



2024 Cook Islands People's Choice Awards

Terms and Conditions

These terms and conditions ("Terms") outline the rules and guidelines for participating in the 2024 Cook Islands People's Choice Awards ("Awards"). The awards are organised by the Cook Islands Tourism Marketing Corporation (CIT), hereinafter referred to as the "Organiser". By participating in the Awards, you agree to abide by these Terms in their entirety.

Nominations:

- **Nominator Eligibility (person making the nomination):**
Nominations can be made by any person who has visited, is visiting, or resides in the Cook Islands. This includes visitors, community members, or industry stakeholders who wish to recognize outstanding businesses and/or individuals within the Cook Islands tourism industry and wider community.
- **Nominee Criteria (business or individual being nominated):**
Nominees must be either businesses operating within the Cook Islands tourism industry or individuals who are residing in and a part of the Cook Islands community. Businesses must be CIQA (Cook Islands Quality Assured) accredited or in the process of becoming accredited to proceed to the voting period. Previous winners of the same category cannot win in the immediately following year. They can be nominated, but these nominations will not proceed to the voting period.

- **Nomination Process:**

Nominations must be submitted online through the official Awards portal at www.cookislands.travel/pca within the nomination period.

Nomination Categories:

- **Business Category:** Highlighting tourism operators that define exceptional service and memorable experiences.
- **Individual Category (Kia Orana Champion):** Recognising passionate individuals who deliver authentic, personal interactions that turn visits into lasting memories.

Nomination Period:

- **Nominations Open:** 12:00 noon (CKT), Wednesday 10 July, 2024.
- **Nominations Close:** 12:00 noon (CKT), Wednesday 07 August, 2024.
- **Nomination Review:** Cook Islands Tourism will review and compile a list of Top Nominee Finalists for each category after the nomination period ends.

Voting:

- **Voting Period:**
 - **Voting Opens:** 12:00 noon (CKT), Monday 19 August, 2024.
 - **Voting Closes:** 12:00 noon (CKT), Monday 16 September, 2024.
- **Voting Platform:** Voting for the 2024 Cook Islands People's Choice Award will take place exclusively on the official Cook Islands Facebook page: <https://www.facebook.com/theCookIslands/>

Voting Instructions:

1. To cast your vote, visit the official Cook Islands Facebook page during the voting period (12:00 noon, 19 August, 2024, to 12:00 noon, 16 September 2024, CKT).
2. Navigate to the Individual and Business Finalist Nominees photo albums on the official Cook Islands Facebook page.
3. For each finalist nominee you wish to vote for, simply react to their respective image by clicking the desired reaction (e.g., like, love, care, etc.). Each reaction counts as one (1) vote for that nominee.
4. You may vote for multiple finalist nominees, but you can only vote once per finalist nominee using your Facebook account.

Vote Limitations:

1. Only reactions (e.g., like, love, care, etc.) on the finalist nominees' images within the designated photo album on the official Cook Islands Facebook page will be considered valid votes.
2. Reactions made on shared posts, comments, or other unrelated content will not be counted as votes.
3. Any votes received after the closing of the voting period (12:00 noon, 16 September 2024, CKT) will not be considered in the final tally.
4. In the event of a tie, the organiser will implement a fair and transparent tiebreaker procedure to determine the winner of the People's Choice Award. Details of the tiebreaker procedure will be announced if a tie occurs.
5. The organisers reserve the right to disqualify and exclude votes that do not adhere to these instructions and limitations.
6. Final results are at the discretion of the organiser. The organiser's decision is final and binding.

Awards and Prizes:

1. **Business Category Award:** The winner will receive a 'Marketing & Promotional' package valued at approximately NZ\$12,000.
2. **Individual Category Award:** The winner will be honoured with the title of Kia Orana Champion and a 'Travel and Marketing' package, valued at approximately NZ\$7,000.
3. All prizes and awards are made up of value in kind, promotional activity, and/or tourism experiences. These are determined by the organiser and advised to the category winner.
4. All prizes and awards are non-transferable and not redeemable for cash.

Announcement of Winners:

Winners will be announced on Friday, 27 September 2024, on Cook Islands Tourism's official Facebook channel.

General:

1. **Disqualification:** Cook Islands Tourism reserves the right to disqualify any nomination or participant found in violation of these Terms or engaged in fraudulent activity, or activity that goes against the Kia Orana Values.
2. **Amendments:** Cook Islands Tourism reserves the right to modify or amend these Terms at any time without prior notice.
3. **Exclusion:** Employees of Cook Islands Tourism and their immediate family members are ineligible to make nominations. However, they can be nominated by any eligible nominator. Family members and staff members cannot nominate each other.