

Te Kaveinga Manava Turoto o te Ipukarea
Cook Islands Tourism Development Strategy

Ka 'aka'ava ana i te toki, ei toki tarai enua.
Awaken the axe to pave the way forward.

CO
OK
ISLANDS

Love a little paradise
...for real

Cook Islands Tourism Development Strategy Overview



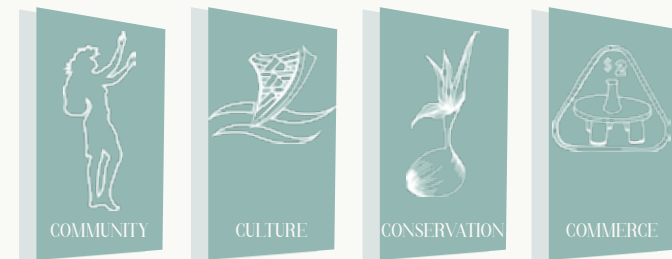
The Cook Islands Tourism Development Strategy provides a roadmap to a more regenerative approach to tourism and destination development in the Cook Islands over the next 5 years. This document aligns with national, regional, and global sustainable development aspirations. It seeks to leverage the power of the visitor economy to enhance the well-being of the Cook Islands people and environment.

We achieve this leverage by assessing the impact of the visitor on our Culture, Community, Conservation, Environment, and Commerce (economy). Every aspect of the strategy aims to achieve our overarching vision: to ensure tourism advances the well-being of resident Cook Islanders in a way that is socially acceptable, economically viable, and environmentally sustainable.

This high-level overview showcases the core components of the CITD Strategy and informs the Cook Islands Tourism Development Work Plan.

Introducing Regenerative Tourism

Regenerative tourism is about empowering our visitors, our industry, and our community to actively enhance the well-being of our people and environment, both now and for future generations.



We have an opportunity and an obligation to evolve our approach to development of tourism in the Cook Islands. This requires a conscious shift away from short-term economic growth as the dominant driver.

We need to develop and support an environment that appeals to a visitor mindset that strives to leave a destination better than it was before.



The Visitor Economy

The visitor economy is defined as ‘any direct, indirect, and induced economic activity resulting from visitors’ interactions with a destination outside their usual environment’.

It is essential to expand our traditional view of tourism and to acknowledge that visitors have a broad, far-reaching impact on a host community. The visitor economy captures the economic benefit of visitor activity in a much broader sense. It includes the spend throughout the economy, far beyond the industry directly related to tourism. Another characteristic of the visitor economy is that it moves the emphasis away from the actions of an individual visitor, and places more attention on the host environment that the visitor engages with.



The visitor economy concept aligns with regenerative tourism, where rather than primarily considering the needs and wants of the visitor, the focus is instead placed on how visitors can contribute towards the needs and wants of the host community.

Aspirations and Areas of Focus

The visitor economy has the power to impact almost every aspect of a destination and its host community.

The Cook Islands Tourism Development Strategy has identified four key aspirations with associated areas of focus that will be used to achieve the our vision.

Aspirations

Key Focus Areas



ENHANCE AND LEVERAGE

Our Visitor Economy

- Visitor Spend and Dispersal
- Tourism Sector Development
- Economic Development
- Leadership and Governance



OPTIMISE

The Visitor Experience

- Visitor Assistance
- Health, Safety and Security
- Infrastructure and Services
- Environment



EMPOWER

Our Tourism Industry

- Human Resource Management
- Capability Building
- Quality Assurance
- Industry Engagement



ENCOURAGE

Regenerative Travel

- Market Positioning
- Community and Culture
- Visitor Contribution
- Industry Contribution

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AIMS TO:

- **Enhance and Leverage our Visitor Economy**
Work collaboratively to ensure the visitor economy generates widespread and sustainable benefit to the Cook Islands.
- **Encourage Regenerative Tourism Practices**
Ensure visitors have a positive influence on the social, cultural, environmental, and economic wellbeing of our people and place.
- **Optimise the Visitor Experience**
Ensure the ongoing well-being, comfort, and satisfaction of our visitors.
- **Empower our Tourism Industry**
Maintain a positive relationship with our industry to help build capability and resilience, and collectively ensure an exceptional offering to visitors.



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