

Cook Islands Community Attitudes Towards Tourism

February 2022



Introduction

- The Cook Islands *Community Attitudes Towards Tourism Survey (CAS)* explores the relationships between community and tourism from a number of perspectives including: economic, cultural, environmental and in terms of general quality of life. This report features the findings from the fourth CAS, previous surveys were conducted in 2018, 2019 and 2020 (see: <https://www.nztri.org.nz/cook-islands-resources>).
- COVID-19 related questions were inserted into this round of the survey to get a better understanding of the pandemic impact and community responses.
- Online data collection was run with the support of Cook Islands Tourism and Vodafone. The survey ran from 26 November to 22 December 2021. A total of 1,381 responses were collected. Based on the total population aged over 15 of 13,138 (2016 census) the sample size is estimated to be approximately 11% (NB for ethical reasons the survey only targeted those aged 18 and over).
- For the purposes of this report, we split some of the analysis between: (1) Cook Island Māori and Non-Cook Island Māori; (2) Age group; (3) Island of residence (Rarotonga and Aitutaki); (4) Employment type* (tourism sector and non-tourism sector), and (5) Gender.

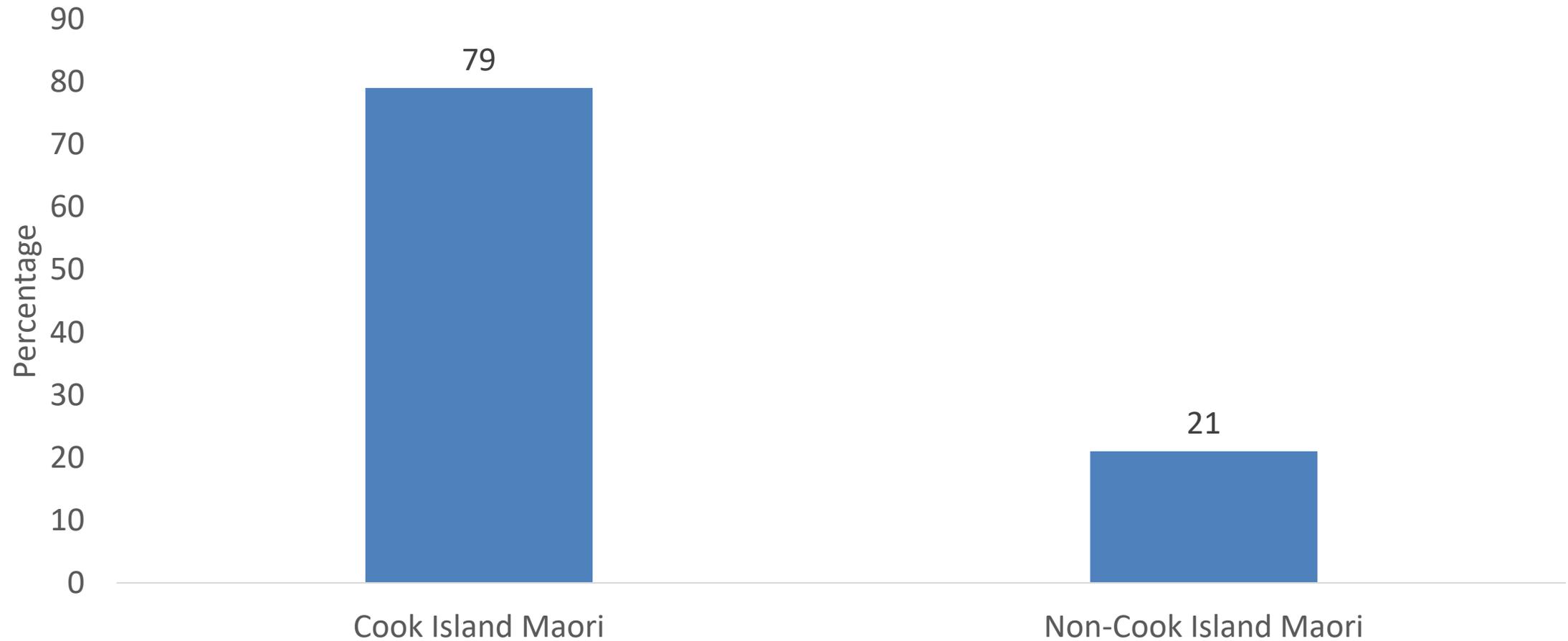
**: Tourism sector and non-tourism sector are defined based on question “Do you work in and/or own a business in the tourism sector?” (Ref. first figure of slide 16) Tourism sector 41% of respondents, non-tourism 59%.*



Respondent Characteristics

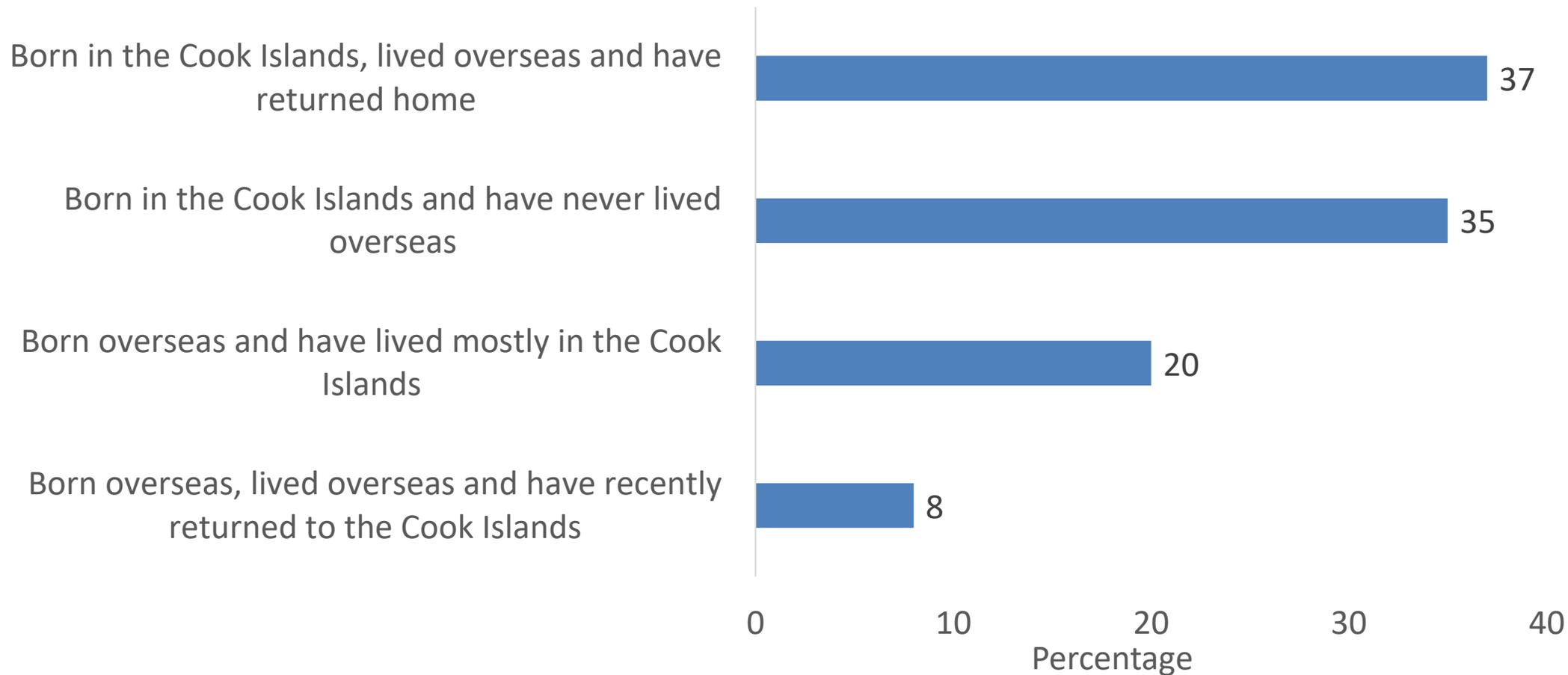


Which of the following best describes you?



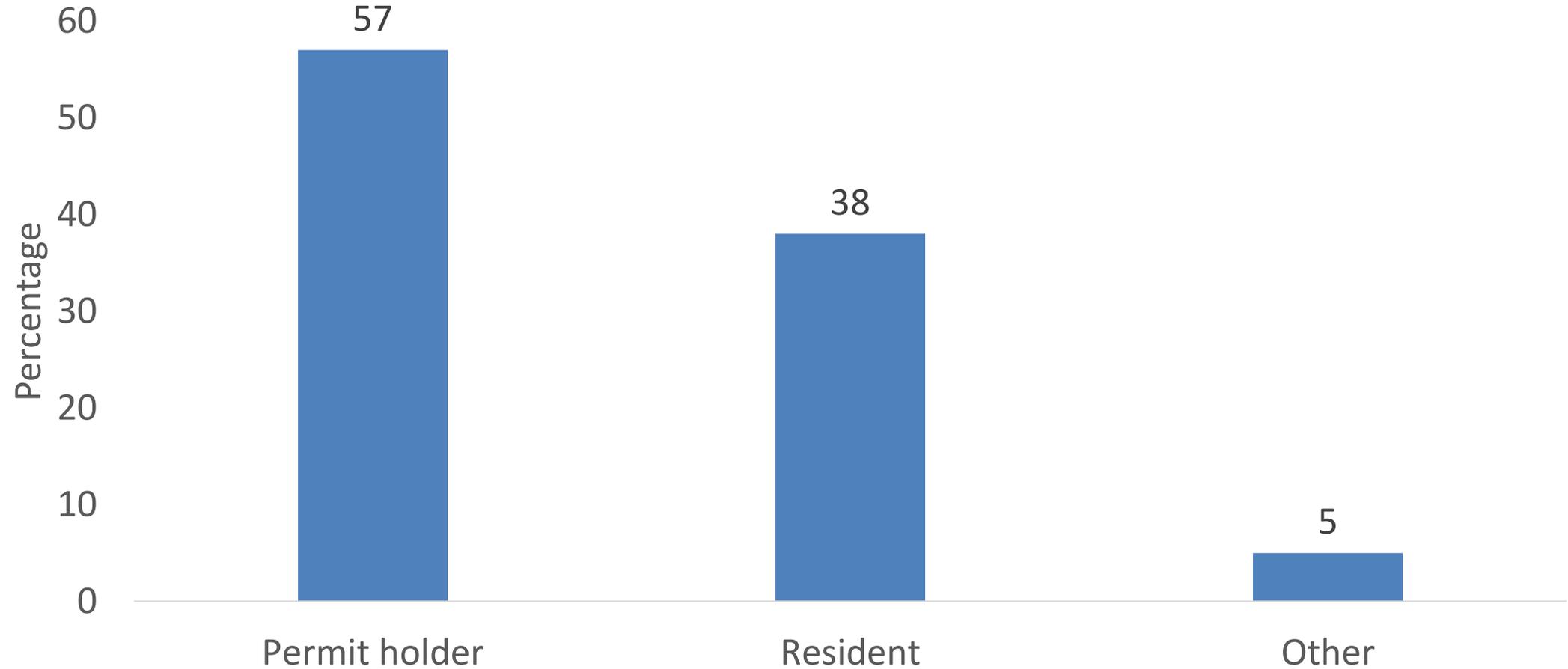
Which of the following best describes you?

Cook Island Māori

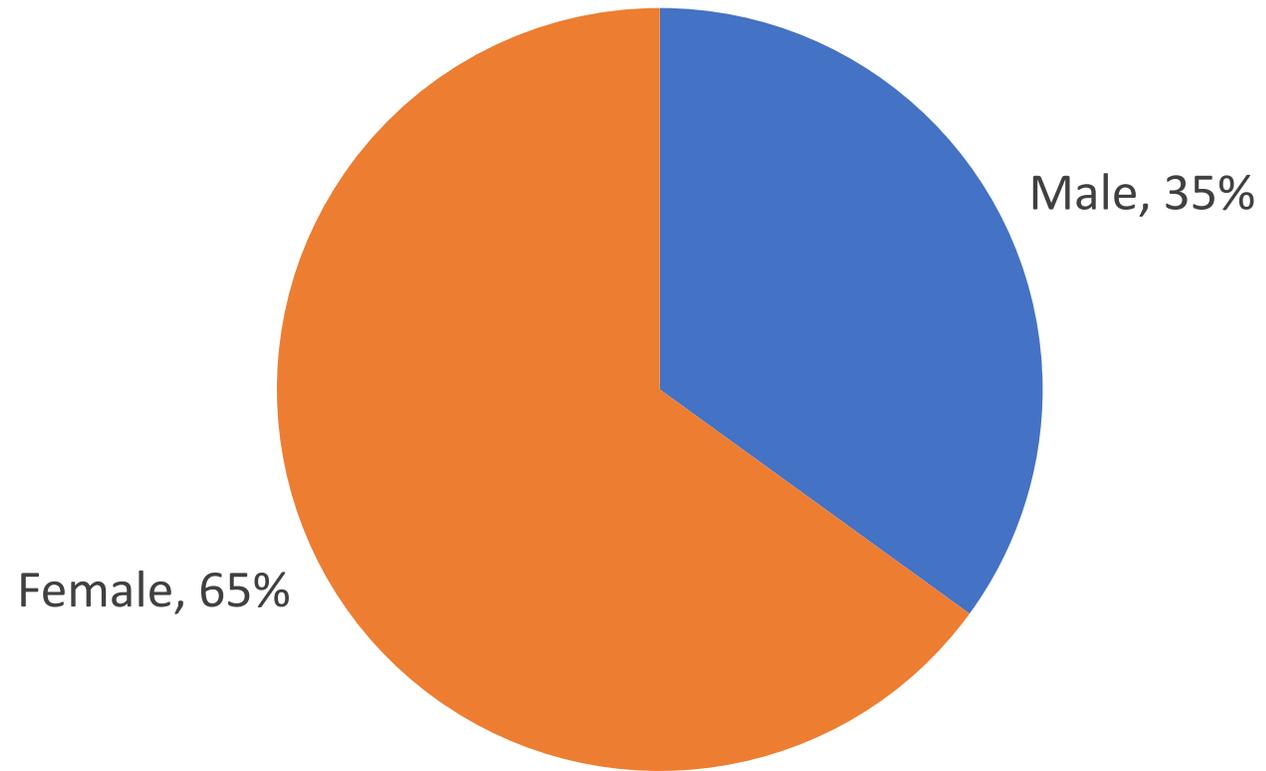


Which of the following best describes you?

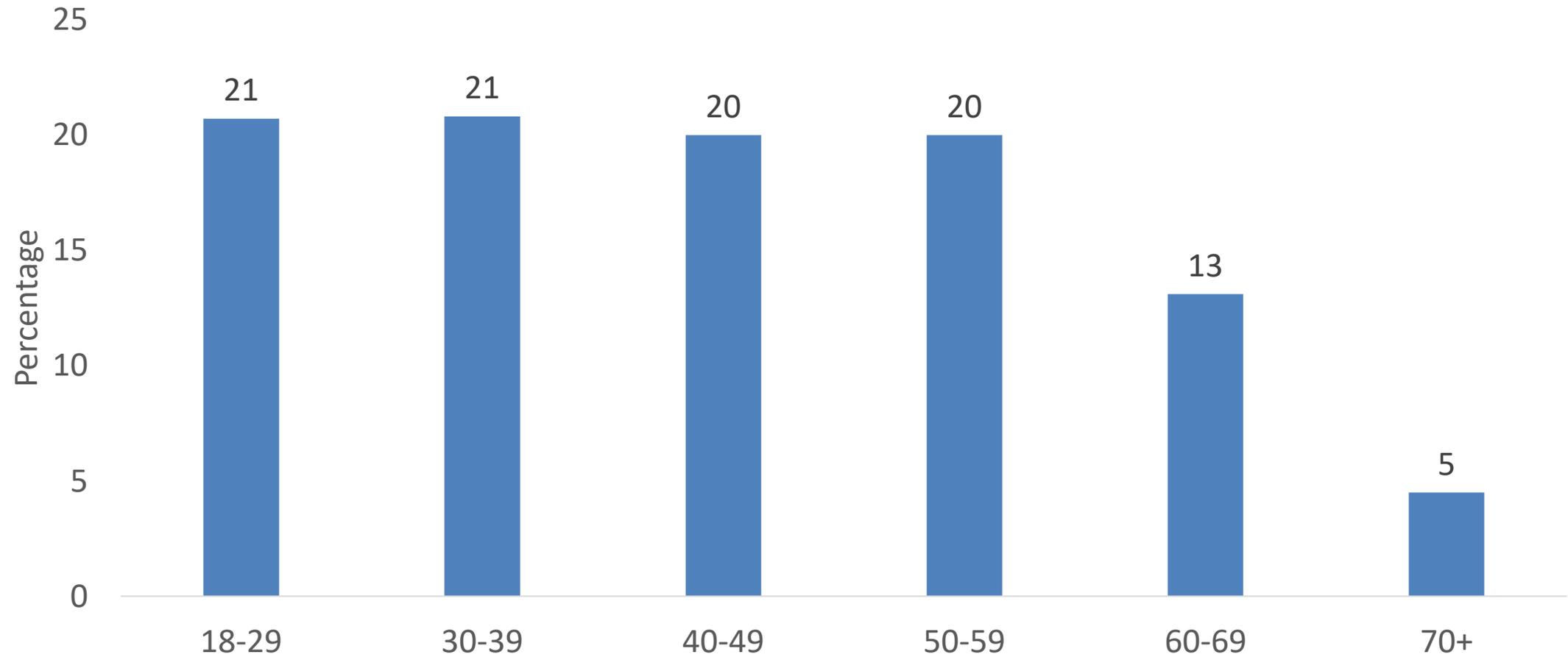
Non-Cook Island Māori



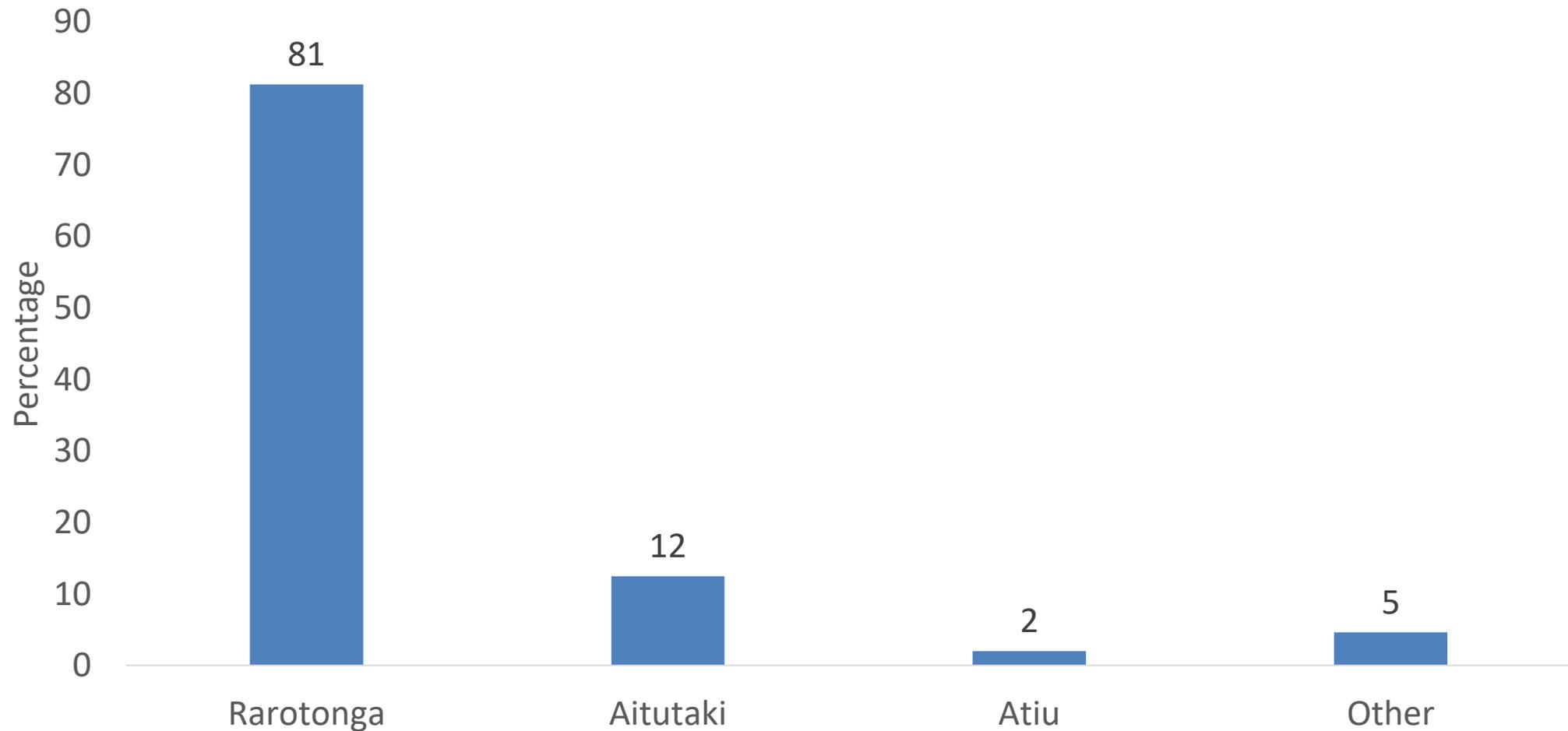
What is your gender?



Which age group are you in?



Where do you live in the Cook Islands?



Which village do you live in?

**Rarotonga
(n=1,107)**

Village	Frequency	Percentage (%)
Arorangi	291	26%
Nikao	160	14%
Tupapa	158	14%
Titikaeveka	110	10%
Ngatangia	97	9%
Matavera	86	8%
Takuvaine	47	4%
Avatiu	44	4%
Vaimaanga	29	3%
Avarua	18	2%
Atupa	16	1%

Table continues on the next page

Which village do you live in?

**Rarotonga
(n=1,107)**

Village	Frequency	Percentage (%)
Tutakimoa	14	1%
Ruatonga	13	1%
Takitumu	5	0.5%
Puaikura	4	0.4%
Tikioki	4	0.4%
Kiikii	3	0.3%
Pue	3	0.3%
Tauae	2	0.2%
Tepuka	1	0.1%
Tereora	1	0.1%
Turoa	1	0.1%

Which village do you live in?

**Aitutaki
(n=170)**

Village	Frequency	Percentage (%)
Amuri	44	26%
Vaipae	38	22%
Arutanga	24	14%
Nikaupara	16	9%
Tautu	15	9%
Ureia	10	6%
Vaipeka	10	6%
Reureu	9	5%
Aratea	3	2%
Piraki	1	1%

Which village do you live in?

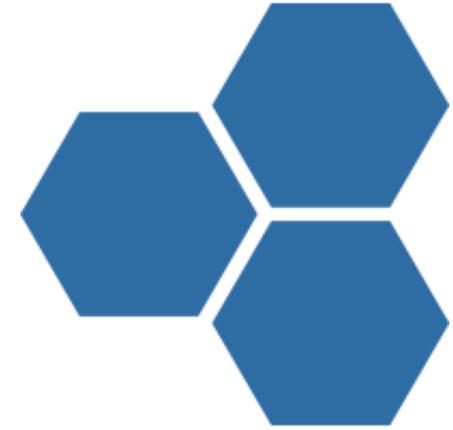
**Atiu
(n=34)**

Village	Frequency	Percentage (%)
Mapumai	10	29%
Areora	9	26%
Teenui	7	21%
Ngatiarua	6	18%
Tengatangi	2	6%

Which village do you live in?

**Other Islands
(n=58)**

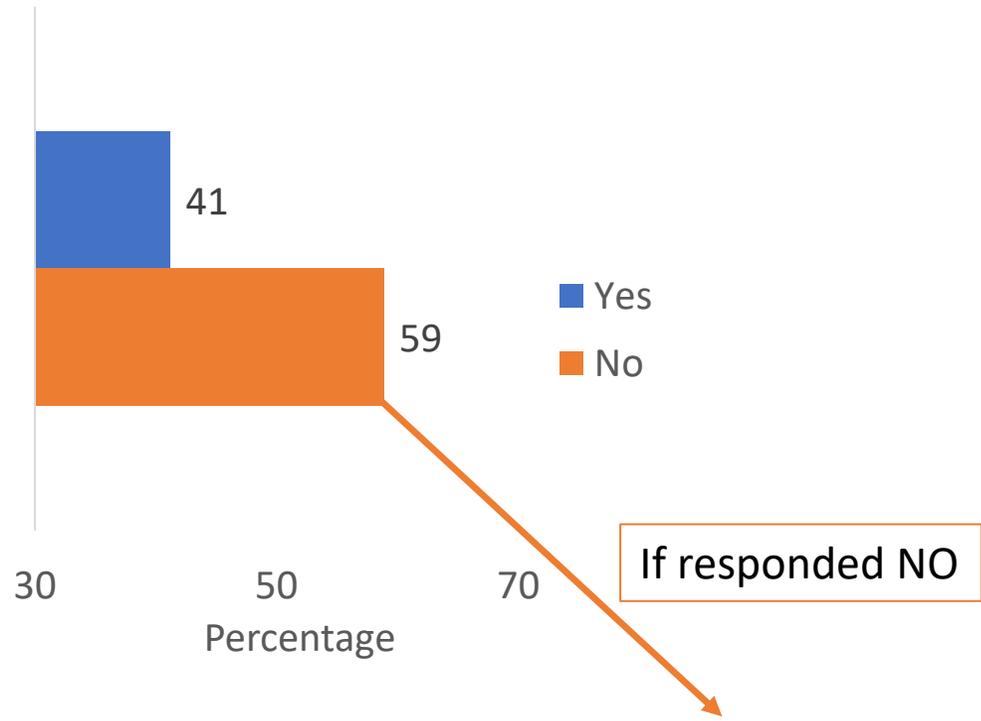
Village	Frequency	Percentage (%)
Oneroa	14	24%
Kimiangatau	8	14%
Atai	7	12%
Tauhunu	6	10%
Ivirua	4	7%
Omoka	3	5%
Akakaingaro	2	3%
Areora	2	3%
Ngake	2	3%
Takaue	2	3%
Tamarua	2	3%
Teruakiore	2	3%
Avatiu	1	2%
Mangarei	1	2%
Ngatiarua	1	2%
Tetautua Tongareva	1	2%



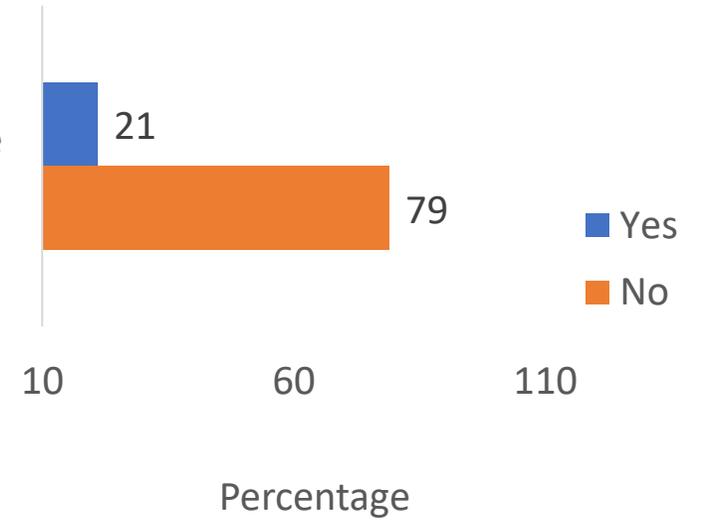
Community Linkages to Tourism



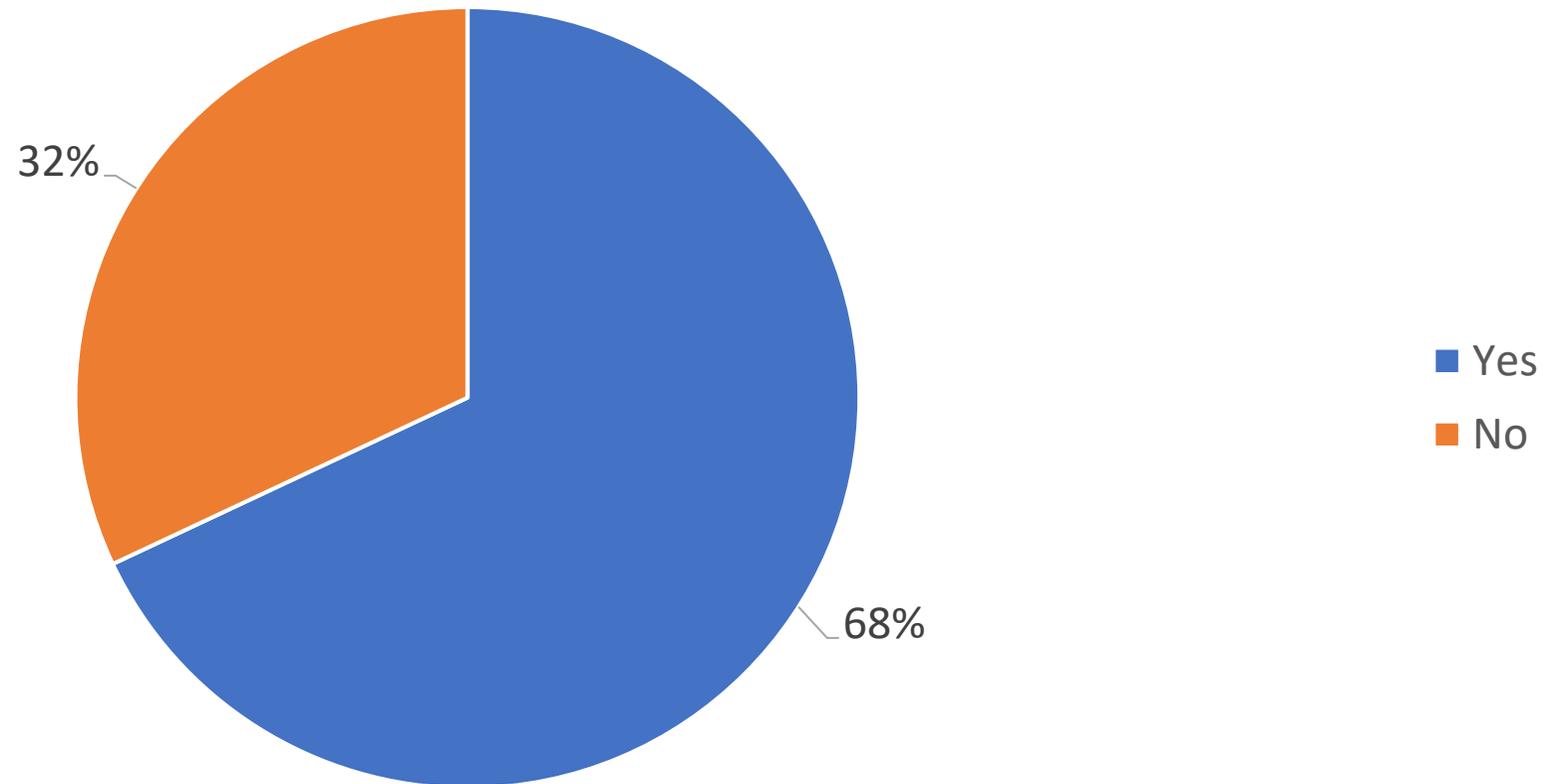
Do you work in or own a business in the tourism sector?



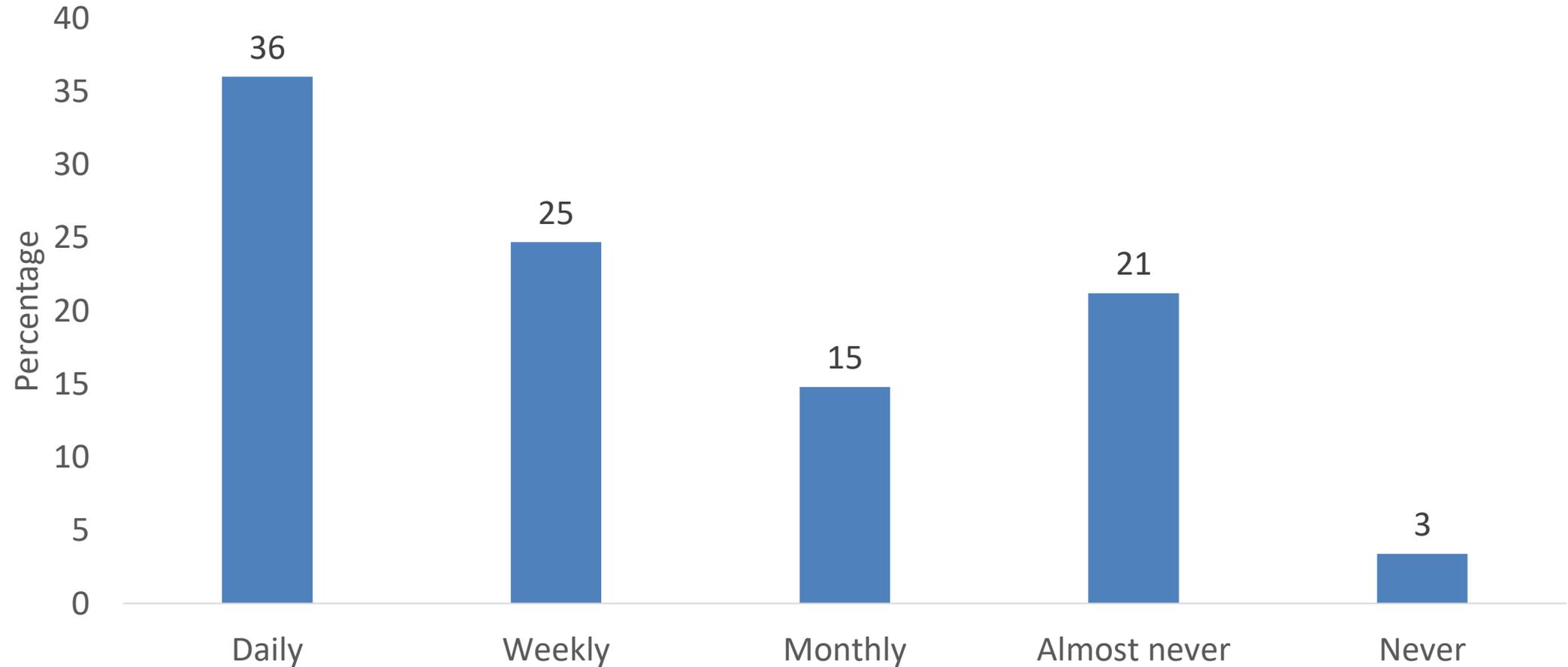
Do you get any income from tourism?

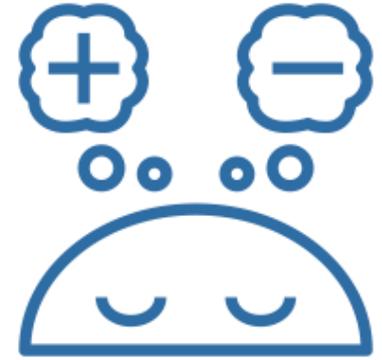


Do you have family members who work in the tourism industry?



How often do you talk with tourists?

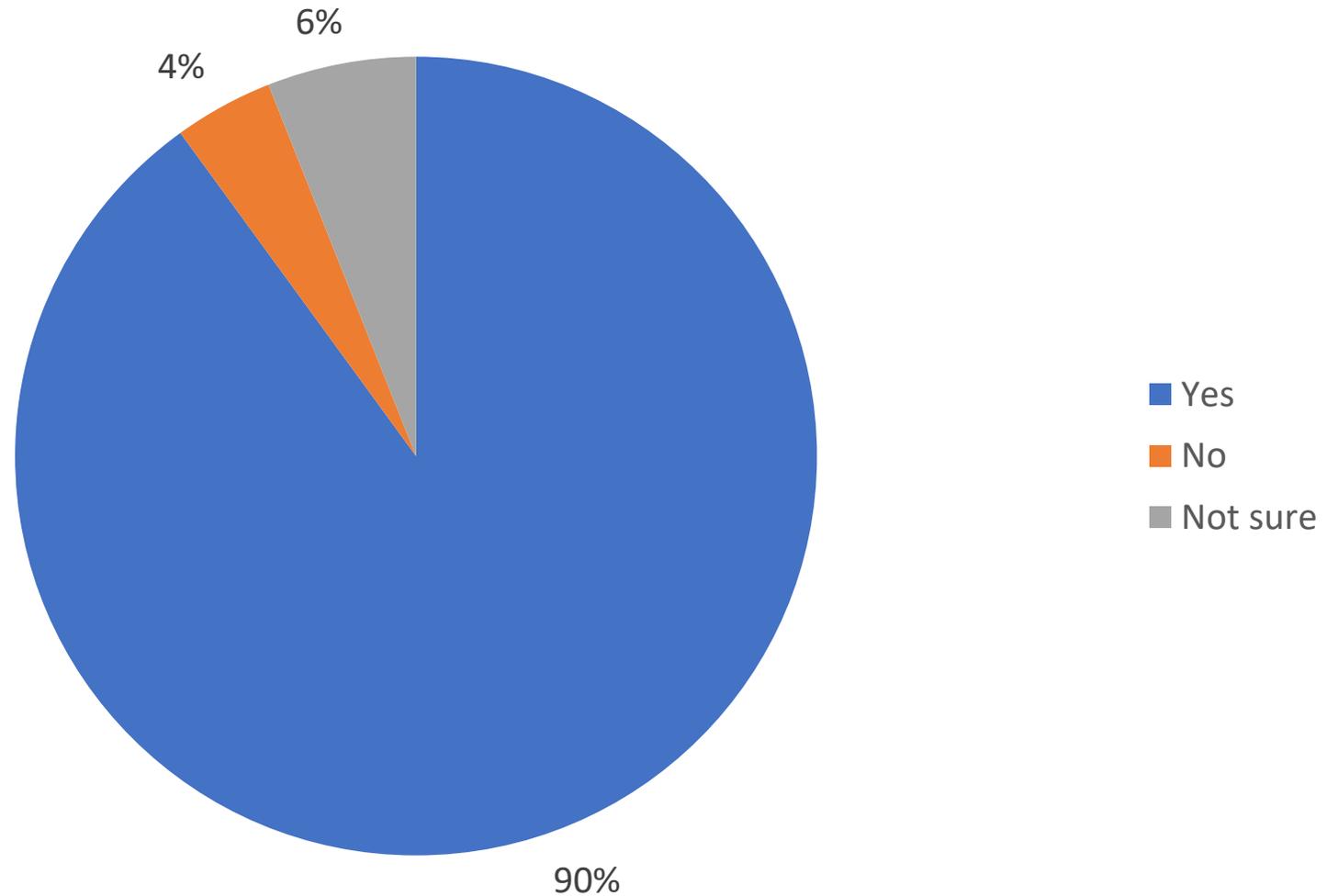




Attitudes towards Tourism

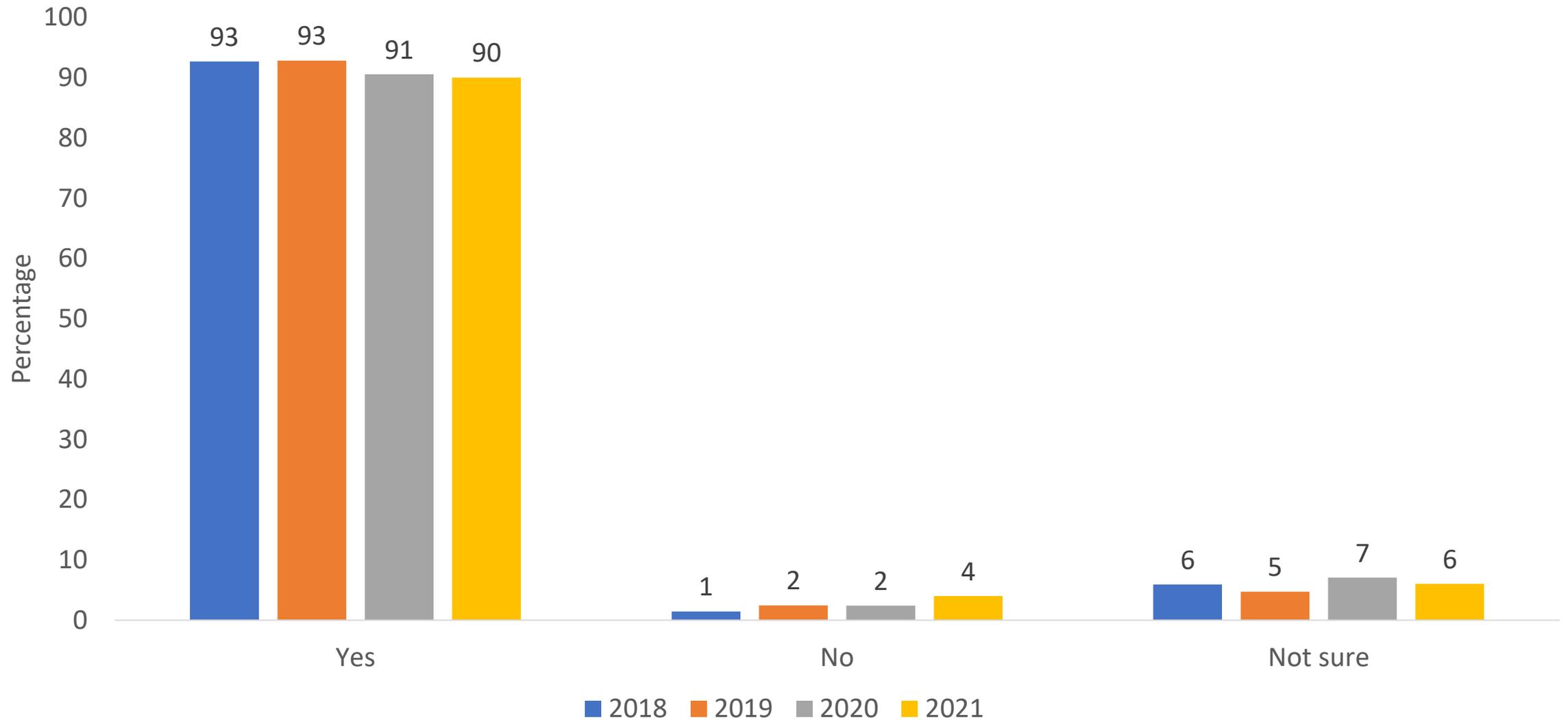


Do you think that tourism is good for the Cook Islands?



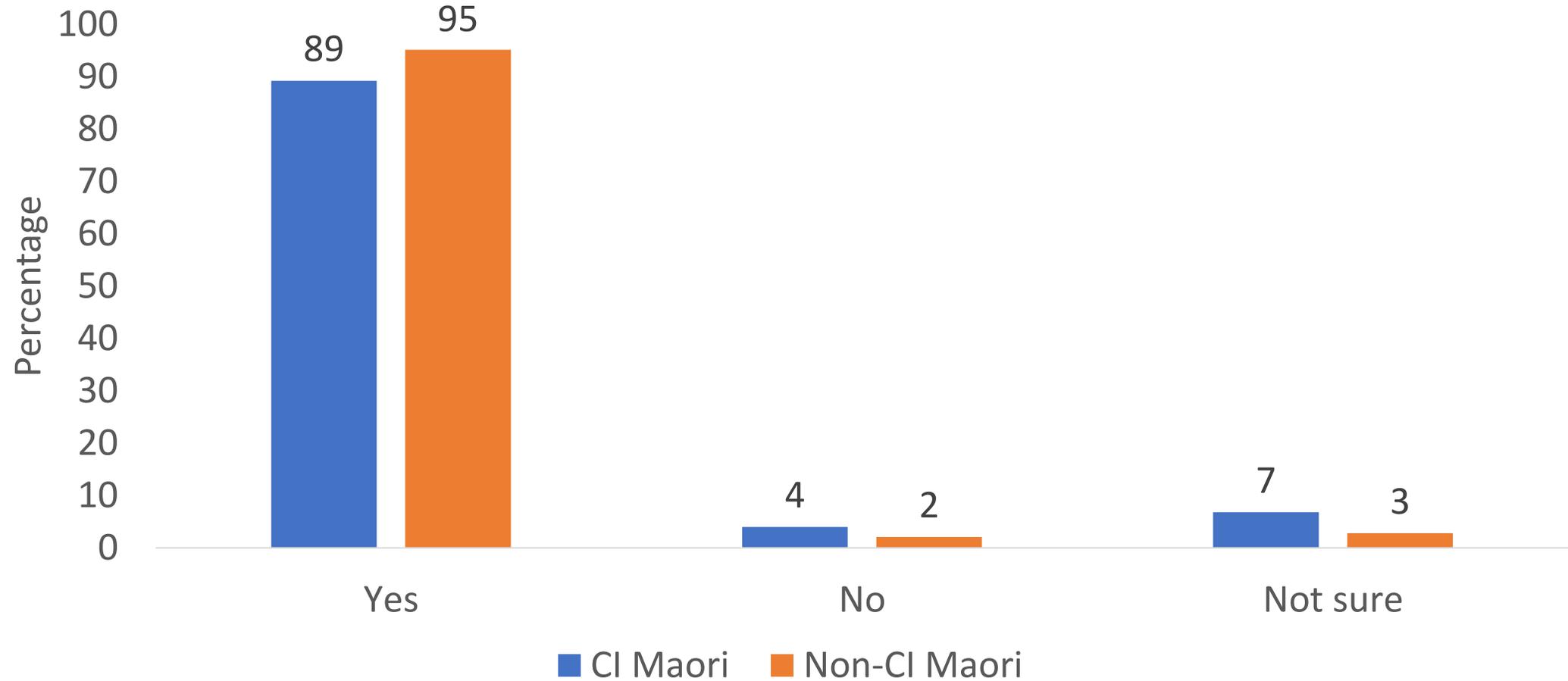
Do you think that tourism is good for the Cook Islands?

Time Series



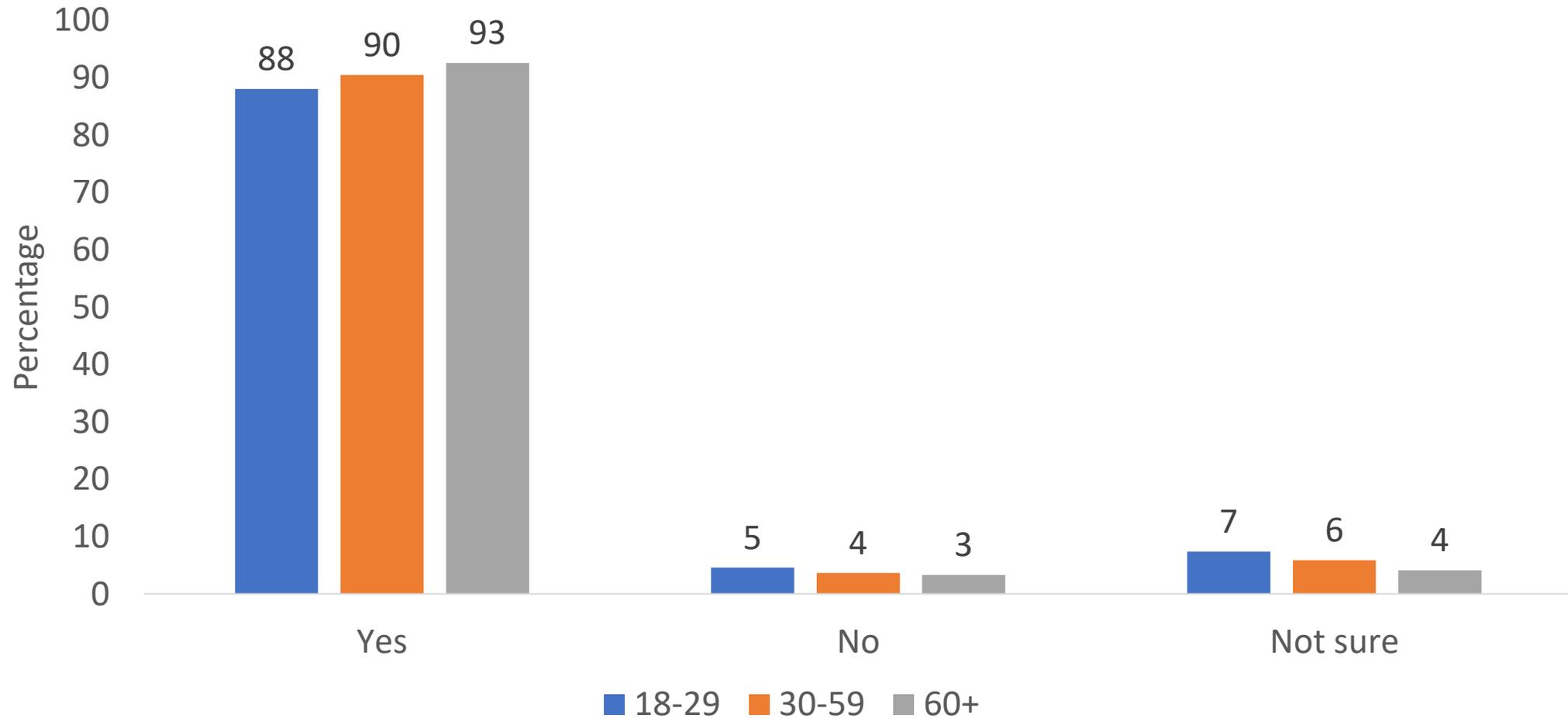
Do you think that tourism is good for the Cook Islands?

CI Māori / Non-CI Māori



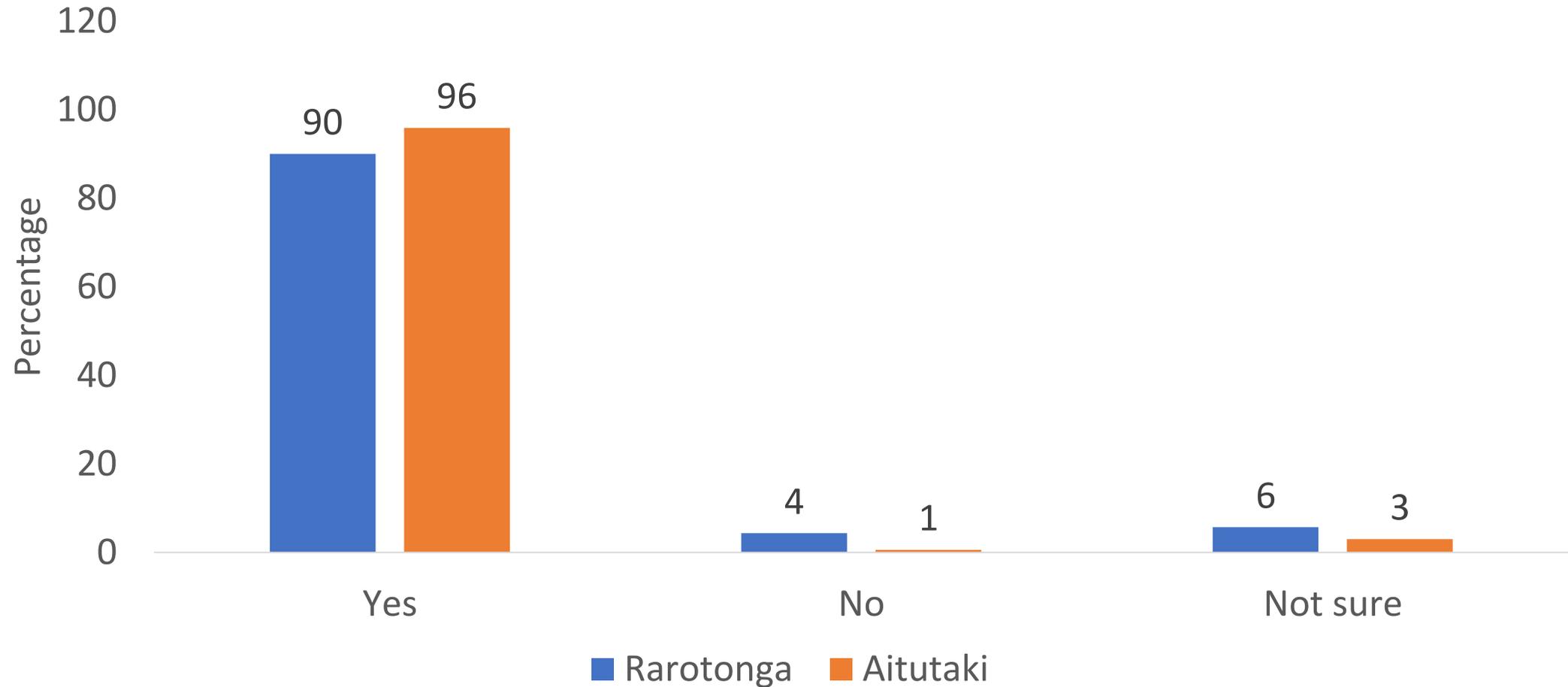
Do you think that tourism is good for the Cook Islands?

Age group



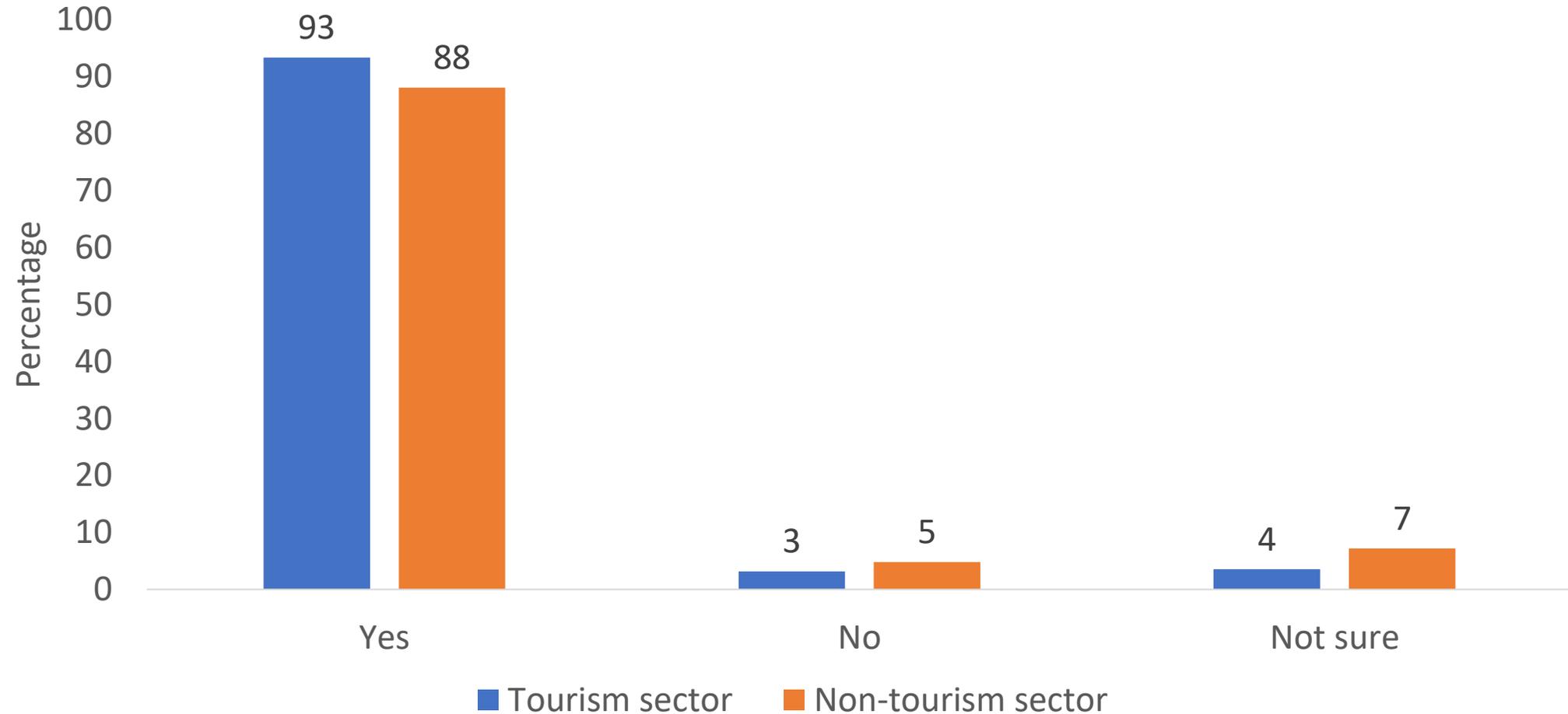
Do you think that tourism is good for the Cook Islands?

Rarotonga / Aitutaki



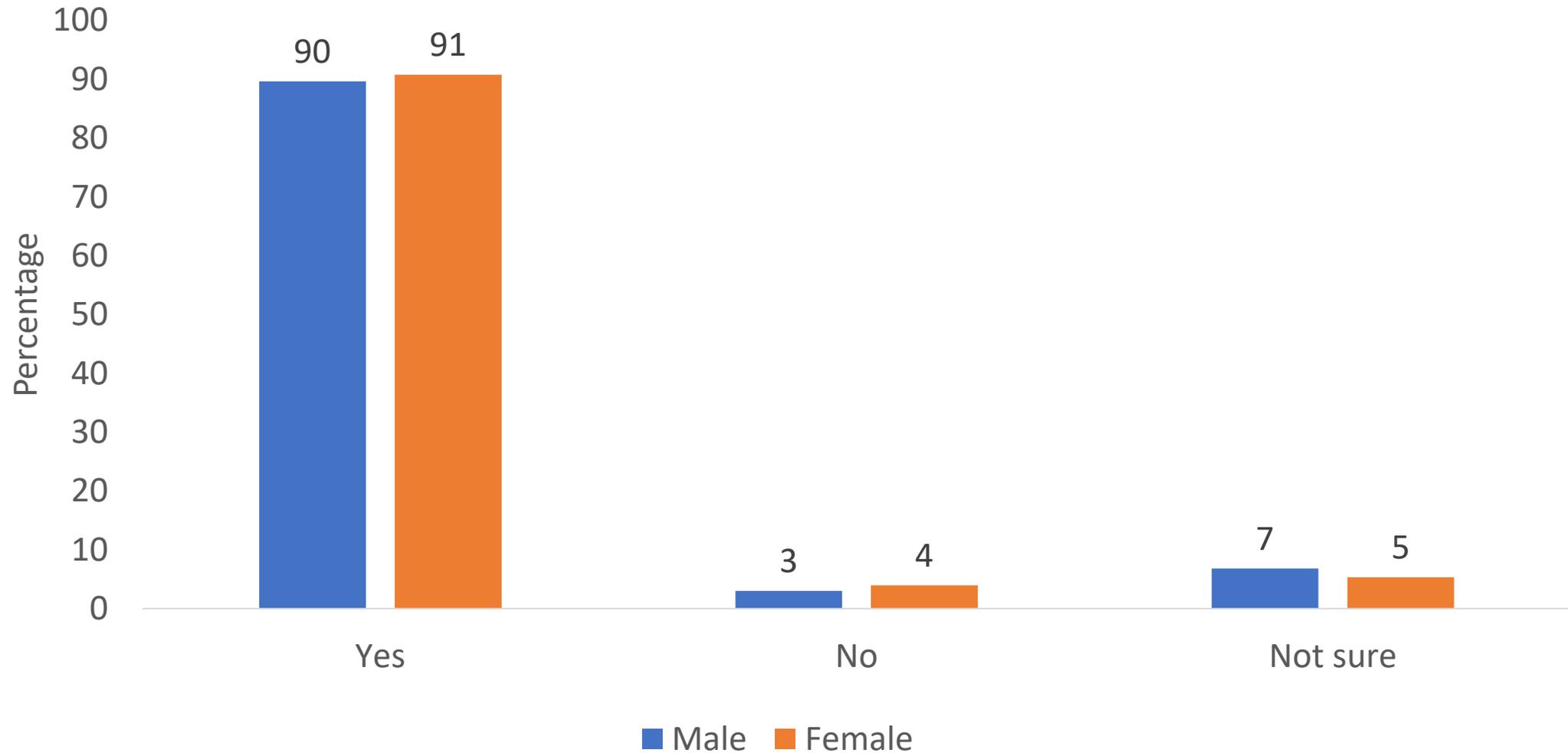
Do you think that tourism is good for the Cook Islands?

Tourism / Non-tourism

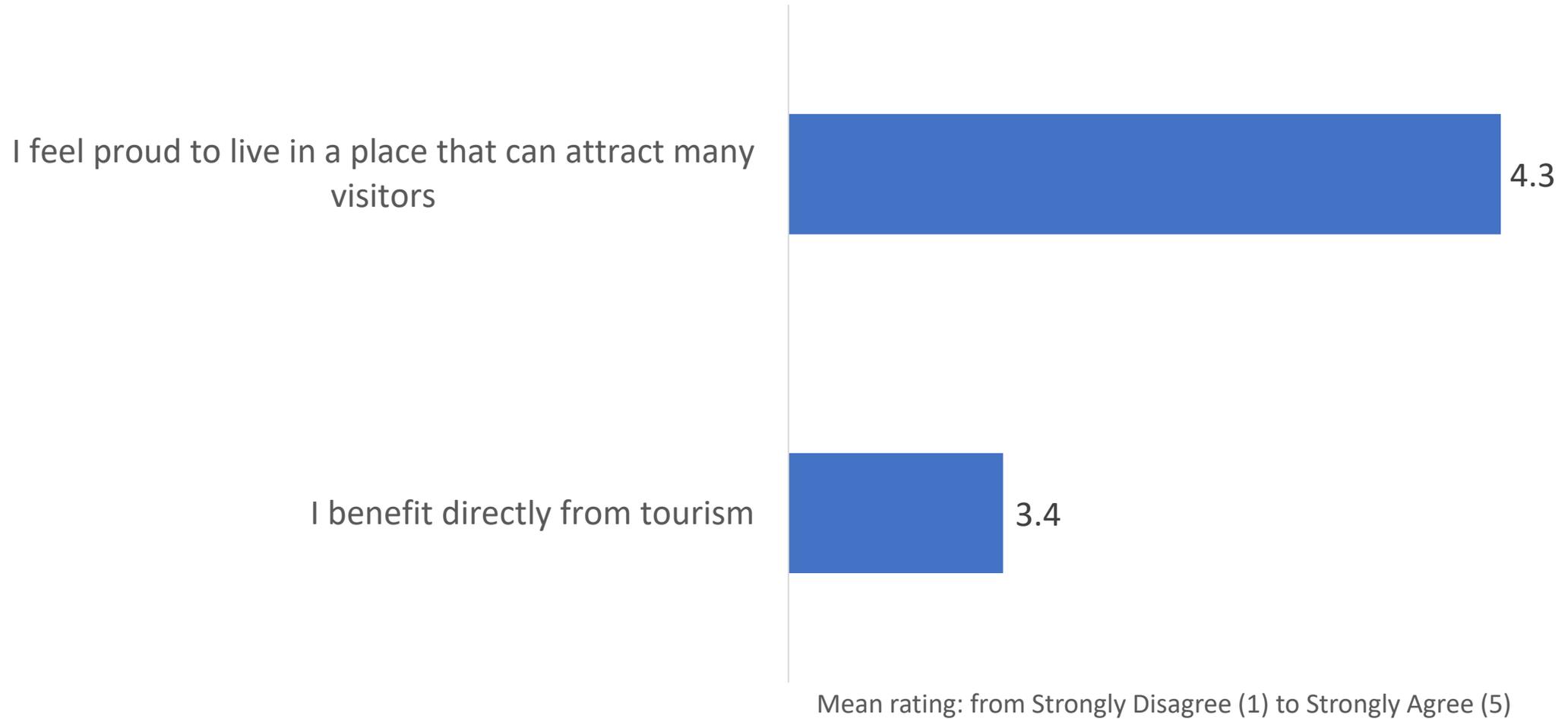


Do you think that tourism is good for the Cook Islands?

Gender

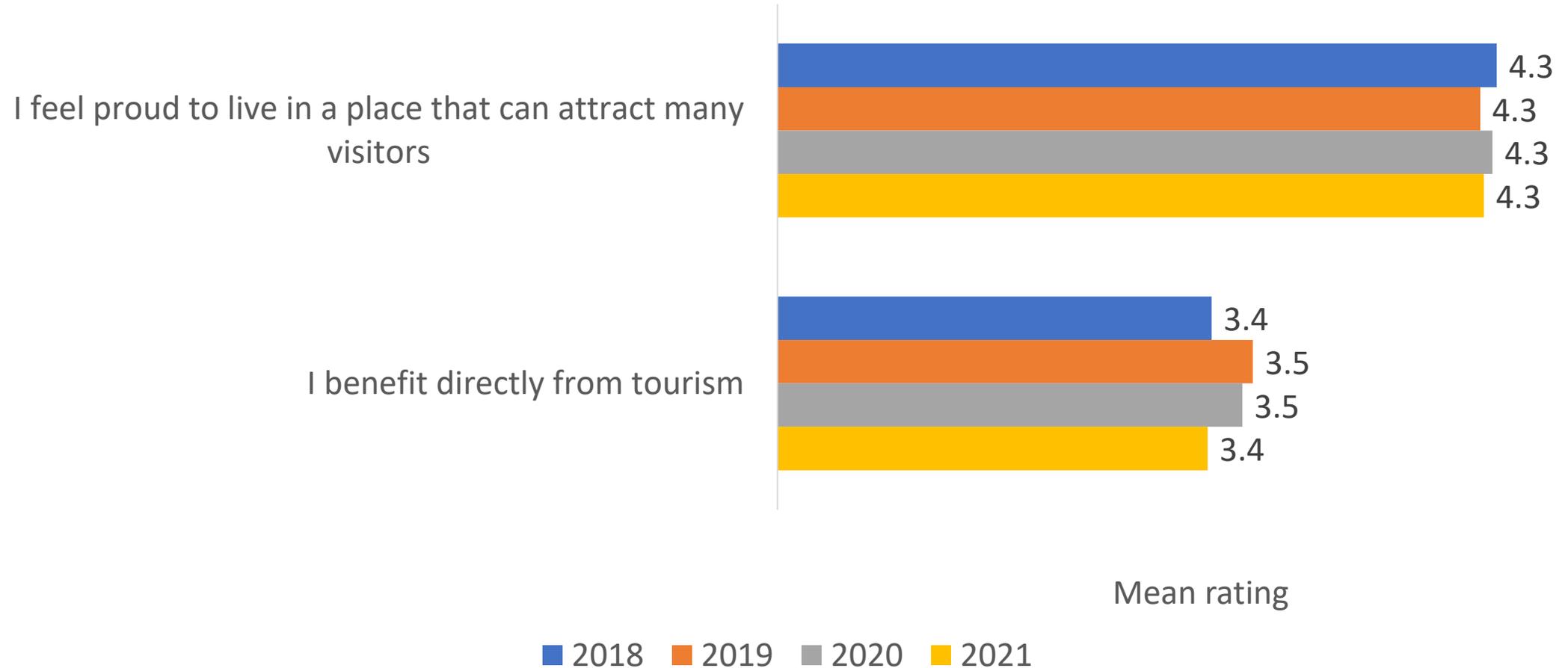


Tourism as a source of pride and direct benefit



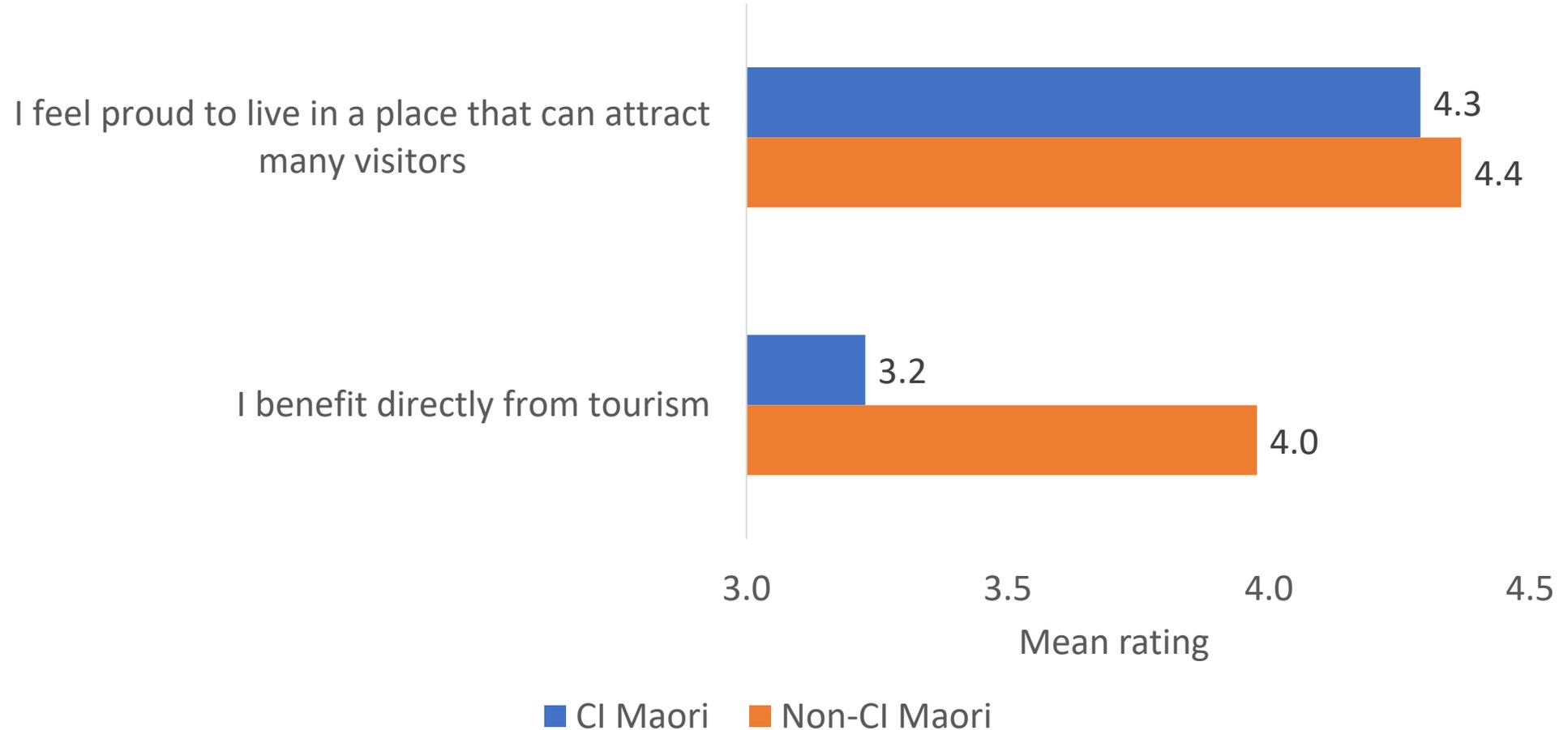
Tourism as a source of pride and direct benefit

Time series



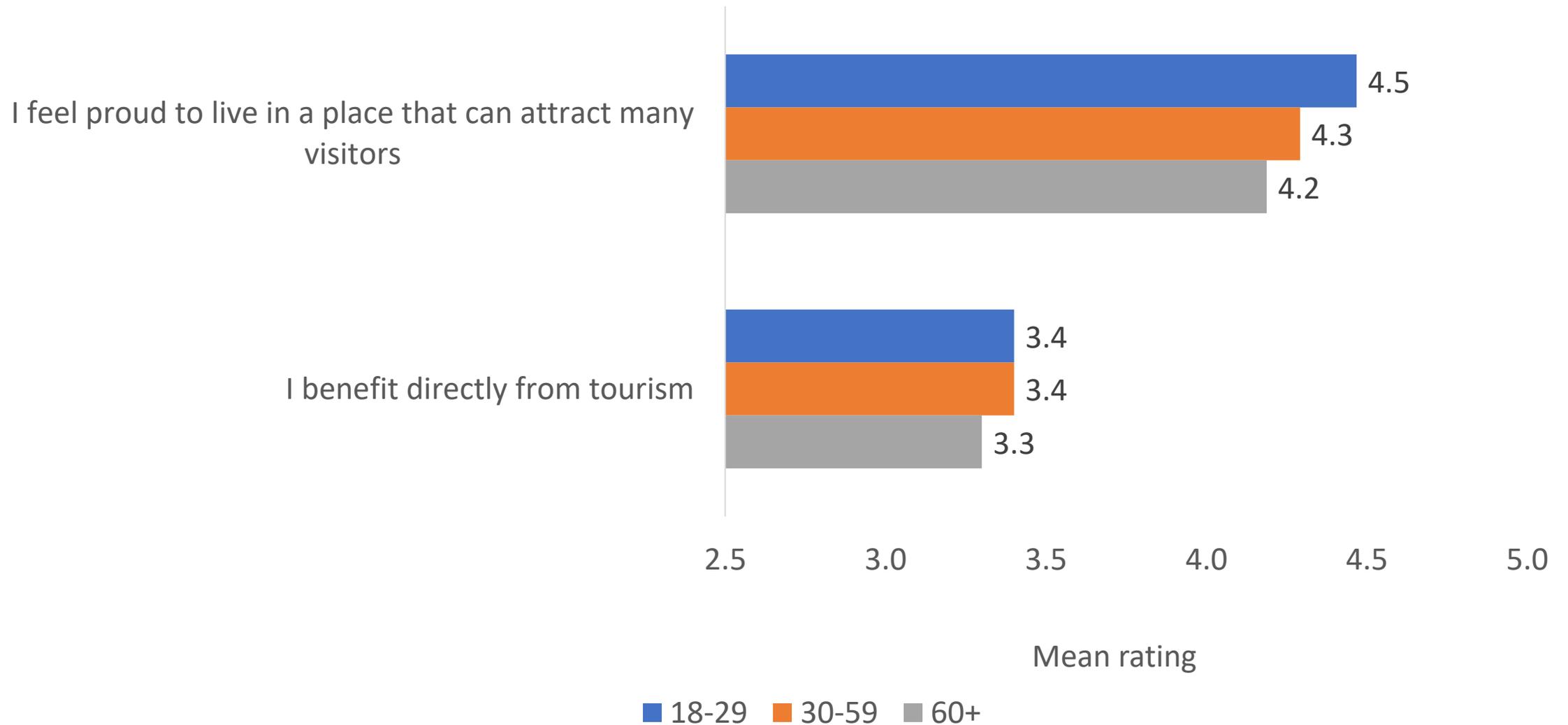
Tourism as a source of pride and direct benefit

CI Māori / Non-CI Māori



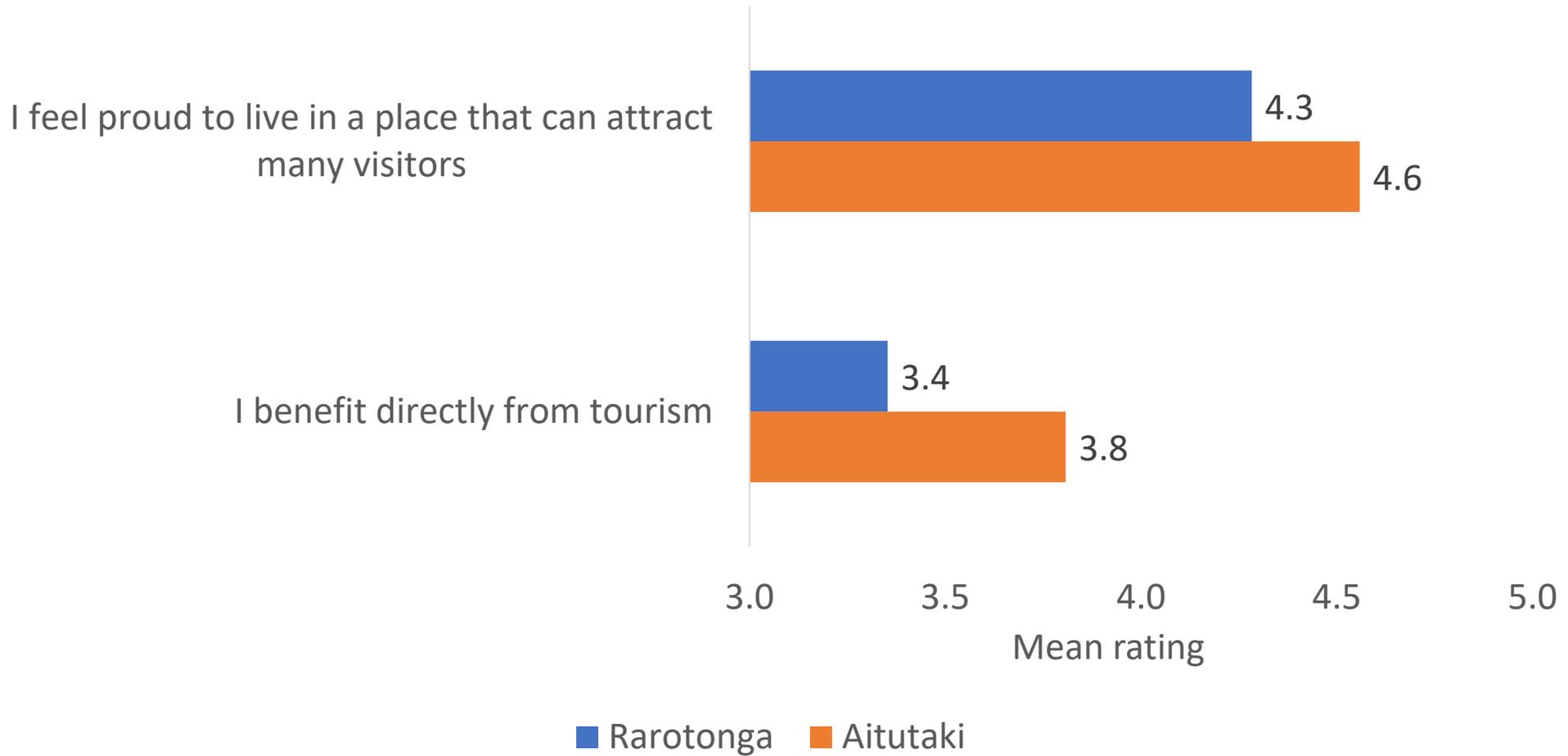
Tourism as a source of pride and direct benefit

Age group



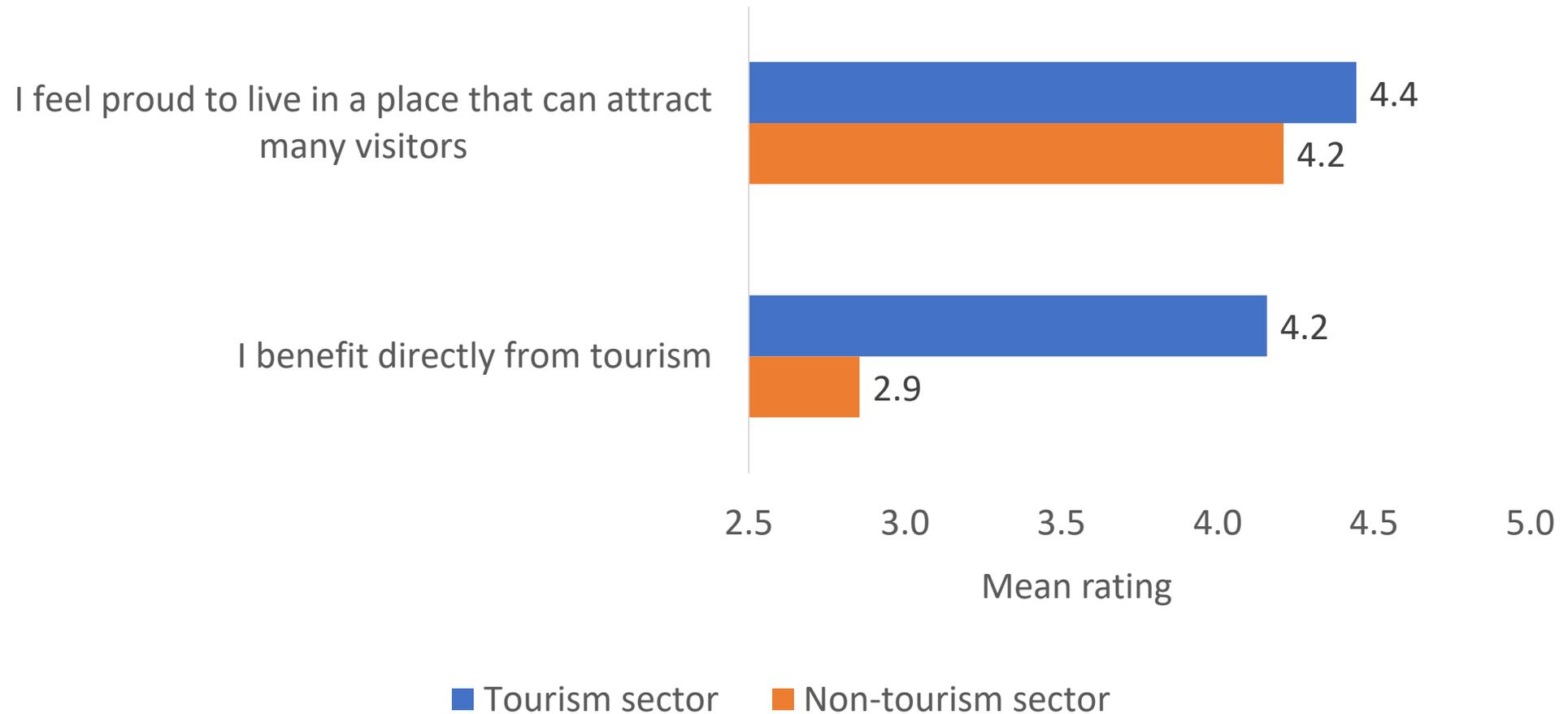
Tourism as a source of pride and direct benefit

Rarotonga / Aitutaki



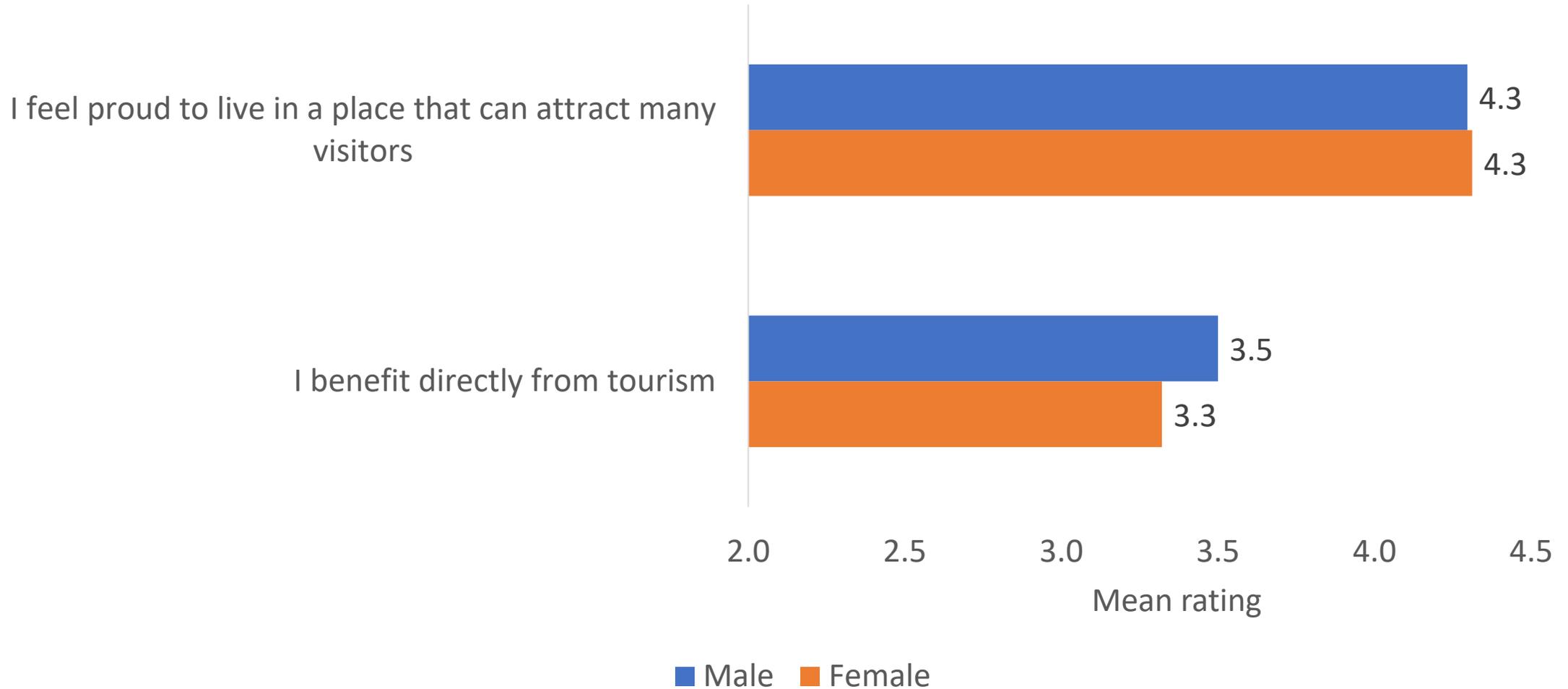
Tourism as a source of pride and direct benefit

Tourism / Non-tourism



Tourism as a source of pride and direct benefit

Gender

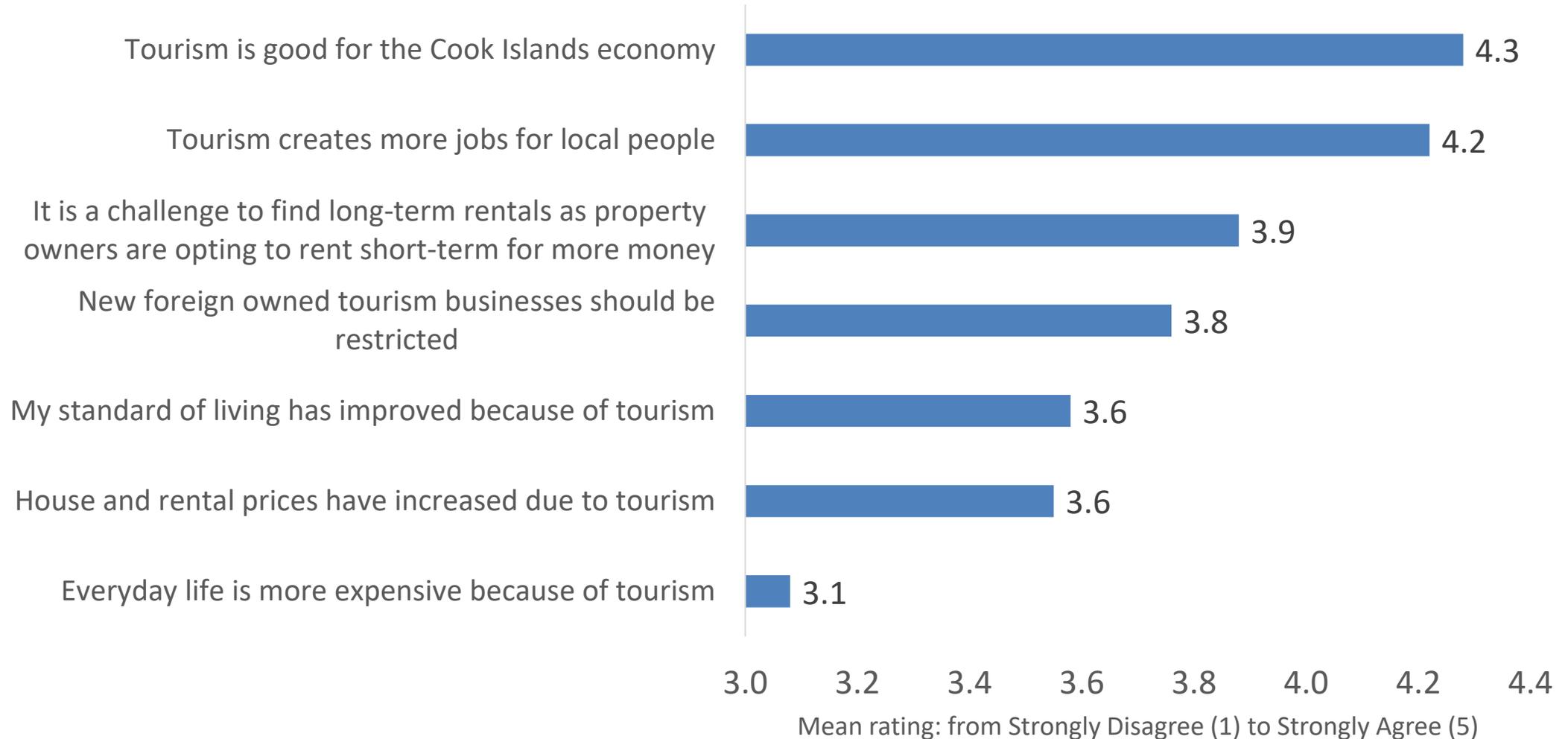




Tourism and Economic Dimensions

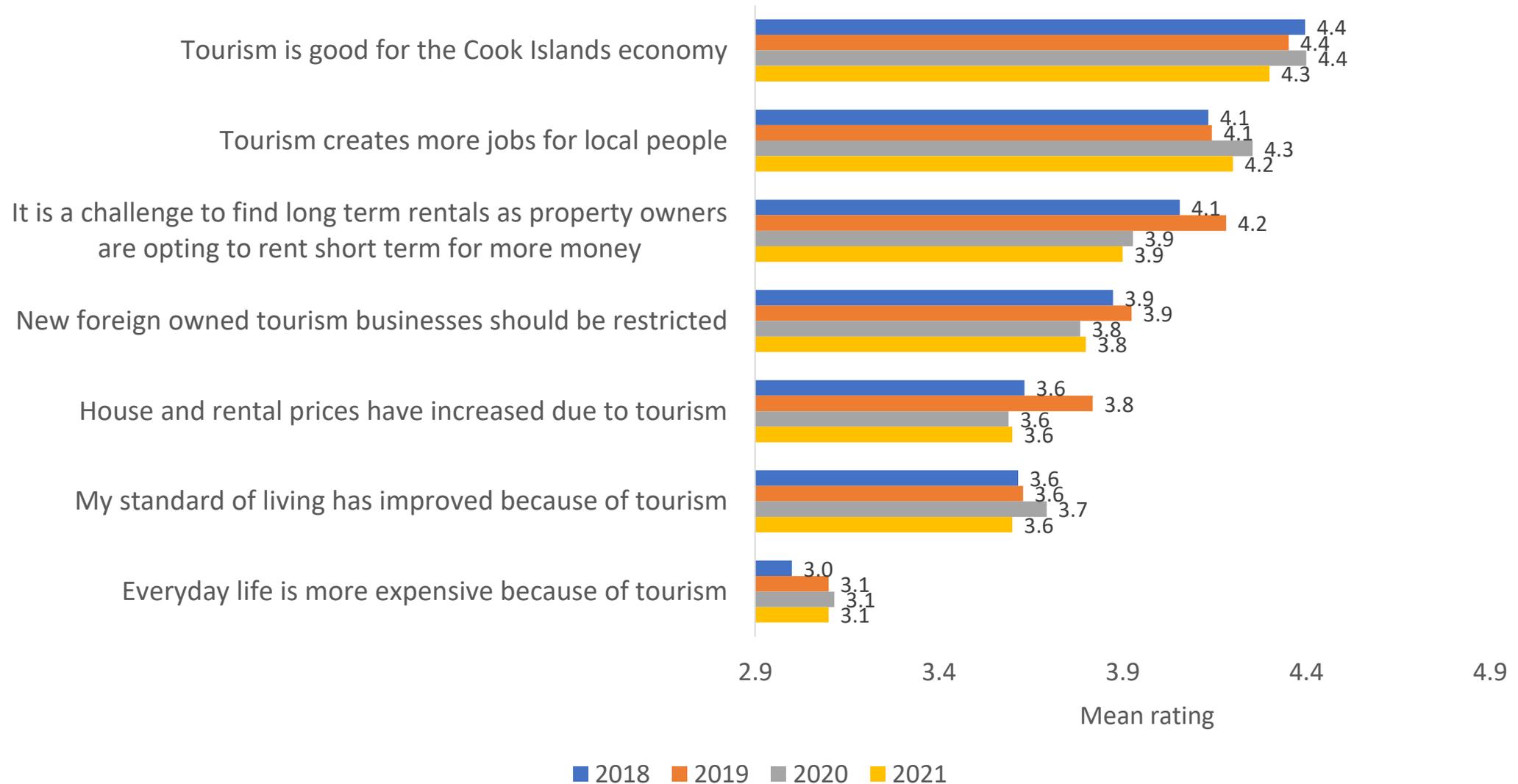


Tourism and economic dimensions



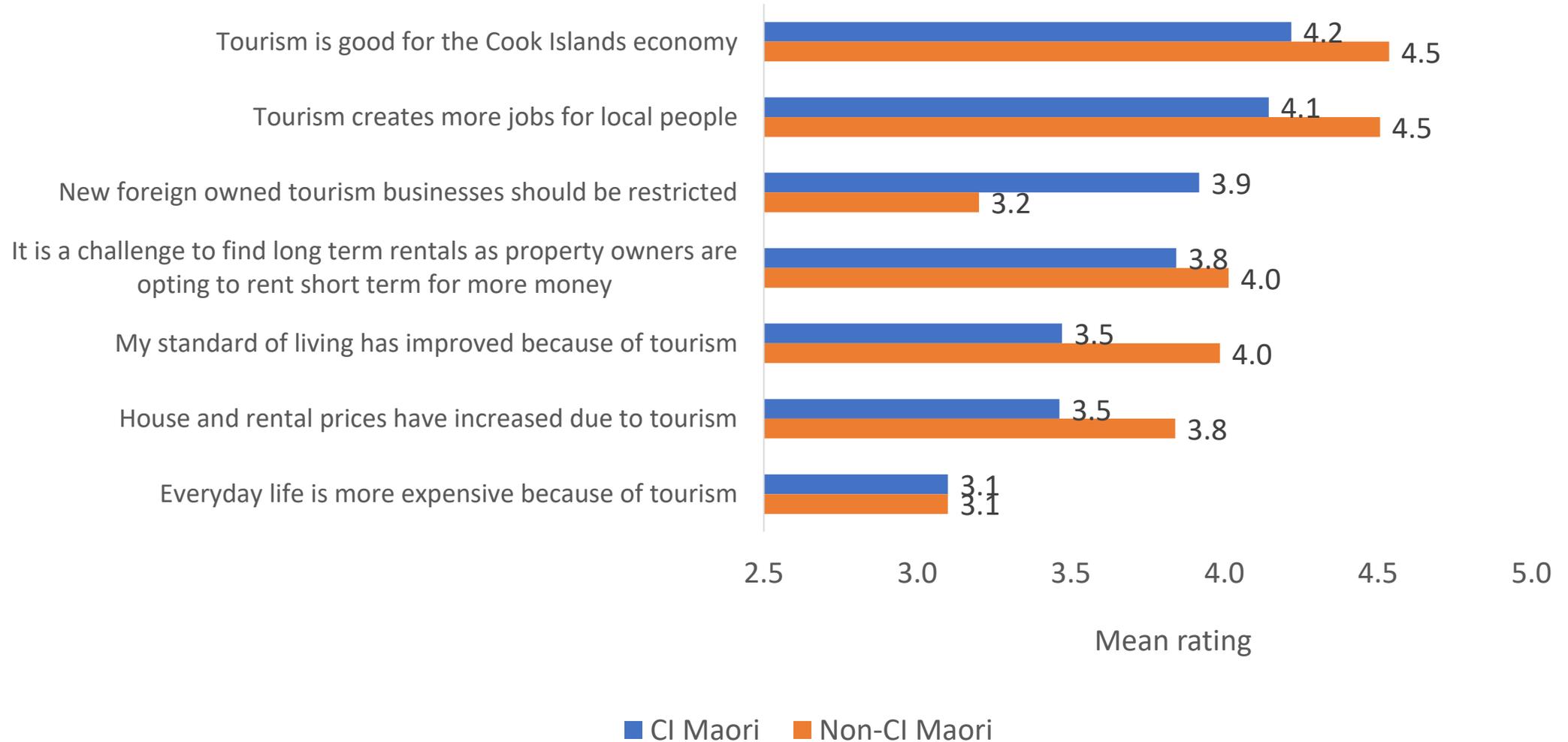
Tourism and economic dimensions

Time series



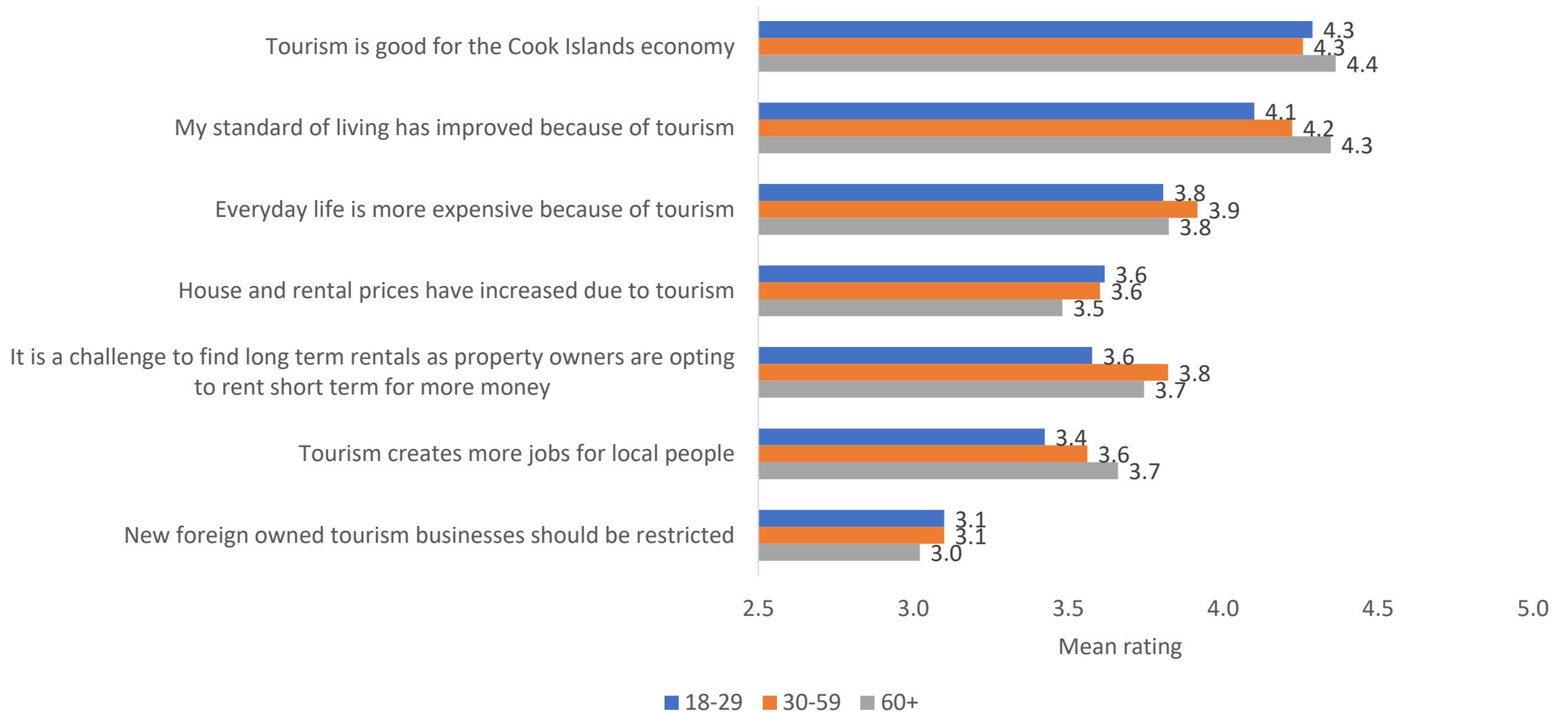
Tourism and economic dimensions

CI Māori / Non-CI Māori



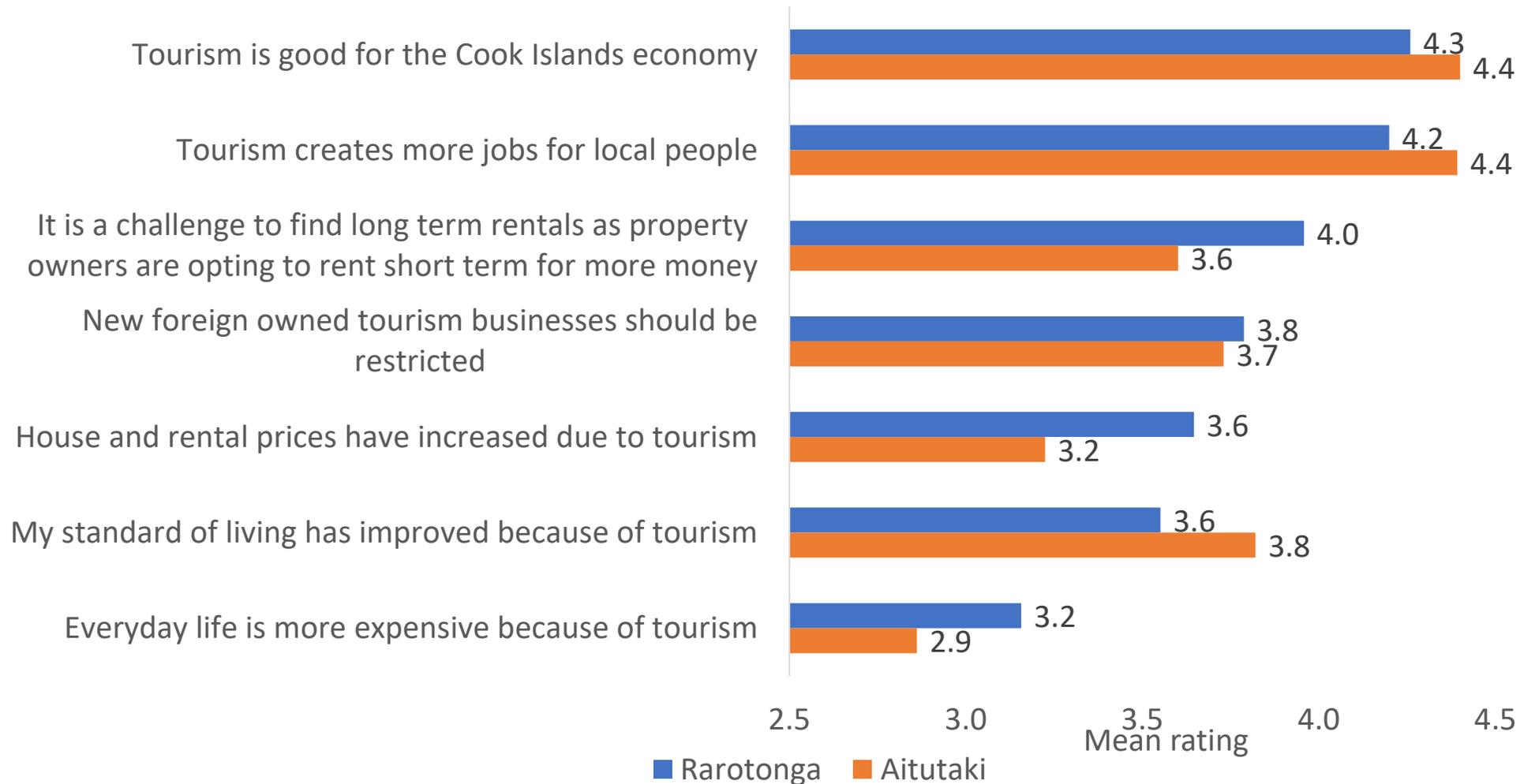
Tourism and economic dimensions

Age group



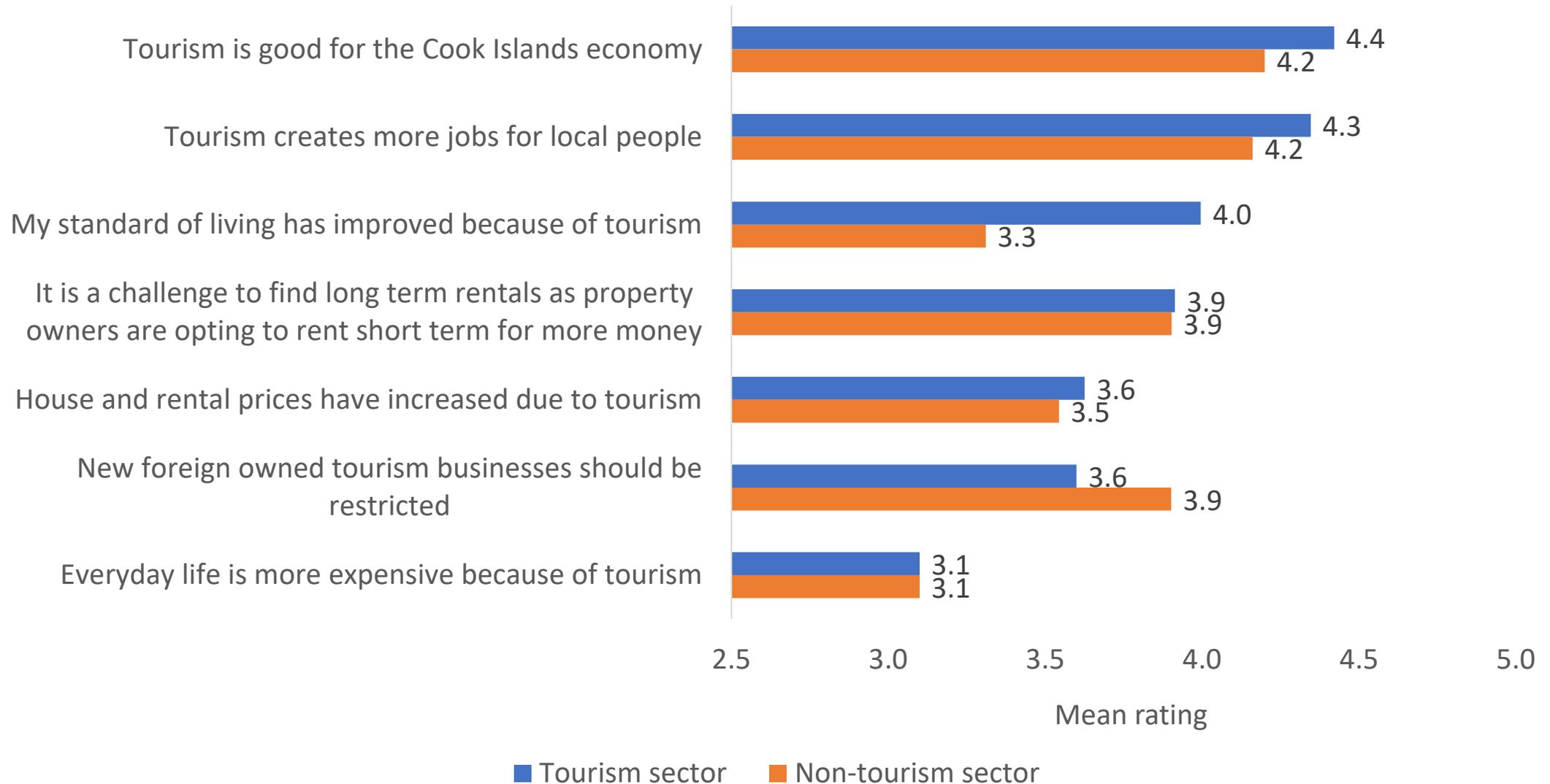
Tourism and economic dimensions

Rarotonga / Aitutaki



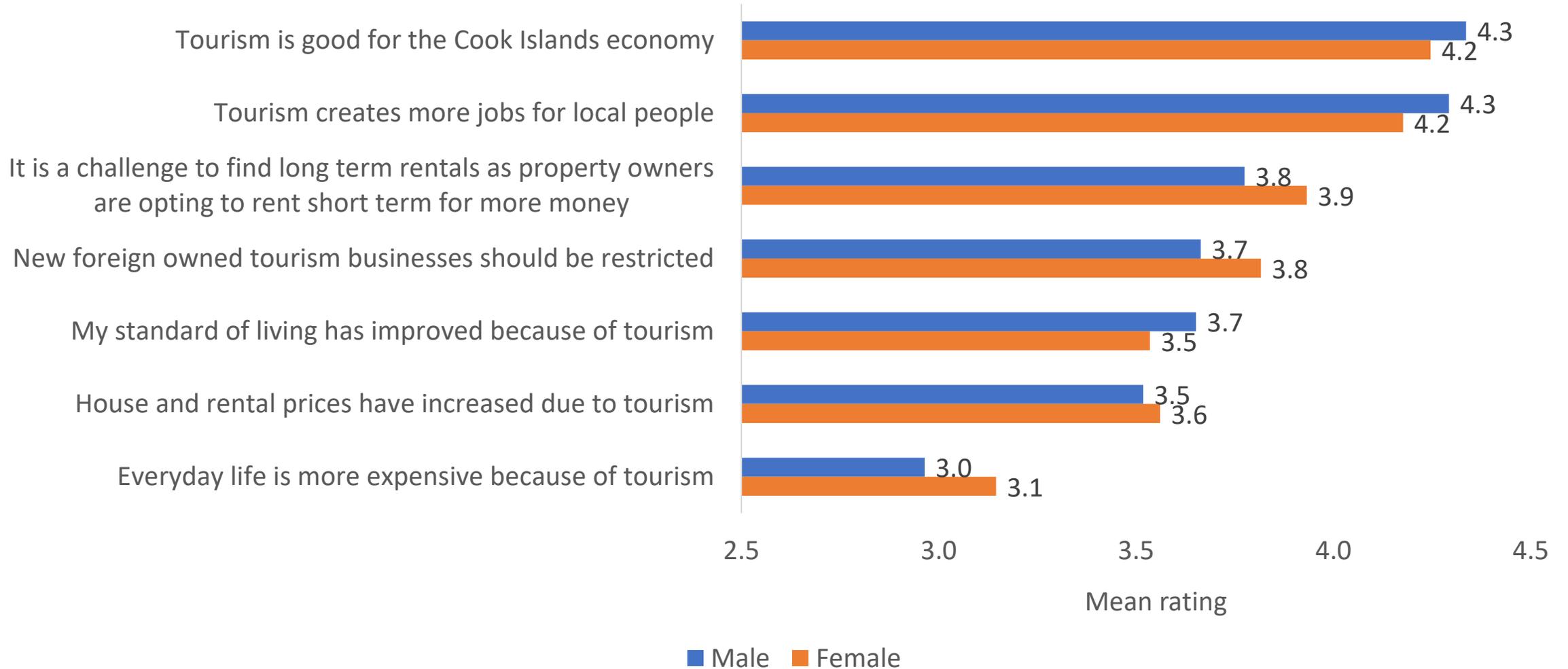
Tourism and economic dimensions

Tourism / Non-tourism



Tourism and economic dimensions

Gender

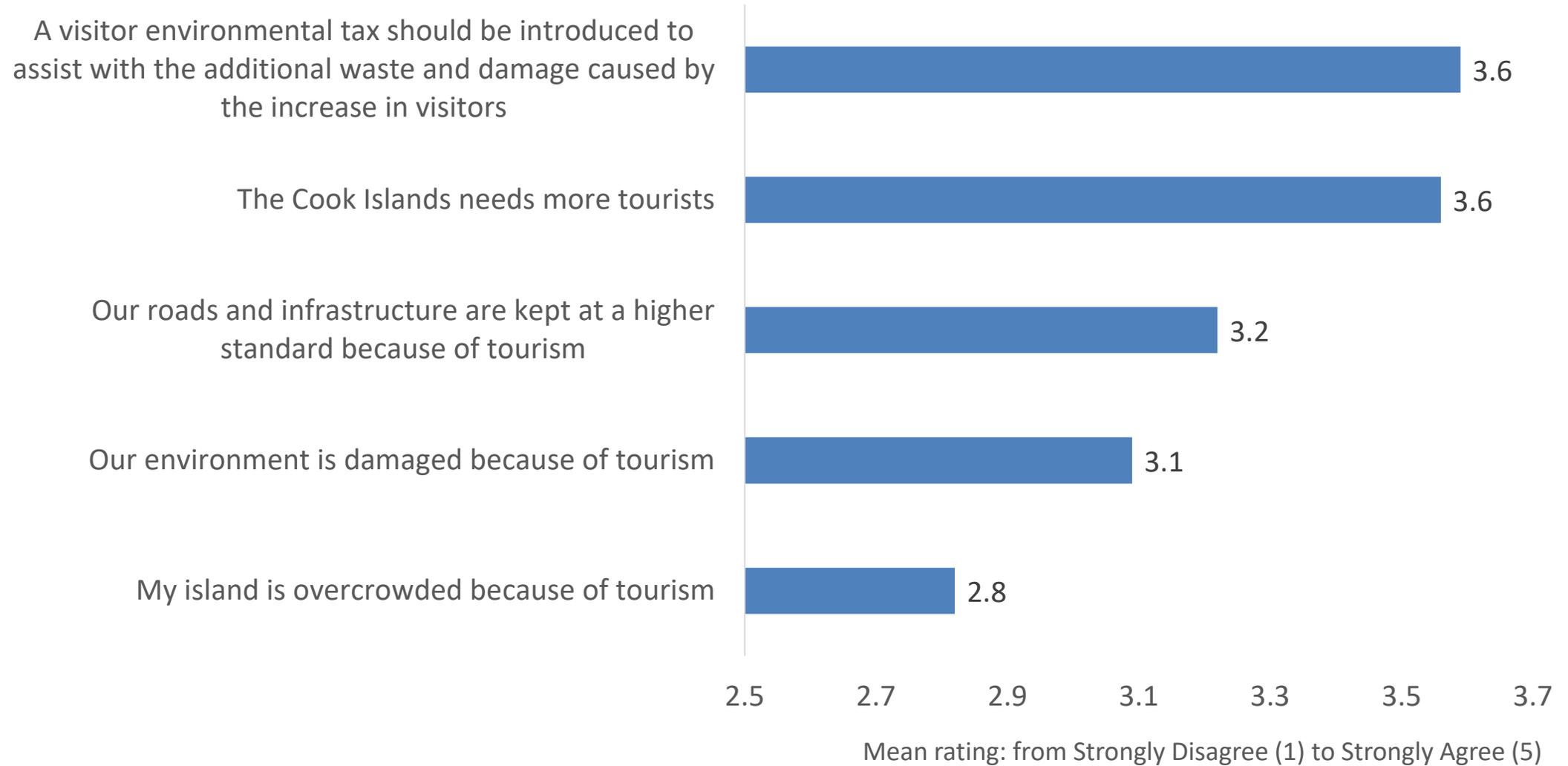




Tourism and Environmental Dimensions



Tourism and environmental dimensions



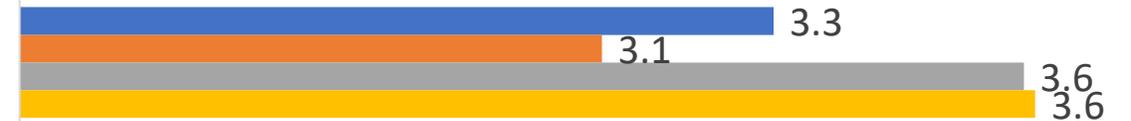
Tourism and environmental dimensions

Time series

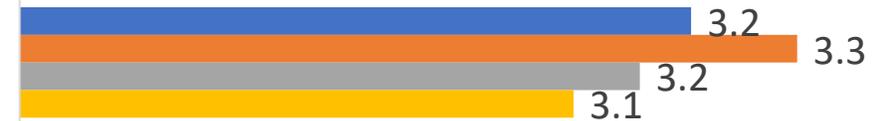
A visitor environment tax should be imposed to assist with the additional waste and damage caused by the increase in visitors



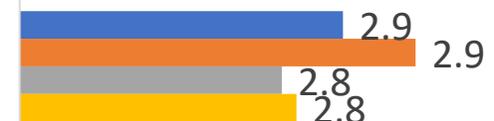
The Cook Islands needs more tourists



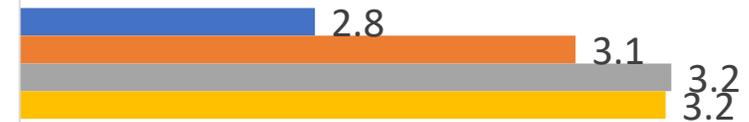
Our environment is damaged because of tourism



My island is overcrowded because of tourism



Our roads and infrastructure are kept at a higher standard because of tourism



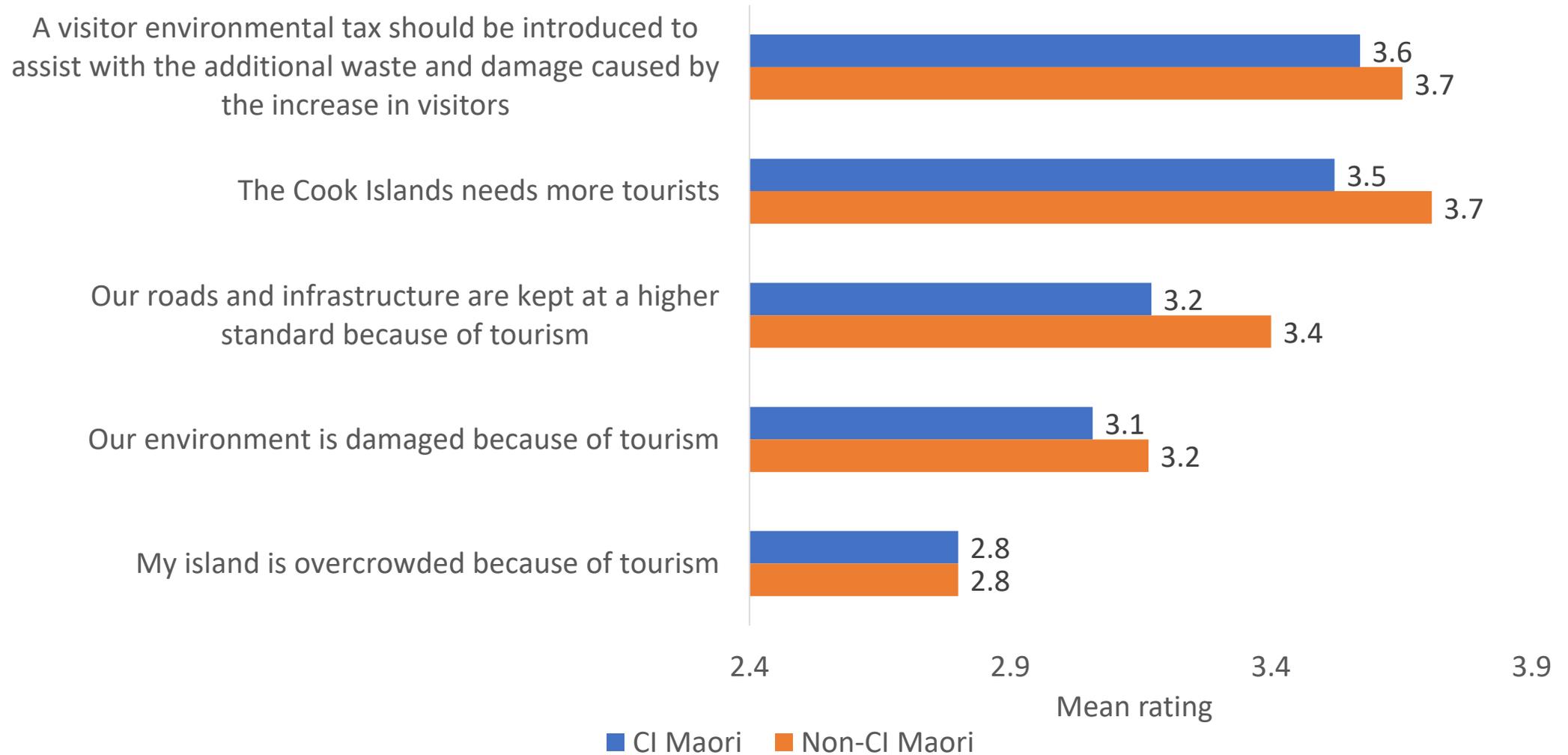
2.5 2.7 2.9 3.1 3.3 3.5 3.7

Mean rating

■ 2018 ■ 2019 ■ 2020 ■ 2021

Tourism and environmental dimensions

CI Māori / Non-CI Māori



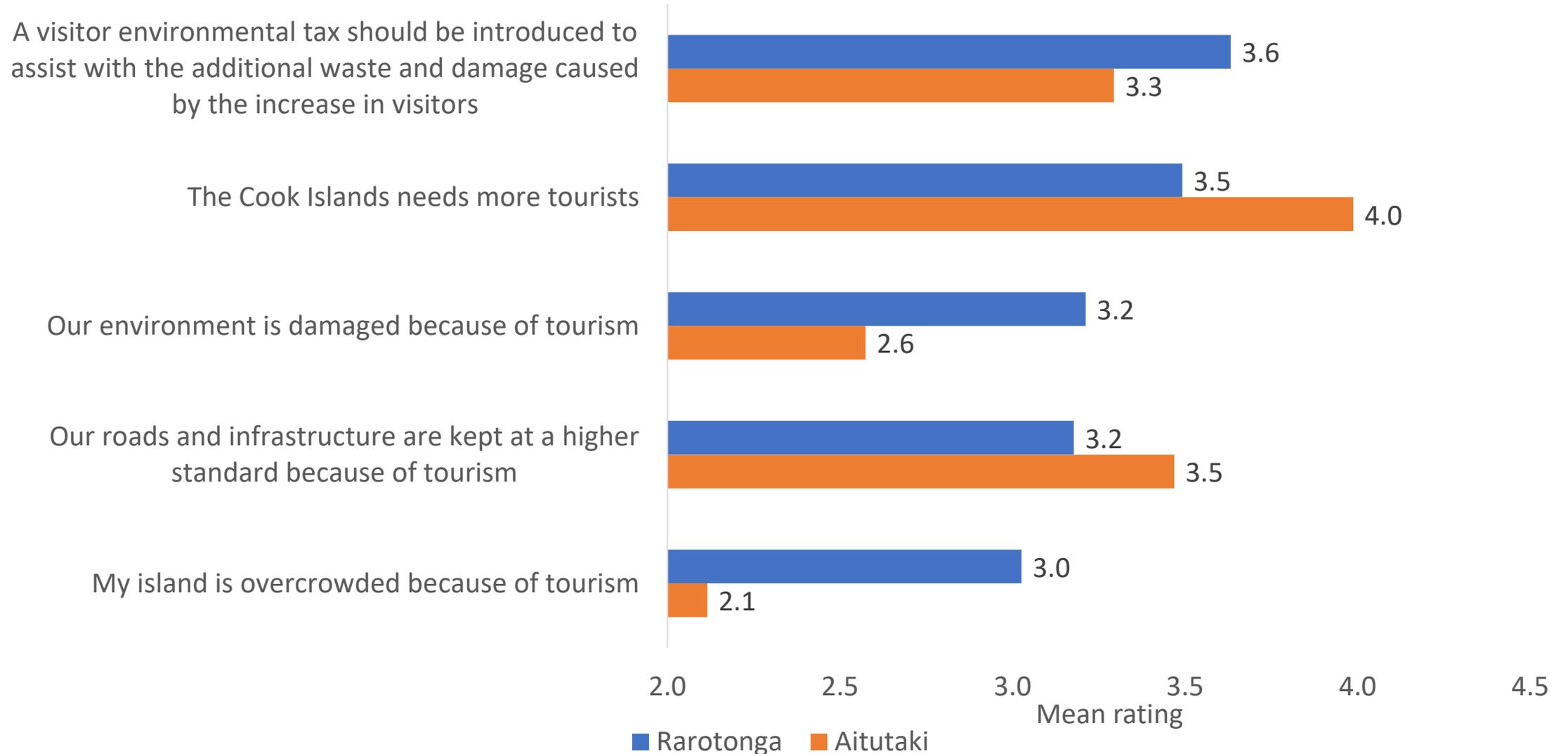
Tourism and environmental dimensions

Age group



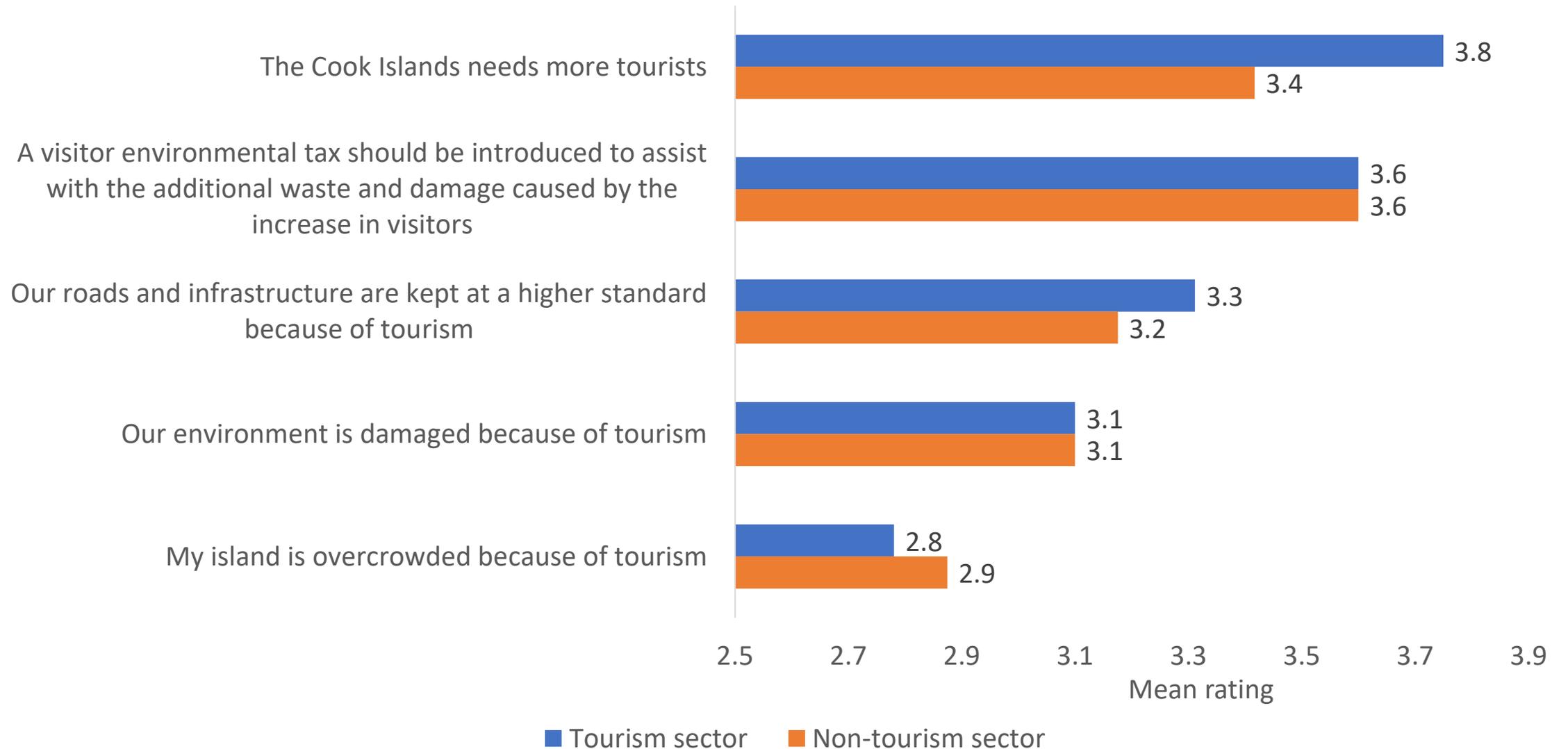
Tourism and environmental dimensions

Rarotonga / Aitutaki



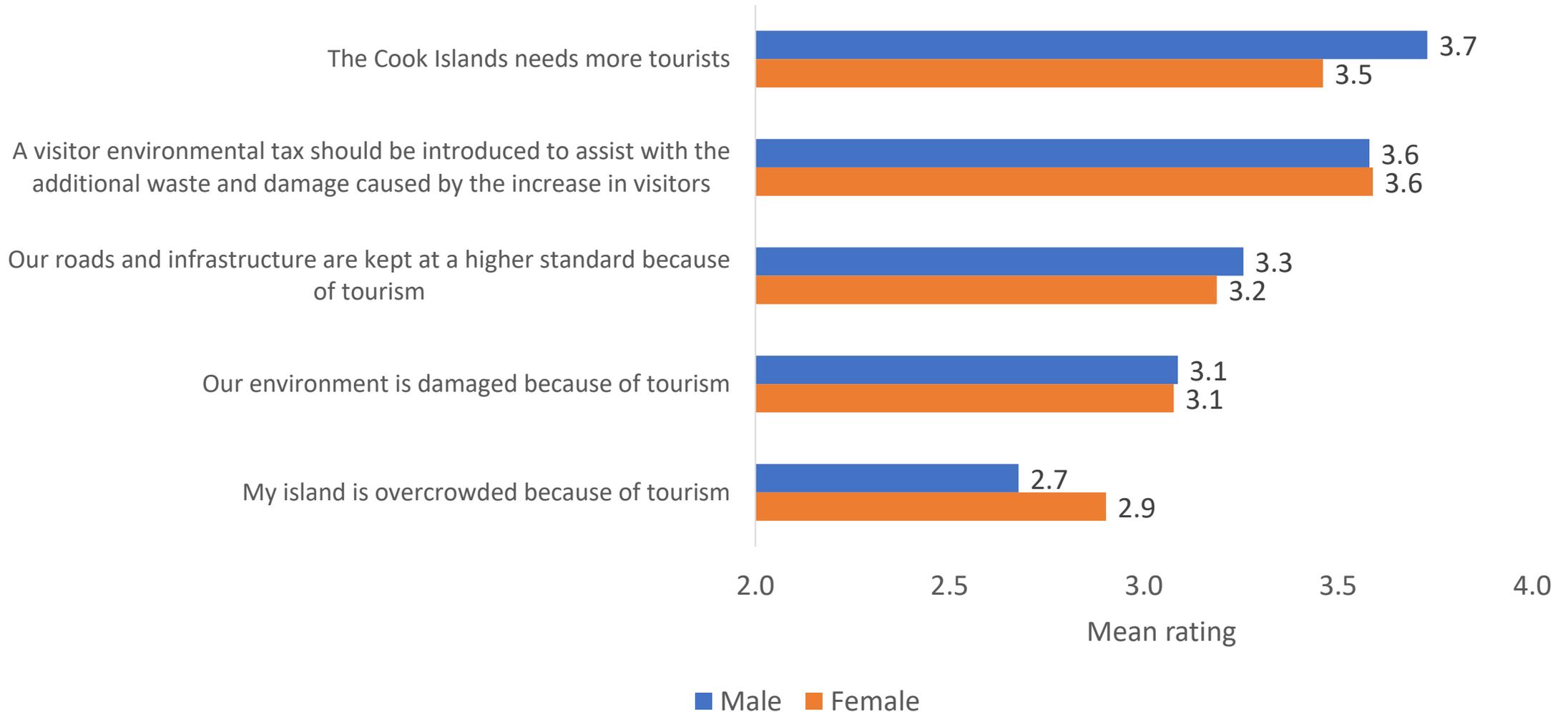
Tourism and environmental dimensions

Tourism / Non-tourism



Tourism and environmental dimensions

Gender





Tourism and Cultural Dimensions

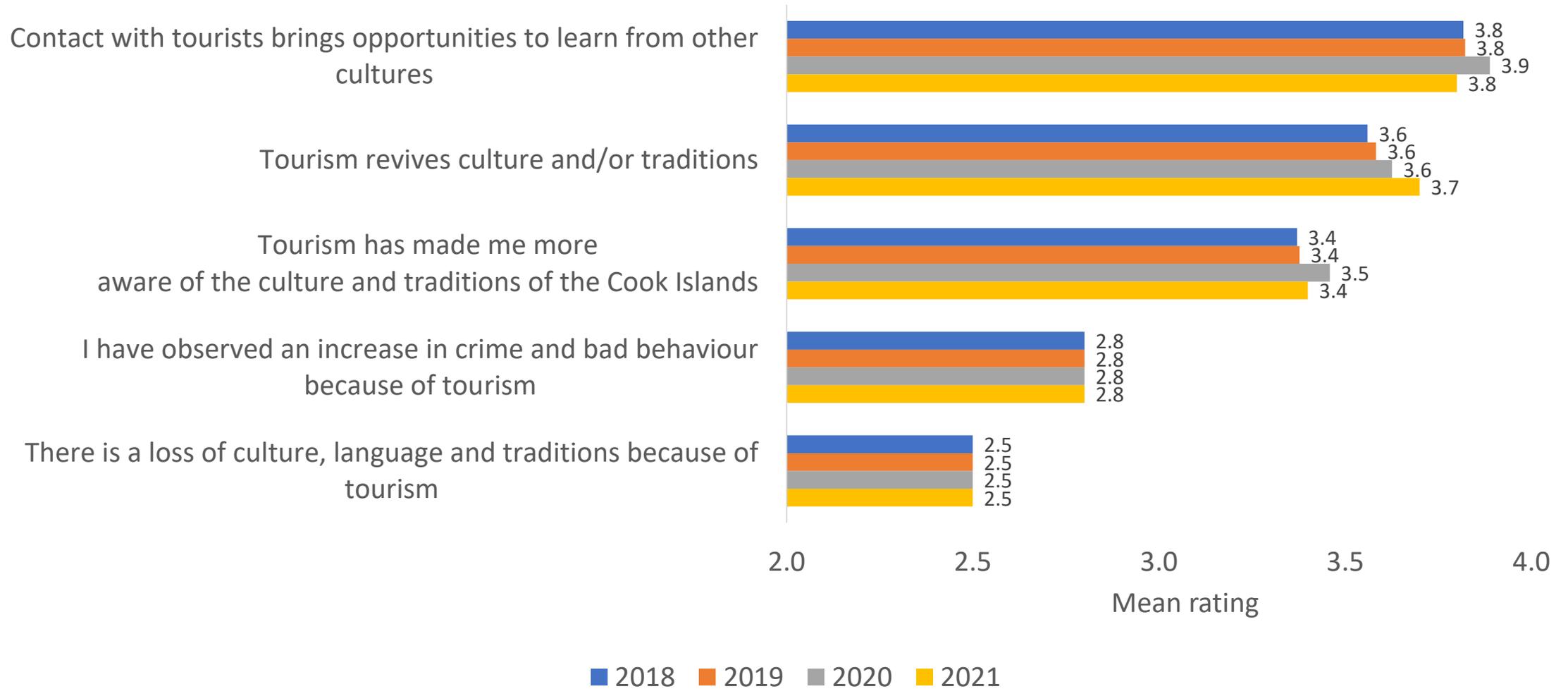


Tourism and cultural dimensions



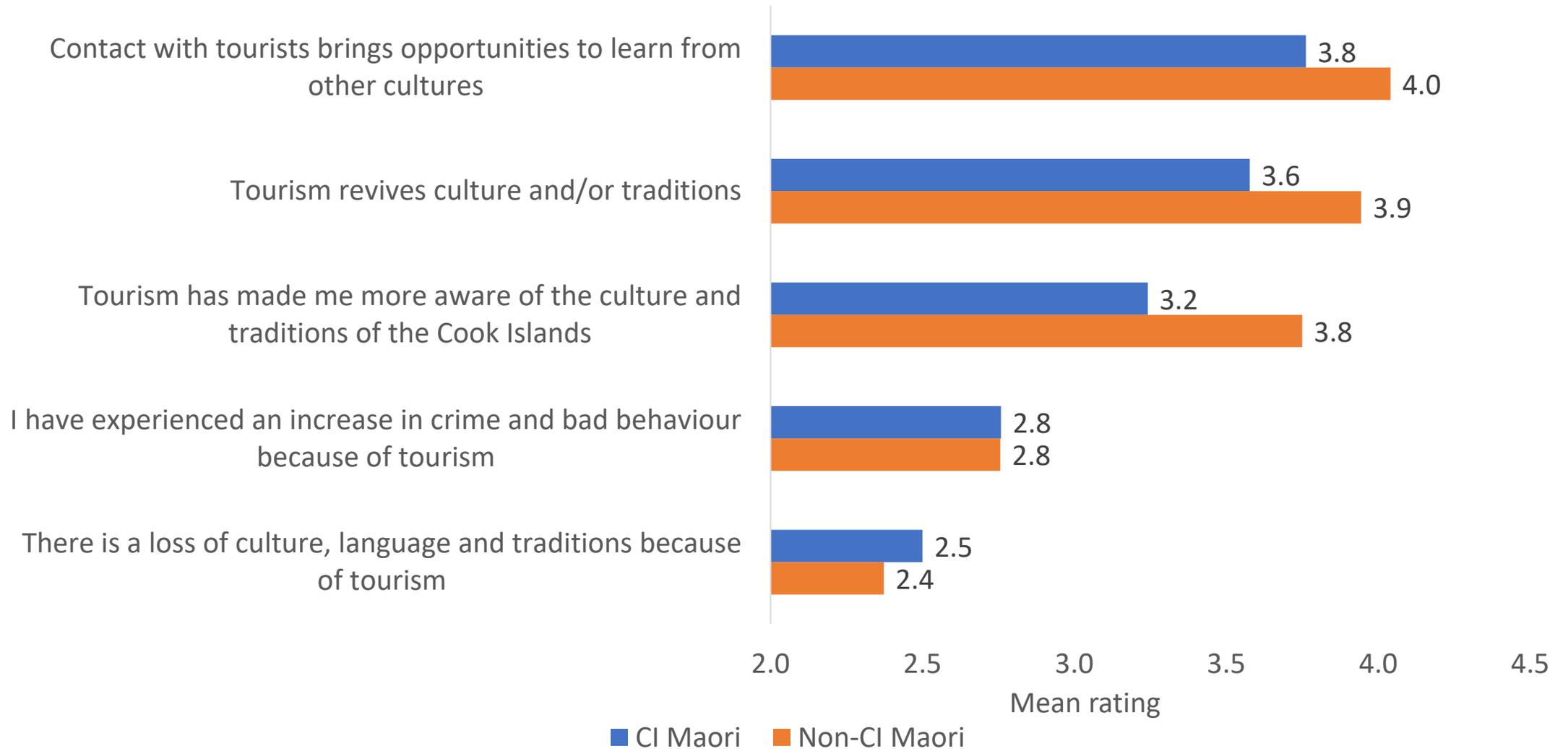
Tourism and culture dimensions

Time series



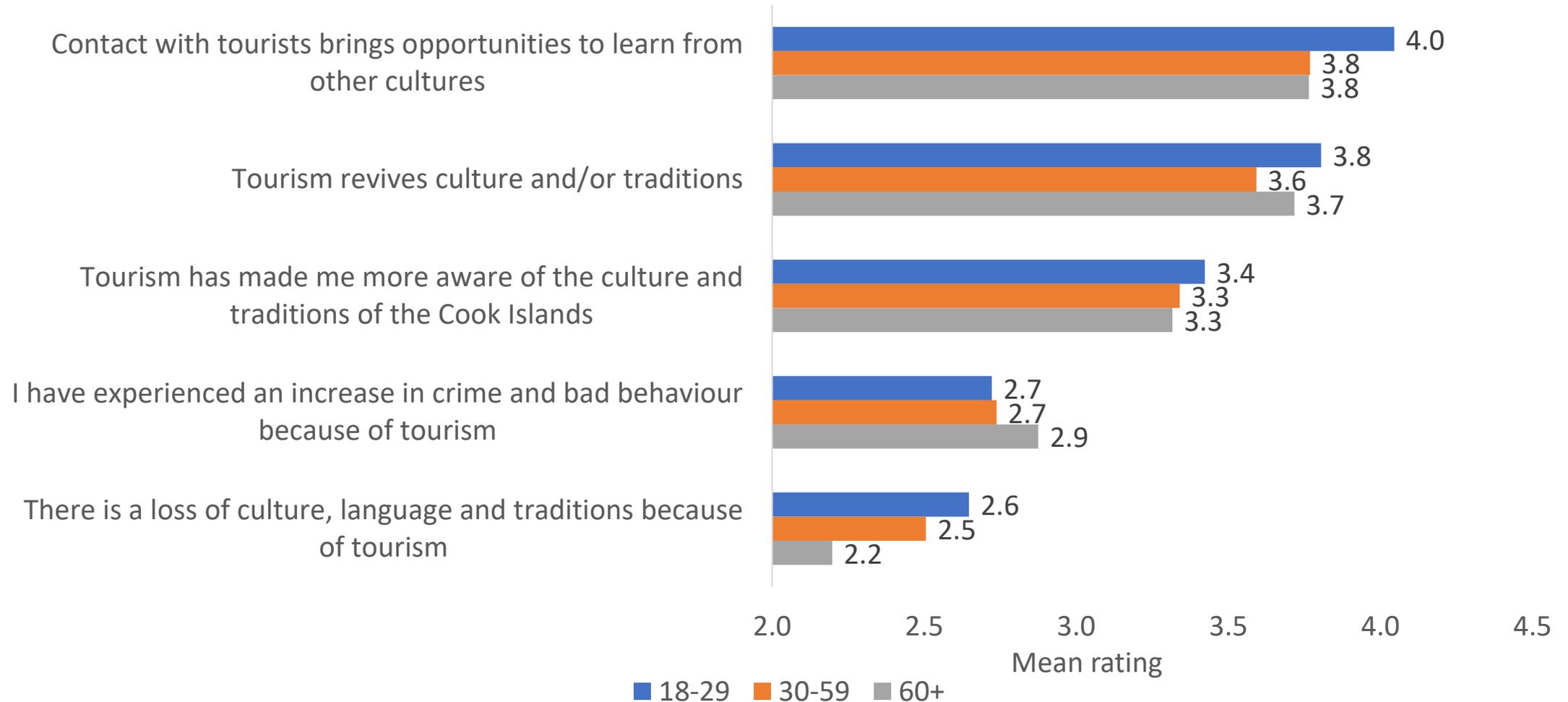
Tourism and culture dimensions

CI Māori / Non-CI Māori



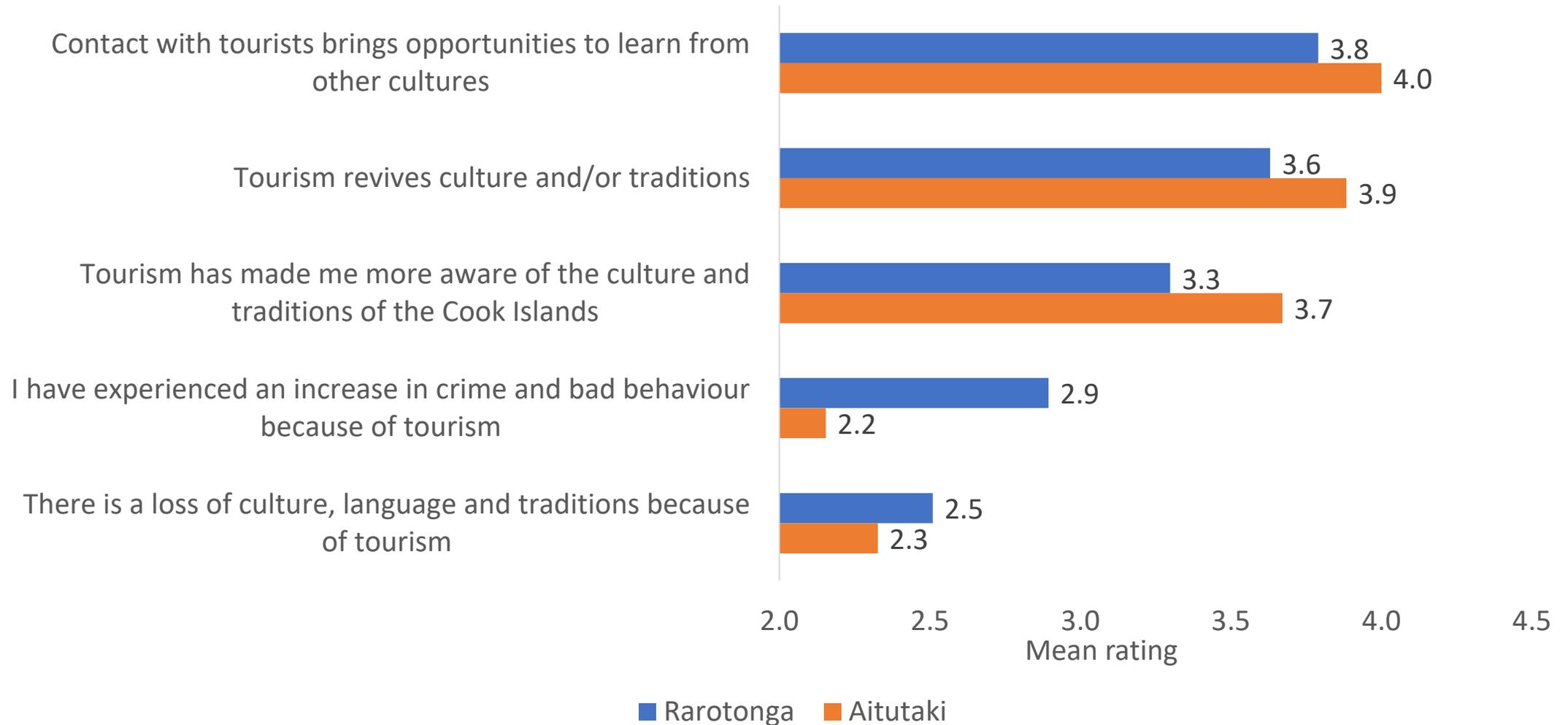
Tourism and culture dimensions

Age group



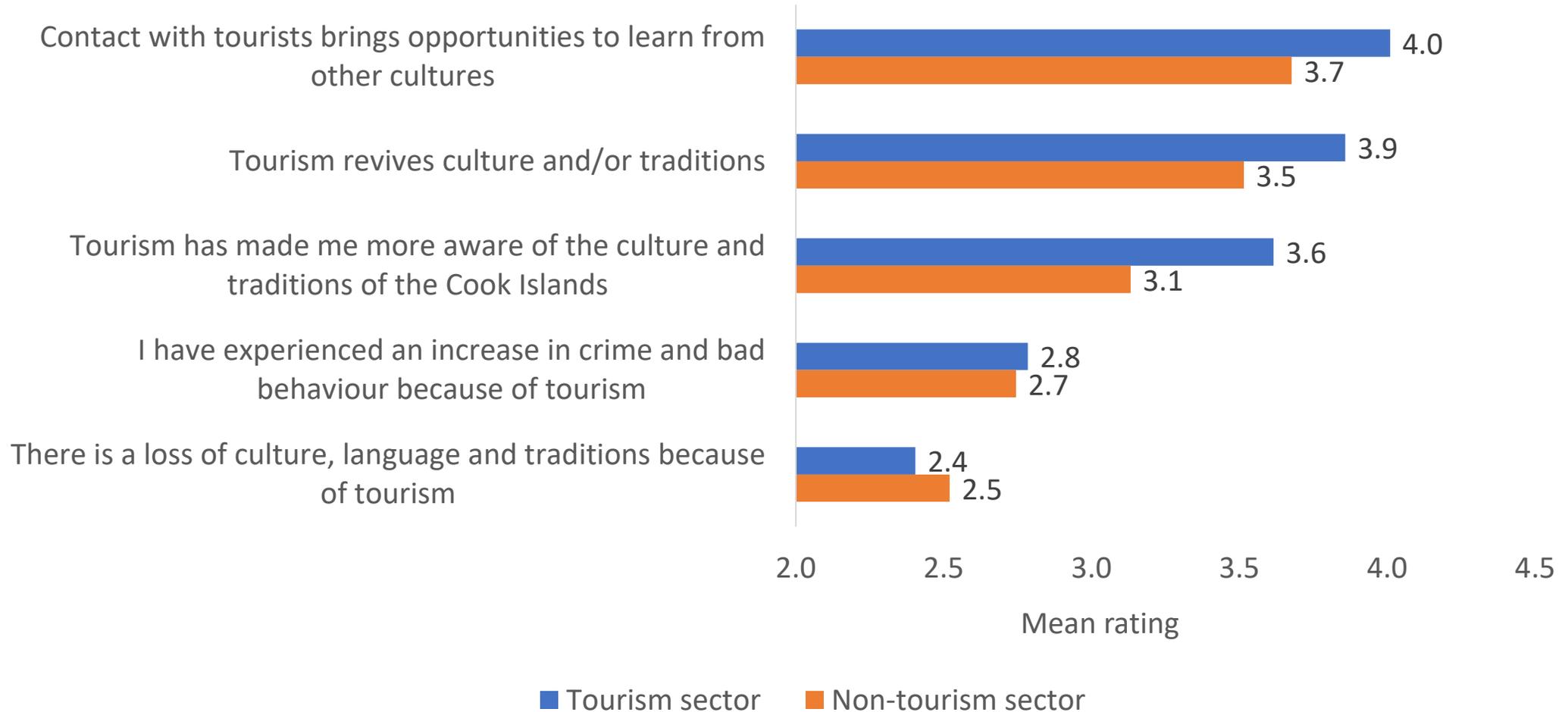
Tourism and culture dimensions

Rarotonga / Aitutaki



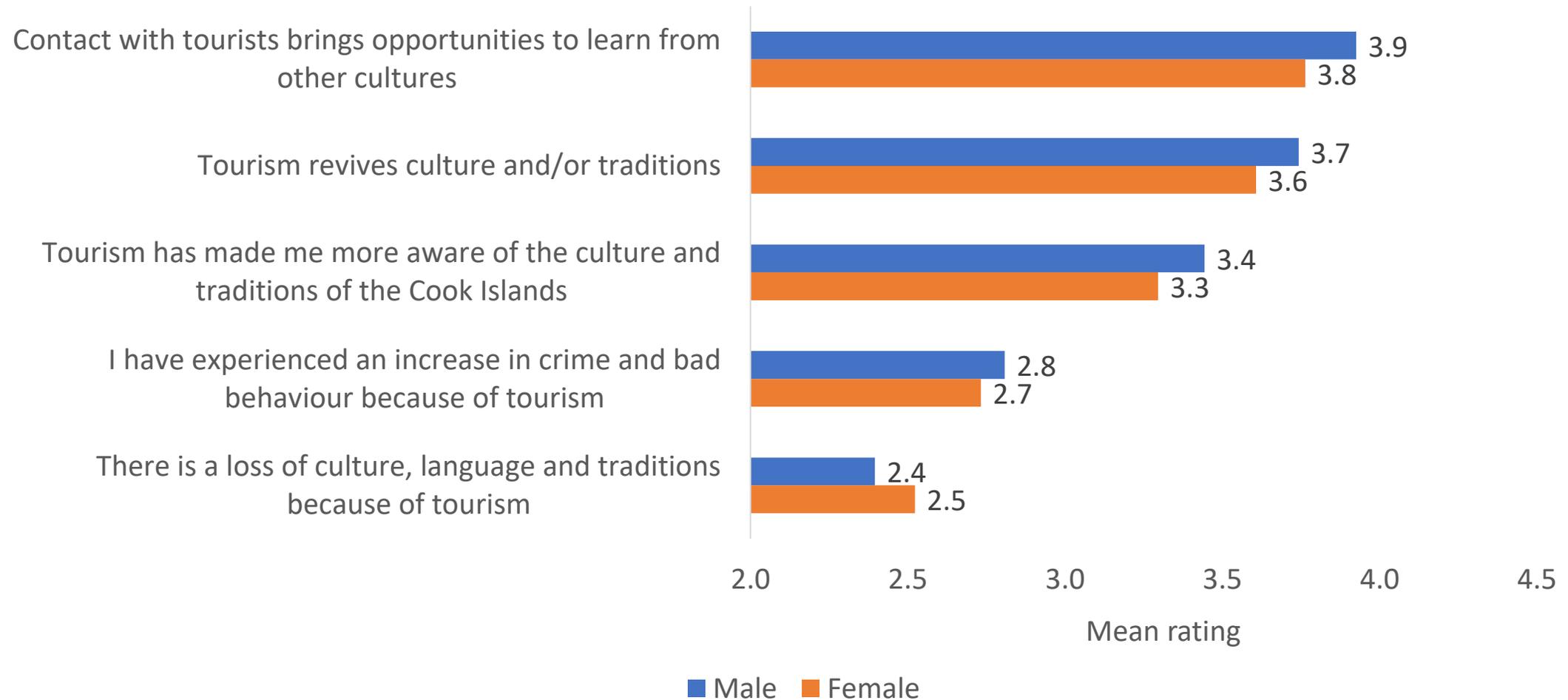
Tourism and culture dimensions

Tourism / Non-tourism

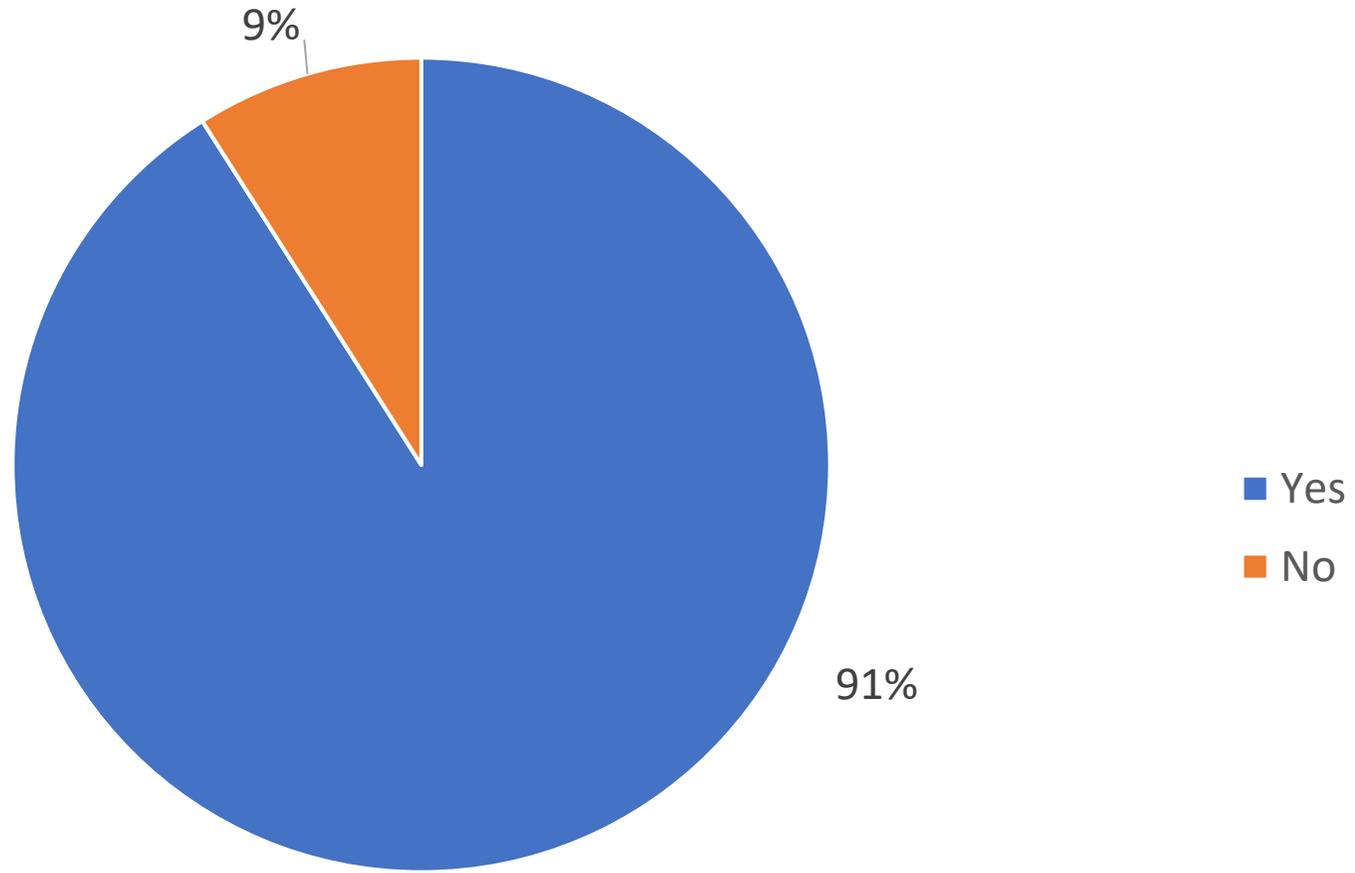


Tourism and culture dimensions

Gender

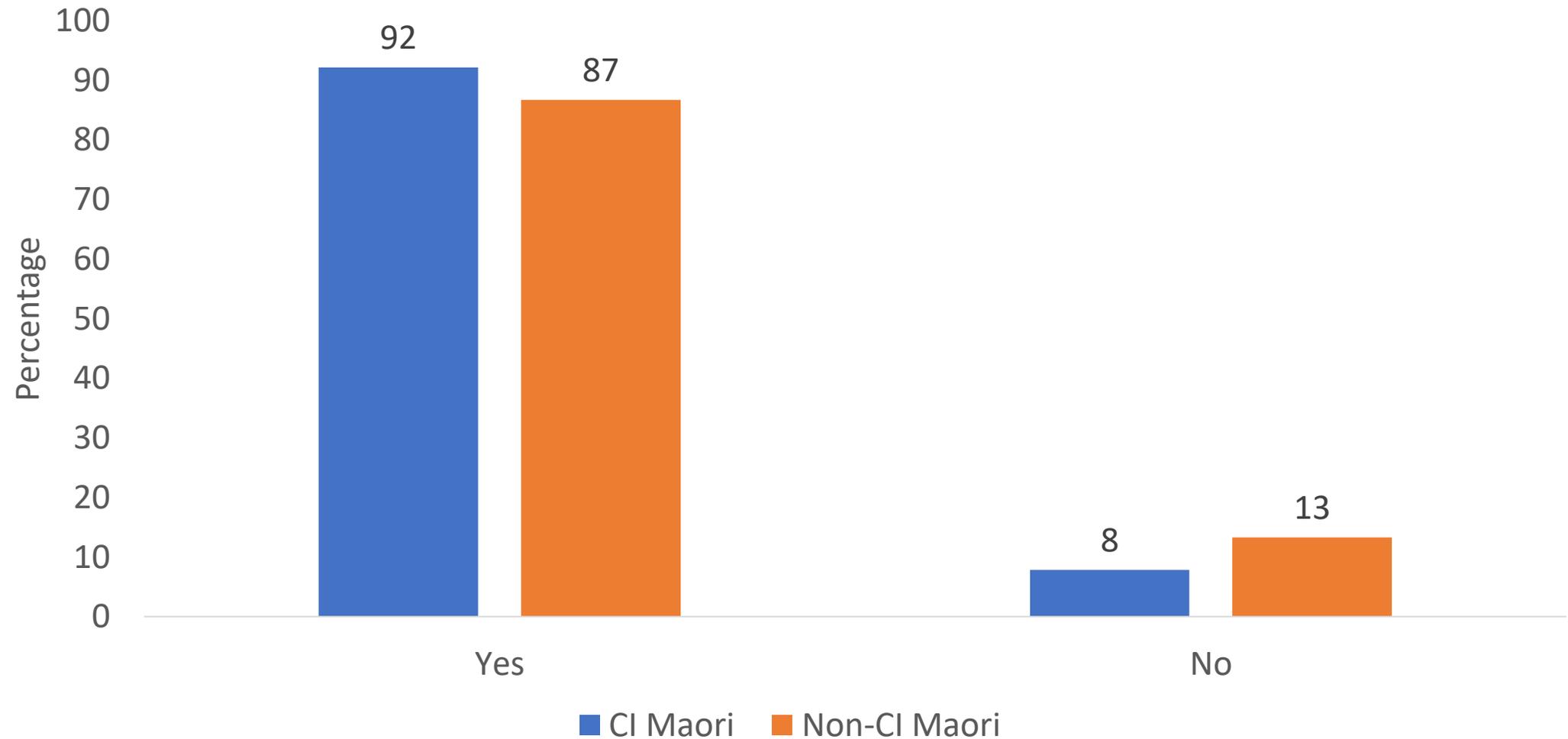


I would like to share my culture and values with tourists



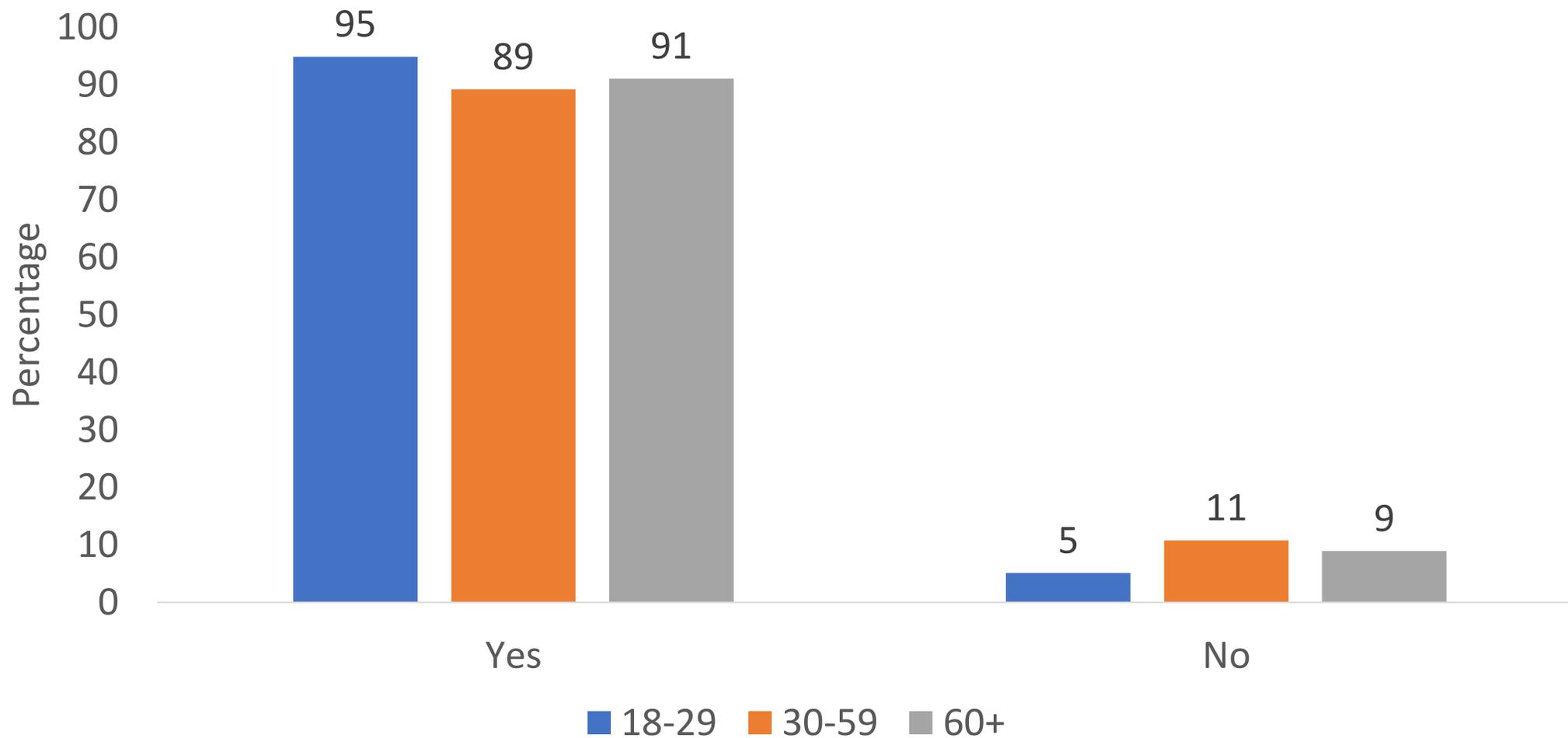
I would like to share my culture and values with tourists

CI Māori / Non-CI Māori



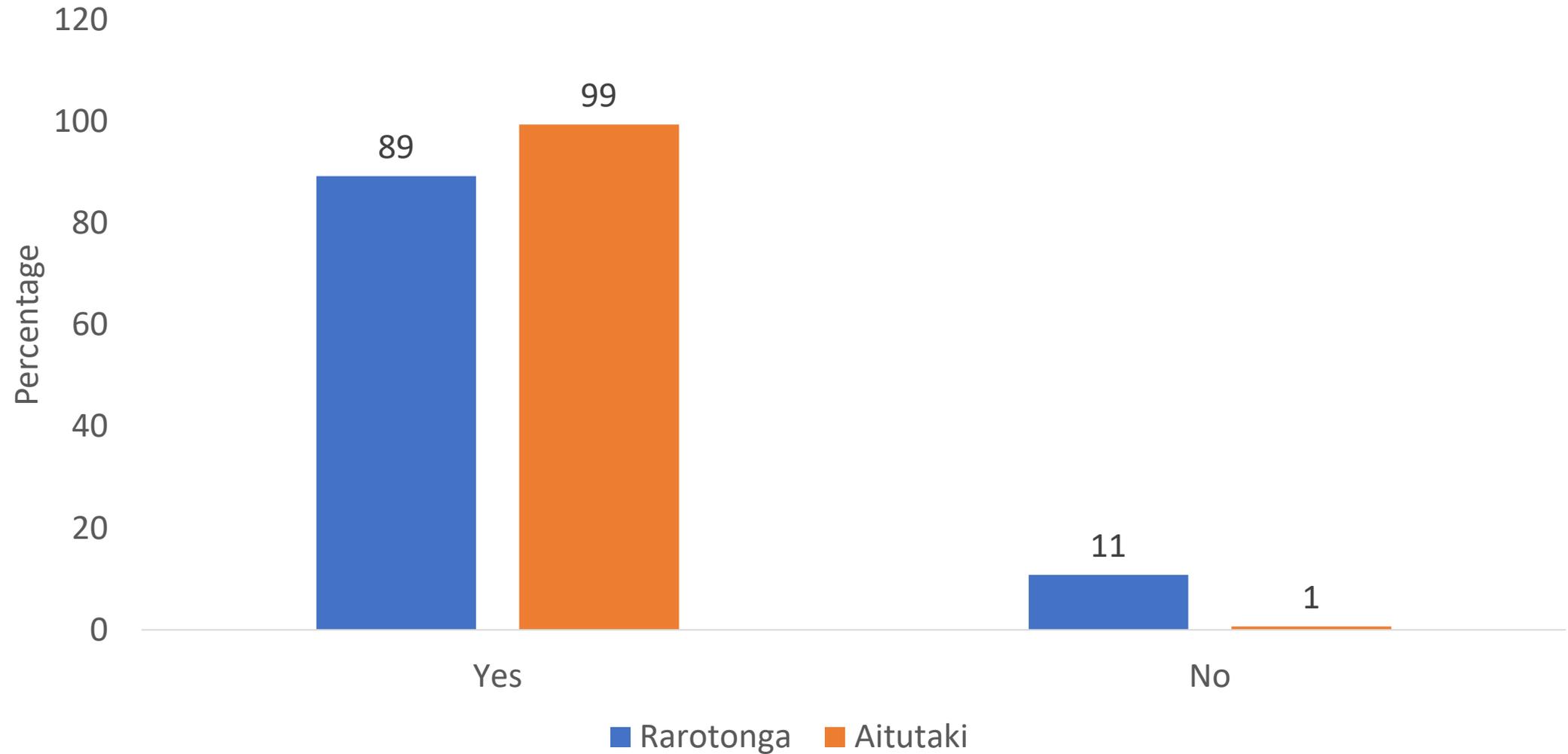
I would like to share my culture and values with tourists

Age group



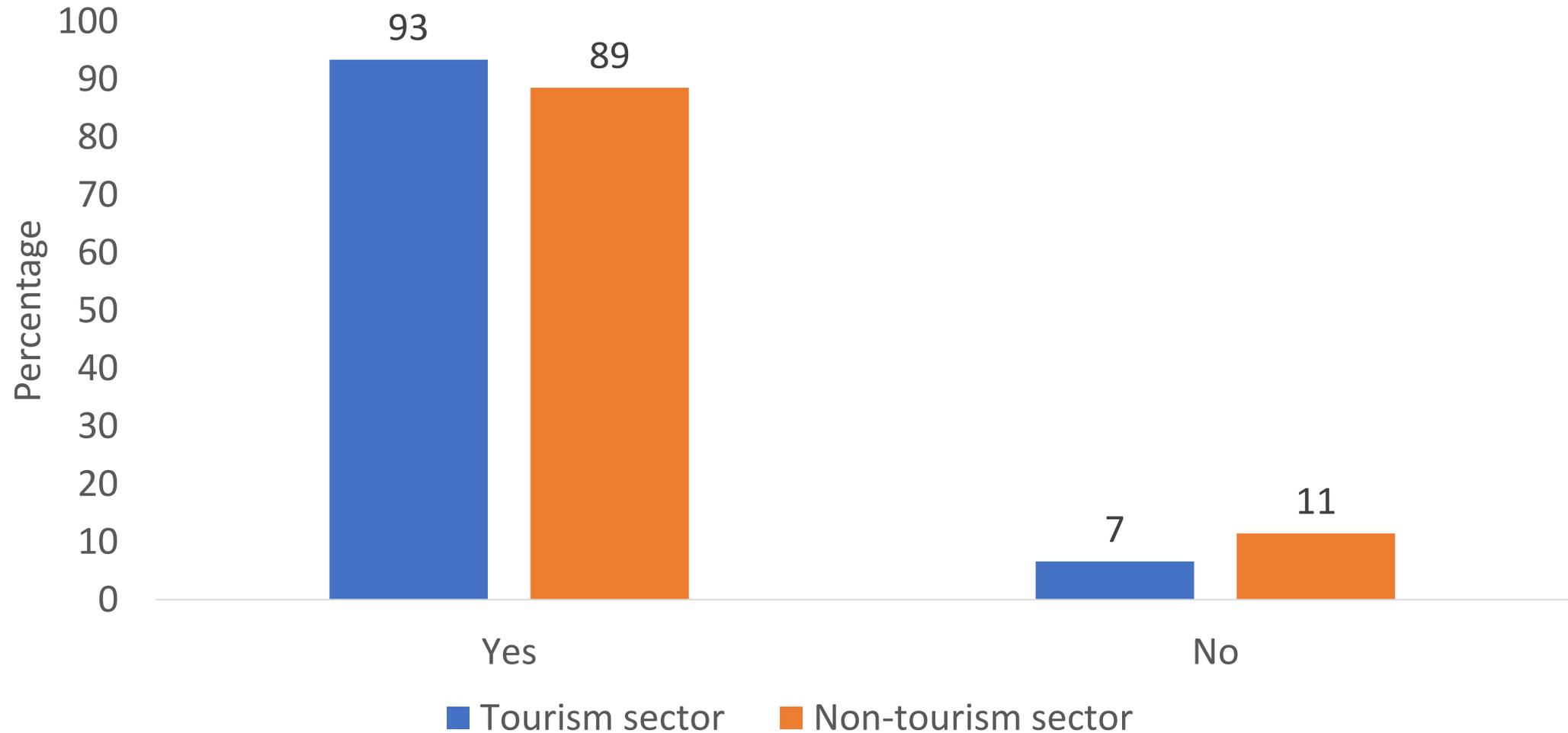
I would like to share my culture and values with tourists

Rarotonga / Aitutaki



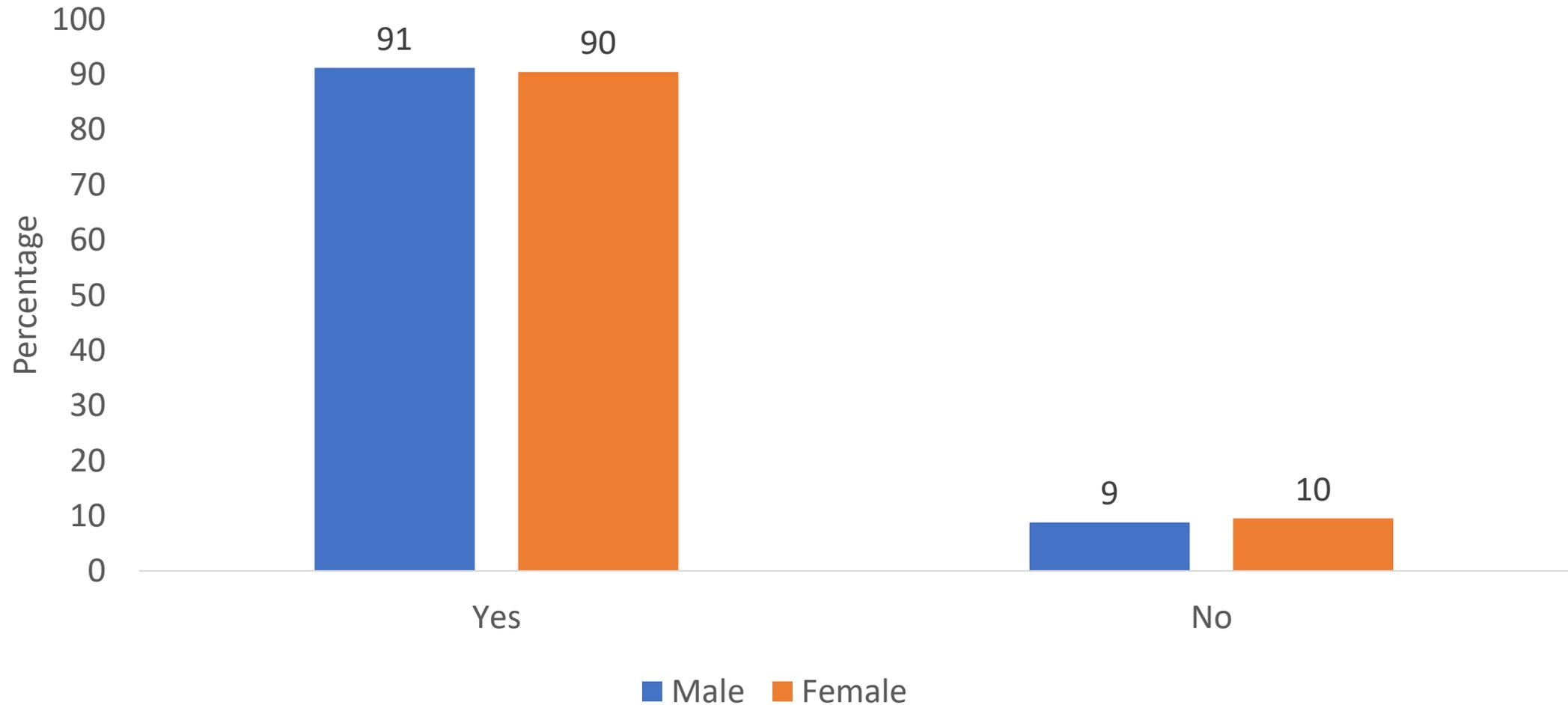
I would like to share my culture and values with tourists

Tourism / Non-tourism

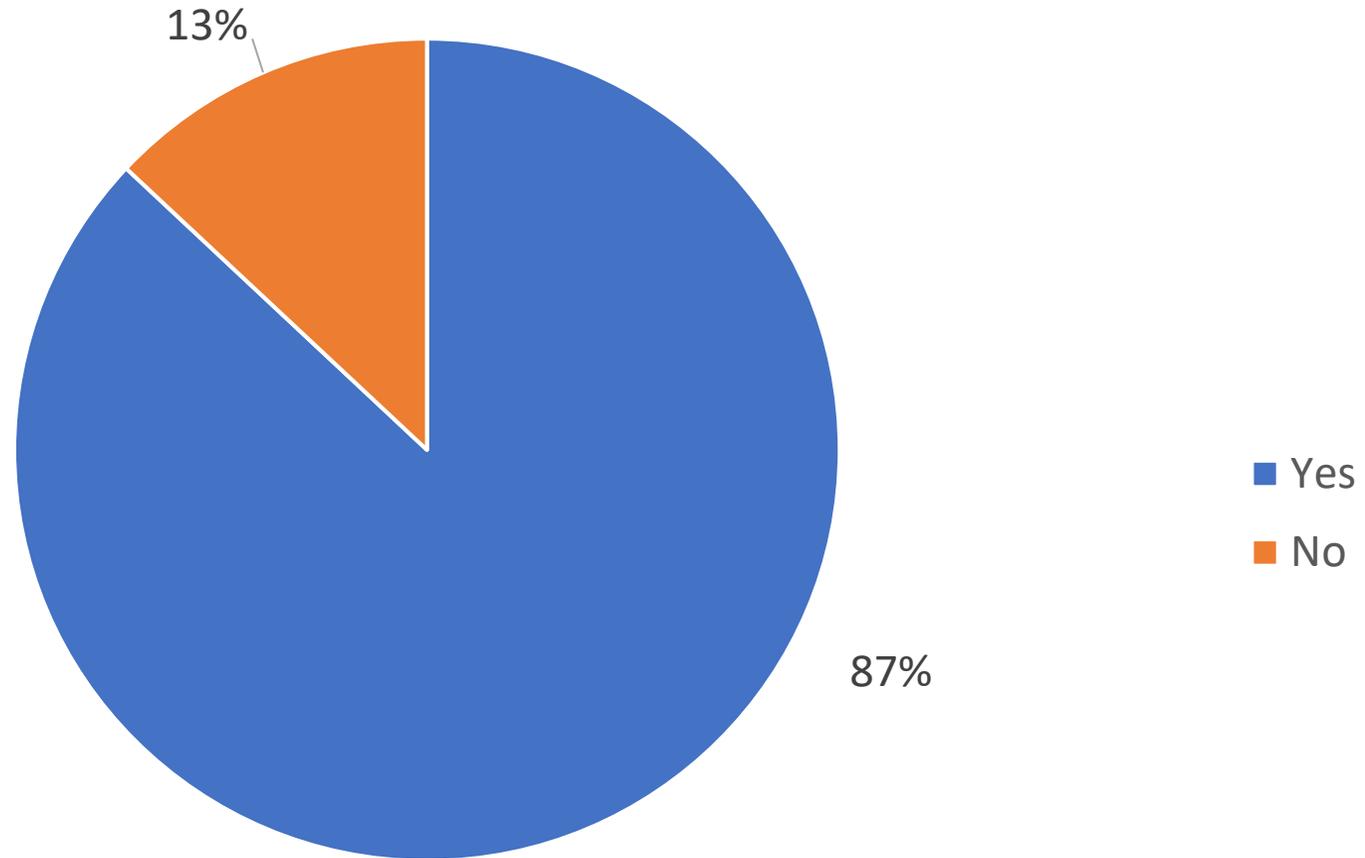


I would like to share my culture and values with tourists

Gender

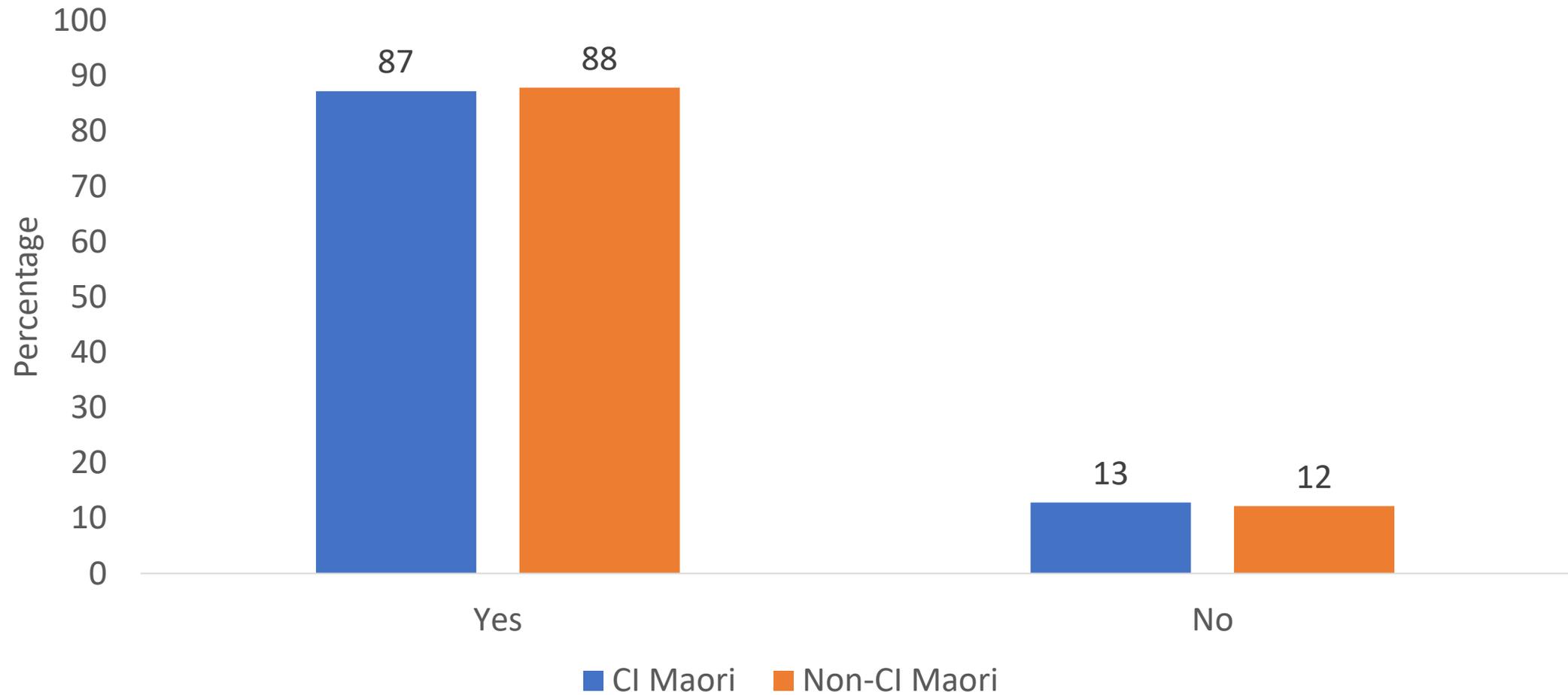


I am aware of the Kia Orana Values programme.



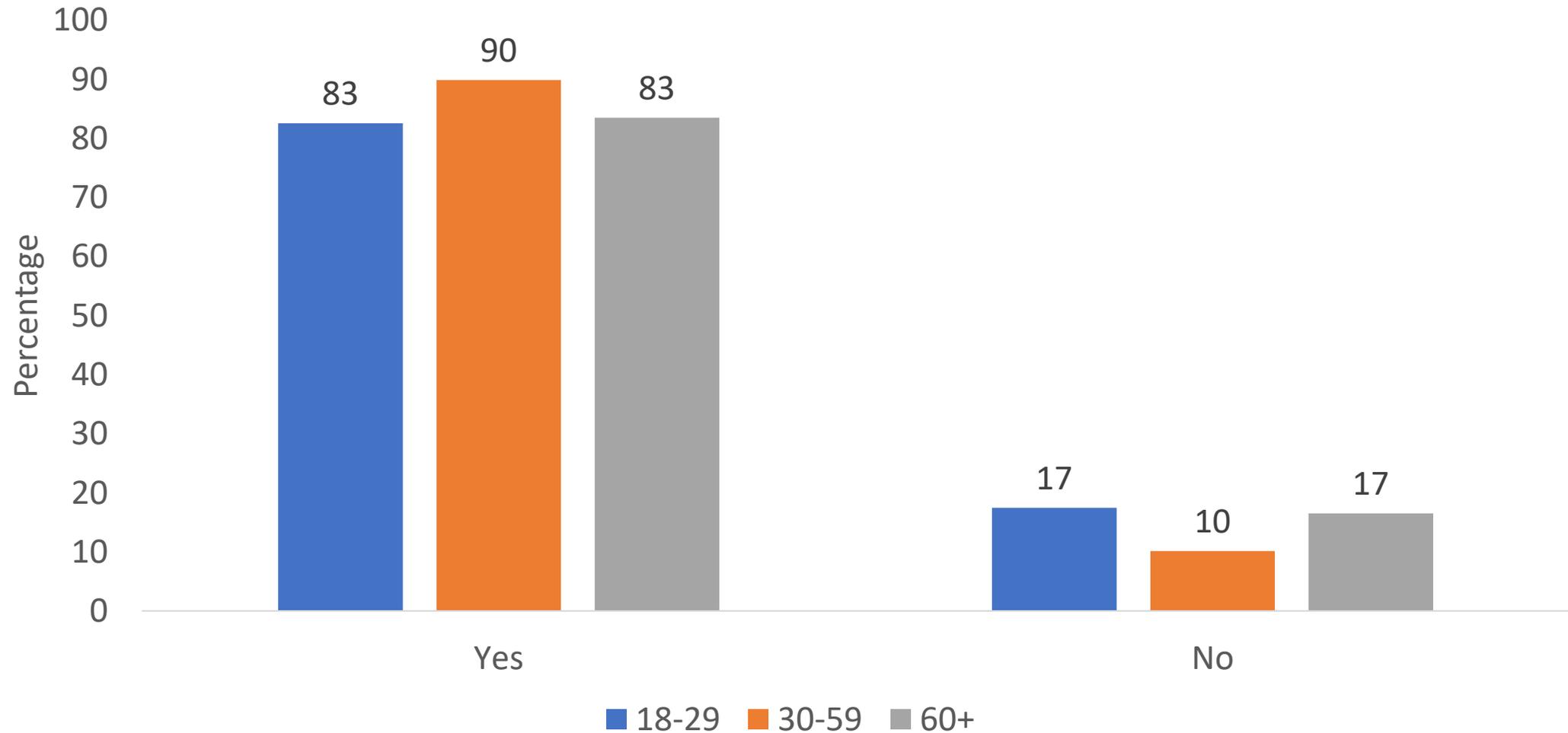
I am aware of the Kia Orana Values programme.

CI Māori / Non-CI Māori



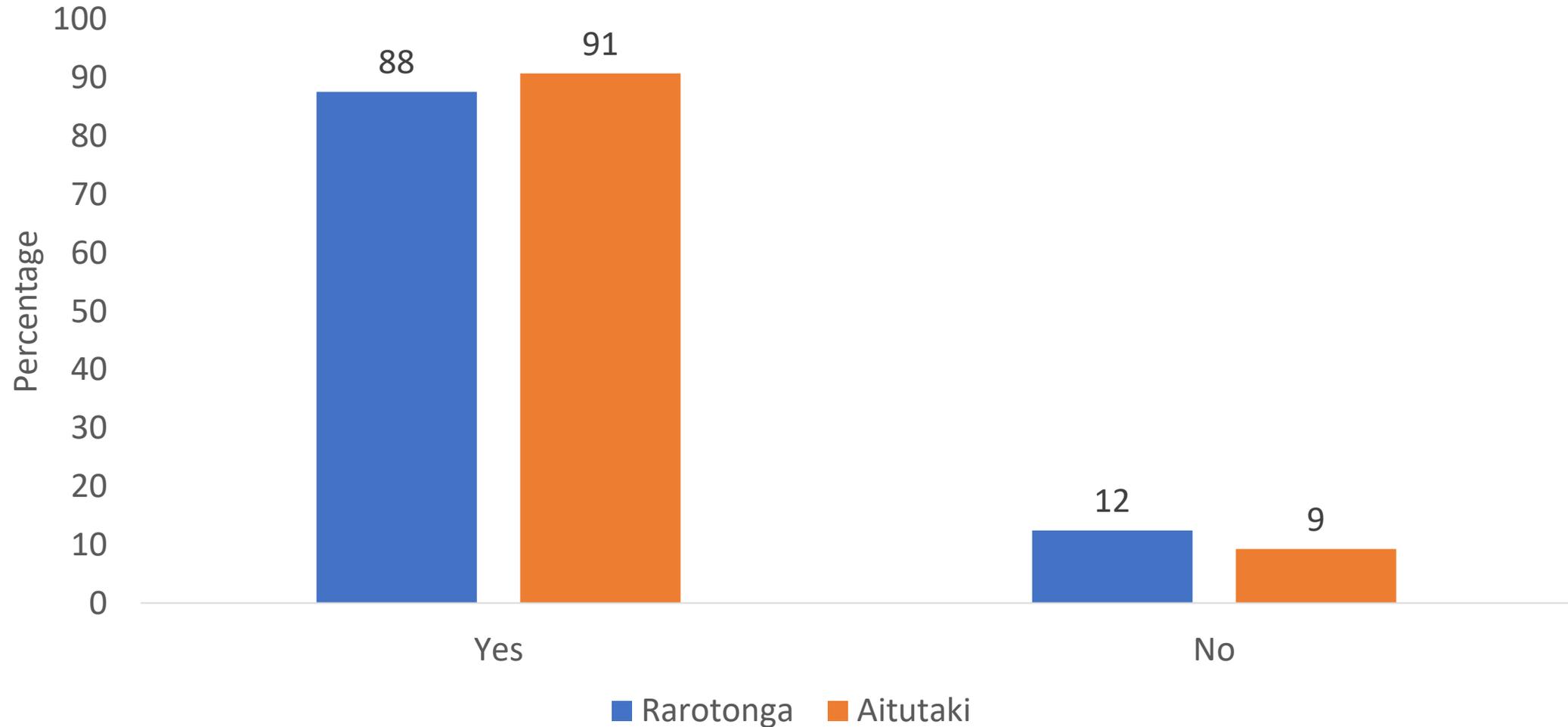
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Age group



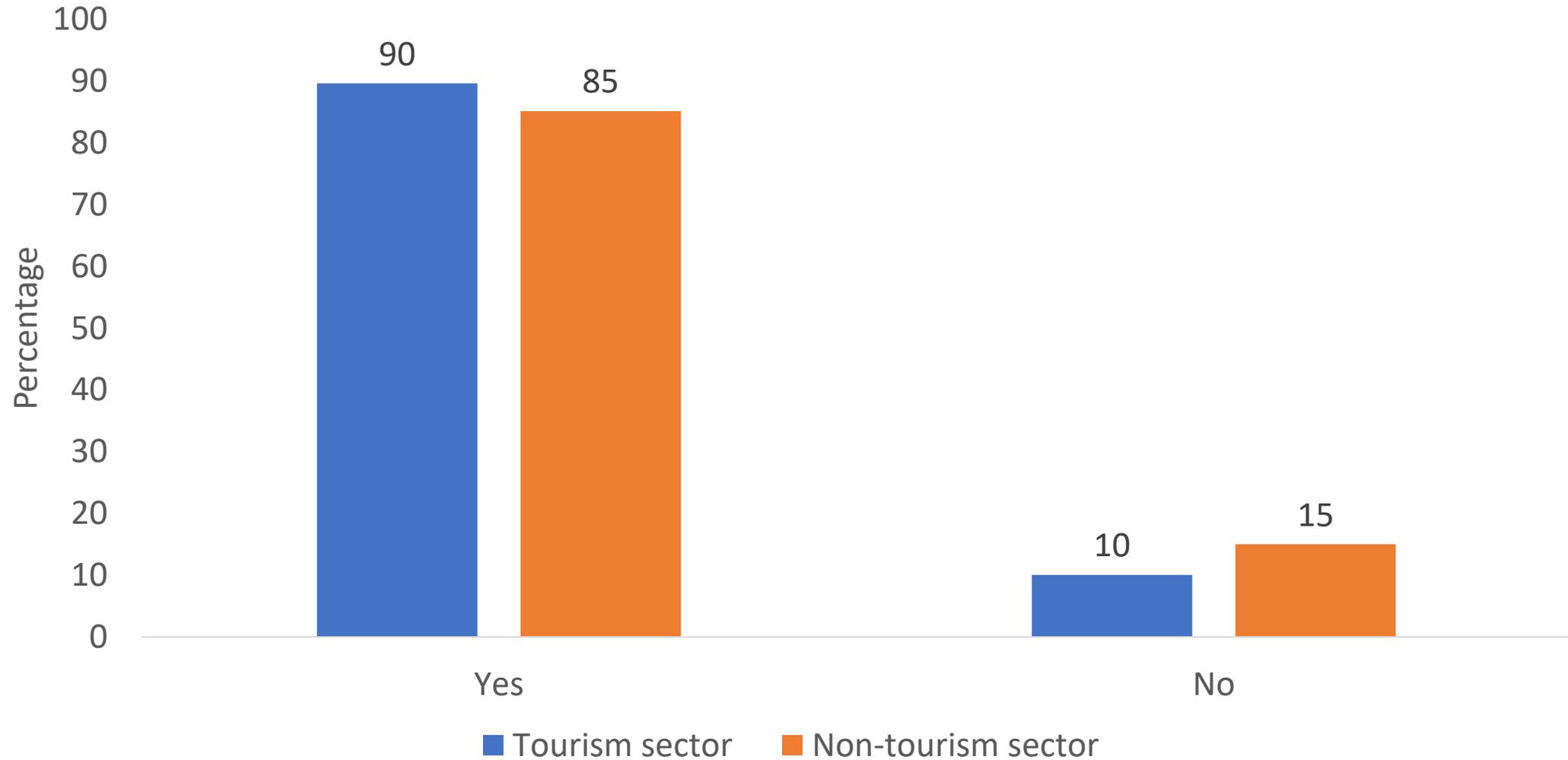
I am aware of the Kia Orana Values programme.

Rarotonga / Aitutaki



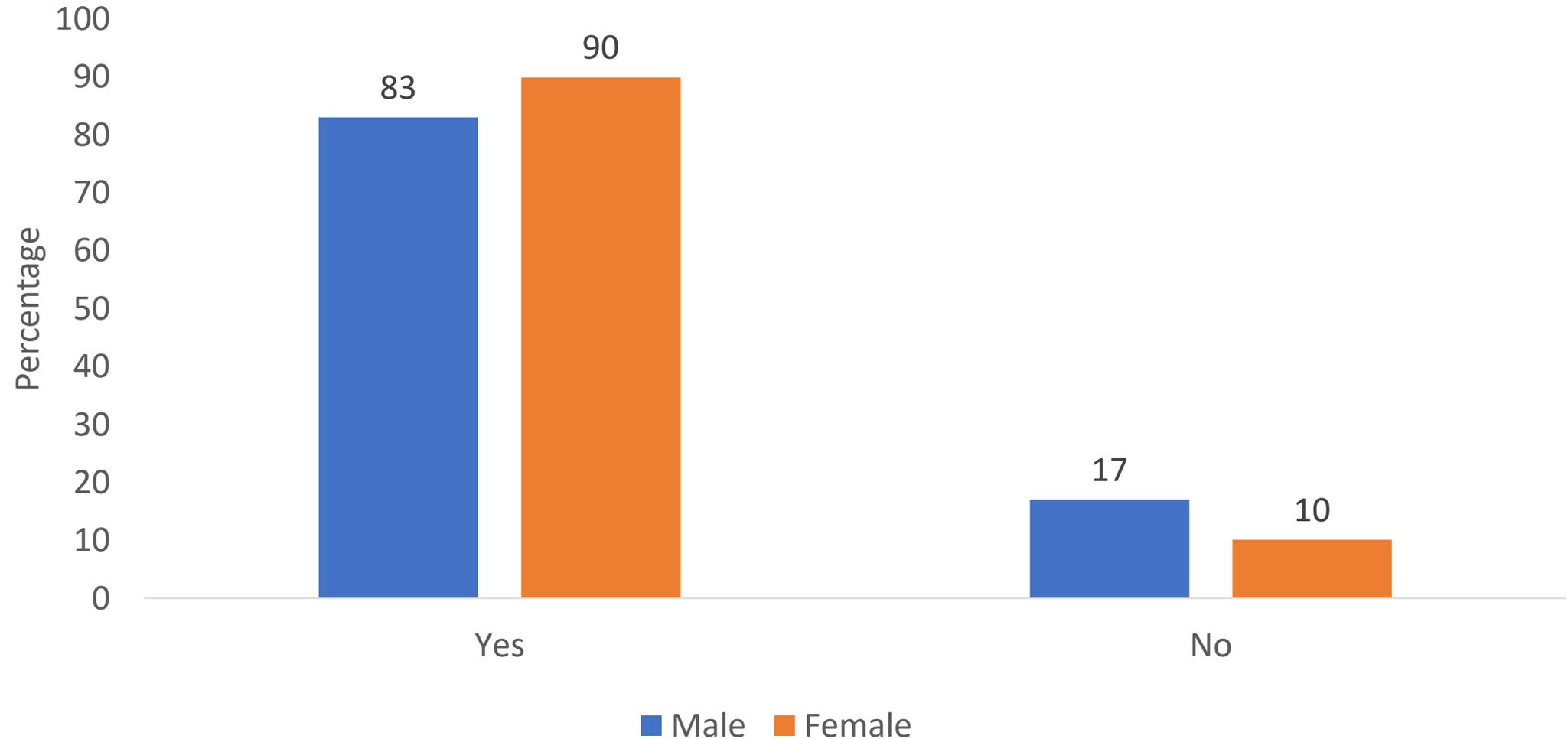
I am aware of the Kia Orana Values programme.

Tourism / Non-tourism

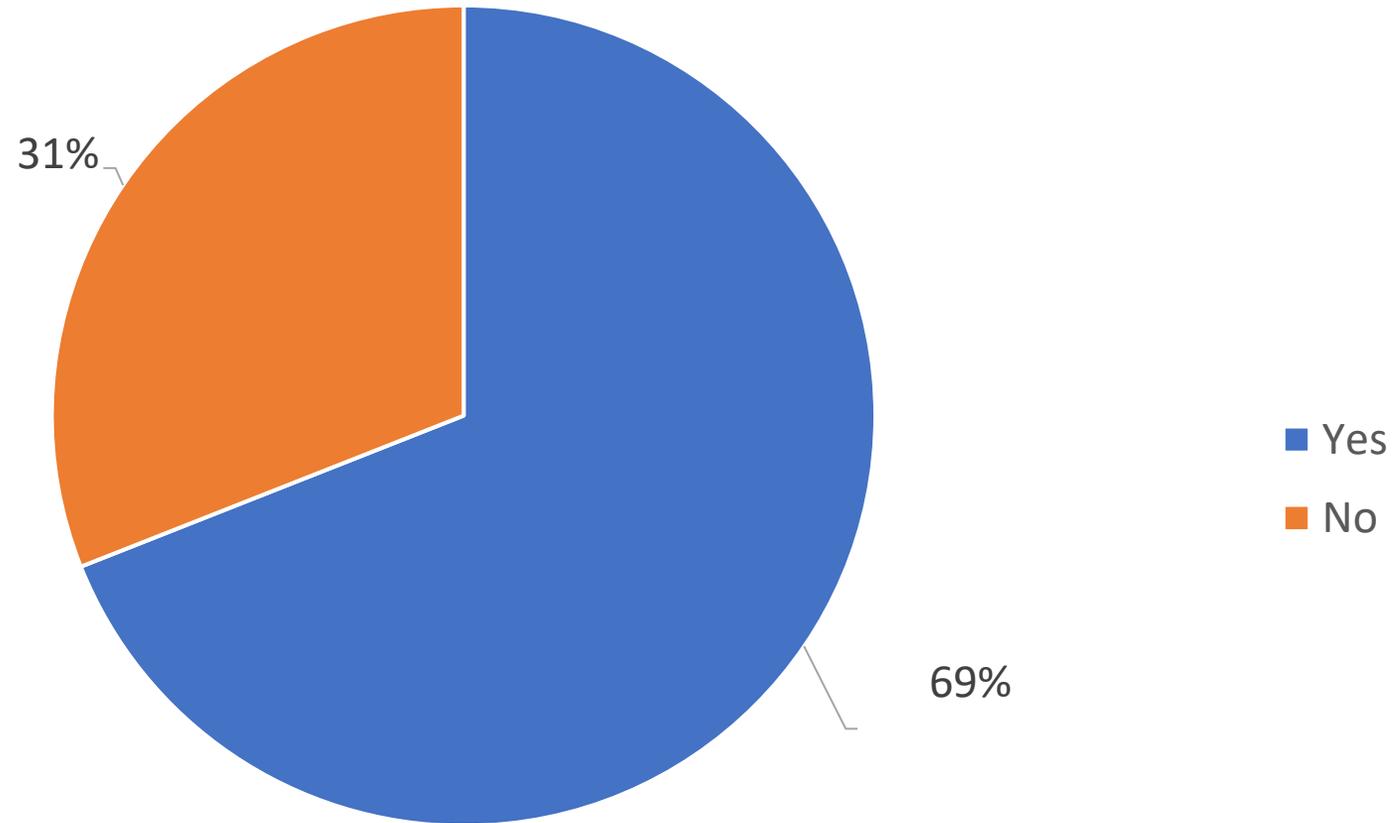


I am aware of the Kia Orana Values programme.

Gender

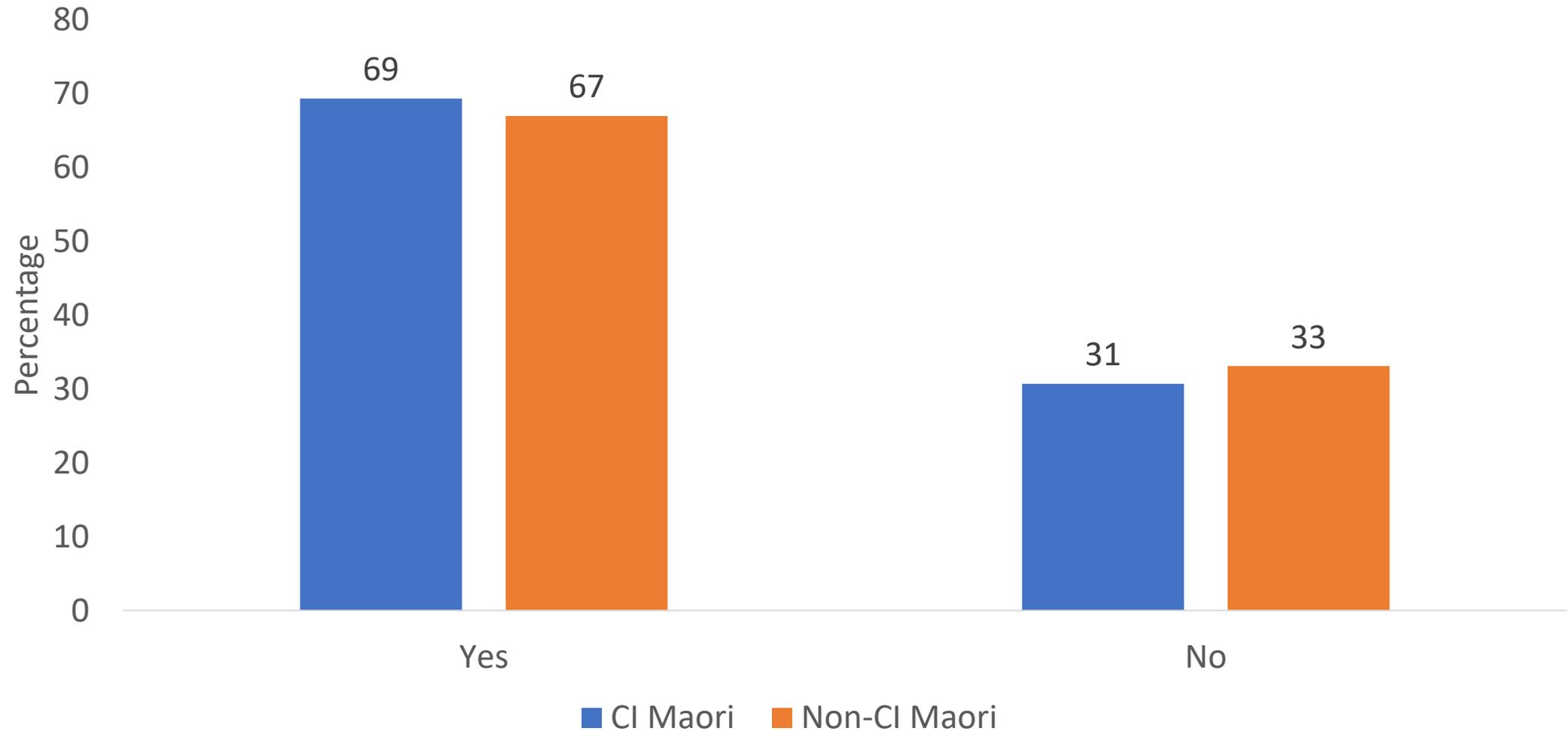


I am willing to be a Kia Orana Ambassador



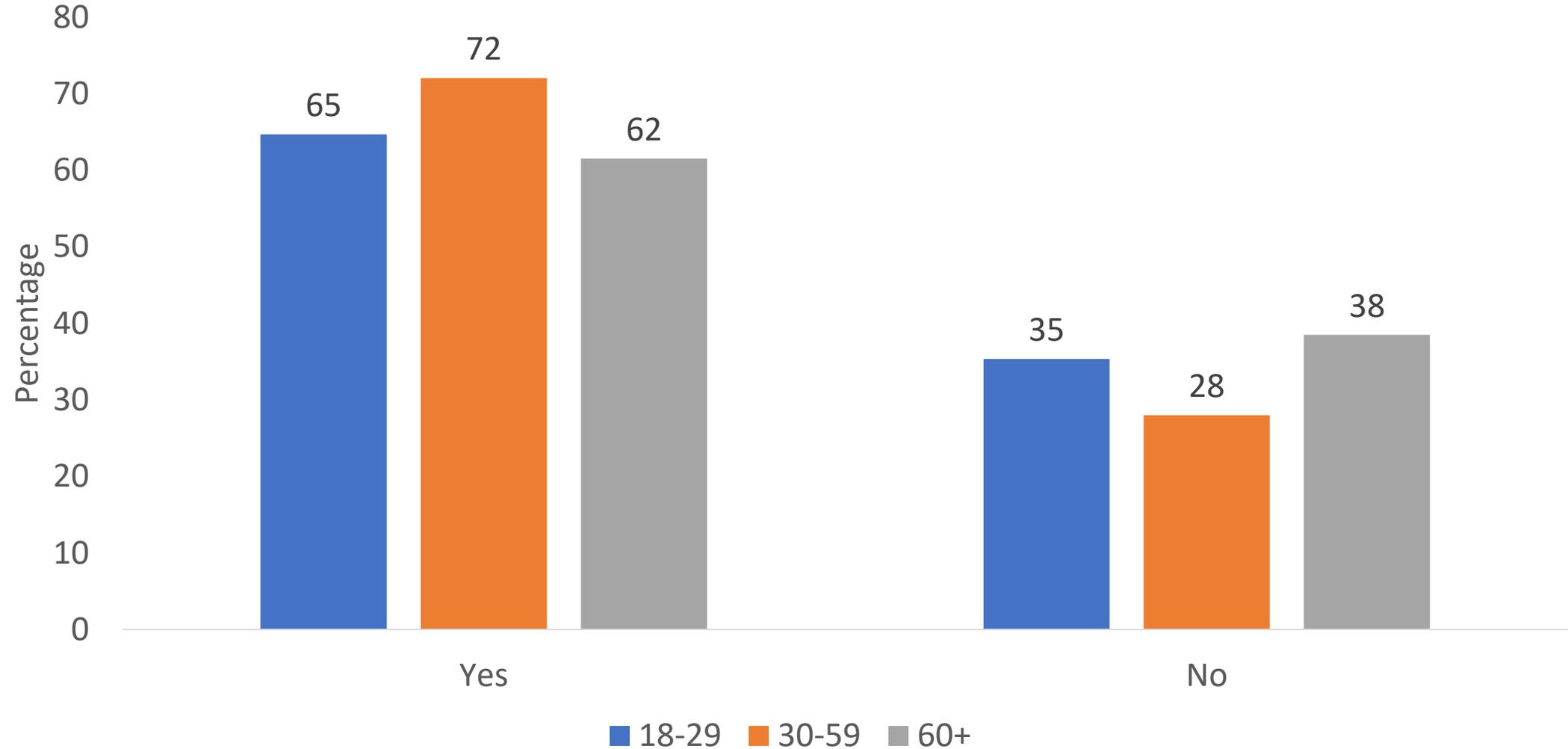
I am willing to be a Kia Orana Ambassador.

CI Māori / Non-CI Māori



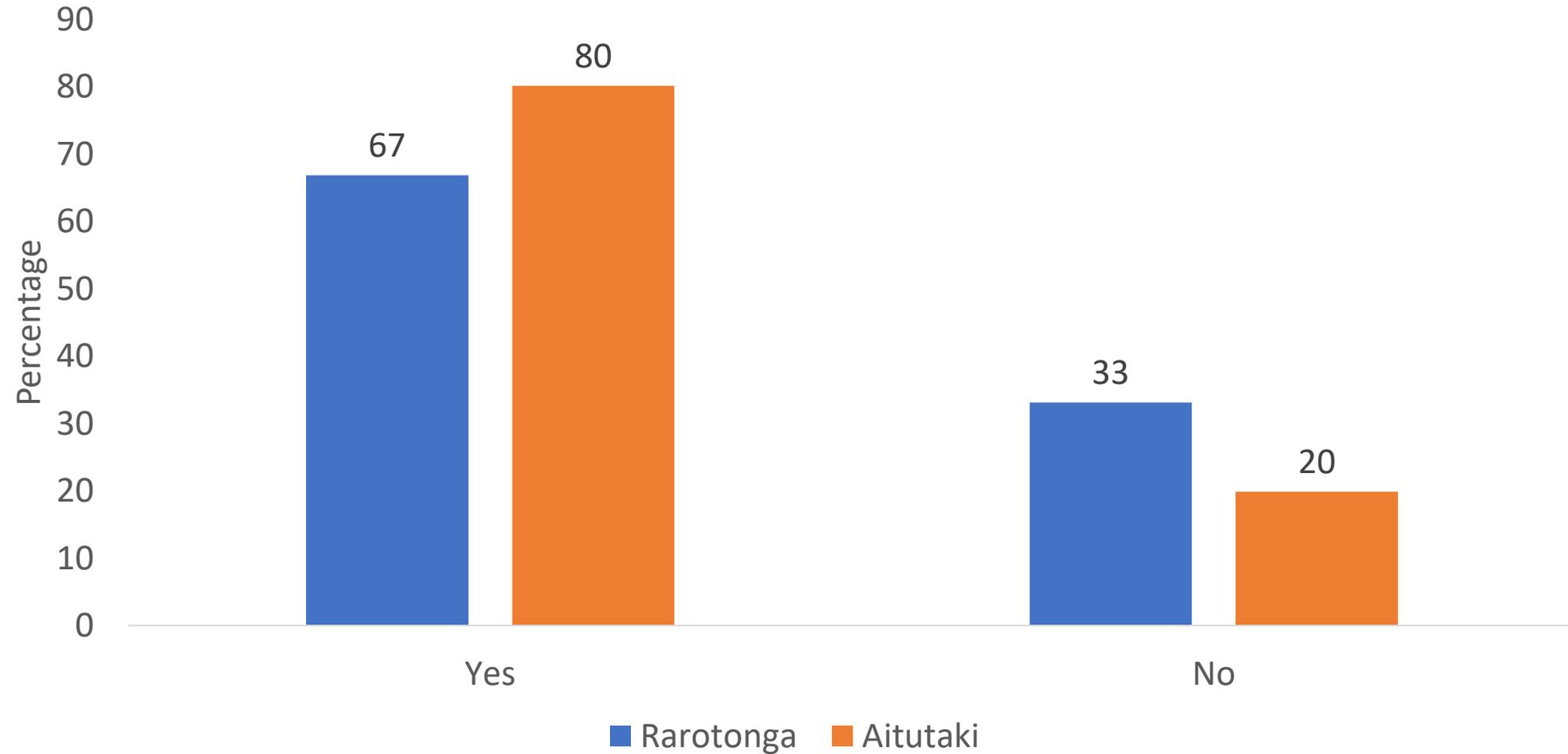
I am willing to be a Kia Orana Ambassador.

Age group



I am willing to be a Kia Orana Ambassador.

Rarotonga / Aitutaki



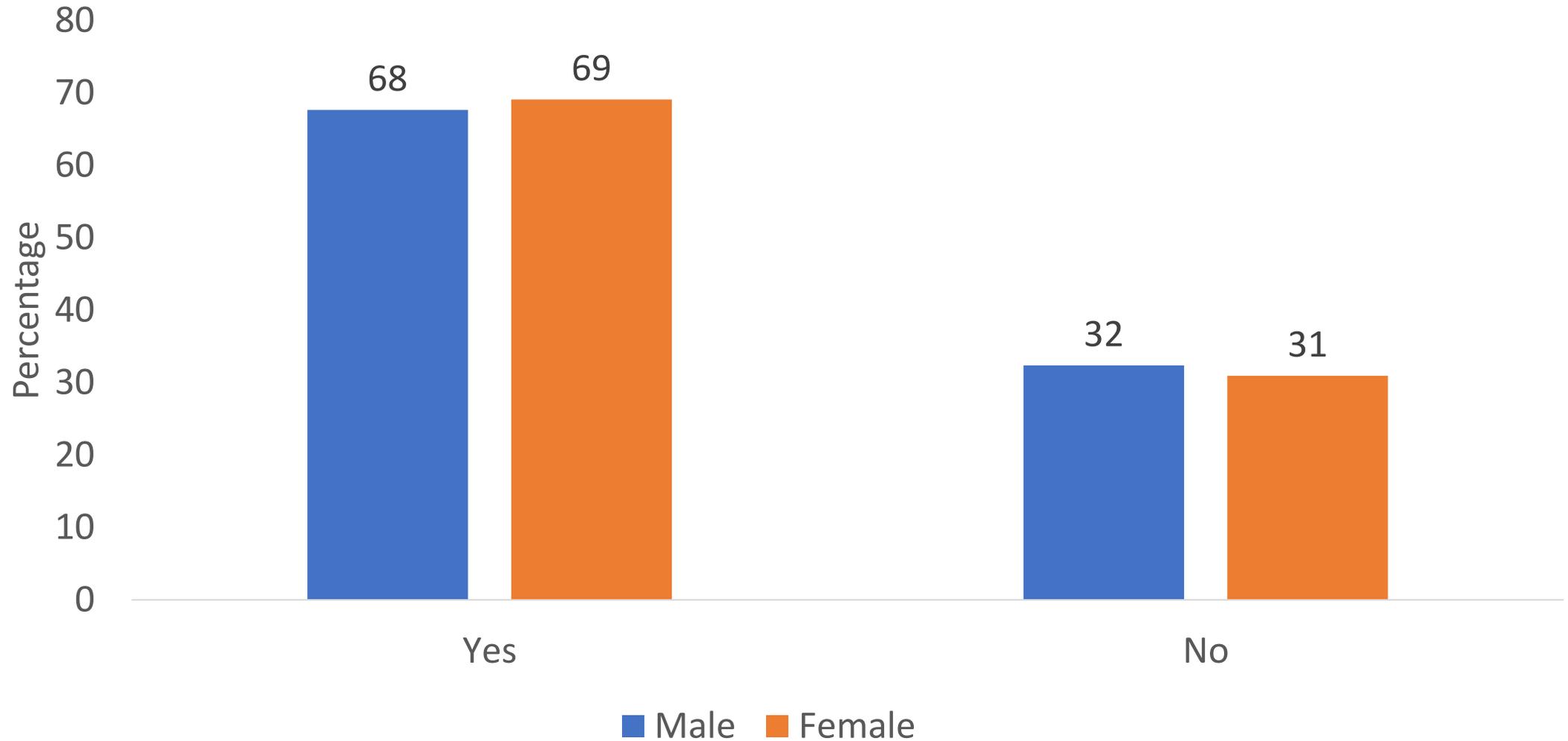
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Tourism / Non-tourism



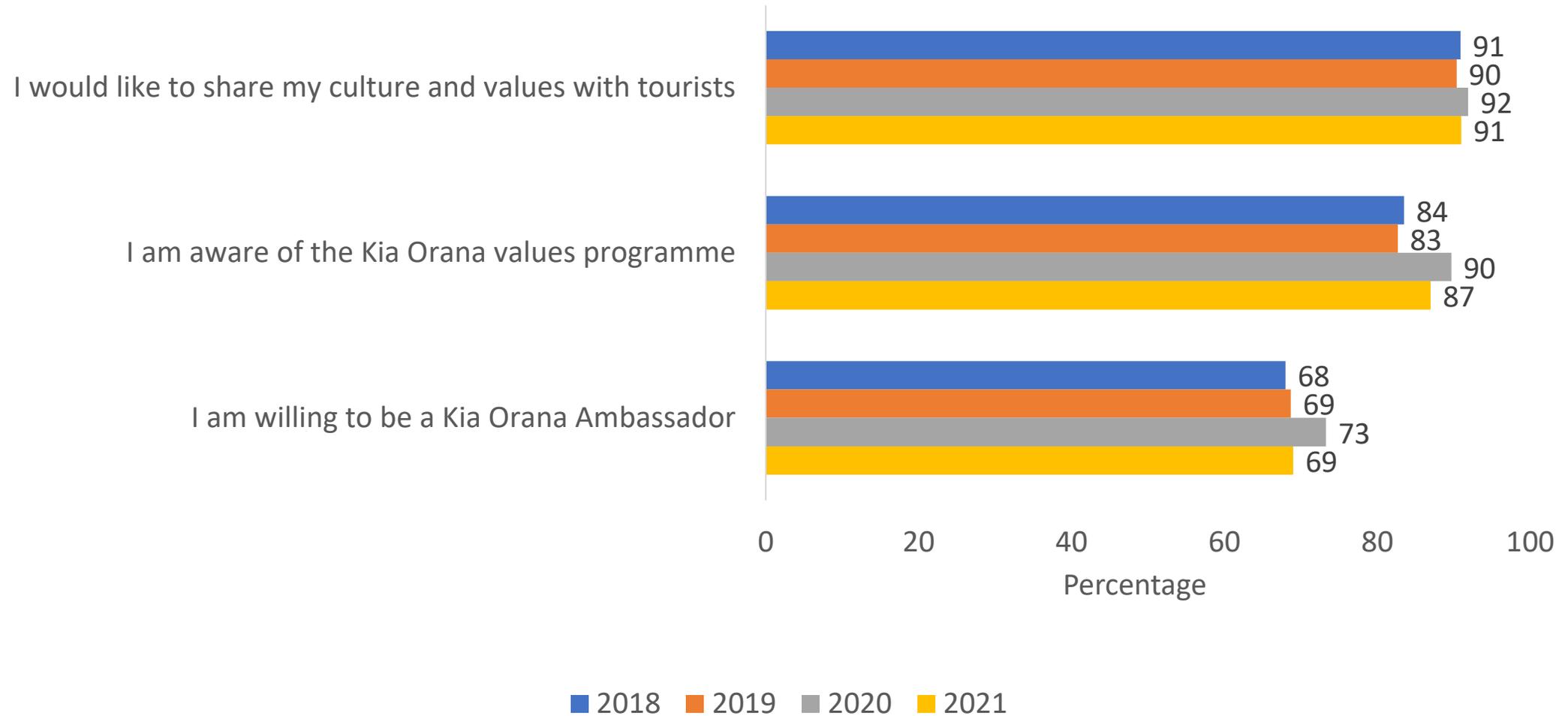
I am willing to be a Kia Orana Ambassador.

Gender



Percentage answering “Yes” to the following questions

Time series

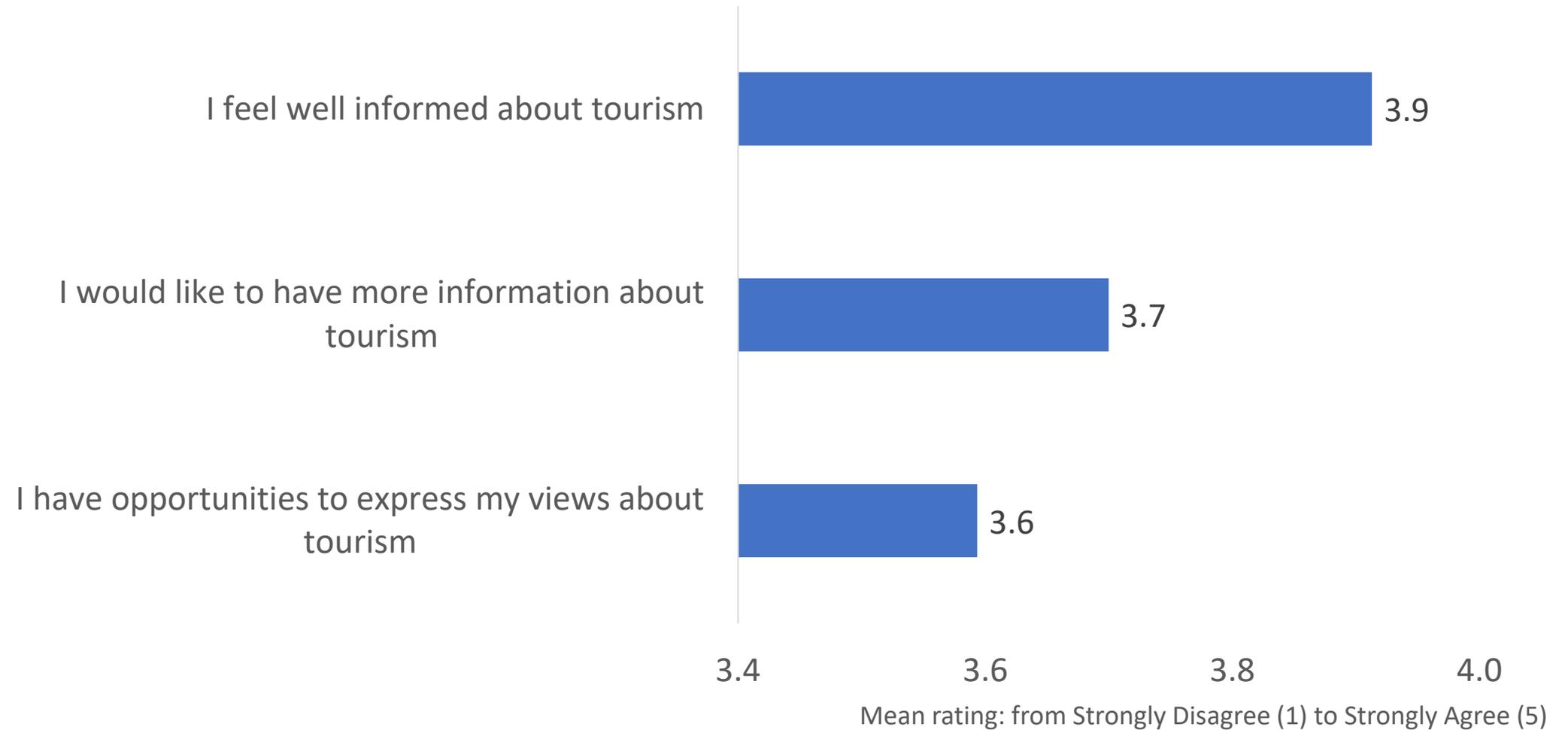




Tourism and Information Access

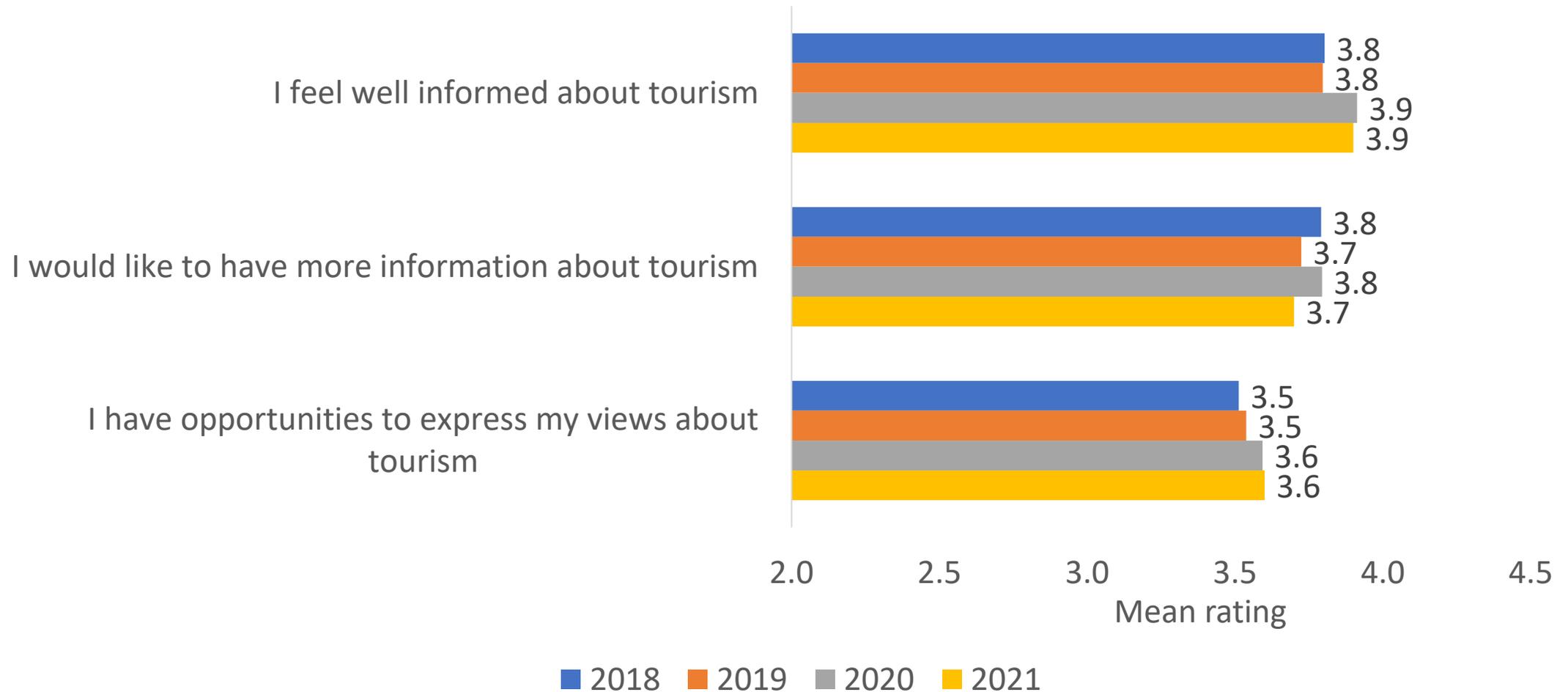


Tourism and information access



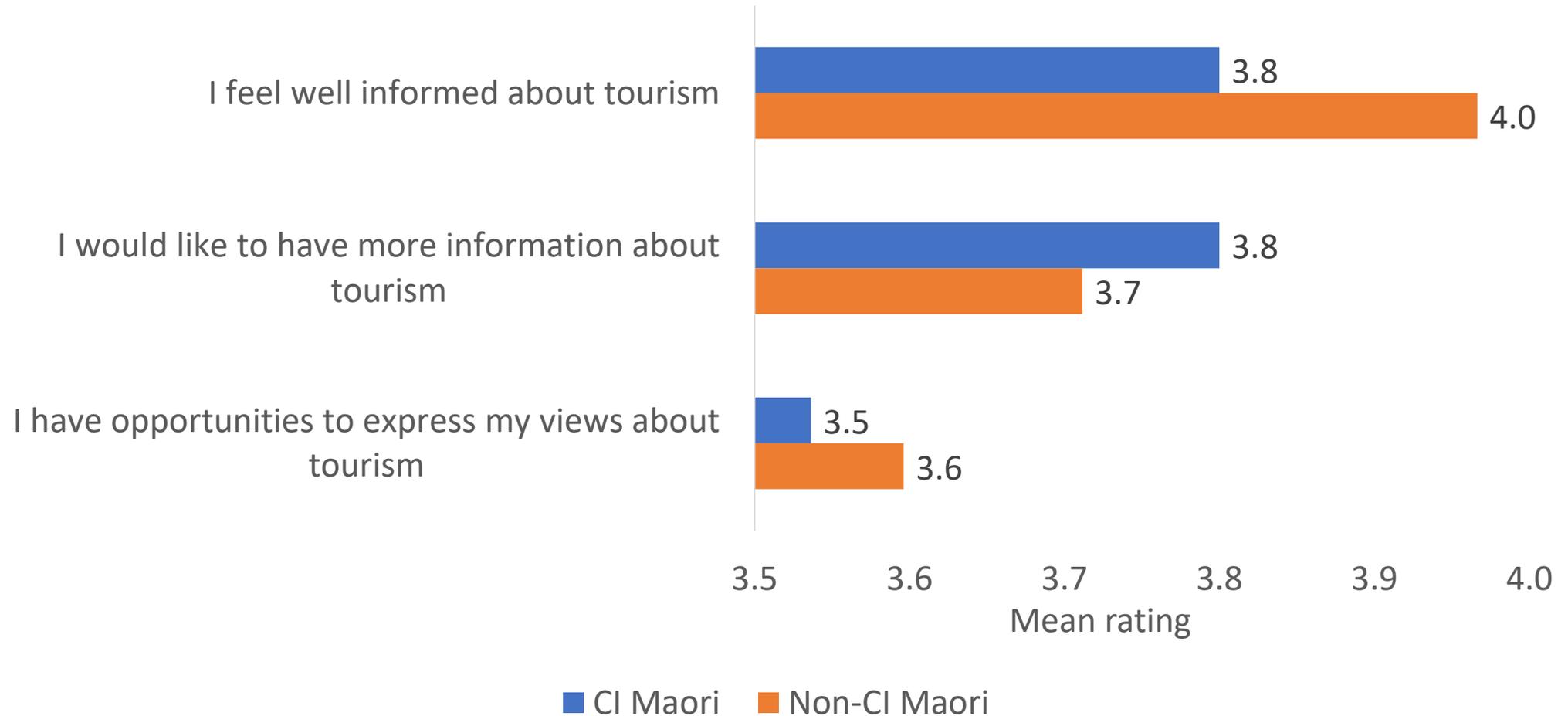
Tourism and information access

Time series



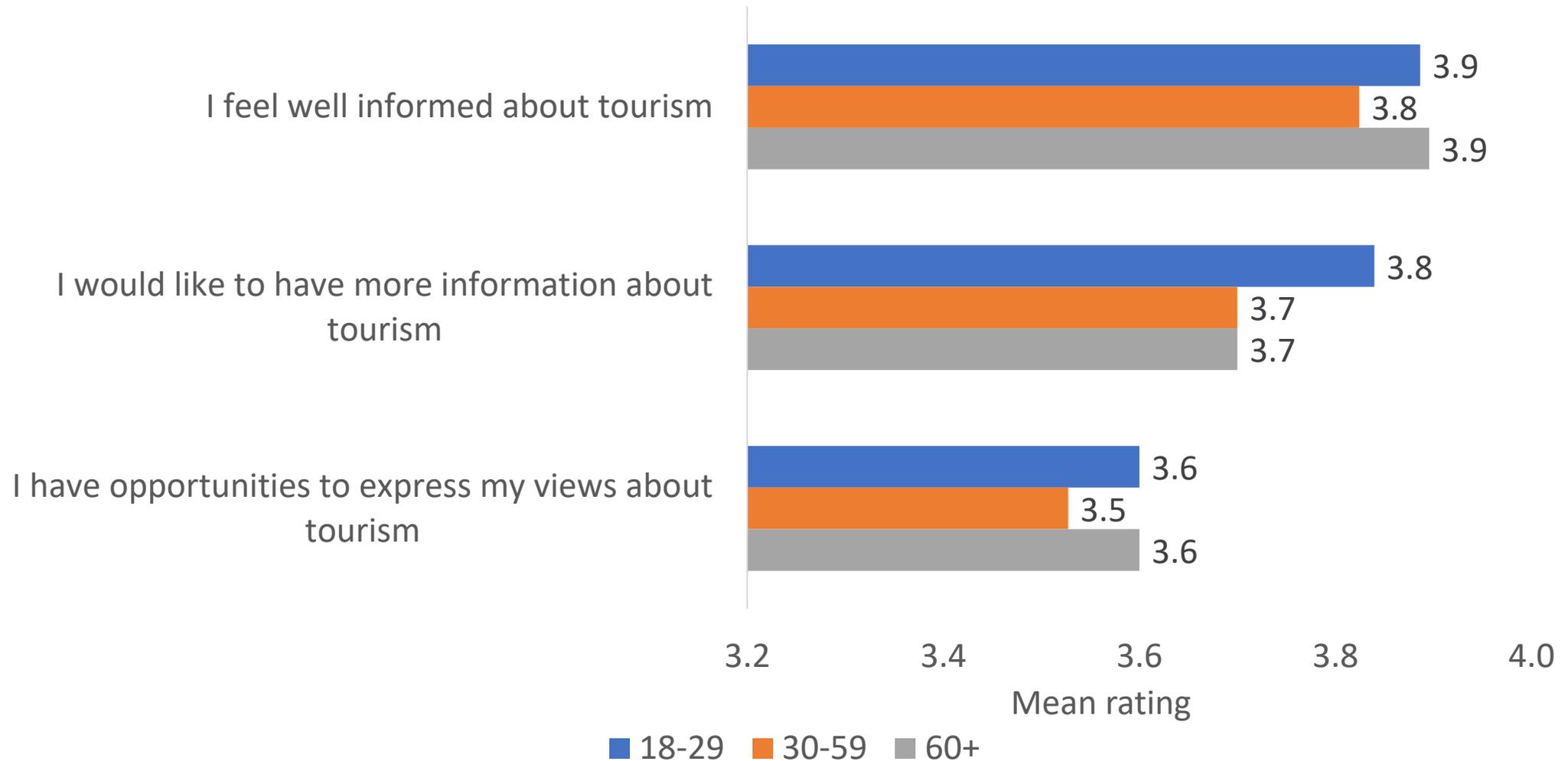
Tourism and information access

CI Māori / Non-CI Māori



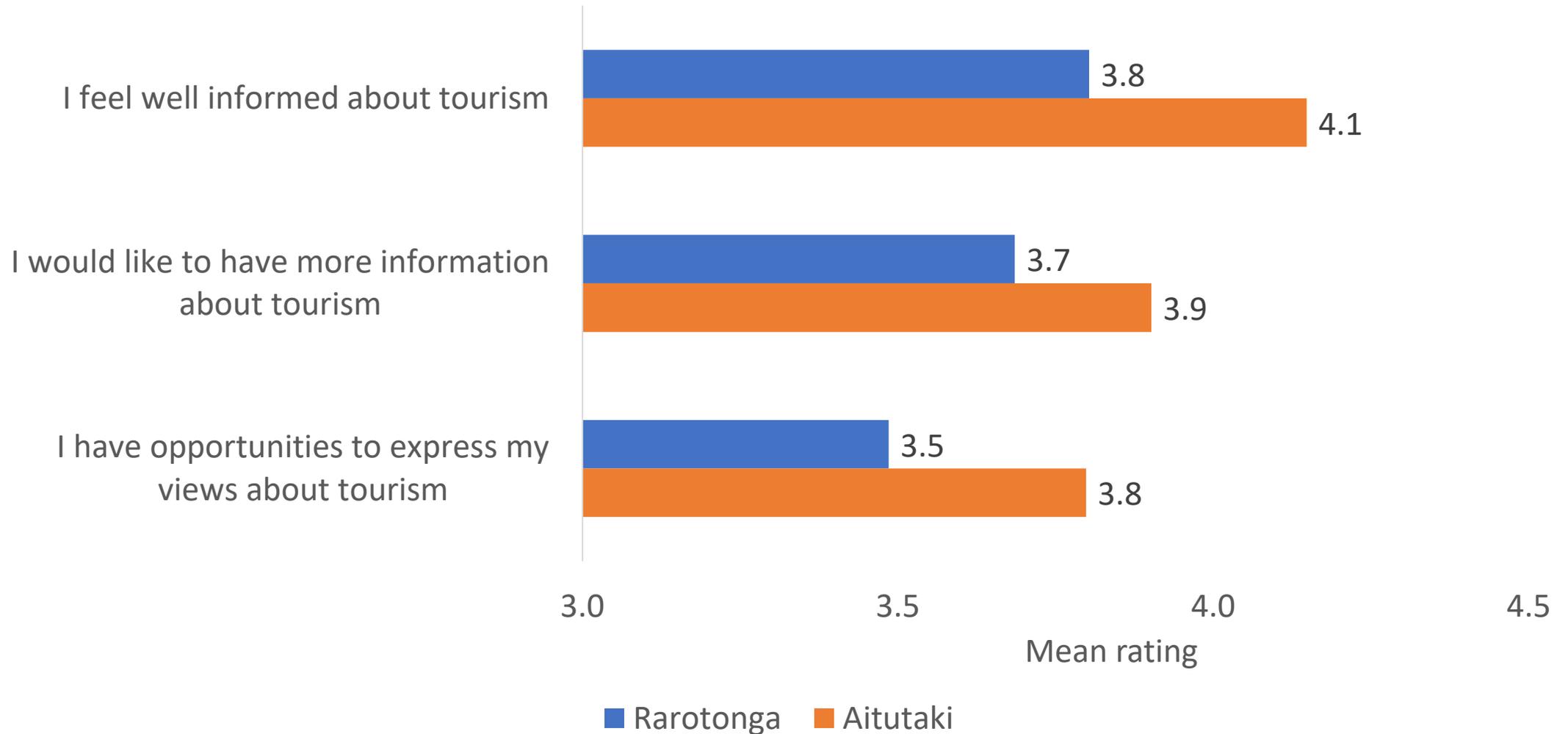
Tourism and information access

Age group



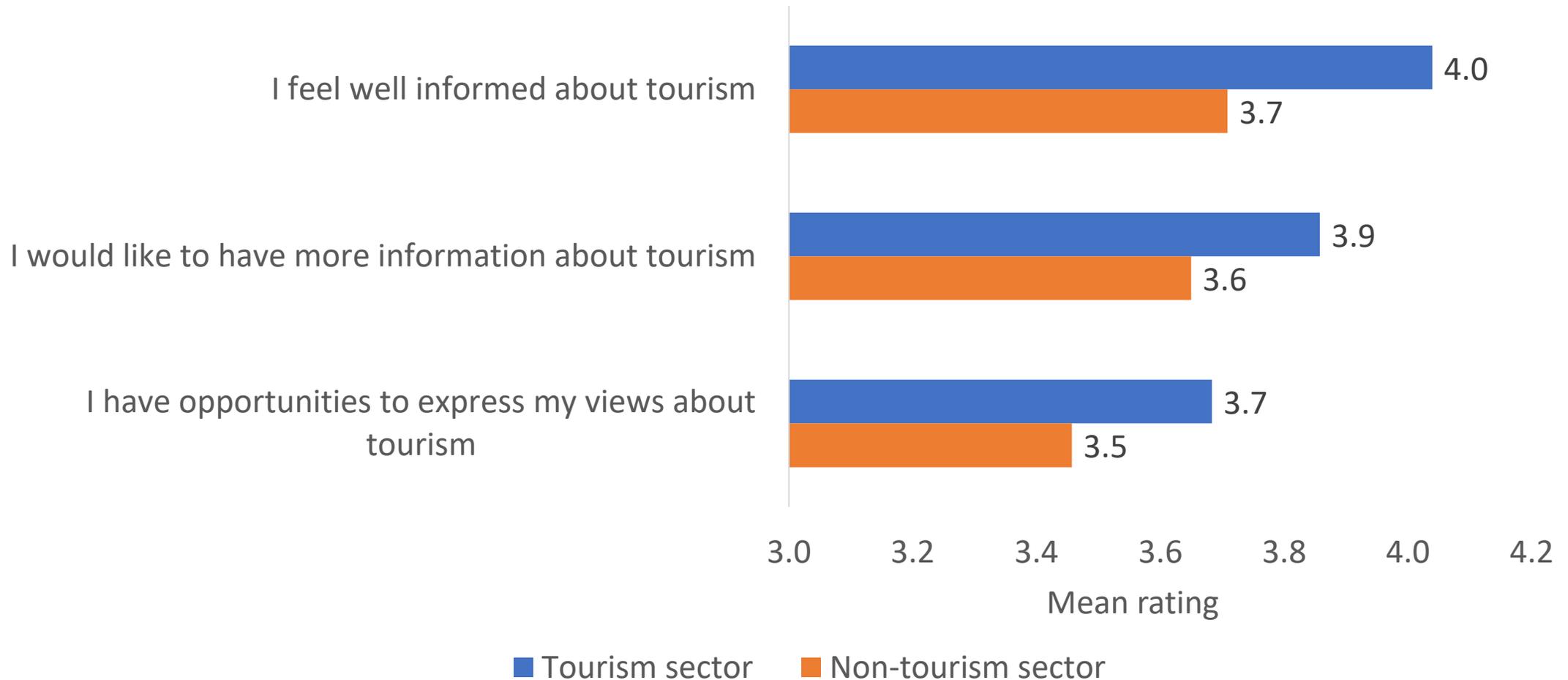
Tourism and information access

Rarotonga / Aitutaki



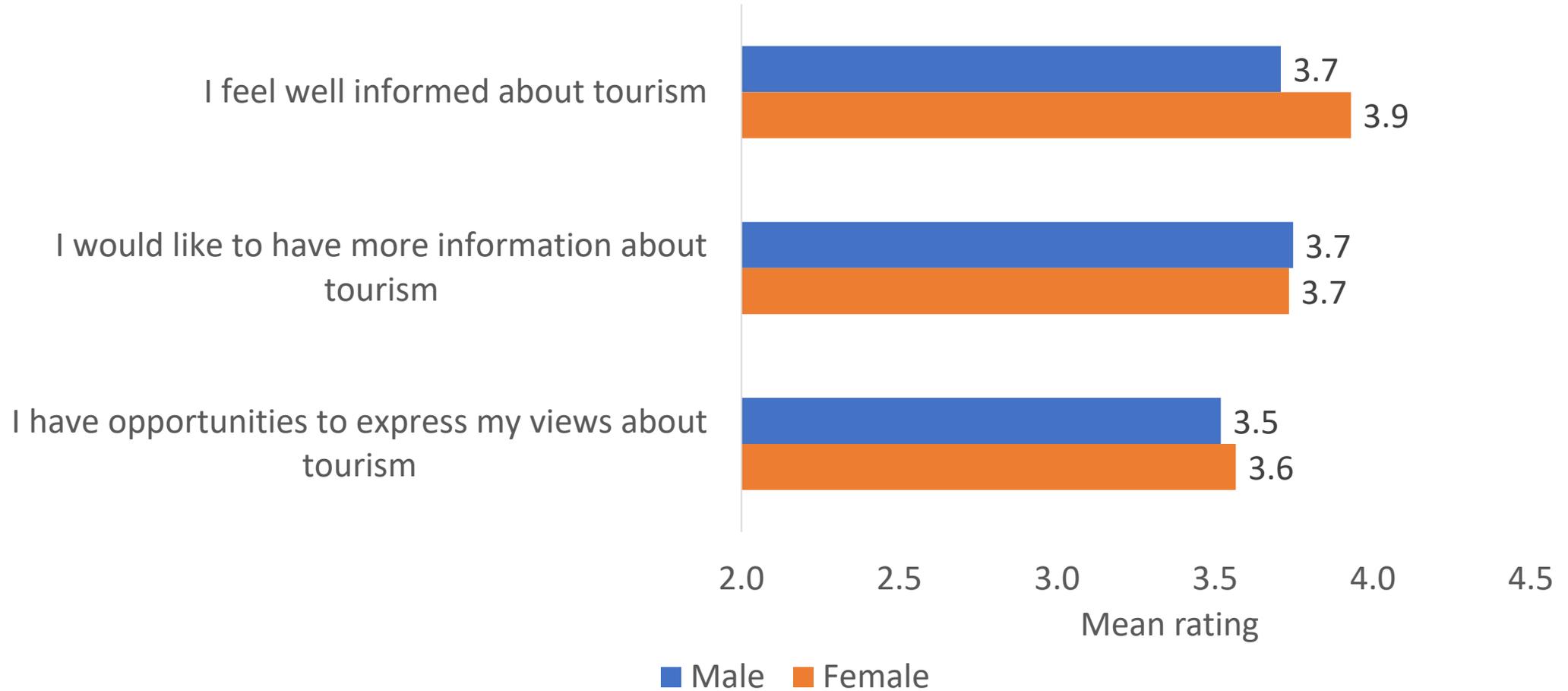
Tourism and information access

Tourism / Non-tourism



Tourism and information access

Gender

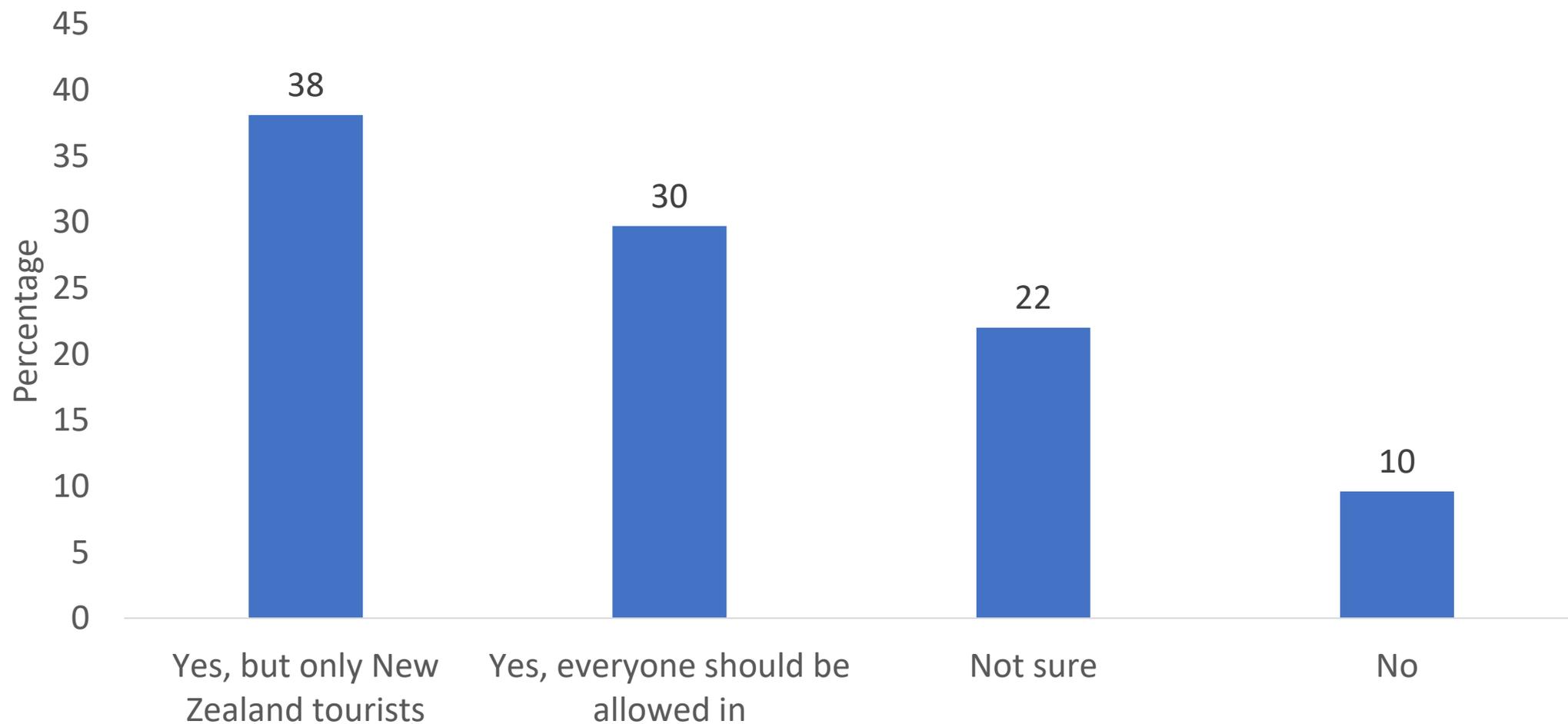




COVID-19 Responses

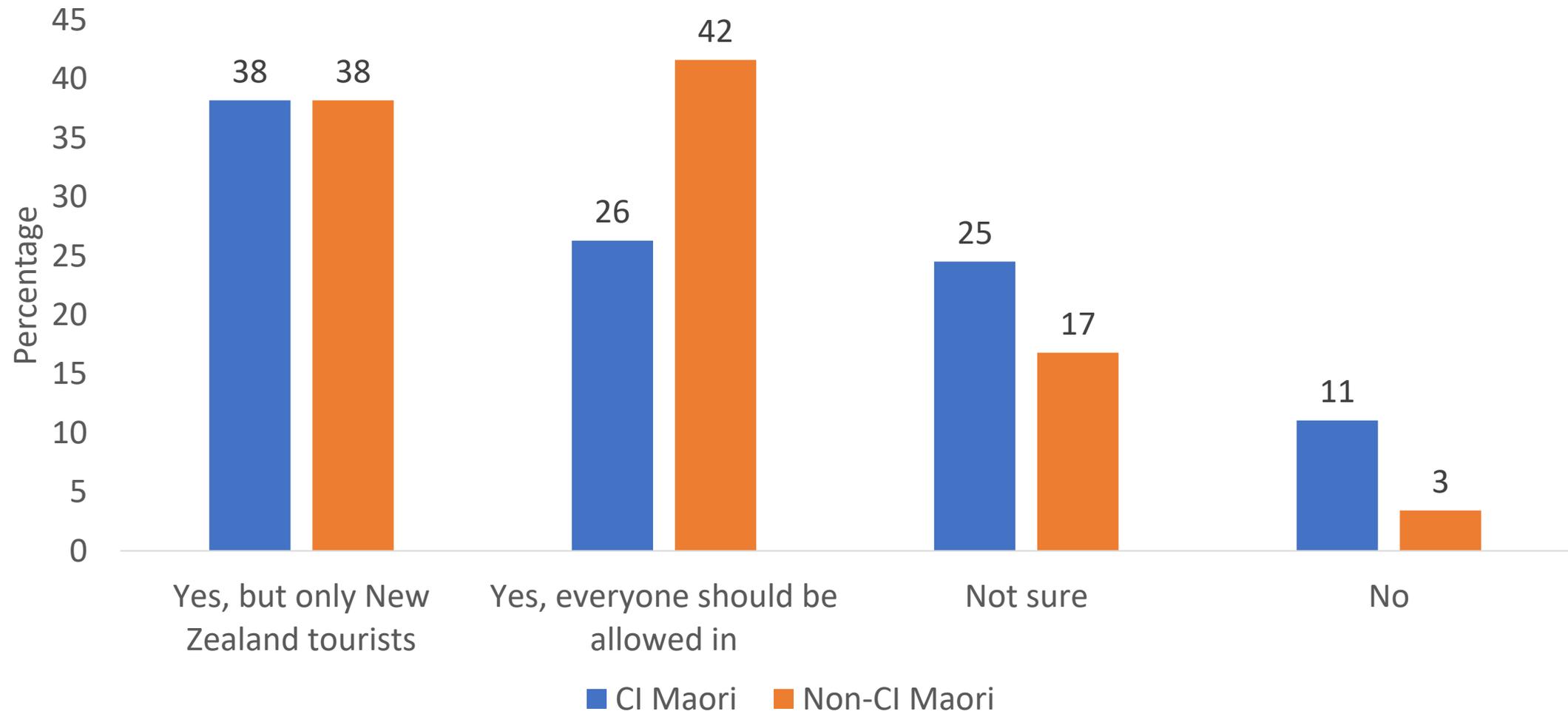


Do you think tourists should be allowed back in the Cook Islands?



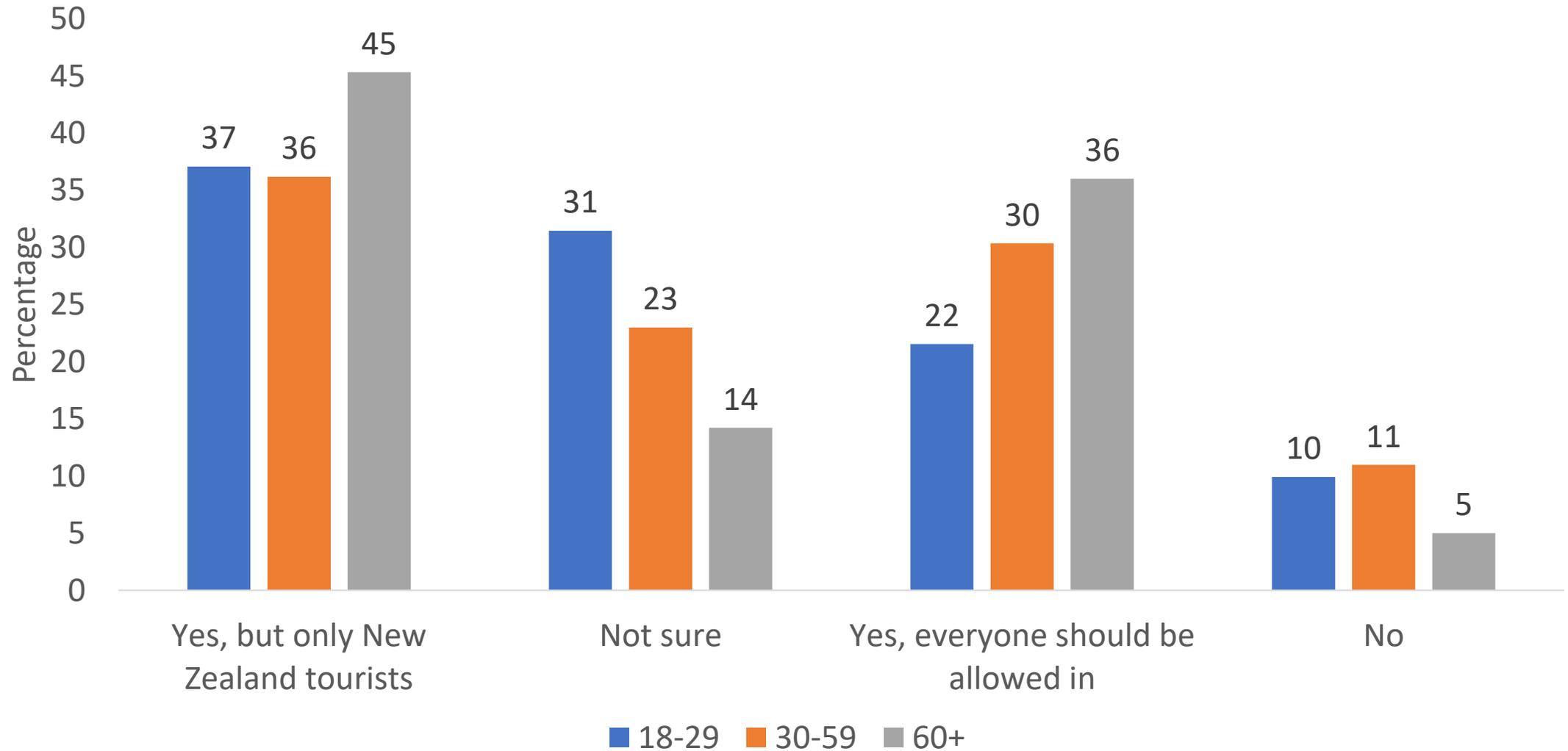
Do you think tourists should be allowed back in the Cook Islands?

CI Māori / Non-CI Māori

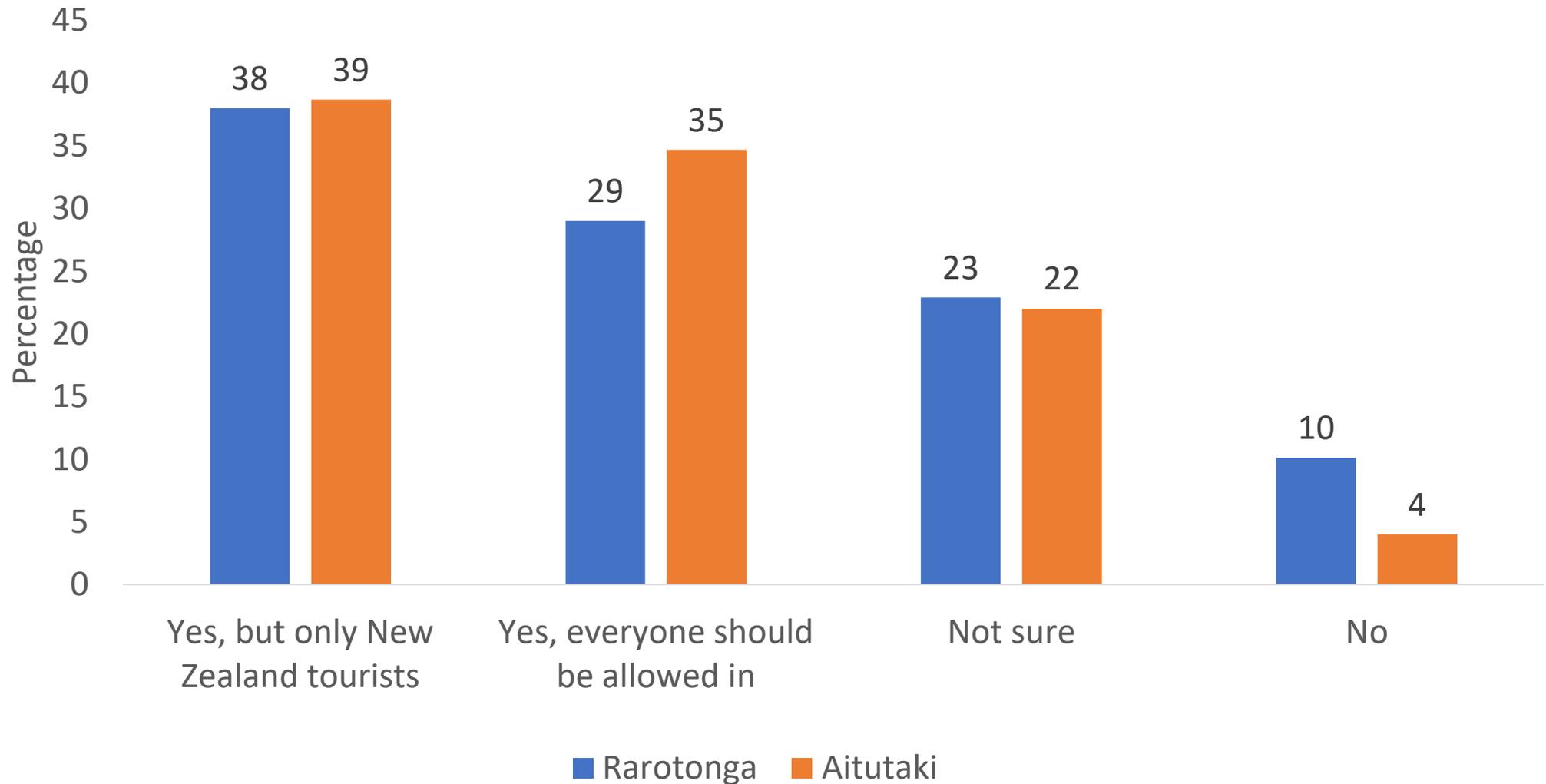


Do you think tourists should be allowed back in the Cook Islands?

Age group

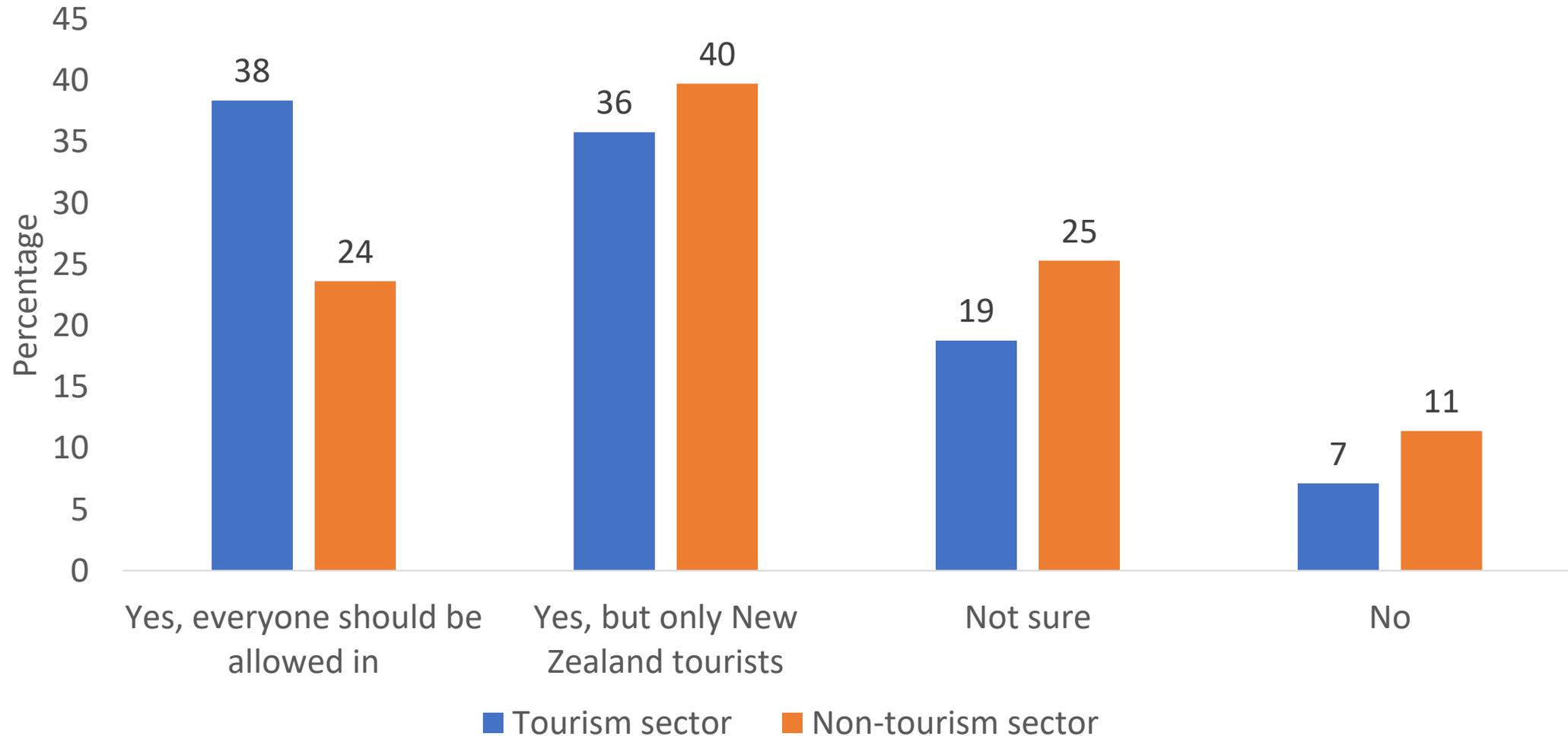


Do you think tourists should be allowed back in the Cook Islands? Rarotonga / Aitutaki



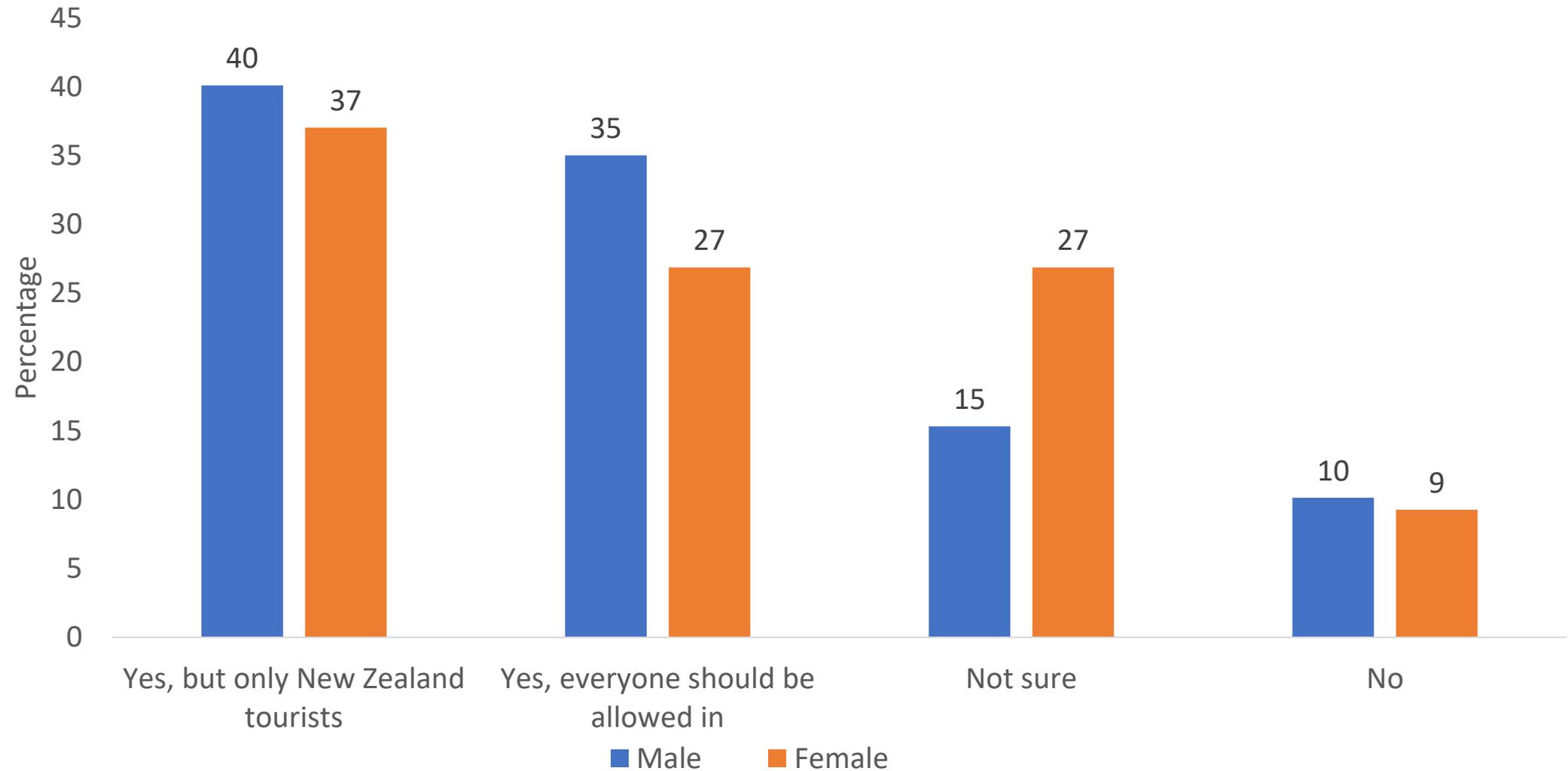
Do you think tourists should be allowed back in the Cook Islands?

Tourism / Non-tourism



Do you think tourists should be allowed back in the Cook Islands?

Gender



Do you think tourists should be allowed back in the Cook Islands. No.

Themes	Share of percentage (%)
Risk of spreading virus	37%
Health and safety over wealth	18%
Maintain current situation COVID-19 free	16%
Lack of sufficient medical resources	15%
Only if travel restrictions applied	11%
Recover from over-tourism	9%
Refocus on the local industry and people	9%
Not until COVID-19 is controlled or cleared	9%
NZ COVID situation concern	6%

Note: 112 responses. Respondents could give more than one theme, so total does not add up to 100%.

Comments: tourists should not be allowed back

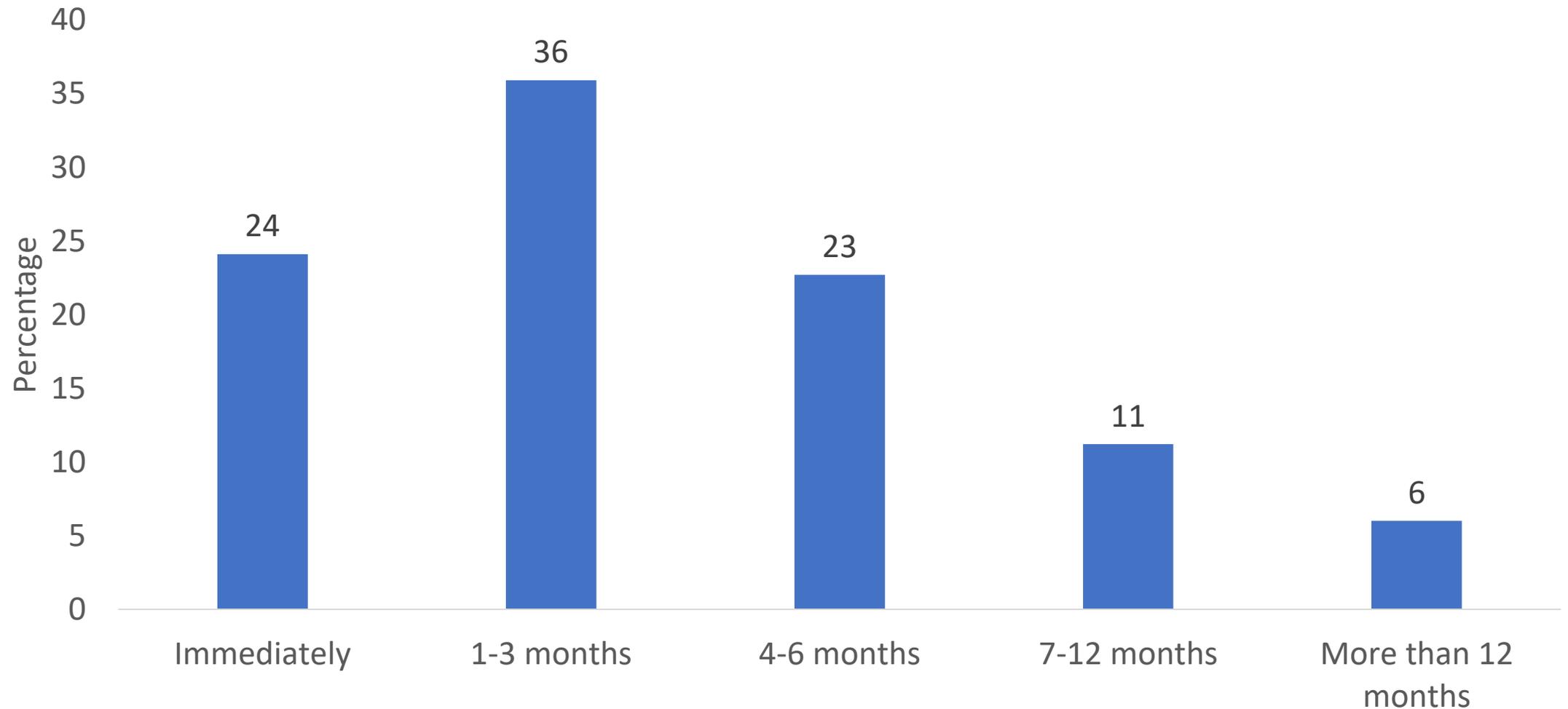
- “They will bring COVID. Our ministry of health just isn't up to the level required to handle COVID.”
- “With the COVID virus going on, we should wait at least until the rest of the world has dropped their death tolls to a low.”
- “We should all know that we trying to protect our Country from this deadly Virus spreading around in the world. I'm truly feeling sorry for tourism but I'm concerned more for the safety of our people especially our children.”
- “I strongly believe that we are risking the lives of Cook Island people because if the borders are to be open then we are exposed to COVID 19 and it only takes 1 person to spread it amongst all of Cook Island people.”

Continue next slide

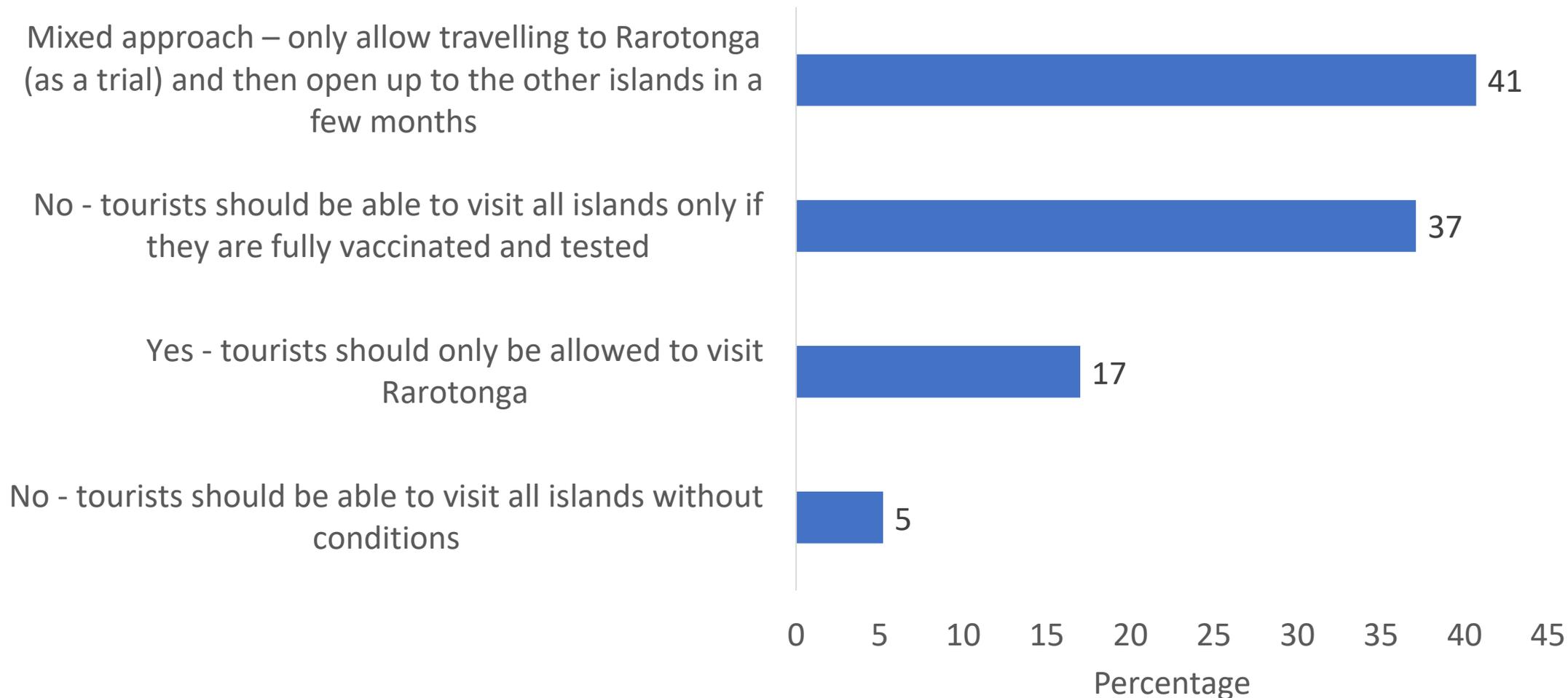
Comments: tourists should not be allowed back

- “Because opening the borders makes us more exposed to having COVID in the Cook Islands, we will lose more than hundreds of our people because our government wants more money?. Really seems like the government is more worried about money than the safety of our people.”
- “The uncertainties of COVID are the reason.. the Cook Islands will never be able to cope with a mass spread of the virus... we can revive an economy but you can't revive life...The economy needs people...”
- “Australia is a raging COVID centre with its different states using different approaches which aren't working. New Zealand opening and loosening their border restrictions with Australia puts us at a higher risk of catching the virus.”

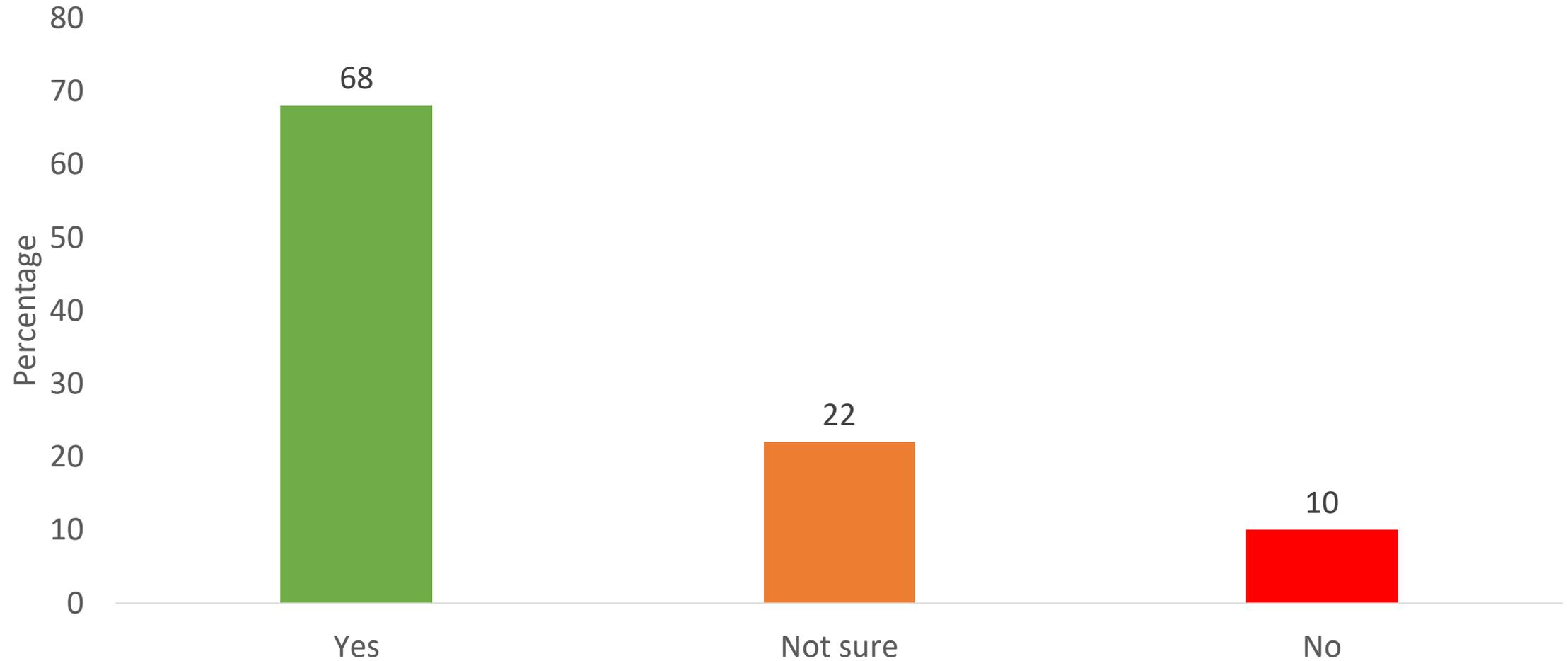
For those who answered “yes” visitors should be able to return:
How soon do you think tourists who live in countries other than New Zealand
should be allowed back into the Cook Islands?



When the borders open to visitors, do you think they should only be allowed entry into Rarotonga?

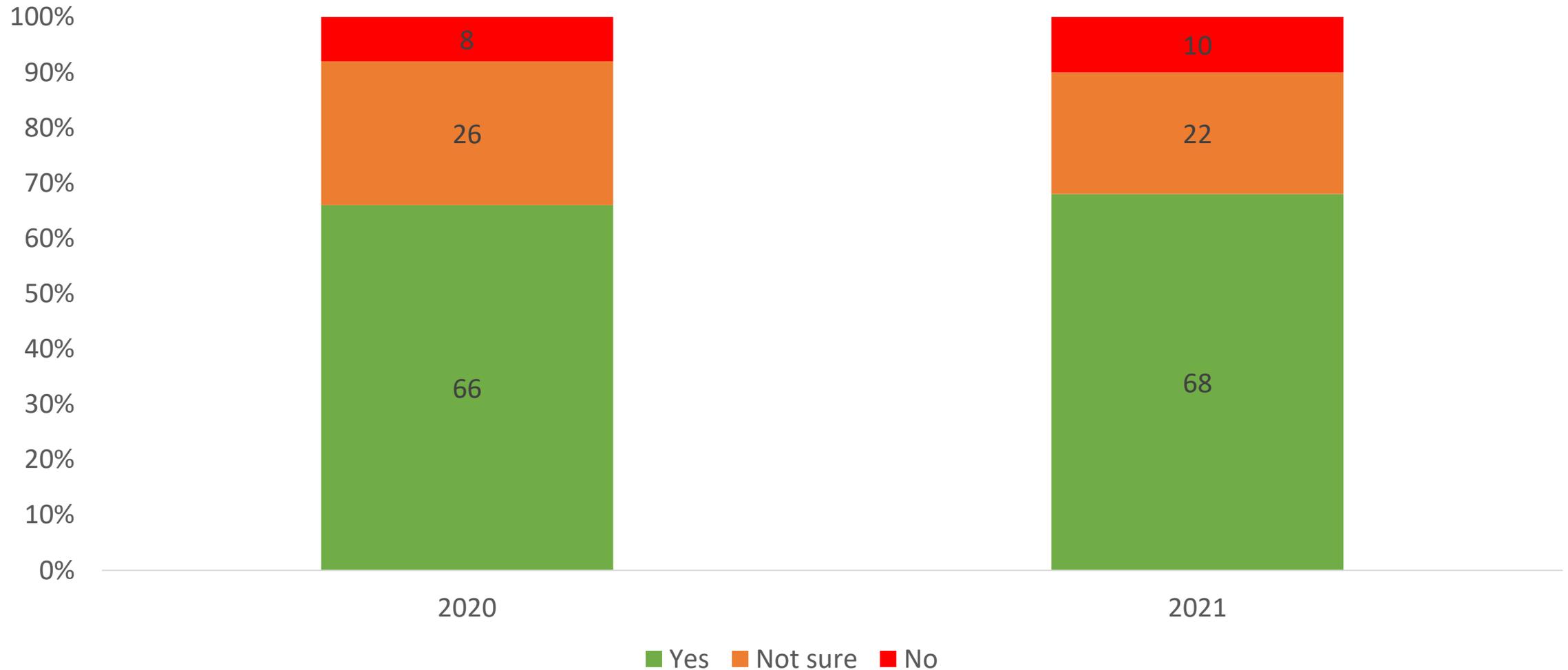


For those living in outer islands:
Are you willing to welcome tourists back to your island?



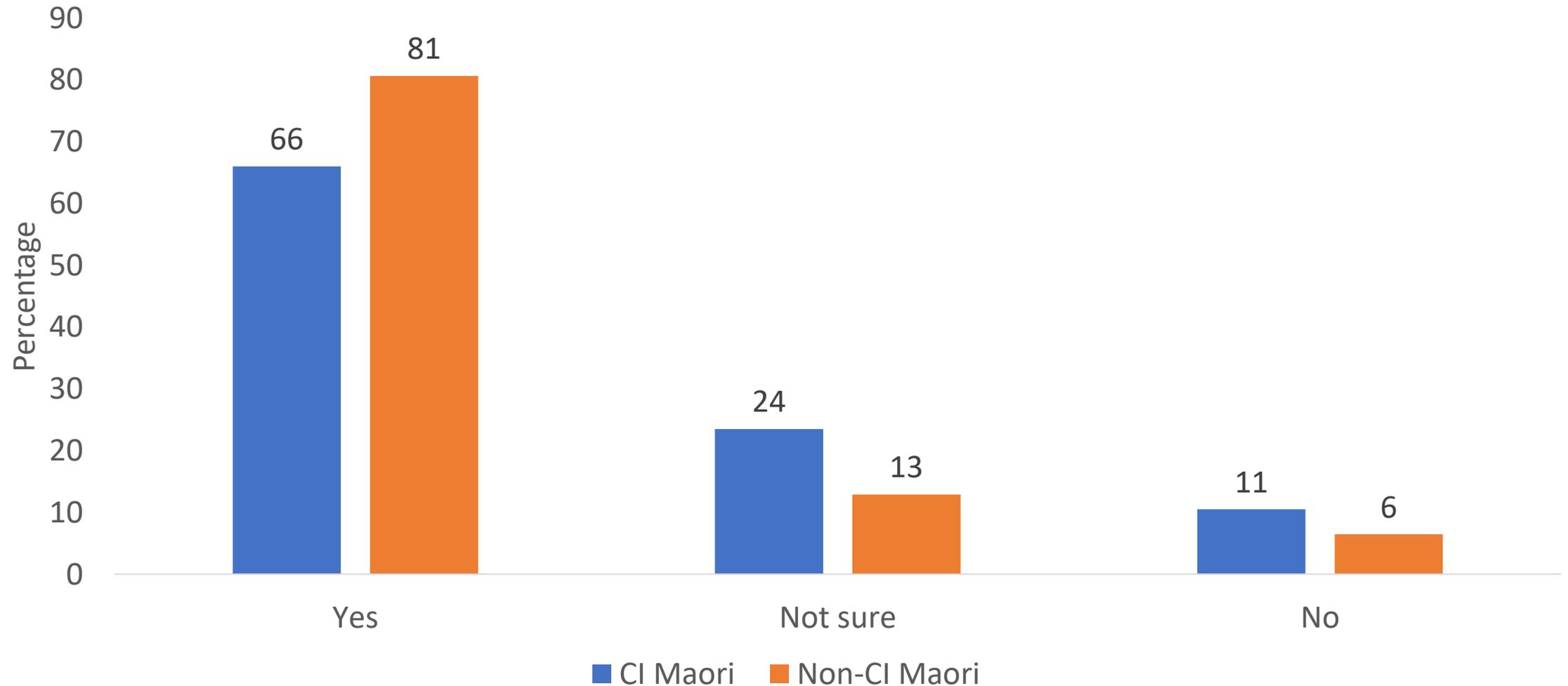
For those living in outer islands: Are you willing to welcome tourists back to your island?

Time Series



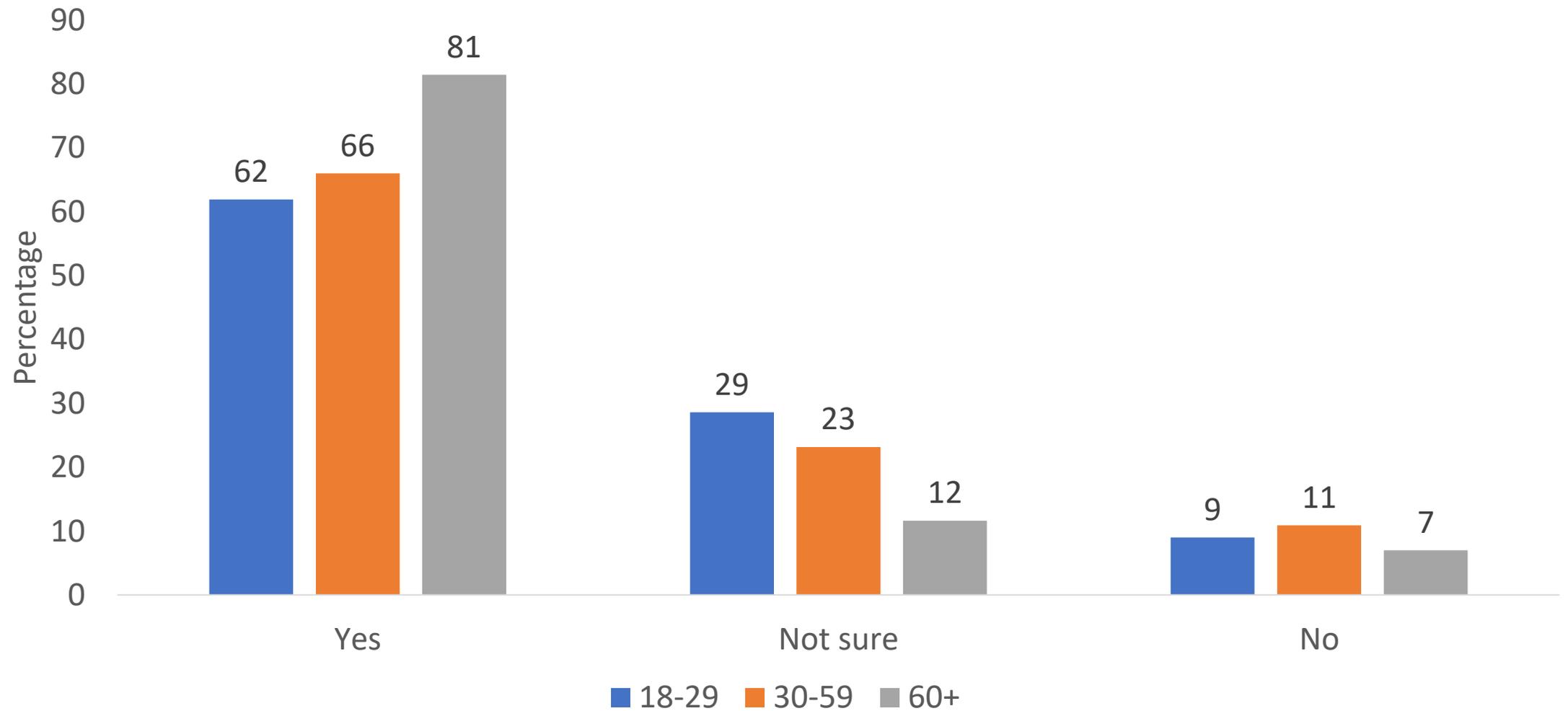
Are you willing to welcome tourists back to your island?

CI Māori / Non-CI Māori



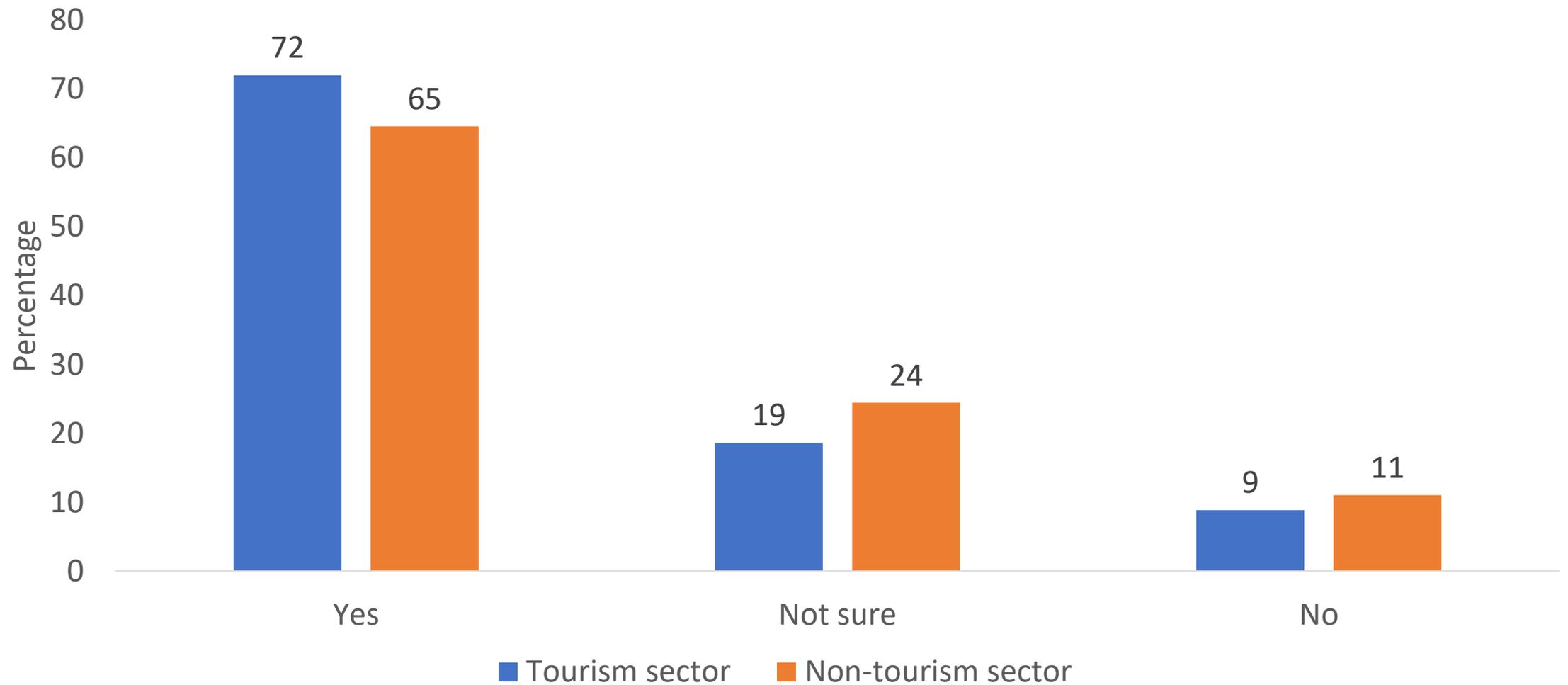
Are you willing to welcome tourists back to your island?

Age group



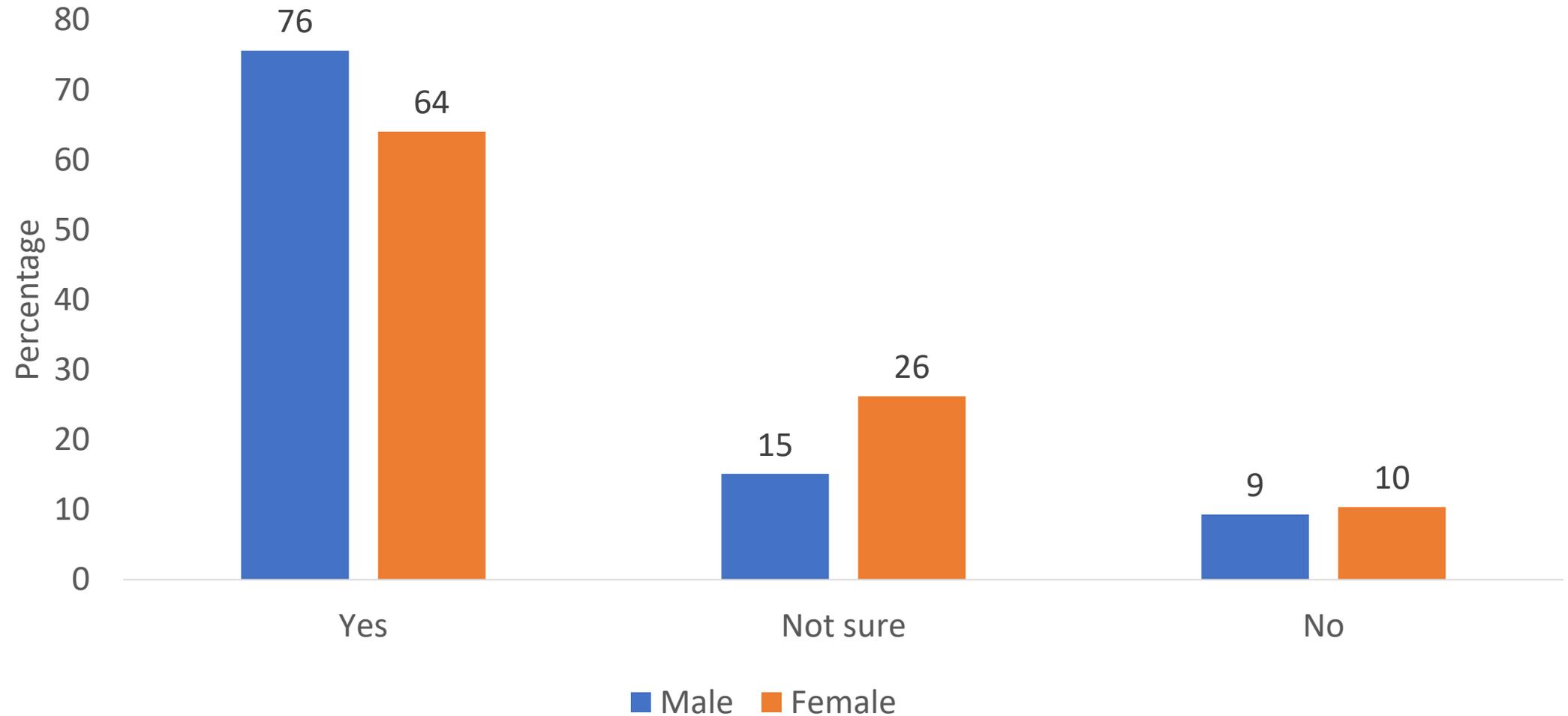
Are you willing to welcome tourists back to your island?

Tourism / Non-tourism



Are you willing to welcome tourists back to your island?

Gender



For those living in outer islands:

Are you willing to welcome tourists back to your island?

- further comments



To boost economy	63%
Welcome in general	20%
Health protocols applied e.g. test, vaccine and quarantine	9%
Confident that we are prepared or protected	7%
Higher quality of life without tourists	2%
COVID and related fears	1%
COVID and related fears	45%
Until COVID is clear	14%
Confident that we are prepared or protected	5%
Health protocols e.g. test, vaccine and quarantine	5%
Higher quality of life without tourists	5%
COVID and related fears	81%
Not confident if health protocols can be applied properly	11%
Higher quality of life without tourists	2%
To boost economy	2%
Until COVID is clear	4%

Note: 209 responses

For those living in outer islands: “Yes” comments include:

- “We need tourists to keep our economy going and growing. We also need to be prepared to take a new approach to the pandemic as the rest of the world has, learn to live safely rather than immediately reject new proposals and isolate ourselves.”
- “Veggies and fish market are slow and decaying at the grocery stores. Therefore, by introducing back the tourists to our island will benefit the planters and fishermen by selling their goods to the resorts and market.”
- “I feel we need to live like COVID is here and allowing vaccinated tourists to come to Aitutaki will not only bring money in but to also live like its normal. We need to carry on living.”
- “There is no point remaining closed. We are as vaccinated and protected as we will ever be. Delaying means the vaccination will wear off. Opening to the virus will help us maintain immunity.”
- “To give a bit of financial boosters to the few tourism accommodations, the little shops we have, the women's art and craft, the tour operators. As it is now the hoteliers, tour operators, the women's groups are not functioning. So I would like to see tourists come to Atiu. Thank You.”

For those living in outer islands:

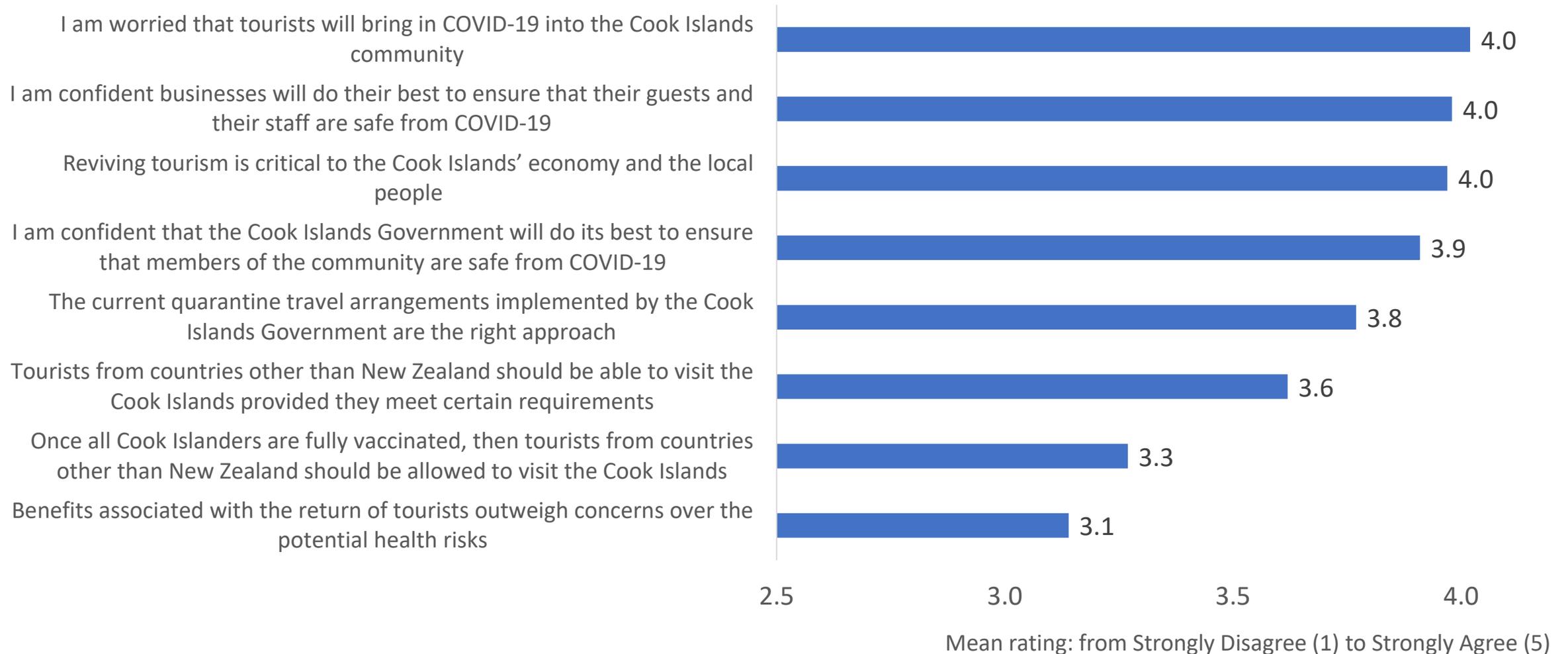
“Not sure” comments include:

- “As we all Cook Islanders say “ Nothing like home the people is so friendly and will always welcome visitors in the Cook Islands, so I can't see why we cannot welcome tourist if we say that we the Cook Islands people are so friendly, as long they the tourist is vaccinated and checked by the Health Department.”
- “I say not sure because there is no real clarity. If they are fully vaccinated and have a covid negative test then Yes.”
- “If they are vaccinated and haven't come close to Covid then yeah but if not, then we wouldn't like them to come to Mitiaro.”
- “With a double vaccinated, plus booster shot community, and practicing social distancing measures, I believe we can adapt as a country to covid and re-establish our tourism. We need to have eco friendly tourists and not budget tourists.”
- “The Island is quiet without tourists visiting, especially for our tour guides and accommodator. And of course we know that Tourism is the driver of the Country’s economy.”

For those living in outer islands: “No” comments include:

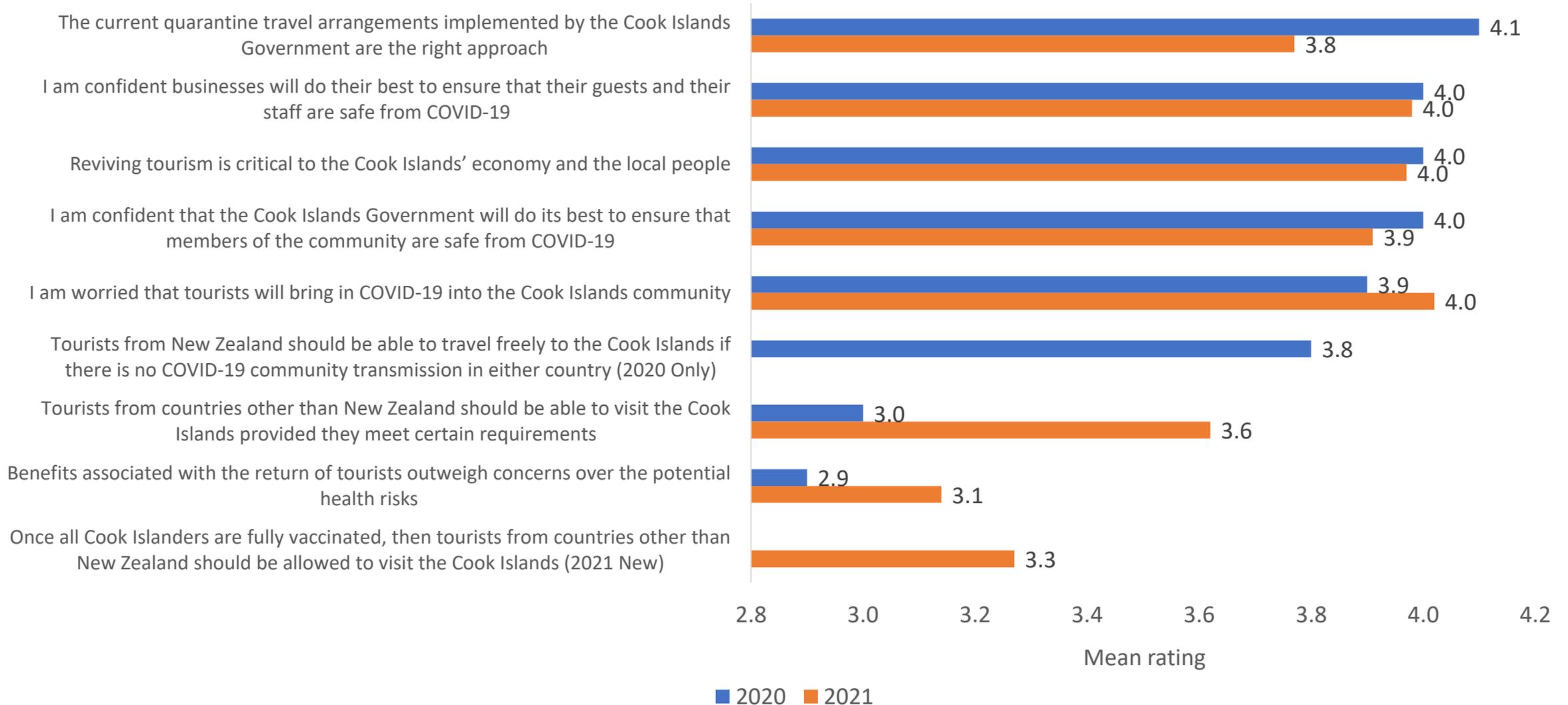
- “Due to COVID-19 and other variants that's happening today I feel for the young kids and their health as for us adults we have been vaccinated but not our little ones.”
- “I want to see my family again from NZ. Aitutaki also depends on the tourist for their income. But then again, we want to make sure that we are well protected for our small island.”
- “Even 100% population vaccinated but it does not guarantee 100% safe. The vulnerable will be at high risk and may die.”
- “Because we have been cleaning and gardening, planting flowers at work most time hehehe.”
- “Only if the pandemic is cleared, then tourist can visit the outer islands.”
- “Reason being, tourist only access to Palmerston is through shipping transportation. Since the maritime borders of Cook Islands are currently closed due to the global pandemic - I think it will be a stable decision to remain "No tourists" until the maritime borders are reopened as well.”

COVID-19 related statements



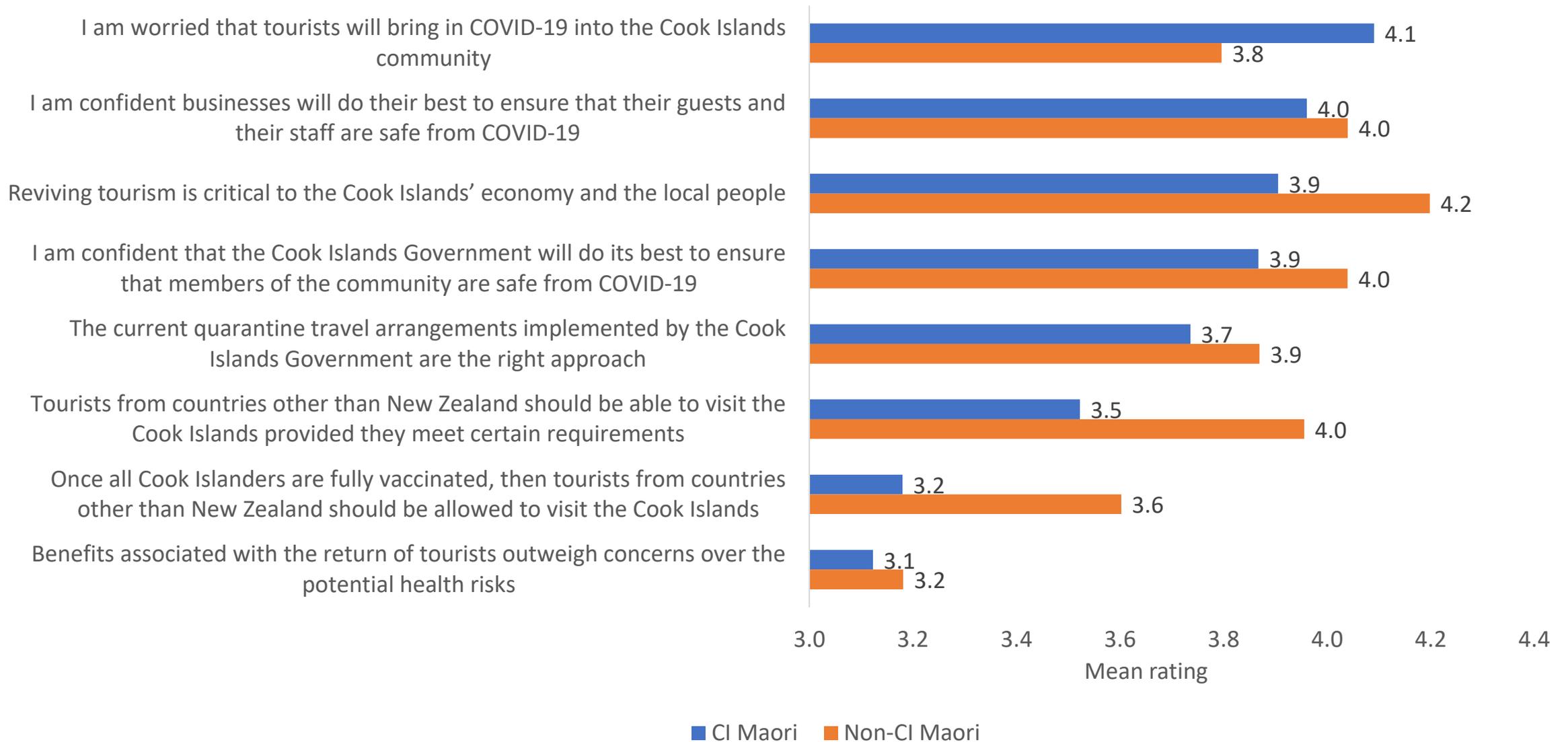
COVID-19 related statements

Time series



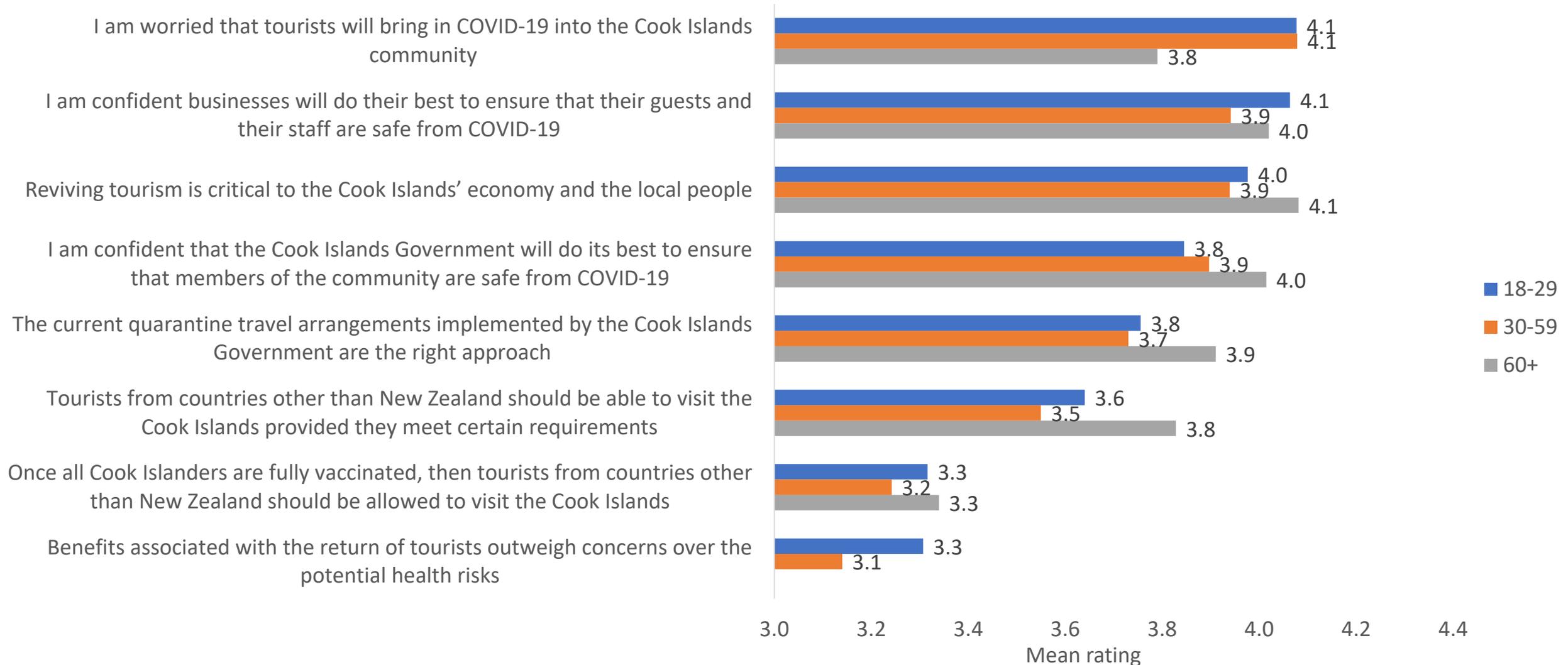
COVID-19 related statements

CI Māori / Non-CI Māori



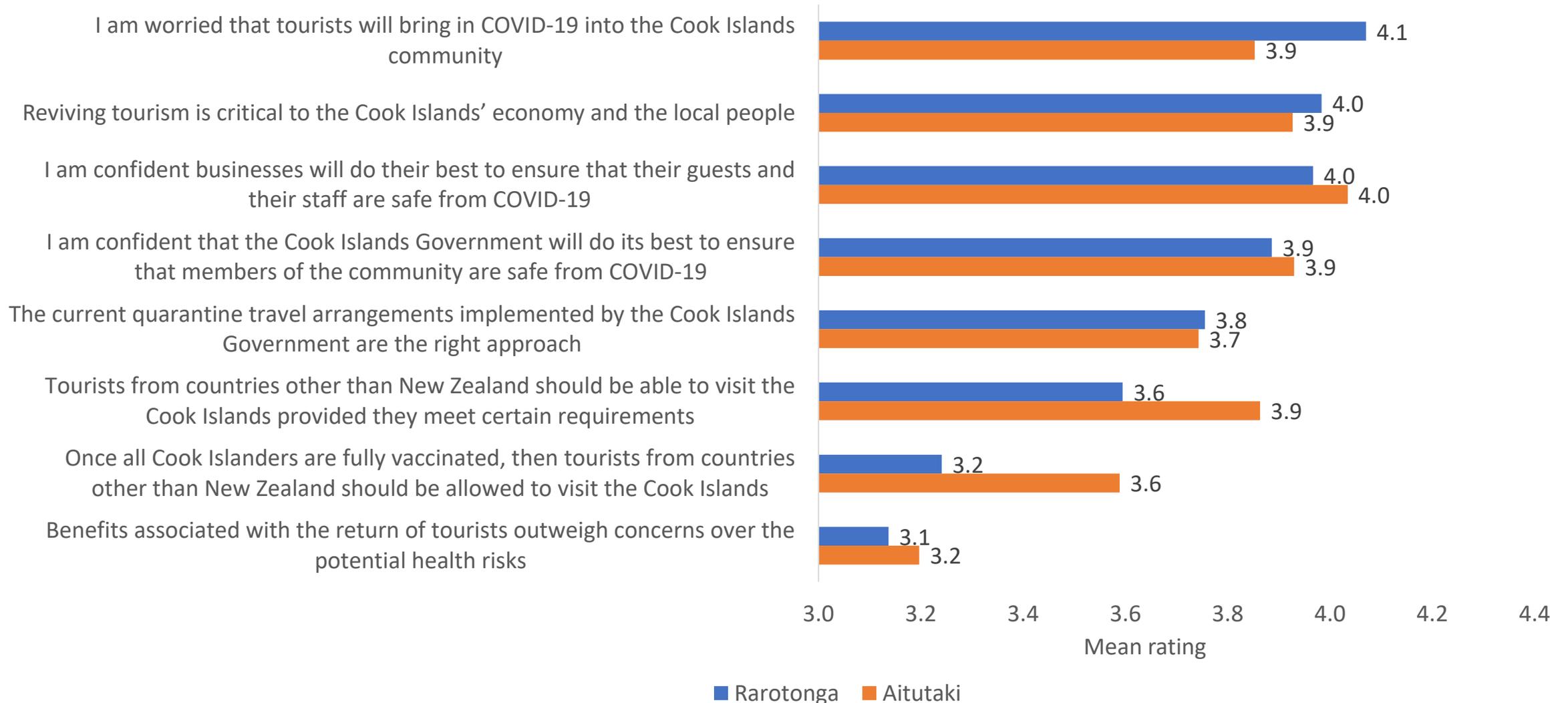
COVID-19 related statements

Age group



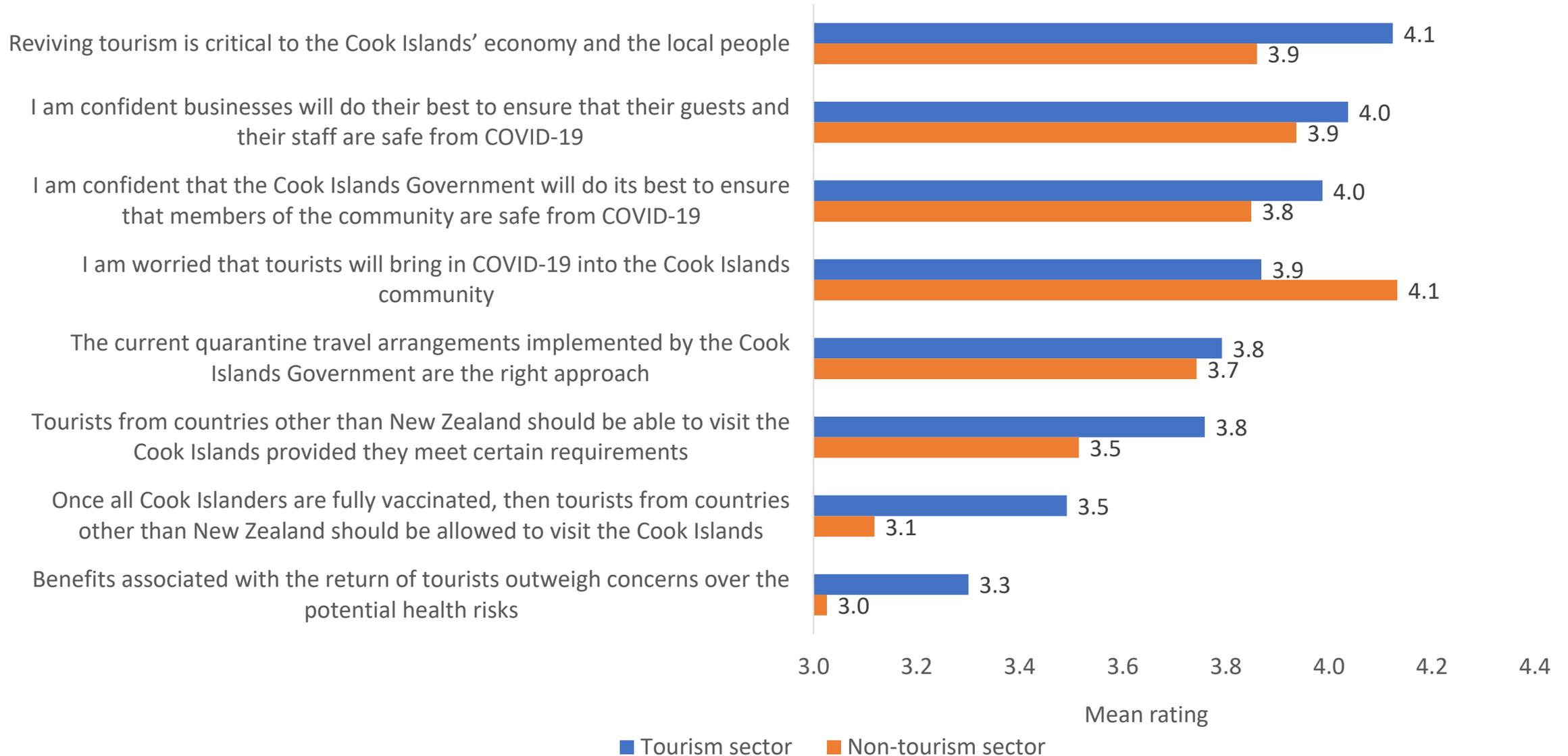
COVID-19 related statements

Rarotonga / Aitutaki



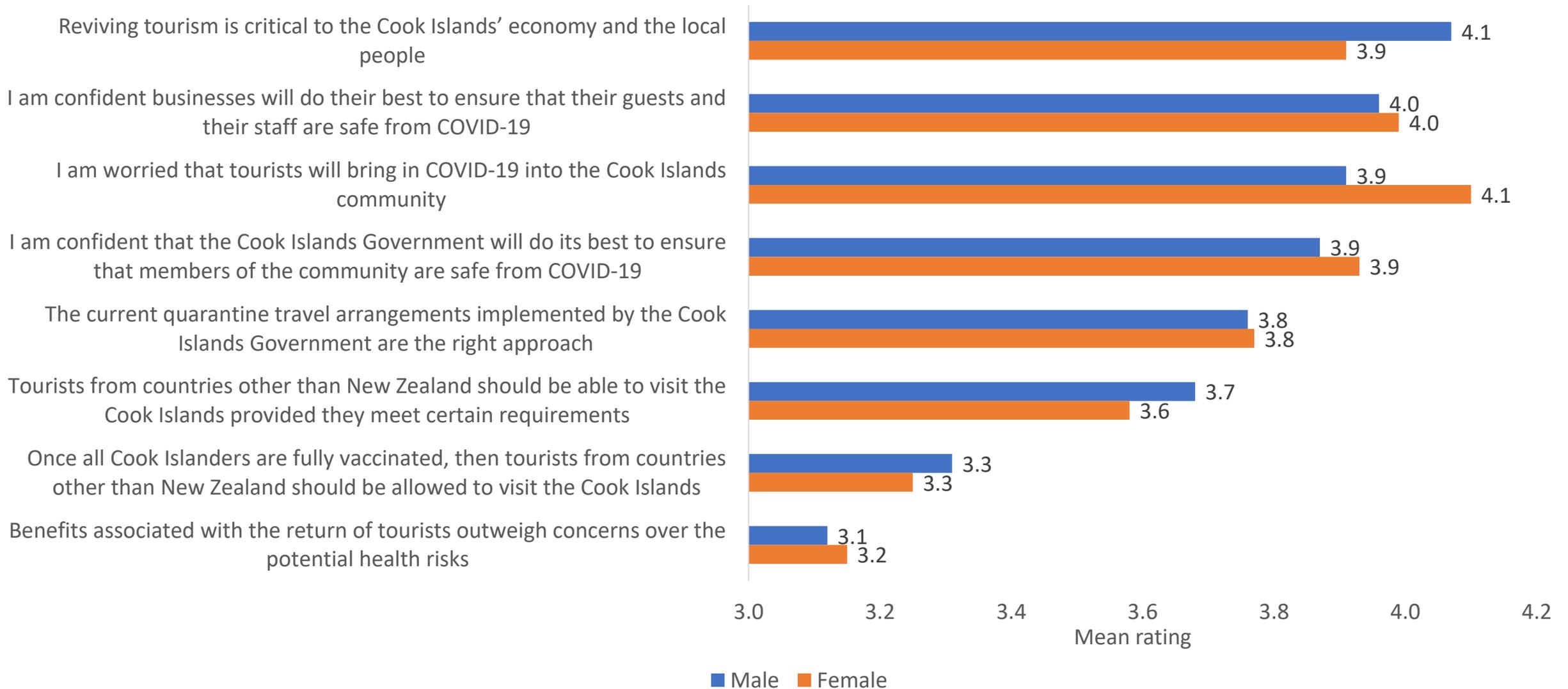
COVID-19 related statements

Tourism / Non-tourism



COVID-19 related statements

Gender



Supporting opening the borders	31%
Prefer closing the borders	30%
No comments	12%
Tourism is important for the Cook Islands	11%
Prayers and best wishes	8%
Suggestions on tourism development	8%
Diversifying the economy	5%
Supporting government approach or appreciation of the government support	4%
Appreciation of being asked	3%
Environmental protection	1%
Local workforce and pay	1%

81% mentioned the following conditions:

Quarantine, vaccine pass, pre-test, and other precautions	62%
To prepare ourselves to live with new normal	34%
Tourism back slowly or carefully	8%
Welcome NZ tourists back	4%
Welcome Australian tourists back	2%

Safety is priority	42%
COVID and related fears	33%
Vulnerable health system	15%
Not ready	7%
Enjoy life without tourists	4%

Note: 519 responses

Opening the borders with conditions

- “Tourists are very much welcomed to our beautiful island as long as they are fully vaccinated and tested before landing on our shores and quarantined when needed .”
- “Implement strict contact tracing apps before the border opens. Let the Aunties keep promoting safety measures about COVID on media outlets. Encourage all businesses and offices to strictly comply with contact tracing and safety measures.”
- “With the borders opening Jan 13th, we haven't seen any plans from Health here in Aitutaki. Everywhere I see the attitude in Aitutaki is so relaxed and laid back everyone is waiting for the border to open to implement what's needed. I feel the Cook Islands should be ready to allow tourists other than New Zealand to visit. .”
- “COVID-19 is a World wide virus and it will arrive into the Cook Islands, it's only a matter of time. Tourism needs to be re-ignited and a new 'Travel Normal' needs to be embraced by all, without fear, just simple understanding. The virus will be much like the flu, let's protect the population with yearly booster vaccinations so that once again the Cook Islands can flourish and rejoice in sharing this 'Heaven on Earth'.”
- “Tourism helps the Cook Islands economy also in regards to COVID19, we cannot just be afraid we should face the new normal going forward just like other counties. If all the people of Rarotonga are fully vaccinated why fear. Trust almighty God and help each other and be vigilant each day and keeping safe by being health wise will be of great contribution that we can share with the economy.”

Opening the borders and welcoming tourists back

- “I think the Cook Islands will be one of the greatest destinations to visit for our overseas tourists as we are COVID free, so lets maintain that and hopefully get some tourism to get the economy going. Kia Manuia.”
- “I'm excited for the boarders to open up to receive tourists as well as for us to travel once again.”
- “No Tourist, No Money, No Job, No Income. Then we fly to the tourist home to earn an income.”
- “I own a small rental property and I finally opted to rent it long term to local residents. Therefore my responses are not misled by the financial need to have tourists back on the island. However, I do still believe it is important we open our border again.”
- “Opening our borders to the outside world would allow us to meet our dear friends again from Canada. We are looking forward to sharing Aitutaki with them.”
- “As long as NZ gives the all clear then outsiders should be allowed to travel to the Cook Islands. It's all easy going after that.”

Prefer closing the borders for a while

- “We need tourism so the economy will rise again but the Cook Island people's health and well-being should and always be top priority. Meitaki maata, Kia Orana e Kia Manuia...”
- “We live in a country that has been COVID free for nearly 2 years and we shall keep it that way for the safety of our people... Ko te mea puapinga koia oki ko te oraanga o to tatou iti tangata... Our peoples lives matter...”
- “We should not rely on tourism. Vaccinated does not stop you from getting COVID and you passing to unvaccinated ones. Yes it may help you stop getting severely. But you are still at risk . There are other ways of earning income.”
- “Also what with this new Omicron variant out there in the world, ask yourself, is it worth putting our small nation through such turmoil when the virus gets here? Sure the majority of our people are vaccinated, lets bear in mind, YOU CAN CATCH THE VIRUS even as a FULLY VACCINATED person. So, what is more important, the well-being of our people health wise or money? We can all live off the land, it has been done before it can still be done this day and age. Sure tourism is a big factor and contributes to our economy, but, is it worth the lives of our people? Why not wait until the virus has died down some more before we open up our boarders.”
- “I personally don't think the Cook Islands should open it's boarders just yet. Reason being, our health system do not have the facilities to cope if there is an outbreak of COVID-19.”

Tourism is important for the Cook Islands

- “Yes I'm worried about our island contacting COVID but most of our people rely on the tourism industry.”
- “The business, Government, Tourism workforce and the people are suffering because the economy is affected by the COVID 19. Tourism is the backbone of the country.”
- “Our people have been resilient for long time. However, resilience can come at a price. Low economic growth can impact on our ways to spend. Therefore, tourism can provide the best for all of us. It's an investment in our people. An investment in the future of our beautiful people.”
- “Tourism is a key factor in our every day lives, we basically rely on tourism to keep our little paradise going, but I believe MOH will ensure that our little Paradise is safe once the borders open..”
- “I think we need to look at Fiji and how they are managing the same situation. I think we need to keep our people safe and informed, but the country needs our tourists.”
- “Tourism gives us more than just a few extra dollars a week, it supports the way we live and contributes massively towards the preservation of our culture. Island themed nights at hotels give our young people who are passionate in dance and song to showcase their mana as a Cook Island Māori.”

Prayers, hopes and best wishes

- “I believe that we put everything in Gods hands and let him direct our path and ways to overcome this COVID 19..God Bless The Cook Islands.”
- “Praying to God that everything will be back to normal so traveling won't be back for everyone.”
- “We just have to hope and pray that our tourist do the right thing by our little Island nation.”
- “It's going to be an interesting 2022. I hope we don't regret opening up when COVID arrives but we cant stay closed forever or there will be no country to open.”
- “Let's all hope for the best. Be Vigilant & Stay Safe!”
- “All the problems and challenges in life today areunavoidable and even the vaccine cant fix it. Things will not get any better and I do understand that the government and health ministries are doing their best. As a nation, we are a Christian society who believe in God and according to the Bible, God alone can save us from any life issue or pandemic. Praying is not enough, our attitude and lifestyle should change. God has and is still protecting us. Not the vaccine. Let the tourists come, God knows.”
- “Good Luck to Cook Islands and to the Government.”

Suggestions for future tourism development

- “Tourism needs to be diverse and change the way they do things. Tourist operators hotels etc need to also think about locals who prop them up when borders are closed as it is the locals that keep them going whilst the border is closed. Go back to May when there was a window of opportunity and the locals were left out because prices increased. Think about the kind of tourists we are attracting, party people who come and spoil it for all and then say but I am spending my money here. Rarotonga is a beautiful island and we like it that way.”
- “The Country should be also concerned about Cook Islanders' attitudes especially those in Customer Service. I've never met more rude and lack of respect attitude in the younger generation than here. Tourists complain of it and I've experienced it myself. But I can speak back, unlike our visitors. We are not so much the "friendly" Cook Islands at all. It's embarrassing.”
- “The expansion of Tourism into the cultural/agriculture sectors would offer a unique experience for tourists to plant their own tree, to have a record of its growth etc.... just a thought!!”
- “Tourism numbers should be controlled due to the negative impacts on our infrastructure. Also, tourism should pay better wages to attract our locals to stay. Surely people want to see Cook Islanders when they come to the Cook islands not foreigners.”

Diversifying the economy

- “I realise we need a cash strong economy. But instead of basing our survival on tourism. Get new potential export and opportunities mixed into our economy. Plenty of talk from the Government very little action.”
- “But I believe CI has the resources to be able to trade/export goods to countries beyond NZ. I believe CI has the potential but lack the initiative/motive. Although COVID should have been a wake up call to why the economy of our nation should not rely this heavily on one thing alone, tourism, it wouldn't be too surprising if it wasn't received like an epiphany.”
- “We need to generate other opportunities for our people. Have incentives for all Cook islanders(outer islands too) to collectively come together, show we can revive and country in these modern times. Think SMART and act SMARTER because we can. Meitaki .”
- “if we get back into agriculture I think we won't need tourist to come here to give us money we can use our little pa enua to join us too for e.g the pig from Atiu, the goat from Mauke, cauliflower broccoli and pineapple from Mangaia, we can do this if we work together.”
- “tourism is not the only option to improve our economy and when we look at the rest of the world and the changes taking place perhaps tourism is a risky thing to put all our efforts into particularly when we consider the environmental impacts and the way that tourists are travelling to the Cook Islands - heavy drinking and partying culture.”

Supporting government's approach or appreciation of the government support

- “I am glad that Tourism is working closely with our Government to find the best way possible for our Tourism industry to move forward. Thank you.”
- “be nice and keep up the Kia Orana spirit. Thank you to the Cook Islands Government and Tourism for keeping our hopes alive so that we can survive this COVID Pandemic and carry on financially to provide a better life for our families. I'd rather see more Cook Islanders working in hotels and tourism based businesses. I want to say Kia Orana not Bula or hello in Filipino or Indonesian. Let more locals benefit from tourism and keep money made from Tourism in the Cook Islands. COVID Safety first.”
- “I am confident with the Cook Islands government and Ministry of Health in their capabilities. Cook Islands Tourism should work hand in hand with the government and ministry of health to ensure a smooth transition back to normal.”
- “I believe in our government and health sectors in making the right choice for our people in the Cook Islands...thanking you all for a great job, you all provide for our people. Kia Orana e Kia Manuia.”
- “ I know our government is keeping our land of paradise COVID free, i really appreciate what they have done for Rarotonga and the outer islands.”

Environmental protection

- “Our own people need to help out where they can in keeping our paradise clean. We can also help by buying local and supporting local.”
- “Palmerston Island is not overcrowded due to tourism, we have a major decrease in Population. However, high demands for our natural resources for commercialization is a major negative impact on the islands, rather than overcrowded tourists. Meitaki Maata for the survey!”
- “People like to come here because of our environment. That needs to be our priority if people are going to keep wanting to come here. There is too much agriculture and topsoil run off ending up in the lagoons all over the island; Muri, now Rutaki, Arorangi etc. Invest in long term solutions, not short term ones. Ministries need to work together on this. It is not just an issue for tourism but for all of us that live here.”
- “Infrastructure tax - I have no idea what the costs are to assess whether a tax is appropriate. COVID lockdown has indicated the locals are not educated or caring of the paradise we live in, with the dumping of litter and waste on the Island, along with continual overflowing rubbish bins in the community areas.”

Local workforce and pay

- “Advertise to our people living overseas to come back and build our country's economy and workforce rather than advertising to foreigners to come holiday here.”
- “As a returning Cook islander after trying to get settled down in Raro, it has been a struggle to get employed by Govt or private companies in the pass two yrs. I have been patient enough to try to ride out this stormy situation but nothing is happening, it is sad to be coming back to this kind of situation.”
- “I would like to keep this country a COVID free country but I have seen so many people struggling to find some place where they can work in order for them to earn some money so they can survive.”
- “Decent starting pay rate for locals in order to keep our children and young working adults here at home. Also will help with depopulation. Meitaki ma'ata, E kia manuia. Vinakavakalevu.”

Appreciation of being surveyed

- “This is a very good survey...to keep our people informed and get feedback on how we are going with our borders at stake.”
- “Our peoples’ opinion matters.”
- “This is a tough decision to make and obviously with these questionnaires, it will assist in making informed decisions that will be best for our people and country. Kia Manuia.”
- “Thank you for doing this survey so people will share their thoughts. Thank you maata.”
- “Thank you for the opportunity to participate.”
- “Thank you for that lovely survey. Very well constructed. Keep up the good work.”



Thank you!

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