

MARKET PROFILES & CAMPAIGN ACTIVITIES

2016/2017



MARKET PROFILES & CAMPAIGN ACTIVITIES

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Market Profile

The following provides an overall market profile for 2015/16 showing total visitor arrivals, average length of stay and average daily spend whilst on island.

Highlights from July 2015 - June 2016 are:

1. Most incremental visitors year to date for the period Jul 15-Jun 16 is New Zealand with 7694 passengers
2. Highest growth % year to date for the period Jul 15-Jun 16 is China +79% & Southern Europe +16%

Visitor Origin¹

New Zealand	67%
Australia	17%
North America	4%
Northern Europe	3%
United Kingdom	2%
Canada	2%
Southern Europe	1%
Nordic	1%
China	1%
Japan	0.2%
Other	1.8%



135,136

Visitor arrivals in Jul 2015 to Jun 2016¹ ↑(10.9%)



8.8 nights

Average stay in the Cook Islands¹



\$147

Average spend per night whilst on island

Visitor Arrivals 2011-2016¹



NEW ZEALAND

Market Profile &
Campaign activity

NEW ZEALAND Market Profile



New Zealand remains the largest market for visitor arrivals accounting for 67% of total visitor arrivals.

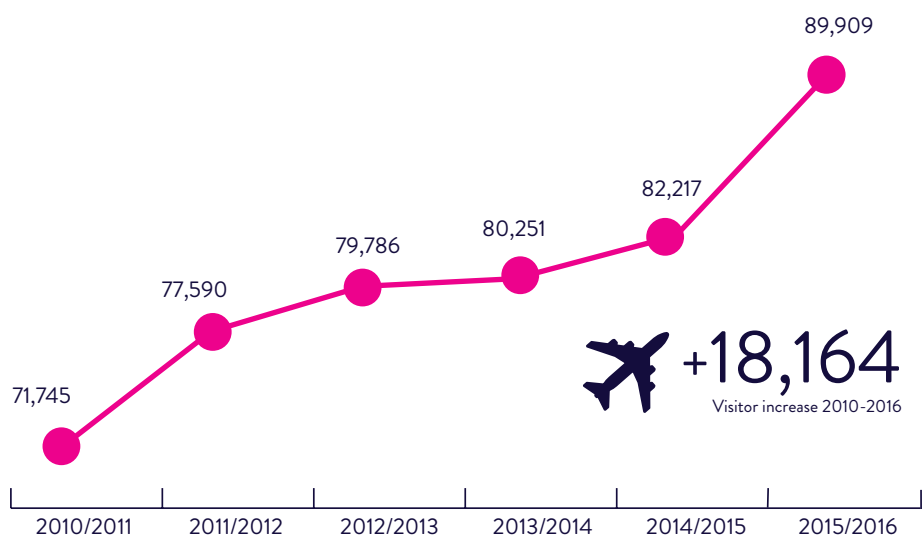
Visitor arrivals from New Zealand for the period of July 2015 to June 2016 exceeded growth expectations set last year of 2.2%. A positive increase of 9.3% was experienced overall for the period July 2015 to June 2016.

It is important to note that with the introduction of Jetstar providing several flights a week this has increased air capacity of up to 25,000 return seats a year

Aviation routes



Visitor Arrivals ¹



89,909

New Zealand visitor arrivals in Jul 2015 to Jun 2016¹ ↑(9.6%)



8.2 nights

Average stay in the Cook Islands¹

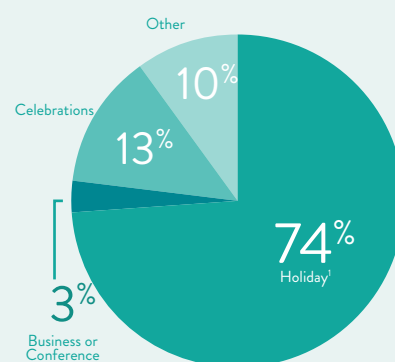


\$96.5mil

Total spend and injection into our economy²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR PROFILE



AVERAGE SPEND

\$1,764

Per trip per person²
↑(9.6%)

\$131

Per night per person while on Holiday² (↑23.6%)

PRIORITY SEGMENTS

Families, Couples, Wedding, Honeymoon, Romance, Activities (Fishing, Diving), Events/MICE, Special Occasions

MAJOR AIRLINE PARTNERS

Air New Zealand, Virgin Australia and Jetstar

CHALLENGES

- Capturing price sensitive consumers with many destinations to choose from
- Filling the low and shoulder seasons
- Competing with destinations that have their own national airline
- Increasing visitation to Aitutaki and Sister Islands
- Increasing length of stay (competing destinations promoting 4 night stays)
- Increasing the percentage of higher yielding visitors
- Increasing brand visibility - budget constraints
- Combating the increased competition from Hawaii, North America and Fiji

STRATEGY

- Ensure CI is highly visible in market for ten months of the year (cut activity in Dec/Jan)
- Adopt social media and digital channels to target specific demographics cost effectively - FB and banner ads.
- Utilise Air NZ's Grabaseat platform to promote air and land packages - especially for low season.
- Run brand tactical and brand call to action campaigns with retailers and hotels
- Use various mediums to attract high yield clients
- Work with wholesalers and PR to raise awareness of reasons to stay longer
- Get more PR/stories on Rarotonga and the Sister Islands, and support with tactical initiatives
- Facilitate direct to consumer EDM and direct mail targeted at higher yielding clients, using partners
- Solicit partner funds to leverage our total budget, including non-traditional partners
- Drive consumers to our microsite
- www.cookislands.travel the Sister Islands and support with tactical activities

Key New Zealand trade and consumer events in 2016 and 2017

Event	Location	Date
Flight Centre Travel EXPO	Auckland, Wellington, Christchurch	August/September 2016 January/February 2017
Grand Wedding Show	Auckland	October 2016
Bride and Groom Show	Auckland	May 2017

Market Profile

AT A GLANCE

Co-operative solus campaigns with wholesalers/retailers

Ongoing retail campaigns developed with wholesale partners with Cook Islands product only

Consumer shows in conjunction with major retailers

Attendance at Flight Centre Expos and Wedding Shows

Increased online advertising / Social Media Campaigns

Online banner ads, Facebook ads, google AdWords, re marketing and social media

Increased trade presence - trade sales calls and self and group famils

Sales Ambassador visiting travel agencies and running group and self famils

Direct press, magazine advertising and media stories especially for niche segments

Targeting niche segments - weddings, honeymoons, fishing, diving etc.

Increased brand advertising

Press, outdoor, online video's and digital directing consumers to www.feelraro.co.nz PR Media Campaigns – promotions, media famils and competitions

Press, outdoor, online video's and digital directing consumers to www.feelraro.co.nz

Develop niche and mainstream markets through PR (Promotions, Media famils and Competitions)

Brand / product direct advertising to consumers (i.e.: no retail partner)

Land only advertising

TV advertising with retail partners and airlines

Brand and brand tactic

AIRLINE STRATEGY

- Re-engage Virgin Australia with both consumer facing and trade promotions
- Engage Jetstar with tactical price driven promotions
- Drive children's fares (Virgin) to give us competitiveness with other destinations, particularly Fiji
- Continue supporting several Air NZ Pacific Island sales

2016/2017 Market Activity Details

ACTIVITY NAME	FLIGHT CENTRE TRAVEL EXPOS
Activity Name	Flight Centre Travel EXPOS
Activity Type	Consumer
Market	New Zealand – Auckland, Wellington, Christchurch
Target Market	Holiday travellers, groups, weddings/honeymoons, families
Contribution Required	\$1,200 for Auckland and \$800 each for Wellington and Christchurch. Costs are indicative
Timing	August/September 2016 and January/February 2017
Distribution Partner	Infinity Holidays / Flight Centre
Supplier Partners	Infinity Holidays preferred partners only. However we distribute the “Cooks Books”, maps and activities/attraction brochures
Background	Large consumer travel shows open to the public, free entry. Held twice a year with Flight Centre. Shows are held in CHC, WLG & AKL. Auckland is a two day expo. Includes in-store promotions as well. One/Two day specials on airfares & holiday packages. Consumers can book with consultants on the day.
Campaign Details	Visit www.flightcentre.co.nz/travel-extras/travel-show/exhibitors-welcome
Trade Educations	Not applicable – consumer show. CIT NZ conducts destination presentations in the film rooms at each venue.

ACTIVITY NAME	MICE
Market	New Zealand
Target Market	MICE market – Meetings, Incentives, Conferences & Events – PCOs & BTA's (Professional Conference Organisers & Business Travel Agents) and companies directly.
Contribution Required	FOC or discounted accommodation and activities
Timing	October/November 2016 or March 2017
Distribution Partner	PCO's, BTA's and Companies
Supplier Partners	Various
Background	The famils will replace our attendance at the Pacific Area Incentives & Conferences Expo (PAICE). In conjunction with the main incentive and conference suppliers in the Cook Islands we will enable New Zealand based incentive and conference organisers to visit Rarotonga to research and source products and services from a wide selection of suppliers.

2016/2017 Market Activity Details

ACTIVITY NAME	WHOLESALE CAMPAIGNS
Activity Name	Wholesaler Campaigns
Activity Type	Solus Cook Islands campaigns, usually in conjunction with an airline partner who provides tactical airfares to the wholesalers
Market	New Zealand
Target Market	General NZ public
Contribution Required	Industry may receive requests from wholesalers for special rates/offers and value adds.
Timing	July–November 2016 and February–June 2017 – approximately two campaigns per month
Distribution Partner	Wholesalers / retailers
Supplier Partners	Chosen by the wholesalers
Background	It is vital that we are in-market on a regular basis during peak selling season. To do so, we combine with the wholesalers/retailers in co-operative campaigns that include weekly press in mainstream NZ newspapers, digital banners on popular website (i.e. NZ Herald, Yahoo), presence on retailer web site home page, in-store posters and flyers, edm's and often television and radio. This activity is a major part of our annual advertising as we know that some 60% of bookings for the Cook Islands come through this channel
Campaign Details	Contact CIT NZ office

ACTIVITY NAME	TRADE EDUCATION / CI SALES AMBASSADOR
Activity Name	Trade Education / CI Sales Ambassador
Activity Type	CIT NZ has a Cook Islands Sales Ambassador visiting NZ travel agents and wholesaler reservation teams on an annual basis three days per week to educate them and advise on upcoming campaigns
Market	New Zealand
Target Market	Wholesaler reservation teams and retail travel agents
Contribution Required	No hard cost, but we will be asking the industry to support the Sales Ambassador with relevant marketing collateral. Please also always provide us with anything new you have, any product changes/improvements, renovations, updates on your products/services etc. as we include these in a newsletter that is emailed to all the travel agents and hand delivered on all sales calls
Timing	Year round.
Distribution Partner	None
Supplier Partners	All accredited suppliers
Background	Having a presence with travel agents on an on-going basis is vital to ensuring we are at the top of mind there. It means we are on hand regularly to answer questions, promote events and campaigns and encourage pro-active selling of our destination
Campaign Details	Contact CIT NZ office

2016/2017 Market Activity Details

ACTIVITY NAME	DIRECT ADVERTISING
Activity Name	Direct Advertising
Activity Type	Campaigns in the NZ Herald, Sunday Star Times and online
Market	Heavy Auckland presence, but covers all New Zealand
Target Market	General NZ Public
Contribution Required	Co-op funding from Cook Islands industry and CIT NZ office
Timing	Actual dates to be advised, but tentatively Sept and Nov 2016 and January 2017
Distribution Partner	Various
Supplier Partners	TBA
Background	This advertising is controlled by CIT NZ and does not feature a wholesaler or retail travel agency. It is designed to keep our presence in market on an on-going basis, allow accommodation providers to have more exposure for their property and promote both direct enquiries and/or bookings through retail travel agents in general. Ads all have a price for each property. This is in addition to and supplements all the campaigns we do on an annual basis with our wholesalers and retailers.
Campaign Details	Contact CIT NZ office

ACTIVITY NAME	ONLINE ADVERTISING AND SOCIAL MEDIA CAMPAIGNS
Activity Name	Online advertising and Social Media campaigns
Activity Type	Advertising, promotions and competitions
Market	New Zealand
Target Market	General NZ Public
Contribution Required	None – CIT funds this activity
Timing	Year Round
Distribution Partner	TBA
Supplier Partners	TBA
Background	<p>There will be banner ads, videos, Google ad words, re-marketing and a social media drive to continue increasing the number of 'friends' on Facebook, who we can then market to at virtually zero cost. These online initiatives will be on-going with updates, promotions and competitions to engage consumers in a cost effective manner. We can also link in with other Cook Islands industry Facebook/twitter accounts.</p> <p>Package deals on our New Zealand Microsite – www.feelraro.co.nz</p> <p>There will also be banner ads and Facebook posts to drive people to the microsite above</p>
Campaign Details	Please ensure you and your friends "Like" our Facebook page to keep up with activity we undertake http://www.facebook.com/theCookIslands and follow us on twitter http://twitter.com/CookIslands

2016/2017 Market Activity Details

ACTIVITY NAME	MEDIA AND TRADE FAMIL TRIPS (GROUP AND SELF FAMILS)
Activity Type	Our self famil programme will be continued to encourage agents and media to travel up to the Cook Islands with their partner, friend or relative. It will be an inclusive package with return flights, 5 night's accommodation + two activities. They must conduct at least 5 site inspections whilst there. We will also escort several group famils with New Zealand wholesaler reservations teams.
Market	New Zealand
Target Market	Wholesaler reservation teams/retail travel agents and mainstream NZA media
Contribution Required	No hard cost to the industry, but we will be asking for support for the famil trips with FOC/discounted accommodation and activities etc.
Timing	October/November 2016 and February-May 2017
Distribution Partner	None
Supplier Partners	Accredited CI Industry who choose to be involved in the famils
Background	It has become clear that too many travel agents who are responsible for selling our destination have not visited the Cook Islands. These self and group famils will address that issue and encourage and assist the pro-active selling of our destination. In addition, we need 'stories' in mainstream and niche media
Campaign Details	Contact CIT NZ office

ACTIVITY NAME	FAMILY MARKET TARGETING
Activity Name	Family Market Targeting
Activity Type	Advertising in Family and Parenting Magazines in an advertorial style. We will combine the advertising with media famils targeting family holidays to Rarotonga.
Market	New Zealand
Target Market	Families
Contribution Required	FOC/discounted accommodation and activities upon request.
Timing	Primarily January through March for the famils and January through June for the advertising
Distribution Partner	Parenting Magazine and Tots to Teens Magazine
Supplier Partners	Accredited CI Industry who choose to be involved in the famils
Background	Developed to increase the awareness to the New Zealand family market of the family friendly resorts and activities on offer in the Cook Islands. We recommend that suppliers wanting to target the family market consider advertising in these two publications throughout the year.
Campaign Details	Contact CIT NZ office

2016/2017 Market Activity Details

ACTIVITY NAME	WEDDING AND HONEYMOON MARKET
Activity Name	Wedding and Honeymoon Market
Activity Type	<p>Advertorial style ads placed in the Bride and Groom Magazine and NZ Weddings Magazine to support the individual ads placed by suppliers. Sponsoring the NZ Weddings Bride of the Year competition and Groom of the Year Competition for 2016.</p> <p>Attendance at the Bride and Groom show and the two Grand Wedding shows.</p>
Market	New Zealand
Target Market	Weddings and Honeymooners
Contribution Required	Suppliers should directly engage and negotiate rates with the wedding magazines for advertising. Suppliers should contact CIT NZ if they are interested in sharing space on a CI booth at the wedding shows.
Timing	<p>Advertising – year round.</p> <p>Bride and Groom Show: May 2017 and Grand Wedding Show - October 2016</p>
Supplier Partners	Accredited suppliers
Background	Increasing the awareness to the New Zealand wedding and honeymoon market of the suitability of Rarotonga and Aitutaki for weddings and honeymoons.
Campaign Details	Contact CIT NZ office

AUSTRALIA

Market Profile &
Campaign activity

AUSTRALIA Market Profile



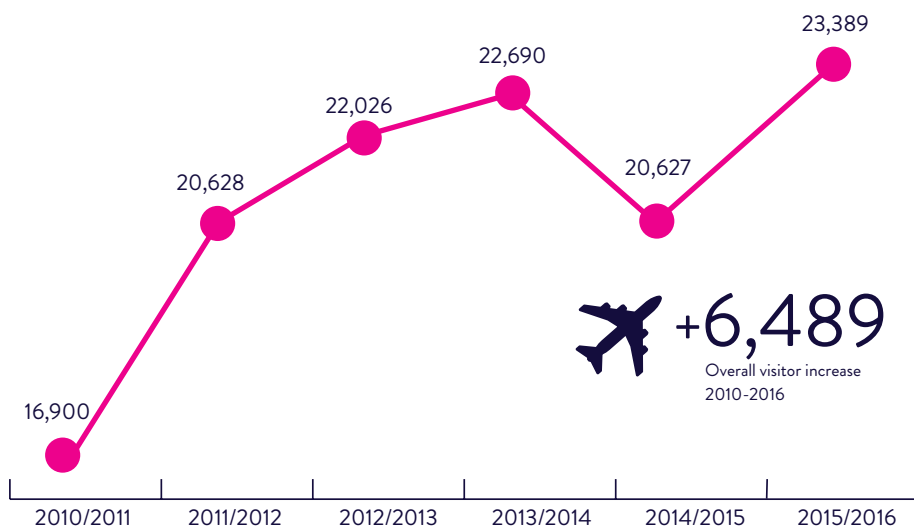
Australia is the second largest market for visitor arrivals to the Cook Islands accounting for 17% of total visitor arrivals.

Latest research showed that Australian visitors are more likely to stay in hotels & resorts including self-catering facilities and have the highest propensity to visit the outer islands, ranked first for country of origin to visit Atiu and second for Aitutaki. (Source: CIT Data Insights 2015)

Aviation routes



Visitor Arrivals ²



23,389

Australian visitor arrivals in Jul 2015 to Jun 16 (↑13%)



9.1 nights

Average stay in the Cook Islands

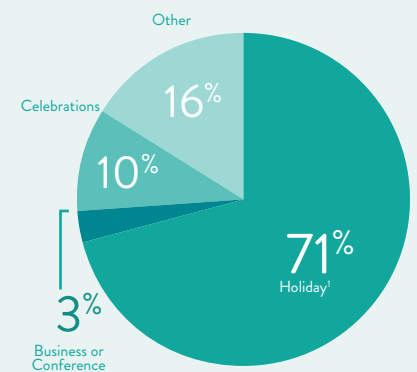


\$30.6mil

Total spend and injection into our economy ²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR PROFILE



VISITOR SPEND

\$2,310

Per trip per person ²

\$144

Per night per person while on holiday² (↑13.3%)

Market Profile

GEOGRAPHIC PRIORITY

New South Wales; Victoria; Queensland

PRIORITY SEGMENTS

Priority Segments: Soft Explorer - Core Persona (Primary - Justine Hughes 53+, Secondary - Darryl and Elisha 30+)

MAJOR AIRLINE PARTNERS

Air New Zealand, Virgin Australia and Jetstar

CHALLENGES

- Awareness continues to be a focus
- Price compared to Fiji and Vanuatu
- Unsure of why the Cooks is compared to cheaper options
- Direct flight does not connect with any major Australian city
- Via AKL flights not always available
- Distance - cheaper options closer
- More partners than any other market and not enough funds to support their marketing activities
- Airlines will not give contracts to new business partners, therefore we can't grow the market or take market share from Fiji, Vanuatu
- Perception of nothing to do in the Cooks
- * Overseas travel is more expensive due to the fall in the Australian dollar

STRATEGY

- Trade Education: joint sales calls, industry blitz, specialist training, webinars, communications
- Incentives: Win a trip on a mega famil
- Deep storytelling of why the Cooks is unique to Fiji, Tahiti, Hawaii, Vanuatu, Samoa
- PR: new opportunities exist with high profile TV shows like The Bachelorette Finale, and group PR famil
- 12 month online Campaign to keep us top of mind
- Partnering with major wholesalers to leverage brand and drive sales through their distribution channels
- Social media engagement driving awareness and understanding and a familiarity with the brand (inc blogs, closed groups, FB, insta, twitter, page like campaigns, influencer strategy)
- Famils, tradeshow and FC Expo's
- New business with new partners to keep driving increases
- VFR Support

Key Australia trade and consumer events in 2016 and 2017

Event	Location	Date
Industry Blitz	Melbourne, Brisbane, Sydney	Aug/Sep 2016
KOCI	Rarotonga	Dec 2016
Highlight Flight Centre Expo	Brisbane, Melbourne, Sydney	Feb 2017
SPTE	Gold Coast	May 2017

AT A GLANCE

Campaigns in peak selling month

Supported by Air NZ with special air deals

Co-op Campaigns with wholesalers

Wholesale partners for major CITC branded campaign: Flight Centre/Travel Associates with Infinity Holidays; Flight Centre Travel Ideas Magazine ; Omniche Holidays press advertising; Sunlover Holidays press and dedicated brochure, Expedia online campaign; Viva/Qantas Holidays online campaign, Hoot Holidays Family Time Press and Online Campaign, Webjet Digital Campaign, Island Escapes

Trade Tradeshows, Training, Seminars, Incentives

Flight Centre Buzz Nights, Treasures Seminars, Wholesale Reservations Training, One on One meetings with wholesalers, Famils, Launch of Specialist Program.

Consumer shows

Flight Centre Expos, Trade Travel shows; Bridal Expos

PR

New Celebrity Ambassador - Tim Bailey, signed for two years. 50 Little Stories, Group Media Famil. Visiting journalist program, proactive free editorial soliciting, monthly press releases, editorial.

Social influencers Famils for social influencers for example Ashy Bines; Aquabumps

MICE

Development of MICE collateral and electronic database of MICE, famil for MICE

Famils

Marketing Managers; Wholesale Res Agents x 2-3, Media PR Famil, Mega Trade Famil, Support of travel agent famils hosted by wholesalers.

Always On Advertising

52 weeks of trade advertising with Travel Daily. Year-Round Ongoing Google AdWords, Mobile and Digital Ads. Full use of our website to co-ordinate what is being advertised. Press advertising. Distress magazine advertising, if applic.

Industry Blitz Roadshows

Industry Blitz Training Events in Sydney, Melbourne and Brisbane. VIP Event in Sydney.

Weddings/Honeymoons

Key Bridal Expos across QLD, NSW and VIC

Cross-Promotion

Providing general support with collateral, entertainment and corporate items to organisations like senior tour operators and retreat organizers, etc.

New Partners

Work with leading luxury network - Virtuoso who has 7,200 elite travel advisors

AIRLINE STRATEGY

- Special airfares for each of the campaigns
- Incentives to give us access to a larger travel agent database
- Famil seats and mega famil
- JV sales calls with Air NZ BDMs
- Increase partners who can sell flights from airlines travelling to the cooks
- Cross Promotions
- Work on getting seat sales that are competitive with our competitor destinations (companion fares, \$50 r/t Vanuatu agent fares; kids fares for our families partners; business class upgrade deals, VFR deals, deals for those wanting to travel RAR-SYD r/t
- Develop relationship and support for Jetstar flights

2016/2017 Market Activity Details

ACTIVITY NAME	NINE COOK ISLANDS SALE CAMPAIGNS
Activity Type	Digital advertising campaign, directing traffic to sale.cookislands.travel
Market	Australia
Target Market	45-64+
Contribution Required	No dollars. Just sharp deals to all your distribution partners.
Timing	July, September, October, November, December 2016, January, March and April 2017
Distribution Partner	Cook Islands Tourism Corporation
Supplier Partners	Accredited Partners
Background	<p>These nine campaigns (based on 15/16 schedule) are spread through the year to promote the different travel periods (high and low) and are underpinned by support from Air NZ and trade partners. These campaigns address the top 5 key obstacles (Awareness, Price, Distance, Access and Not enough to do.)</p> <p>These campaigns are essential to keep Cook Islands top of mind with consumers. Without these, we have seen a 75% decline in website traffic during non-campaign months.</p>

ACTIVITY NAME	FLIGHT CENTRE TRAVEL GROUP
Activity Type	1. Beach Breaks (Jul 16); 2. South Pacific (Mar 17); 3. Travel Associates (Feb 17); 4. Travel Associates Conference. 5. Flight Centre social media campaign; 6. FC Travel Ideas magazine.
Market	Aus
Target Market	Flight Centre database; Travel Associates Front Line Sellers
Contribution Required	FC will advise if any contribution required
Timing	Travel Idea's – Year-Round; Campaigns – Jul 16, Feb-Mar 17
Distribution Partner	Flight Centre, Travel Associaton, Cook Islands Tourism Corporation
Supplier Partners	Any preferred with FCTG
Background	<p>Flight Centre is our #1 most important client, by far. We support with 2 campaigns p/ year; Travel Ideas a content magazine coffee table style book that is meant to inspire potential travellers to our destination and there's room for ad-hoc things throughout the year which I can update you on as they come to pass.</p> <p>Travel Associates is an upscale premium brand within the Flight Centre Group that focuses on the experience and knowledge of their consultants to promote their brand. 80% of their consultants have at least 15 years industry experience! 250 front line sellers will attend the Travel Associates Conference.</p>

2016/2017 Market Activity Details

ACTIVITY NAME	EXPEDIA
Activity Type	Digital campaign with geo-targeted South Pacific buys on expedia.com.au, content rich landing page
Market	Aus
Target Market	Expedia's database and anyone searching for South Pacific destinations
Contribution Required	No dollars, just stay/save deals to be sent to Expedia
Timing	July / August 2016
Distribution Partner	Expedia
Supplier Partners	All
Background	To drive business for our low and shoulder months we will work on getting the awareness and deals out for Cook Islands through Expedia

ACTIVITY NAME	VIVA HOLIDAYS/QANTAS HOLIDAYS
Activity Type	1. Trade campaign x 2 (Oct & May/June) 2. Select staff conference x 140 pax
Market	Aus
Target Market	Viva Holidays wholesale reservations staff; Helloworld retail and other retail chains preferred with Viva
Contribution Required	Viva to advise you
Timing	Oct 2016 and May/June 2017 for trade campaigns. Select staff conference in November 2016 in Melbourne
Distribution Partner	QH/Viva
Supplier Partners	Chosen by QH/Viva.
Background	Viva Hols is one of the largest wholesalers in Aus and is the preferred supplier of Helloworld retail. Campaign includes flyers, eDMs, newsletter, deals, landing page and distribution to 3rd party sites. Conference is 22 x 10 mins appointments of wholesale res teams.

ACTIVITY NAME	OMNICHE HOLIDAYS
Activity Type	Year-Round Press advertising with bursts during sale periods.
Market	Aus
Target Market	Omnichie database, Flight Centre preferred
Contribution Required	Omnichie will advise any fees to advertise with them
Timing	Omnichie to provide schedule
Distribution Partner	Omnichie
Supplier Partners	Omnichie preferred
Background	Omnichie and Cook Is Tourism will joint venture on press advertising in the weekend newspapers and EDMs to promote Cook Islands deals.

2016/2017 Market Activity Details

ACTIVITY NAME	HOOT HOLIDAYS
Activity Type	Press campaign
Market	Aus
Target Market	Hoot Holidays database
Contribution Required	Hoot to advise
Timing	Apr 2017
Distribution Partner	Hoot
Supplier Partners	Chosen by Hoot.
Background	<p>Hoot Holidays is the family specialists and is a major wholesaler for Fiji, sending 20,000 pax a year. They also promote Vanuatu. Hoot segment their family business into Baby Steps (under 5s); Family favourites (5-8yrs – kids club, eat free facilities are important here); Teen Time (big kids); Bring the Tribe (more than 2c, or travel by families with other families); and finally Grownup Getaways (could be empty nesters , a baby moon) and finally Celebrations (family reunions, 50th wedding anniversaries etc).</p> <p>Hoot are owned by House of Travel in NZ (which is NZ's biggest client) and through House of Travels system have a very extensive listing of products. However, Hoot will only be concentrating on 3-4 family products for each category listed above.</p>

ACTIVITY NAME	IGNITE TRAVEL (MYHOLIDAYCENTRE.COM.AU)
Activity Type	Press campaign
Market	Aus
Target Market	Ignite database
Contribution Required	Ignite to advise
Timing	DTC
Distribution Partner	Ignite Travel
Supplier Partners	Chosen by Ignite
Background	<p>Ignite Travel is an innovative travel marketing company with quite a few different travel brands. My Holiday Centre identifies key travel destinations and develops inspiring holiday packages with real value. Offering discounted prices coupled with unbeatable value, represented by the quality of the hotel & resort partners plus the bonus inclusions. My Holiday Centre works with us to deliver volume in need periods while protecting rate integrity. They will only work with a few select properties, and will handpick the best resorts available in our destination, keeping close watch on TripAdvisor comments from past travellers. They don't deviate from the package deal. What they advertise is what they sell.</p>

2016/2017 Market Activity Details

ACTIVITY NAME	SUNLOVER HOLIDAYS (EX AIR NEW ZEALAND HOLIDAYS)
Activity Type	1. Dedicated brochure. 2. Incentive 3. Agent Famil
Market	Aus
Target Market	Sunlover Holidays database; preferred with 1500 agencies in Australia.
Contribution Required	Sunlover to advise
Timing	Timetable still being sorted out
Distribution Partner	Sunlover
Supplier Partners	Sunlover to advise
Background	Air New Zealand Holidays brand is no longer in operation and all business is conducted under the Sunlover Holidays brand. They are the only partner to produce a dedicated Cook Islands brochure.

ACTIVITY NAME	FUSION HOLIDAYS (TRAVELONLINE.COM)
Activity Type	Campaigns, eDMs; flyers, Famils
Market	Aus
Target Market	Fusion Holidays database (sending 37,000 to Fiji p/year)
Contribution Required	n/a
Timing	Timetable still being sorted out
Distribution Partner	Fusion Holidays
Supplier Partners	Fusion to advise
Background	Fusion Holidays is a full service wholesaler providing services to retail agents across Australia. Travelonline.com is their retail/consumer site where they push out their deals to consumers. About 50% of their business is Fiji (37,000 pax a year), then Asia (Bali/ Thailand) being #2, and then QLD Islands #3. There's a huge opportunity here for the Cook Islands to be massive through Fusion.

ACTIVITY NAME	WEBJET
Activity Type	Display advertising to Webjet's 5 m unique visitors p/m; 2.1 m subscribers
Market	Aus
Target Market	Webjet database
Contribution Required	No dollars, just have sharp deals through their hotel content partners: Hotels.com, Wotif.com Expedia; AOT; GTA, hotel beds and tourico
Timing	Oct 16
Distribution Partner	CITC
Supplier Partners	Any who works with above
Background	Webjet is Australia's most visited online travel agency, attracting over 5 million unique browsers each month. They are currently leaders in brand awareness in terms of Travel Agency Category Search Terms, making them a valuable partner to work with.

2016/2017 Market Activity Details

ACTIVITY NAME	WEBJET EXCLUSIVES
Activity Type	Press advertising in Sunday papers and to Webjet exclusives database
Market	Aus
Target Market	Webjet database: 5 m unique visitors p/m; 2.1 m subscribers
Contribution Required	No dollars
Timing	Year-Round
Distribution Partner	CITC
Supplier Partners	Webjet will pick partners they can work with
Background	Press advertising in Syd, Mel, Bne in Escape Sunday newspapers fully at the cost of Webjet exclusives (up to \$100k in value), they just take a commission on all packages sold. Campaign includes press; eDM; Banners on their website, social media and Google ads.

ACTIVITY NAME	TRIPADEAL
Activity Type	Press advertising in Sunday papers and to TripADeal database
Market	Aus
Target Market	TripADeal database, 45-64+; 1.2 million subscribers; 30k FB followers. Launching TVC on 10,7,9, SBS.
Contribution Required	No dollars
Timing	TBC
Distribution Partner	CITC
Supplier Partners	TripADeal will pick the partners they want to work with
Background	Press advertising in Syd, Mel, BNE NewsCorp papers. Fully at the cost of TripADeal (up to \$100k in value), they just take a commission on all packages sold. Campaign includes press; eDM; google ads, social.

ACTIVITY NAME	TRIPADVISOR
Activity Type	1. Sponsorship page with rich content. Advertising banners geo targeted for Fiji, Vanuatu, Samoa, Tahiti, Cook Islands. 2. Destination Support Page
Market	Aus
Target Market	TripAdvisor users. Anyone searching for the competitor destinations above. Anyone specifically looking up Cook Islands.
Contribution Required	n/a
Timing	Year-round
Distribution Partner	CITC and various trade partners
Supplier Partners	Cook Islands will create the collateral for the sponsorship page. Trade partners will create the package deals to advertise on the banners.
Background	TripAdvisor is the #1 site in Australia for people planning and researching their next holiday. By targeting our ads to those in search of the South Pacific and the above competitors in particular we can increase our awareness and drive more sales. If you want stats on TripAdvisor, email me (Kerryn).

2016/2017 Market Activity Details

ACTIVITY NAME	ISLAND ESCAPES
Activity Type	4 x Breakfast seminars; Luxury Famil; joint sales calls
Market	Aus
Target Market	95% of business is trade and high end experienced agents.
Contribution Required	\$150 to be a preferred product showcased at the seminar.
Timing	Timetable still being sorted out
Distribution Partner	Island Escapes
	Air NZ Holidays to advise
Supplier Partners	Only those contracted with Island Escapes can participate in this program
Background	Island Escapes are the experts for the South Pacific. They have a loyal following of agents and are very active and passionate about giving them all the tools they need. We will tap into these agents with joint sales calls, support for famils and breakfast seminars . Island Escapes have also become Virtuoso preferred so will work with them to joint venture.

ACTIVITY NAME	ALWAYS ON MEDIA
Activity Type	Creating always on advertising to sale.cookislands.travel so that we can increase the sales made during non-sale periods.
Market	Aus
Target Market	Core persona 53+ couple and secondary persona is 30+ couple looking for honeymoon and romance packages.
Contribution Required	No dollars. Just provide deals/packages year-round. Does not matter which distribution channels you work with, all are catered on the site.
Timing	Year-round, when not in sale periods
Distribution Partner	CITC
Supplier Partners	Accredited Partners
Background	Australia is still working on awareness as our number one obstacle. To keep Cook Islands top of mind, to create awareness and to show the unique differences, we are doing always on marketing including digital banners, network buys on travel intention sites, google ads, page like campaigns directing to the sale site where all packages can be found, adroll, and mobile advertising directing to our website and targeting our core personas.

2016/2017 Market Activity Details

ACTIVITY NAME	TRAVEL DAILY
Activity Type	Weekly Earspace advertising of direct flights, campaigns, incentives and more.
Market	Aus
Target Market	35,000 travel industry personnel
Contribution Required	No dollars.
Timing	Year-round, weekly
Distribution Partner	Travel Daily
Supplier Partners	All.
Background	Travel Daily is produced every weekday of the year, except for NSW public holidays. It is circulated by email to an estimated 35,000 industry personnel across Australia and the globe each day, including retailers, wholesalers, airlines, cruise lines, hotel groups, car rental companies, and government agencies

ACTIVITY NAME	SOCIAL MEDIA
Activity Type	Strategic management of Facebook, Instagram, YouTube, Google+, Twitter, and closed user groups for Weddings; campaign sales with page like campaigns, boost posts, reviews and comments, blog articles and video content.
Market	Aus
Target Market	March 2016 figures: FB: 41,420; Twitter: 7,120; Instagram: 33,604. In March 2016, 26% of followers were AUS. Top engaged cities include Melbourne, Sydney, Gold Coast, Brisbane, Perth and Canberra.
Contribution Required	No dollars. Just like posts, be active. Get in touch with our social media, review the workshop notes.
Timing	Year-round
Distribution Partner	CITC
Supplier Partners	All.
Background	Social networking is a new form of media, but it is more about connection and engagement, than sales. Through our strategy of social media, social is now the #1 driver of leads to our campaigns (at 39%).

2016/2017 Market Activity Details

ACTIVITY NAME	INDUSTRY BLITZ
Activity Type	Industry blitz roadshow in Mel, Bne, Syd and VIP in Syd. Incentive to win one of 10 seats on a mega famil. Mega famil x 40-50 agents
Market	Aus
Target Market	120 front line sellers in each city, plus all influencers in product, marketing, owners, sales for VIP
Contribution Required	\$1300 per show approx.
	Aug (Mel), Sep (Bne), Sep (Syd and Syd- VIP)
Timing	Aug (Mel), Sep (Bne), Sep (Syd and Syd- VIP)
Distribution Partner	CITC
	Australia is still working on awareness as our number one obstacle. To keep Cook Islands top of mind, to create awareness and to show the unique differences, we are doing always on marketing including digital banners, network buys on travel intention sites, google ads, page like campaigns directing to the sale site where all packages can be found, adroll, and mobile advertising directing to our website and targeting our core personas.
Supplier Partners	Anyone can join. Or you can provide brochure support – AU\$200 per show approx, per piece of collateral.
Background	To drive business for our low and shoulder months, to give the front line sellers everything they need to successfully sell the Cooks, to understand the differences between Cooks vs Fiji, Tahiti, Hawaii etc.

ACTIVITY NAME	TRAVEL INDUSTRY EXHIBITION
Activity Type	Trade Exhibition
Market	Melbourne and Sydney
Target Market	1126 Travel Industry professionals, 14% wholesale, 12% OTA, 38% retail, 6% media and other
Contribution Required	TBD
Timing	TBA
Distribution Partner	CITC
Supplier Partners	Various
	Anyone can join. Or you can provide brochure support – AU\$200 per show approx, per piece of collateral.
Background	The Travel Industry Exhibition is a trade-only event that connects buyers and suppliers of travel services and products and provides a key forum to shape the future of the industry through networking and education

2016/2017 Market Activity Details

ACTIVITY NAME	SOUTH PACIFIC TOURISM EXCHANGE
Activity Type	Tourism Trade Event
Market	Aus
Target Market	Tourism buyers and sellers
Contribution Required	Per Head Office Request
Timing	May, 2017
Distribution Partner	CITC
Supplier Partners	Various
Background	SPTC targets international buyers to meet and network with over 70 tourism operators from SPTC's 16 Pacific Island member countries.

ACTIVITY NAME	VIRTUOSO
Activity Type	1. Training 2. Virtuoso Week (Vegas) 3. Networking
Market	Aus / USA / UK
Target Market	7,200 Elite Travel Advisors who are experts in our destination
Contribution Required	TBD
Timing	Year-Round from July 1, 2016
Distribution Partner	Virtuoso
Supplier Partners	Must be preferred with Island Escapes or a Virtuoso preferred product.
Background	Virtuoso is a leading luxury network that is new to the Australian marketplace. This new partnership will commence on July 1, 2016 and will see the best luxury advisors from all travel agencies come together to promote the Cook Islands.

ACTIVITY NAME	INSIGHTS TRADE NEWSLETTER
Activity Type	eDM
Market	Aus
Target Market	Travel Agents and Trade Partners
Contribution Required	No dollars, just content for product updates
Timing	Monthly
Distribution Partner	CITC
Supplier Partners	All.
Background	Trade newsletter providing product updates, specials, happening at resorts (for example, new pools, restaurants) and product highlights to 3,000 travel agents and trade partners.

2016/2017 Market Activity Details

ACTIVITY NAME	TRAINING / SALES CALLS
Activity Type	Sales Ambassador on the road in NSW, VIC, QLD conducting industry training combined with trade partner sales calls.
Market	Aus
Target Market	Travel Agents
Contribution Required	No dollars.
Timing	Year-Round, especially during sale campaigns. Primary months for training are July, August, October and April.
Distribution Partner	CITC
Supplier Partners	Open to all. Join us for joint calls, travel at own expense.
Background	Sales Ambassador, Donna Tuara has trained over 700 agents since becoming the Sales Ambassador. The strategy is to partner with key airline reps and wholesale BDMs to undertake training with their top retail stores.

ACTIVITY NAME	TREASURES OF THE SOUTH PACIFIC
Activity Type	Training Events
Market	Aus
Target Market	Travel Trade Partners
Contribution Required	Industry can attend – cost at \$125 per series. (For example, Sydney and Canberra is \$125 to attend both events.)
Timing	Sydney - 2 August 2016, Canberra - 3 August 2016, Brisbane - 11 October 2016 and Sunshine Coast - 12 October 2016.
Distribution Partner	CITC
	Open to all. Join us for joint calls, travel at own expense.
Supplier Partners	All.
Background	Treasures of South Pacific is a not for profit organisation comprising of the tourist bureaus from the countries of Cook Islands, Samoa, Vanuatu, Papua New Guinea, Tahiti, Solomon Islands, New Caledonia, Norfolk Island (plus some extra 'Hidden Treasures'). These events provide an opportunity for attendees to gain insights in the types of traveller that best suits each island and meet with product suppliers.

2016/2017 Market Activity Details

ACTIVITY NAME	KOCI 2016
Activity Type	15 product managers coming from Australia including 3 CITC staff
Market	Aus
Target Market	Product managers and influencers wanting to do contracting and create business. New business opportunities.
Contribution Required	Look for proposal from CITC
Timing	3-9 December, 2016
Distribution Partner	CITC
Supplier Partners	Anyone who wants to participate
Background	KOCI is a B2B programme and famil that engages our product managers, provides product knowledge, networking, destination awareness and offers a B2B appointment day where business can be conducted.

ACTIVITY NAME	MEGA FAMIL 2017
Activity Type	Famil with front line sellers with the aim of them becoming our Sales Ambassadors. Includes a training day.
Market	Aus
Target Market	Front Liner Sellers and Wholesale Res Agents, hand selected by our wholesale partners and Air NZ
Contribution Required	Support for hosted accommodation, meals and tours
Timing	March 2017
Distribution Partner	CITC
Supplier Partners	Anyone who wants to participat
Background	Mega Famil that aims to create an environment that travel agents and wholesale reservations agents can obtain direct training from the industry on their products.

ACTIVITY NAME	TRADE FAMILS
Activity Type	Famils
Market	Aus
Target Market	Wholesale Reservations Agents
Contribution Required	Support for hosted accommodation, meals and tours
Timing	February, April and May 2017
Distribution Partner	CITC and Island Escapes or Travel Associates or Flight Centre
Supplier Partners	Anyone who wants to participate
Background	Famils aimed at educating our wholesale partner reservation teams on the Cook Islands.

2016/2017 Market Activity Details

ACTIVITY NAME	MARKETING MANAGER FAMIL
Activity Type	Famil
Market	Aus
Target Market	Marketing Managers, from key partners
Contribution Required	Support for hosted accommodation, meals and tours
Timing	October – November 2016
Distribution Partner	CITC
Supplier Partners	Anyone who wants to participate
Background	VIP famil with the aim to educate and showcase the Cook Islands to our key partner Marketing Managers so they can develop a better understanding of the destination. Includes an Industry Forum.
Supplier Partners	Anyone can join. Or you can provide brochure support – AU\$200 per show approx, per piece of collateral.
Background	To drive business for our low and shoulder months, to give the front line sellers everything they need to successfully sell the Cooks, to understand the differences between Cooks vs Fiji, Tahiti, Hawaii etc.

ACTIVITY NAME	SELF FAMILS
Activity Type	Famil
Market	Aus
Target Market	Any travel industry personnel
Contribution Required	Industry rates and deals
Timing	Year-round
Distribution Partner	CITC
Supplier Partners	Anyone who wants to participate
Background	Self famils provide an opportunity for travel industry personnel to experience the Cook Islands with special industry deals. All deals will be featured on trade website.
Supplier Partners	Anyone can join. Or you can provide brochure support – AU\$200 per show approx, per piece of collateral.
Background	To drive business for our low and shoulder months, to give the front line sellers everything they need to successfully sell the Cooks, to understand the differences between Cooks vs Fiji, Tahiti, Hawaii etc.

2016/2017 Market Activity Details

ACTIVITY NAME	FLIGHT CENTRE EXPO'S (IN-MARKET CONSUMER SHOWS)
Activity Type	Consumer
Market	Australia
Target Market	Australian travellers; FC consumers
Contribution Required	\$1300 approx x 8 partners in Mel, Bne and Syd. Participation costs are tentative at this stage, to be confirmed along with Expo dates when we receive Prospectus with full details from Flight Centre.
Timing	Feb 2017
Distribution Partner	CITC, Air NZ for special fare deals at each of the events
Supplier Partners	Various
Background	<p>Flight Centre Shows – Feb 2016 in Sydney x double booth (8 suppliers); Brisbane x single booth (4 suppliers); Melbourne x single booth (4 suppliers). In 2015 Sydney had 22,152 attendees; Brisbane had 18,494 and Melbourne 21,740. There was a huge amount of interest at the shows from potential travellers. Lots of honeymooners, couples, generational travel, families, interest in holiday homes and sister islands.</p> <p>At FC shows we will run another social promotion (after the success of 2015 Insta-frame promo) to build up our social followers and we will also run a holiday prize giveaway at each event to increase our consumer database. All suppliers who attend can receive the generated database.</p> <p>All shows will be supported by social media posts and a dedicated events page on our site to let potential travellers know we are at the show.</p> <p>There will be another Air NZ consumer fare released to coincide with the FC Expo which will be promoted at these shows.</p>

ACTIVITY NAME	WEDDING EXPOS
Activity Type	Consumer
Market	Aus
Target Market	Consumers – Engaged Couples looking for a Wedding and Honeymoon Destination
Contribution Required	N/A
Timing	TBA
Distribution Partner	CITC
Supplier Partners	TBA
Background	<p>Aim to create a presence at the most popular wedding expos across Australia. New microsite to be built to support destination weddings</p> <p>Work with Worldwide Weddings (sending 3,000 pax to Fiji p/year) and other partners. Worldwide Weddings have been selling the Cooks for years, but want to ramp up their wholesaler side of the business with Adonia escapes – selling FIT. They're also launching tailor made weddings, and will be contacting all resorts and wedding co-ordinators to put together your best out of the box experience.</p>

2016/2017 Market Activity Details

ACTIVITY NAME	MEDIA FAMILIS
Activity Type	Famil
Market	Aus
	Social Influencers – people who can help influence travel to the Cook Islands
Target Market	Social Influencers – people who can help influence travel to the Cook Islands
Contribution Required	Support for hosted accommodation, meals and tours
Timing	Ad Hoc, Year-Round
Distribution Partner	CITC
	CITC
Supplier Partners	All.
	Tim Bailey is the leading Channel 10 Eyewitness news weatherman, who currently is seen nightly by 150,000 viewers on Channel Ten Eyewitness News. Tim has signed on to be our ambassador for the next 2 years and has completed 3 months of free to air television valued at \$250-\$500,000 value for free to the Cook Islands. We are currently sourcing his next promotions and will advise as they come to pass.
Background	Provide opportunities for key media partners to experience the Cook Islands.

ACTIVITY NAME	50 LITTLE STORIES
Activity Type	Series of Short Testimonial Videos
Market	Aus
Target Market	Consumer
Contribution Required	Support by way of finding clients who have a great backstory to why they booked a trip to the Cook Islands. Please send any recommendations!
Timing	Year-Round
Distribution Partner	CITC

2016/2017 Market Activity Details

ACTIVITY NAME	COOK ISLANDS CELEBRITY AMBASSADOR
Activity Type	PR
Market	Aus
	Social Influencers – people who can help influence travel to the Cook Islands
Target Market	Audience of 150,000 nightly
	Ad Hoc, Year-Round
Contribution Required	Offering promotion of Cook Islands product in return for 1 week holiday in Cook Islands.
Timing	Year-Round, signed for next two years
Distribution Partner	CITC
Supplier Partners	All.
Background	Tim Bailey is the leading Channel 10 Eyewitness news weatherman, who currently is seen nightly by 150,000 viewers on Channel Ten Eyewitness News. Tim has signed on to be our ambassador for the next 2 years and has completed 3 months of free to air television valued at \$250-\$500,000 value for free to the Cook Islands. We are currently sourcing his next promotions and will advise as they come to pass.

NORTH AMERICA

Market Profile &
Campaign activity

NORTH AMERICA-USA Market Profile



The USA market makes up 4% of total visitor arrivals into the Cook Islands.

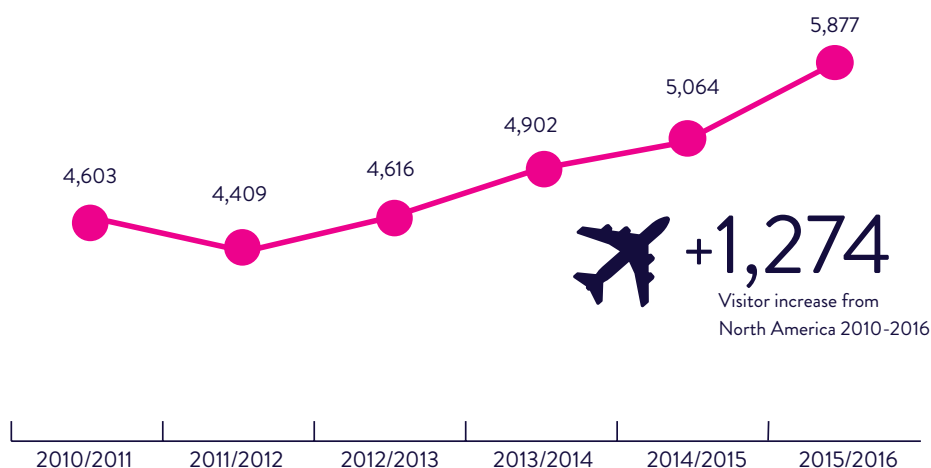
With the up gauge of the Air New Zealand Boeing 777-200ER taking place in December, being the only South Pacific destination to have lie flat beds. The new aircraft allows for an enhanced customer experience for passengers travelling between the USA and the Cook Islands therefore lending itself to target the 'Indulgent' traveler.

Aviation routes

NORTH AMERICA



Visitor Arrivals - United States of America¹



5,877

US visitor arrivals in Jul 2015 to Jun 16¹ (↑16%)



8.3 nights

Average stay in the Cook Islands¹

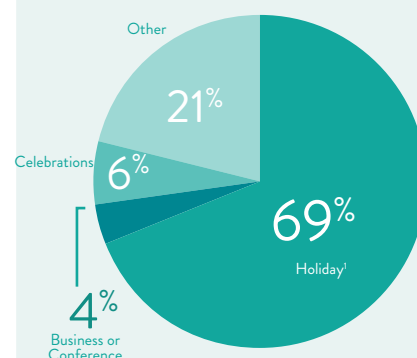


\$7.7 mil

Total spend and injection into our economy²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey^y

VISITOR PROFILE



VISITOR SPEND

\$2,560

Per trip per person²

\$158

Per night per person while in the Cooks²

CANADA-USA Market Profile

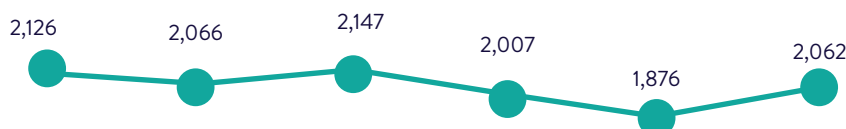


The Canada market makes up 2% of total visitor arrivals into the Cook Islands. Research shows that Canadian travelers are more likely to stay in accommodation facilities that offer long stay options. (Source: CIT Data Insights 2015)
Awareness remains the focus in this market as we continue to promote the unique selling proposition of the Cook Islands and how it resembled Hawaii 50 years ago but with all the modern conveniences.

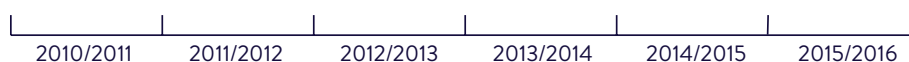
Aviation routes



Visitor Arrivals - Canada¹



+10%
Visitor increase from
Canada 2015-2016



2,062

Canadian visitor arrivals in
Jul 2015 to Jun 16 (↑10%)



11.5 nights

Average stay in the Cook Islands



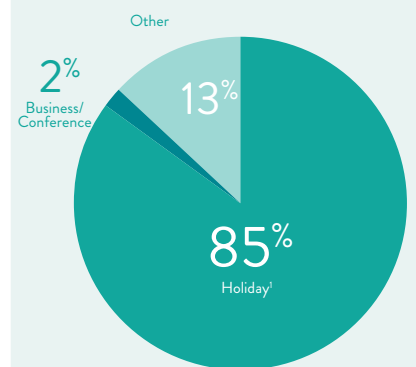
\$3.65mil

Total spend and injection into
our economy²

NORTH AMERICA

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR PROFILE



AVERAGE SPEND

\$2,915 Per trip per
person²

\$154 Per night per
person while in
the Cooks²

Market Profile

GEOGRAPHIC PRIORITY

Southern California gateway proximity: Cool winter Canada Pacific Northwest/Western for Dec - mid Mar travel: Bay Area/BC for NZL combo Oct - Apr. Opportunistic elsewhere.

PRIORITY SEGMENTS

Adults 25-54yrs, House Hold Income \$100k+: Secondary: Young Professionals. Honeymooners. Celebrators - anniversaries, birthdays, "Escape/Relax, Bucket listers". Winter escapers. Cultural explorers.

MAJOR AIRLINE PARTNER

Air New Zealand.

CHALLENGES

- Increasing destination brand awareness, balancing need for tactical call-to-action.
- Educating the true uniqueness of the Cook Islands compared to like-minded choices.
- Reaching target consumers with a small budget compared to competing destinations.
- Achieving a significant step-up in sales for the B777-200 +36% aircraft capacity.
- Increasing the ratio of high end customers to fill many additional premium cabin seats.
- Filling air seats January - April while often capacity restricted then on RAR-LAX.
- Integrating newest technologies for Content, Email and Social Media Marketing.
- Locating and influencing new business from structured tour operators (USTOA+)

STRATEGY

- USP motivation to consumers extremely or very interested in visiting Cook Islands, Tahiti or Fiji or Hawaii.
- Creating highly qualified "Ambassador agents", making them easily accessible to consumers.
- Highly targeted digital consumer campaigns using a creative approach that integrates brand with tactical.
- Deluxe "overnight bed to paradise", product partnering, and accessing high-end Premium travellers to visit.
- Business Break program to access New Zealand and Australia Business Premiere travellers.
- "Ultimate Pacific Island stopover" program, featuring and biasing seasonal southbound stopover incentives.
- Significant increase in professional Content Marketing, Email, and Social Media, embracing Brand Personality.
- Partner with Air New Zealand Sales, to identify and agree on best tactical methods of influencing.

Key USA/Canada trade and consumer events in 2016 and 2017

Event	Location	Date
LA Times - The Taste	Los Angeles	Sep 2016
Vancouver Expo	Vancouver	Sep 2016
Here & There Oregonian	Portland Oregon	Oct 2016
Travel and Adventure Show	San Diego	Jan 2017
	Bay Area	Feb 2017
	San Diego	Feb 2017

Market Profile

AT A GLANCE

Implementation of digital consumer campaigns for proximity, seasonal, and segments

LAX gateway proximity. Seasonal: “Get me out of winter”. Romance. Indulgence and Business Break for B777.

Tactical Call-to-action aligned to each campaign.

Airfares in banners & Home Page, Package offers for each campaign, ease of fulfilment.

Increase long stay offerings during December - mid March,

Create and publish much more compelling Long Stay offerings, using highly relevant content and pricing.

Further leverage and achieve increased call-to-action at consumer shows.

Advance plan for and require that partner participation can only be based on genuine “show specials” .

Increase video and Virtual Reality in our online presence, aligned with great content.

Adopt the newest yet still affordable online tools for optimizing how we handle Content, SM, Email, and Tracking.

Build true Specialist Ambassadors accessible for consumers enquiries.

Focus JV with Air New Zealand towards “Ultimate Pacific Island stopover” messaging, expanding the message.

Ensure significant wholesaler co-op investment is targetted at our needs, not theirs.

Wholesaler campaigns specifically consumer & trade training, reduce non measurable, increase Costco ratio.

Increase target influences through PR highly focused on media returning greatest value.

Encourage and invite highly target media writers/ editors, and film crews for Cook Islands visitation.

AIRLINE STRATEGY

- Focus consultative meeting process towards result orientated outcomes, understanding needs of other CITC offices
- Increase tie in with all key feed markets to benefit LAX-RAR-LAX and SYD-RAR-SYD flights
- Share media for better alignment for greater impact in campaigns. Share obstacles and opportunities regularly.
- Share research findings, engage with other airline marketing, and motivate their sales teams .

2016/2017 Market Activity Details

ACTIVITY NAME	LAX GATEWAY TO PARADISE.
Activity Type	Online digital marketing to consumers.
Market	Southern California, from Santa Barbara to San Diego.
Target Market	“Getaway and Relax” or new destination discovery seekers. Primary: Adults 25-54yrs, House Hold Income \$100k+: Secondary: Young Professionals.
Contribution Required	Product value offers from land suppliers supplied to Wholesale-Retail partners.
Timing	September (TBA), February.
Distribution Partner	Retail Wholesalers with greatest influence and consumer-reach in defined target market enabling consumers to fulfil. Air New Zealand.
Supplier Partners	Resorts, in conjunction with wholesalers for packages. Inbound Operators. Air New Zealand.
Background	<p>Southern California is a critical gateway market for the Cook Islands, being an easier sell than flight connection markets. This campaign is aimed at discretionary income travellers, many who also go to Hawaii, who will be attracted by an easy week away, and a unique “bragging rights” proposition.</p> <p>Generate Cook Islands awareness among affluent adults and young professionals in Southern California. Educate Southern Californians about the nonstop flights to Rarotonga from LAX, Drive traffic to the Cook Islands website, Encourage consumers to book travel to the Cook Islands.</p>
Campaign Details	<p>Use digital media for its unique targeting capabilities and its ability to drive traffic and engagement.</p> <p>Focus on local publishers and travel related content, use ad networks to achieve higher reach, layer on Search to reach users who are actively searching for relevant information. Online, digital banners describing the journey/ease of getting there, location, and current airfare. Call-to-action to www.paradiseincookislands.com.</p> <p>Airfares on Home page, land/air deals on Packages page, listing of Cook Islands retail-wholesalers and leading destination specialists under Contacts page. Supported by PR.</p>

2016/2017 Market Activity Details

ACTIVITY NAME	ROMANTIC COOK ISLANDS
Activity Type	Primarily online digital marketing to consumers, with some bridal show participation.
Market	Psychographic, otherwise a western North America bias. (BC, Washington, Oregon, California.
Target Market	Adults 25-54yrs, Household Income \$100k+, Honeymooners, Romantic Vacation Seekers. 1. Honeymooners. 2. +40's couples seeking "Romantic Breaks" to celebrate a special anniversary, birthday, or seeking a special romantic escape from everyday routine.
Contribution Required	Romance specific offers, tailored and "talking to" the above target segments. Shared cost of Bridal Show participation.
Timing	January (primarily – biggest Romance search month in North America), June.
Distribution Partner	Wholesale-Retailers directly engaged with this market segment. Air New Zealand.
Supplier Partners	Resorts, in conjunction with wholesalers for packages. Air New Zealand.
Background	Increasing the awareness of the Cook Islands as the most idyllic destination for romance, particularly honeymoons and anniversary celebrations, and romantic getaways.
Campaign Details	<p>Drive traffic to the Cook Islands website. Position Cook Islands as a premiere honeymoon destination for newlyweds, and a romantic getaway for couples. Utilize display and mobile media to help drive awareness and traffic to the website. Align with premium travel and honeymoon romance related content and sites. Use a mixture of direct to publisher placements along with trusted ad networks. Work directly with publishers for premium placement within quality inventory.</p> <p>Use Ad networks to provide unique targeting technology and further reach. Create search keyword list to target those looking for relevant romantic vacation information. Imagery depicting the romantic nature of the Cook Islands, and current airfare rotated with the most compelling packages/pricing. Call-to-action to our USA and Canada websites, Airfares on Home page, or package when banner advertising features a compelling romance package, land/air deals on packages page, listing of Cook Islands retail-wholesalers and leading destination specialists under Contacts page. Attendance at bridal and related shows in key geographic locations.</p>

2016/2017 Market Activity Details

ACTIVITY NAME	ESCAPE WINTER
Activity Type	Consumer.
Market	British Columbia, Alberta, Oregon, Washington, Alaska.
Target Market	Adults 25-54yrs, Household Income \$100K+, cold unpleasant winter escapers. Planned and spontaneous escape, plus seasonal longer stays.
Contribution Required	Packages: Mix of one week, two week, and sampling of cost effective longer stays including outer island options.
Timing	Canadian Thanksgiving launch. Alaska: Timed with dividend pay-out.
Distribution Partner	Wholesale-Retailers directly engaged with this market segment. Air New Zealand.
Supplier Partners	Resorts, in conjunction with wholesalers for packages. Air New Zealand.
Background	Canada, and the Pacific Northwest represent the strongest opportunity to influence travellers to visit the Cook Islands in the January – March period. Alaska also as an initial test market. Additional opportunity exists to encourage longer stays.
Campaign Details	Interest in travel to the South Pacific Targeted media buys using digital weather trigger-served adverts (commencing when temperature drops in target locations), that compare the temperature in that location to the Cook Islands. Align with premium travel related content and sites. Utilize ad networks and their targeting technology to create search keyword list to target those looking for relevant information. One Foot Island “warm paradise” image. Call-to-action to www.paradiseincookislands.com and www.paradiseincookislands.com/ca . Airfares on Home page, or package rotating best lead-in deals, land/air deals on packages page, listing of Cook Islands retail-wholesalers and leading destination specialists under Contacts page. Supported by PR.

ACTIVITY NAME	COSTCO MEMBERSHIP
Activity Type	Year round co-op campaign with Costco Travel.
Market	USA, with Canada added possibly by the end of the calendar year. West coast bias.
Target Market	The base Costco membership, plus Costco Executive membership for high-end offers.
Contribution Required	Competitive land pricing to Costco Travel. Participation in Costco special promotions, to drive additional business (Costco directly oversee budget contribution required to participate).
Timing	Year round
Distribution Partner	Costco Travel. Air New Zealand.
Supplier Partners	Participating resorts/operators. Air New Zealand.
Background	Membership based Costco Travel are a significant supplier to the Cook Islands, with a captive membership base, divided into the above target audiences.
Campaign Details	Year round promotion to the Costco Membership, with continuity, plus “off the shelf” options for special promotions during the year. Geo target emphasis aligned with our seasonal campaigns.
Trade Education	Costco Travel retail South Pacific reservations agents participating in destination fams., along with new collateral and “Best of Katu Kanga” clips re-edited as our training video.

2016/2017 Market Activity Details

ACTIVITY NAME	INDULGENCE.
Activity Type	Direct Consumer pulsed campaign lead up to B777 introduction.
Market	Geo emphasis on high income areas, e.g. Beverly Hills, Brentwood, Pacific Palisades, Santa Barbara, plus psychographic bias to reach luxury/indulgence couples with top echelon household incomes and net-worth.
Target Market	Wealthy clientele seeking an optimum unique island-pampering exotic experience, or celebrating special anniversaries or birthdays.
Contribution Required	High end / award winning resort product. \$ contribution to be advised, for participation to be featured in B777 premiere launch promotion.
Timing	Commencement timing dependant on B777-200 introduction. Travel period year-round, campaign pulsed depending on forward premium loads.
Distribution Partner	Co-op campaigns with highest-end distributors such as Virtuoso, Ensemble, and structured tour operators such as Globus. Some direct, Air New Zealand.
Supplier Partners	Air New Zealand, plus 4.5 to 5 Star properties only.
Background	In preparation for introduction of the compelling new Business Premiere B777 product, special emphasis is needed to entice premium customers to visit the Cook Islands to ensure that strong Business Premier load factors are achieved.
Campaign Details	A proposition that associates the lie-flat bed “wake up in Paradise” proposition and visual creation. Enabling of both book-direct or through high-end trade partner’s unique niche market reach. Supported by heavy PR presence and targeted activity, with partnership marketing.
Trade Educational	Highly selective travel trade familiarization that replicates the above proposition.

ACTIVITY NAME	WHOLESALE-RETAIL CO-OP.
Activity Type	Wholesale-Retail campaign Co-op marketing.
Market	USA and Canada.
Target Market	Defined consumer segments through each wholesale-retail partner’s own niche market reach.
Contribution Required	Competitive product and special offers for wholesalers to feature in special promotions.
Timing	Year round.
Distribution Partner	Main defined wholesale-retailers producing South Pacific business. Inbound operators. Air New Zealand.
Supplier Partners	All accredited suppliers aligned with the North American Wholesale-Retailers. Air New Zealand.
Background	Leveraging those wholesale retailers in North America who have a defined niche target market and/or local geographic presence.
Campaign Details	Variation based on each trade partner’s unique niche market reach and past campaign successes. Use of opportunistic ideas catering to special interests and events. In support of both our ongoing destination consumer brand awareness along with tactical promotion and packages aligned to each of our main areas of campaign activity. Their packages featured on our USA and Canada websites. Sharing of our campaign calendar for activity alignment.
Trade Educational	Wholesale-Retailer retail sales staff included with existing destination educational activity. In-market training: Source material of new collateral provided to enable local wholesaler branding, and selected “Best of” Katu Kanga clips re-edited as our training video, with further short clips for social media use.

2016/2017 Market Activity Details

ACTIVITY NAME	TRAVEL TRADE DEVELOPMENT.
Activity Type	Trade.
Market	General Travel Agents and Consortia Groups.
Target Market	USA and Canada.
Contribution Required	Famil support, Travel Agent Specials (year round), Sales Call Joint Meetings, Incentives.
Timing	Year round.
Distribution Partner	N/A.
Supplier Partners	Accredited Members.
Background	We lack an easy way for enquiring consumers to get in contact with an expert. Improve quality of Travel Trade engagement with supporting our destination, becoming true specialists, prepared to have the right ongoing relationship with the destination, and give consumers the help they are seeking.
Campaign Details	<p>Target Groups:</p> <ul style="list-style-type: none"> Tier 1 – General Travel Agents Tier 2 – Consortia Groups Tier 3 – Destination Specialists <p><u>Ambassador Tier:</u> Introduce a Refinement Program through email marketing and known contacts.</p> <p>Focus on a group of travel agents who are known as or become a smaller more manageable group of pure ambassadors of the Cook Islands. Invest time and effort into these ambassadors. Provide a short profile of each with photo, introduction, and direct contact information on our websites, with a zip code (USA) look-up table and Province (Canada) look-up table for consumers to easily get to an expert someone in their locality.</p>
Trade Educational	Conduct famils including VIP and Self. Year round of Sales Calls, Online Specialist. Local market: New collateral provided to enable local wholesaler branding, and selected “Best of” Katu Kanga clips re-edited as our training video, with further short clips for social media use.

2016/2017 Market Activity Details

ACTIVITY NAME	ULTIMATE STOPOVER.
Activity Type	Reaching consumers through main JV MOU activity with Air New Zealand, and wholesaler-retailers.
Market	San Francisco, South Bay - Los Angeles - San Diego.
Target Market	Cultural Explorers and Touring Adventure-Seekers seeking optimum South Pacific experience.
Contribution Required	Land only with choice of “off the shelf” 2, 3, 4 and 5 night packages with outer island options.
Timing	Campaign: 16 February – March 15 2015. Travel dates: (777 intro. date) August – 8 December 2015.
Distribution Partner	Wholesalers with a primary focus on New Zealand. Australia and inbound operators. Air New Zealand.
Supplier Partners	Those aligned with participating Retail Wholesalers. Air New Zealand.
Background	Strategic growth opportunity: Few more than 25% of North Americans visit both the Cook Islands and New Zealand/Australia. In contrast, most North Americans visiting New Zealand will go to Australia or vice-versa.
Campaign Details	Align with premium travel related content and sites to position the Cook Islands, on Air New Zealand’s network, as being the ultimate South Pacific “best kept secret” itinerary. The only “one airline” Pacific Island stopover solution where customers do not have to suffer a transit lounge in one direction (direct trans-Pacific flight offerings with New Zealand or Australia are not available with Tahiti, Fiji, or Hawaii). Promote the most efficient of any Sopac. itinerary: LAX-RAR 4 nights RAR-SYD – AKL-LAX/HOU/SFO. The Cook Islands / New Zealand combo. is the better opportunity, due Australia often having a competing Great Barrier Reef itinerary inclusion. Additional incentive for travel periods for directional imbalances when northbound RAR-LAX full. Multi-listed on our Canada and USA websites, special page of detailed itinerary examples and land only packages.
Trade Educational	Self fams. targeted to New Zealand and Australian Wholesale-Retail staff, including encouraging a stopover visit when any are attending TRENZ and/or ATE of a multi-fam.

2016/2017 Market Activity Details

ACTIVITY NAME	ESCORTED GROUPS AND SPECIAL INTEREST TRAVEL.
Activity Type	Sales. Oceania Escorted Tour Companies.
Market	Trade specific events, + direct to company head offices; primarily East Coast based.
Target Market	Existing customers who have brand loyalty with these companies.
Contribution Required	Participation in negotiations for business as referred.
Timing	Escorted Groups: Longer term influence due need to become included in their itineraries. Impacts January/February except Students biased to June – September. Corporate Incentives: year round.
Distribution Partner	Escorted Tour Operators. Inbound Operators. Focused Wholesale-Retailers. Some direct. Air New Zealand.
Supplier Partners	Accredited companies with ability to handle small / medium groups. Inbound operators. Air New Zealand.
Background	This is a minimal cost / largely sales driven approach. A) Escorted Tour Operators: The endeavour is to have the Cook Islands become included in New Zealand/Australia future brochure product. Access largely through introduction from existing Air NZ sales leveraging. B) Locating companies sending small incentive groups and using recent credibility success. C) Using special interest and events as leveraging for decision to travel.
Trade Educational	Self fams. targeted to New Zealand and Australian visitation, senior staff stopping over. Mega fams for escorts where commitment made.

ACTIVITY NAME	BUSINESS BREAKS
Activity Type	Consumers and Trade.
Market	USA.
Target Market	Affluent Business Travellers, Front of the Aircraft Travellers, Travelling to New Zealand/ Australia.
Contribution Required	2 - 3 night stay offers, “off the shelf” land packages. Participation in trade sales incentive rewards.
Timing	Year Round.
Distribution Partner	Direct to website, Corporate Travel “Implant” Agencies, Wholesalers, Inbound Operators. Air New Zealand.
Supplier Partners	High End Accredited Industry Members. Air New Zealand.
Background	With approximately 60K+ amount of business travellers flying to Australia and New Zealand each year this program aims to utilize the stop over campaign to assist with filling the front of the aircraft in both directions.
Campaign Details	Push “Off the Shelf” packages to corporate implant agencies and offer Booking Incentives for distribution partners who include or switch business class or premier class travellers to include the Cook Islands as a Business Break. Supported by PR.

2016/2017 Market Activity Details

ACTIVITY NAME	ONLINE ESSENTIALS
Activity Type	Primarily Consumer. Trade communication for training.
Market	All segments, USA and Canada.
Target Market	Most segments as defined in strategic campaign activity.
Contribution Required	Product offers, product updates, New, fresh, current and historical content.
Timing	Year round.
Distribution Partner	N/A.
Supplier Partners	Accredited CI Industry. Air New Zealand.
Background	<p>Dynamic online presence is essential. TravelSytyles research conducted for CITC NAM (Released March 2016): Three-quarters (75.5%) of those who visited Hawaii or the South Pacific on their most recent international vacation requested information from a tourist office for that trip. Almost all (65.0%) did so via the Internet.</p> <p>Among best prospects who visited Hawaii or the South Pacific on their most recent trip: 85.5% used the Internet in connection with the trip.</p> <p>34.3% used a travel agent. However, travel agent recommendation only rated 8.0% as destination choice influence.</p> <p>The share of travelers who obtained information from a destination tourist office via social media prior to their most recent trip is twice that of those who obtained destination information through the mail (30.5% versus 15.3%). Nearly ¾ of best prospects regularly use Facebook; more than ¼ use YouTube, Twitter, Instagram, and LinkedIn.</p> <p>Accordingly, this activity is primarily about continuous improvement for online presence for the Cook Islands to target consumers.</p>
Campaign Details	Content Marketing, Email Marketing, Social Media Marketing, Social Media Integration, Specialized Online Experiences, SEO – Search Engine Optimization, SEM – Search engine Marketing, Measurement.

2016/2017 Market Activity Details

ACTIVITY NAME	CONSUMER SHOWS.
Activity Type	Attendance at key Consumer Shows to promote Cook Islands and call-to-action.
Market	Los Angeles, San Diego, San Francisco, Portland, Seattle, Calgary, Vancouver.
Target Market	Consumers seeking new travel vacation ideas and education.
Contribution Required	\$ contribution TBA. EOIs for participation invite will be sent for representation at. Genuine show special offerings.
Timing	September, November, January, February, March.
Distribution Partner	Local “ambassador” destination specialists selling their preferred Wholesale-Retailer or Inbound Operator package offers. Air New Zealand.
Supplier Partners	Accredited CI Industry where opportunity exists to align per contribution, above. Air New Zealand.
Background	The most proven shows for higher end “pay to attend” locations, being the Travel Adventure Show series and similar, typically in the 14,000 to 32,000 attendance range.
Campaign Details	A 10’ X 6’ corner booth in prime consumer space within the event, highly attractive back-lit display, map and island images on stands, with appropriate fulfilment collateral and featured resort and wholesale-retail brochure racked one-page flyers. Call-to-action with (genuine) show specials. On stage presentations when available and within affordability range. Supported by PR.

ACTIVITY NAME	HOLIDAY HOMES / VACATION RENTALS / AIR B’NB
Activity Type	Consumers.
Market	Consumers, USA and Canada.
Target Market	Families, Couples, Generation travellers, Millennial, Groups, Friends, Wedding Groups, and Wedding Anniversary interested in and accustomed to Home rentals.
Contribution Required	TBA.
Timing	Year round
Distribution Partner	Holiday home portals. Air New Zealand.
Supplier Partners	Holiday Home Accredited members. Air New Zealand.
Background	There is a need to push Holiday Homes in the USA and Canada to provide multiple options for visitors travelling for a wedding, reunion, generational travel, special events and millennials etc.. Tactical partnership with Homeaway Network including VRBO, Homeaway.com & VacationRentals.com.
Campaign Details	Create a strategy to ensure Holiday Homes are on the major Holiday Home Portals including VRBO and Air BnB. Further develop the Holiday Home market by raising awareness of the Cook Islands options among consumers looking for unique Holiday Homes. Discover the distribution channels to play in to ensure the Cook Islands are considered. Highlight top 12 reasons why you should book a holiday home in the Cook Islands and use User Generated content to create a trust with the future visitor to the Cook Islands. Include Trip Advisor ratings on each Holiday Homes. Work with the Cook Islands Tourism Industry Council to look into the accreditation process for Holiday Homes to ensure a much seamless process in becoming accredited. Supported by PR

2016/2017 Market Activity Details

ACTIVITY NAME	BUSINESS BREAKS
Activity Type	Consumers & Trade
Market	USA
Target Market	Affluent Business Travellers, Front the aircraft travellers, travelling to New Zealand and Australia
Contribution Required	2-3 Night stay offers, “off the shelf” land packages. Participation in trade sales incentive rewards.
Timing	Round year
Distribution Partner	Direct to website, Corporate Travel “IMplant” agencies, wholesalers, INbound operators, Air New Zealand
Supplier Partners	High end accredited industry members. Air New Zealand
Background	With approximately 60K+ amount of business travellers flying to Australia and New Zealand, this program aims to utilize the stop over campaign to assist with filling the front of the aircraft in both directions.
Campaign Details	Push “Off the Shelf” packages to corporate implant agencies and offer booking incentives for distribution partners who include or switch business class or premier class travellers to include the Cook Islands as a Business Break. Supported by PR

ACTIVITY NAME	USA CANADA TRAVEL TRADE SHOWS
Activity Type	Attendance at key Trade Shows to promote and educate Cook Islands destination and product.
Market	Venues depending upon market opportunity in travel trade consortium chosen meeting locations.
Target Market	Travel Agent consortium members seeking new travel vacation ideas and education.
Contribution Required	To be arranged directly with the participating Wholesale-retailer, as applicable.
Timing	Timing dependent on market opportunity in travel trade consortium chosen meeting timing.
Distribution Partner	Participating consortiums. Air New Zealand.
Supplier Partners	Primarily those aligned with the applicable consortium. Air New Zealand.
Background	Consortiums enable us to reach many agents in one venue with a destination message, recruitment for further Specialist training.
Campaign Details	Varying from “round-tables to a 10’ X 6’ booth, with appropriate fulfilment collateral.
Trade Education	This activity is directly aligned to same.

United Kingdom/Nordic

Market Profile & Campaign activity

UNITED KINGDOM Market Profile



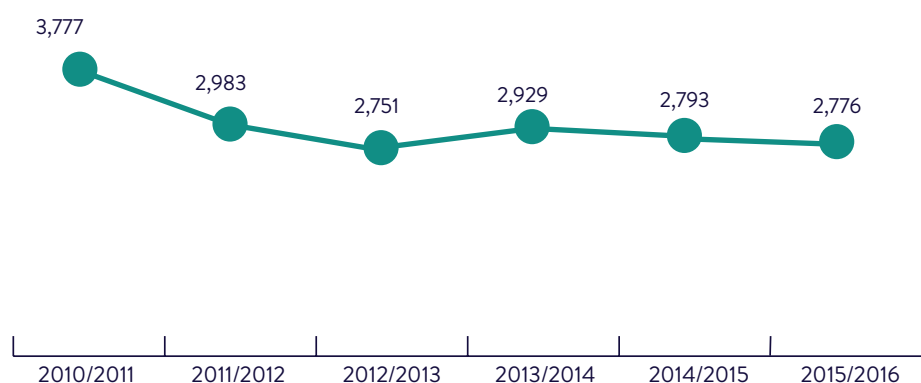
The United Kingdom market makes up 2% of the total visitor arrivals into the Cook Islands.

With the United Kingdom now exiting the European Union work is being planned to build Public Relations and specialist training programs for wholesalers and retailers to strengthen destination awareness.

Aviation routes



Visitor Arrivals - United Kingdom¹



2,776

United Kingdom visitor arrivals
in Jul 2015 to Jun 16



8 nights

Average stay in the Cook Islands

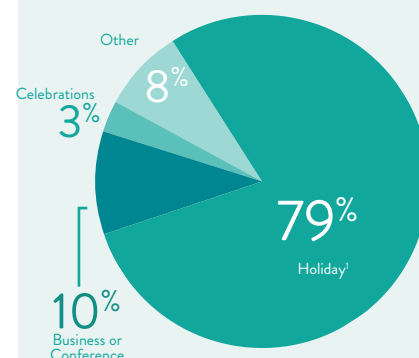


\$3.2mil

Total spend and injection into
our economy²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR PROFILE



VISITOR SPEND

\$2,510

Per trip per
person²

\$144

Per night per
person while in
the Cooks²

Market Profile

GEOGRAPHIC PRIORITY

United Kingdom

PRIORITY SEGMENTS

Primarily Stopover traffic enroute to/from New Zealand/Australia. Stand alone business for Weddings, Backpackers and Niche markets

MAJOR AIRLINE PARTNERS

Air New Zealand, Virgin Australia, Jetstar (QF) other carriers into AKL / SYD

CHALLENGES

- Economy growing but interest rates low 0.5% so no earnings on savings
- Outcomes of UK leaving the European Union
- Stopovers to NZ, influenced by better airfares via Asia and Middle East
- Heavy reliance on NZ to promote the destination /route
- Client (and trade) lacks understanding between the difference in South Pacific Destinations
- Limited One stop air access from UK (only NZ)

STRATEGY

- Support and work with identified key Wholesalers in joint marketing
- Focus on longer stay, and Cooks as an add-on, rather than a stopover
- Focus on 'soft adventure' traveller who wants more than just beach
- Focus on group leisure business - Eg Lions Tour
- Focus on Weddings / Honeymooners
- Target the consumer

Key United Kingdom consumer events in 2016 and 2017

Event	Location	Date
Unite Pacific	London	March, 2017

Market Profile

AT A GLANCE

Support wholesale partners in achieving set goals

Focus on those that really can improve figures

Increase first hand knowledge of Cooks by 'Self fams' and organised fams

Knowledge is key - get as many trade people through the Cooks as possible

Further drive the trade with regular and consistent awareness campaigns in trade

Consistency and regular exposure so trade are aware of Cook Islands

Increase face to face sales calls and strengthen the relationships

People buy from People, get people to know us and want to buy from us

Build the relationship with key travel agents in the market

Drive the knowledge into the trade and develop further those agents

PR Activity - Introduce a PR company to the market

Introduce a PR Activity for Consumers to drive the consumer to the trade

Focus on the Wedding and Honeymoon market

Social Media / Friends of Cook Islands

2016/2017 Market Activity Details

ACTIVITY NAME	WEDDING SHOWS
Activity Type	Consumer Event for Weddings
Market	UK
Target Market	Wedding Couples
Contribution Required	TBA
Timing	London 23-25 September 2016 Birmingham 30 September – 2 October 2016 Manchester 22 – 23 October 2016
Distribution Partner	TBA
Supplier Partners	1-2 x Accredited supplier
Background Details	To target the wedding market we will look to participate with a Wedding specialist at the key wedding shows in the UK. The audience is firmly wedding couples and we have identified the key wedding fairs in the biggest cities in the UK, in the first half of the financial year, and the time that most couples are looking to book their honeymoon or arrange their wedding.

ACTIVITY NAME	TRAVEL COUNSELLORS CONFERENCE
Activity Type	B2B Homeworkers conference
Market	UK (International Travel Counsellors)
Target Market	Retail Homeworkers
Contribution Required	\$1000
Timing	18-20 November 2016
Distribution Partner	Travel Counsellors
Supplier Partners	1 x Accredited supplier
Background Details	Travel Counsellors are the largest network of homeworkers in the UK, with additional homeworkers based in Ireland, Belgium, Holland, South Africa, Dubai/UAE and Australia. This is their annual conference and the homeworkers from all markets will attend, amounting to over 1200 TC's in total. Cook Islands will participate, giving us direct access to all TC's at the social events which will include hosting a table at the Gala Awards dinner. Additionally there will be a POW WOW B2B workshop which will give the opportunity for the travel counsellors to have a more business focused approach. Due to restrictions on access, we will be limited to only one partner.

2016/2017 Market Activity Details

ACTIVITY NAME	UNITE PACIFIC
Activity Type	Trade workshop
Market	UK
Target Market	Travel Trade – Product Managers
Contribution Required	Cost of Table \$700-\$800 (can be shared by two suppliers) travel and Hotac extra.
Timing	March 2017
Distribution Partner	Unite Promotions / Cook Islands UK office
Supplier Partners	Cook Islands UK Office
Background Details	The ‘one-stop-shop’ event for UK and European based tour operators to hold informal, pre-booked, one-to-one meetings with tourist boards, hoteliers, representation companies, airlines, ground handlers and car hire companies from the Pacific & Australasian regions. The date ties in with ITB, Berlin which allows the overseas contingencies to attend both events optimising their time in Europe. In 2014, there were over 78 delegates from over 53 exhibiting companies representing over 600 hotels, airlines, tourist boards, associations, ground handlers and car hire companies. There were 50 delegates from over 40 tour operating companies from the UK and Europe.

ACTIVITY NAME	TRAVEL AGENT DINNERS
Activity Type	Dinners with up to 12 Travel Agents
Market	UK
Target Market	Retail
Contribution Required	50% of Cost to CIT / remaining between partners
Timing	4 x dinner – Sept / Oct / Apr / Jun
Distribution Partner	N/A
Supplier Partners	1-3 x Accredited supplier
Background Details	In line with our objective of targeting the travel agents for the Financial year, we will be hosting Travel Agents from selected cities up and down the UK. The dinners will allow the supplier to meet all the travel agents and present on their product, as well as a generic Cook Island presentations. The marketing will go out beforehand on social media and will include all branding of the supplier on all the printed material at the event. Similar events have had proven success for CIT in the UK market in 15/16 FY.

NORDIC Market Profile



The Nordic market makes up 1% of the total visitor arrivals into the Cook Islands.

Strategy for this market is to continue to build awareness of the destination working and supporting specific wholesalers focusing on the cultural traveller who want more than just a beach holiday.

Aviation routes



879

United Kingdom visitor arrivals
in Jul 2015 to Jun 16¹



13.7 nights

Average stay in the Cook Islands¹

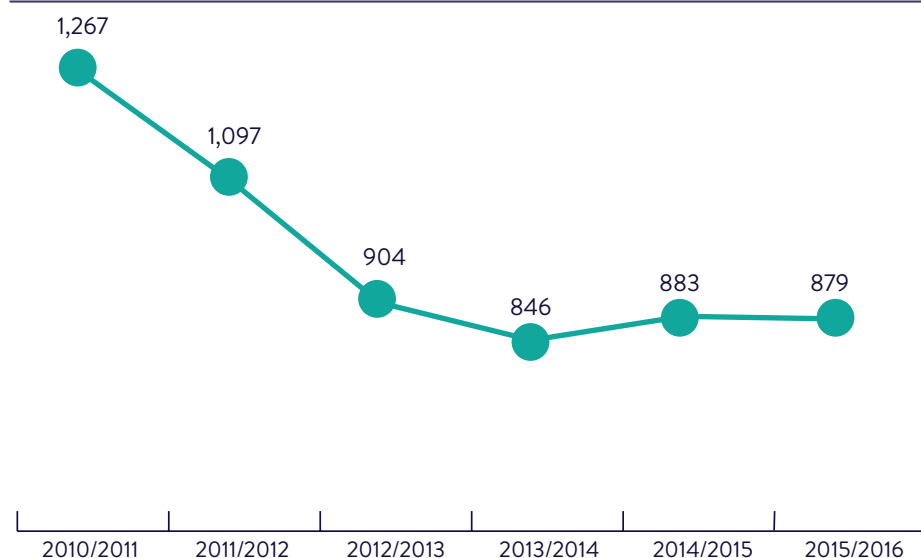


\$1.04mil

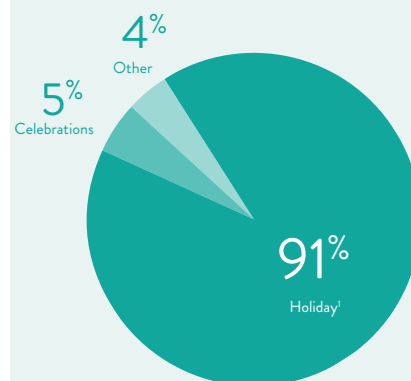
Total spend and injection into
our economy²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

Visitor Arrivals - Nordic Market¹



VISITOR PROFILE



VISITOR SPEND

\$2,428

Per trip per person²

\$87

Per night per person while in the Cooks²

Market Profile

GEOGRAPHIC PRIORITY

Denmark, Sweden, Norway, Finland

PRIORITY SEGMENTS

Sweden, Norway to continue, Denmark, Finland to grow

MAJOR AIRLINE PARTNERS

Air New Zealand, Emirates (Virgin Australia / Jetstar)

CHALLENGES

- Middle East Airlines now focusing on market taking pax East instead of West (EK/QR)
- NZ have no interline fares with SK on LAX route (just on LHR)
- Denmark - still need to focus on this market
- Sweden - Strong awareness, spend on travel being reduced overall
- Norway - Economic challenges mainly due to low oil price
- Finland - economic challenges, impacted by both EU and Russia

STRATEGY

- Support and work with identified wholesalers in each market
- Encourage staff to sell and to come to the Cook Islands
- Focus on cultural traveller who wants more than just beach
- Focus on those coming via East instead of US

Market Profile

AT A GLANCE

Support wholesale partners in achieving set goals

Focus on those that really can improve figures Denmark
- Myplanet, FijiResor, Sweden - Tour Pacific, FijiResor,
Soderhavsresor, Norway - FijiResor, Australiatour,
Finland - Aktiv

Increase first hand knowledge of Cooks by 'Self fams' and organised fams

Knowledge is key - get as many trade people to the Cooks as possible

Further drive the trade with regular and consistent awareness campaigns

- Increase Face to Face sales calls and strengthen the relationships
- Consistency and regular exposure so trade are aware of Cook Islands.
- People buy from People, get people to know us and want to buy from us.
- Drive the knowledge into the trade and develop those agents

AIRLINE STRATEGY

2016/2017 Market Activity Details

ACTIVITY NAME	MATKA NORDIC TRAVEL FAIR
Activity Type	Trade show / Consumer show
Market	FINLAND
Target Market	Consumers
Contribution Required	\$250 plus hotel / travel
Timing	19-22 January 2017
Distribution Partner	Aktiv Resor
Supplier Partners	Accredited supplier
Background Details	The Matka Nordic Travel Fair is the biggest travel fair in northern Europe and the best setting where to get contacts from the Nordic countries, the Baltic region and Russia. The event isn't only the ideal platform where to meet and network other professionals of the sector, but also the place where to present your new products and services to a specialized audience of traders. More than 1000 exhibitors from 80 different countries ensure an impressive start for the travel year.

2016/2017 Market Activity Details

ACTIVITY NAME	NORDIC ROADSHOW
Activity Type	A roadshow with a difference - it will be done by boat through the Nordic markets on one of the Cruise ferries
Market	Finland, Sweden, Norway, Denmark
Target Market	Wholesalers and Retail Agents
Contribution Required	Cost to get to Nordic market plus \$1000 for participation and \$1500; meals to be extra
Timing	Autumn 2016
Distribution Partner	None
Supplier Partners	Accredited supplier
Background Details	<p>The cruise ferries sail around the Baltic overnight and during the day remain in port - we will use this opportunity to take the travel arrangements of the ferry and then each day invite the agents on board for a workshop and lunch.</p> <p>Part 1 - will be done using either Viking Line or Silja Line from Stockholm to Helsinki</p> <p>Part 2 - will use DFDS Seaways from Copenhagen to Oslo</p>

ACTIVITY NAME	REISELIVSMESSEN – OSLO TRAVEL FAIR
Activity Type	Trade show / Consumer show
Market	NORWAY
Target Market	Trade / Consumers
Contribution Required	\$250 plus hotel / travel
Timing	13-15 January 2017
Distribution Partner	Fiji Resor
Supplier Partners	Accredited supplier
Background Details	<p>This is the key travel event in the Norwegian market spread over 3 days. The first day is for the Travel Trade with B2B networking opportunities, followed in the subsequent days by consumer event. We will work with our key partner in the Norwegian market to ensure exposure to all the consumers coming through the doors.</p> <p>The stand will be in the 'Big World' section, one of the five pavilions at the show.</p>

Northern Europe

Market Profile & Campaign activity

NORTHERN EUROPE Market Profile



The Northern Europe market makes up 3% of the total visitor arrivals into the Cook Islands. Research shows that the European traveler is the second largest market to visit the island of Atiu. (Source: CIT Data Insights 2015).

The major challenge is the distance/length of time taken and perceived value for money to travel to the Cook Islands when compared to destinations that are much closer like the Mediterranean.

Aviation routes



Visitor Arrivals - Northern Europe¹



+605

Visitor increase from Northern Europe 2010-2016



4,305

Northern Europe visitor arrivals
Jul 2015 to Jun 16



9.7 nights

Average stay in the Cook Islands

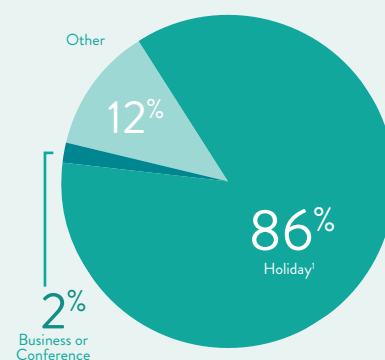


\$4.76mil

Total spend and injection into
our economy²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR PROFILE



AVERAGE SPEND

\$2,091

Per trip per
person²

\$114

Per night per
person while in
the Cooks²

NORTHERN EUROPE

Market Profile

GEOGRAPHIC PRIORITY

Germany, Austria, Switzerland, The Netherlands, Belgium, Luxemburg, parts of Eastern Europe (as secondary markets)

PRIORITY SEGMENTS

Romance, Silver Surfers, Backpackers, Beach Holiday Seekers, Weddings, Honeymoons, Youth, Holiday Makers (adventure, high end, culture)

MAJOR AIRLINE PARTNERS

Air New Zealand, Singapore Airlines (SQ), Virgin Australia (VA), Etihad (EY), Emirates (EK)

CHALLENGES

- Distance
- Cost of acquisition is considered as not cheap
- Sun destinations at doorstep (Mediterranean, Spain, Greece etc)
- Competing “exotic” destinations; esp. the Indian Ocean & South Pacific neighbours
- Competitor budgets higher for the South Pacific
- Awareness
- change of flight schedule from November 2016 and bigger aircraft from December 2016 onwards.
- Try to influence flight imbalance (LAX-RAR vs. RAR-LAX) esp. between Feb. and May 2016 TBC

STRATEGY

- Mainly work with trade and airline partners, as well as TNZ and ANZ to cooperatively market to the consumer (B2B2C)
- Depending on the trade partner, focus on selling the Cooks as stand alone destination, in conjunction with Tahiti, as an add-on to NZ or as an add-on to Australia.
- Highlight the beauty of the Cook Islanders and the beauty of the natural environment and the Outer Islands experiences.
- Use PR to increase awareness.
- Emphasize on the beauty and authenticity of the Cook Islands and it's happy & friendly inhabitants.
- More Online Marketing (B2B and B2C), to push traffic to website, specialist training and esp. to landing pages of our trade partners to stimulate sales.
- Communicate/sell new products, i.e. Mangaia, Mitiaro Homestay, etc.
- Try to influence flight imbalance (LAX-RAR vs. RAR-LAX)
- Increase awareness of SYD-RAR and by packaging new products

Key Northern Europe trade and consumer events in 2016 and 2017

Event	Location	Date
ITB	Berlin	March 2017
Meet the Cook Islands	Italy, France, Spain	Nov 2016 or Jan/Feb 2017
Meet the Pacific	Italy, France, Spain, Amsterdam, Stockholm & Copenhagen	Feb 2017

NORTHERN EUROPE Market Profile

AT A GLANCE

Co-op campaigns with wholesalers in conjunction with ANZ and other airlines servicing the Cooks.

Tactical Marketing campaigns with major players (TO) planned in each market.

Attend travel trade shows/training events/roadshows

Coop Campaigns consist of online training modules, travel agent trainings, direct mailings, Booking Incentives, some trade magazine editorials/ads, etc.

Educational seminars and training for res staff and travel agents to increase sales to the Cooks.

All campaigns cover a long time period; ideally a few months; some even the whole financial year.

Online activities as part of the Coop campaigns for both, to attract consumers and trade

SYD-RAR-SYD package now featured in two major TO brochures: FTI (D, A, CH) and Dertour.

Attend/visit major European Trade Shows, such as ITB and for the first time in 2017 the Cooks will be an exhibitor (co-exhibitor) on all major consumer travel shows in NE.

Trade & PR famils & website in German (partly).

Consumer events are becoming more important to increase the awareness and sales, but only in coop with dedicated tour operators and a call to action. We are focussing on consumer evenings in conjunction with TO's. (local agents invite their best clients to a CI evening).

Online specialist program in German.

Continue using PR as supporting tool

Social media channels are used by utilising global sites fed by HO.

Assist potential travellers (consumers) with their inquiries, printed info material and give the personal advice over the phone and online.

New collateral, such as the updated Cooks Book in German, German Trifolds, etc.

AIRLINE STRATEGY

- Continue working with Air NZ, but also push traffic with Vlrigin Atlantic and their international. long haul partners such as Singapore Airlines and Etihad (in that order). With the new Jetstar flights between AKL and RAR, the NE office is now also looking at joint possibilities in conjunction with Emirates.

2016/2017 Market Activity Details

ACTIVITY NAME	CMT STUTTGART, FREE MUNICH, REISEN HAMBURG AND OTHERS
Activity Type	Consumer shows
Market	NORTHERN EUROPE – Germany, Austria, Switzerland, The Netherlands
Target Market	Consumers from NE
Contribution Required	Tba; approx. NZD 25.000,-
Timing	Mid January 17 to mid February 2017
Distribution Partner	Boomerang Reisen, Karawane, Coco Tours & others
Background	CMT is Europe's largest consumer travel show, taking place in Stuttgart, in the wealthy south of Germany in Baden Württemberg. For the second time, CITC will be present as co exhibitor on the Boomerang Reisen or another stand, but with our own counter and signage. The same will happen in Hamburg, in the north of Germany and ideally in Munich, Vienna, Zurich and Amsterdam.
Trade Educations	Some other German TO's will also be exhibiting and can be visited during the show, but the majority of visitors are consumers. For more information please contact Lars Schubert in our Cook Islands Tourism Northern Europe office at europemanager@cookislands.travel

ACTIVITY NAME	DERTOUR CAMPAIGN
Activity Type	Marketing campaign
Market	Northern Europe; mainly Germany & Austria (tbd)
Target Market	Consumers via travel agencies
Contribution Required	tba
Timing	December to February 2016
Distribution Partner	Dertour and it's approx. 10.000 agencies in Germany
Supplier Partners	Dertour, maybe Air NZ (TBD)
Background	<p>DERTOUR is one of the largest tour operators in Germany (with some distribution agencies in Austria as well), offering individual holidays on a flexible modular basis. The DERTOUR product portfolio includes tours to long-haul and European destinations, specialised tours, city tours and events. It is currently the market leader in Germany (and Austria) for many long-haul destinations.</p> <p>The activity will consist of a direct mailing to clients, Online and Offline banners and In Store Promotions. Further details are still tbd.</p>

2016/2017 Market Activity Details

ACTIVITY NAME	KNECHT REISEN, TRAVEL DAYS & TRAININGS
Activity Type	Two consumer days in the Knecht Reisen HO plus agent trainings in Zurich and Lausanne
Market	Northern Europe - Switzerland
Target Market	consumers; travel trade
Contribution Required	tba
Timing	November 19 – 20, 2016
Distribution Partner	n.a.
Supplier Partners	TNZ, Air NZ, & others
Background	Knecht is one of the major Swiss TO's with retail offices all over Switzerland. Every year they organize a consumer travel day focusing on OZ & NZ, as well as another one focusing on other countries. In 2016, they are organizing one joint consumer travel day for all countries they sell. The participation for CITC is a good opportunity not only to present the destination to interested consumers but to also train agents in two different areas of Switzerland. For more information contact our Cook Islands Tourism Northern Europe office europemanager@cookislands.travel

ACTIVITY NAME	FTI AUSTRIA
Activity Type	Client evening or direct mailing together with FTI Austria headquarter
Market	Northern Europe - Austria
Target Market	consumers
Contribution Required	NZD 3.000,-
Timing	November 2016
Distribution Partner	FTI
Supplier Partners	tba
Background	FTI continues to be one of the top 3 To's to the Cooks out of Continental Europe. Besides their "regular" portfolio in the 2016/2017 brochure, additional pages will feature Atiu and a page dedicated to packages combining OZ and RAR using the SYD-RAR flights as well as the RAR-AIU-AIT triangle. FTI Austria is picking up good numbers especially to the outer sister islands in the Cooks. Hence a client evening or a direct mailing to selected customers will be a perfect platform to showcase the islands to interested consumers.
For more information contact our Cook Islands Tourism Northern Europe office: europemanager@cookislands.travel	FTI Online Training tool for the Cook islands has been online between May 2012 and March 2013. Approx. 1000 travel agents successfully completed the training. Out of these agents FTI and Cook Islands Tourism Corporation NE will identify 5 who will go on a sponsored fam trip to the Cooks mid/end October 2013 for one week. Airline tickets will be bought by the NE office through FTI. In addition, FTI will increase their portfolio in the 2014 brochure by 4 more product pages (Mangaia, Atiu, Mitiaro, Mauke) plus one additional page with all flight connections (incl. ANZ, EY, SQ, MH, VA) plus a page dedicated to a package combining OZ and RAR using the SYD-RAR flights. For more information contact our Cook Islands Tourism Northern Europe office.

2016/2017 Market Activity Details

ACTIVITY NAME	COCO TOURS/JEDEK AUSTRIA
Activity Type	Coco TA/Oceania roadshow in Austria & Jedek client evening in Vienna
Market	NORTHERN EUROPE - Austria
Target Market	travel agents in Austria / consumers in Vienna
Contribution Required	tba
Timing	Roadshow: November 12 to 18, 2016 / client evening date: yet tbd
Distribution Partner	Coco and Jedek agents all over Austria
Background	The Austrian TO Jedek purchased Coco Tours in 2014. Together they represent one of a few remaining Austrian operators with the sales force of their 3 own agencies all over Austria plus potentially all other Austrian travel agencies. Coco/Jedek now remains to be the only Austrian TO (besides German TO's) selling the South Pacific.
Trade Educations	Besides the above mentioned trade roadshow with Coco, we would like to do a consumer evening in the Jedek retail office in Vienna.

ACTIVITY NAME	PACIFIC ISLANDS TRAVEL
Activity Type	Trade
Market	NORTHERN EUROPE – The Netherlands
Target Market	Consumer
Contribution Required	NZD 3.000,-
Timing	tbd
Distribution Partner	PIT
Background	PIT is one of the leading travel agencies in the Netherlands, selling directly to the consumer. Besides other ongoing activities, we will focus on their consumer activities, such as joint newsletters and ads in newspapers & magazines and of course Online banners.
Trade Educations	n.a. For more information contact our Cook Islands Tourism Northern Europe office europemanager@cookislands.travel

2016/2017 Market Activity Details

ACTIVITY NAME	CONSUMER DAYS OR EVENING PRESENTATIONS IN CONJUNCTION WITH DIVERSE TO'S
Activity Type	Info Counter & presentation
Market	Northern Europe – Germany, Switzerland, Belgium
Target Market	consumers
Contribution Required	NZD 10.000,-
Timing	October 2016 through March 2017
Distribution Partner	TO's like, Knecht reisen CH, Diamir, Dreamtimetravel CH, Antipodes BE, Aussie Tours BE, Meier's Weltreisen, Dertour, etc.
Supplier Partners	n.a.
Background	Consumer days/evenings in conjunction with TO's where CITC has the chance to do a presentation about the Cook islands and has an info counter to provide further information has proven to be labour intensive, but at the same time very efficient and convincing. For more information contact our Cook Islands Tourism Northern Europe office europemanager@cookislands.travel

ACTIVITY NAME	ONLINE BANNERS
Activity Type	Online banners on popular consumer websites
Market	Northern Europe – Germany & others
Target Market	consumers; B2B2C (travel trade)
Contribution Required	NZD 10.000,-
Timing	November 2016 to January 2017
Distribution Partner	Major popular websites in Europe
Supplier Partners	tba
Background	CITC NE is planning an Online banner campaign on popular high traffic websites. The system allows us to change the used websites daily, depending on traffic and demand, hence the best outcome & click rate is guaranteed during the booked time period (of approx. 2 -3 months). Consumers clicking on our banners can either be directed to CITC website, or if private sector gets involved in this campaign, directly to the hotel on the CITC website. For more information contact our Cook Islands Tourism Northern Europe office europemanager@cookislands.travel

SouTherh Europe

Market Profile & Campaign activity

SOUTHERN EUROPE Market Profile



The Southern Europe market makes up 1% of the total visitor arrivals into the Cook Islands.

The Southern European visitor has the highest spend per person per night on island. The strategy for this market is to increase consumer engagement using social media channels to raise the awareness of the Cook Islands.

Aviation routes



1775

Southern Europe visitor arrivals
Jul 2015 to Jun 16



8.2 nights

Average stay in the Cook Islands

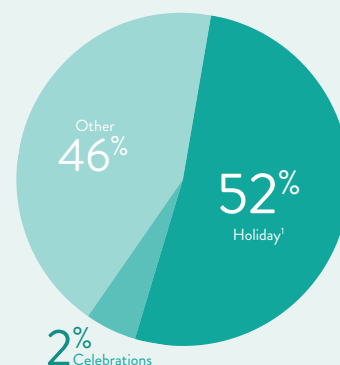


\$3.0 mil

Total spend and injection into
our economy²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR PROFILE



AVERAGE SPEND

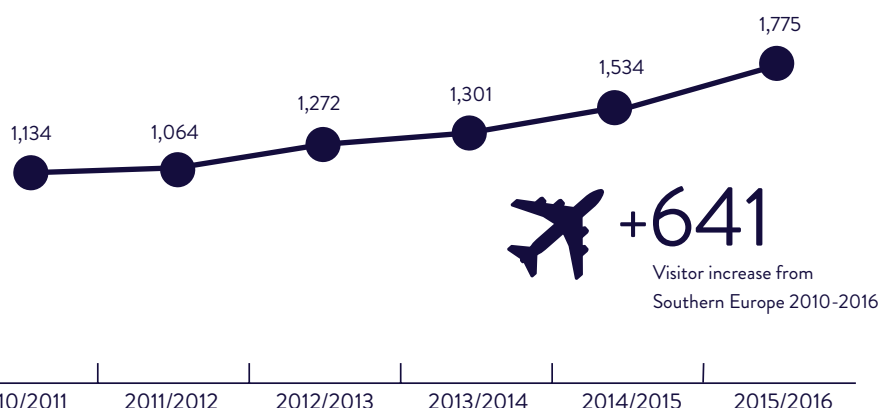
\$3,272

Per trip per
person²

\$207

Per night per
person while in
the Cooks²

Visitor Arrivals - Southern Europe¹



SOUTHERN EUROPE

Market Profile

GEOGRAPHIC PRIORITY

Italy, France , Spain, Italian Canton Switzerland- secondary; Israel, Turkey, Portugal, Czech Republic, Slovenia

PRIORITY SEGMENTS

Honeymooners, Weddings, Luxury travellers, Eco/Nature Lovers. + niche markets: families, Gay & Lesbians, Working Holiday Visas (France)

MAJOR AIRLINE PARTNERS

Air New Zealand, Singapore Airlines (targeted Ethiad, Qantas/Emirates , Cathay , Virgin Australia Air Tahiti Nui, Korean)

CHALLENGES

- Foreign Language & Cultures
- Low awareness of the Cook Islands (Retail Trade)
- Accessing key Trade partners & empower them to sell Cooks more effectively.
- Low numbers in low season Dec-May (though growing)
- High cost of accommodation low perceived value for money, loss of competitive edge on price vs Tahiti, low service level
- Low numbers to New Zealand to tap into (Italy & Spain)
- Negative feedback from recent bad weather in Raro
- No major wholesalers to focus on driving growth or major investment partners
- Conflict between hotel's dynamic web pricing and wholesalers using confidential tariffs .
- Difficult air access & Air New Zealand "unuser-friendly fares & rules" impacting wholesalers selling destination. Additionally feeder flights into NZ London hub difficult to book in required classes pushing up prices

STRATEGY

- Train/educate retail trade, motivate sales & raise awareness
- Target Bridal & top end users, + adventure and Nature lovers, repeaters to SWP
- Increase consumer engagement with social media channels
- Focus on forging relations with airlines with view to make booking, fares and fare rules easier for wholesalers.
- Exploit partnerships & resources with Air NZ and Tourism NZ especially France & Spain
- Continue with PR & Media relations and media trips to raise consumer awareness

Key Southern Europe trade and consumer events in 2016 and 2017

Event	Location	Date
Meet the Cook Islands	Italy, France, Spain	Nov 2016 or Jan/Feb 2017
Meet the Pacific	Italy, France, Spain, Amsterdam, Stockholm & Copenhagen	Feb 2017



SOUTHERN EUROPE

Market Profile

AT A GLANCE

Training : Workshops with Retail & Wholesale agents, launch local language promo tools. Use of dancers & artists to support if extra budget available.

Mix of training activity all underpinned by use of CITC on-line Cook is Specialist programme.

Trade show participation: Travel Trade Group, Bilateral Meetings on Tourism (BMT) Naples, Meet The Pacific

Presence on Pacific stands at major trade show to engage new sellers of Pacific.

Bridal Magazine online advertorials & bridal show presence

Advertorial and on-line advertorial to honeymoon/wedding target audience.

Co-op activity with Trade Partners

Mix of co-op activity closely linked with reward strategy to target achievements & sales performance: prize trip to Cooks + black pearls as incentives.

Media trips & PR

Key small group media trip + targeted for individual trips for journalists.

Trade advertising to promote views of Katu Kanga videos (with translated subtitles)

Key focus on newsletters eblasts and epost cards to Trade newspapers data base.

Enhance and grow consumer engagement via increased Social Media (SM) activity

Continue engaging with SM consultants , increase & monitor activity to grow consumer followers, merge foreign language SM pages with head office global pages.

Trade fam trips with stakeholder co-sponsors

Min 1 group of agents to visit provided Air NZ are in support + some individual self fans.

Usage of effective local language sales tools for trade

Use of web sites, deals and Undiscovered Cooks Book as landing pages and call to action in all campaign activity.

AIRLINE STRATEGY

- Focus on coop activity and strategy with new Air NZ Business Development Manager for region
- Negotiate with Australia & New Zealand alternative carriers for special thru fares Europe/Cooks via Aus & NZ (QF,CX,EH)
- Continue conducting desk research with wholesalers to identify key airline issues holding back sales and seek solutions to negotiate and resolve with airlines

2016/2017 Market Activity Details

ACTIVITY NAME	MEET THE PACIFIC ROADSHOW
Activity Type	Trade B2B with wholesalers
Market	Italy/France/Spain + Other European cities
Target Market	Wholesale Pacific specialists
Contribution Required	Cost to exhibitors is approx. NZ\$850 per show for a total of 5 shows across Europe
Timing	end Feb 2017 leading up to ITB in Berlin
Distribution Partner	Turama Pacific, Rosie Holidays, SPTO Various SWP partners
Supplier Partners	seeking EOI
Background Details	<p>Meet The Pacific is a collaborative B2B meetings forum initiated in 2014 by investment partners (Turama Pacific & Rosie Holidays Fiji & SPTO and Fiji Airways as main sponsor) designed to bring approx 20 to 25 South Pacific sellers (airlines/hotels/ NTO's from the Pacific) to 5 cities across Europe (changing every year) to meet with key wholesalers from each market in pre-organised slots of 15 min appointments. The roadshow ran for the 2nd year in March and was deemed very successful. Cook Islands enjoys very high visibility as Turama Pacific are one of the founding partners of this prestigious activity. Cook Island suppliers are invited to attend the roadshow which will enable them to meet up to 120 key wholesalers and gain useful insights and visibility.</p>

ACTIVITY NAME	MEET THE COOK ISLANDS ROADSHOW
Activity Type	Consumer and Trade and Media
Market	Italy/France/Spain
Target Market	Retail agents and their Bridal/Weddings Consumers + Media contacts
Contribution Required	Cost to Cook Islands Tourism is NZD 40,000 + NZD from Partners Air NZ \$ 20k & Industry stakeholders \$20k
Timing	01 – 30 Nov 2016 or option B: 20th Jan to 20 Feb 2017
Distribution Partner	Various wholesalers in all three markets
Supplier Partners	seeking EOI
Background Details	<p>As co-organisers of Meet The Pacific we feel we can harness the success of this event to develop a Cook Islands focused series of mini events to train & motivate retail agents. These will be low-cost in affordable and business-friendly boutique coffee-lounges during happy hours. Training will be conducted using recently developed local language promotional tools including web sites, travel guides and social media pages.</p> <p>The events will be supported by 3 dancers flown in from the Cook Islands to offer a very unique and high impact experience. An estimated 20 events in 20 different cities will be staged as a mini –Expo showcasing the best of the Cooks including artwork, black pearls, health & skin care products. A scaled down option lasting 15 days and covering 10 cities in Italy is available should we not reach the funding threshold.</p> <p>Cook Islands partners approached will incl: Pearl Authority, Hotel suppliers, Air Rarotonga, Various artists, Cook Islands Maritime. Local wholesalers will be drafted to help us invite top selling retailers. The show case events can be exploited to invite key media/journalists contacts and targeted consumers to experience the dance shows.</p>

2016/2017 Market Activity Details

ACTIVITY NAME	FITUR MADRID
Activity Type	Trade/Consumer and Media
Market	Spain
Target Market	New Wholesale and Boutique retail agents, consumer and trade media
Contribution Required	Cost to Cook Islands Tourism NZD\$3,000
Timing	18-22 January 2017
Distribution Partner	Various Wholesalers/Air NZ TBC
Supplier Partners	Accredited Suppliers
Background Details	Spain's leading consumer and trade show timed at the beginning of peak quotations. Spain is still very much a "touchy-feely" market so a very good value for money, a showcase opportunity to meet trade and media. Consumers have access at week-end and a good opportunity to disseminate brochures and packages. This is also a good source for Radio and TV exposure .

ACTIVITY NAME	KOCI SOUTHERN EUROPE 2017
Activity Type	Trade
Market	Southern Europe Region
Target Market	Wholesalers
Contribution Required	Accommodation (9 Rooms total) in Rarotonga, Aitutaki, Atiu, touring options and domestic flights
Timing	April 2017
Distribution Partner	
Supplier Partners	Hotels & local tour operators, Air Rarotonga
Background Details	Mix of 9 wholesalers from Southern Europe carefully selected for performance history or performance potential. Wholesale partners have been instrumental in promoting the destination by increasing exposure in their brochure by estimated 300% in past 3 years and training retail agents, so their support has been substantial in helping consistent arrivals growth since 2012.

2016/2017 Market Activity Details

ACTIVITY NAME	SOUTHERN EUROPE MEDIA FAMIL 2016
Activity Type	Consumer Media
Market	Southern Europe Region
Target Market	Bridal, Weddings upmarket Lifestyle media/magazines
Contribution Required	Accommodation (6 rooms) in Rarotonga, Aitutaki, touring options
Timing	Nov 2016
Distribution Partner	
Supplier Partners	Hotels, local tour operators, restaurants & domestic flights Air Rarotonga
Background Details	<p>Mix of 5 high performance journalists from Spain, France and Italy</p> <p>Air New Zealand will support with FOC and/or discounted tickets</p> <p>Media exposure has been very successful especially in Spain and Italy due to high reader interest for exotic Polynesian beaches and culture. Cooks have received an estimated \$5 million worth of media advertising equivalent in 3 years for considerably low investment and we have the opportunity to harness and exploit this media interest during the next financial year. Media relations have been vital to attract consumers to points of sales and increase sales and CITC will continue to focus on this activity while returns are so high.</p>

CHINA

Market Profile &
Campaign activity

CHINA Market Profile



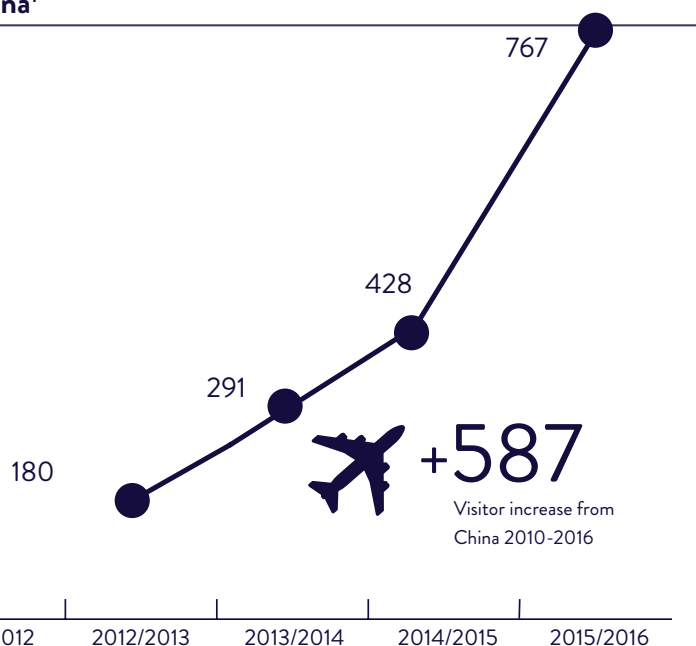
The China market makes up 1% of the total visitor arrivals into the Cook Islands.

The Cook Islands is most suited to the high-end traveler, those who like to follow celebrity profiles. China has been targeted to attract visitors during the Chinese New Year to help the Cook Islands during its low and shoulder season mainly December to January.

Aviation routes

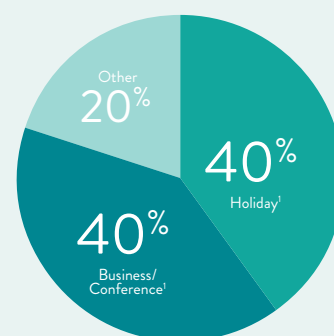


Visitor Arrivals - China¹



1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR PROFILE



AVERAGE SPEND

\$2,617 Per trip per person²

\$197 Per night per person while in the Cooks²

Market Profile

GEOGRAPHIC PRIORITY

Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou

PRIORITY SEGMENTS

Families, Couples, Wedding, Honeymoon, Romance

MAJOR AIRLINE PARTNERS

Air New Zealand, Virgin Australia, China Southern, China Eastern, Air China

CHINA MARKET

CHALLENGES

- Brand awareness is low
- Agent found the hotel profit is low
- Advise travel agency to put Cook Islands as an extension to NZ
- No stable price from China - Rarotonga

STRATEGY

- Ensure Cook Islands visibility
- Use social media as cost saving tool to promote the Cook Islands
- Ensure travel agency puts the Cook Islands as an extension of New Zealand
- Work with KOL to bring up the awareness
- Work with media to promote family/honeymoon market;

AT A GLANCE

Co-operative solus campaigns with wholesalers/retailers

On-line social media promotion and online travel blog promotion

Consumer shows

Work with travel agencies to promote the Cook Islands as an extension of NZ

Increase public awareness-KOL, Media Targeting

Niche segments - weddings, honeymoons, Attract high socio economic travellers

Increased Social Media Campaigns

First Cook Islands Gala Night around CITM

Increased trade presence - trade sales calls, training and self famils, CITM, famil trip

Sales Ambassador visiting travel agencies, driving specialist programme and running group and self famils

AIRLINE STRATEGY

- Try to work with Air NZ to get a stable price from China - Rarotonga
- Work with Virgin Australia to have a stable price from Auckland - Rarotonga

2016/2017 Market Activity Details

ACTIVITY NAME	CITM- COOK ISLANDS GALA NIGHT
Activity Type	Agent/Media
Market	All China
Target Market	All markets
Contribution Required	Accredited partners can consider to provide room nights as a lucky draw
Timing	Nov 2016
Distribution Partner	
Supplier Partners	
Background	CITM is in Shanghai this year. Since Cook Islands entered the China market 3 years ago, we have never organised on award night. Chinese agents and media consider it as a kind of credit for their contribution to the destination.
Campaign Details	Plan to organise a gala night around CITM. Cook Islands tourism minister, CITIC CEO or other partners from Cook Islands can join the event. Cook Islands dancers are also coming for this event as well. During the event, CITIC and partners can give presentation. Also, Cook Islands can give out awards

ACTIVITY NAME	KOL MEDIA FAMIL TRIP
Activity Type	Consumer /agent
Market	All China
Target Market	Leisure/Honeymoon/General leisure
Contribution Required	Accredited partners provide accommodation for the shooting group
Timing	OCT 2016/March 2017
Distribution Partner	Dear Islands/UGC platform
Supplier Partners	
Background	Dear Islands has a good cooperation with various KOL's, and some amazing photographers. Since the last famil, many people use their photographer's artwork. Dear Islands also consistently to sell Cook Islands and they have sent many travellers to the Cook Islands. National Geographic Traveler is one of the most influential travel media. Work with them to invite a KOL to the Cook Islands for a video and photo shoot.
Campaign Details	Plan to work with Dear Islands for another KOL media famil trip

2016/2017 Market Activity Details

ACTIVITY NAME	WHOLESALE/RETAIL TRAVEL AGENCY CAMPAIGNS
Activity Type	Work with retail agent for marketing promotion
Market	Shanghai
Target Market	Public/consumer
Contribution Required	Industry may receive requests from wholesalers
Timing	Dec 2016- Jan 2017
Distribution Partner	Wholesalers / retailers
Supplier Partners	Chosen by the wholesalers
Background	Utour is the biggest travel group in China. Utour has successfully organised the first GIT group to Cook Islands during the Chinese New Year. They have great confidence to sell Cook Islands.
Campaign Details	Plan to do some promotion seminar to consumer. Advertisement Incentive

ACTIVITY NAME	TRADE EDUCATION / CI SALES CALL
Activity Type	Regular sales call and training to the trade partners.
Market	China
Target Market	Wholesaler reservation teams and retail travel agents
Contribution Required	PPT from selected hotel partners
Timing	Year round.
Distribution Partner	None
Supplier Partners	All accredited suppliers
Background	Having a presence with travel agents on an on-going basis is vital to ensuring we are top of mind for them. Learn the difficulties during promotion & sales for Cook Islands and assist to find a solution. At the same time, we can learn the competitor's actions in China.
Campaign Details	Contact Cook Islands China Office

2016/2017 Market Activity Details

ACTIVITY NAME	CITM 2016- CHINA INTERNATIONAL TRAVEL MART
Activity Type	Trade
Market	Shanghai
Target Market	Romantic holiday, honeymoon, group
Contribution Required	TBA
Timing	Nov. 2016
Distribution Partner	
Supplier Partners	Accredited Cook Islands Industry
Background	CITM is held every other (even) years in Shanghai and is the largest professional travel trade event in China and the only one sanctioned by the China National Tourism Administration. It is the primary event in China for finding targeted buyers and getting access to the fastest growing market in the world.
Campaign Details	Attend SPTO booth

ACTIVITY NAME	SOCIAL MEDIA CAMPAIGNS
Activity Type	Advertising, promotions and competitions
Market	Consumer
Target Market	General public
Contribution Required	None
Timing	Year Round
Distribution Partner	TBA
Supplier Partners	TBA
Background	Using the current South Pacific Connection Weibo and WeChat account to promote Cook Islands.
Campaign Details	Each month to send a few articles online

2016/2017 Market Activity Details

ACTIVITY NAME	AGENT FAMIL TRIP
Activity Type	Trade famil
Market	China
Target Market	Wholesaler
Contribution Required	Famil trips for agents with FOC/discounted accommodation and activities etc.
Timing	All year round
Distribution Partner	
Supplier Partners	Accredited Cook Islands Industry who choose to be involved in the famils
Background	Tourism NZ, Air NZ is very active on the market. They have budget to invite many agents all year round. Plan to leave a budget for agents who are paying for their own tickets to NZ. Cook Islands can continue to support them from Auckland onwards.

ACTIVITY NAME	KOCI FAMIL TRIP
Activity Type	Trade famil
	China
Market	China
Target Market	Leisure, honeymoon, wedding, group travel
Contribution Required	Provide FOC accommodation/discount accommodation
Timing	Nov 2016
Distribution Partner	
Supplier Partners	Accredited Cook Islands Industry
Background	Invite key trade partners to experience Cook Islands and create their own signature itinerary.

JAPAN

Market Profile &
Campaign activity

JAPAN Market Profile



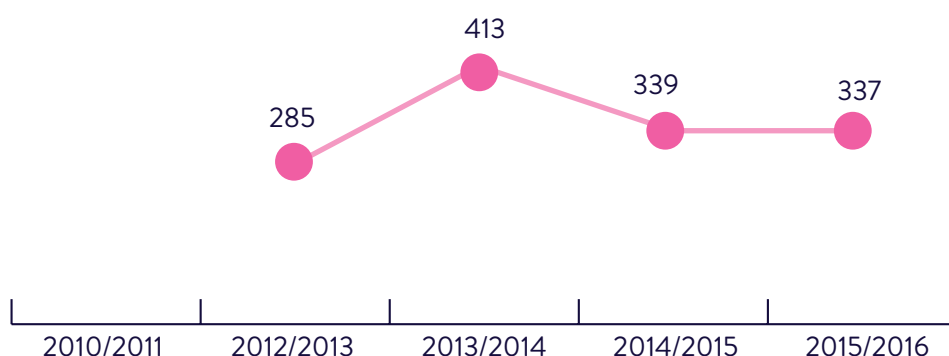
Although Asia is a fast growing economy the Cook Islands is still very new to the Asian traveler.

The strategy in the Japanese market is to adopt social media and digital channels to target specific demographics, therefore increasing brand visibility at relatively low cost. In addition finding more PR opportunities through television media.

Aviation routes



Visitor Arrivals - Japan¹



337

Visitor arrivals from China
Jul 2015 to Jun 16



4 nights

Average stay in the Cook Islands

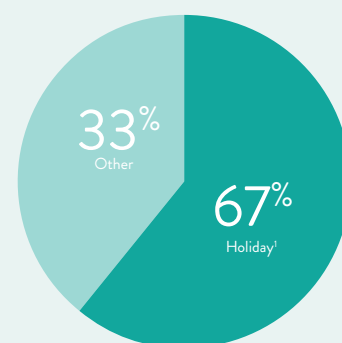


\$253k

Total spend and injection into
our economy²

1. Source: Visitor Arrivals Statistics
2. Source: CIT, International Visitor Survey

VISITOR PROFILE



AVERAGE SPEND

\$1,640

Per trip per
person²

\$188

Per night per
person while in
the Cooks²

Market Profile

GEOGRAPHIC PRIORITY

Tokyo, Osaka, Nagoya, Hakata, Sapporo

PRIORITY SEGMENTS

Couples, Honeymoon, Senior, Wedding, Culture & Activities (Dance & Diving)

MAJOR AIRLINE PARTNERS

Air New Zealand, Air Tahiti Nui

CHALLENGES

- Increasing the number of Cook Islands package tours
- Increasing awareness of Cook Islands in the public
- Increasing presence of Cook Islands in the Japan Travel trade
- Increasing brand visibility

STRATEGY

- Finding more tactical opportunities with potential Tour Operators
- Finding more PR opportunities through potential media - 1st Priority is TV
- Visiting wholesalers, beach specialized travel agents and retailers to educate them to sell Cook Islands tour products.
- Adopt social media and digital channels to target specific demographics cost effectively - Website & SNS

AT GLANCE

Co-operative solus campaigns with wholesalers/retailers

Develop a co-campaign with wholesale partners with Cook Islands product as Tactical campaign.

Educate planning and sales people of wholesalers & specialized retailers.

Organizing famtrips and individual trade visits from Japan.

Consumer shows in conjunction with major retailers

Attendance at JATA Travel EXPO 2015 and Marind Diving Fair 2016.

Increased online advertising / Social Media Campaigns

Online yahoo ads, facebook ads, google adwords, re marketing and social media.

Increased trade presence - trade sales calls, road show and self famils

Visiting travel agencies, presenting seminars for retailers, running self famils.

PR Media Campaigns – promotions, media famils and competitions

Develop Honeymoon and senior markets through PR (Promotions, Media famils) on potential media.

AIRLINE STRATEGY

- Work closely with Air New Zealand Japan, will operate double daily flights to NZ from Oct 2015 and connect to The Cook Islands smoothly.
- Develop Honeymoon and diving markets through PR (Promotions, Media famils and Competitions)

2016/2017 Market Activity Details

ACTIVITY NAME	MARINE DIVING FAIR 2017
Activity Type	Consumer Event
Market	Japan
Target Market	Japanese Divers / Travellers
Contribution Required	TBA
Timing	April 7, 8, 9 2017
Distribution Partner	Japanese TO / Diving travel agencies
Supplier Partners	Diving shops may have interests
Background	Solely diving & beach resort consumer trade show in Japan. Very good opportunity to showcase Cook Islands as a perfect and luxury diving destination. 50,000 of visitors (2016) visited the fair in 3 days. 1500 Walk-in visitors in 2016. Participation fee is approximately JPY400,000/6sqm
Campaign Details	http://www.marinedivingfair.com/index_e.html

ACTIVITY NAME	DIVING GUIDEBOOK DEVELOPMENT
Activity Type	Production of Diving Guidebook dedicated to CI
Market	Japan
Target Market	Japanese consumers / Divers
Contribution Required	TBC
Timing	December 2016
Distribution Partner	Japanese Tour Operators
Supplier Partners	Diving Shops / Hotels may have interests
Background	An official CI diving guidebook in Japanese language.
	http://www.marinedivingfair.com/index_e.html
Campaign Details	Contact CIT Japan office.

2016/2017 Market Activity Details

ACTIVITY NAME	PR ACTIONS THROUGH MEDIA
Activity Type	Increase PR activity through media such as TV & the Internet in the market using PR company to maximize the exposure of the Cook Islands.
Market	Japan
Target Market	Japanese consumers
Contribution Required	None – CIT funds this activity
Timing	2 – 3 times in a year depending on the scale of the project.
Distribution Partner	Japanese Tour Operators
Supplier Partners	TBC depending on the contents of the programs. The services from cooperated partners could be introduced in the program.
Background	The utmost priority for the promotion of the Cook Islands in Japan market is implementation of effective PR of the destination and products. The media, such as TV and the Internet is the most potential tool to communicate with target segments. Now, PR company is seeking the best opportunity for the Cook Islands to be shown in the public.
Campaign Details	Contact CIT Japan office.

ACTIVITY NAME	JATA TOURISM EXPO 2016
Activity Type	Consumer Event
Market	Japan
Target Market	Japanese Travellers
Contribution Required	TBC
Timing	September 23, 24, 25, 26 2016
Distribution Partner	Japanese TO / Travel Agencies
Supplier Partners	Diving shops may have interests
Background	The largest World Travel consumer show in Japan. Very good opportunity to appeal Cook Islands as a perfect new resort destination for Japanese public. 170,000 of visitors (2015) visited the fair in 4 days. Participation fee is approximately JPY500,000/9sqm
Campaign Details	http://www.t-expo.jp/en/

