

Love
our little paradise

Te Kaveinga Mana Tiaki o te Ipukarea

Cook Islands Destination Stewardship Plan 2026-2030

Our Paradise, Our Promise

A national plan outlining a clear direction for managing tourism over the next five years.

TO ACCESS THE PLAN SCAN ME

Vision Statement

Na roto i te angaanga turoto, rave kapiti ei tatou i te akamaroiroi anga i tetai uatu akakoro'anga e te turanga tiratiratu – te akapuapinga anga i te ora'anga, te paruru anga i to tatou pa enua, te akararangi anga i ta tatou akono'anga tupuna, kia rauka te turanga ora'anga matutu no tatou katoatoa, i teia tuatau e te uki ka aru mai.

Through tourism, together we drive opportunity and excellence - enriching lives, protecting our islands, honouring our culture, and achieving wellbeing for all, now and for generations to come.

The Four Dimensions of Destination Stewardship

Economy - Tourism generates employment opportunities and strengthens local businesses, ensuring that economic benefits are retained within the Cook Islands and shared across all islands.

Community - Tourism strengthens livelihoods by supporting local families and ensuring our people have a voice in shaping decisions that impact their communities.

Culture - Our culture defines who we are. Tourism respects and protects our traditions, language, and heritage, ensuring they are shared with care and authenticity for future generations.

Environment - Our land and ocean are our greatest assets. Tourism will actively work to reduce waste, manage resources responsibly and care for our natural environment for future generations.

Our Tivaevae/Tivaivai, Our Destination



Like a Tivaevae/Tivaivai each dimension of stewardship is unique, but when woven together, they form a strong, resilient whole. At the centre are our people - the thread that binds our economy, community, culture, and environment.