

An aerial photograph of a tropical coastline. In the foreground, a concrete pier or breakwater extends into a vibrant turquoise lagoon. The lagoon is surrounded by a rugged, brownish-grey rocky shore. Beyond the lagoon, the ocean transitions into a deep blue, with a few small whitecaps visible. The sky is a pale blue with scattered white clouds. The overall scene is bright and clear, suggesting a sunny day.

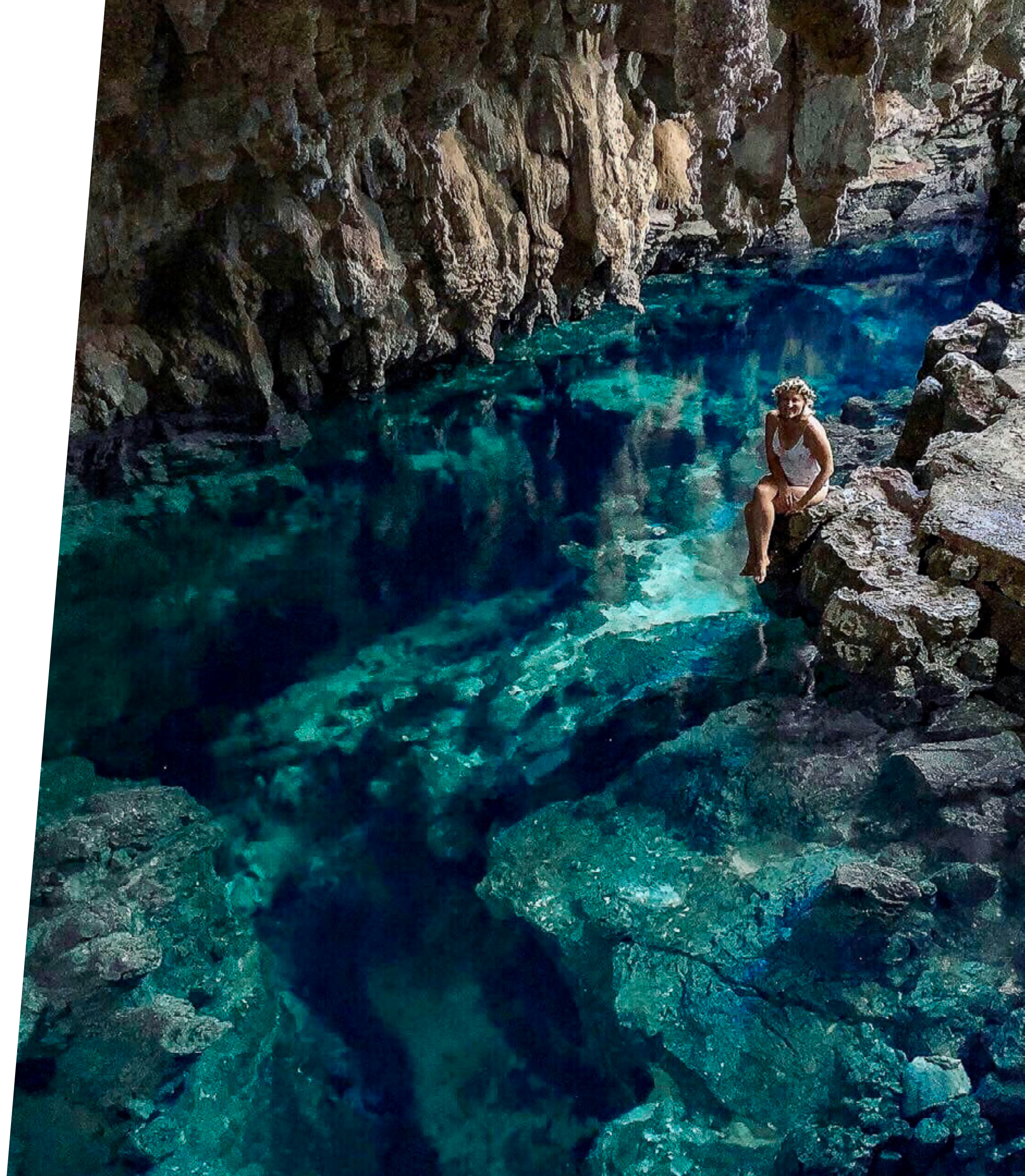
# DESTINATION MARKETING

## 2019/20 SCORECARD



# AGENDA

- ▶ PART A – Market Performance 2019/20
- ▶ PART B – Destination Marketing Highlights 2019/20
- ▶ PART C – Strategic Direction 2019/20





# PART A

## OVERVIEW OF MARKET PERFORMANCE

- Visitor Arrivals by Market





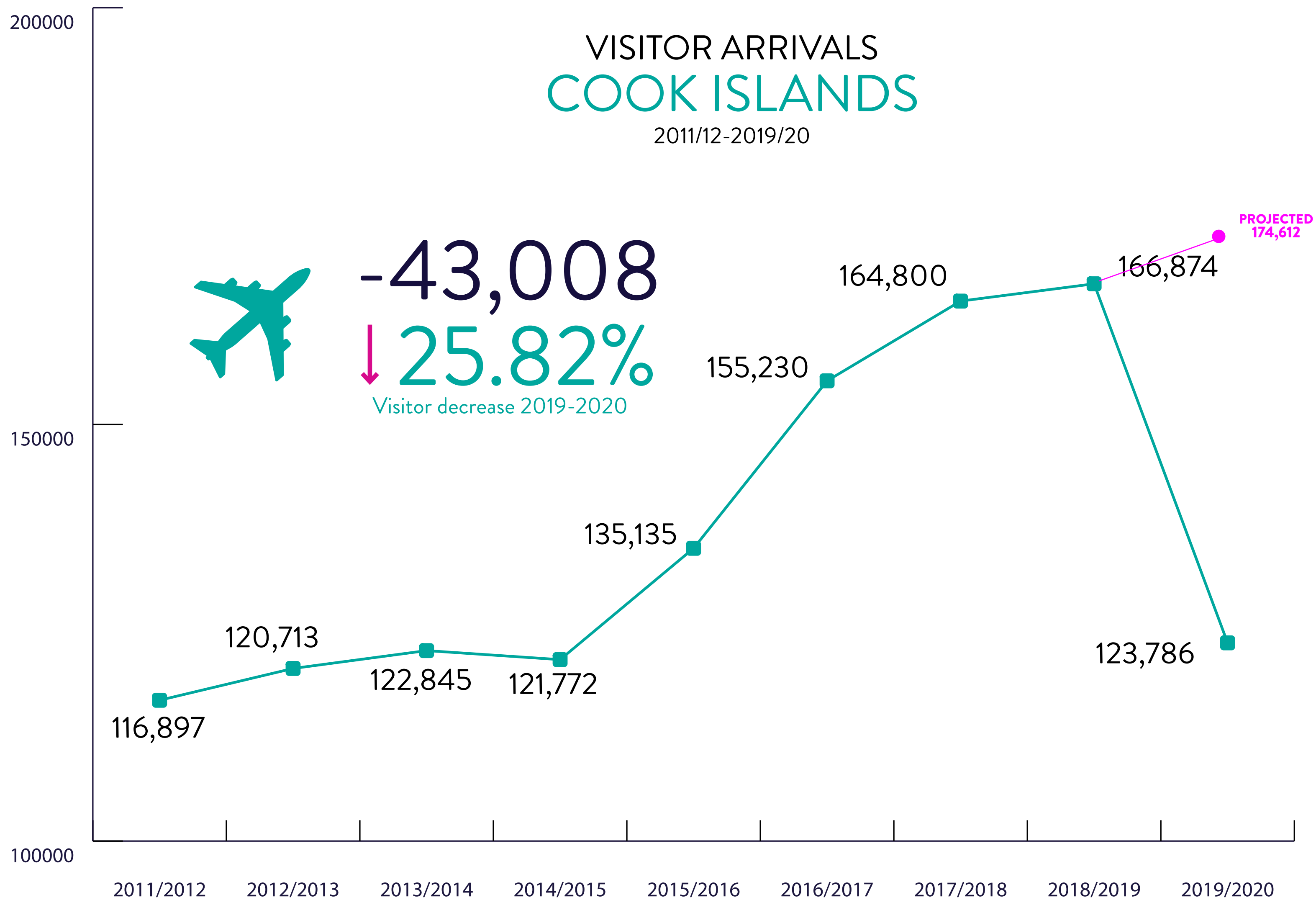
## PART B

# DESTINATION MARKETING HIGHLIGHTS 2019/20

► Scorecard 2019/20









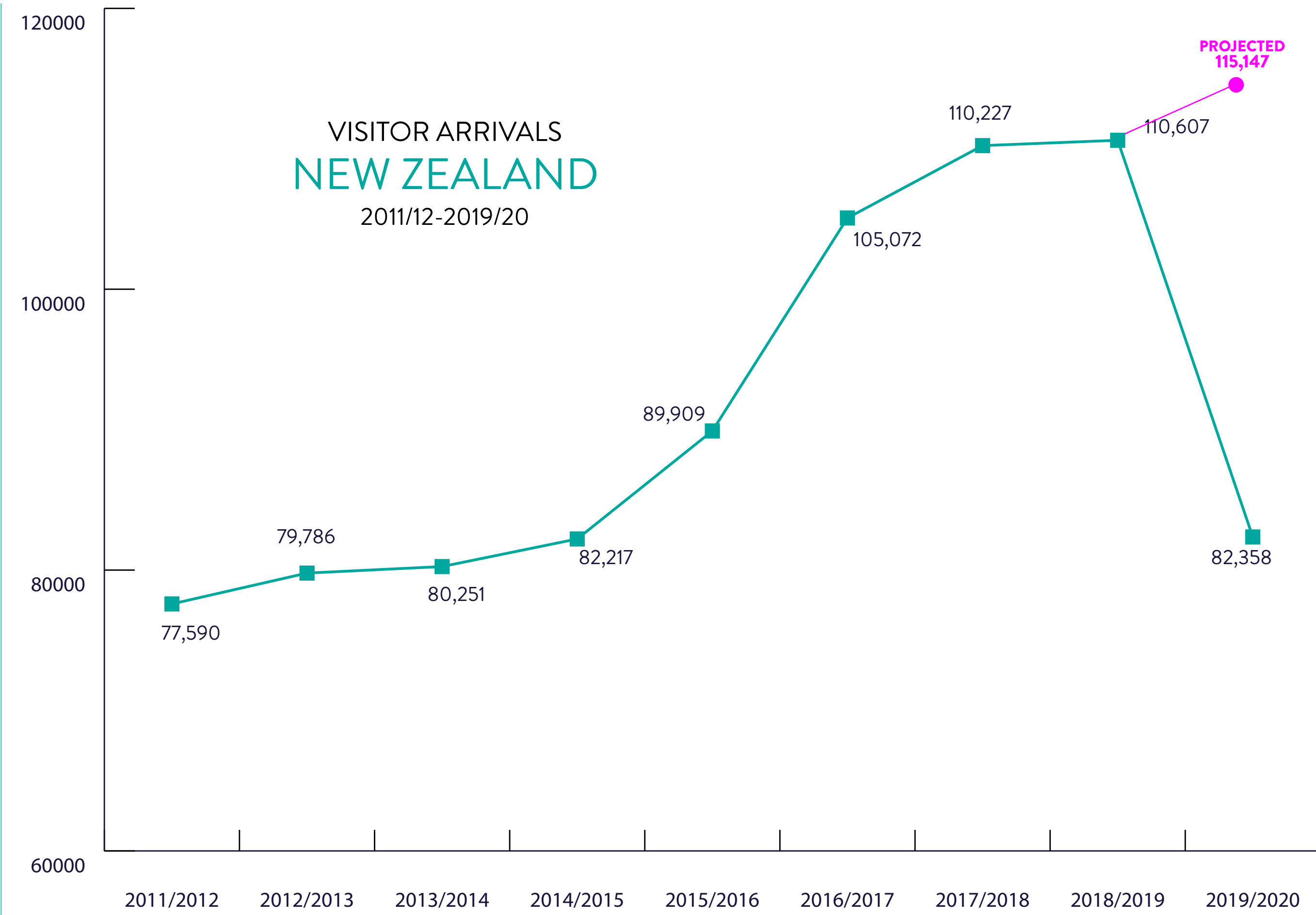


VISITOR ARRIVALS

**82,358**

**-28,191**  
PAX vs 2018/19

↓ 25.50%  
vs 2018/19







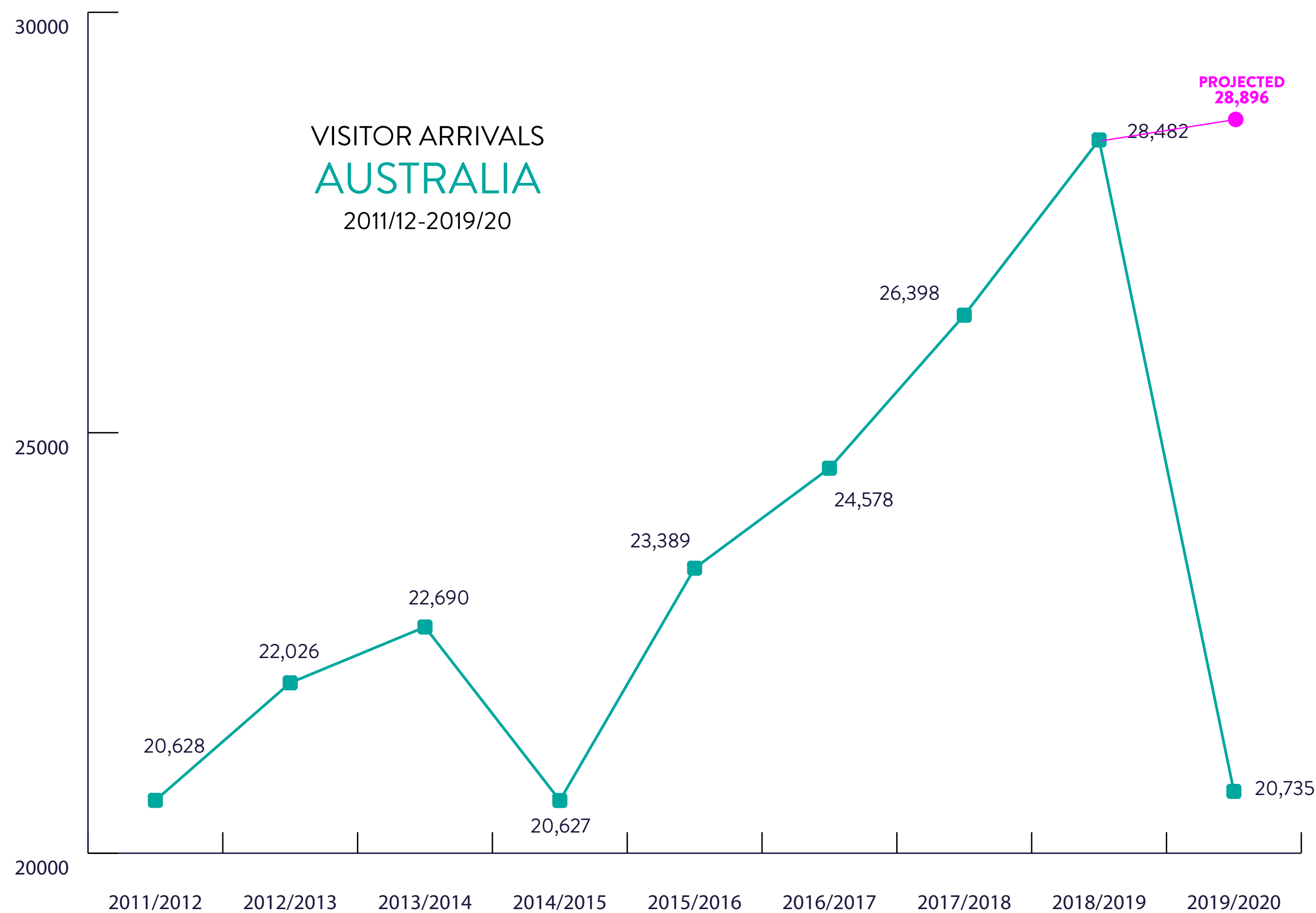
VISITOR ARRIVALS

**20,735**

**-7,768**

PAX vs 2018/19

↓ **27.25%**  
vs 2018/19







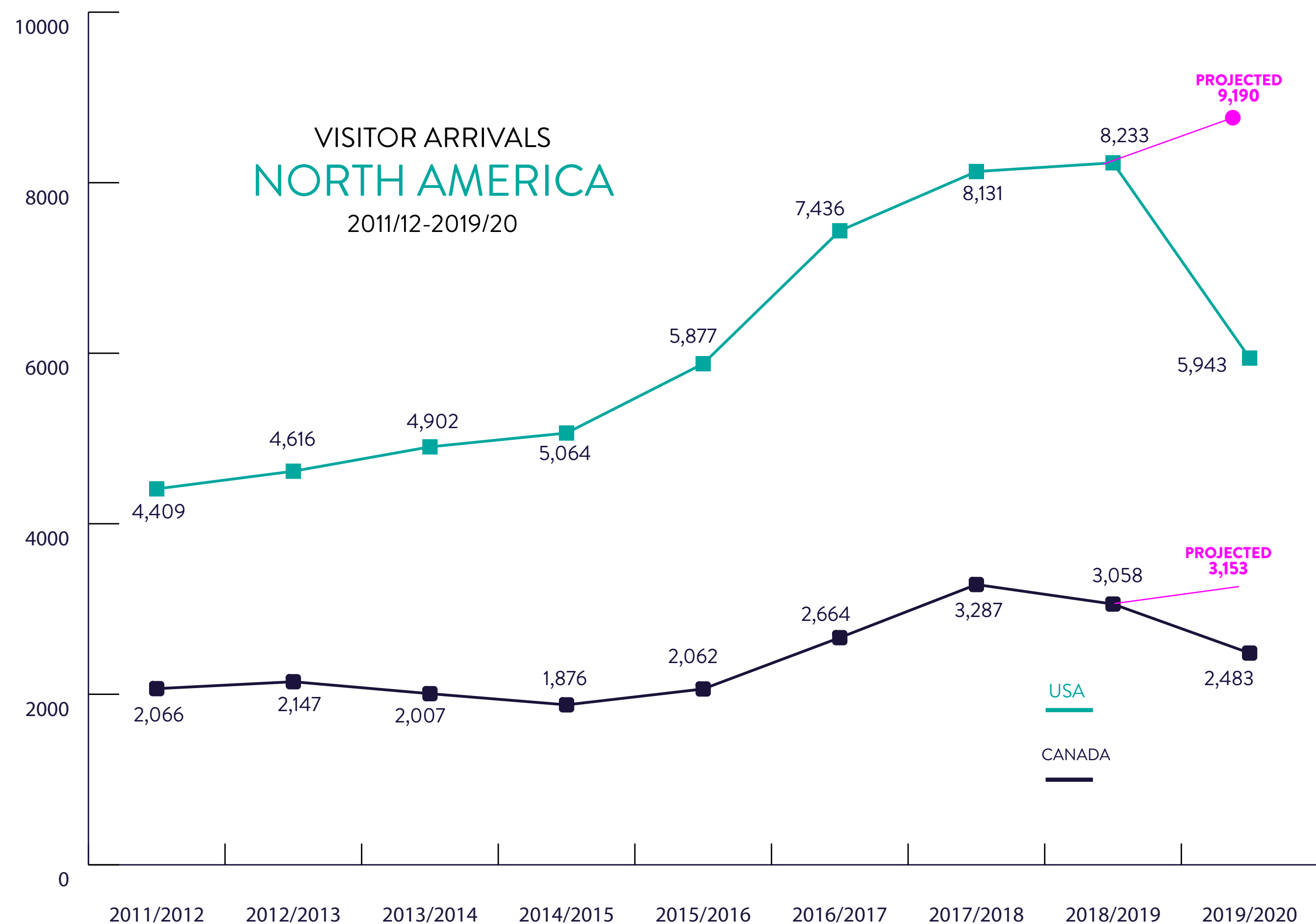
### VISITOR ARRIVALS

**8,426**

**-2,878**

PAX vs 2018/19

↓ **25.46%**  
vs 2018/19





# OVERVIEW OF MARKET PERFORMANCE

## UK / NORDIC



### VISITOR ARRIVALS

**3,075**

↓ 25.56%  
vs 2018/19

**-1,056**  
PAX vs 2018/19

### VISITOR ARRIVALS UK

2011/12-2019/20



### VISITOR ARRIVALS NORDIC

2011/12-2019/20





# OVERVIEW OF MARKET PERFORMANCE NORTHERN EUROPE



## VISITOR ARRIVALS

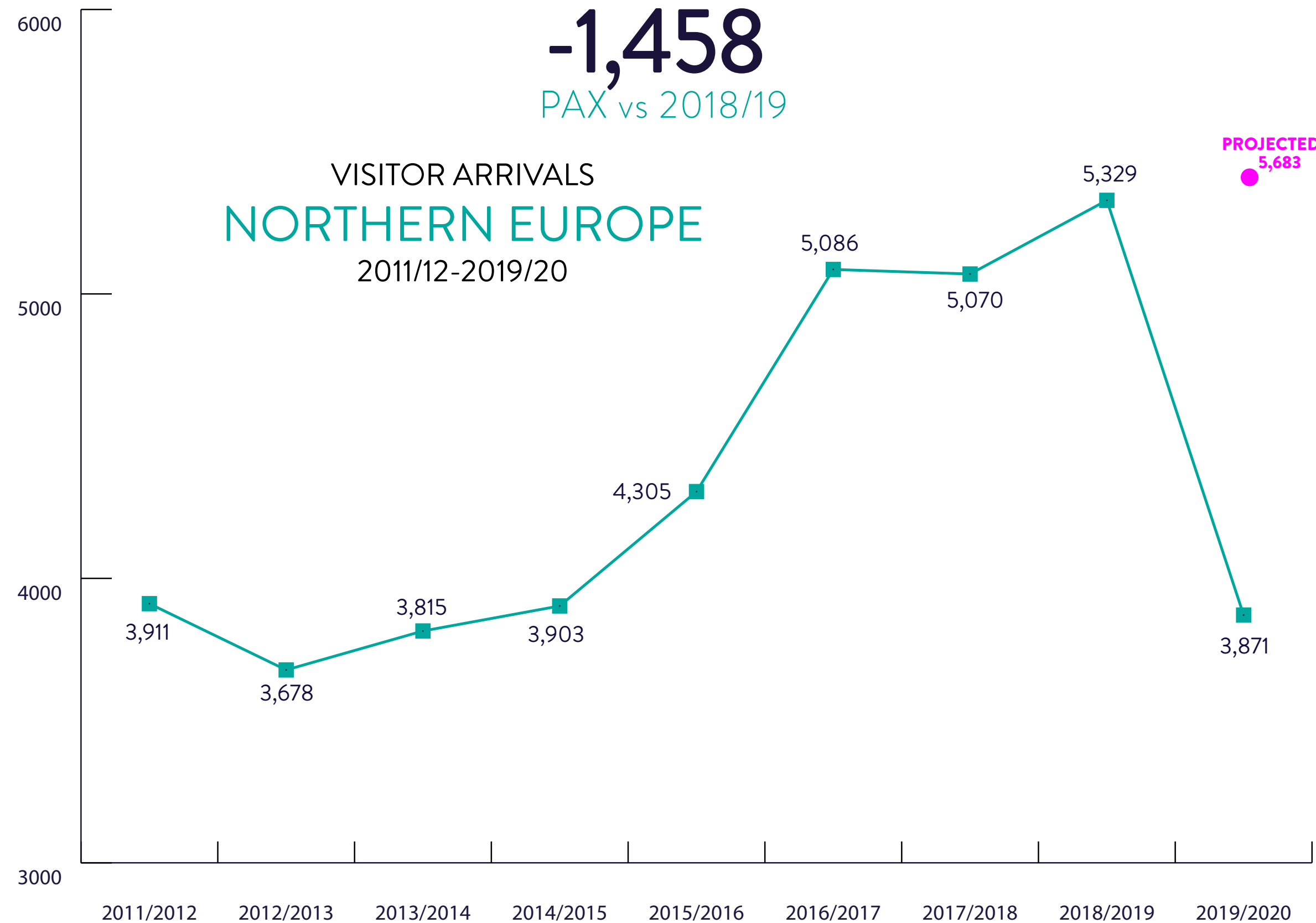
**3,871**

↓ 27.36%  
vs 2018/19

**-1,458**

PAX vs 2018/19

### VISITOR ARRIVALS NORTHERN EUROPE 2011/12-2019/20



## VISITOR ARRIVALS

**1,989**

↓ 19.86%  
vs 2018/19

**-493**

PAX vs 2018/19

### VISITOR ARRIVALS SOUTHERN EUROPE 2011/12-2019/20







# MARKETING SCORECARD

2019/2020

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





PERSONNEL

# MARKETING TEAM



**KARLA EGGELTON**  
DIRECTOR OF GLOBAL SALES  
AND MARKETING



**NOELINE MATEARIKI**  
MARKETING MANAGER  
- HEAD OFFICE



**TONY FE'AO**  
DIGITAL EXECUTIVE



**TINA KAE**  
TRADE COORDINATOR



**NICHOLLE AMA**  
TRADE COORDINATOR



**VAINEPOTO TANGAROA**  
MARKETING ADMINISTRATOR



**TAYLA BEDDOES**  
DIGITAL COORDINATOR



**DANIEL FISHER**  
DIGITAL COORDINATOR



**SANDEE COOK**  
DIGITAL MARKETING  
COORDINATOR



**LOUISA PUREA**  
DIGITAL MARKETING  
COORDINATOR





- ▶ FAMILS
- ▶ FAMIL PARTNERS
- ▶ INTERNATIONAL SHOWS





# BUSINESS TO BUSINESS FAMILS 19/20

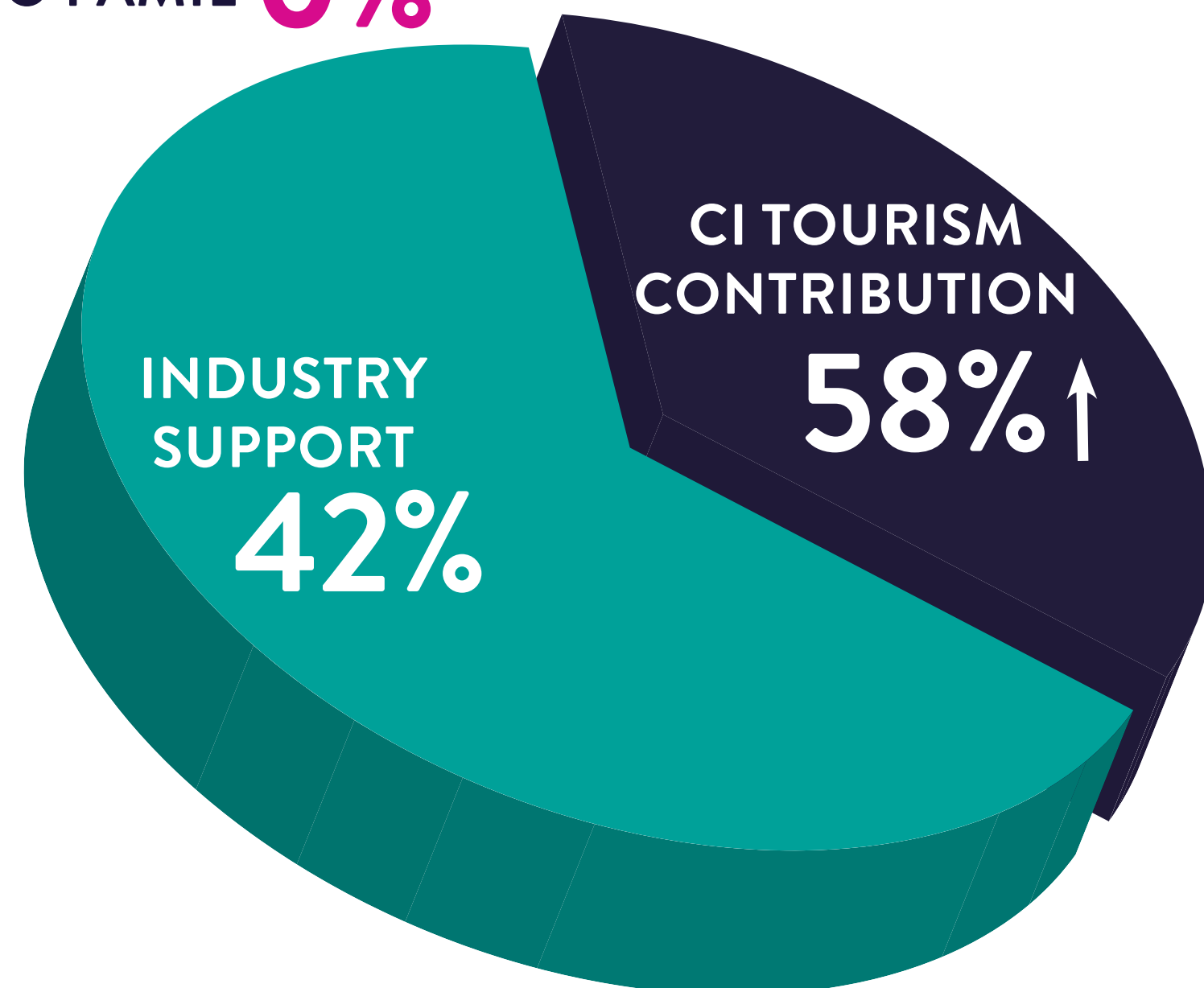
As result of COVID19, famils from the 24th March to 30th June were post-  
poned and eventually cancelled by all our markets. The famil numbers that  
have been reported are taken as of our last famil on island on the 23rd March.

## TOTAL VALUE \$1.3M

(2018/19 \$1.53 MILLION)

166  
PAX

COST TO FAMIL 0%



## PA ENUA \$310K\*↑ (2018/19 \$290K)

ISLAND	NO. FAMS	PAX	CIT SPEND	INDUSTRY
ATIU	3	4	36%	39%
AITUTAKI	37	113	22%	65%
MANGAIA	1	37	2%	6%

\* Figures only include accommodation, tours, transport and meals costs.





# BUSINESS TO BUSINESS FAMIL PARTNERS

**\$66K**

ESTIMATED COST OF  
PRE PLANNED FAMILS  
CANCELLED DUE TO  
COVID-19

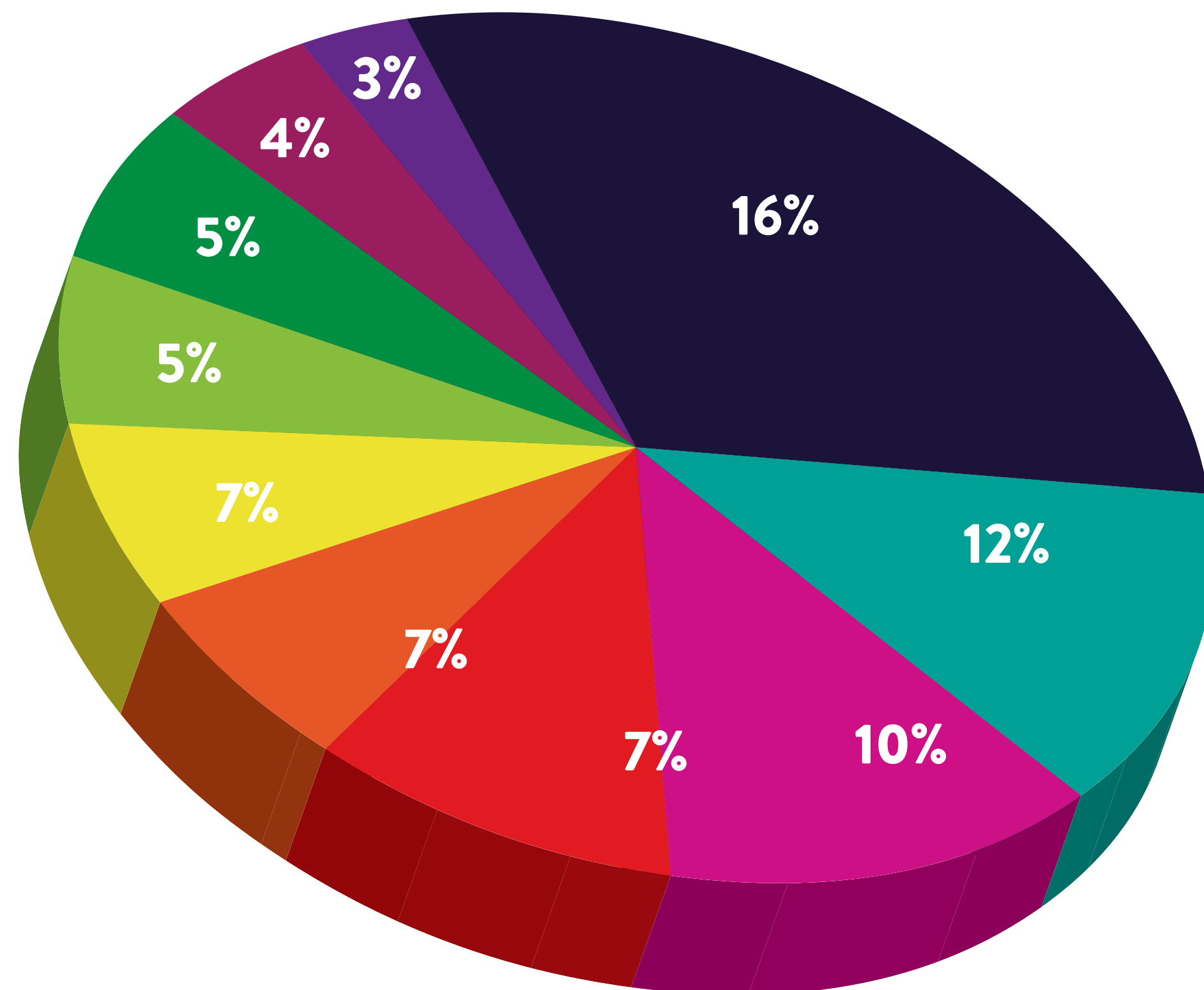
## CANCELLED FAMILS

MARKET	MEDIA	TRADE	INFLUENCER	PRIZE WINNER	TOTAL PAX
NEW ZEALAND	3	2		4	28
AUSTRALIA	3			7	25
AMERICA			4	6	19
NORTHERN EUROPE	1				3
SOUTHERN EUROPE	1				1
UK / NORDIC	1				1



**137**

**PARTICIPATING  
INDUSTRY PARTNERS**  
vs 186 (18/19)



## TOP 10 FAMIL PARTNERS

TOP FAMIL PARTNERS		NO	%
1	PACIFIC RESORT AITUTAKI	17	16%
2	PACIFIC RESORT RAROTONGA	15	12%
3	AIR RAROTONGA	35	10%
4	MOANA SANDS GROUP	12	7%
5	MURI BEACH CLUB HOTEL	7	7%
6	TAMANU BEACH RESORT	17	7%
7	THE EDGEWATER RESORT	6	5%
8	AIR NEW ZEALAND	36	5%
9	NAUTILUS RESORT RAROTONGA	8	4%
10	SEA CHANGE VILLAS	5	3%

**76%**  
(2018/19 - 61%)

**TOP 10 SUPPLIERS  
CONTRIBUTE 76% OF  
OVERALL FAMIL SUPPORT  
VALUE**



### ACCOMMODATION - TOP 5 SUPPORT

SUPPLIER	%
PACIFIC RESORT AITUTAKI	23%
PACIFIC RESORT RAROTONGA	17%
MOANA SANDS GROUP	11%
MURI BEACH CLUB HOTEL	10%
TAMANU BEACH	10%

### ACCOMMODATION - TOP 5 SPEND

SUPPLIER	NO. FAMS
MURI BEACH CLUB HOTEL	7
PACIFIC RESORT AITUTAKI	17
TAMANU BEACH RESORT	17
MOANA SANDS GROUP	7
EDGEWATER RESORT AND SPA	6

### TOURS - TOP 5 SUPPORT

SUPPLIER	%
TE VARA NUI	19%
KOKA LAGOON CRUISES	16%
ARIKI ADVENTURES	13%
STORYTELLERS ECO TOUR	12%
AITUTAKI DAY TOUR	10%

### TOURS - TOP 5 SPEND

SUPPLIER	NO. FAMS
WET N WILD BOAT CHARTERS	7
TE VARA NUI	16
THE VAKA CRUISE	12
RARO BUGGY TOUR	6
ARIKI ADVENTURES	7



### TRANSPORT - TOP 5 SUPPORT

SUPPLIER	%
RARO TOURS	61%
WET N WILD BOAT CHARTERS	32%
AQUILA	4%
RARO SAFARI TOURS	3%

### TRANSPORT - TOP 5 SPEND

SUPPLIER	NO. FAMS
POLYNESIAN RENTALS	34
WET N WILD BOAT CHARTERS	7
RINOS	6
AQUILA	16
RARO TOURS	18

### F & B - TOP 5 SUPPORT

SUPPLIER	%
NAUTILUS RESTAURANT	30%
ANTIPODES	22%
COOK ISLANDS TOURS	16%
RAPAE BAY RESTAURANT	13%
REHAB RARO PUB CRAWL	10%

### F & B - TOP 5 SPEND

SUPPLIER	NO. FAMS
ANTIPODES	9
TAMANU BEACH RESTAURANT	9
BLUE LAGOON RESTAURANT	3
RANGI MITAERA	2
CHARLIES CAFE AND BAR	6



### AITUTAKI - TOP 5 SUPPORT

SUPPLIER	%
PACIFIC RESORT AITUTAKI	63%
TAMANU BEACH RESORT	27%
ETU MOANA	3%
AITUTAKI ESCAPE	2%
AITUTAKI DAY TOUR	2%

### AITUTAKI - TOP 5 SPEND

SUPPLIER	NO. FAMS
PACIFIC RESORT AITUTAKI	17
TAMANU BEACH RESORT	17
WET N WILD BOAT CHARTERS	7
AITUTAKI VILLAGE	7
AITUTAKI ESCAPE	1

### ATIU - SUPPORT

SUPPLIER	NO. FAMS	%
ATIU VILLAS	3	100%

### ATIU - TOP 5 SPEND

SUPPLIER	NO. FAMS
KURAS KITCHEN	3
ATIU VILLAS	2
ATIU TOURS	2
BIRDMAN GEORGE	2
TUMUNU TOUR	1



► Cook Islands Tourism Corporation attended **36** Trade shows across all markets.

NZ	3	• SPANTO - TAURANGA • MICE - AUCKLAND (X2)
AU	4	• TREASURES OF SOUTH PACIFIC - GOLD COAST, BRISBANE, NEWCASTLE, SYDNEY
NA	2	• USTOA • MEET THE PACIFIC - LOS ANGELES
NE	3	• VAKANTIEBEURS TRADE SHOW - AMSTERDAM • FERIEEN MESSE WIEN - VIENNA • FESPO - ZURICH
SE	6	• BRIDAL SHOW - ROME, FLORENCE, MILAN, MADRID, VERONA • MEET THE PACIFIC - ROME,
UK	13	• WORLD TRAVEL MARKET LONDON • MEET THE PACIFIC - LONDON • PATA FINLAND SUMMER EVENT • DESTINATION WEDDING SHOW • TRAVEL BULLETIN ADVENTURE TRAVEL SHOW - EXETER, BOURNEMOUTH • TRAVEL BULLETIN LUXURY SHOW CASE - PETERBOROUGH, SHEFFIELD • SELLING TRAVEL AWARDS - LEEDS, MANCHESTER, LONDON • TRAVEL COUNSELLOURS GLOBAL CONFERENCE • UNITE PACIFIC
JP	2	• MEET THE PACIFIC JAPA • JATA TRADE SHOW
HO	3	• MEET THE PACIFIC - LONDON, LOS ANGELES • MARITIME SILK ROAD EXPO - CHINA • UNITE PACIFIC - LONDON



► Cook Islands Tourism Corporation attended **30** consumer shows across all markets.

NZ	4	• HOUSE OF TRAVEL BAZAAR - WAIKATO • LOVE A LITTLE RARO AND AITUTAKI WEDDING • FLIGHT CENTRE EXPO - AUCKLAND (X2)
AU	7	• SYDNEY BRIDAL SHOW • FLIGHT CENTRE EXPO - SYDNEY , MELBOURNE, BRISBANE, ADELAIDE, CANBERRA, PERTH
NA	8	• TRAVEL & ADVENTURE SHOW - SAN DIEGO, CHICAGO, LOS ANGELES, DENVER, WASHINGTON • NEW YORK TIMES TRAVEL SHOW • OUTDOOR ADVENTURE & TRAVEL SHOW - VANCOUVER • ALASKA PFD TRAVEL FAIR
UK	1	• DESTINATIONS LONDON
NE	10	• REISESALON VIENNA • DREAMTIMETRAVEL - SWITZERLAND • FTI AUSTRIA OCEANIA ROADSHOW - VIENNA, LINZ, SALZBURG, VELDEN, GRAZ • GLOBETROTTERTAG • LIVE TO TRAVEL ROADSHOW - BELGIUM • CMT MESSE



# B2C

BUSINESS TO CONSUMER

► WEBSITE





BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

► KEY METRICS 19/20  
(vs 18/19)



SESSIONS

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

936,042

-13.86%

(vs 18/19 1,086,676)



PAGES VISITED

PAGES VISITED PER SESSION

2.27

4.13%

(vs 18/19 2.18)



USERS

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

736,111

-14.82%

(vs 18/19 864,225)



BOUNCE RATE

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

61.99%

4.38%

(vs 18/19 59.39%)



PAGES VIEWED

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

2,121,785

-10.29%

(vs 18/19 2,365,172)



AVG SESSION

HOW LONG DID PEOPLE STAY ON OUR  
WEBSITE

1:45mins

-5.41%

(vs 18/19 1:51mins)



## ► TRAFFIC & AQUISITION (VS 2018/19)



# 736,111

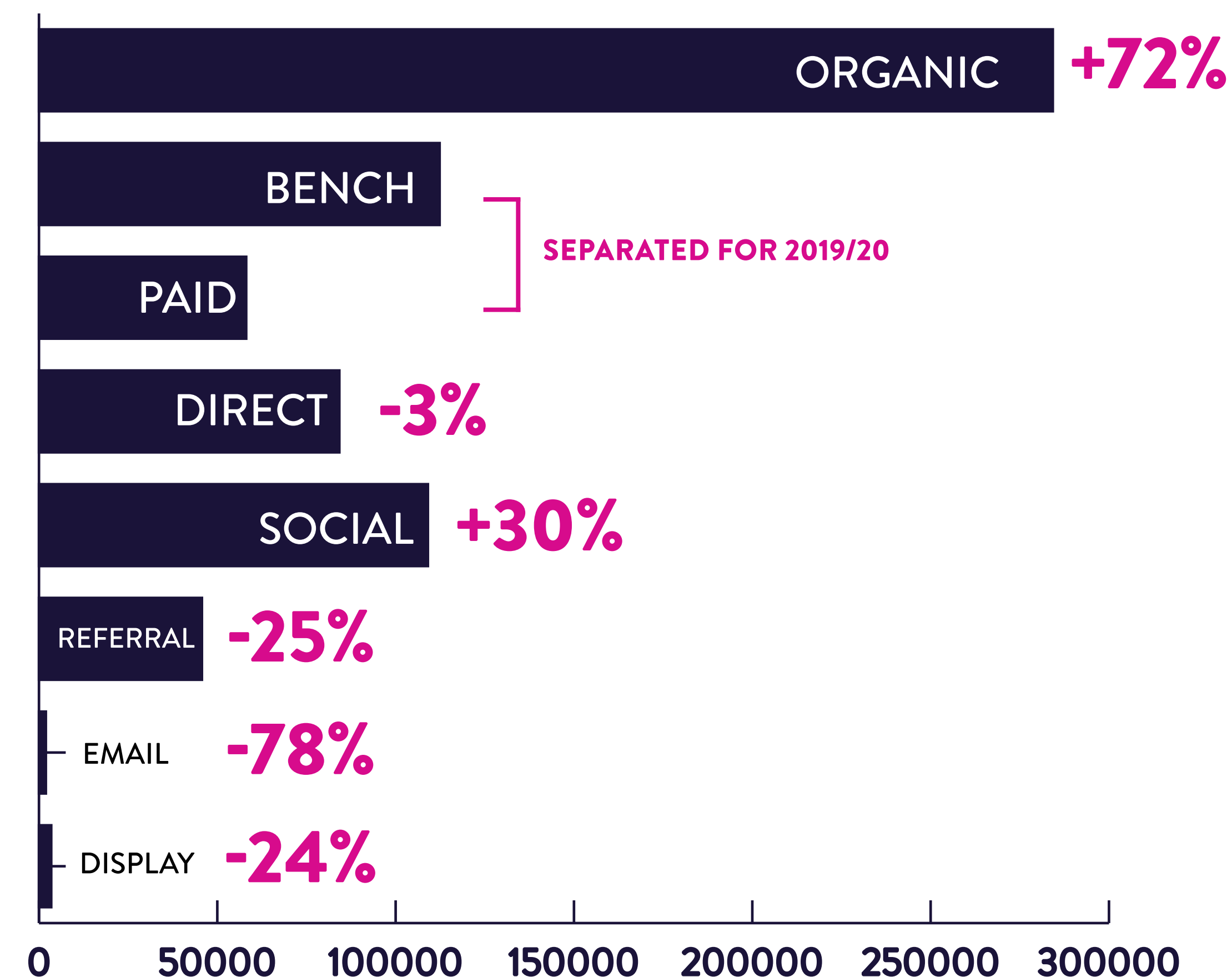
**-15%**

(vs 18/19 864,225)

SOCIAL SOURCES	2019/20	% +/-
FACEBOOK	121,467	+56%
PINTEREST*	2,987	+187%
INSTAGRAM**	3,080	-75%
YOUTUBE*	1,125	+122%
LINKEDIN*	164	+204%
TWITTER	106	-67%

\*Boost in traffic from boost in content and activity on the platform

\*\*Includes LinkTree Instagram link referrals







BUSINESS TO CONSUMER

WEBSITE - COOKISLANDS.TRAVEL

## ► LEAD GENERATION (VS 2018/19)



LEAD GENERATION

217,409

-57%

(vs 18/19 511,463)

MOST LEADS FROM COOKISLANDS.TRAVEL

AIR NEW ZEALAND 

39,689

-72% VS 2018/19\*

Downunder TRAVEL 

17,135

+12,052% VS 2018/19

MOST LEADS - LOCAL PARTNERS

  
Pacific Resort  
— HOTEL GROUP —

6,109

+22% VS 2018/19



3,465

-24% VS 2018/19

\* To reduce customer clicks, some Air New Zealand campaign CTA went direct to Air New Zealand site, bypassing [www.cookislands.travel](http://www.cookislands.travel)

ACCOMMODATION PROVIDERS	2019/20	% +/-
PACIFIC RESORT HOTEL GROUP	6,109	-22%
THE RAROTONGAN BEACH RESORT AND SPA	3,562	-50%
SEA CHANGE VILLAS	2,213	+100%
AITUTAKI ESCAPE	1,627	+42%
CROWN BEACH RESORT	909	+17%

TOUR OPERATORS	2019/20	% +/-
AIR RAROTONGA	4,446	-18%
REHAB RAROTONGA	3,158	-50%
DMCK	1,762	+51%
ARIKI ADVENTURES	1,105	-31%
AKURA FISHING CHARTERS	1,023	-65%

CAMPAIGN PARTNERS	2019/20	% +/-
DOWNUNDER TRAVEL (AU)	17,135	12,052%
TRAVEL ZOO (AU)	12,533	+658%
FLIGHT CENTRE (AU, NZ)	10,487	-10%
TRAVEL ONLINE (AU)	3,405	+1037%
GOWAY (NZ, AU)	2,619	+22%



► MOST VISITED PAGES\* (VS 2018/19)

	2019/20	+/-
ACCOMMODATION	364,824	<b>+28%</b>
COVID-19 TRAVEL ADVISORY	90,407	<b>+100%</b>
DEALS	85,495	<b>+28%</b>
BLOG - 9 THINGS YOU DIDN'T KNOW	77,216	<b>-15%</b>
THINGS TO DO	65,338	<b>-30%</b>
RAROTONGA	42,667	<b>-39%</b>
AITUTAKI	37,572	<b>-41%</b>
FLIGHTS	35,751	<b>+34%</b>
WEATHER	31,502	<b>-14%</b>
OUR ISLANDS*	15,656	<b>+697%</b>

www.cookislands.travel HOMEPAGE captured 502,056 page visits in 2019/20 vs 871,242 in 2018/19.

\*Page updated to Parallax format, new images and information added, higher SEO reach.



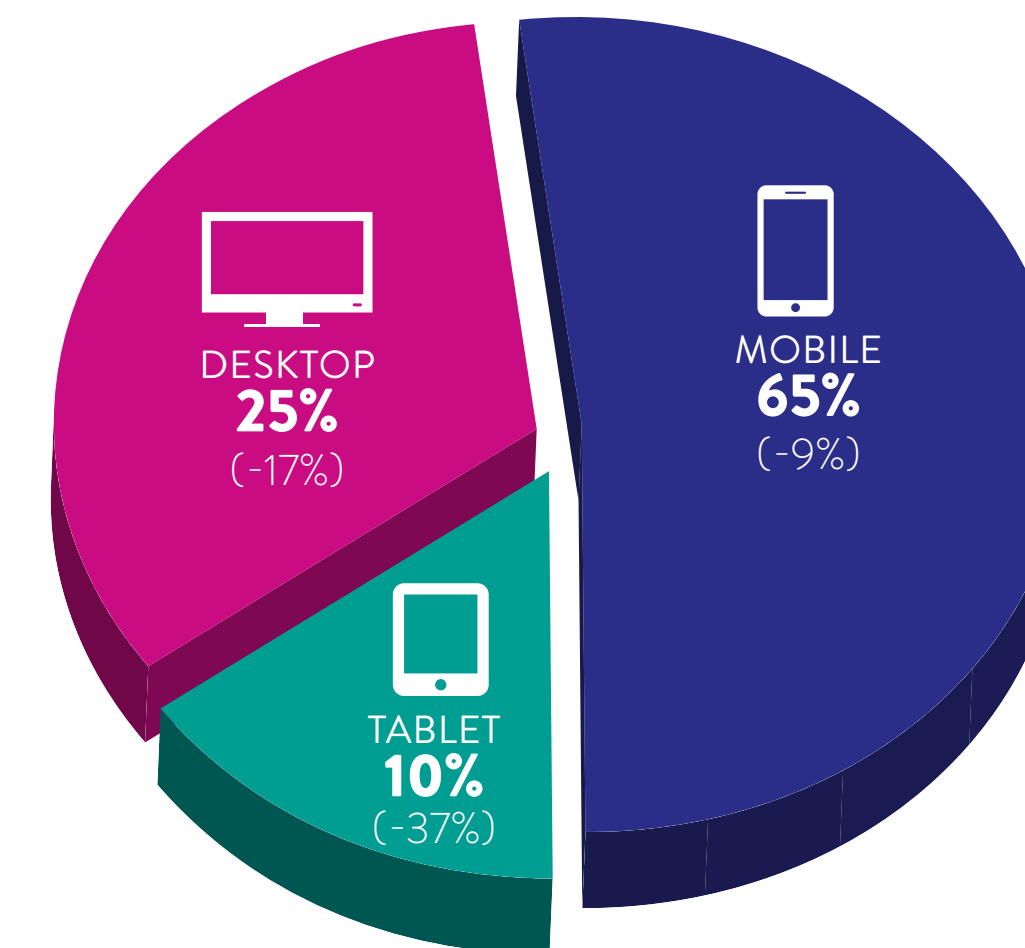


## ► NEW USERS BY COUNTRY

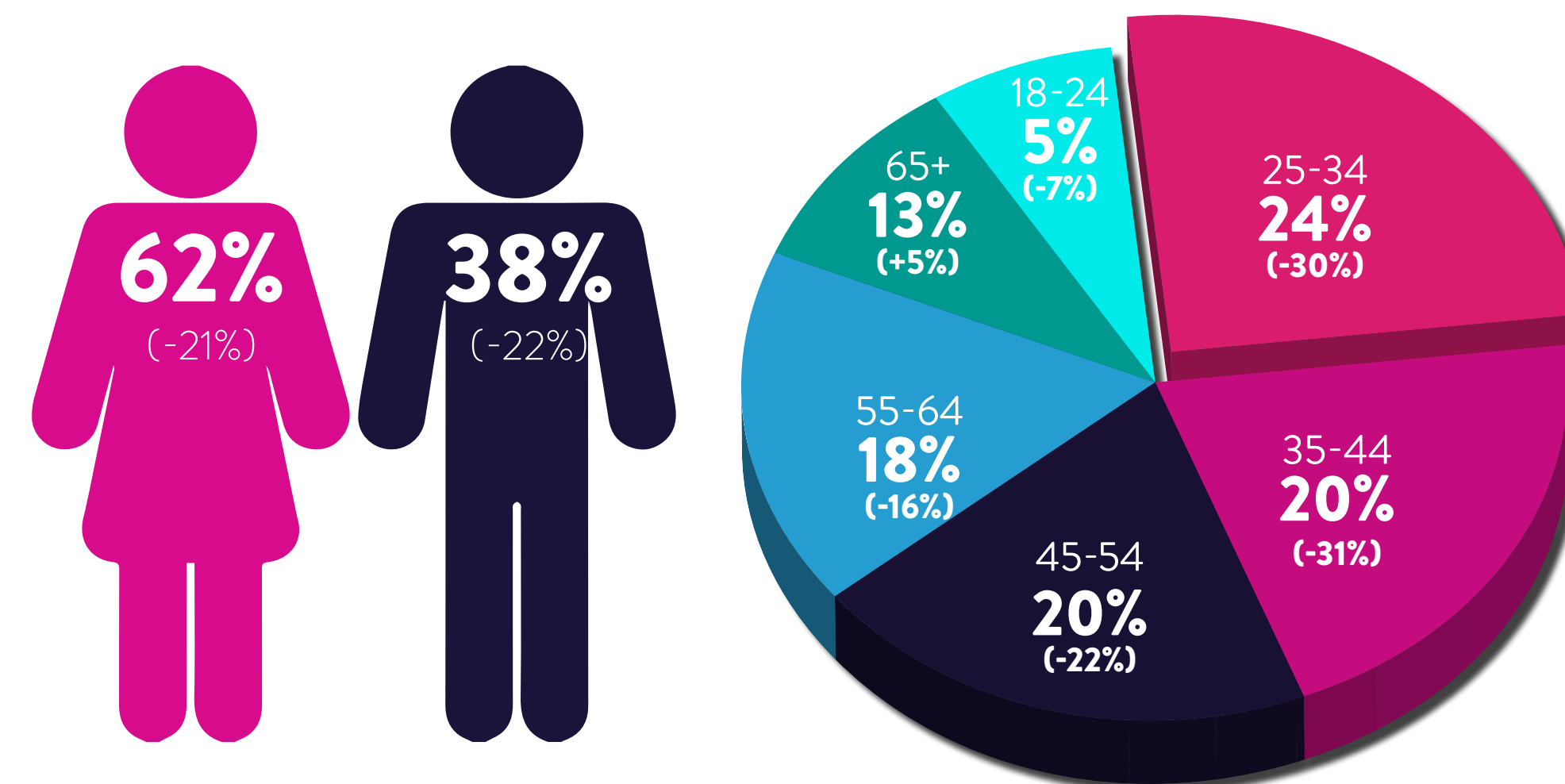
	2019/20	2018/19	+/-
AUSTRALIA	241,515	322,457	-21%
NEW ZEALAND	161,701	153,113	+6%
UNITED STATES	150,702	197,048	-23%
UNITED KINGDOM	45,858	19,255	+58%
CANADA	25,574	51,931	-103%
GERMANY	13,653	9,984	+37%
ITALY	7,053	8,543	-17%
INDIA	6,056	7,001	-13%
ARGENTINA	4,917	2,847	+73%
JAPAN	3,475	1,728	+101%

\*Cook Islands received 19,136 users in 2019/20 +39% (13,742 users in 2018/19)

## ► DEVICES USED TO ACCESS SITE



## ► VISITORS TO SITE: GENDER & AGE





► BROCHURE DOWNLOADS

7,846  
BROCHURE  
DOWNLOADS

-44% VS 2018/19

  
PAGE VIEWS

3,684  
-76% VS 2018/19

TOP 3 DOWNLOADS



1) ISLAND NIGHTS



2) COOK ISLANDS GUIDE



3) TOP 10 THINGS TO DO








► LEAD GENERATION  
TO AIRLINES FROM  
FLIGHT PLANNING PAGE

14,280+

-65%

vs 41,288 (2018/19)

OUTBOUND CLICKS FROM  
FLIGHTS PLANNING PAGE

	2019/20	2018/19	% +/-
AIR NEW ZEALAND 	5,106	13,728	-64%
 australia	2,780	8,251	-80%
Jetstar 	2,633	8,179	-81%
Air Rarotonga 	2,132	5,451	-85%
 AIR TAHITI	1,629	5,488	-89%

\* To reduce customer clicks, some Airline campaign CTA went direct to their site, bypassing www.cookislands.travel  
Leads are also generated from the Deals Page, these are not included in the figures above.

SOURCE: GOOGLE ANALYTICS

[EVENTS>PAGES>FLIGHTS.EVENT LABEL]



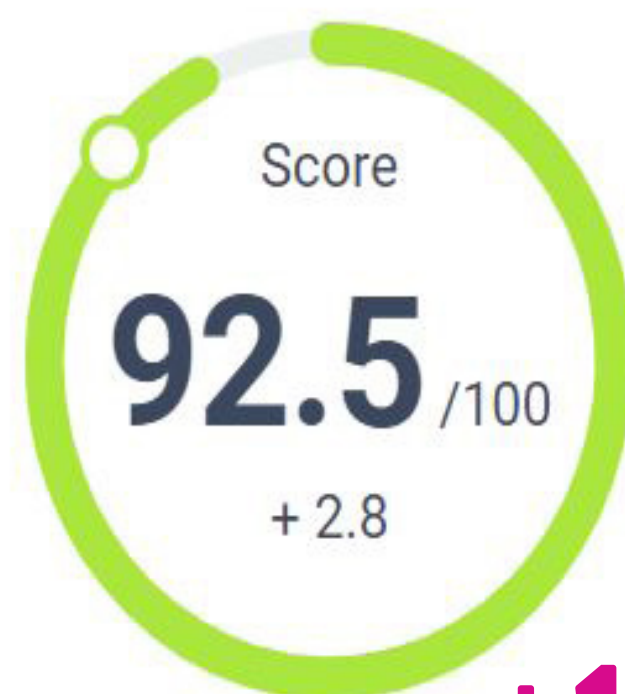


# BUSINESS TO CONSUMER QUALITY ASSURANCE



A visual influence platform that inspires new and returning interest to travel. Siteimprove will enable Cook islands Tourism Digital to enhance website content quality, work towards accessibility compliance, drive search engine traffic, meet data privacy requirements.

## Digital Certainty Index

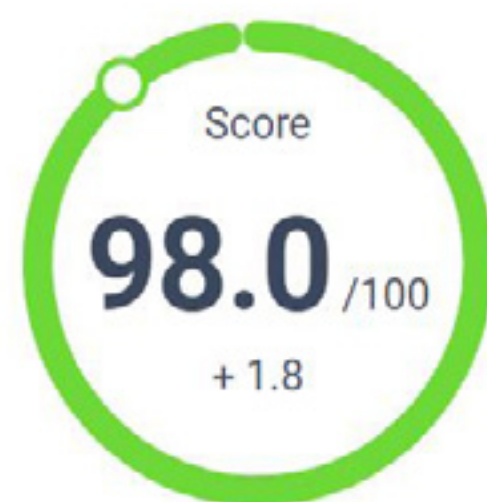


### DIGITAL CERTAINTY INDEX

\* Siteimprove's Digital Certainty Index (DCI) measures the quality and potential impact of your site's digital presence, including its accessibility and usability, its credibility and trustworthiness, and how well-poised it is to respond to SEO challenges. The final DCI Score is calculated as an overall score of points awarded in three categories: Accessibility, Quality Assurance, and SEO.

**+18.4** SINCE 22 APRIL

## Quality Assurance

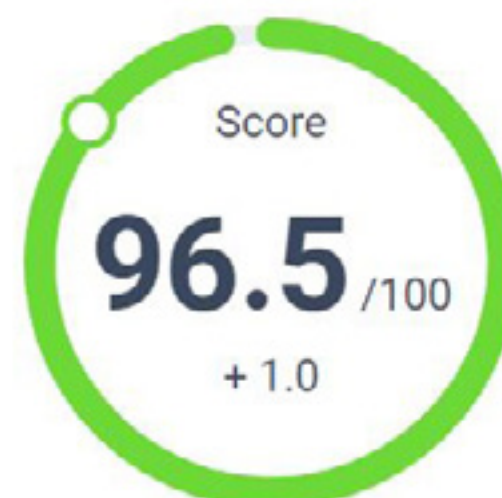


### QUALITY ASSURANCE

\* The Quality Assurance Score is a measure of the credibility and usability of the user-facing aspects of a site. The country-specific "industry benchmark" lets you compare your score with those of other companies or organizations in your industry

**+21.9** SINCE 22 APRIL

## Accessibility

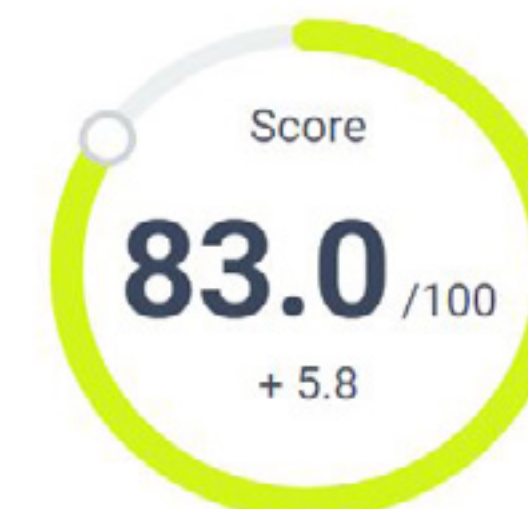


### ACCESSIBILITY

\* The Accessibility Score is a measure of how well a site meets the standards set out in WCAG (Web Content Accessibility Guidelines) 2. The country-specific "industry benchmark" lets you compare your score with those of other companies or organizations in your industry

**+32.0** SINCE 22 APRIL

## SEO



### SEO

\* The SEO score is a measure of how well the user-facing and technical aspects of a site contribute to search engine optimization. The country-specific "industry benchmark" lets you compare your score with those of other companies or organizations in your industry

**+10.6** SINCE 22 APRIL



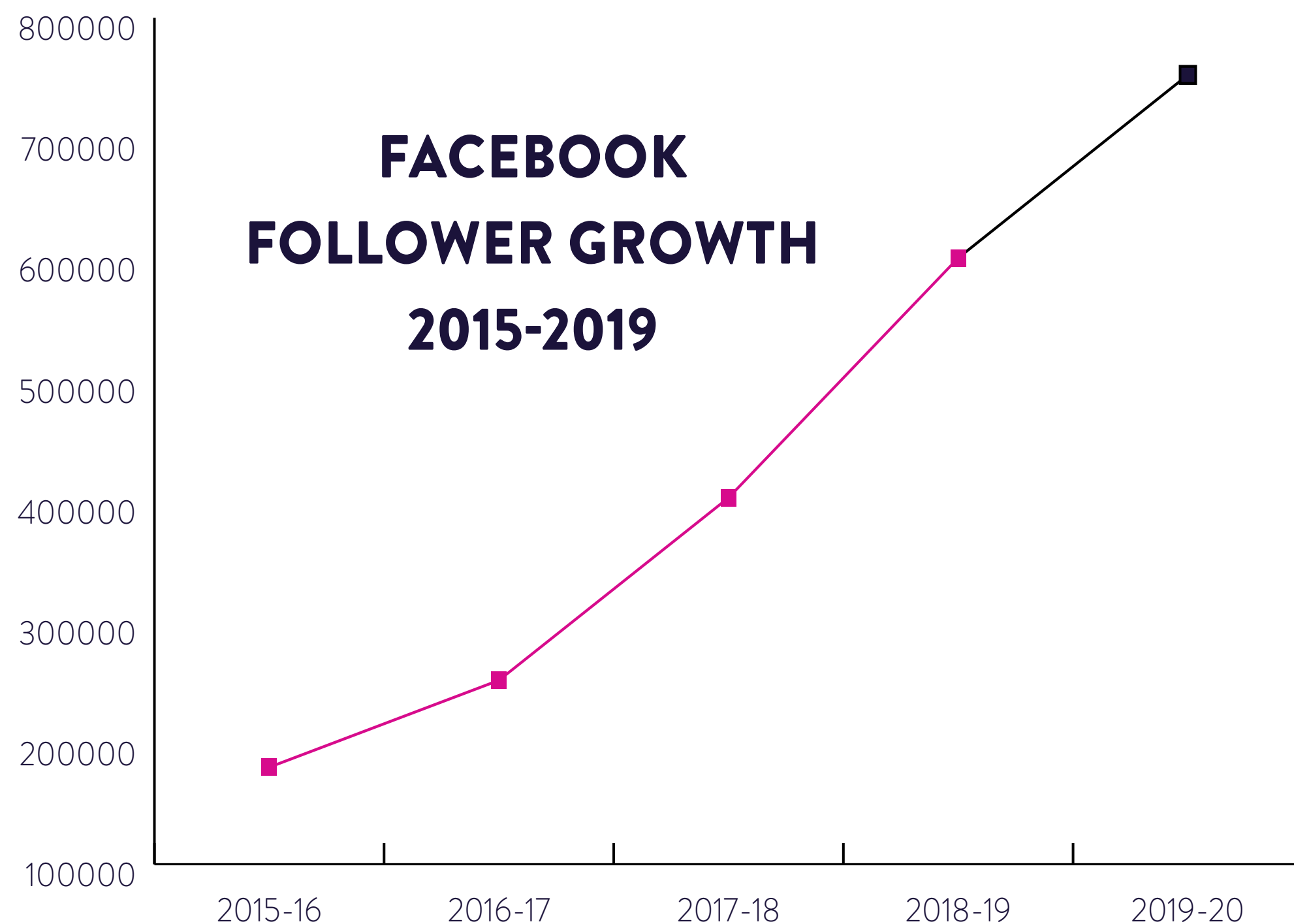


► SOCIAL MEDIA





**752,731 (+151,384)**  
**FACEBOOK LIKES**  
**VS 601,347 (2018/19)**



## WHERE ARE OUR FOLLOWERS FROM?

COUNTRY	FANS
United States of America	<b>163.552</b>
Italy	<b>121.240</b>
Australia	<b>106.556</b>
New Zealand	<b>101.653</b>
Argentina	<b>56.988</b>
United Kingdom	<b>55.684</b>
Spain	<b>23.191</b>
Canada	<b>20.272</b>
Germany	<b>19.001</b>
Portugal	<b>11.543</b>
Sweden	<b>10.585</b>

NOTE: WE HAVE **2,864** COOK ISLANDS FOLLOWERS,  
COUNTED UNDER NZ

(ONLY TOP 50 COUNTRIES ARE RANKED ON FALCON.IO)



► DIGITAL CAMPAIGN HIGHLIGHTS

# NAM SALE CAMPAIGNS

CAMPAIGN	MARKET	REACH	IMPRESSION	RESULTS	CPC
Polynesian Cultural Centre	Head Office	43,688	93,414	3,322	\$0.21
Winter Escape	Americas	304,620	566,431	11,807	\$0.26
LAX Gateway	Americas	200,384	368,431	6,237	\$0.40
Romance	Americas	350,721	512,321	6,392	\$0.56
Air New Zealand NY Sale	Americas	277,967	264,775	1,756	\$0.57



HEAD OFFICE LED SOCIAL  
MEDIA CAMPAIGNS FOR  
MARKETS

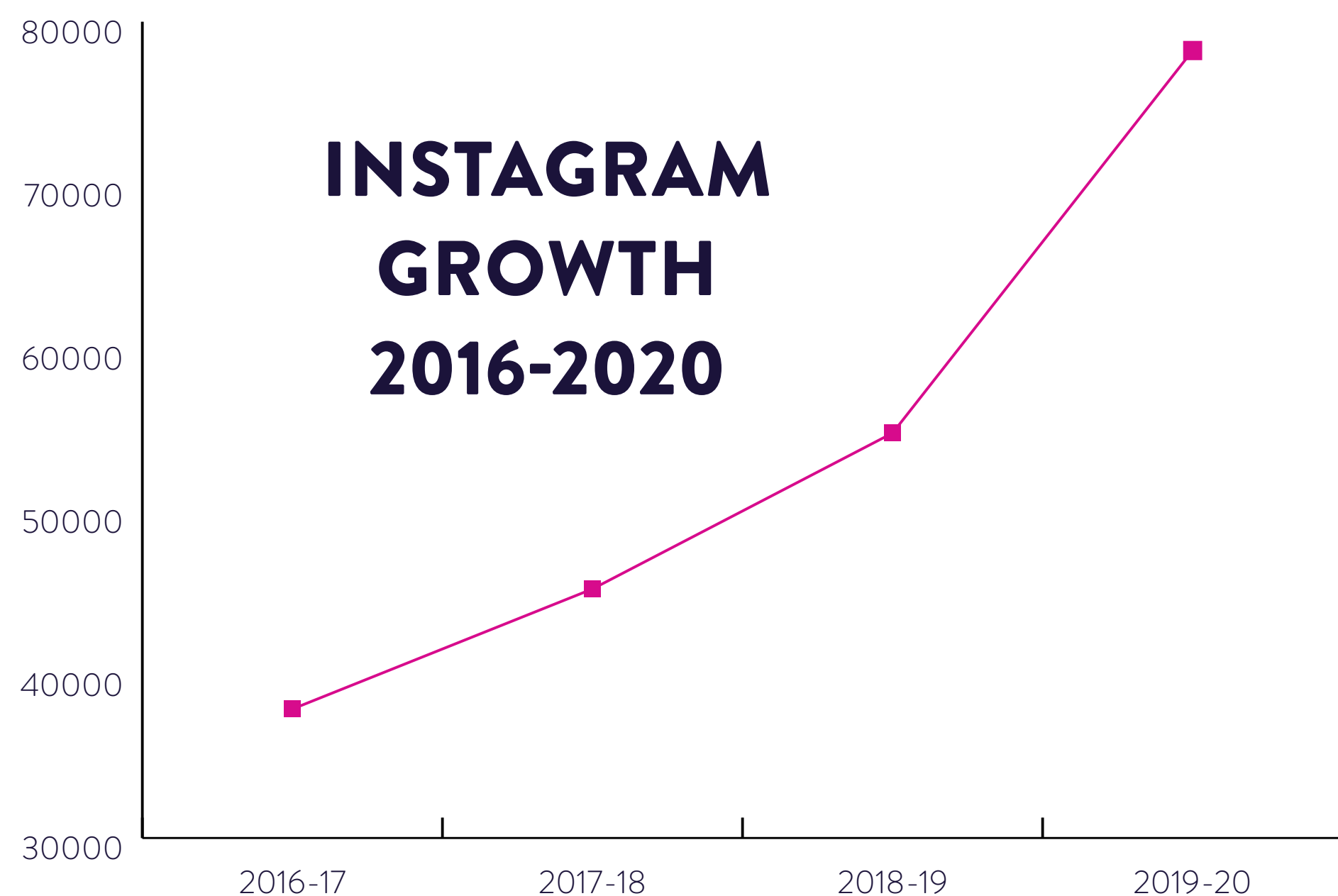
RESULTS ALL WELL BELOW \$0.63  
CPC BENCHMARKS



## ► FOLLOWER GROWTH



**90,060**(+11,824)  
**FOLLOWERS**  
vs 78,236 (2018/19)

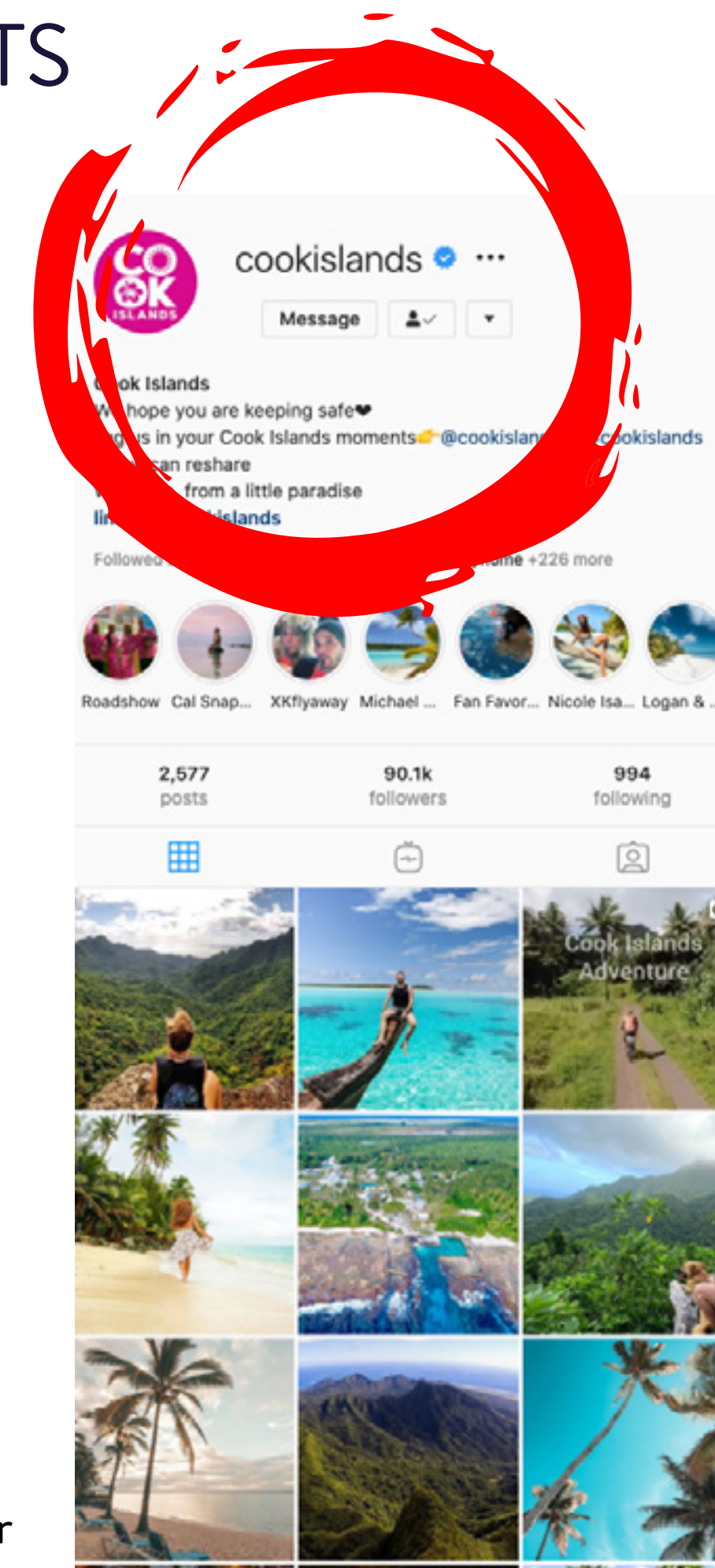


## ► PLATFORM HIGHLIGHTS



**INSTAGRAM**  
**VERIFIED**

This year we finally recieved our Instagram verisfication. Instagram verification is the highly coveted blue check-mark that tells your Instagram followers you are who you say you are. This mark makes a massive difference to your social success.\*





► PLATFORM GROWTH



**PINTEREST**  
**2.36M IMPRESSIONS**  
**+2,282,386M (+2979%)**

► PLATFORM HIGHLIGHTS

**6 BOARDS**  
**336 PINS**  
**14,613 SAVES**  
**2,987 LINK CLICKS**  
**92,625 ENGAGED AUDIENCE**



► PLATFORM GROWTH

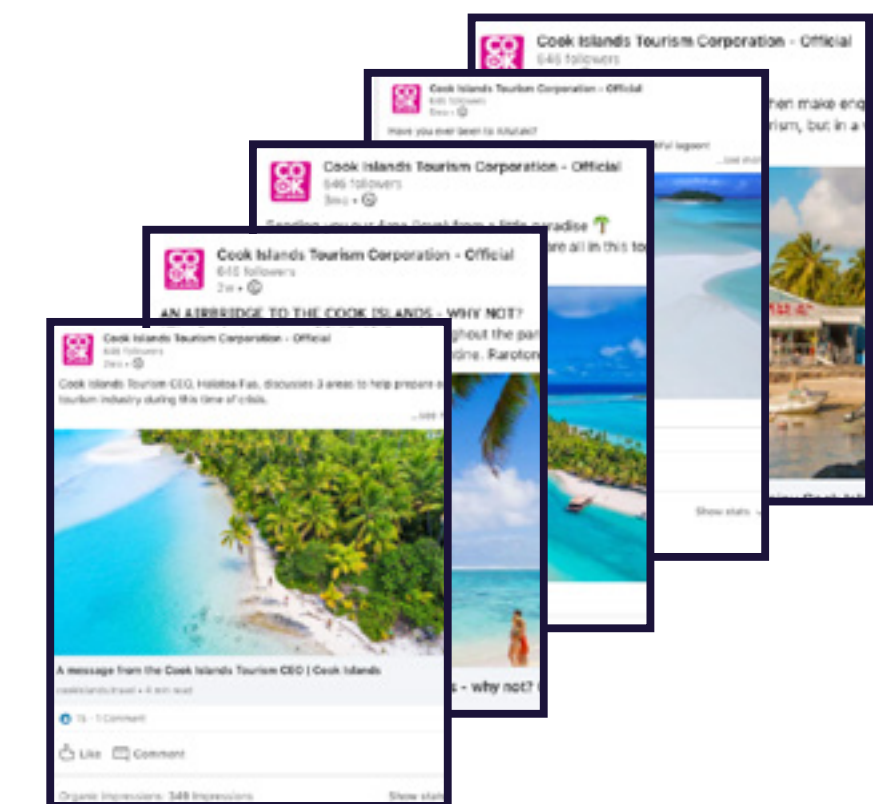


**LINKEDIN**  
**645 FOLLOWERS**  
**+575**

► PLATFORM HIGHLIGHTS

**21,755 IMPRESSIONS**  
**1,679 PAGE VIEWS**  
**7.21% ENGAGEMENT RATE**  
**31 POST SHARES**

Note: Engagement rate above industry average (2%)\* sitting at 7.21%.







- ▶ STAKEHOLDER ENGAGEMENT
- ▶ MARKETING SUPPORT
- ▶ PR ARTICLES
- ▶ BRAND ELEMENTS



► COCONUT CONNECTION

**34** ↓  
EDITIONS

OF COCONUT CONNECTION  
SENT JULY 19 - MARCH 20

**2.1K+**

RECIPIENTS WEEKLY

800+ (INDUSTRY) 1300+ (GOVERNMENT)

► ELECTRONIC DIRECT MAIL (EDM)

**217** ↑

STANDALONE EDMS SENT  
1 JULY 2019 – 30TH JUNE 2020





## ► PARTNER DEVELOPMENT

### DIGITAL PRESENTATIONS

MISS COOK ISLANDS PAGEANT ASSOCIATION

TEREORA COLLEGE LEVEL 3 MEDIA STUDENTS



## ► GLOBAL BREAKFAST UPDATES & WORKSHOPS 19/20

6

GLOBAL BREAKFAST  
UPDATES

375

TOTAL ATTENDEES





### VAKA EIVA



 **302** INTERNATIONAL PAX  
 **488** WEB SITE VIEWS

### RARO RUGBY 7S



 **168** INTERNATIONAL PAX  
 **272** WEB SITE VIEWS

### MOTU 2 MOTU



 **148** INTERNATIONAL PAX  
 **448** WEB SITE VIEWS

### NETBALL IN PARADISE



 **256** INTERNATIONAL PAX  
 **770** WEB SITE VIEWS

### U16 COLLEGE 7S



 **289** WEB SITE VIEWS

### ROUND RARO ROAD RACE



 **186** INTERNATIONAL PAX  
 **708** WEB SITE VIEWS



## EDINBURGH TATTOO FESTIVAL



## TE MIRE URA



## TE MAEVA NUI



## NETBALL COOK ISLANDS



## TE ATA O AVAIKI



## TE KUKI AIRANI FILM FESTIVAL



# EVENTS 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





▶ TOP OUTLETS RANKED BY REACH AND NO. OF CLIPS

TOP OUTLETS BY NO.OF CLIPS

OUTLET	NO. OF CLIPS	REACH
RADIO NEW ZEALAND NATIONAL - ON-LINE	66	823,350.00
PACIFIC ISLAND NEWS ASSOCIATION	55	8,965.00
FOREIGNAFFAIRS (NEW ZEALAND)	49	180,761.00
THE WORLD NEWS (EUROPE)	43	3,836,675.00
MATADOR NETWORK (NORTH AMERICA)	38	40,986,230.00
RELEIFWEB (NEW YORK)	29	16,255,312.00
SAMOA OBSERVER ONLINE	24	254,736.00
stuff.co.nz	22	43,606,662.00
NEWSHUB NZ	16	11,410,848.00
MSN NEW ZEALAND	16	1111531920

TOP OUTLETS BY REACH

OUTLET	NUMBER OF CLIPS	REACH
MSN NEW ZEALAND	16	1,111,531,920
MSN IRELAND	3	208,412,235
MSN TRAVEL	3	208,412,235
YAHOO NEWS	1	166,284,506
YAHOO LIFESTYLE	1	159,759,516
MSN UNITED KINGDOM	2	138,941,490
MSN SINGAPORE	2	138,941,490
MSN SOUTH AFRICA	2	138,941,490
BBC NEWS ONLINE (EUROPE)	4	94,943,056

\*The Cision platform ranks top articles by viewership, and top outlets by publication.  
An option is available to rank the top outlets by viewership, however top articles cannot be ranked by publication



## TOP ARTICLES BY REACH

HEADLINE	OUTLET	REACH
These Are the Best Beaches in the World	Yahoo Lifestyle	159759516
Das sind die isoliertesten Städte der Welt (These are the most isolated cities in the world)	MSN Deutschland	69470745
Top surgeon says Kiwis 'more at risk of being hit by falling coconut' than COVID-19	MSN New Zealand	69470745
I don't think we're being too precious': Finance Minister defends lack of travel bubbles	MSN New Zealand	69470745
Pacific countries plead for inclusion in 'trans-Tasman bubble' as travel restrictions ease	MSN New Zealand	69470745
Covid and stress: At the heart of the problem	MSN New Zealand	69470745
COVID-19: Public health experts say ongoing vigilance crucial as travel resumes	MSN New Zealand	69470745
Pacific bubble on cards but NZ will open to Australia first - Ardern	MSN New Zealand	69470745
What is the reason?': Claims Govt restricting NZers' rights to choose travel holiday destination	MSN New Zealand	69470745
NZ should create travel bubble with Pacific before Australia - expert	MSN New Zealand	69470745


msn lifestyle

Web search

Log in

These are the most isolated cities in the world

Abi Harman 06/19/2020



41/41 SLIDES © Danita Delmont / Shutterstock

Full screen

SPONSORED TOPICS

Turmeric for slimming

Overnight money accounts with high

Comparison of electricity tariffs

1

2nd

3rd

4th

MORE TRIPS

The 16 federal states: Bremen


msn news

powered by Microsoft News

NewsHub

Top surgeon says Kiwis 'more at risk of being hit by falling coconut' than COVID-19

Michael Morrah 11/06/2020



Start speaking a new language in 3 weeks thanks to this app made in...

by Telenor

YOU MAY LIKE

Remember Her? Take a Deep Breath Before Seeing How She Lived

Top 30 Most Beautiful Women in the World


Top 10 Most Dangerous Cruises in the World

A Kiwi-Raroi should reap than of catc

NewsHub

'I don't think we're being too precious': Finance Minister defends lack of travel bubbles

Zane Small 11/06/2020



© Image - Getty Video - NewsHub Watch: There are claims the Government is unreasonably restricting New Zealanders' rights to choose where they go on holiday

The Finance Minister is defending the lack of travel arrangements with other COVID-19-free nations amid claims the Government is unreasonably restricting Kiwis' rights to travel.

MORE IN NEWS

Tong keen to hear Peters' solution

Labour piling debt on NZers: Bridges

The life-saving Kiwi who should be New...



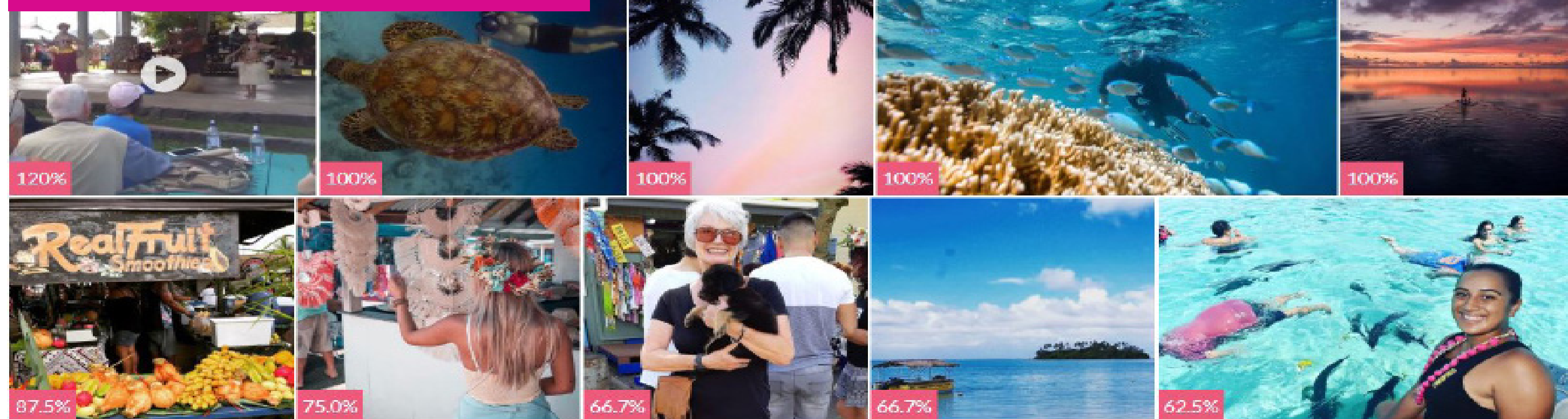


# PUBLIC RELATIONS - BRAND ELEMENTS

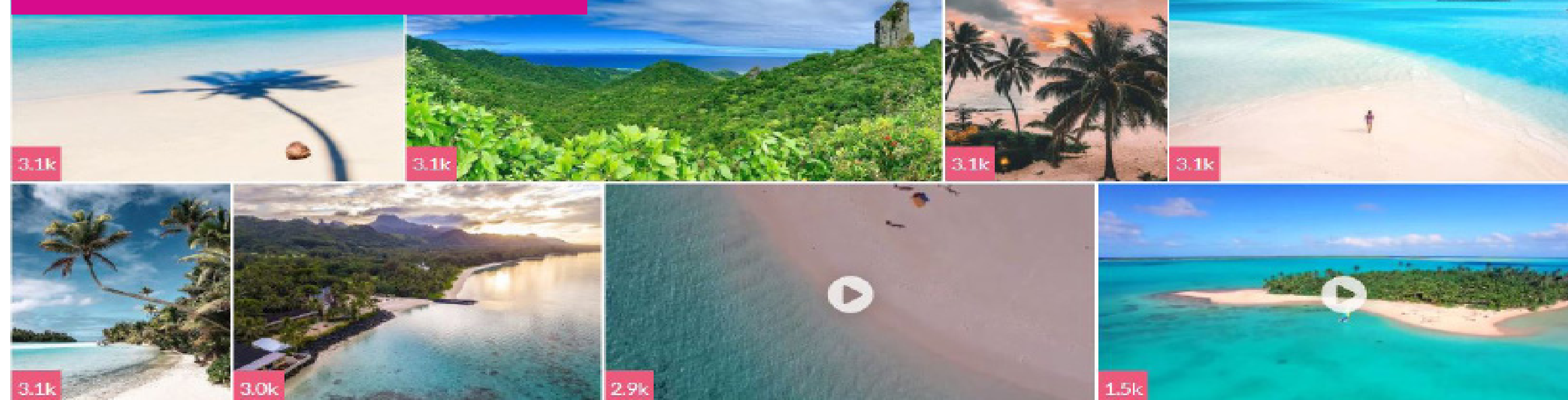
## USER GENERATED CONTENT



### MOST ENGAGED ASSETS



### MOST VIEWED ASSETS

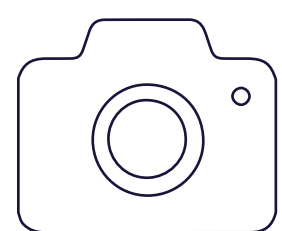



**39 GALLERIES**  
2462 ASSETS ON  
COOKISLANDS. TRAVEL

**316K** VIEWS

**129K** INTERACTIONS  
WITH GALLERIES

**41%** ENGAGEMENT RATE  
The number of interactions divided by the  
number of views.

**330+**  

RIGHTS APPROVED ASSETS  
FOR USE ACROSS DIGITAL  
MARKETING CHANNELS



## ► CONTENT GENERATION PROJECTS/



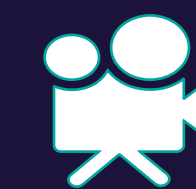
## ► OTHER PARTNERSHIP PROJECTS INCLUDE:

LILIA ALEXANDER



60 SECS VIDEO (ATIU)  
37.5K VIEWS

WHITIORA PRODUCTIONS



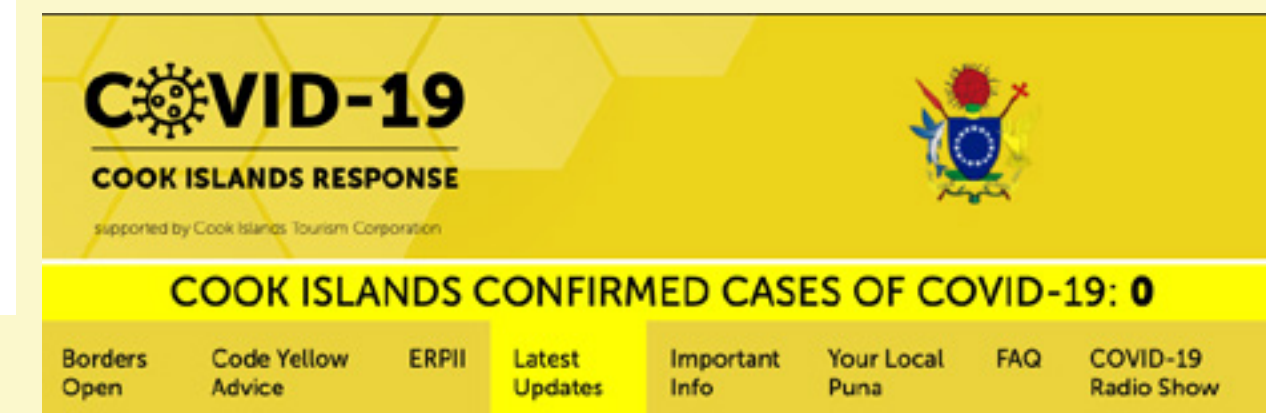
TE MAEVA NUI 2019  
LIVESTREAM  
167.5K VIEWS



# COVID COMMUNICATION HUB

## ACTIVATED LATE FEB 2020

- Began with the need to keep markets and visitors informed with changing travel restrictions. Developed Travel Advisory for [cookislands.travel](https://www.cookislands.travel)
- Identified resource and capacity limitations along with inconsistency and clarity of messaging by different government ministries. Redeployed Destination Marketing teams skills and resources to become the COVID-19 COMMUNICATIONS HUB
- Realized the need to consolidate whole of nation communications approach. Developed NEW COVID-19 Cook Islands Website and Facebook page



# CODE YELLOW

FROM 6PM TONIGHT • WEDNESDAY MARCH 25, 2020

**WHAT DOES CODE YELLOW MEAN?**  
Code Yellow means Covid-19 is contained but the risk of community transmission is growing. Preventative measures implemented early in an epidemic can slow the transmission of infection and reduce the peak number of cases. We're aiming to flatten the curve and slow the spread of the disease.

**Code Yellow measures include:**

- National Emergency Operations Centre resourced 24/7
- Health professionals on standby as needed
- Essential services will be maintained such as food, water, energy, waste disposal, mortuary services, financial services, law enforcement, ICT, transport, infrastructure
- Parliament on standby to pass enabling legislation under urgency
- Te Mārae Ora to monitor flu-like symptoms presenting by phone
- Testing lab samples overseas and plans to expand testing capability in-country
- Border measures and travel restrictions assessed and revised as needed
- Cargo staging areas to minimise interactions between cargo handlers at ports and workers in country
- Strict infection control procedures observed and regular decontamination
- Personal Protective Equipment (PPE) stocked
- Additional resources and finances mobilised as needed
- Puna are mobilised as needed to support the community

**Code Yellow advice to the public**

- Maintain handwashing and cough hygiene etiquette
- Stock up on food, water and medicines for two weeks in case you are required to stay home in quarantine or isolation
- Make arrangements to work from home if possible
- Avoid kissing, hugging or shaking hands with others
- Stay at home and avoid public spaces and others
- If you have fever, cough, or shortness of breath/breathing difficulties - please stay at home and free call the Healthline for advice on **0800 1800, 0800 1801 or 0800 1802**
- Avoid or defer non-essential and non-urgent travel overseas and to the Fa'atua
- Be kind to others and remember one day it could be you
- Cooperate with health officials and your local Puna

**CURRENT STATUS: YELLOW**

been created to be the official and direct source for Cook Islands COVID-19 updates. Times require all of us to work collaboratively together.

## COVID-19 updates

**ISLANDS PROMISE: SAFEGUARDING OUR ISLAND RESIDENTS AND OUR VISITORS**

is preparing to open its tourism industry for business. Vigilance is paramount as tourism industry and wider community prepare to be as practical as possible. **The Cook Islands' joint commitment to protect all Cook Islands residents, and international visitors from the severe acute respiratory syndrome virus widely known as COVID-19.** [Read more »](#)

## CONTACT TRACING PILOT LAUNCH

ntact tracing pilot which launched on the 19th June will provide important insights to

WE'RE IN THIS TOGETHER

Visit [www.COVID19.GOV.CK](https://www.COVID19.GOV.CK) for up to date information



# COVID COMMUNICATION HUB

ACTIVATED LATE FEB 2020

- Comms plan and roll out involved the following steps



- To date the Destination Marketing team have developed and rolled out communications for the below partners with the objective of supporting and strengthening there targeted digital communications



- In addition we have assisted with third party comms out – pertinent to our visitors and more so now for our industry and community Air New Zealand & NZ High Commission



An aerial photograph of a small, lush tropical island. The island is covered in dense green vegetation, including many palm trees. A narrow, curved white sandy beach runs along the right side of the island, meeting the clear, turquoise water of the ocean. The water's color transitions from a light blue near the shore to a deeper blue further out. The text "MEITAKI MAATA!" is overlaid in white, bold, sans-serif capital letters on the left side of the island.

MEITAKI MAATA!