2018/19	2017/18	+/-
AUSTRALIA	322,457	239,036	+35%
UNITED STATES	197,048	109,581	+80%
NEW ZEALAND	153,113	89,761	+70%
UNITED KINGDOM	45,858	17,333	+165%
CANADA	25,574	46,069	-44%
GERMANY	9,984	5,279	+91%
SWEDEN	8,983	1,767	+408%
IRELAND	8,736	711	+1,230%
ITALY	8,543	5,012	+73%

*Cook Islands received 13,742 users in 2018/19, +150%

▶ DEVICES USED TO ACCESS SITE



▶ VISITORS TO SITE: GENDER & AGE





BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

► BROCHURE DOWNLOADS



#1 MOST DOWNLOADED

#2 MOST DOWNLOADED



PAGE VIEWS

15,305

+102% VS 2017/18

13,948

BROCHURE
DOWNLOADS

+47% VS 2017/18

TOP DOWNLOADS

- 1) TOP 10 THINGS TO DO
- 2) COOK ISLANDS GUIDE
- 3) ISLAND NIGHTS (NEW 2018/19)
- 4) GENERAL INFORMATION TRI-FOLD
- 5) AITUTAKI



BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

▶ BEST PERFORMING PAGES - CLICKS (VS 2017/18)

	CLICKS	SESSIONS	%+/-
LOVE A LITTLE PARADISE COOK ISLANDS	359,182	213,393	+35%
FLIGHTS COOK ISLANDS	41,288	30,426	+79%
ACCOMMODATION COOK ISLANDS	23,194	14,329	+2,515%
BROCHURES COOK ISLANDS	18,681	10,440	+98%
THINGS TO DO COOK ISLAND	12,928	9,206	+1,398%
AITUTAKI COOK ISLANDS	8,086	6,180	+180%
RAROTONGA COOK ISLANDS	5,396	4,127	+605
FISHING COOK ISLANDS*	4,009	2,053	-
SNORKELLING COOK ISLANDS*	2,974	2,627	-

*Crowdriff galleries included on page from March 2019



BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

▶ LEAD GENERATION

41,288+

+79%

vs 23,056 (2017/18)

LEADS TO AIRLINES FROM FLIGHT PLANNING PAGE

OUTBOUND CLICKS FROM FLIGHTS PLANNING PAGE

	2018/19	2017/18	% +/-
 AIR NEW ZEALAND	13,728	8,274	+66%
 VIRGIN AUSTRALIA	8,251	4,840	+70%
 JETSTAR	8,179	4,173	+96%
 AIR RAROTONGA	5,451	2,889	+95%
 AIR TAHITI	5,488	2,392	+129%

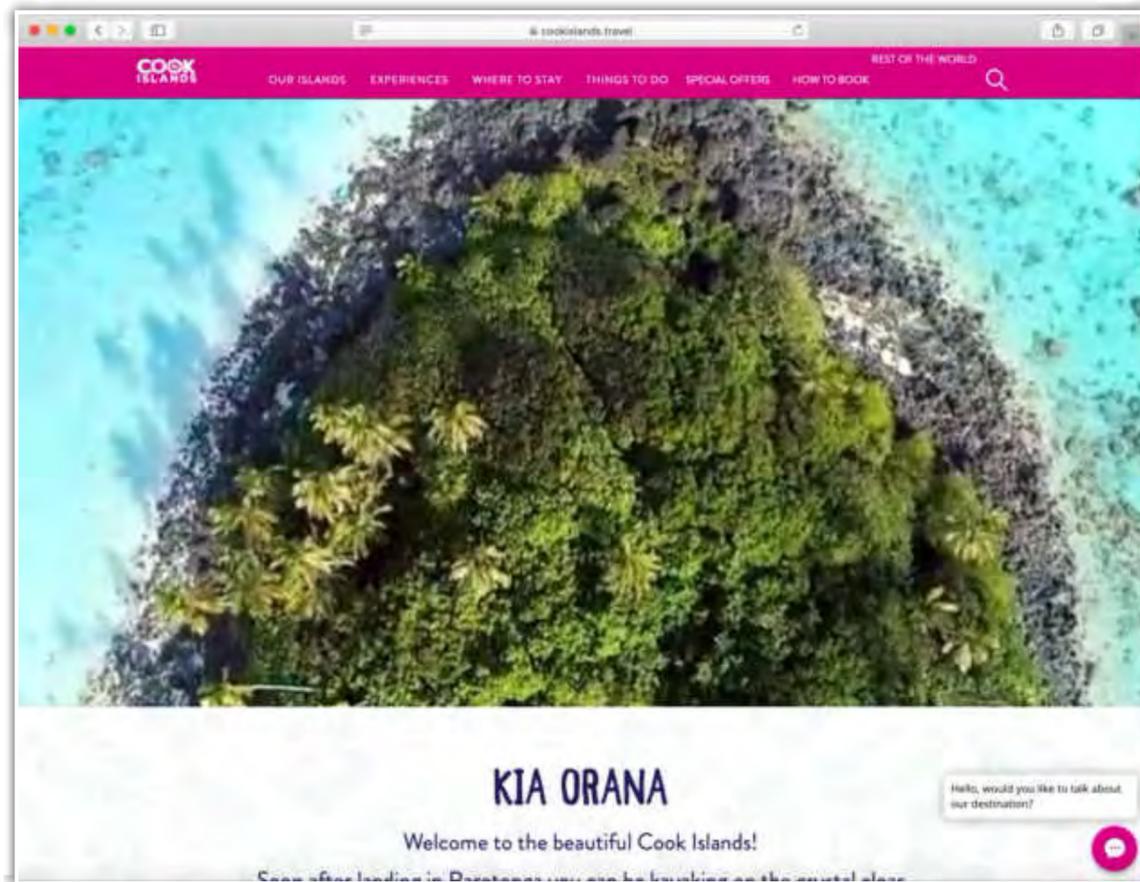
*Results taken from 3 separate reports as FLIGHTS page link changed during development.



BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

▶ NEW DEVELOPMENTS



PARALLAX

▶ HOME PAGE

Converted to Parallax format improving user experience. **5-18% increase in time on page** for key market home pages (en-AU, en-US, en-NZ)

- ▶ OUR ISLANDS ▶ THINGS TO DO
- ▶ WHERE TO STAY ▶ EXPERIENCES

4 parallax pages introduced to improve user experience and allow SEM campaigns to be targeted to main themes.

SEARCH ENGINE OPTIMISATION

Renewed focus on search engine optimisation (SEO) with assistance from Great Matter (technical SEO) Ingage Media and on page SEO leads by the Australia Marketing team with assistance from Head Office.

+72% ORGANIC TRAFFIC



▶ SOCIAL MEDIA

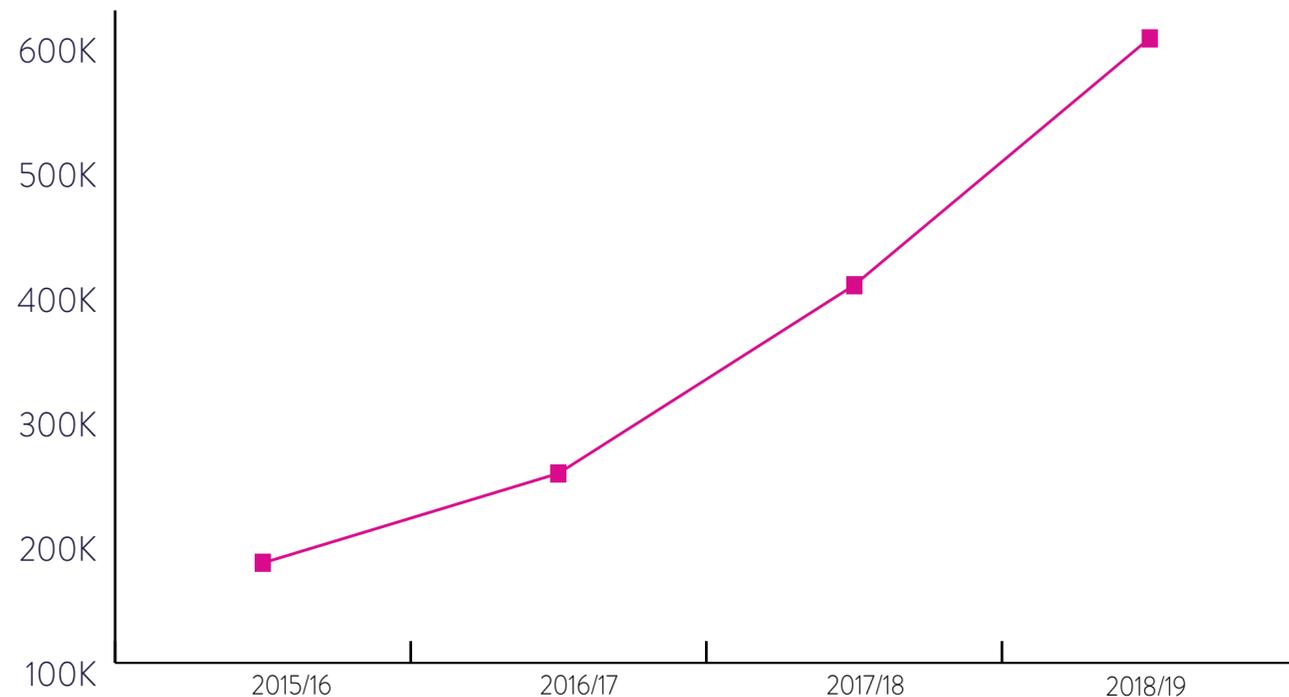


CONSUMER TO CONSUMER
SOCIAL MEDIA



601,347 (+198K)
FACEBOOK LIKES
VS 403,080 (2017/18)

FACEBOOK GROWTH 2015-2019



WHERE ARE OUR FOLLOWERS FROM?

COUNTRY	FANS
United States of America	146.753
New Zealand	98.441
Australia	96.907
* United Kingdom	53.552
Italy	52.310
Spain	21.237
Canada	18.131
** Argentina	17.569
* Germany	16.676

NOTE: WE HAVE **2,544** COOK ISLANDS FOLLOWERS
(ONLY TOP 50 COUNTRIES ARE RANKED ON FALCON.IO)

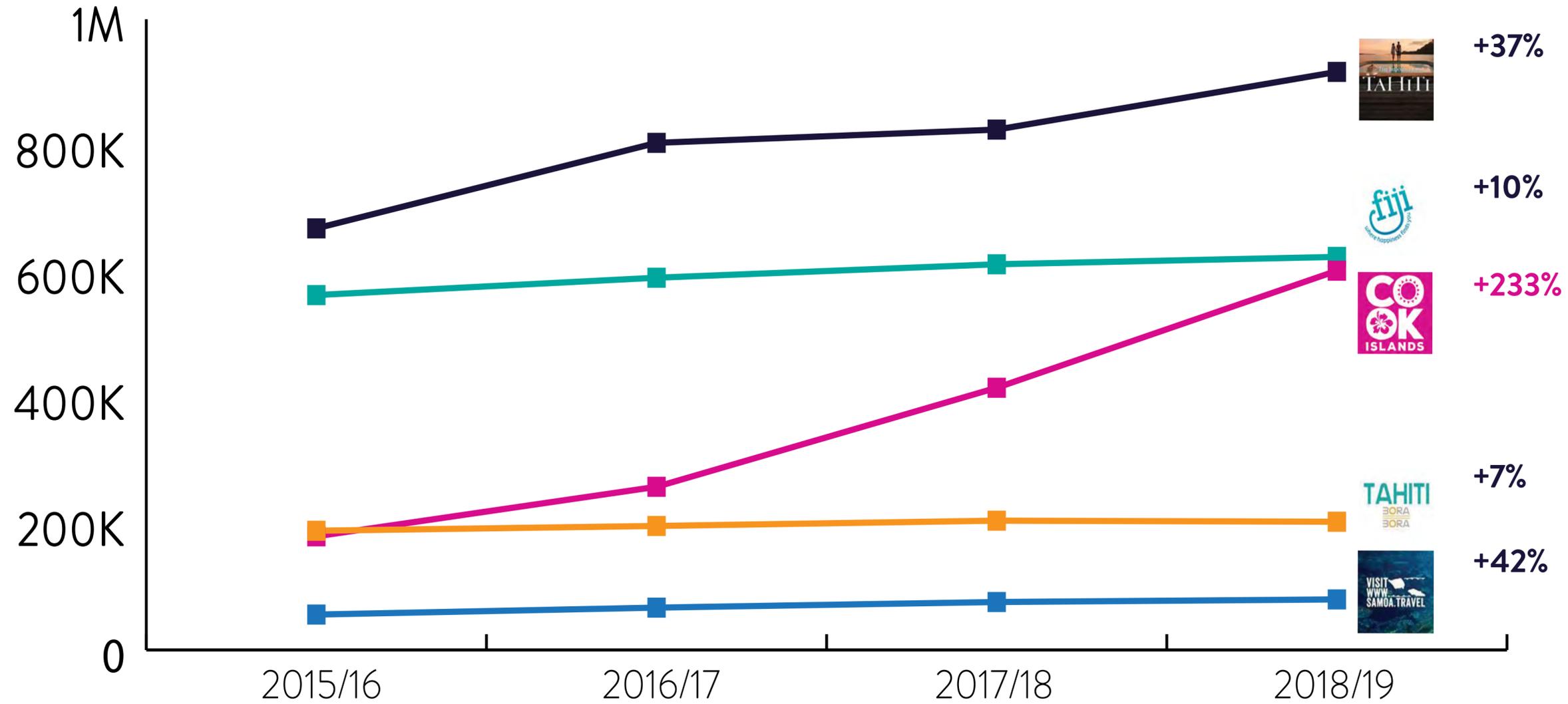
* Head Office have conducted digital campaigns within these markets ** NEW to the list (vs 17/8)



CONSUMER TO CONSUMER SOCIAL MEDIA

▶ PAGE PERFORMANCE

COMPETITOR GROWTH 2015-2019



+233%
GROWTH
 JULY 2015 - JUNE 2019
 BEST AMONGST PACIFIC DMO
 FACEBOOK PAGES

KEY

- TAHITI TOURISME
- TOURISM FIJI
- COOK ISLANDS TOURISM
- TAHITI BORA BORA
- SAMOA TOURISM



CONSUMER TO CONSUMER SOCIAL MEDIA



▶ INDEPENDENT FB COMPETITOR ANALYSIS



1ST

AMONGST KEY COMPETITORS ON ONLINE PAGE RANK PLATFORMS

(as of June 2019)

LEADERBOARD		Edit
1 st		
1	Cook Islands 627,563 Likes • 26,374 PTAT • 4.2% ER	83
2	Samoa Tourism 80,105 Likes • 844 PTAT • 1.1% ER	77
3	Niue Tourism 15,018 Likes • 561 PTAT • 3.7% ER	74
4	Tahiti Tourisme 894,520 Likes • 64 PTAT • 0.007% ER	65
5	Hawaii - gohawaii.com 2,405,104 Likes • 2,258 PTAT • 0.094% ER	63
6	Tourism Fiji 621,765 Likes • 10,837 PTAT • 1.7% ER	60
7	Nuova Caledonia 288,364 Likes • 1,203 PTAT • 0.42% ER	60



LIKERANK™

83

1ST

Best practice to optimise your Facebook page and Performance (engagement, reach, number of posts etc) are scored individually to make up the total score.

Best Practices **60%** of total LikeRank™
Performance **40%** of total LikeRank™



	PAGE PERFORMANCE INDEX	NUMBER OF FANS	AVERAGE WEEKLY GROWTH	ENGAGEMENT
Cook Islands	39%	601k	2.3%	0.30%
Vanuatu Tourism	13%	34k	0.20%	0.39%
Samoa Tourism	10.0%	80k	0.14%	0.32%
Niue Tourism	3.0%	15k	0.034%	0.11%
Hawaii - gohawaii.com	1.0%	2.4M	0.038%	0.0067%
Tahiti Tourisme (Par défaut)	1.0%	54k	0.022%	0%
Tourism Fiji	1.0%	622k	0.014%	0.017%

PAGE PERFORMANCE INDEX

39%

The Page Performance Index (PPI) is a combination of engagement and growth based on the average growth and engagement values of all pages in our index.



CONSUMER TO CONSUMER
SOCIAL MEDIA

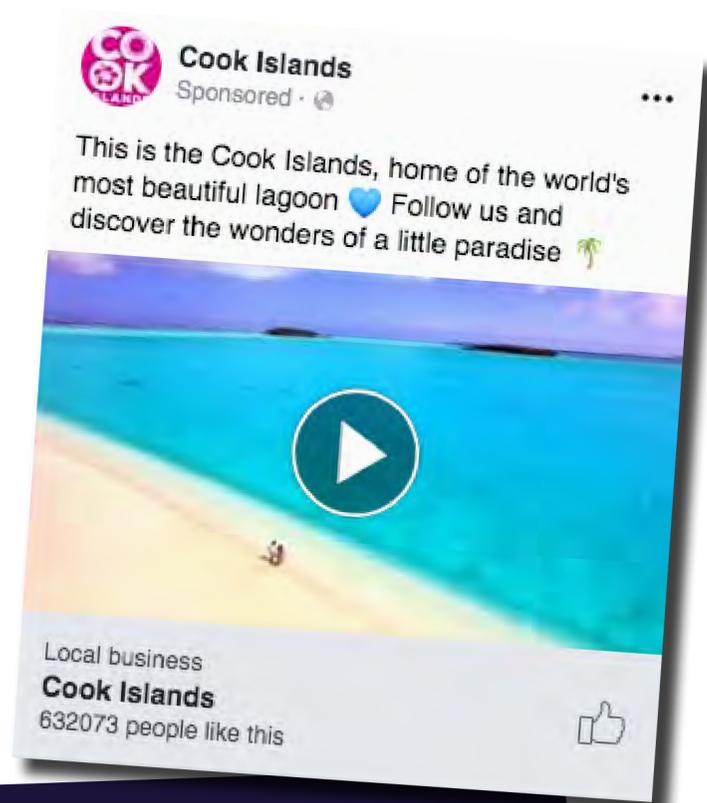
▶ DIGITAL CAMPAIGN HIGHLIGHTS

UK/NORDIC AWARENESS

DRIVE AWARENESS AND BUILD FB AUDIENCES
(LIKES) FOR THE UK/NORDIC MARKET

STRATEGY

- TARGET AUDIENCES IN UK, IRELAND, AND NORDIC COUNTRIES (FINLAND, SWEDEN, DENMARK, NORWAY)
- TARGET INTEREST: FIJI, HAWAII, MALDIVES, FREQUENT TRAVELLERS, PACIFIC ISLANDS, SOUTH SEA ISLANDS



+52,988 PAGE LIKES

38,157 UK/IE | 9,374 NORDIC

6 AD CAMPAIGNS

1,375,011 people reached

COST PER ACQUISITION

NORDIC \$0.79

UK/IRELAND \$0.36



CONSUMER TO CONSUMER
SOCIAL MEDIA

LEAD GENERATION

ULTIMATE HOLIDAY STARTER PACK

BUILDING EMAIL DATABASE & INCREASING WEBSITE TRAFFIC

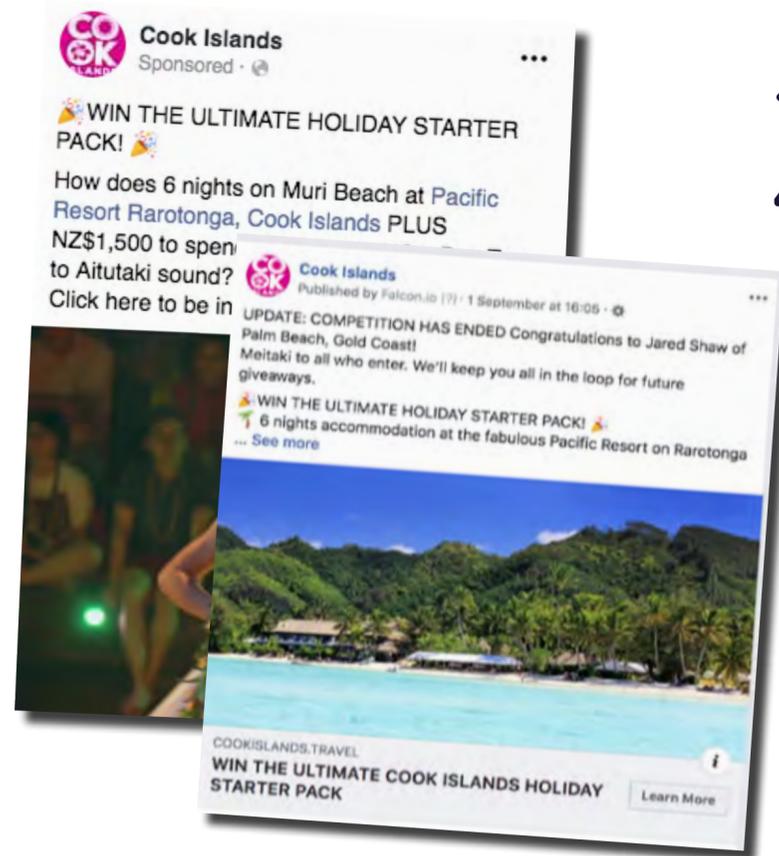
TO ENTER:

- SUBSCRIBE TO EMAIL LIST
- LIKE PRR FACEBOOK PAGE FOR EXTRA CHANCE TO WIN

THE PRIZE (LEAD MAGNET)

- 6x NIGHTS STAY AT PACIFIC RESORT RAROTONGA
- AITUTAKI DAY TOUR
- 1.5K SPENDING MONEY

VALUED AT **NZ\$8,500+**



Pacific
Resort
Rarotonga



10,271
28,636
1,514
832

EMAIL SUBSCRIBERS

COMP. PAGE VIEWS

NEW LIKES PRR
FACEBOOK PAGE 

PDF DOWNLOADS
FROM 'YOU DIDNT WIN' EMAIL



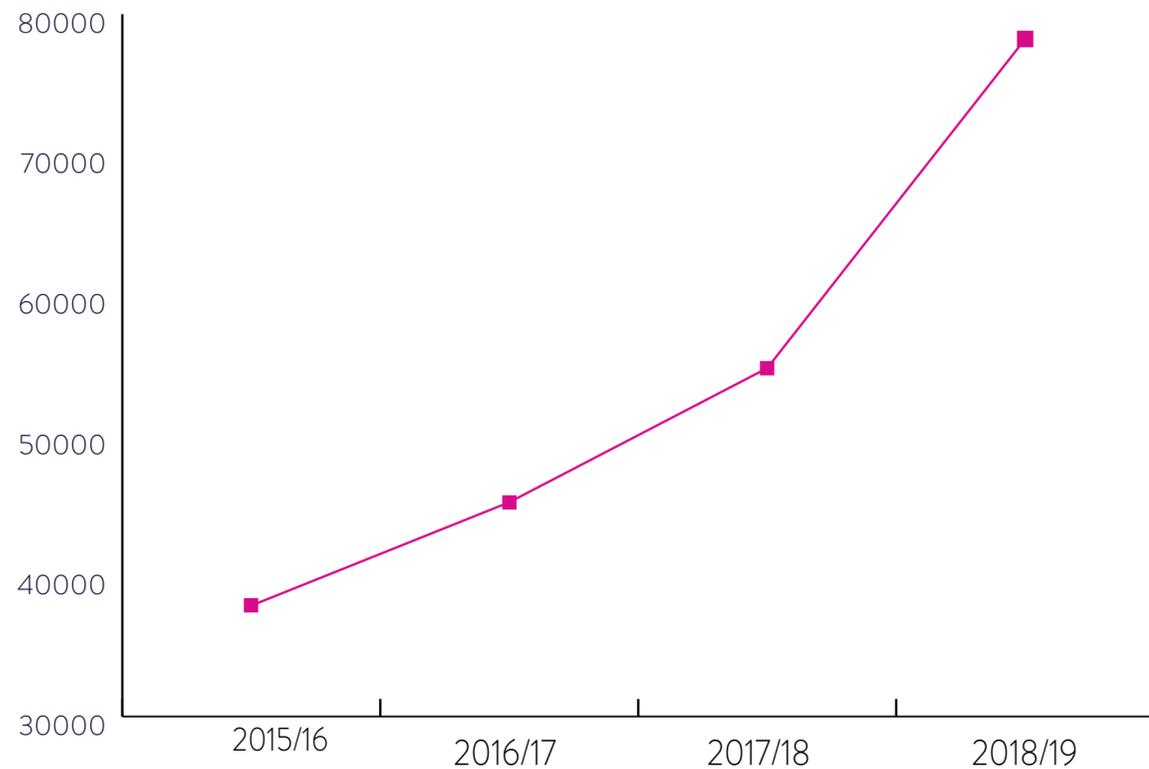
CONSUMER TO CONSUMER SOCIAL MEDIA

▶ FOLLOWER GROWTH

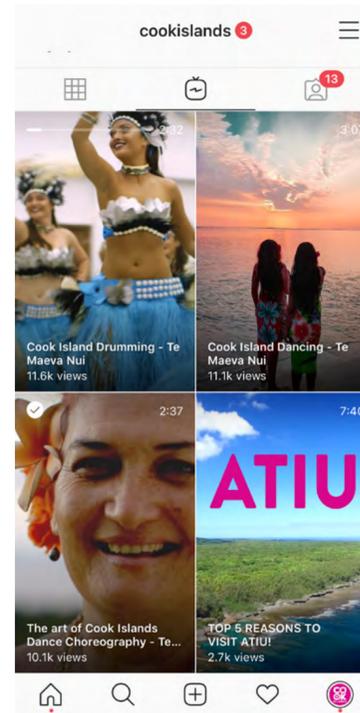


INSTAGRAM 78,236 FOLLOWERS +23K (+42%)

INSTAGRAM GROWTH 2015-2019



▶ PLATFORM HIGHLIGHTS



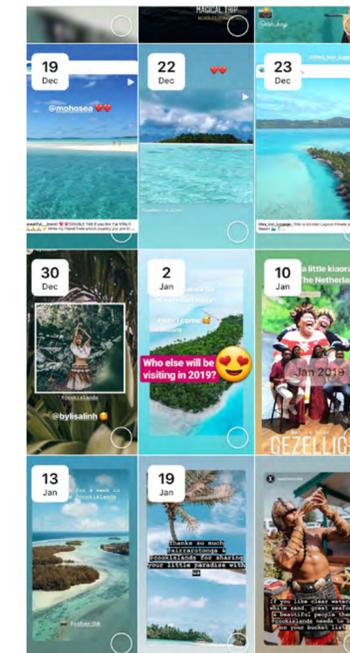
IGTV (INSTAGRAM TV)

4 VIDEOS
35,500+ VIDEO VIEWS



LINKTREE

2,340 LINK CLICKS
NEW ADDITION TO IG
23rd JAN, 2019



IG STORIES

85 STORIES
4,286 AVG. REACH
345,668 IMPRESSIONS



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



PUBLIC RELATIONS
PR ARTICLES

► PR ARTICLES

\$120.5K

TOTAL PUBLICITY
VALUE

271.1M

TOTAL
REACH

166

TOTAL
MENTIONS

*Figures above are calculated using PR software monitoring programme Cision.

CISION®





PUBLIC RELATIONS
VISION HIGHLIGHTS

▶ TOP ARTICLES

HEADLINE	OUTLET	REACH
THE BEST AND WORST 'SURVIVOR'	ENTERTAINMENT WEEKLY ONLINE	23,994,172
BLUE LAGOONS AND RELAXED	LOS ANGELES TIMES	29,904,510
THE SOUTH PACIFIC'S BEST	CHRON.COM	16,246,968
ADVENTUROUS TOURS IN THE...	TRAVELOCITY.COM	10,901,070
COOK ISLAND GIRL, 9 DETAINED...	STUFF.CO.NZ	9,996,464
ASK AN EXPERT: COOK ISLANDS...	STUFF.CO.NZ	9,996,464
COOK ISLANDS: PERFECT...	STUFF.CO.NZ	9,996,464
COOK ISLANDS: THIS IS A...	STUFF.CO.NZ	9,996,464
INSIDER TIP: AITUTAKI, COOK...	STUFF.CO.NZ	9,996,464
WHY YOU'LL NEVER WANT TO...	STUFF.CO.NZ	9,996,464

▶ TOP OUTLETS

OUTLET	CLIPS	REACH
UBERDING	18	1,397,970
STUFF.CO.NZ	8	79,971,712
TRAVELLER.COM.AU	8	7,574,848
NEW ZEALAND HERALD	5	45,667,852
THE FIT TRAVELLER	4	56,180
FEEDS.FEEDBLITZ.COM	4	3,775,448
MSN UK	3	286,082
MSN TRAVEL CANADA	3	569
COLUMBUS TRAVEL	3	418,123
SIVIAGGIA	3	3,875,327



PUBLIC RELATIONS
MEDIA FAMIL HIGHLIGHTS

▶ AUSTRALIA



TELEVISION

GETAWAY - Katriona Rowntree

VIEWERSHIP 467,000

CIT SPEND ON FAMIL \$1,880.25

▶ UNITED KINGDOM



TELEVISION & PRINT

SHIPWRECKED

VIEWERSHIP 282,000

CIT SPEND ON FAMIL \$42,295.57

▶ AUSTRALIA



TELEVISION

SUNRISE - Breakfast Show

VIEWERSHIP 287,000

CIT SPEND ON FAMIL \$63,271.65



PUBLIC RELATIONS PR ARTICLES

▶ PR ARTICLES

64

MEDIA FAMILS*

141

ARTICLES/ STORIES**



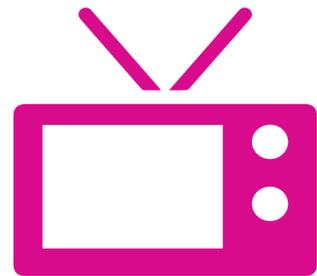
PRINT

33



SOCIAL

14



TV

8



RADIO

1

MARKET	MEDIA FAMS	ARTICLES/ STORIES
NZ	12	17
AU	22	33
NA	10	39
NE	4	14
UK	6	8
SE	6	20
CH	1	2
JP	1	0
HO	2	0

*There were 8 other media fams that are not highlight in the icons to the left. These fams were visiting PR representatives and groups scouting for future media activity.

**Article count above is a tally of media articles from fams or found using the new PR software programme Cision. The figures do not include clippings.



PUBLIC RELATIONS STAKEHOLDER ENGAGEMENT

▶ COCONUT CONNECTION

52 EDITIONS

OF COCONUT CONNECTION
SENT JULY 18- JUNE 19
FIRST CC SENT OUT IN 2015

2.1K+

RECIPIENTS WEEKLY
800+ (INDUSTRY) 1300+ (GOVERNMENT)

▶ ELECTRONIC DIRECT MAIL (EDM)

157

STANDALONE EDMS SENT
1 JULY 2018 – 30TH JUNE 2019





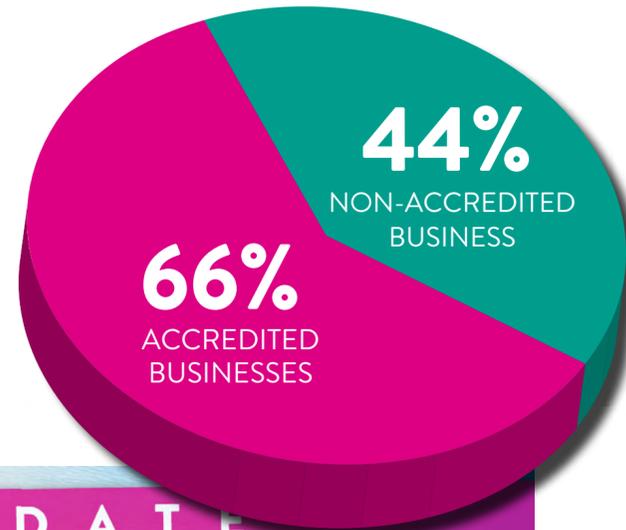
PUBLIC RELATIONS STAKEHOLDER ENGAGEMENT

▶ GLOBAL BREAKFAST UPDATES & WORKSHOPS 18/19

12 GLOBAL BREAKFAST
UPDATES & WORKSHOPS

450 ATTENDEES

135 BUSINESSES



SAVE THE DATE

GLOBAL BREAKFAST UPDATE
8AM | TUESDAY 23 JULY | 2019
 EDGEWATER RESORT & SPA
 NEW ZEALAND MARKET UPDATE AND 2019/20 LOW SEASON SUMMER CAMPAIGN PLANNING
 WITH NEW ZEALAND GENERAL MANAGER GRAEME WEST

GBUs & WORKSHOPS

HOST	THEME
NORTH AMERICA	AIRLINE UPDATE MAREKET UPDATE
DESTINATION MARKETING	IMMIGRATION, FOREIGN INVESTMENT, LABOUR
DESTINATION DEVELOPMENT	STATE OF THE NATION
NORTH AMERICA	MARKET UPDATE
NORTH AMERICA	AITUTAKI INDUSTRY UPDATE
PACIFIC TRADE INVEST	DIGITAL TOURISM WORKSHOP
PACIFIC TRADE INVEST	1 - ON - 1 MEETINGS
TRIP ADVISOR	TRIP ADVISOR PLATFORM
TRIP ADVISOR	1 - ON - 1 MEETINGS
DAVID KIRKLAND	PHOTOGRAPHY WORKSHOP
ATIU INDUSTRY UPDATE	INDUSTRY UPDATE
AITUTAKI INDUSTRY UPDATE	INDUSTRY UPDATE

▶ PARTNER DEVELOPMENT



9 DIGITAL PRESENTATIONS

DIGISHOPS ATIU, AITUTAKI

PRESENTATIONS ATIU, MAUKE, GBU,

**PACIFIC GAMES ATHLETES, MISS COOK ISLANDS,
USP PLUS, CINAT REPS**

DD COLLABS QR CODES, GEOCACHING, AITUTAKI





PUBLIC RELATIONS

MARKETING SUPPORT

VAKA EIVA



\$15K

- 173 INTERNATIONAL PAX
- 756 WEB SITE VIEWS
- 51,000+ FACEBOOK REACH

RARO RUGBY 7S



\$10K

- 195 INTERNATIONAL PAX
- 739 WEB SITE VIEWS
- 25,000+ FACEBOOK REACH

MOTU 2 MOTU



\$4.5K

- 153 INTERNATIONAL PAX
- 53 WEB SITE VIEWS
- 7,000+ FACEBOOK REACH

7

EVENTS

+\$2.5K

VALUE-IN-KIND

NETBALL IN PARADISE



\$2K

- 427 INTERNATIONAL PAX
- 1036 WEB SITE VIEWS
- 19,000+ FACEBOOK REACH

OPERA IN RAROTONGA



\$2K

- 739 WEB SITE VIEWS
- 25,000+ FACEBOOK REACH

MANUREVA



\$7.5K

- 100 INTERNATIONAL PAX
- 396 WEB SITE VIEWS
- 58,000+ FACEBOOK REACH

ROUND RARO ROAD RACE



\$3K

- 391 INTERNATIONAL PAX
- 623 WEB SITE VIEWS
- 57,000+ FACEBOOK REACH



PUBLIC RELATIONS

MARKETING SUPPORT

GOLDEN UKALELE



TE MIRE URA



TE MAEVA NUI



PURSUIT IN PARADISE



OKOTOPA FEST



TROPICAL XMAS



\$2.5K

VALUE IN KIND SUPPORT

COOKISLANDS.TRAVEL

Event listed + Event CTA to partner website

PR Article

FACEBOOK POST

Facebook post + Event Creation

COCONUT CONNECTION

Feature story + Event EDM

ANNUAL EVENTS CALENDAR

Added to Events calendar



PUBLIC RELATIONS

MARKETING SUPPORT

TE MIRE ATU



TE MIRE TIARE



COOK ISLANDS SQUASH



KIA ORANA WEEK



MASTERS RUGBY



RAROFEST FESTIVAL



\$1.5K

VALUE IN KIND SUPPORT

COOKISLANDS.TRAVEL

Event listed + Event CTA to partner website

FACEBOOK POST

Facebook post

COCONUT CONNECTION

Feature story + Event EDM

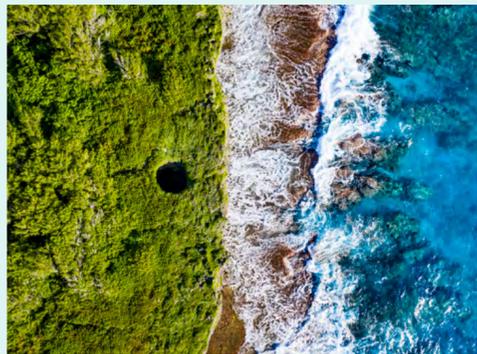


PUBLIC RELATIONS - BRAND ELEMENTS BRAND IMAGERY

▶ DAVID KIRKLAND PHOTOGRAPHY

Unlike previous assignments, this assignment will concentrate on capturing a series of five “Hero scenes” focusing on five key marketing themes identified by the Cook Islands Tourism. The themes were Kia Orana Aunties, Families, Aitutaki Lagoon, Atiu Adventure and Landscapes.

60 
HIGH RES IMAGES



▶ TE RUA MANGA

The key drivers of higher yield travellers are authentic experiences, glimpses of the untouched/ authentic and the chance to experience the locals way of life. The project included imagery of Textures + flats, hiking and dreamy/aspirational travel imagery.

150 
HIGH RES IMAGES



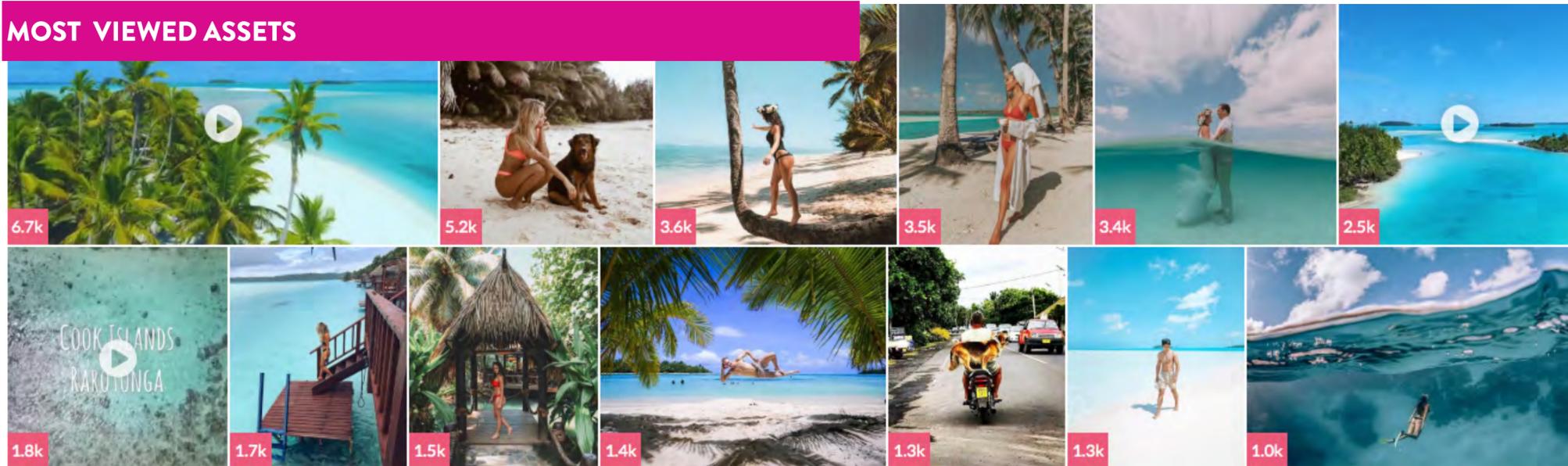


PUBLIC RELATIONS - BRAND ELEMENTS

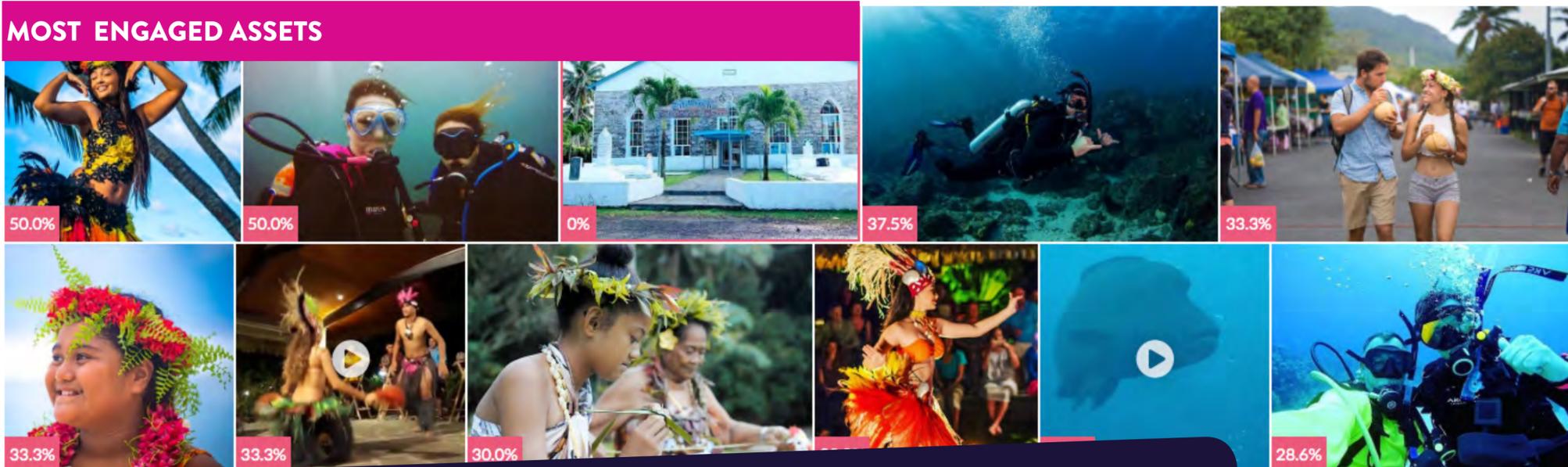
USER GENERATED CONTENT



MOST VIEWED ASSETS



MOST ENGAGED ASSETS



19 GALLERIES
1057 ASSETS ON
COOKISLANDS. TRAVEL

48K VIEWS

37K INTERACTIONS
WITH GALLERIES

77% ENGAGEMENT RATE
The number of interactions divided by the
number of views.

60+  

RIGHTS APPROVED ASSETS
FOR USE ACROSS DIGITAL
MARKETING CHANNELS

*FROM MARCH 01 - JUNE 30



PUBLIC RELATIONS - BRAND ELEMENTS PARTNERSHIPS/PROJECTS

▶ CONTENT GENERATION PROJECTS/PARTNERSHIPS

50 LITTLE STORIES



- 6 FILMS
10 X 15 SEC SOCIAL CLIPS
- 1.2TB+ RAW FILES
4k drone video + images

RON HP & SAM BINGHAM



- 2 FILMS
10 X 15 SEC SOCIAL CLIPS
- 500GB+ RAW FILES
4k drone video + images
Underwater GoPro video
RAW video

TE MAEVA NUI



- 3 FILMS
- 620GB+ RAW FILES
- 430K SOCIAL REACH

the Pée is our traditional chants.

MY RAROTONGA



- 60 HIGH RES IMAGES

CHARLOTTE PIHO



- 62 HIGH RES IMAGES

TOKERAU JIM



- 2 FILMS*
*SHOT FOR DIGI TO EDIT
- 300GB+ RAW FILES
4k drone video + images
RAW video

▶ ALSO WORKED WITH

- LIFE'S LOST LUGGAGE
- GRINGO WITH A GREEN BAG
- CI ALLIANCE GROUP
- VARO MEDIA
- WILLIAM BAKAYOKO
- LILIA ALEXANDER
- GONE WITH THE WYNNS

PART C

STRATEGIC DIRECTION 19/20

- ▶ Strategic Focus
- ▶ Annual Operating Plan





STRATEGIC DIRECTION

YEAR 1 2017/18

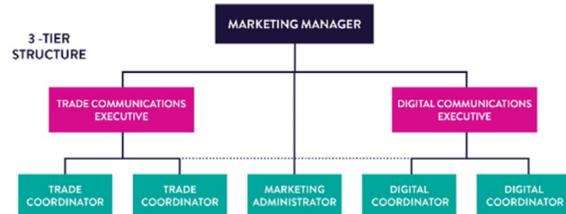
STRATEGY & RESTRUCTURE



MARKETING DEPARTMENT – HEAD OFFICE
CURRENT STRUCTURE

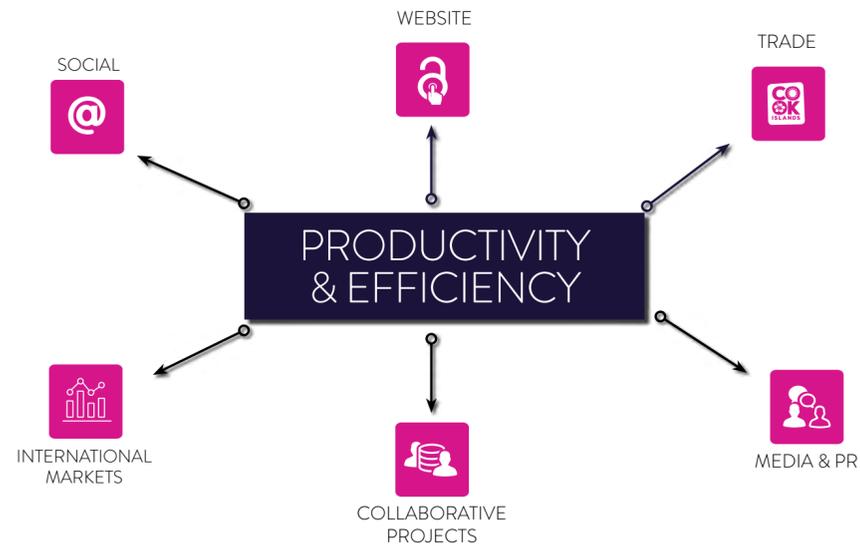


MARKETING DEPARTMENT – HEAD OFFICE
PROPOSED STRUCTURE



YEAR 2 2018/19

PRODUCTIVITY & EFFICIENCY



YEAR 3 2019/20

STRENGTHEN & SUSTAIN



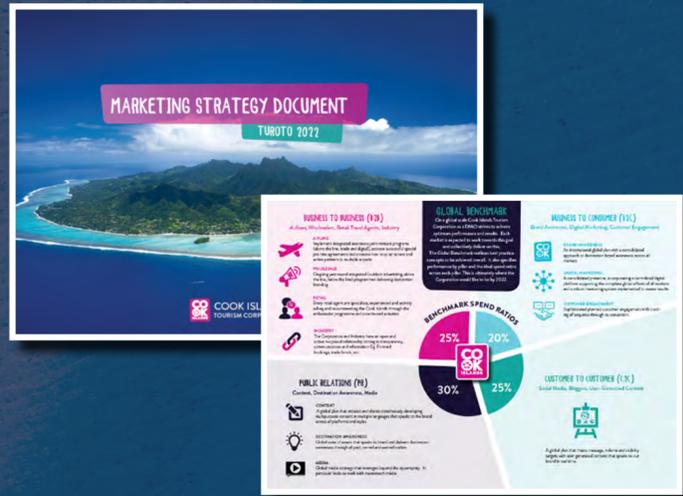
YEAR 4 2020/21

DIGITAL MARKETING DIVISION

2020/21

2019/20 STRATEGIC FOCUS





2019/20 STRATEGIC FOCUS

MARKETING STRATEGY DOCUMENT

	B2B	B2C	C2C	PR
 PROCESSES				
 MULTI-USE CONTENT				
 PARTNERSHIPS \$\$				
 BRAND MANAGEMENT				
 RESOURCE CENTRE				

PART D
BOARD RESOLUTIONS





MEITAKI!