

More than money : Mana Tiaki Tourism

Whether we call it sustainable travel, responsible tourism, or destination stewardship, our goal is the same: tourism must give back to our islands and people so that our little paradise thrives. Akaperepereia to tatou parataito, kia vai e motukore uatu.

Quality Over Quantity

The good news is that our economic success and Mana Tiaki can now go hand in hand. With growing visitor demand and a rise in sustainable/responsible travel, we can focus on attracting quality visitors over quantity. Together, we can build a tourism industry that not only delights visitors but also helps our people, culture, and islands thrive.

Real Actions, Real Impact

The refreshed Love Our Little Paradise brand reflects Cook Islands Tourism's renewed commitment to Mana Tiaki and helping build a sustainable tourism model. While we've made great progress, there is more work to do. Here's how we're turning words into action:

* Refining Our Market Positioning:

We're reassessing how we promote the Cook Islands, ensuring we stay true to our values and attract respectful, contributing visitors.

* Sustainable Tourism Assessment:

We've partnered with the Global Sustainable Tourism Council to compare our tourism practices to international sustainability standards.

* Carrying Capacity Model:

We are working with stakeholders to develop a capacity monitoring system that helps manage our ability to sustainably host visitors.

* Visitor Behaviour Education:

We're increasing efforts to teach visitors how to 'Love Our Little Paradise' by respecting our culture, reducing their impact, and contributing positively.

* Collaboration and Partnerships:

We're working with local businesses, government agencies, NGOs, and the community to build a more inclusive tourism model.

* Training and Development:

We're equipping tourism operators with the tools to embrace Mana Tiaki, making responsible tourism the standard across the Cook Islands.

* Destination Stewardship Strategy:

We're developing a guiding strategy to turn our shared responsibility of Mana Tiaki into practical action.

A Shared Responsibility

While we acknowledge our leading role, ensuring that tourism continues to benefit the wellbeing of our islands and people is a responsibility we all share. This journey requires collaboration from everyone – tourism operators, the community, government agencies, NGOs, and visitors alike. Together, we must work to preserve what makes the Cook Islands so special.

