

An aerial photograph of a tropical atoll, likely in the Maldives. The image shows a long, narrow island with a dense line of green palm trees and vegetation. The surrounding water is a vibrant turquoise, with visible sandbars and coral reefs creating intricate patterns. The sky is a deep blue with scattered white clouds. A dark blue rectangular box is overlaid on the center of the image, containing white text.

# DESTINATION MARKETING

Special Board Meeting

29 July 2021

# AGENDA

## MARKETING SCORECARD 2020/21

- ▶ PART A – WHERE HAVE WE BEEN
- ▶ PART B – WHERE WE ARE NOW
- ▶ PART C – WHERE ARE WE GOING



# WHERE HAVE WE BEEN

## PART A

- ▶ A RECAP
- ▶ AGENCY COMMS
- ▶ COVID COMMS
- ▶ QFT/ BET/ VACCINATIONS
- ▶ HO SUMMARY



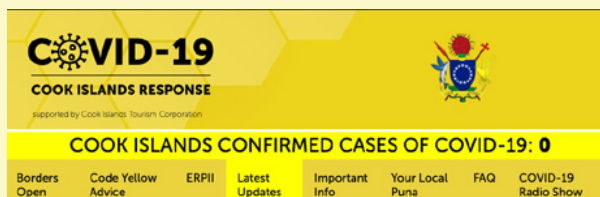
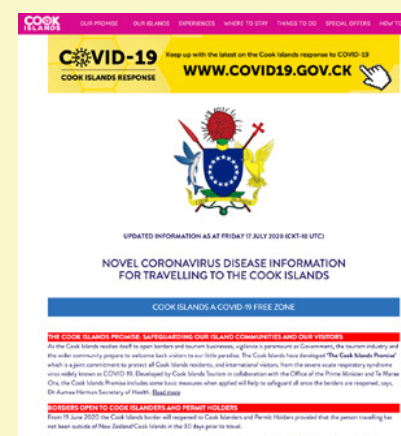
# AGENCY COMMS A RECAP



## 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
- 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



## MFEM



## TMO



## SBMA



## COVID CK RESPONSE



## INTAFF



## 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



# AGENCY COMMS COOKSAFE

EST. COMMERCIAL VALUE:  
**\$25,000**



**ISSUE** Build awareness and educate the public on the contact-tracing program, CookSafe

- GOAL**
- Build brand awareness of CookSafe
  - Develop Social Media strategy
  - Assist with design & printing of collateral
  - Feature CS on COVID-19 & CIT websites

**TIMELINE** 5 Months (November 2020 - April 2021)

**SPEND** \$6,000 for Animated Videos



**50+**  
CREATIVE ASSETS



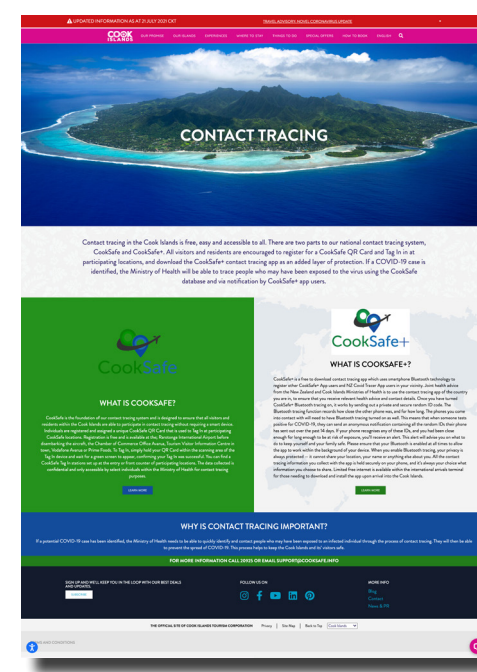
**200**  
MAN HOURS

## OUTCOMES

- Created brand
- Developed landing page
- Content Calendar strategy
- Animated Videos to build awareness
- Templated designs for social posts
- Templated designs for brochures
- Templated SM-friendly videos



SOCIAL MEDIA



WEBSITE



BROCHURES



FILMS



ANIMATION



AGENCY COMMS  
FSDA

**ISSUE** FSDA had no Marketing Strategy (no brand, plan for digital platforms, meaningful content)

- GOAL**
- Build brand awareness
  - Develop Social Media strategy
  - Grow followers

**TIMELINE** 2 Months



“You have really helped us how to understand marketing principles and practices. I am impressed by your professionalism, your team spirit and the way you engaged with us. It is a pleasure to work with you” - **Marie Francis, CEO**

**EST. COMMERCIAL VALUE:**  
**\$25,000**



REBRANDED LOGO



**21**  
CREATIVE ASSETS



**100**  
MAN HOURS

**PLATFORM METRICS**

PAGE LIKES	TOTAL SPEND	TOTAL ORGANIC REACH	TOTAL PAID REACH	TOTAL PAID IMPRESSIONS	TOTAL POSTS
1,300 vs. 200	\$2,006.38 (Ad Campaign & Boosts)	1,800 vs. 119	46,458 vs. 0	82,762 vs. 0	26 vs. 5

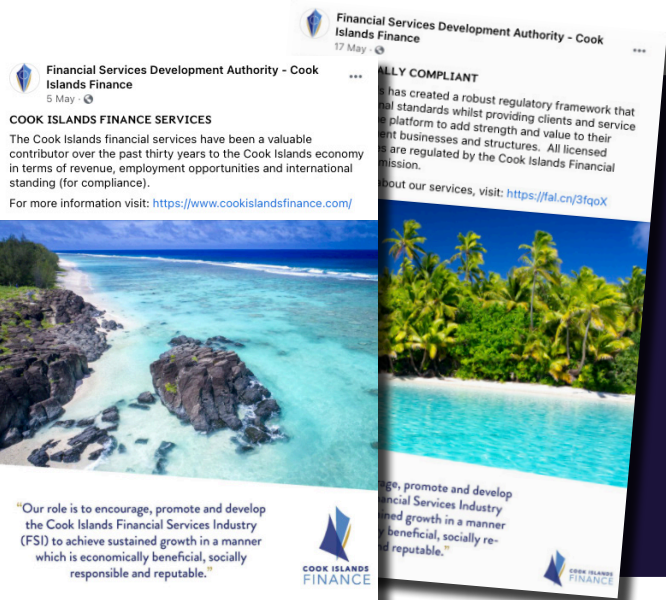
**FINANCIAL INDUSTRY BENCHMARK**

RESULTS	FSDA
<b>\$1.75</b> AVG COST PER LIKE	<b>\$3.72</b> AVG COST PER LIKE
<b>10.38%</b> ENGAGEMENT RATE	<b>0.15%</b> ENGAGEMENT RATE

\*\*A comparison of benchmarks between Financial institutes and Tourism metrics was done. The results show us that the work done by Tourism had an increased engagement rate and lowered the cost per click. The engagement rate was a result of including website click-through links on all social posts. \*\*

**OUTCOMES**

- Tool kit including 21 NEW designs
- Full rebrand guidelines
- New platform: LinkedIn





# AGENCY COMMS MFEM

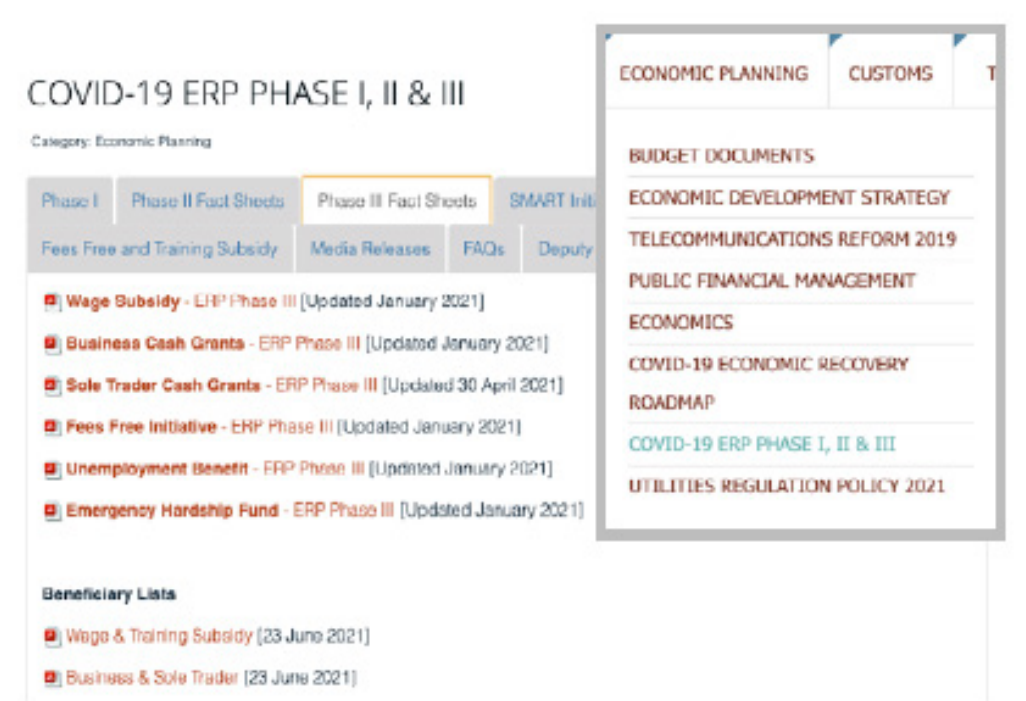
**ISSUE** No strategic approach or Comms plan to assist in the rollout of the Economic Response Plan and Economic Development Strategy

- GOAL**
- Develop brand and toolkit
  - Educate and build awareness (ERP & EDS)
  - Assist with creative design & collateral
  - Develop social media plan for ERP & EDS

**TIMELINE** 13 Months



SOCIAL MEDIA



WEBSITE

**EST. COMMERCIAL VALUE:**  
**\$135,000**



**150+**  
CREATIVE ASSETS



**900**  
MAN HOURS

## CAMPAIGN RESULTS (VS MARCH 20)

	IMPRESSIONS	REACH	ENGAGEMENTS	NEW LIKES	CLICK THROUGHS	TOTAL SPEND
	505,839 vs. 448,427	268,412 vs. 505,839	7,409 vs. 4,999	2,017 vs. 1,240	37,816 to MFEM Website	\$667 SOCIAL SPEND



CREATIVES

## OUTCOMES

- Templates for ERP & EDS collateral
- Social Media plan and strategy
- Build awareness of ERP & EDS
- Establish industry connections for

- production of digital assets
- MFAI support to house and launch travel advisory's (MFAI has no website)



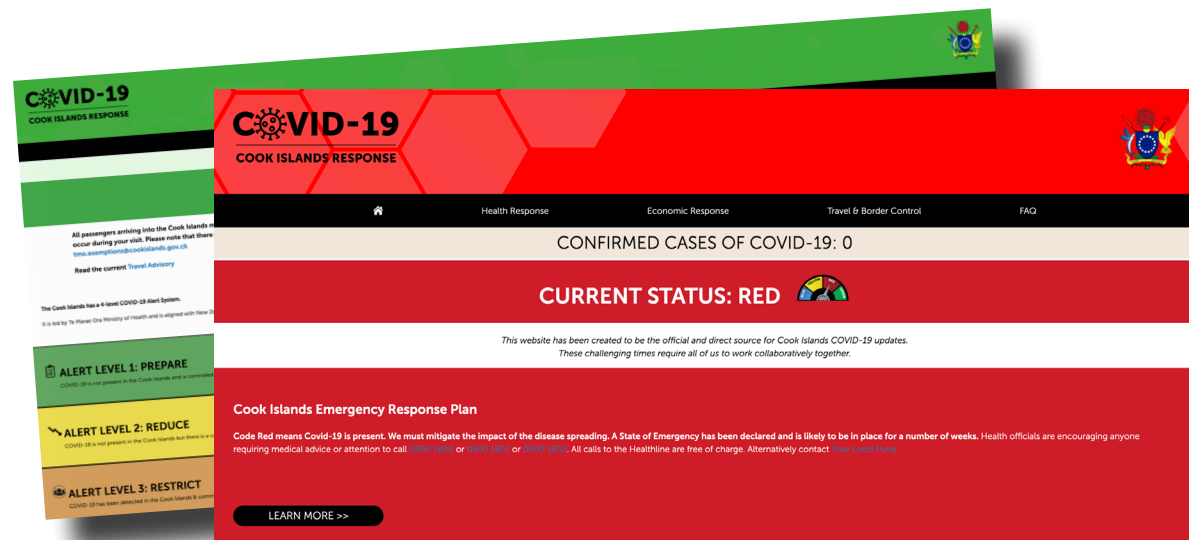
# COVID COMMS COVID-19 SITE & FB

**ISSUE** To be the official source of all COVID-19 related responses for the Cook Islands

**GOAL** To inform the public of all COVID-19 related updates

**TIMELINE** March 2020 - Ongoing

**SPEND** \$26,000



WEBSITE

## TOP 3 MOST VISITED PAGES

- Homepage: **80,037 Page Views**
- Travel and Border Control: **19,705 Page Views**
- Vaccinations: **4,665 Page Views**

## TOP 3 COUNTRIES

- Cook Islands: **18,496 Users**
- New Zealand: **17,525 Users**
- United States: **11,877 Users**



SOCIAL MEDIA

**EST. COMMERCIAL VALUE:**  
**\$225,000**

**COVID-19**  
**COOK ISLANDS RESPONSE**



**190+**  
**CREATIVE ASSETS**



**1800**  
**MAN HOURS**

## WEBSITE METRICS March 2020 - July 2021

	USERS	SESSIONS	PAGES VIEWED	PAGES VISITED PER SESSION	*BOUNCE RATE	AVG SESSION
	64,996	107,522	153,278	1.68	57.93%	1:42sec

\*Bounce Rate of 57.93% falls well within our industry benchmark of 50-60%

## SOCIAL MEDIA METRICS July 2020 - July 2021

	PAGE LIKES	TOTAL REACH	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL SPEND	TOTAL POSTS
	4,614	971,077	21,615	1,953,247	\$3,414	181

## OUTCOMES

- Established official national COVID-19 website & FB page
- Pre-emptive sites readied for Alert

Level changes

- Provide resources for industry & community use
- Provide ongoing updated information



# QFT & BET QFT & VACCINATIONS

**ISSUE** Support QFT Comms Coordinator work

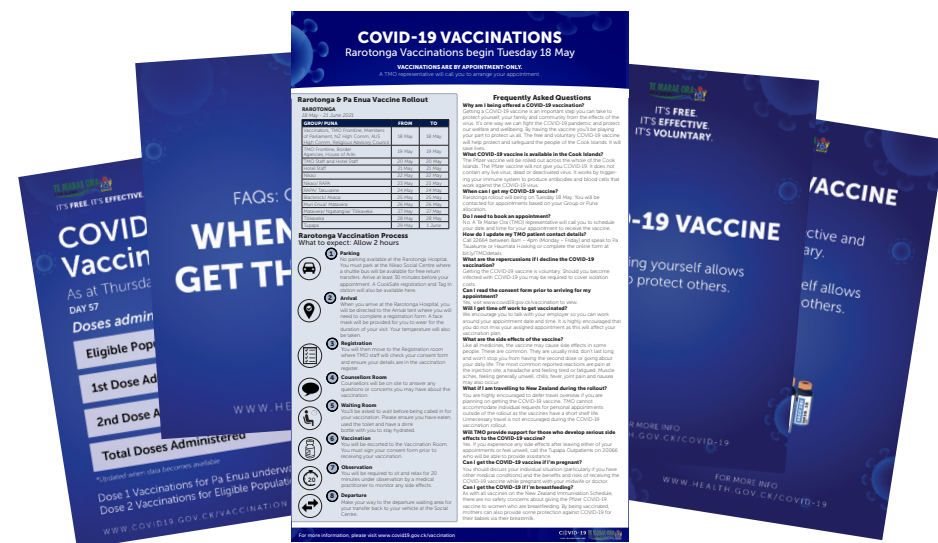
**GOAL** To inform the public of the National Alert Changes, Vaccinations and Border Opening

**TIMELINE** April - July 2021

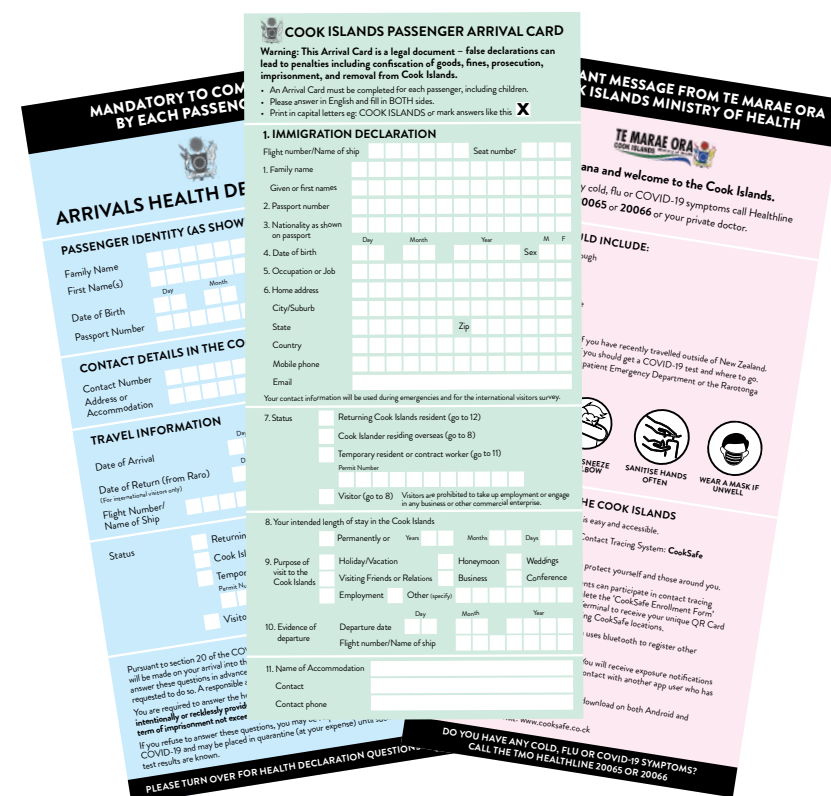
**SPEND** \$209,000



QFT CREATIVES



VACCINE CREATIVES



ARRIVAL FORMS

**EST. COMMERCIAL VALUE:**  
**\$50,000**



**90+**  
CREATIVE ASSETS



**400**  
MAN HOURS

**QUARANTINE FREE TRAVEL: \$109,025**

	PRINT	COLLATERAL	QFT 2.0 MEDIA	TELEVISION	SOCIAL/ OTHER
	\$3,797	\$64,608	\$19,937	\$11,673	\$9,066

**VACCINATIONS: \$100,565**

	PRINT	COLLATERAL	RADIO	TELEVISION	SOCIAL/ OTHER
	\$11,881	\$3,966	\$634	\$79,251	\$4,830

## OUTCOMES

- Development of brand
- Strengthen current procedures (e.g. Arrival Health Form)
- Initiated a Database-sharing protocol (Industry Contacts)
- Consistency in messaging & awareness
- Delivered an all of Gov Comms Plan



One Way QFT Newspaper Insert



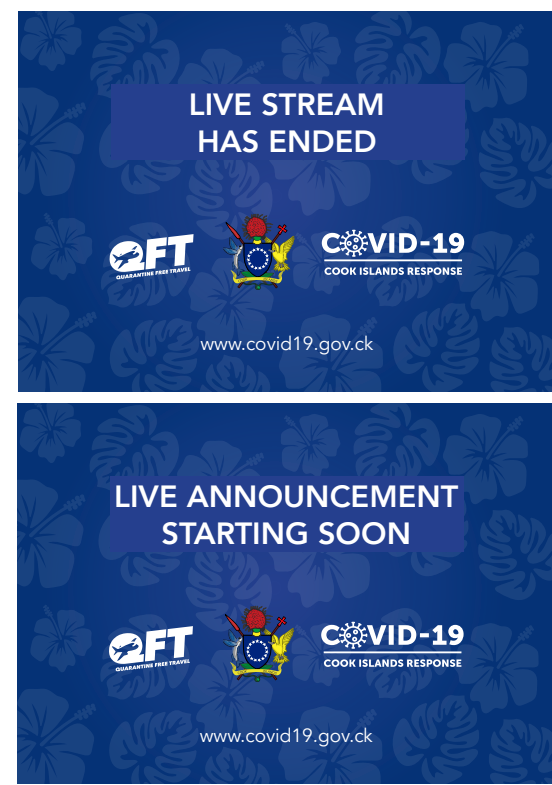
One Way QFT Newspaper Insert - Maori



Two Way QFT Newspaper Insert - English



QFT All Of Government Communications Booklet DRAFT



QFT Live Announcement Social Tiles



Two Way QFT Social Tiles



Alert Level 2-Page Newspaper Insert English & Maori



Alert Level 1-Page Newspaper Insert English & Maori



Alert Level Pull Up Banners



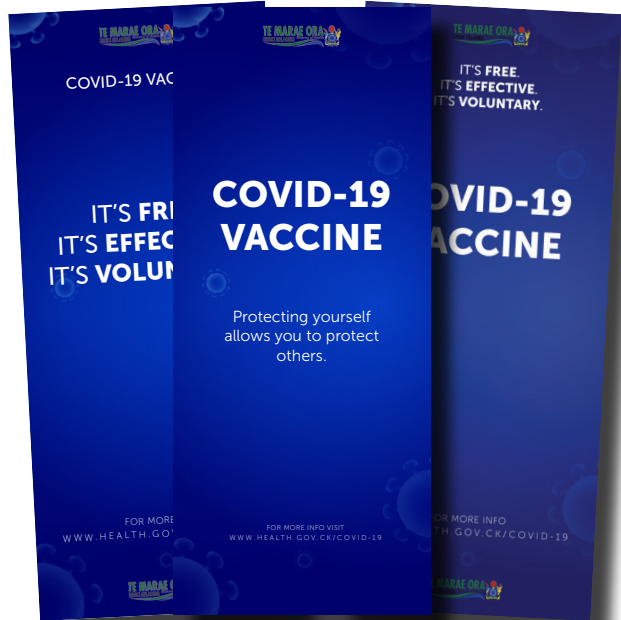
Alert Level Fridge Magnets English & Maori



Government Alert Level Template



QFT Alert Level Travel Traffic Lights



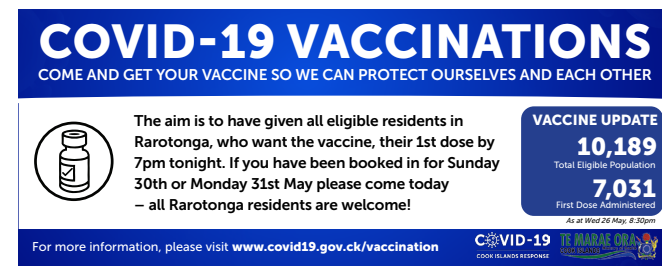
Vaccination Pull Up Banners



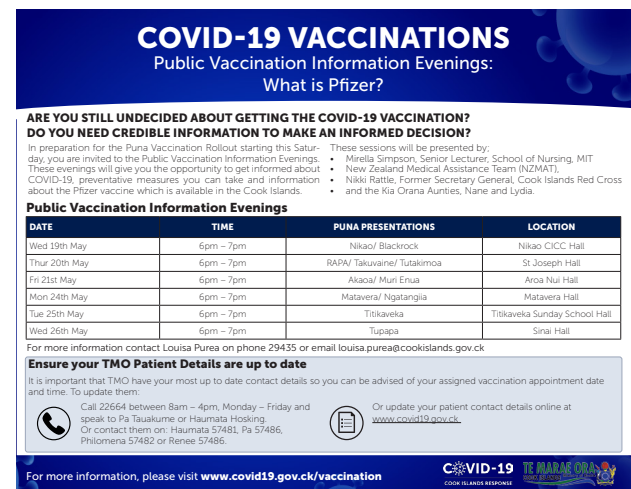
Vaccination Social Tiles



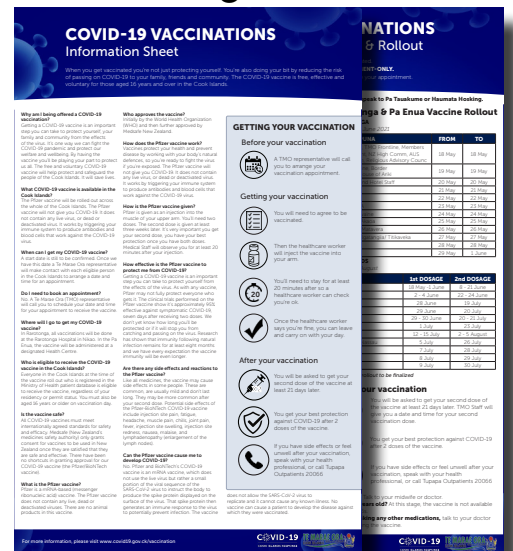
Vaccination Posters



Vaccination Quarter Page Banner Advert



Vaccination Half Page Advert



Vaccination Full Page Advert

## QFT BORDER SOP DOCUMENT ACCESS - COVID-19



## KIA ORANA AUNTIES - VACCINATION ROLLOUT VIDEOS



## COVID-19 Vaccination Process & What To Expect

## Puna Closures on Rarotonga



## Vaccination FAQs and How To Book An Appointment

## Round 2 of Vaccinations

## COOK ISLANDS INDUSTRY GUIDELINES

DOMESTIC AIRLINE DESCRIPTION: This document outlines the guidelines for Domestic travel to the Pa Enua each COVID-19 Alert Level.			
GENERAL GUIDELINES			
<ul style="list-style-type: none"> <li>Provide hand washing or hand sanitisation stations for employees and visitors to use in a visible and accessible location on-site</li> <li>Implement disinfection procedures as part of internal operations for offices and aircraft e.g. schedule for disinfection of high-contact areas (counter-tops, door handles, phones, EFTPOS machines, keyboards, etc), disinfect in-between flights, deep clean offices/check-in counters, and aircraft at the end of the day</li> <li>All businesses have a responsibility to support contact tracing systems - having either a scan-in device or manual register available upon entry onto premises (sign up for CookSafe QR Card and download CookSafe + app). Cooperate with health officials when contact tracing is initiated</li> <li>All staff to have completed the online Kia Orana Plus Training Programme</li> <li>Staff encouraged to stay home if unwell. Make flexible leave arrangements to ensure workers stay at home and are not financially pressured to come to work when they are unwell e.g. work from home, clear instructions on sick leave etc</li> <li>Alert Level Guidelines, Public Health Guidelines, and The Cook Islands Promise posters to be clearly displayed and visible on the premises e.g. check-in counters, and offices or on the premises</li> <li>A health screening station is clearly visible for travellers to undergo health screening prior to check in</li> <li>Staff are encouraged to stay home if they are unwell. Employees are encouraged to make flexible arrangements for staff who are unwell to lessen the financial pressure of going to work if they become ill e.g. work from home, clear instructions on sick leave etc</li> <li>If your location or one of your visitors is identified as a place or person of interest, refer to further guidelines from TMO</li> </ul>			
LEVEL 1 - PREPARE	LEVEL 2 - REDUCE	LEVEL 3 - RESTRICT	LEVEL 4 - LOCKDOWN
<p>COVID-19 is not present in the Cook Islands and is controlled in New Zealand with no community transmission</p> <p>Businesses can operate as normal</p> <p>There are no travel restrictions to and from the Pa Enua</p> <p>All travellers must complete a health declaration form and undergo health screening prior to check-in</p> <p>Flexible cancellation policy for future travel affected by changes to Alert Levels</p> <p>Pragmatic physical distancing is practised</p> <p>Face coverings are mandatory for both staff and travellers, children under 12 years are exempt</p>	<p>COVID-19 is not present in the Cook Islands but there is a case of community transmission in New Zealand</p> <p>Some restrictions on travel to the Pa Enua</p> <p>All travellers to provide a negative COVID-19 test 24hrs prior to departure and undergo health screening at the airport prior to check-in</p> <p>Day Tours stand down. Airline offer flexibility for travellers who wish to return early</p> <p>Implement flexible cancellation policies to reflect Level 2 restrictions</p> <p>Maintain physical distancing</p> <p>Face coverings are mandatory for both staff and travellers, children under 12 years exempt</p> <p>Allow for pragmatic physical distancing by, for example, rearranging workspaces, consider flow of visitors in and out of premises, staggered shifts/breaks, clear lines separating visitors from staff, limiting number of visitors in office</p>	<p>COVID-19 has been detected in the Cook Islands &amp; community transmission may be occurring</p> <p>Travel to Pa Enua is highly restricted - only travel approved by TMO permitted</p> <p>Approved travellers to provide a negative COVID-19 test 24hrs prior to departure and undergo health screening at check-in</p> <p>All bonafide travellers in the Pa Enua will be evacuated to Rarotonga for repatriation to New Zealand</p> <p>Strict physical distancing implemented by marking 'no seating' seats in the airport lounge, physical distancing on aircraft as is practicable/possible, minimal staff</p> <p>Face coverings are mandatory for both staff and travellers, children under 12 years exempt. Security to manage</p> <p>Work from home, only essential staff to be on-site for approved flights</p> <p>Cooperate with health officials when contract tracing is initiated - support system in place for staff if they contract COVID-19</p>	<p>There is more than one case of COVID-19 in the Cook Islands &amp; community transmission may be occurring</p> <p>The country is in lockdown until further notice from TMO health officials</p> <p>Pa Enua travel suspended until further notice from TMO, only emergency travel, approved by TMO permitted</p> <p>Emergency travel includes patient referrals or essential services deployment. All emergency travellers must provide a negative COVID-19 test</p> <p>All bonafide travellers in the Pa Enua will be immediately evacuated to Rarotonga for repatriation to New Zealand</p> <p>Implement flexible cancellation policies to reflect Level 4 restrictions</p> <p>Face coverings are mandatory for both staff and (emergency) travellers, children under 12 years exempt. Latex gloves enforced for staff dealing with emergency evacuations</p> <p>Work from home, only essential staff to be on-site for emergency flights - operations are contactless</p> <p>Cooperate with health officials when contract tracing is initiated - support system in place for staff if they contract COVID-19</p>

## QFT COMMUNICATIONS PLAN



## COOK ISLANDS HEALTH DECLARATION FORMS

**COOK ISLANDS PASSENGER ARRIVAL CARD**

Warning: This Arrival Card is a legal document - false declarations can lead to penalties including conviction of a crime, fines, prosecution, imprisonment, and removal from Cook Islands.

The Arrival Card must be completed for every passenger, including children.

- Please answer in English and fill in the fields.
- Please print clearly legible.
- Please print clearly legible.

1. IMMIGRATION DECLARATION

Flight number/Name of ship: \_\_\_\_\_ Seat number: \_\_\_\_\_

1. Family name: \_\_\_\_\_

Given name: \_\_\_\_\_

2. Passport number: \_\_\_\_\_

3. Nationality as shown on passport: \_\_\_\_\_

4. Date of birth: \_\_\_\_\_

5. Occupation at job: \_\_\_\_\_

6. Home address: \_\_\_\_\_

City/Town: \_\_\_\_\_

State: \_\_\_\_\_

Country: \_\_\_\_\_

Mobile phone: \_\_\_\_\_

Email: \_\_\_\_\_

Your contact information will be used during emergencies and for the international visitors survey.

7. Status: \_\_\_\_\_

Returning Cook Islands resident (go to 12)

Cook Islands resident (go to 13)

Temporary resident or contract worker (go to 14)

Visitor (go to 15)

8. Your intended length of stay in the Cook Islands: \_\_\_\_\_

9. Purpose of visit to the Cook Islands: \_\_\_\_\_

10. Evidence of departure: \_\_\_\_\_

11. Name of Accommodation: \_\_\_\_\_

Contact: \_\_\_\_\_

**MANDATORY TO COMPLETE BY EACH PASSENGER**

**ARRIVALS HEALTH DECLARATION**

PASSENGER IDENTITY (AS SHOWN ON PASSPORT)

Family Name: \_\_\_\_\_

First Name(s): \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Passport Number: \_\_\_\_\_

CONTACT DETAILS IN THE COOK ISLANDS

Contact Number: \_\_\_\_\_

Address or Accommodation: \_\_\_\_\_

TRAVEL INFORMATION

Date of Arrival: \_\_\_\_\_

Date of Return (from Rara): \_\_\_\_\_

Flight Number: \_\_\_\_\_

Name of Ship: \_\_\_\_\_

Seat Number: \_\_\_\_\_

Status: \_\_\_\_\_

Returning Cook Islands resident

Cook Islands resident or contract worker

Temporary resident or contract worker

Visitor

Visitors are prohibited to take up employment or engage in any business or commercial activities.

Request to section 30 of the COVID-19 Act 2020, the following health register will be made on your arrival into the Cook Islands by a duly authorised official. Please answer these questions in English and fill in the form for a 14-day period (14 days).

You are requested to answer the health questions truthfully and in full reference to the information provided in the health declaration card and the information provided to you by the health officials.

The CookSafe app is free and available for download on both Android and Apple devices.

For more information visit: [www.cookislands.gov.fj](https://www.cookislands.gov.fj)

PLEASE TURN OVER FOR HEALTH DECLARATION QUESTIONS

**IMPORTANT MESSAGE FROM TE MARAE ORA COOK ISLANDS MINISTRY OF HEALTH**

Kia Orana and welcome to the Cook Islands.

If you have any cold, flu or COVID-19 symptoms call Healthline on 0800 1806 or 0800 1806 or your private doctor.

**SYMPTOMS COULD INCLUDE:**

- A sore or running nose
- Fatigue
- Shortness of breath
- Sore throat
- Coughing and runny nose
- Temporary loss of smell

It is important to tell them if you have recently travelled outside of New Zealand. Health Officials will advise if you should get COVID-19 tested and where to go. Please go to the Pa Enua Contact Emergency Department or the Rarotonga Hospital when advised.

**CONTACT TRACING IN THE COOK ISLANDS**

Contact tracing in the Cook Islands is easy and accessible.

Passengers to the Cook Islands must use the National Contact Tracing System, CookSafe and CookSafe+.

Regarding the Cook Islands, the best way to protect yourself and those around you, CookSafe ensures all visitors and residents can participate in contact tracing without requiring a smart device. Complete the CookSafe Enrollment Form provided on this flight to the Pa Enua. Register to access your online QR Card and your contact list.

CookSafe+ is a contact tracing app which uses Bluetooth to register other CookSafe+ app users in your vicinity.

It is essential to use personal information. You will receive exposure notifications through the app if you have been in close contact with another app user who has tested positive for COVID-19.

The CookSafe+ app is free and available for download on both Android and Apple devices.

For more information visit: [www.cookislands.gov.fj](https://www.cookislands.gov.fj)

**DO YOU HAVE ANY COLD, FLU OR COVID-19 SYMPTOMS? CALL THE TWO HEALTHLINE 0800 1806**

## COOK ISLANDS COVID-19 RESPONSE CONTACT LIST



# HO SUMMARY WEBSITE - COOKISLANDS.TRAVEL

## ► KEY METRICS 20/21 (vs 19/20)

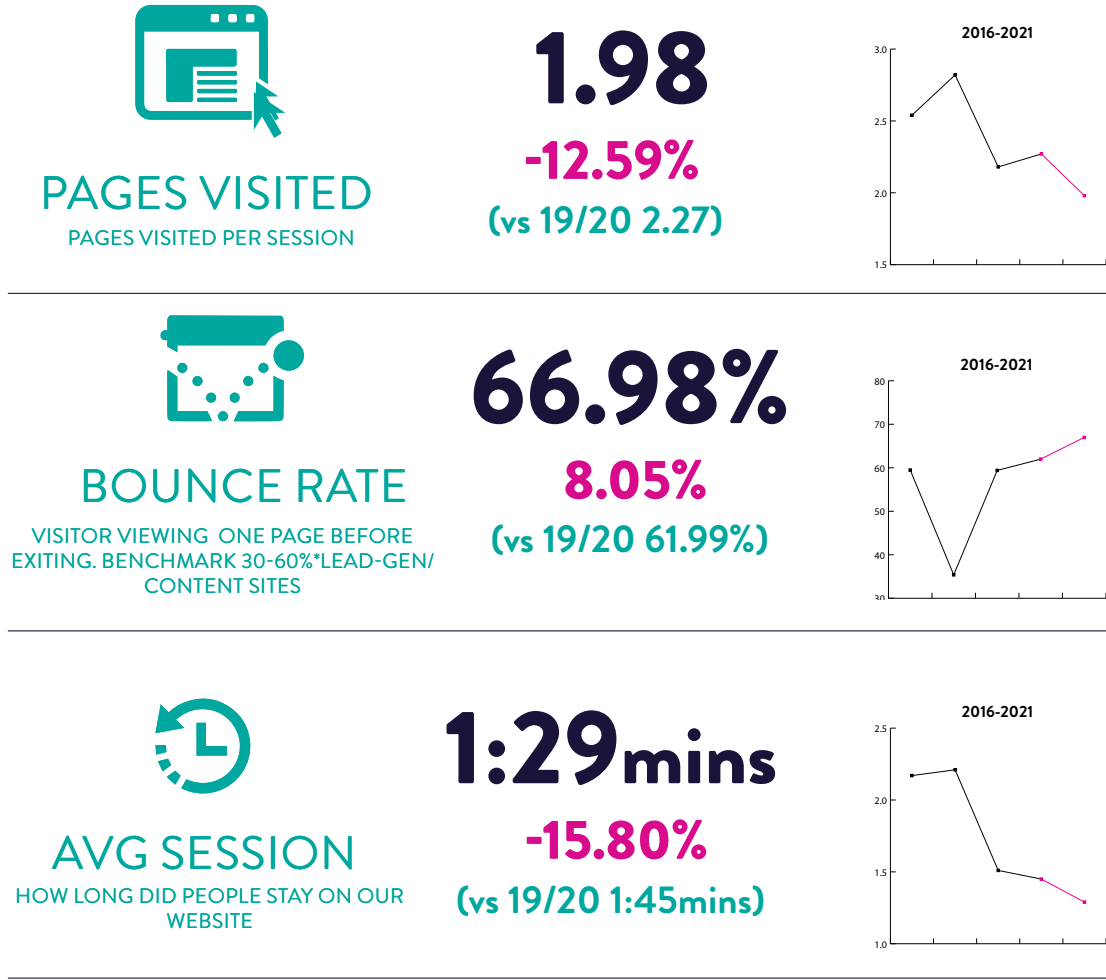
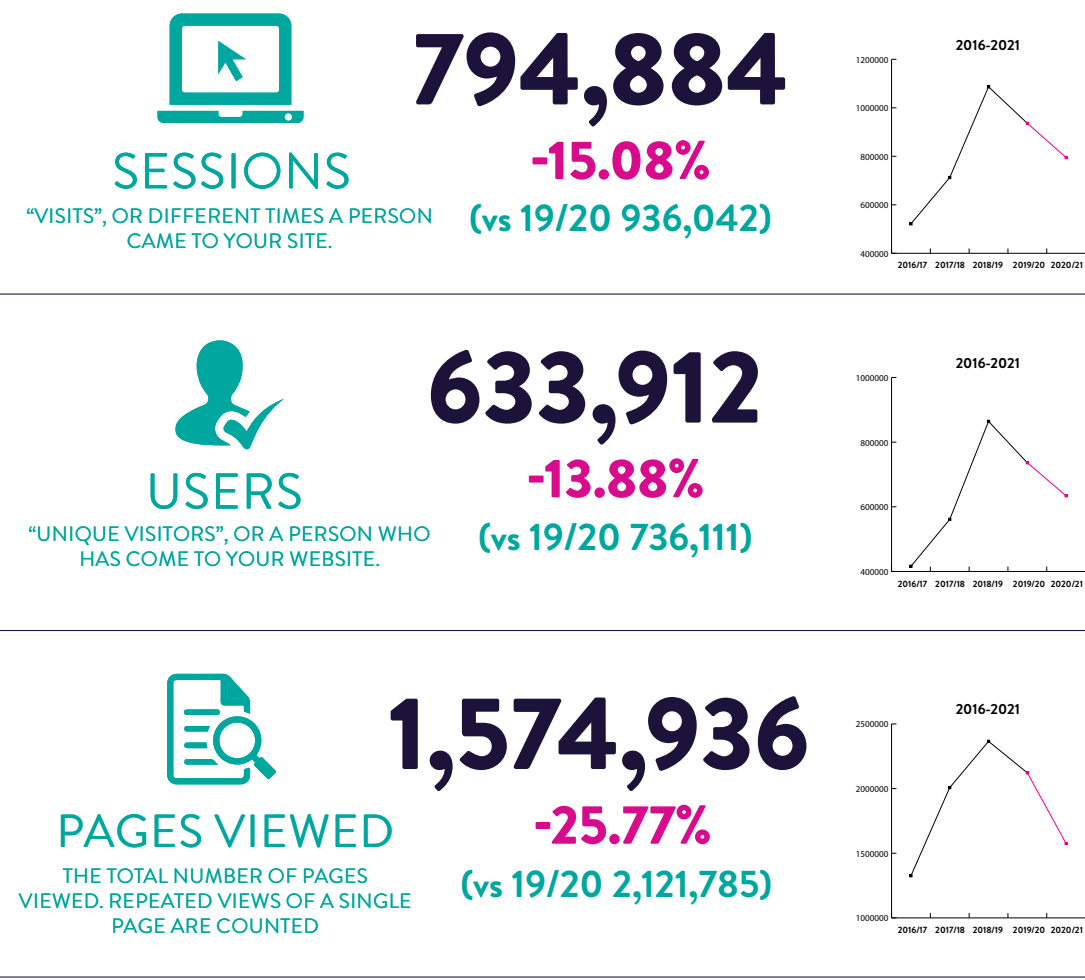
## ► MOST VISITED PAGES (VS 2019/20)

	2019/20	2020/21
/ACCOMMODATION	147,805	159,190
/COOK ISLANDS PREPARING TO REOPEN FOR INTERNATIONAL VISITORS	0	125,556
/COVID-19 TRAVEL ADVISORY	90,407	112,524
/HOME-COOK ISLANDS	33,854	89,346
/HOME-AUSTRALIA	57,727	70,441
/HOME-USA	90,966	68,939
/RARO OPEN TO NZ	0	50,552
/SPECIAL OFFERS	38,265	49,961

## ► QUALITY ASSURANCE (vs 2019/20)

SITEIMPROVE	2019/20	2020/21
QUALITY ASSURANCE	98	98.2
ACCESSIBILITY	96.5	99.8
SEO	83	73.2
DIGITAL CERTAINTY INDEX	92.5	90.4

**Quality Assurance** - Measure of the credibilty and useability of info  
**Accessibility** - Measure of how well our site meets international standards  
**SEO** - The score is a measure of how well we meet  
**Digital Certainty Index** - Measures the quality, credibility and trustworthyness of our website



## ► gopher LEADS

To enhance the direct bookings referral on cookislands.travel

### Clicks Out / Searches

JUNE 1 - JULY 27 2021		
EVENT ACTION	TOTAL EVENTS	DESCRIPTION
Website Link Click	4,918	User clicked the "Official Website" link on the property details view
Deep Link Click (with rates)	2,783	User saw a rate for the property, clicked "BOOK NOW", and was redirected to the property's booking engine for the respective dates
Deep Link Click (w/out rates)	712	User clicked the "VISIT SITE" button (sold out or no rate available) and was redirected to the property's website listing

### Top 3 Filters

- Tag: Rarotonga (681 Total Events)
- Star Rating: 5.0 (502 Total Events)
- Tag: Family Friendly (458 Total Events)

► **45%**

of visitors who land on the Where To Stay page end up linking out to a property's website or booking engine



► TRAFFIC & AQUISITION (VS 2019/20)



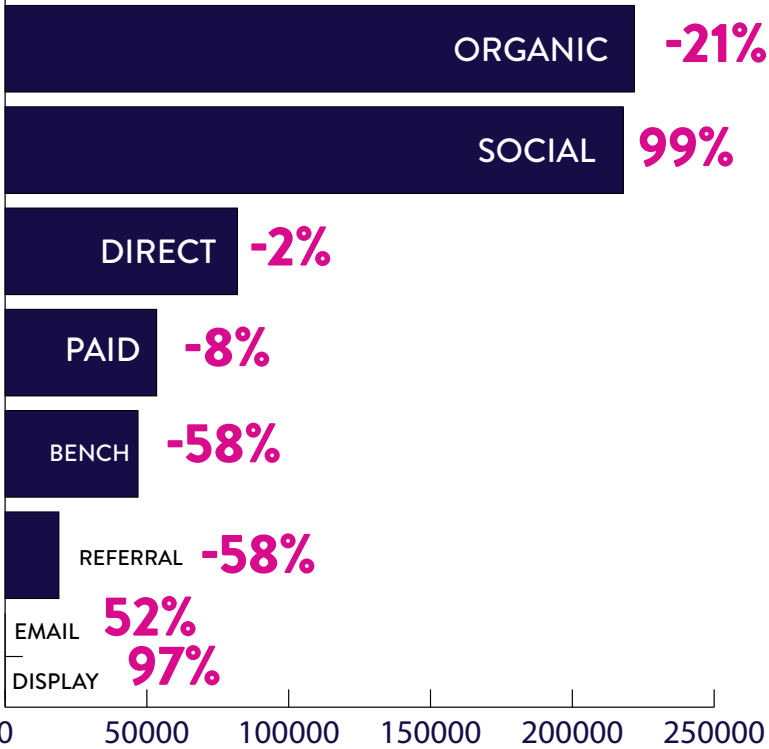
USERS

633,912

-13%

(vs 19/20: 736,111)

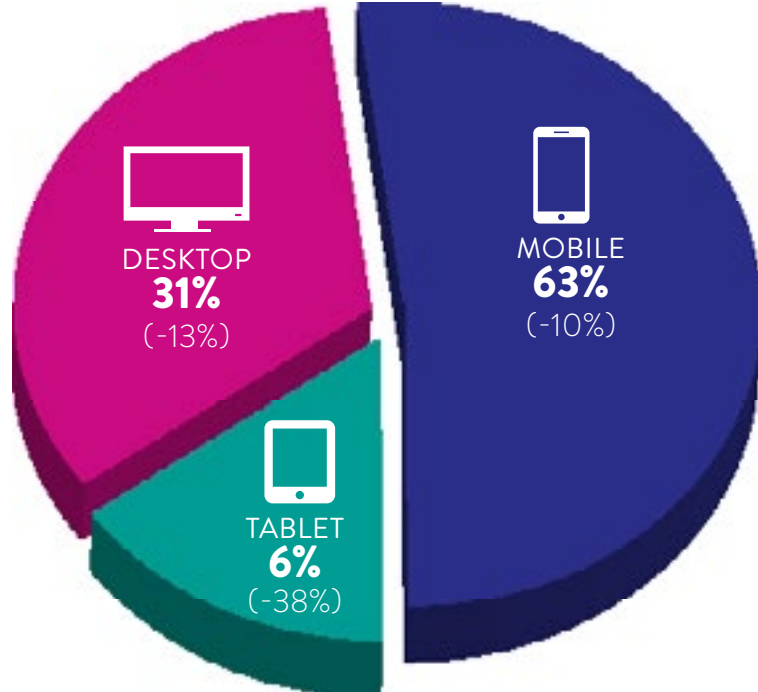
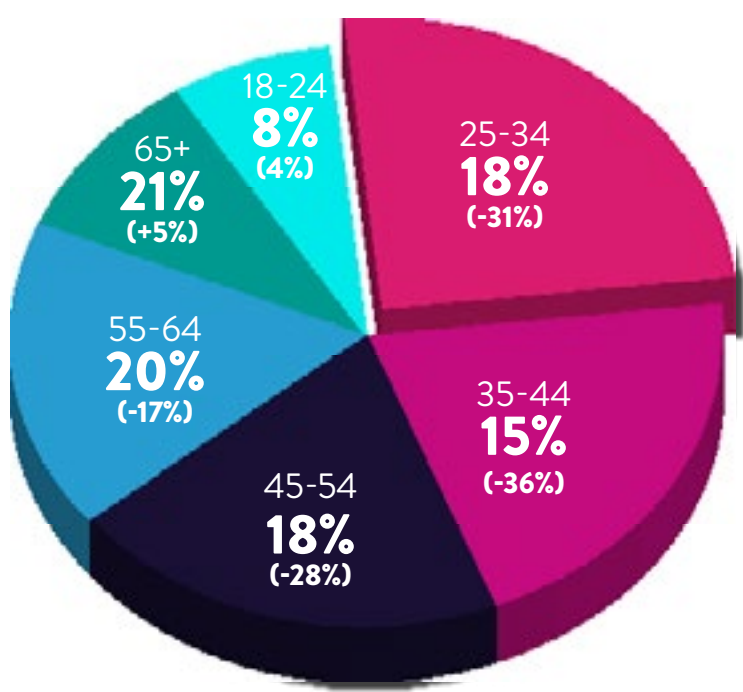
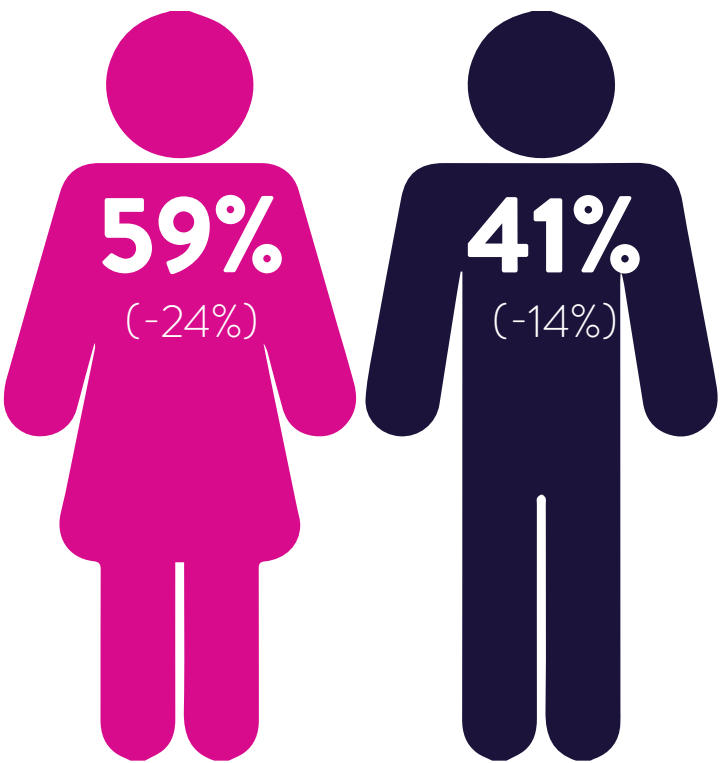
SOCIAL SOURCES	2020/21	% +/-
FACEBOOK	150,777	+24%
PINTEREST	5,799	+94
INSTAGRAM	5,226	+167%
YOUTUBE	588	-47%
LINKEDIN	175	+6%
TWITTER	160	+50%



► NEW USERS BY COUNTRY

	2020/21	2019/20	+/-
NEW ZEALAND	226,851	161,701	+40%
AUSTRALIA	118,907	241,515	-50%
UNITED STATES	109,217	150,702	-27%
CANADA	24,735	51,931	-52%
UNITED KINGDOM	19,274	19,255	+0.1%
GERMANY	9,056	13,653	-33%
ITALY	6,241	7,053	-11%
SWEDEN	3,334	2,913	+14%
ARGENTINA	2,393	4,917	-51%

► VISITORS TO SITE: GENDER, AGE & DEVICES



\*Cook Islands received 12,437 users in 2019/20, -35%

▶ ALWAYS ON: GLOBAL CAMPAIGN

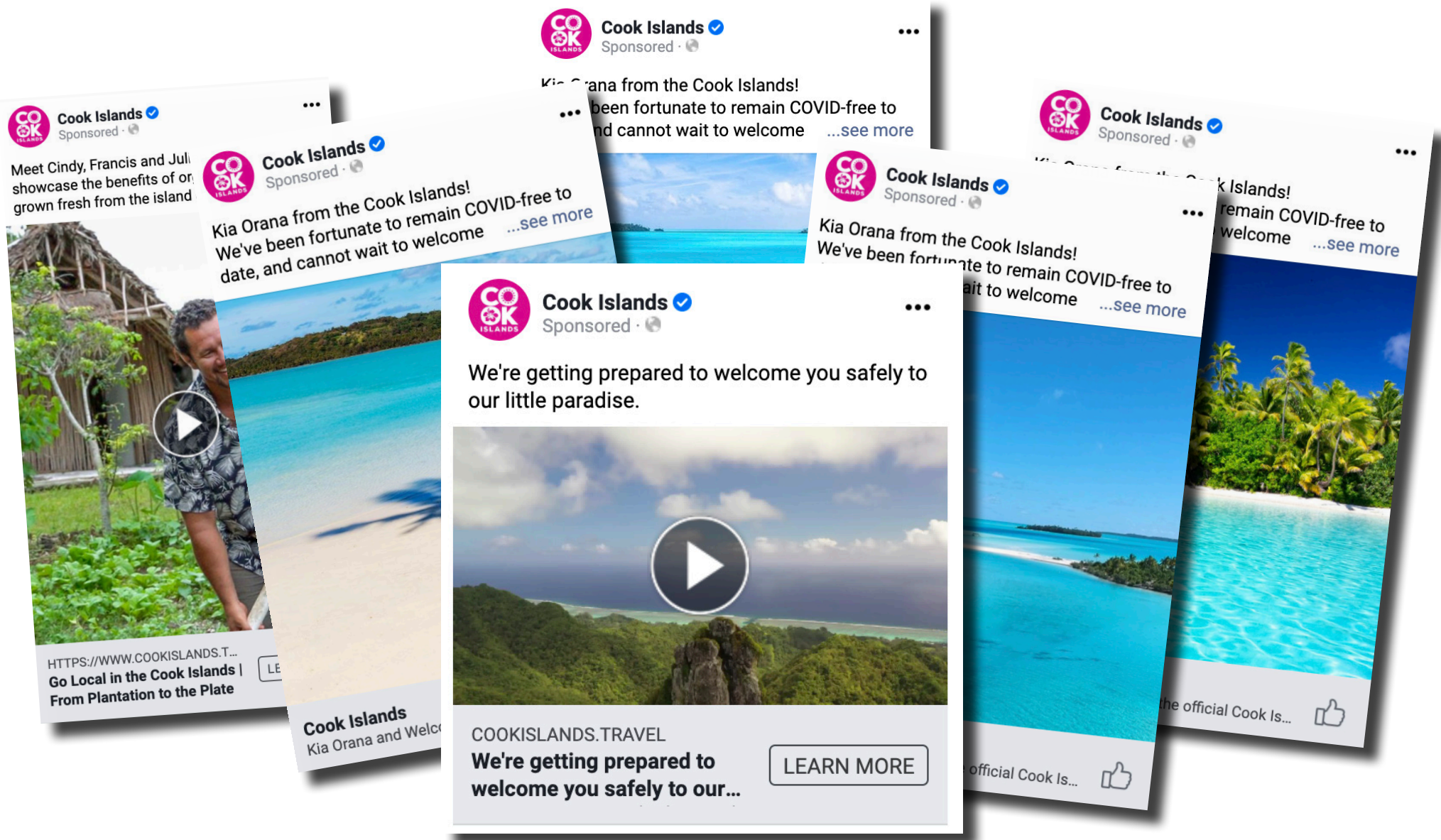
OBJECTIVE

- Remain top of mind with our global audiences throughout COVID

- Maintain numbers and engagement

SUMMARY

8 campaigns run throughout the 20/21 Financial Year with a total spend of \$60,993.30 pushed out to all markets



	CAMPAIGN	TYPE	PURPOSE	AUDIENCE	REACH	COST PER RESULT	SPEND
1	PLANTATION TO PLATE	WEBSITE	LANDING PAGE VIEWS	GLOBAL	13,217	\$0.09	\$80
2	USA: COVID-19 RESPONSE	WEBSITE	LANDING PAGE VIEWS	GLOBAL	808,611	\$0.16	\$5,000
3	ALWAYS ON - COOKISLANDS.TRAVEL	WEBSITE	LANDING PAGE VIEWS	GLOBAL	1,111,031	\$0.09	\$10,835.20
4	ALWAYS ON - GLOBAL AWARENESS	AWARENESS	PAGE LIKES	GLOBAL	692,714	\$0.55	\$10,000
5	GLOBAL AWARENESS (JUNE PUSH)	AWARENESS	PAGE LIKES	GLOBAL	547,459	\$0.72	\$10,000
6	GLOBAL AWARENESS (SEPTEMBER PUSH)	AWARENESS	PAGE LIKES	GLOBAL	120,920	\$0.22	\$910.09
7	GLOBAL AWARENESS (2ND QUARTER PUSH)	AWARENESS	PAGE LIKES	GLOBAL	1,616,213	\$0.35	\$21,168.01
8	BRAND AWARENESS	AWARENESS	PAGE LIKES	GLOBAL	2,082,331	\$0.02	\$3,000



# HO SUMMARY SOCIAL MEDIA



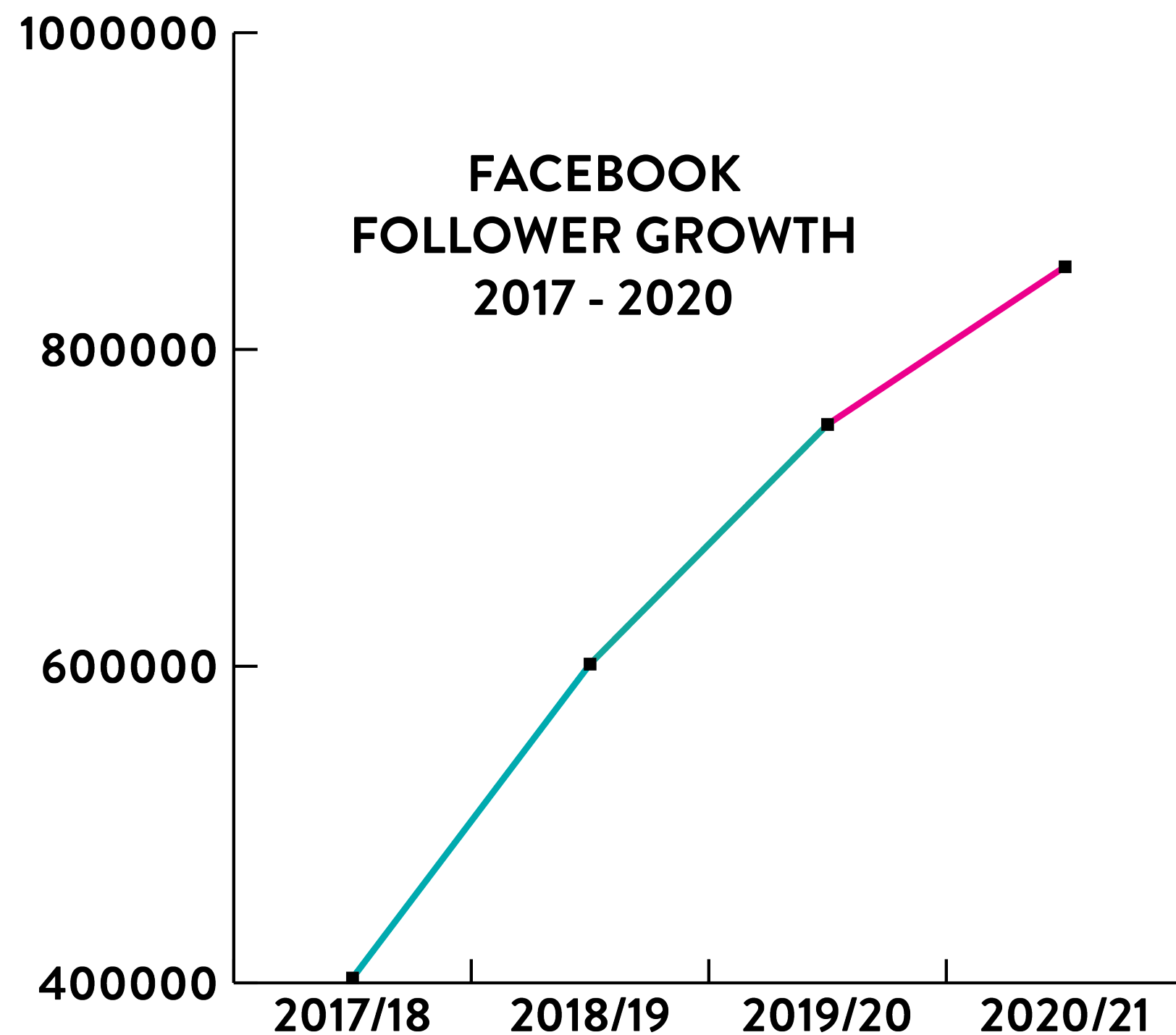
**852,298** (+99,645)  
FACEBOOK LIKES  
VS 752,653 (2020/21)



20/21 GOAL OF  
**850K LIKES** REACHED!

## PLATFORM METRICS 2020/21

Engagements	Impressions	Reach	Reactions
828,508 vs. 803,476 (2019/20)	58,407,283 vs. 70,087,966 (2019/20)	47,569,695 vs. 54,488,887 (2019/20)	715,925 vs. 655,360 (2019/20)

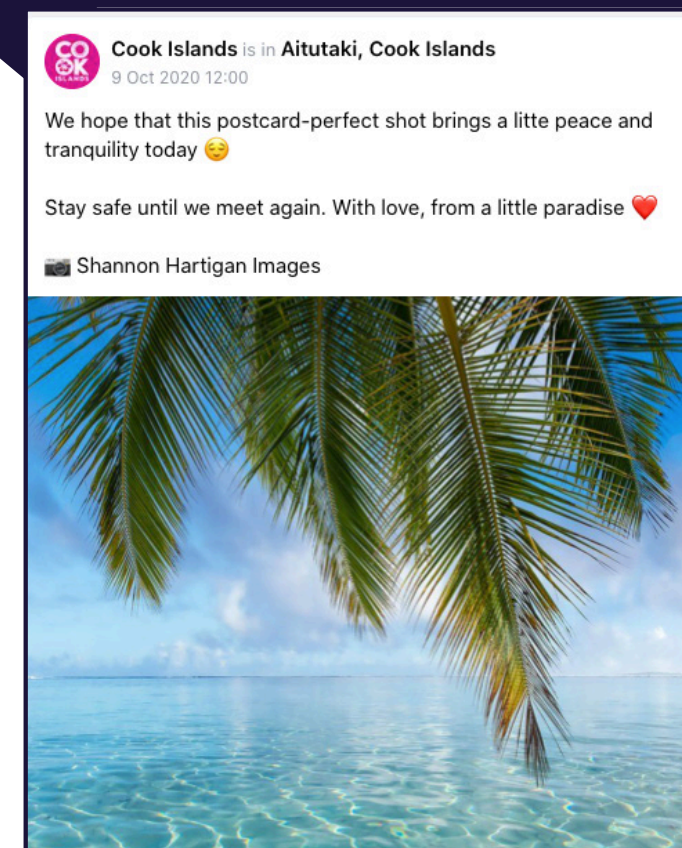


### WHERE ARE OUR FOLLOWERS FROM?

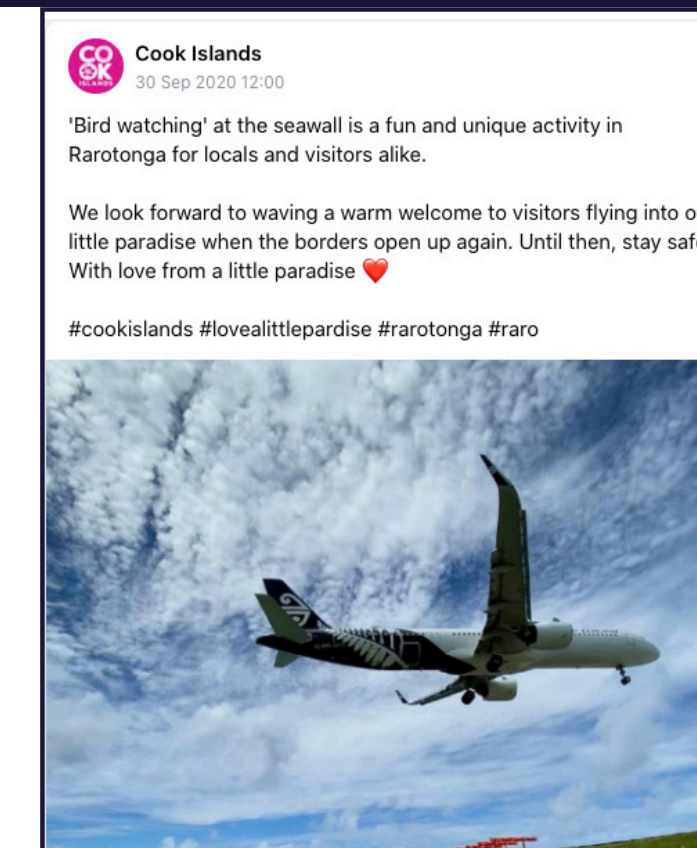
COUNTRY	FANS
United States	219,393
Australia	116,612
New Zealand	105,081
Italy	63,009
United Kingdom	58,540
Argentina	58,524
Canada	25,561
Spain	23,910
Germany	19,312
Portugal	13,346

NOTE: WE HAVE 3,008 COOK ISLANDS FOLLOWERS,  
COUNTED UNDER NZ

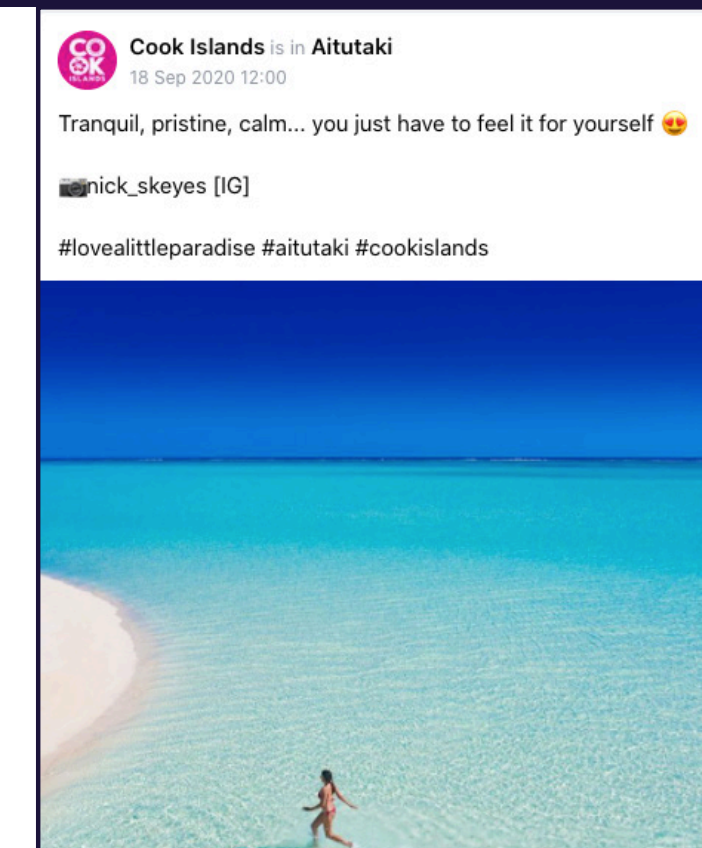
### TOP POSTS FOR 2020/21



**REACH:** 319,016  
**ENG.:** 20,267  
**ENG. RATE:** 6.35%  
**DATE:** OCT 9, 2020  
@shannon hartigan images



**REACH:** 201,894  
**ENG.:** 14,660  
**ENG. RATE:** 7.26%  
**DATE:** SEP 30, 2020

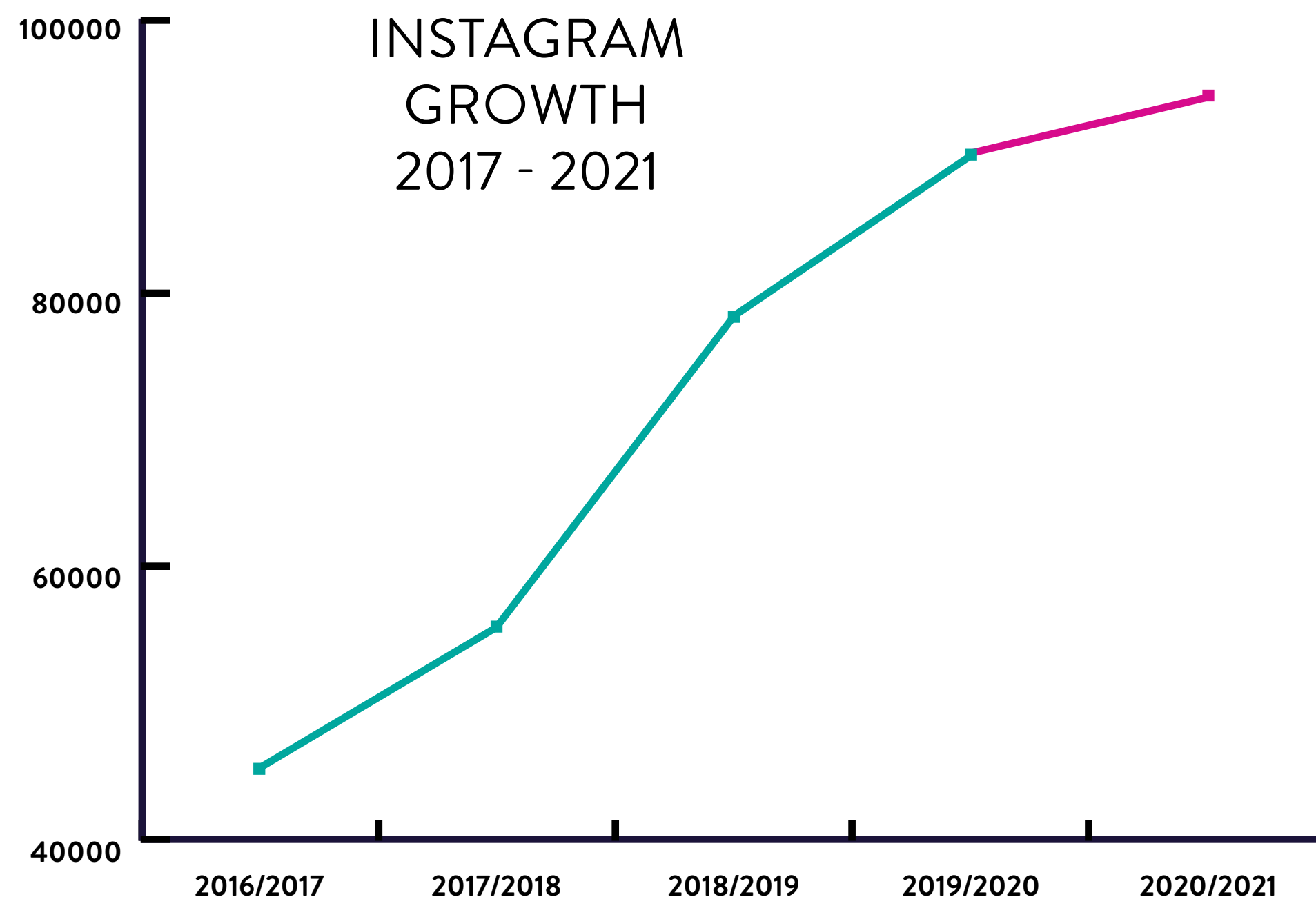


**REACH:** 193,480  
**ENG.:** 11,723  
**ENG. RATE:** 6.06%  
**DATE:** SEP 18, 2021  
@nick\_skeyes [IG]

## FOLLOWER GROWTH



**94,377 (+4,317)**  
**FOLLOWERS**  
**VS 90,063 (2019/20)**

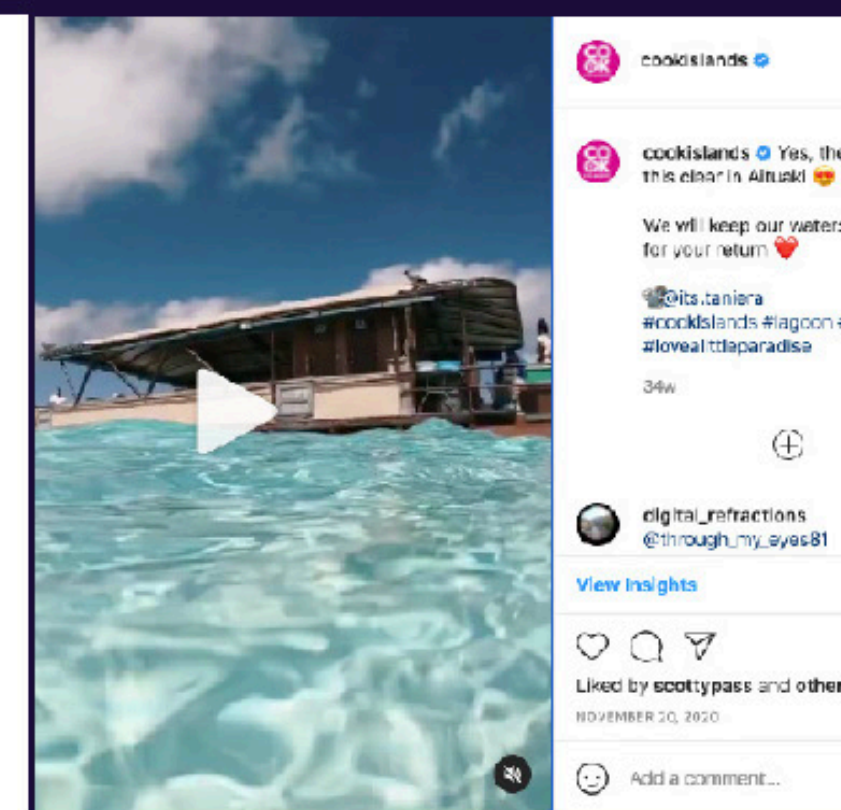


## PLATFORM METRICS 2020/21

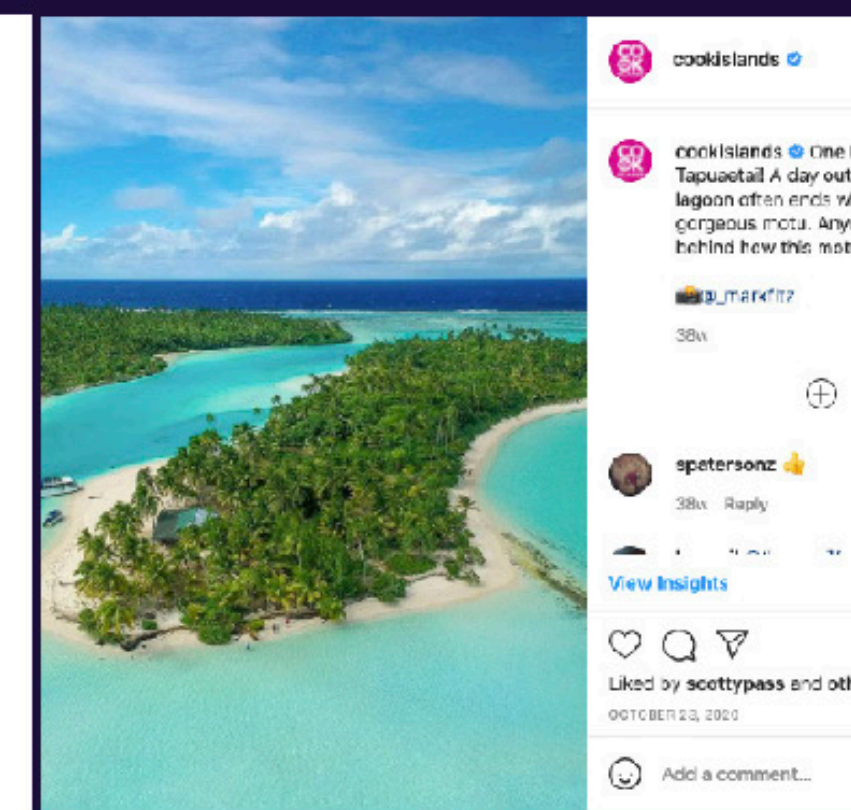
Impressions	Reach	Likes	Comments	Saves	Engagement Rate
10,177,398 vs. 26,569,382 (2019/20)	8,321,216 vs. 19,675,387 (2019/20)	272,468 vs. 398,177 (2019/20)	5,155 vs. 6,837 (2019/20)	6,336 vs. 10,733 (2019/20)	8.65% vs. 6.84% (2019/20)

\*\*December 2020 to March 2021 - Instagram account was locked. Unable to post during these months.

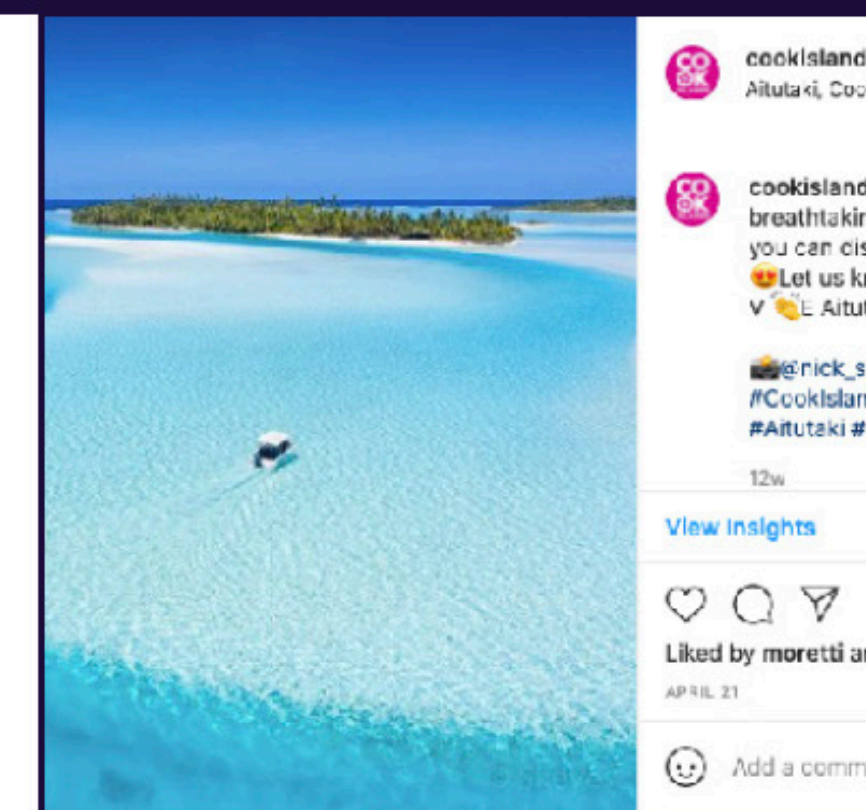
## TOP POSTS FOR 2020/21



**REACH: 53,500**  
**LIKES: 5,431**  
**ENG. RATE: 11.08%**  
**DATE: NOV 20, 2020**  
**@its.taniera [IG]**



**REACH: 43,252**  
**LIKES: 4,041**  
**ENG. RATE: 9.86%**  
**DATE: OCT 23, 2020**  
**@\_markftz [IG]**



**REACH: 40,836**  
**LIKES: 4,295**  
**ENG. RATE: 11.19%**  
**DATE: APR 21, 2021**  
**@nick\_skeyes [IG]**



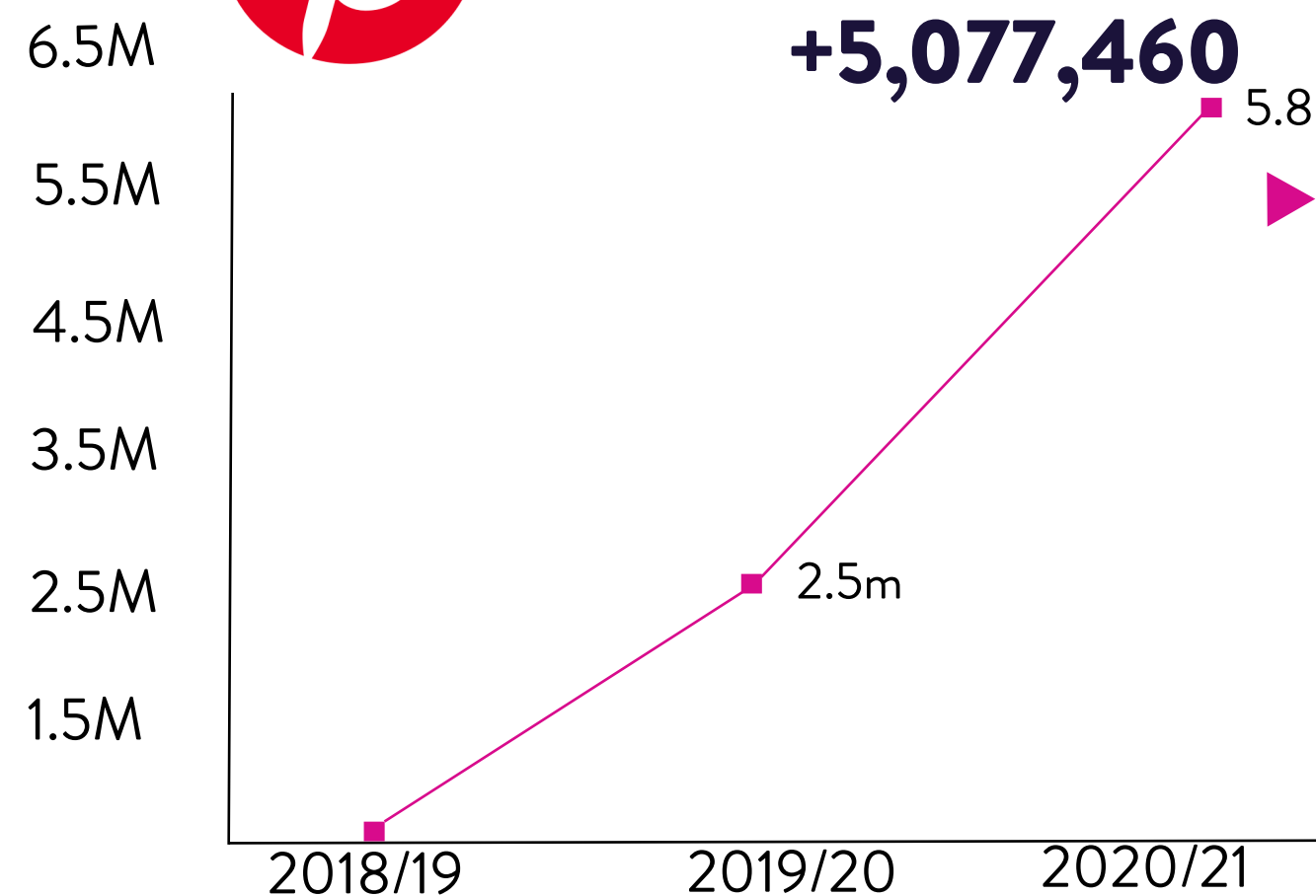
# HO SUMMARY SOCIAL MEDIA



## PINTEREST

**5.8M IMPRESSIONS**

**+5,077,460**



### ▶ PLATFORM HIGHLIGHTS

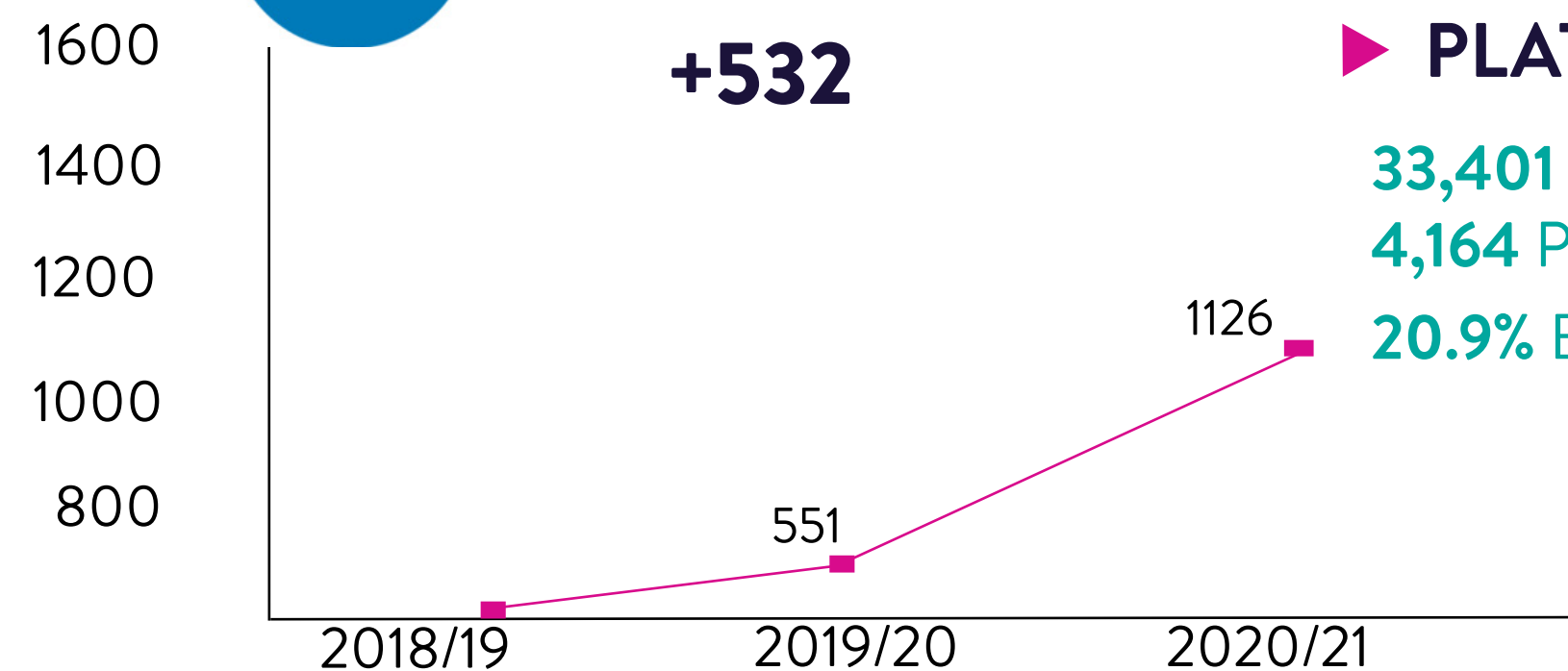
**3,590,000** TOTAL AUDIENCE  
**230,332** PINS  
**26,332** SAVES



## LINKEDIN

**1126 FOLLOWERS**

**+532**



### ▶ PLATFORM HIGHLIGHTS

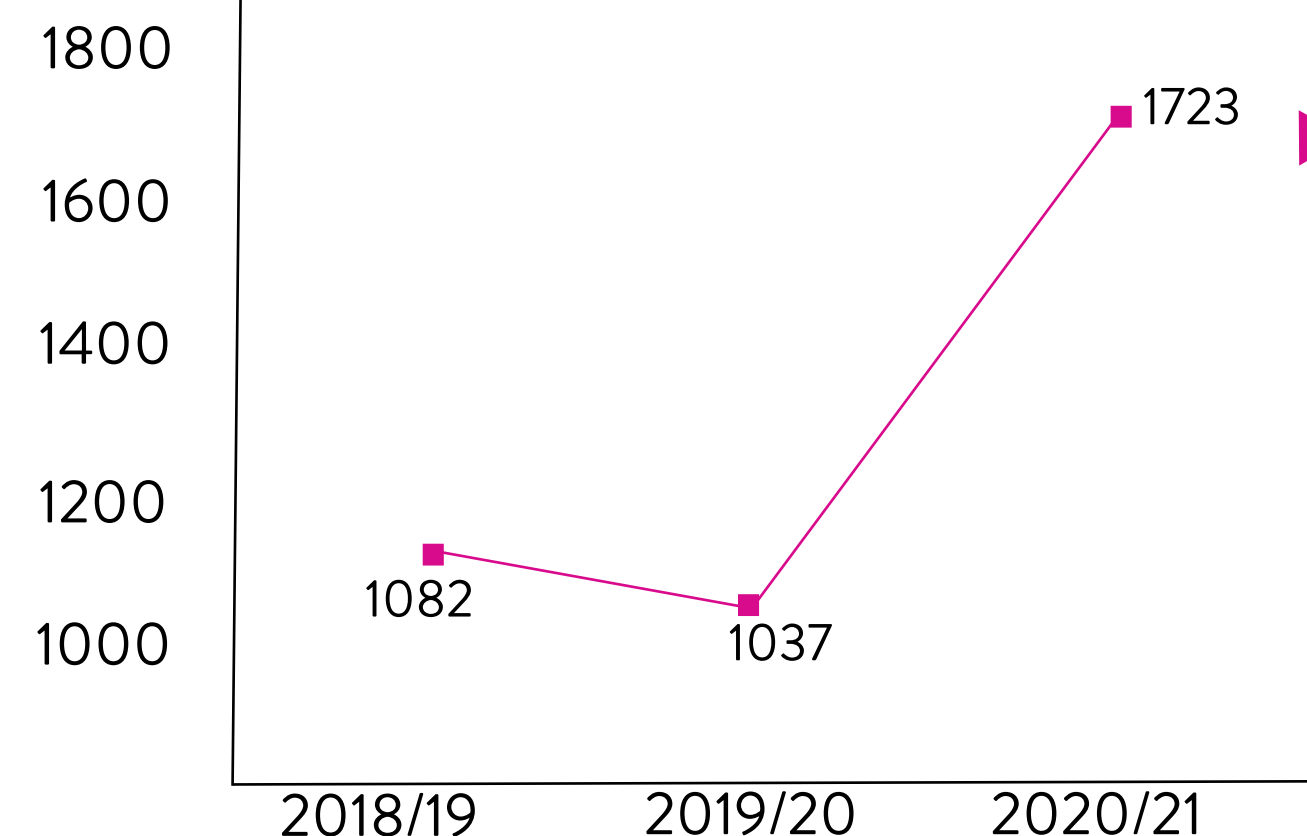
**33,401** IMPRESSIONS  
**4,164** PAGE VIEWS  
**20.9%** ENGAGEMENT RATE



## LIVECHAT

**1,723 CHATS**

**+686**



### ▶ PLATFORM HIGHLIGHTS

**1,723** TOTAL CHATS  
**274** CHATS BY AGENT  
**1449** CHATS BY CUSTOMER



# Campaign Monitor

### ▶ ELECTRONIC DIRECT MAIL **140 STANDALONE EDMS SENT**

\*includes QFT, BET, COVID Edms

### ▶ SUBSCRIBERS LIST **72,840 RECIPIENTS**

### ▶ EMAILS SENT **260,568 RECIPIENTS**

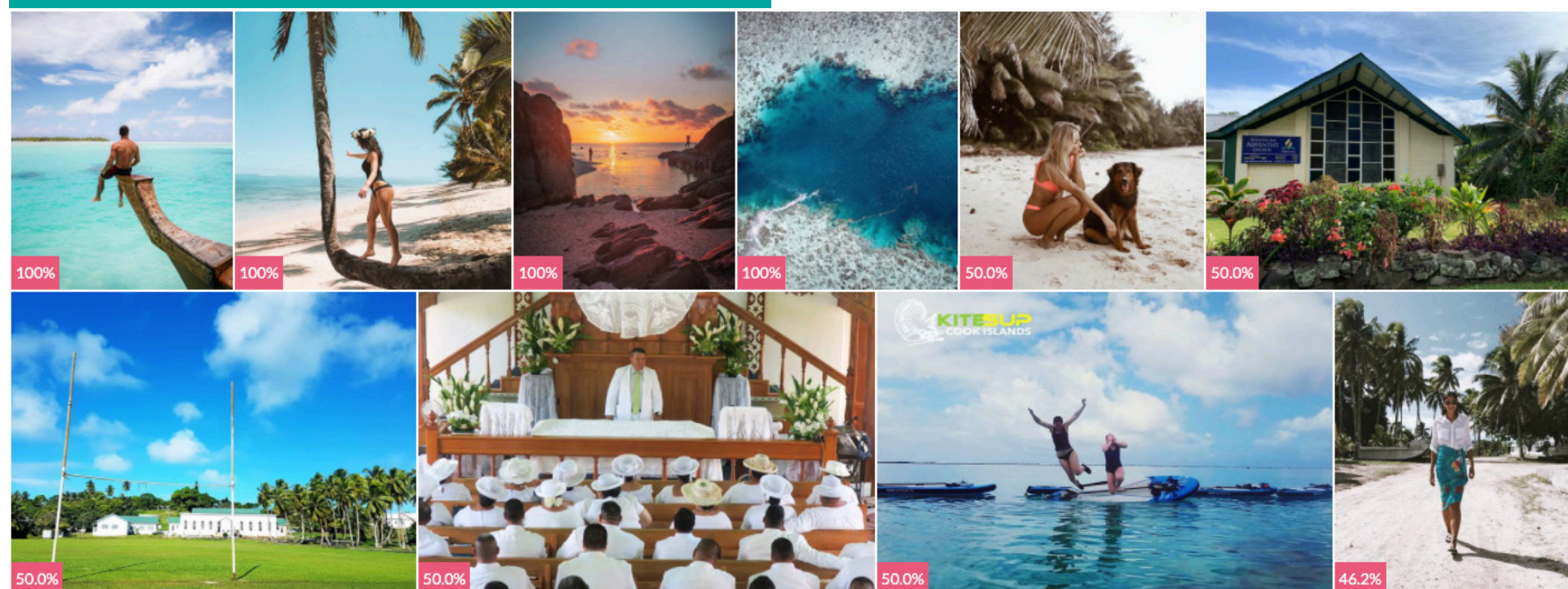




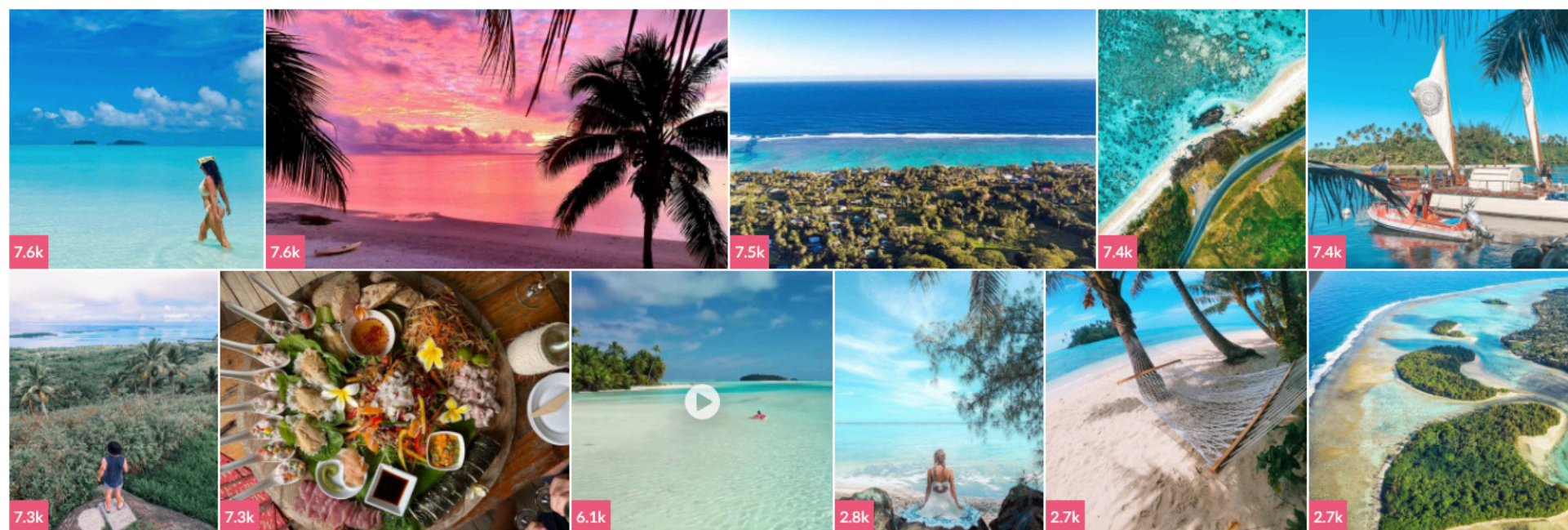
# HO SUMMARY USER GENERATED CONTENT



## MOST ENGAGED ASSETS



## MOST VIEWED ASSETS



↑ **44** **GALLERIES**  
2515 ASSETS ON  
COOKISLANDS.TRAVEL  
VS 39 (2019/20)

↓ **176K** **VIEWS**  
VS 316K (2019/20)

↓ **111K** **INTERACTIONS  
WITH GALLERIES**  
VS 129K (2019/20)

↑ **63%** **ENGAGEMENT RATE**  
The number of interactions  
divided by the number of views.  
VS 41% (2019/20)

↑ **508+**    
VS 330+ (2019/20)  
RIGHTS APPROVED ASSETS  
FOR USE ACROSS DIGITAL  
MARKETING CHANNELS

# CROWDRIFF MEDIA HUB

\*Media Hub launched 5th January 2020, previously used a David Kirkland Image Library.

## TOP IMAGES DOWNLOADED



**2,713**  
**DOWNLOADS**

**744**  
**IMAGES**

**236**  
**REGISTERED USERS**  
TRADE & MEDIA  
PARTNERS

# Cook Islands NEWS

## CI NEWS DESTINATION ARTICLES

### Rangokere – a time to share, be grateful and appreciate Mauke

Saturday 9 January 2021 | Written by [Melina Etches](#) | Published in [Features, Weekend](#)

Share [Twitter](#) [Facebook](#) [Email](#) [LinkedIn](#)

The Christmas and New Year Day festive season in Mauke is about “rangokere” – the gifting of baskets of food, the picnics, the joyful songs and dances and the hosting of specially prepared feasts in homes – teretere or roni.

In Mauke, there are no Christmas trees or presents, instead the people come together to celebrate and share the spirit of the season.

They turn to “rangokere” – the gifting of baskets of food, the picnics, the joyful songs and dances and the hosting of specially prepared feasts in homes. These traditional festivities are also known as teretere.



Walking from home to home singing for the Maui teretere January 1st 2021. Photos: Daniel Fisher/21010817.

### The best things in life are often right under our noses

Saturday 28 November 2020 | Written by [Katrina Lintonbon](#) | Published in [Features, Weekend](#)

Share [Twitter](#) [Facebook](#) [Email](#) [LinkedIn](#)

The internet has brought the world closer together. If you want to see the Eiffel Tower in Paris or the Statue of Liberty in New York, Google will show you the way in a matter of seconds. However, nothing compares to going to a place for the very first time and feeling, smelling, hearing and tasting everything around you as Katrina Tanirau found out in Nga Pu Toru (Atiu, Mitiaro and Mauke) and Mangaia.



George Matariki aka Birdman George is a flora and fauna expert. (PHOTO: KATRINA TANIRAU) 2012771

### Heaven on earth: Six days of pure bliss in the Pa Enua

Saturday 5 December 2020 | Written by [Katrina Lintonbon](#) | Published in [Features, Weekend](#)

Share [Twitter](#) [Facebook](#) [Email](#) [LinkedIn](#)

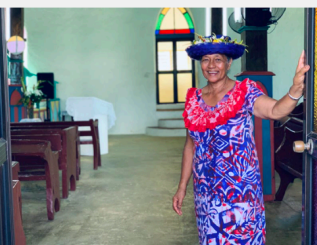
For those wanting to satisfy a travel itch during these unprecedented Covid-19 times, it could be a good idea to look a little closer to home. In this second of a two-part series, Katrina Tanirau explores the islands of Mauke and Mangaia.

There is definitely something in what people say about the way your spirit aligns with certain places.

Almost like an unexplainable feeling of belonging and connection.

Coming straight from beautiful Mitiaro and a jam-packed itinerary, it was a welcome relief to touch down in Mauke/Akatokamanava, while it was still showing so we could cool down.

Wanting to move our legs and stretch a bit, after a short stroll from the Airport we arrived at our accommodation – Rii's Place.



Noaopii Teao welcomes our group at the Divided Church in Mauke. 20120401

### The queen of happiness

Saturday 28 November 2020 | Written by [Losirene Lacanivalu](#) | Published in [Features, Weekend](#)

Share [Twitter](#) [Facebook](#) [Email](#) [LinkedIn](#)

At 92, Te Maau O Te Rangī Teikamata Ariki Mii O'Bryan is the oldest and one of the longest reigning royals in the Cook Islands. Mama Mii hesitantly accepted the title in 1985 but has grown into the role, doing her best for the people. Losirene Lacanivalu met the island's queen on her first-ever visit to Mitiaro.



Te Maau O Te Rangī Teikamata Ariki Mii O'Bryan at her home in Mitiaro. Photo taken by: LOSIRENE LACANIVALU 2012772

Te Maau O Te Rangī Teikamata Ariki Mii holds memories of her loved ones and the moment spent with them close to her heart.

This is evident from the photographs hanging on the walls of her Mitiaro home.

There are pictures of her families, visits to other islands and wedding chronicling her childhood in Mitiaro and years of travel around the Cook Islands.

Mama Mii or Auntie Mii, as she is lovingly known on the island, also has a special notebook where she notes very important dates and events.

One of her important meetings last week was a visit from the Cook Islands Tourism and Cook Islands News team who were on the island to explore and experience its offerings.

The trip also included meeting and interviewing well-known personalities on the island. Mama Mii starts her story, recalling all the wonderful and beautiful days she spent on the island as

## Mauke

5 ARTICLES

## Atiu

1 ARTICLE

## Mitiaro

3 ARTICLES

## Southern Group

2 ARTICLES

## Northern Group

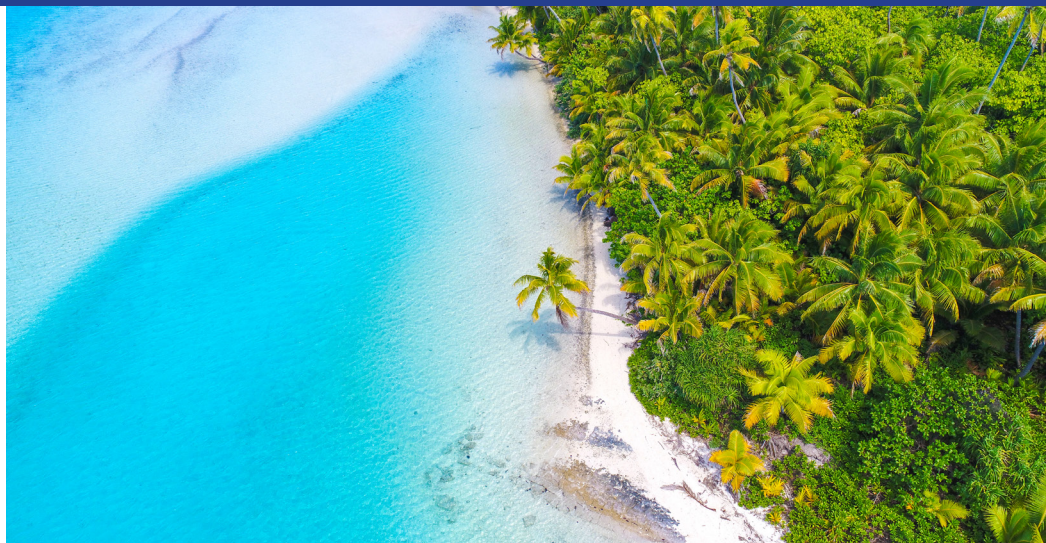
3 ARTICLES

## INFLUENCER PARTNERSHIP (DOMESTIC)



## CHARLOTTE PIHO

20 IMAGES



## ALISHA STREET

20 IMAGES

### TOP 3 LOCATIONS

NEW ZEALAND 492

UNITED STATES 278

AUSTRALIA 269



### TOPICS

“NZ/CI Travel bubble”  
“Pasifika Airline”

“Cook Islands - COVID Free”  
“NZ/CI Travel bubble”

“NZ/CI Bubble - hopes to include Australia”

### TOP SOURCES

NEWS 1.16K  
VS 1.05K (2019/20)

BLOGS 440  
VS 150 (2019/20)

TWITTER 254  
VS 98 (2019/20)

FACEBOOK 132  
VS 28 (2019/20)

## TOP PERFORMING ARTICLES BY REACH

\*information obtained through Meltwater

### 1. “Reminiscing about Manihiki, the Islands of Pearls”

18.9K REACH

### Reminiscing about Manihiki, the Islands of Pearls

Saturday 17 April 2021 | Written by [Emmanuel Samoglou](#) | Published in [Features](#)

Share [Twitter](#) [Facebook](#) [Email](#) [LinkedIn](#)

Those who've had a chance to visit Manihiki begin dreaming about returning as soon as they leave. But for Manihikians who leave their island home for opportunities abroad, returning is sometimes an obligation.

Trainee Samson was undeterred by the devastating cyclone that wiped out his village of Tukao in Manihiki.

Shortly after Cyclone Martin – a catastrophic storm that killed 19 people in 1997 and flattened much of the island with waves higher than



A kaa used for farming Manihiki's famous black pearls. (PHOTO: COOK ISLANDS TOURISM) 21041618

### 2. “Pukapuka - a place filled with hidden treasures”

15.7K REACH

### Pukapuka – a place filled with hidden treasures

Saturday 19 December 2020 | Written by [Emmanuel Samoglou](#) | Published in [Features, Weekend](#)

Share [Twitter](#) [Facebook](#) [Email](#) [LinkedIn](#)

During a trip to the Northern Cook Islands, Cook Islands News journalist Emmanuel Samoglou saw places of incredible beauty but facing isolation, a lack of resources, and economic hardship. Yet at the same time, residents enjoy a freedom that comes from choosing to live life on modest terms. In this first part of a two-part series, he writes about the island of Pukapuka.



### 3. “You try and fit your life into a paragraph”

15.7K REACH

### ‘You try and fit your life into a paragraph’

Saturday 2 January 2021 | Written by [Supplied](#) | Published in [Features, Weekend](#)

Share [Twitter](#) [Facebook](#) [Email](#) [LinkedIn](#)

When former Cook Islands News editor Jonathan Milne and his family visit Atiu Villas, the story-telling rambles late into the night, and beyond.

Dinner in the airy 'are is finished. Ika mata, chicken, a distinct Atiu take on rukau, green salads, papaya with coconut and bananas and more.

But still Roger Malcolm sits there at the table, a glass of wine by his hand as he peers seriously through his glasses. The 75-year-old is discussing rocket propulsion, modes of crossing the English Channel, and the origins of the first vaccines with our oldest son, 10-year-old Monty, as the younger boys play nearby in the dark, amid the luxuriant bushes and flowers.



An aerial shot of Atiu Villas. 20123107



# HO SUMMARY PA ENUA

- Objective:** - Economic stimulus support for Pa Enua businesses  
- Develop new commercial products & experiences  
- Content generation to support

## SOUTHERN GROUP

ECONOMIC INJECTION: \$478,000

TOTAL PAX: 240

TOTAL DEPARTURES: 20

### ► South Content:

Sandee / Vainepoto

- Images of Tours

Daniel / Nadia

- Imagery Still & Moving
- Blogs
- Website Updates

Nicholle / Louisa

- 360 Images
- General Images

Lydia Nga

- Audit Experience
- Product Review

Noeline / Christian / Teremoana

- Audit Experience
- Product Review

**DOMESTIC TRAVEL PROGRAMME TO SUPPORT PA ENUA**  
Cook Islands Tourism Corporation announce the first Pa Enua COVID19 tourism stimulus programme in partnership with Island Hopper Vacations and Air Rarotonga.

**SOUTHERN GROUP PACKAGE**  
6 NIGHTS - 4 ISLANDS  
MANGAIA | MAUKE | MITIARO | ATIU  
NORMAL PRICE: \$2,600  
SPECIAL LOCAL PRICE: \$1,199  
FIXED DEPARTURE DATES:  
• 07 November 2020  
• 21 November 2020  
• 05 December 2020  
• 12 December 2020  
LIMITED SEATS AVAILABLE

**NORTHERN GROUP PACKAGE**  
4 NIGHTS - 3 ISLANDS  
PUKAPUKA | MANIHIKI | PENRHYN  
NORMAL PRICE: \$11,000  
SPECIAL LOCAL PRICE: \$4,499  
FIXED DEPARTURE DATES:  
• 16 November 2020  
• 23 November 2020  
• 14 December 2020  
LIMITED SEATS AVAILABLE

# DOMESTIC GROUP TRAVEL PROGRAM

Co. Op with Turama Pacific



## NORTHERN GROUP

ECONOMIC INJECTION: \$707,000

TOTAL PAX: 72

TOTAL DEPARTURES: 12

### ► North Content:

Daniel / Emmanuel

- Images for Print, Image Library and Social
- 2min Experience Videos
- Blog
- Website Island Updates

Tayla / Noeline

- Images for Print, Image Library and Social
- 20 secs Experience Videos
- Website Island Updates

Vainepoto / Sandee

- Updated Imagery
- Audit Experience
- Website Island Updates

Christian /vv Niroa

- Audit Experience

**3 ISLAND - NORTHERN GROUP TRAILBLAZERS PACKAGE**  
Pukapuka | Manihiki | Penrhyn

**TRAVEL ITINERARY:**  
DAY 1: Rarotonga / Pukapuka  
• Depart Rarotonga for Pukapuka on a Private Jet - 7 seater Citation  
• Boat transfer from Motu Ko (where airport is) to Wale (main settlement)  
• 1 night in a simple Guesthouse  
• Meet the locals and learn of their way of life as you explore Wale on the back of a truck.

DAY 2 & 3: Manihiki  
• Depart Pukapuka by private jet for Manihiki  
• Boat transfer from Tukao (where the airport is) to Tahuhuru (where you will be staying)  
• 2 nights at Manihiki Villas (Tahuhuru), Same Place (Tukao) or Guesthouse  
• Enjoy a tour of Tahuhuru. If the weather permits a boat trip to a Pearl farm (Korau) may be possible - includes BBQ lunch. Other activities may include fishing, coconut crab hunting, night crayfish hunting, snorkelling, and diving.

DAY 4: Manihiki / Penrhyn  
• Depart Manihiki by private jet for Penrhyn  
• Transfer or walk to accommodation approx. 200 meters away  
• 1 night in a simple Guesthouse

DAY 5: Depart Penrhyn for Rarotonga  
• Visit to the remains of a crashed WWII B24 Liberator bomber called 'Go Gettin' Gals'. See the feeding of the sharks or swim with them if you wish - Penrhyn is home to 16 different species of sharks. Weather permitting a visit to Te Taurus where 40% of the population reside may be possible.

**PACKAGE INCLUDES:**  
Return Airfares by Private Jet  
Airport / Boat Transfers  
Accommodation on each island  
Tours & Activities on each island  
All meals including snacks  
Bottled water  
Tour Manager & Guide

**FIXED DEPARTURE DATES:**  
(Departure from Rarotonga)  
• 25 January 2021  
• 08 February 2021  
• 01 March 2021  
• 22 March 2021

**COVID SPECIAL:**  
\$4,599 per person  
\*Terms & Conditions Apply

**COOK ISLANDS**  
Love a Little PARADISE  
COOK ISLANDS . TRAVEL

**Air Rarotonga**  
22576 or 55571  
travel@islandhopper.co.ck

**ISLAND HOPPER VACATIONS**  
+682 22576 or 55571  
travel@islandhopper.co.ck

# CONTENT GENERATION

Individual Islands



**MANGAIA**

<b>60</b>	<b>50 GB</b>	<b>3</b>	<b>1</b>
HIGH RES IMAGES	VIDEO FOOTAGE	BROCHURES	BLOG



**MAUKE**

<b>216</b>	<b>6 GB</b>	<b>2</b>	<b>5</b>	<b>1</b>
HIGH RES IMAGES	VIDEO FOOTAGE	BROCHURES	PR STORIES	BLOG



**MITIARO**

<b>75</b>	<b>80 GB</b>	<b>2</b>	<b>3</b>
HIGH RES IMAGES	VIDEO FOOTAGE	BROCHURES	PR STORIES



**ATIU**

<b>294</b>	<b>1</b>	<b>2</b>	<b>1</b>
HIGH RES IMAGES	PR STORY	BROCHURES	BLOG

## CONTENT

### MANGAIA - Noeline / Niroa

- ▶ Product Updates
- ▶ Images
- ▶ Blog Post
- ▶ Website Updates
- ▶ Island + Product Brochures
- ▶ Travel Report

### MAUKE - Vainepoto / Daniel / Louisa

- ▶ Product Updates
- ▶ Website Updates
- ▶ Blog Post
- ▶ Video
- ▶ CI News Destination Stories
- ▶ Travel Trade Itineraries
- ▶ Images
- ▶ CI News Destination Stories

### MITIARO - Nicholle / Tayla / Losireni Lacanivalu (CI News)

- ▶ Product Updates
- ▶ Website Updates
- ▶ Blog Post
- ▶ Video
- ▶ Images
- ▶ CI News Destination Stories

### ATIU - Vainepoto / Daniel / Jonathan Milne (CI News)

- ▶ Blog Post
- ▶ Website Updates
- ▶ Images
- ▶ Trifold Brochure

### NGA PU TORU - Noeline / Sieni (Exploratory Trip)

- ▶ Customer Experience
- ▶ Industry Feedback
- ▶ Product Review



HO SUMMARY  
CONTENT GEN ASSETS REGISTRY

KEY

Completed ✓

More assets required ✓

NORTHERN & SOUTHERN GROUP: DIGITAL ASSETS

	COLLATERAL	WEBSITE			STILL IMAGES							MOVING FOOTAGE			DRONE	
	IS. BROCHURES	IS. PAGE UPDATES	NEWS & PR	BLOGS	360s	SCENIC	LAND ACT.	WATER ACT.	PEOPLE & CULTURE	F&B	ACCOMM.	TOP TIER	B-ROLL	IS. DESTINATION VIDEOS	STILL	MOVING
ATIU	✓	✓	✓	✓		✓	✓		✓	✓	✓		✓			
MANGAIA	✓	✓	✓	✓		✓	✓			✓	✓		✓			
MITIARO	✓	✓	✓	✓		✓	✓			✓	✓	✓	✓	✓	✓	✓
MAUKE	✓	✓	✓	✓		✓	✓		✓	✓	✓					
PUKAPUKA	✓	✓	✓	✓	✓	✓			✓		✓	✓	✓	✓	✓	✓
MANIHIKI	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓	✓	✓
TONGAREVA	✓	✓	✓	✓	✓	✓			✓		✓	✓	✓	✓	✓	✓





# HO SUMMARY STAFF DEVELOPMENT

## 10+ OPPORTUNITIES PROVIDED

- SOCIAL MEDIA MARKETING WORLD
- VIRTUAL CONFERENCE
- CAPA AVIATION VIRTUAL WORKSHOP



**KARLA EGGELTON**

GLOBAL DIRECTOR OF SALES AND MARKETING

- ✓ QFT
- ✓ BET
- ✓ BSG
- ✓ COMMS MANAGER



**NOELINE MATEARIKI**

MARKETING MANAGER

- ✓ COVID WEBSITE
- ✓ COMMS LEAD
- ✓ NORTHERN & SOUTHERN GROUP FAMIL
- ✓ PA ENUA TRAVEL DEVELOPMENT



**DANIEL FISHER**

DIGITAL MARKETING EXECUTIVE

- ✓ CONTENT GENERATION
- ✓ COMMS LEAD
- ✓ QFT
- ✓ NORTHERN & SOUTHERN GROUP FAMIL
- ✓ FIRST AID



**TINA KAE**

DIGITAL MARKETING COORDINATOR

- ✓ CONTENT GENERATION
- ✓ CREATIVE DESIGN
- ✓ DRONE INTRODUCTION
- ✓ AGENCY COMMS



**TAYLA BEDDOES**

DIGITAL MARKETING COORDINATOR

- ✓ CONTENT GENERATION
- ✓ OPEN WATER CERTIFICATION
- ✓ NORTHERN GROUP FAMIL
- ✓ COMMS LEAD
- ✓ AGENCY COMMS



**NICHOLLE AMA**

DIGITAL MARKETING COORDINATOR

- ✓ CONTENT GENERATION
- ✓ SOUTHERN GROUP FAMIL
- ✓ AGENCY COMMS
- ✓ FIRST AID
- ✓ TV LIVE PRODUCTION
- ✓ VIRTUAL EVENTS



**VAINEPOTO TANGAROA**

DIGITAL MARKETING COORDINATOR

- ✓ CONTENT GENERATION
- ✓ COMMS LEAD
- ✓ DRONE INTRODUCTION
- ✓ SOUTHERN & NORTHERN GROUP FAMIL
- ✓ AGENCY COMMS



**SANDEE COOK**

DIGITAL MARKETING COORDINATOR

- ✓ CONTENT GENERATION
- ✓ FIRST AID
- ✓ NORTHERN & SOUTHERN GROUP FAMIL
- ✓ DRONE INTRODUCTION
- ✓ AGENCY COMMS



**LOUISA PURA**

DIGITAL MARKETING COORDINATOR

- ✓ CONTENT GENERATION
- ✓ AGENCY COMMS
- ✓ CREATIVE DESIGN
- ✓ SOUTHERN GROUP FAMIL



**NADIA GEORGE**

DIGITAL MARKETING COORDINATOR

- ✓ CONTENT GENERATION
- ✓ QFT MEDIA FAMIL
- ✓ FIRST AID
- ✓ SOUTHERN GROUP FAMIL
- ✓ AGENCY COMMS

# WHERE WE ARE NOW

## PART B

- ▶ OPENING TO NEW ZEALAND
- ▶ VISITOR ARRIVALS
- ▶ STATE OF THE MARKETS
- ▶ SPEND
- ▶ DIGITAL TOOLS & PLATFORMS

- ▶ Strong demand from NZ market following the announcement of NZ/CK QFT on 17 May 2021
- ▶ NZ integrated marketing includes TVC
- ▶ Market confidence
- ▶ Govt Collaboration



## RAROTONGA COOK ISLANDS

**KIA ORANA NZ  
OUR BORDER IS OPEN FROM 17 MAY  
NO QUARANTINE!**

- No quarantine required on arrival in the Cook Islands nor on your return to NZ
- You must have been resident in NZ for 14 days prior to travelling
- We are very fortunate to have remained Covid free to date
- Our border is only open to New Zealand

FOR EVERYTHING YOU NEED TO KNOW, VISIT  
**WWW.COOKISLANDS.TRAVEL**  
BOOK NOW!



## KIA ORANA Rarotonga

SMALL ISLAND. BIG SMILES!  
Rarotonga offers something for every budget and taste. Whether you're after quiet luxury or kids activities, we can recommend the perfect place. Most of our favourite properties are intimate and many are set right on the beach. Add flights for \$899 return from Auckland. We can help book your Air New Zealand direct too.

**NEW HARBOR**

- ITS LUXURIOUS BEACH - Loads of sun-filled activities, or choose to relax and regenerate.
- UNIQUE PARADISE - Be traffic lights, the best beach chairs and a beautiful sunset from the beach.
- WATER ACTIVITIES - Snorkel and swim in the water.
- CULTURAL EXPERIENCES - Open beach and restaurants will have you smiling on your face.

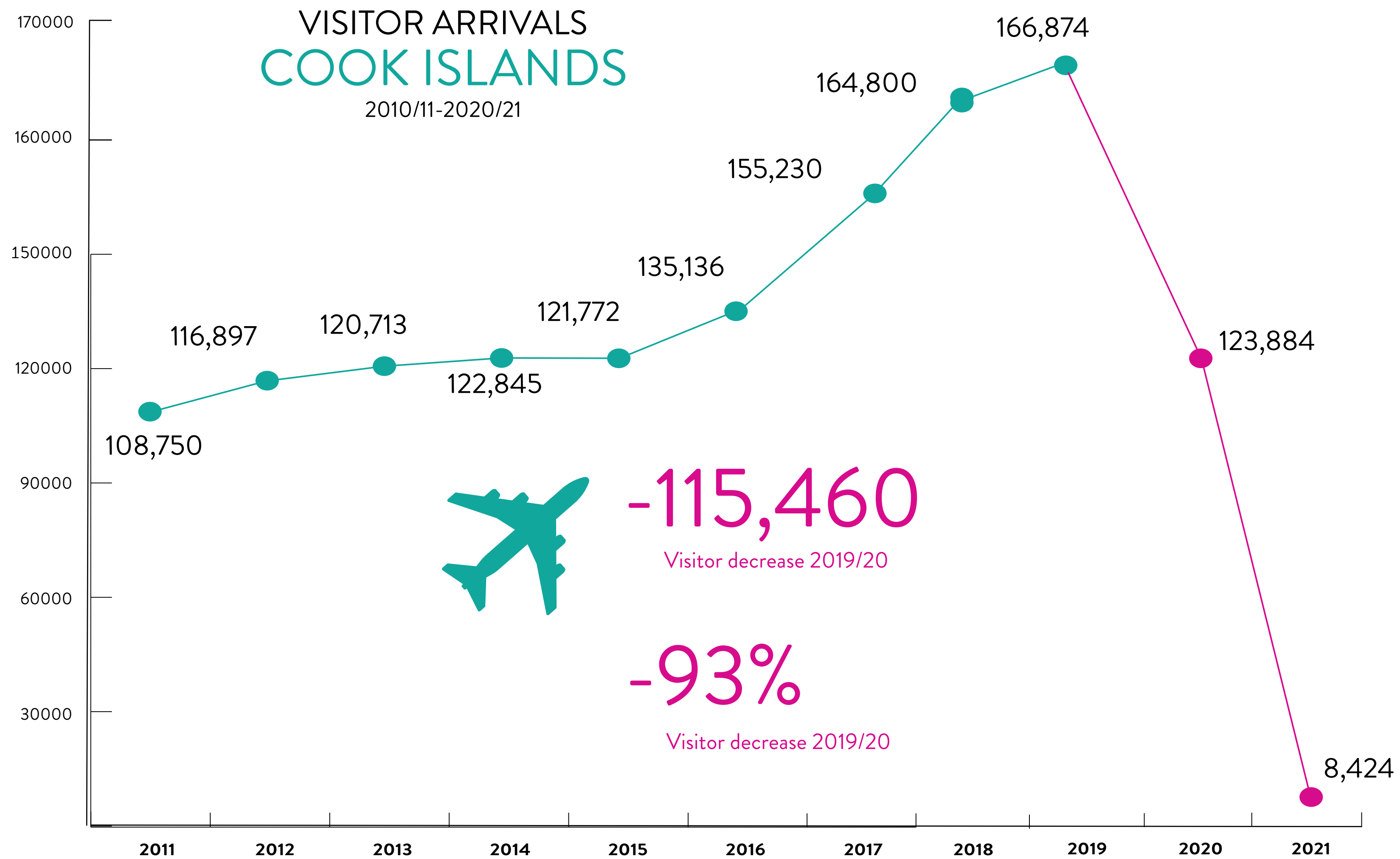
**COUPLES RETREATS**

ISLANDS HOTEL	5 NIGHTS & TRANSPORT	5 ISLANDS RESORT	5 NIGHTS & TRANSPORT	5 ISLANDS RESORT	5 NIGHTS & TRANSPORT
<b>\$539</b>	<b>\$559</b>	<b>\$1229</b>	<b>\$699</b>	<b>\$1259</b>	<b>\$1279</b>

**OUR FAVOURITE ACTIVITIES**

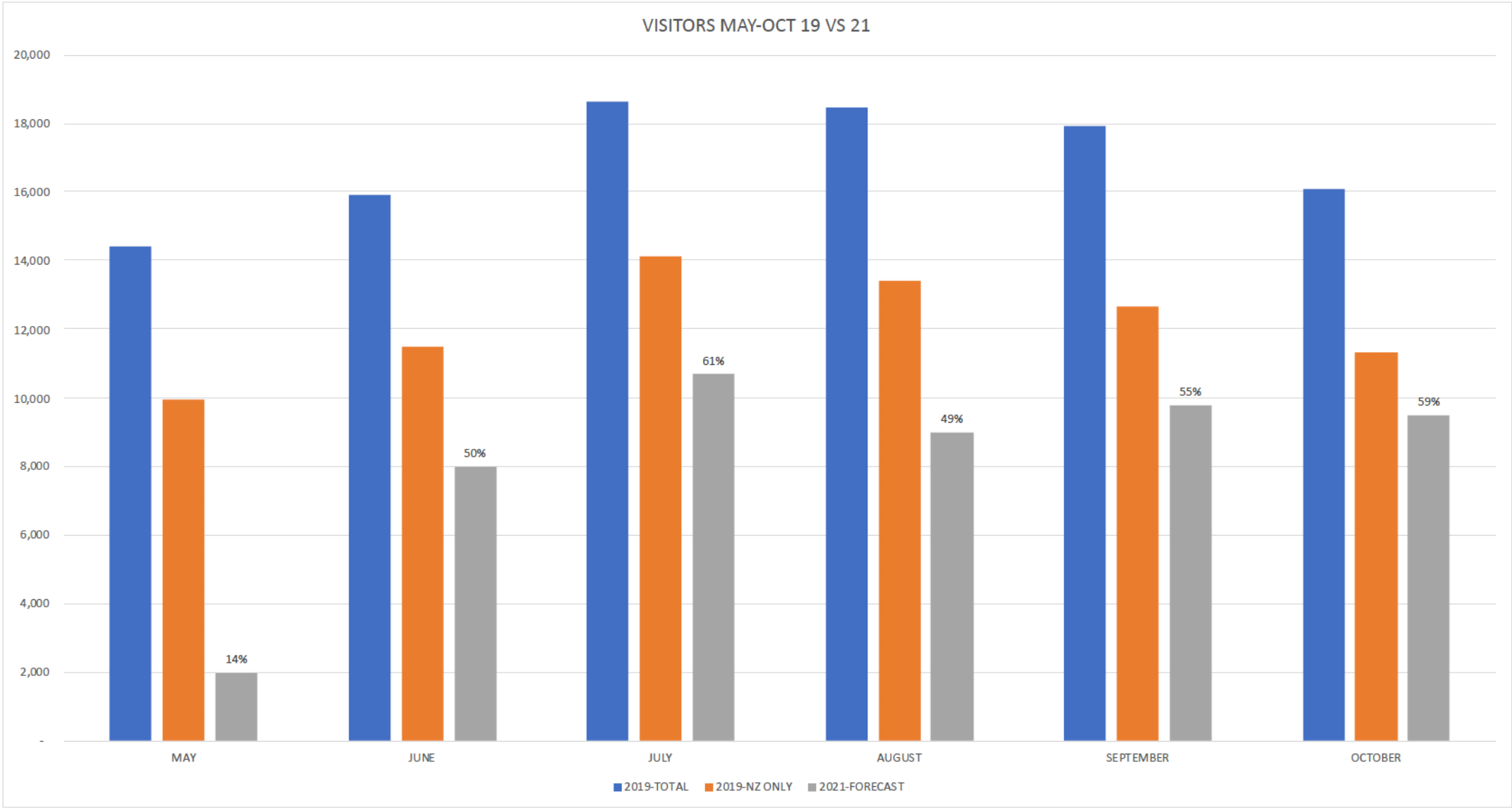
- KIRIKIRI LAZARUS CRUISE **\$89**
- WALKING TOUR **\$119**
- WALKING TOUR **\$129**

**BETTER TOGETHER**  
0800 713 715 | COME IN-STORE | INFO@COOKISLANDS.TRAVEL



- ▶ POST QFT-21 June -October 21 we are forecast to achieve 72% of 2019 levels
- ▶ Nov-Mar visitor numbers expected to be 60% of 2019 levels however may change

	19 TOTAL	19 NZ ONLY	21 FORECAST	19 VS 21 TOTAL
MAY	14430	9947	1486	15%
JUN	15928	11497	6054	53%
JUL	18612	14135	12000	85%
AUG	18464	13428	11000	82%
SEPT	17913	12640	11000	87%
OCT	16092	11305	11000	97%



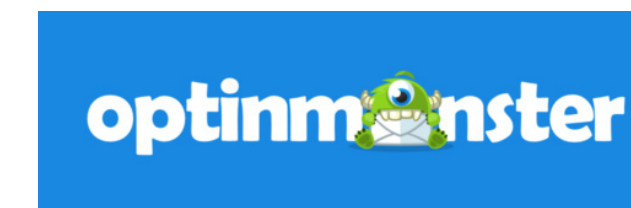
COUNTRY	REPRESENTATION	COVID-19 STATUS & VACCINATION	AVIATION	OPENING FORECAST
<b>New Zealand</b>	<ul style="list-style-type: none"> <li>• GM back to full employment</li> <li>• MM working part time</li> </ul>	<ul style="list-style-type: none"> <li>• No community cases</li> <li>• MIQ required for countries without travel bubble</li> <li>• Travel bubble with Aus on pause for 8 weeks</li> <li>• Over 1.5mil doses administered as at 20 July 2021</li> </ul>	<ul style="list-style-type: none"> <li>• Daily flights by Air NZ</li> <li>• Some days double daily flights</li> </ul>	<ul style="list-style-type: none"> <li>• QFT 2-way Travel Bubble opened 17 May 2021</li> </ul>
<b>Australia</b>	<ul style="list-style-type: none"> <li>• MM working part time</li> <li>• Operating 20hrs per week</li> </ul>	<ul style="list-style-type: none"> <li>• Surge of reported cases</li> <li>• Travel bubble with NZ on pause for 8 weeks</li> <li>• 10.4mil doses administered as at 20 July 2021</li> </ul>	<ul style="list-style-type: none"> <li>• No SYD direct flight</li> </ul>	<ul style="list-style-type: none"> <li>• Hopeful for December 2021</li> </ul>
<b>North America</b>	<ul style="list-style-type: none"> <li>• GM based at Head office</li> <li>• 1.5 days per week</li> </ul>	<ul style="list-style-type: none"> <li>• Delta variant resurgence</li> <li>• Indoor masks reintroduced</li> <li>• 49% of total population have been fully vaccinated</li> </ul>	<ul style="list-style-type: none"> <li>• No LAX direct flights</li> </ul>	<ul style="list-style-type: none"> <li>• Predicting October 2022</li> </ul>

COUNTRY	REPRESENTATION	COVID-19 STATUS & VACCINATION	AVIATION	OPENING FORECAST
<b>United Kingdom/ Nordic</b>	<ul style="list-style-type: none"> <li>Operating at 25%</li> </ul>	<ul style="list-style-type: none"> <li>COVID-19 Delta variant on the rise</li> <li>Decrease in hospitalisation</li> <li>Majority vaccinated</li> <li>Now focused on U18yr olds to be vaccinated</li> <li>Introducing a 3rd 'booster' jab in Sept 2021 planned</li> </ul>	<ul style="list-style-type: none"> <li>Traffic light system in place - Red, Amber &amp; Green countries</li> <li>Suggested flight routes via YVR or SIN to AKL</li> </ul>	<ul style="list-style-type: none"> <li>Predict September 2021 for US access</li> </ul>
<b>Southern Europe</b>	<ul style="list-style-type: none"> <li>Operating at 25%</li> </ul>	<ul style="list-style-type: none"> <li>Green Pass App for people who have been vaccinated and/or tested negative</li> <li>45% - 60% population fully vaccinated</li> <li>Target 70% to reach herd-immunity</li> </ul>	<ul style="list-style-type: none"> <li>Travel allowed within EU except to UK</li> <li>Tahiti opened in July</li> <li>Canada open in Sept</li> <li>High demand for travel</li> </ul>	<ul style="list-style-type: none"> <li>Predict December 2021/ Jan 2022</li> <li>Suggesting route via Tahiti or Fiji</li> </ul>
<b>Northern Europe</b>	<ul style="list-style-type: none"> <li>Operating at 25%</li> </ul>	<ul style="list-style-type: none"> <li>COVID-19 Delta variant present</li> <li>Cases decreasing compared to other EU countries</li> <li>50% population fully vaccinated</li> <li>Target 80% to be completed in Sept 2021</li> </ul>	<ul style="list-style-type: none"> <li>Travel allowed within EU</li> <li>Asia accessible with all major airlines</li> <li>Suggested flight routes via YVR &amp; SIN to AKL</li> </ul>	<ul style="list-style-type: none"> <li>Predict October 2021</li> <li>Suggesting route via Tahiti or Fiji</li> </ul>



## PART B: WHERE WE ARE NOW

# DIGITAL TOOLS & PLATFORMS



# WHERE ARE WE GOING

PART C

► KEY STRATEGIC CONSIDERATIONS

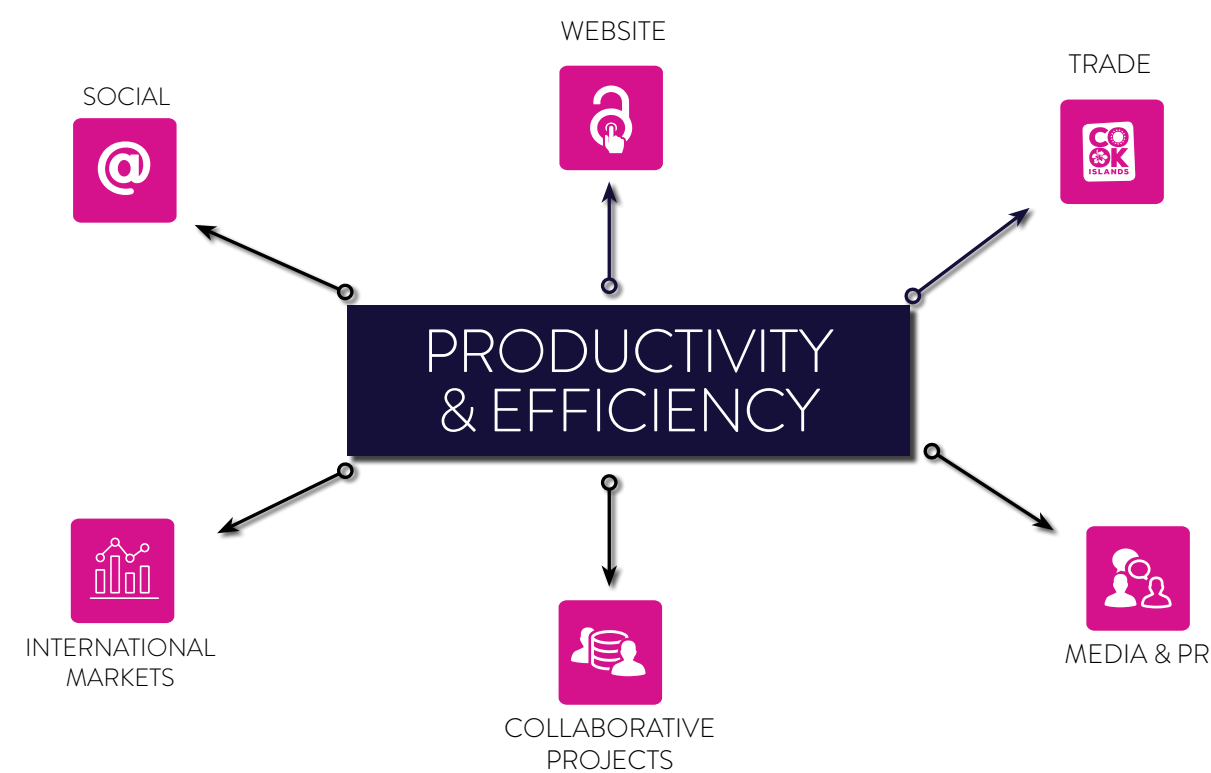
### YEAR 1 2017/18

#### STRATEGY & RESTRUCTURE



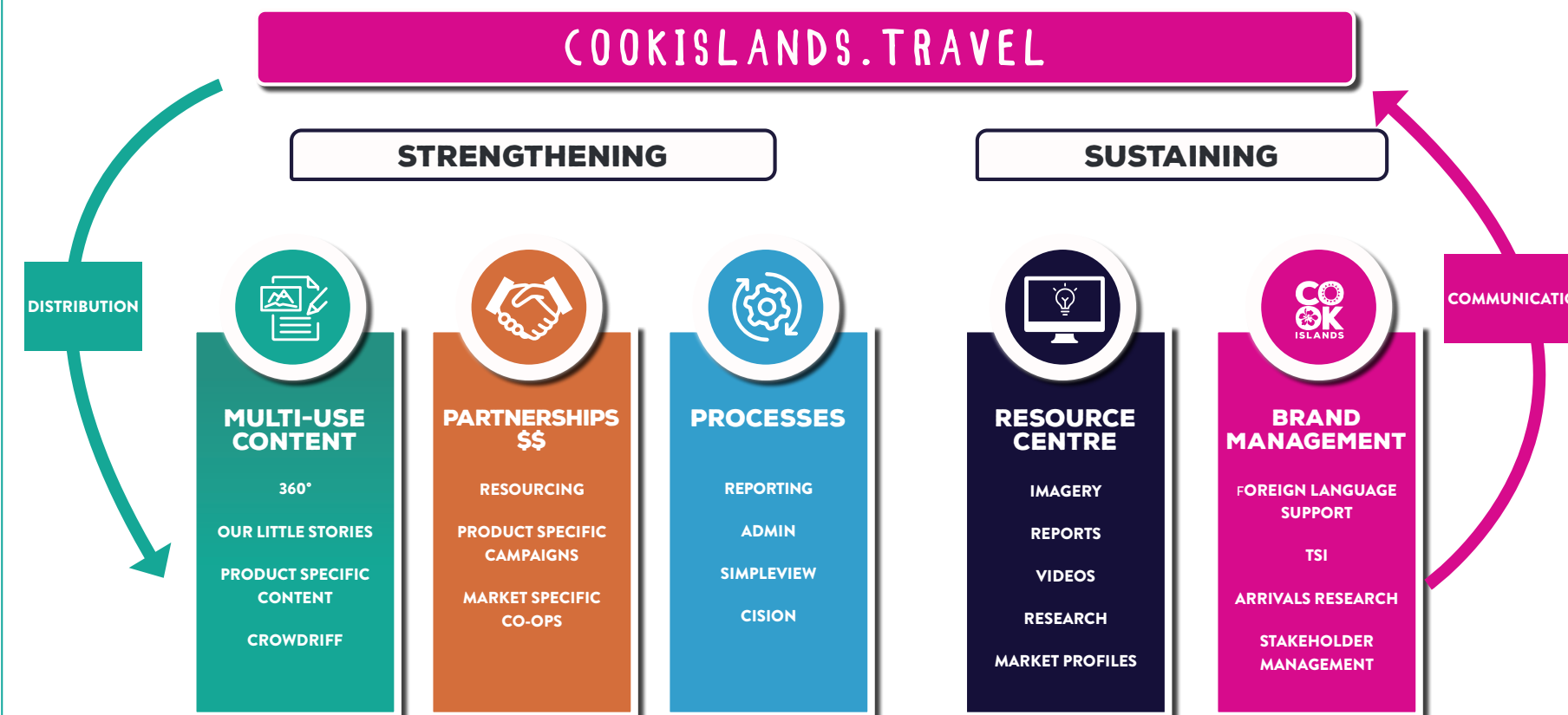
### YEAR 2 2018/19

#### PRODUCTIVITY & EFFICIENCY



### YEAR 3 2019/20

#### STRENGTHEN & SUSTAIN



### YEAR 4 2020/21

#### DIGITAL MARKETING DIVISION

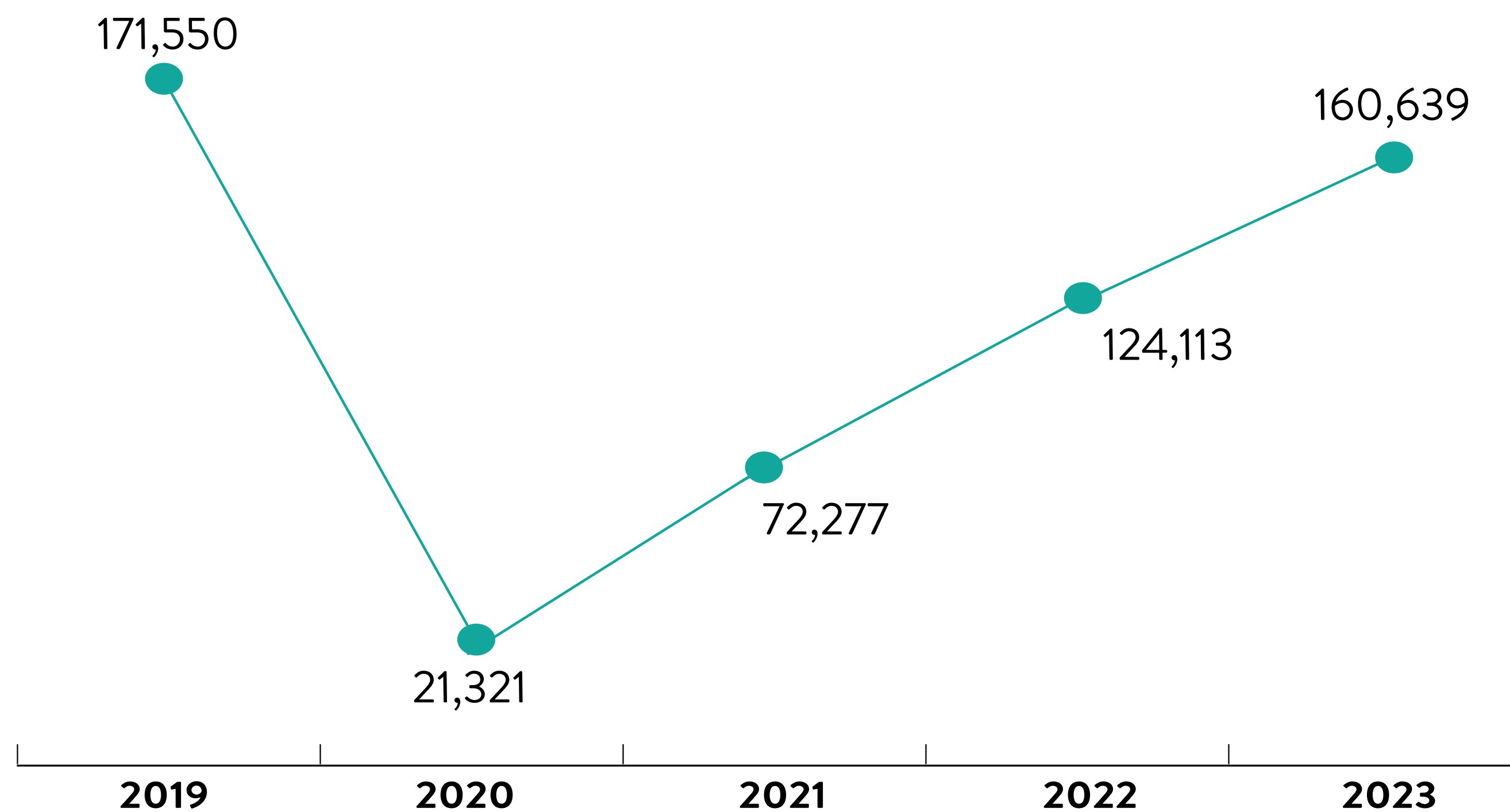




VISITOR ARRIVALS FORECAST

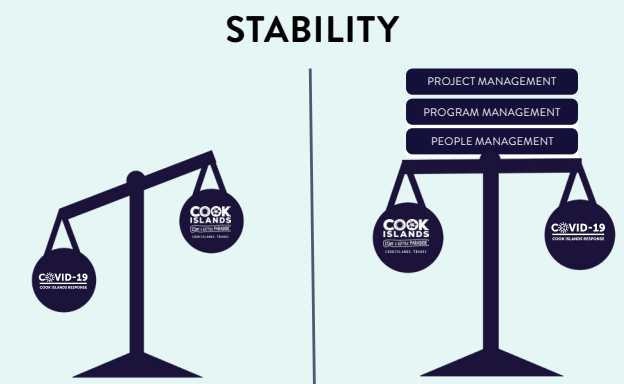
COOK ISLANDS

2019 - 2023



## PART C: WHERE ARE WE GOING

# REAL TIME REPORTING



VISUAL



ACCESSIBLE

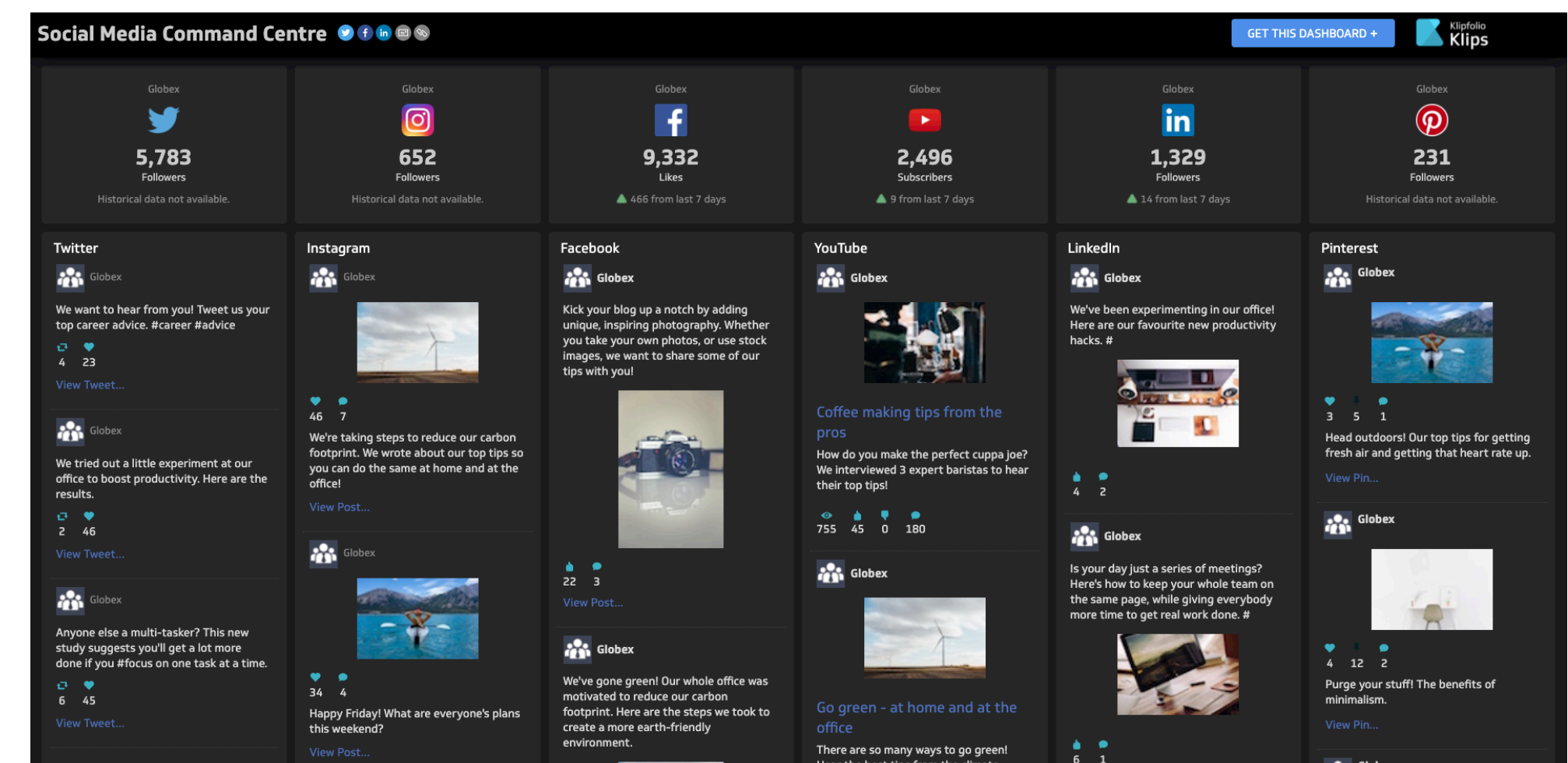


INTERACTIVE



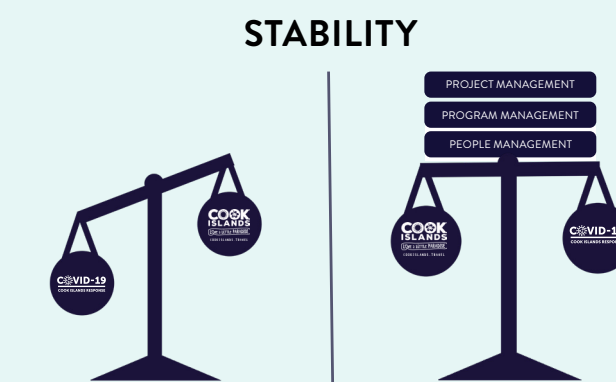
REAL TIME

- ▶ We want to improve reporting
- ▶ Use data already being captured by our platforms and turn these key metrics into powerful dashboards
- ▶ This will enable real time data-driven decisions
- ▶ Share dashboards and reports to foster a culture of collaboration



## ► BUSINESS PARTNERSHIP SUPPORT

- Planned launch July 2020
- Moved to January 2021
- Destination Development to lead the program
- Destination Marketing to support with benefits
- Considerations made to move from 'Eco Tourism' to 'Sustainable Tourism'
- Time to review
- Likely to launch activity Quarter 2, Oct - Dec 2021



PRESENT TO CITIC  
FOR APPROVAL



LAUNCH OF NEW  
SCHEME



MARKETING/  
PROMOTION ROLL  
OUT



ACTIVATION OF  
PROGRAMME



FULL ACTIVATION

## ► PA ENUA DEVELOPMENT

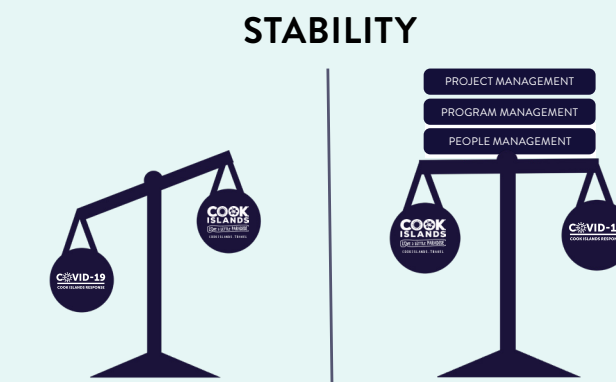


Specific Experience Development  
with investment in commercial  
support



General Island Development with  
investment in this area

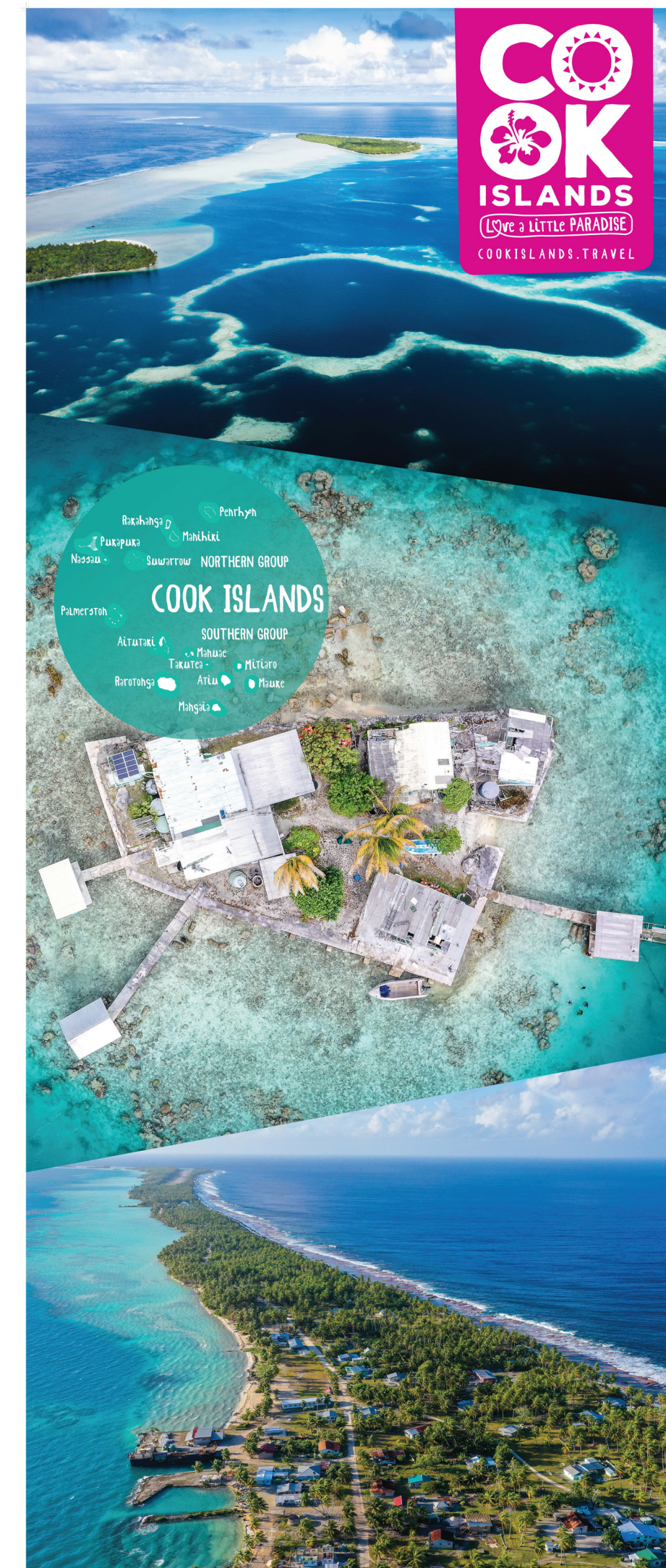
- Guided by Destination Development for next steps
- Focus on realising Commerical Opportunities
- Likely to be in the form of Marketing Support  
e.g. Co-op Marketing



### ► Southern Group



### ► Northern Group





## ► SOUTHERN GROUP

Atiu, Mitiaro, Mauke, Mangaia - 8 nights  
NZ\$3,100 per person

- 10–18 February 2022
- 24–31 March 2022
- 18–26 August 2022
- 13–21 October 2022
- 10–18 November 2022



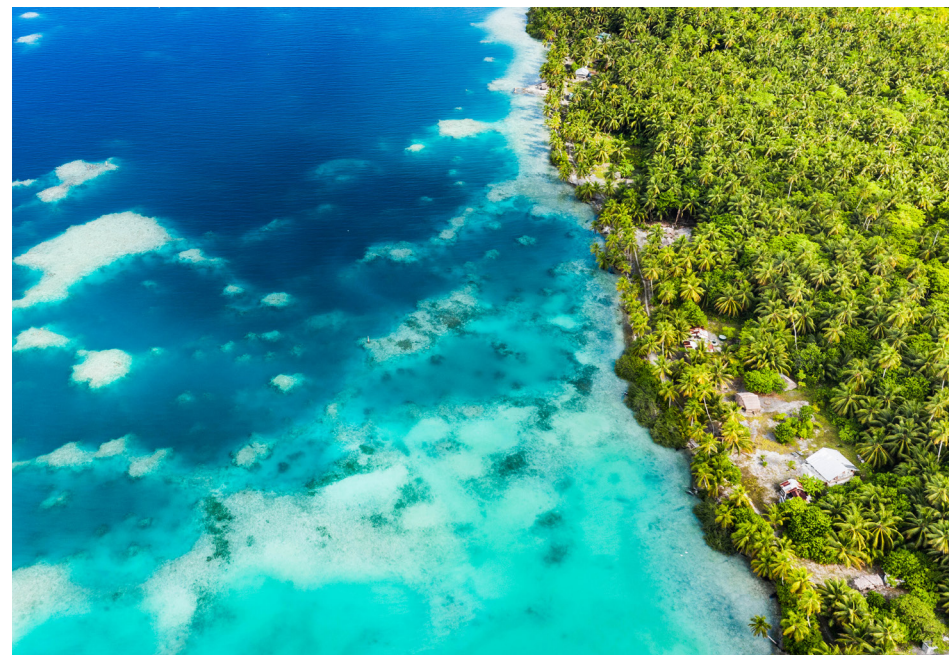
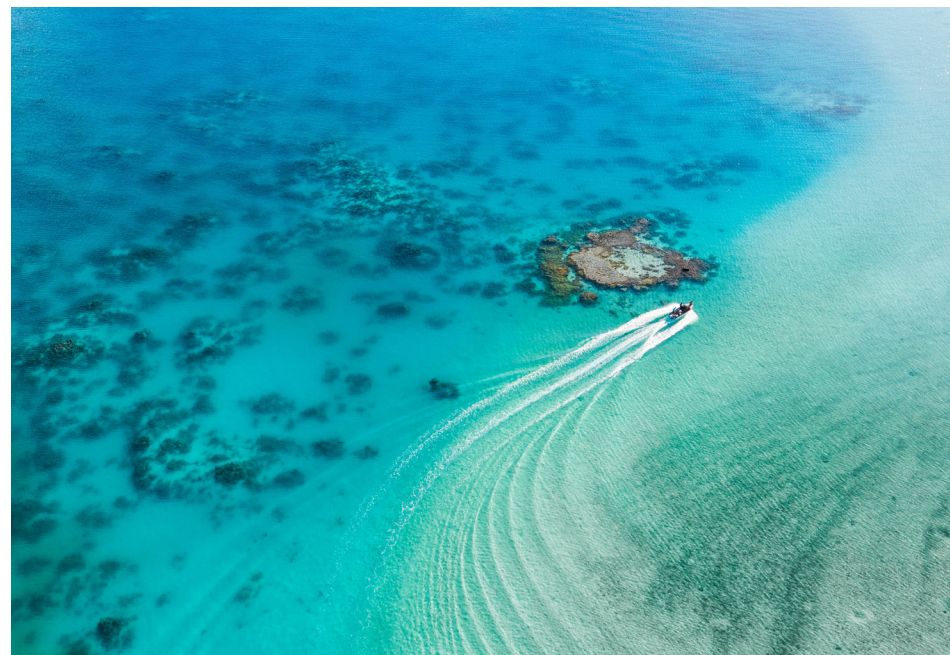
## ► NORTHERN GROUP

Pukapuka, Manihiki, Penrhyn - 4 nights  
NZ\$10,096 per person

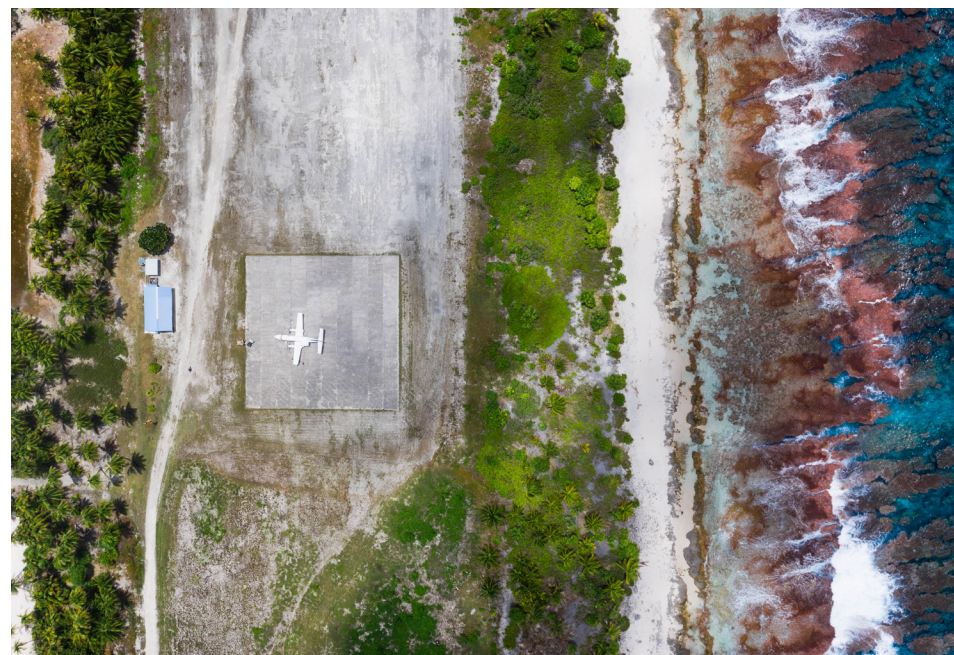
- 14–18 March 2022
- 16–20 May 2022
- 22–26 August 2022
- 14–18 November 2022



- 11 groups already sold
- Further Pa Enea product being developed
- Interest from NZ & AUS based Travel Agencies; Pukekohe Travel, Trip a Deal, Our Pacific and House of Travel
- EU we have Go Australia from ITA, Windrose from DEU and some smaller queries from smaller Luxury/Experience oriented niche tour operators







MEITAKI MAATA!

