

DRUMBEATS

DRUMBEATS - NEWS FROM THE COOK ISLANDS TOURISM CORPORATION

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Drumbeats is brought to you by the Cook Islands Tourism Corporation

Cook Islands Tourism Corporation
P.O. Box 14
Rarotonga
Cook Islands
Phone: (682) 29-435
Fax: (682) 21-435
www.cook-islands.com

Any comments?
trina@cookislands.gov.ck

Kia Orana CARE Programme Commences



The Cook Islands Tourism Corporation in conjunction with Jet Consultants a locally based human resource training company recently commenced its Kia Orana CARE programme geared at lifting the overall delivery of service in all sectors of the community. This ambitious programme stems from a recognition that tourism is everybody's business and that as a destination whose economy is primarily dependent on tourism, it is in our interest to ensure that we deliver good service in every aspect of our business.

The one day course which is run by Jet Consultants director and trainer Eileen Turepu, is geared to developing the right attitude towards customers whether they are visitors or Cook Islanders. Whilst initially focusing on the tourism industry the Corporation has plans to invite all government departments, NGO's and any other organisation to send its personnel to this course.

The course commences with a brief overview of the tourism industry and its importance to the country. It then deals with "first impressions", sharing our culture, communicating and listening skills, giving exceptional customer service and dealing with difficult customers.

The course is fully interactive with participants being taken through the essentials of good customer service with the use of videos, flip-charts, role plays,

team work and group discussions. Each participant is provided with a "passport" booklet which contains the key points to good customer service and at the end of the course participants receive a certificate and a Kia Orana CARE pin that they can wear daily to show that they have completed the course. The word CARE is an acronym for Customers Are Really Everything.

Among the first to take the course have been the Corporation's own staff, staff at Pacific Resort and Mama's Café. The course will also be offered in the outer islands. It is the Corporation's hope that all businesses will send their staff to the course and that over time our whole workforce will have taken the course.

The course fee of \$50 covers the cost of tuition, course material, workbook, certificate and pin and morning and afternoon teas and lunch as participants are kept at the HTTC for an intensive day of training. Employers are encouraged to invest in their staff by sending them to the course. Our ultimate aim is to ensure that we deliver exceptional service to all customers and that our visitors in particular will have an enjoyable holiday experience in our islands.

For further information contact Eileen Turepu on 26003.

INDUSTRY UPDATE

Cook Islands Undertakes Branding Exercise

The Tourism Corporation has hired the New Zealand firm of Chisel to undertake its destination branding exercise. The project is expected to take up to four months and will include broad industry and stakeholder consultation in the development of a new brand for the country. Preliminary market research has already commenced as part of the brand development strategy. It is envisaged that with the broadest possi-

ble consultation, the industry will take full ownership of the new brand when established and that the country will adopt a consolidated and fully integrated brand communications strategy to market the destination.

The call for the development of a new destination brand was a key recommendation in the revision of the Tourism Masterplan.

Cook Islands Launches Destination Visitor Survey

Cook Islands Tourism Corporation has teamed up with New Zealand Tourism Research Institute (NZTRI) to launch its visitor survey which falls part of its strategic tourism development planning programme. Headed by Dr Simon Milne of Auckland University of Technology, the survey is designed to gauge visitor satisfaction levels and also determine the impact that tourism has on the country's economy.

Dr Simon Milne is Professor of Tourism at Auckland University of Technology and director of NZTRI and is no stranger to the Cook Islands as he conducted the first detailed tourism economic impact study for the Cook Islands as part of his thesis towards his Masters degree in the mid 1980's.

The visitor survey will be conducted online through the NZTRI website and will be the forerunner to several other surveys being conducted throughout the South Pacific under in conjunction with the South Pacific Tourism Organisation.

NZTRI reports that online visitor surveys conducted through its website in New Zealand has been a cost effective way of obtaining valuable information for the use of various industry sectors in that country.

The survey incorporates visitors travelling to the outer islands and will determine visitor expectations versus the destination's delivery of vacation experiences. It will also assist in profiling the type of visitor that finds the Cook Islands tourism product most satisfactory while also identifying areas that warrant the country's attention if it is to achieve its objective of developing an industry that is economically viable, culturally sensitive and environmentally sustainable in the longer term.

The Corporation is excited at pioneering this survey in the SPTO region and anticipates the outcome of the survey providing valuable data and information for use in strategic planning for tourism marketing and development for the Cook Islands.

Air New Zealand Consultative Meeting Strengthens Co-operative Initiatives

The annual consultative meeting between Air New Zealand and the Cook Islands held in Rarotonga in July provided an opportunity for the carrier and the destination to address pertinent issues affecting both parties under increasingly volatile market conditions and served to explore opportunities that would yield mutually beneficial returns in the year ahead.

The consultative meeting serves as a forum for open, frank and fruitful discussions on issues affecting both parties and provides a platform for developing tactical and strategic initiatives to achieve economic viability of both airline operations and the destination's tourism industry.

The last meeting saw head office Air New Zealand executives Norm Thompson, Roger Poulton and Peter Walsh and Cook Islands manager David Bridge meet with Tourism Minister Hon Wilkie Rasmussen, Tourism Board Chairman George Ellis, Tourism CEO Chris Wong and five local industry representatives including domestic carrier Air Rarotonga's Managing Director Ewan Smith who chaired the meeting.

The meeting agreed on an action programme that would serve to enhance tourism growth and development in the Cook Islands whilst ensuring the carrier's current operations were economically viable and sustainable.

INDUSTRY UPDATE

CIs to host Mini Golden Oldies Soccer Event

Just 12 months after the most successful Golden Oldies Netball Festival, the Cook Islands are set to play host to the Air New Zealand Golden Oldies South Pacific Mini Soccer Festival. This will be a five-day event aimed at attracting soccer clubs from New Zealand, Australia and the Pacific Islands.

The dates are set for May 21- 25, 2006 and will mark the re-launch of the Golden Oldies Soccer Festival with between 200- 400 participants expected. The official Ground Operator will again be Island Hopper Vacations with the Tourism Corporation supporting Air

New Zealand Events division in the marketing and promotion of the festival.

The festival is again timed for May which is traditionally a "soft period" for travel and is aimed to stimulate the tourism industry during that month.

Air New Zealand and the Cook Islands Tourism Corporation welcomes teams from the region to participate in a week of fun, friendship and fraternity both on and off the soccer field. For further information please visit www.goldenoldiesports.com.

Golden Oldies Netball Festival Makes Positive Contribution to Economy



The International Golden Oldies Netball Festival held in May this year is estimated to have brought in \$1.4 million in gross tourism revenues. This figure was derived from a survey compiled by local consultant Petero Okotai, hired by the Tourism Corporation. This excludes the cost of international airfares. Key findings in the report include:

- Whilst the festival itself ran for seven days the range of stay ranged from 7 to 28 days with the average stay of respondents being 10.2 days.
- Average expenditure by participants was placed at \$1,405 (excluding accommodation costs).
- Participants spend approximately \$398,000 on meals outside of organised functions.
- \$310,000 on souvenirs/arts & crafts,
- \$100,800 on tours, activities and rental vehicles not included in packages.
- Approximately \$309,000 was spent on beverages outside of organised functions and

- \$56,000 on miscellaneous items.

Comments from respondents also highlighted possible areas for improvement that would serve to increase the expenditure of participants. These include:

- The noticeable lack of fresh fruit (notwithstanding the impact of cyclones in February)
- The lack of variety of traditional arts and crafts and merchandise in comparison to other festivals.
- The need for shorter tours to fit in with the busy festival schedule.
- Easier access to public transportation
- More public conveniences and shower facilities at the games venue.

On the whole almost all participants had a positive experience with the Cook Islands festival.

The Corporation's investment in this event was well worth the returns to the Cook Islands tourism industry and to the economy and events marketing stands part of its overall marketing strategy for the destination.

Aitutaki Vistor Survey Underway

The Tourism Corporation has launched a brief visitor survey for Aitutaki geared at profiling visitors who travel to the island. This will assist in identifying where visitors come from, their expectations and impressions of the island and their length of stay there. The survey will be conducted with the assistance of Air Rarotonga

over a period of three months to mid December 05. Forms will be given to passengers onboard the return flight from Aitutaki and collected upon disembarkation at Rarotonga Airport. It will assist the Corporation and the Aitutaki industry in planning marketing and product development programmes for the island.

INDUSTRY UPDATE

Tourism Corporation Scores With Sports Events

The Tourism Corporation has worked in with the national sports codes to secure two major international sporting events. The Corporation last year facilitated the successful bid of the Cook Islands Sports and National Olympic Committee (CISNOC) to host the Mini South Pacific Games in Rarotonga in 2009 and in July assisted with the bid by the Cook Islands Netball Association to host the World Youth Netball Championships in the same year, ahead of its major competitor Singapore.

Minister of Tourism, Hon. Wilkie Rasmussen and tourism CEO Chris Wong were part of the bid team at this year's World Championships held in Fort Lauderdale, Florida. The Corporation views the hosting of sports events in the Cook Islands as serving the dual objective of developing sports tourism as well as exposing local sports codes to international competition at home. This has the added advantage of exposing our younger athletes to top level international competition.

Pacific Blue to commence AKL/RAR services

Pacific Blue has announced the commencement of twice-weekly AKL/RAR/AKL services in November 2005. This will add to Air New Zealand's 10 flights AKL/RAR flights, one MEL/CHC/RAR and one AKL/NAN/RAR service.

Introductory fare for the commencement of services went on sale at NZ\$199 one-way plus taxed (\$61) for sales to 18th September 2005 with travel period of Nov – 31 Mar 2006.

Everyday fares start from \$249 one-way on-line.

The airline will cease its CHC/RAR service in November and may offer this on a seasonal basis between April and October.

The destination can expect further growth in New Zealand visitor arrivals which has recorded average monthly growth of 33% over the last five months.

Head Office Happenings

Glenda Tuaine took on the role of Marketing Manager with the Tourism Corporation on 5th September. Glenda hails from Wellington where she last served as Manager Events and Entertainment Business with Te Papa Museum. A graduate of Victoria University, she has brought with her a strong background in media and events-related marketing work. Amongst her many accomplishments, she was first director of the Wellington Fringe Festival, served as publicist for the Wellington International Film Festival and was involved in film, radio, television and music in various roles from acting to hosting/presenting and directing. Glenda is of Cook Islands ancestry and is excited at the prospect of making a contribution to our tourism industry.



Felix Tuariki joined the Corporation in July as Accreditation Officer. A former performance analyst with the Public Service Commission Felix has



taken on his new role with enthusiasm and has been busy conducting inspections of businesses on Rarotonga and in the outer islands over the last month.

Jake Numanga Jr. re-joins the Tourism Corporation after several years with Telecom Cook Islands. He takes on the role of research and development officer and will focus on several major research projects the Corporation has embarked on along with maintenance its website.



Congratulations to Product Development Manager Trina Pukeiti for the recent addition to her family. Returning from maternity leave this week, Trina is heading straight into the destination branding exercise. Meanwhile, Marketing Officer Short-haul Kelly Hansen is away on maternity leave till late October.

Aitutaki Officer Retire Puapii is currently in Vanuatu as Manager for the Cook Islands Cricket team and Elmah Mc Birney is currently filling his role in Aitutaki.

MARKETING UPDATE

WTM London 2005

Staged annually in London at the City's Docklands Exhibition Centre, the World Travel Market is a business to business exhibition with a unique opportunity for the whole global travel trade industry to meet, network, negotiate and conduct business. This market will be held at the purpose built site ExCel which is located in East London and in 2004 saw 46,435 visitors to the market with 2,727 UK and international media in attendance.

Cook Island Tourism is proud to announce that we will have a stand alone space located within the South Pacific Village alongside Tahiti, Fiji and Papua New Guinea. The four-day event includes an exclusive and prestigious Meridian Day that permits members only free-reign of WTM to conduct meetings and appointments with the trade. Two days are dedicated to trade partners only, and the last day sees public admittance which provides an opportunity for interested travelers to gather further information.

We are currently working on the costings for participation. We will notify you as soon as we have all details.

But in the meantime here are some key facts about WTM 2004 for you to ponder

- 98% of visitors agree the WTM is a 'must attend' event
- 73% of visitors are likely to conduct business with someone they met at WTM
- 80% of visitors were satisfied that their visit to WTM met their objectives
- 68% of visitors said that WTM was important for the planning of their purchasing/business
- 76% of visitors gain a competitive advantage from attending WTM over other people who do not attend.

***Statistical information from www.wtmlondon.com**

Should you require further information about WTM please visit the website listed or feel free to contact Glenda or Keren at the Cook Island Tourism office.

Sunsational South Pacific Weekend Canada

Following on from the success of the 2004 Sunsational Weekend, Travel Leisure Consultants in conjunction with interested South Pacific partners will again be conducting a "Sunsational South Pacific Weekend" in Vancouver from 23-25 September, 2005.

Agents are being invited on a very selective basis. Selected chains and consortiums are being invited to send a specific number of their top selling South Pacific agents. Other agents being invited include Aussie Specialists, Kiwi Specialists, Matai Specialists and our Cook Island Specialists. Some areas the agents will be coming from include Fort McMurray, Whitehorse, Nunavit/Keewatin and/or Yellowknife. South Pacific partners include Fiji, Air New Zealand, Papua New Guinea, New Zealand, Tahiti and the Cook Islands.

The weekend is not only educational but fun. As a result, the games of "Family Feud" and "Survivor" are part of both the educational and fun aspects. At every break, agents from each team will be asked to come down to the podium and stage. Questions from the presentations they have just heard will be asked and the team that answers the most questions correctly will advance.

The weekend of travel agent education has 8 properties from the Cook Islands participating. The properties include:

- 1) Castaway Beach Villas
- 2) Lagoon Lodges/Muri Beach Club Hotel
- 3) Muri Beachcomber
- 4) Pacific Resorts – Rarotonga & Aitutaki
- 5) Raina Lagoon Villas
- 6) Royale Takitumu Villas
- 7) The Rarotongan Beach Resort & Spa and The Aitutaki Lagoon Resort & Spa

The following wholesalers have also made commitments to the event:

- 1) Fun Sun Vacations
- 2) Islands Escapes by GOWAY
- 3) Pacific Sunspots Tours
- 4) Qantas Vacations/Jetabout

CITC Canada has also arranged a booth directly following the conclusion of the educational weekend at the Women's Expo in Vancouver. This is a consumer show which typically enjoys a weekend attendance of over 45,000 attendees.

MARKETING UPDATE

South Pacific Festival 40 (SPF40) USA

The South Pacific Festival 40 (SPF40) has come about because the South Pacific tourist offices have heard from many travel industry sources that a cost effective, highly focused training event would be an excellent way to showcase the destinations, products, attractions and cultures of the South Pacific in the North American market. The event is the culmination of a series of co-operative meetings held by the region's tourist offices, which strongly believe that working together in this fashion will benefit all countries involved.

The SPF40 Weekend is to be held on September 30 & October 1, 2005 at the Long Beach Convention Center, Hyatt Regency, Long Beach.

This educational weekend consists of 6 in-depth destination training programs, in a centralized location, designed to inform North American wholesale and retail travel agent staff about new and existing South Pacific product. Participants will have the opportunity to conduct both retail and wholesale training, as well as the opportunity to meet with key wholesale product managers and executives. There will be an opportunity to present to over 160+ South Pacific retail travel agents, 125+ wholesale reservations sales staff, plus managers, owners and product planners from North America.

The key objectives of SPF 40 are to:

- Educate front-line North American wholesale reservations staff and retail travel agents about the South Pacific Islands of Cook Islands, Fiji, Papua New Guinea, Samoa, Tahiti, and Vanuatu.
- Increase awareness of a wide range of South Pacific tourism products
- Increase awareness of the attractions and cultural diversity of each participating destination
- Increase selling opportunities for South Pacific product in the North American market
- Build relationships with key North American product

personnel and sellers of the South Pacific

Benefits gained by attending SPF40 include:

- access to genuine sellers of the South Pacific, including both Tahiti and Fiji's retail travel agent specialists.
- access to and the opportunity to develop new and existing relationships with key wholesale product sellers.
- allowing you the opportunity to differentiate your product from those in competitive island destinations.
- allowing the Cook Island operators a total of forty, 15-minute product-training sessions. Each of the 40 tables will comprise of 3-4 staff providing quality, personal training sessions in a centralized location. This equates to over 9+ hours (each) of training time with the wholesale staff, and allows for tailored presentations.

Properties attending the SPF40 weekend from the Cook Islands are:

- Aroa Beachside Inn
- Castaway Beach Villas
- Pacific Resorts ~ Rarotonga & Aitutaki
- Palm Grove
- Manuia beach Boutique Hotel
- Muri Beachcomber
- Muri Beach Club Hotel
- Raina Lagoon Villas
- Royale Takitumu Villas
- The Rarotongan beach Resort & Spa and The Aitutaki Lagoon Resort & Spa

New Zealand Market Update

Trade

Wed 03 Aug

- Trade presentation to **Travelplan/House of Travel** Auckland retailers. Approximately 65 agents joined Travelplan staff for a Cook Islands update. There were 8 hoteliers; Palm Grove, Moana sands, Sunset Resort, Muri Beach Club, Takitumu Villas, Pacific resort Lagoon lodges and Muri Beachcomber travelled from the Cooks for this event. Jake Numanga flew in to serenade agents as they made their way thru the door.

Thur 04 Aug

Travelplan/House of Travel Christchurch

Cook Islands update. Approximately 55 agents attended this function.

Wed 10 Aug

Presentation to **United Travel Shop** in St Heliers – Cook Islands night

MARKETING UPDATE

New Zealand Market Update Continued

Consumers Shows

Sat 02 and Sun 03 July

Women's Lifestyle Show Rotorua

Door count for the weekend was 5500 visitors over the weekend. Rotorua United Travel was also present. Good interest in the Cook Islands particularly for holidays and honeymoon market. Cook Islands Rep is keen to reserve a booth for 2006.

Mon 04 and Tue 05 Jul

Sales calls to Rotorua, Taupo and Tokoroa.

Sat 2 and Sun 3 Aug

Womens Lifestyle Show Wellington

Excellent show attracting 8500 people from the Wellington region. Good interest in family holidays, honeymoon market and weddings. Will book space for 2006. Wed 20 April - Cook Islands destination presentation to **TALPACIFIC European agents visit** – 15 agents were present and each received a sales kit at this meeting.

Media Coverage

TV/Radio advertising, publicity

Cook Islands Tourism entered joint initiatives with print radio and TVCs in March/April with wholesaler partners ;

- Infinity Holidays – 2 nationwide press campaigns in June sales yield \$787,000. In July we were in Captain Flight Centre Catalogue yielding \$600,000.00 for July figures.
- Gullivers - Nationwide campaign with Holiday Shoppe and United Travel
- Talpacific
- Air New Zealand Holidays
- Travelplan.

July 18 - 8 page supplement in Traveltrade

July 29 – Wingtips – Air New Zealand

July/Aug – New Zealand Rugby – full page ad gave

Cook Is exposure during Lions Tour of New Zealand

Aug 08 – 4 page spread in Travel Digest

Aug 08 – ANZ VISA CARD newsletter – Cruise the

Cook Is HWT and Go with Princess Cruises

Aug 22 – New Idea editorial feature on Cook Islands

Aug 26 – National Business Review – Executive Escapes feature incl Cook Is

Aug 31 – Tal Pacific Press advertising nationwide

Sept 03 – New Idea competition with Manuia Beach Resort

Sept 11 – New Zealand Herald on Sunday – article on Aitutaki by Andrea Kohler

Cook Islands product offerings ran in major dailies regionally and supported by TVC's nationwide. Cook Islands Tourism ran ad hoc print media support to these campaigns with advertising in New Idea, NZ Herald,

National Business Review, NZ House & Garden, Womans Day.

Trade and Media Visits

23 July - Dive New Zealand/ Fishing New Zealand

15 Aug - M2 Magazine

Published by M2 Magazine Limited, M2 Magazine is a New Zealand Lifestyle skewing 25 – 49 year old up-market Males and has a Nationwide reach.

20 Aug - Outdoor Show TV3

Following the success of his trip to the Cook Islands last year, Geoff decided to take a different approach to his media visit this time by visiting some of the outer-islands for the fishing and diving. Chartered and boarded the vessel "Bounty Bay" upon arrival, sailed across to Manuae where he and his crew spent their entire Cook Islands trip.

Geoff Thomas expects to produce three Television Programmes, which will go to air at 5pm on TV3, Saturdays in October. They will be repeated later in the summer of 2006.

He will also provide a feature article of at least eight pages in New Zealand Fishing World-November/December editions.

OUTDOORS WITH GEOFF THOMAS

Audience Profile:

- Almost equal 50/50 Male/Female split.
- Strongest audience following Males 20-59 and Females 40-69
- Middle Market New Zealanders who share a passion for the outdoors life.
- Outdoors has delivered a healthy 5% average afternoon rating against the central demographic of Males 25-54, with many episodes rating in the 6's and 7's.
- Outdoors 2004 average audience share of 28% compares to respective audience shares of only 16% on TV2 and 21% on TV One, measured in the same time slot from April to September 2004.

Discussions with wholesalers,

Over these past 2 months we have had excellent reported sales from wholesalers that we have entered into joint campaigns **however** they conclude that we need to maintain an ongoing presence at consumer levels

Upcoming events

Oct Fri 7 – Sun 9

Womens Lifestyle Show Christchurch

Oct 27 - Sun 30

Bay of Plenty Boat Show Tauranga

MARKETING UPDATE

Australia Market Update

Travel Shows

MAY 2005

Merrylands Bridal Show

Merrylands RSL

Sunday 15th May 10am – 4pm

Small Bridal show held at Merrylands RSL attracting about 1500 “brides to be” from the Western Suburbs of Sydney. Activities included food tasting, Radio celebrity presentations and giveaway prizes. Cook Islands Tourism was the only honeymoon destination at the show and a Cook Islands dancer entertained the crowd. There was no participation cost for the booth.

JUNE 2005

Sydney Bridal Show

Saturday and Sunday 4th & 5th June 2005

Olympic Park 10am to 7pm

Admission \$18 per person

About 9,000 brides visited the show. The show offers the “bride to be” everything she requires for her wedding day from shoes to a honeymoon destination. The exhibitors have 2 chances of meeting the bride - most were accompanied by 3 people.

JULY 2005

Wollongong Bridal Expo

Wollongong Entertainment Centre

Sunday 17th July 10am to 4pm

A Cook Islands honeymoon was offered as a major prize at the Wollongong Bridal Expo on Sunday July 17th courtesy of Air New Zealand and Crown Beach Resort. The show was quite busy all day with “brides to be” from South Sydney and the Illawarra region.

Sydney Retirement and Lifestyle Expo

Rosehill Gardens

Friday to Sunday 22nd – 24th July 2005

We shared booth cost with other Pacific Islands. This is the largest retirement expo attracting 45years +. Over 27,000 visitors attended over the weekend an increase of 8% from previous year.

AUGUST 2005

Canberra Travel & Adventure Xpo

Canberra Exhibition Park

Saturday and Sunday 6th & 7th August 2005

10am to 5pm

About 5,000 visitors attended the Canberra Holiday & Travel Show. Show organizers offered Cook Islands Tourism an extra booth which was used as a Cook Islands film room.

ABC Gardening Show

Olympic Park

Thursday to Sunday 25th to 28th August 2005

10am to 5pm

The 5th ABC Gardening Australia Festival NSW attracted over 32,000 visitors. The show featured show gardens, plant and cut flower displays, ABC Gardening team presentations of ideas and advice, food & wind demonstrations and kids entertainment. Australian Tourism bureaus promoted their products. Cook Islands Tourism Corporation featured the only international garden Island for holiday makers. Response was excellent from 45years plus-empty nesters.

Wedding Central – Parramatta

A permanent Cook Islands booth at the Wedding Central venue in Parramatta. The venue is open 7 days from 9am to 6pm. Receive 87 honeymoon and wedding enquires in the last 4 months.

September to December 2005 Travel Shows

Sydney Bridal Show	10-11 September
Sydney in Bloom	21-15 September
Taree Travel Show	8 th Nov 2005
Forster Travel Show	9 th Nov 2005

Exciting Promotions

McQuigan Wines June 2005

Pacific Resort and Cook Islands Tourism Corporation. A necktag with the Cook Islands giveaway prize courtesy of Pacific Resort and Cook Islands Tourism Corporation was placed on McQuigan Wine bottles sold in Woolworth liquor outlets in the month of June. In the first 2 weeks of the promotion 21,800 bottles were sold. Winners of the promotion are Mr & Mrs Vandenberg.

Wollongong Bridal Expo 17th July 2005

Cook Islands Tourism Corporation in association with Air New Zealand and Crown Beach Resort provided a major prize for the Wollongong Bridal Expo on Sunday 17th July 2005.

Australian Bridal Service Prize Winners
Edgewater Resort Prize

Future Promotions

Courtesy of Pacific Resort(7nights) and Pacific Blue (for 2pax), Cook Islands Tourism Corporation is giving away a prize for a lucky winner and partner at the Sydney in Bloom Show 21-25September 2005. We will receive in return media exposure. Cook Islands Tourism Corporation has a booth at the show. Cook Islands dancers will entertain visitors tour booth.

MARKETING UPDATE

Australia Market Update

Getaway Program – Channel 9

Getaway Program in association with Kellogg Just Right breakfast cereals released 3 Getaway 40minute CDs with the best of the best Getaway stories including Aitutaki in the Cook Islands.

A CD is attached onto a large Kelloggs Just Right breakfast cereal box. The Kelloggs are currently selling in all grocery stores countrywide. The DC titles are; Release nationwide free in Kelloggs - Just Right 950g cereal boxes The Special Selection stories from Getaway Program

Special selection

– TO THE SUN

include Atitutaki, Manihi-Tahiti, Taveuni-Fiji, Ponapei Micronesia, Efate-Vanuatu, Greek Islands, Whitsunday Islands, Nusa IsPapua NG

– Special selection from ULTIMATE GETAWAYS Italy, Swizerland,USA, France, Ecuador, Canada, Quebec and Hawaii

– Special selection from WINTER WONDERLANDS

Aitutaki story featured was the first Getaway story and the most popular ever story on Getaway.

The World Wide Web and The Cooks

Travel.com.au website

Features an article by Jodie Collins who was on a Cook Islands Educational with Spree Island Holidays. Article is titled “ Just Back From The Cook Islands” by Jodie Collins 11th July 2005

The Australian website

<http://theaustralian.com.au>

Featuring another great article on the Cook Islands titled “There's simply no contest: Aitutaki's mesmerising lagoon is second to none.” Susan Kurosawa reports from the Cook Islands. Full text is available at www.theaustralian.com.au

Visitations

21 August 2005—Sydney's Sunday Telegraph

Sally McMillan

The Sydney's Sunday Telegraph is one of Australia's biggest newspapers with readership of around 1.4 million. Sally is to write a story that will illustrate how a visitor can visit the Cook Islands and be active, be sort of active or just sitting on the beach. Basically, a destination that has something for everyone. This media visit was initiated by the Operations Manager of Orient Pacific, Mrs Elizabeth Loveridge.

29 July – 13 Sept - Parker Productions International

Mr Greg Parker

6 Part Series—“South Pacific”

Parker Productions International has been producing

TV Programs for the past 15 years. In the last ten years it has enjoyed a unique relationship with IFM International Release, in Los Angeles, USA. The President of IFM, Mr Antony Ginnane, is an expat Australian residing in the USA. Antony produced a number of Australian feature films including “The Light Horse Men” before moving offshore to Distribute Films and Documentaries worldwide.

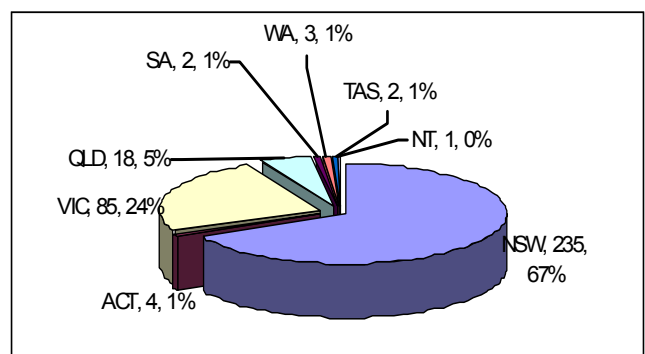
The program will be distributed worldwide by IFM International Release in Los Angeles. IFM International distribute to 1300 Free to Air and Cable Networks throughout the world.

The Cook Islands Program will air on Foxtel Cable and Satellite Television in Australia, New Zealand and SE Asia in January 2006.

Enquiries

Majority of enquiries received were for Honeymoon in the Cook Islands	69%
General destination	31%.

Enquiries were received via Phone and Email	88%
Cook Islands Tourism Web	21%,
Mail	4%,
Fax	1%.



Pie chart illustrating origin of enquiries

MARKETING UPDATE

UK Market Update

Tour Operator Sales Activity

Talpacific Holidays

CITC UK continue to liaise with Talpacific and discuss joint promotional activities. Talpacific are planning a bespoke brochure in collaboration with Flight Centre. The Cook Islands will feature prominently within this publication.

Dive Worldwide

CITC UK discussed the inclusion of The Cook Islands within the Australasia brochure. Currently, Tahiti and Fiji are included. Dive Worldwide have expanded significantly over the last 3 years and are obtaining a great deal of press coverage with a high conversion

Travelmood

Travelmood has a total of 125 staff with 78 in sales. They have experienced 50% growth in the last 3 years.

Reported that the market is very slow for them at the moment. The Cook Islands is both brochured and included in the 'Hot deals' magazine. Hot deals has a print run of 40,000 and comes out every 6 months. They are about to launch a new magazine edited by Teresa Machan who was formerly the features editor of Travel Weekly. There will be no straight advertising but all support will be in the format of advertorials. The publication will be produced and distributed quarterly with a print run of 70 000. It will be distributed to a database of 50k past customers as well as in the Travelmood retail agencies.

Best at Travel

Sales to Australia and New Zealand continue to increase. As a result they are very keen to include the South Pacific and namely The Cook Islands. At present they have not started planning product thus we will meet at WTM to discuss the portfolio of products available.

They have a call centre with 15 staff all of whom are very knowledgeable and well trained. 40% repeat clientele.

UK Industry & Economic Update

All tour ops that have been contacted have reported a 'difficult' summer of selling holidays - and September, which is normally the first peak month for summer 06 bookings looks like being very slow. This would suggest that it is going to be a difficult 12 months for holiday sales which will be particularly tough for long haul luxury!

Profits in the UK's service sector are being squeezed as prices charged by companies are outpaced by rising staff costs and energy bills. The rate of growth in both consumer and business & professional services is slowing, says a survey from the CBI and business

advisers Grant Thornton. Profits have now plateaued and are expected to dip in the next quarter.

In the three months to September, consumer services - hotels, cinemas and tour operators - saw only modest growth in business, much weaker than the healthy growth of previous quarters. The slowdown is expected to continue with rising costs of hiring staff eating into profits.

Business & professional services - telecoms, marketing and legal companies - saw business volumes continue to grow, though less quickly than at the start of the year, while profitability fell at its fastest rate since November 2002. They, too, expect the slowdown to continue in the next three months.

Service sector growth has become a vital economic barometer in recent years and has lately been more robust than retailing and manufacturing. "The service sector in recent years has been an important driver of growth," said Ian McCafferty, the CBI's chief economic adviser. "With retailing and manufacturing both very weak, the fact that services are slowing is particularly worrying."

Credit card lending on figures for the UK released yesterday 8th September has increased 8% year on year. That's the lowest increase ever. Holidays are, of course, a major credit card purchase. The exception to this limited growth is purchases over the net. Projections for 2005/06 show credit card lending stagnating at 0%.

Growing Niche Areas

Food Tourism is on the boil

London, 13 September 2005- Travelpress.biz--IT could be the colourful sight of a giant rustic paella in a Spanish seaside town or the smell of a warm bagel on a New York street. But whatever the dish, it seems food is something an increasing number of us remember from our travels.

Like never before, holidaymakers are choosing where they go by what they can put in their stomachs – and catering for them is now top of the menu for tour operators and destinations.

Fiona Jeffery, Group Exhibition Director of World Travel Market, who undertook the independent research with 2000 people throughout the UK of all ages and socio economic groups, said: "**Food tourism today is where eco-tourism was 20 years ago; people are starting to take an interest.**"

"Although the research was carried out on behalf of World Travel Market in the UK, we believe it is representative of a new and growing phenomenon within the international industry.

MARKETING UPDATE

UK Market Update

"The industry needs to take note and use the opportunity to its advantage. Holidaymakers want a hands-on experience and food is a manifestation of a destination's culture.

"You can open a different door with every meal."

"The last five years has seen an incredible shift in the way holidays are marketed and it's all because people are demanding authentic experiences, said Erik Wolf, president of the International Culinary Tourism Association, a non-profit group representing more than 500 tourism businesses in 19 countries."

For the first time, the true extent of food tourism has been measured in the UK by World Travel Market, the premier business event for the international travel and tourism industry, with research revealing more than half (53%) ranked eating traditional dishes as a 'very important' or 'important' part of their holiday.

Top 20 countries worldwide in terms of number of Internet users.

Statistics compiled and updated on 23rd July 2005 by Internet World Stats shows the top 20 countries in

terms of the number of Internet users:

United States:	202,888,307 (68.5% of population)
China:	103,000,000 (7.9%)
Japan:	78,050,000 (60.9%)
Germany:	47,127,725 (57.0%)
India:	39,200,000 (3.6%)
United Kingdom:	35,807,929 (59.8%)
South Korea:	31,600,000 (63.3%)
Italy:	28,610,000 (48.8%)
France:	25,614,899 (42.3%)
Brazil:	22,320,000 (12.3%)
Russia:	22,300,000 (15.5%)
Canada:	20,450,000 (63.8%)
Spain:	15,565,138 (35.8%)
Indonesia:	15,300,000 (7.0%)
Mexico:	14,901,687 (14.3%)
Taiwan:	13,800,000 (60.5%)
Australia:	13,784,966 (67.2%)
Netherlands:	10,806,328 (66.2%)
Poland:	10,600,000 (27.8%)
Malaysia:	9,513,100 (37.9%)

Europe Market Update

Media Exposure

Allt Om Resor (All Around Travel), Sweden – is a travel magazine producing 13 issues a year with a circulation of 39,000 copies. Focusing on a destination promotion for the Cook Islands the article shows a photo of a wedding ceremony on the beach. Highlighting the offers of the TO Tour Pacific and its website www.tourpacific.se/brollop/gifta_sig_utomlands.htm

Suddeutsche Zeitung, Munich, Germany – a daily newspaper with a circulation of 459,777. Writer Margit Kohl describes the "small nation in the South Pacific" as proud of being independent while still preserving the unique unspoiled charm. Four photos are used to illustrate the article along with two maps showing the location of the Cook Islands. A small fact box describes the Air New Zealand coral route, with overnight stays on Rarotonga, Aitutaki and Atiu. The CITC Berlin office and official tourism website details are also listed.

Guter Rat – A monthly magazine with a circulation of 268,600. The article presents dream beaches of the world, starting with a cover photo of the Cook Islands. Describes the Cook Islands as having the best beaches in the South Pacific as well as a specific South Pacific flair, a happy way of life and wonderful inhabitants. Flight routes to the Cooks and geographic location are mentioned. A German tour operator Kangaroo Tours (www.kangaroo-tours.de) offer

a 12 day trip starting with 1300EUR plus flights (1500EUR).

Markische Allgemeine – daily newspaper with a circulation of 181,331. The article mentions the halls at ITB including the Cook Islands in hall 5.2. A map illustrates the location.

Sonntag Aktuell – weekly newspaper with a circulation of 1,039,343. Writer Michael Obert describes the new trend in Polynesia to rediscover cultural roots, especially boat building and tattooing. The Cook Islands are represented well with the te-au-o-tonga canoe. Old navigation techniques and reading tattoos.

Visitations

23 – 28 august 2005

Dr. Mauro Doimi – D & d consulting, Italy:
Dr. Doimi and a crew of two were filming a documentary featuring Aitutaki and Rarotonga. The program will feature a general Tourism overview of the destination looking at Religion and Culture as well as other interesting features of the destination. For Aitutaki, the production will include an extensive portrayal of "the Colours of Aitutaki" which will encompass, Traditions, culture, History, Agriculture, Health and the Community. The Proposed TV Program will be featured as part of a Travel Show called "ALLE FALDE del KILIMANGIARO" – a program featuring Tourist Destinations as well as GEO/GEO – a program featuring the Natural History of Destinations.

MARKETING UPDATE

USA Market Update

Trade

Vacation.com Conference

Nicole participated in the vacation.com conference along with Tourism NZ, Tourism Australia, Tahiti, Fiji, and Air NZ. The vacation.com conference proved to be a very successful conference with over 800 agents participating.

Specialists

All USA Specialists were sent a new style of newsletter featuring testimonials and Frequently Asked Questions, which they could in turn send to their client database. This will be a quarterly newsletter, which will hopefully encourage more people to go to the Cook Islands and a good tool for Travel Agents to use.

Newman's

Mark Punshon, E-Marketing Co-ordinator for Jetabout North America, sent an e-blast featuring a Cook Islands package to 40,000 passport online members on 6/13/05.

Amazing Running Tours

Sue Rudolph, a Retail Travel Agent, in conjunction with Down Under Answers (DUA) has put together a package featuring the Round Raro Race on her website. The website link has been emailed out to the US CITC database of consumers as well as to Sue's database plus flyers were handed out at her running club meeting. It will be posted on the running clubs website and we also hope to have it featured on Air NZ website too. For more information go to: www.amazingrunningtours.com/round_Raro_run.asp

Down Under Answers

Down Under Answers have released a brand new Islands brochure featuring the Cook Islands, plus have designed their own Cook Islands Banner to use at trade and consumer shows.

Brea Travel

Brea Travel featured a section called *Traveling to the "Cooks"* in their hard copy summer edition of Let's Travel. This is circulated to approximately 7,500 of their clients.

Conde Nast Traveler

In the July 2005 issue of Conde Nast Traveler - *101 Islands We Love*; not only did **Aitutaki** get a mention on the front cover of the magazine under *Wild Treasures* but Etu Moana was featured as #80.

Modern Bride

The Cook Islands made it in the 50th World's Best Honeymoons. The Cook Islands was ranked 25 com-

pared with 47 last year. New Zealand came in at 22, Australia at 20, Fiji at 5 and Tahiti was number 3, Hawaii came in at number 1.

Trade & Media Visitations:

Islands Magazine

Don George whose primary reason for visiting the Cook Islands was to write an article for Islands Magazine, wrote a brief bonus article, which has been published in Las Vegas Review, Denver Post and Salt Lake Tribune. Don George's Aitutaki article is due to be published in the November issue of Islands Magazine.

LA Times Newspaper

Rosemary McClure

Rosemary McClure's article *Bliss You're Soaking in It* was featured on the front page of the LA Times travel section featuring a 2-page article. Quite a number of phone calls and inquiries were generated from this article.

Rosemary's article has since been published in Chicago Tribune, Arkansas Democrat, Colorado Springs Gazette, The Record, and the PA Inquirer from what we can track. Rosemary also narrated a short video on the Cook Islands which can also be found on the latimes.com website.

Weddings And Honeymoons ~

In the Summer 2005 issue of Weddings and Honeymoons a 3/4-page article on Rarotonga was featured in the Hot Spots section.

Upcoming Sales & Marketing program:

July 8, 2005	Travel Ad Network Meeting
July 15, 2005	Antipodes Training
July 27, 2005	Brendan Worldwide Vacations
August 11, 2005	Pacific Destinations Training
August 12, 2005	Antipode Tour Follow Up meeting
August 12, 2005	Newman's Vacations Training
14-17 September	Luxury Travel Show – New York
Dates (TBC)	Los Angeles Convention Center
	Bridal Show
4 – 7 October	2005 DEMA Las Vegas,
22 & 23 October	Philadelphia Inquirer Show
6 – 8 December(TBC)	Luxury Travel Show
	Las Vegas

MARKETING UPDATE

CANADA Market Update

Trade

Manuia Beach Boutique Hotel

An e-mail distribution was sent to Specialists, Wholesalers and other South Pacific partners advising them that Manuia Beach's new pool and restaurant are fully functional as of May 29th. Pictures were also included with the e-mail.

Training Presentations

An after hours training presentation was held at Roseway Travel in West Vancouver during the month of June. General training on the islands was included plus information on the new properties on Aitutaki and Rarotonga.

North South Travel - Marilyn and Rick attended at the office of North South Travel in Vancouver in early July for a training session with their staff. The agency has an affluent clientele and the agents, many of whom have been to the Cook Islands, were appreciative of the refresher on the Cooks and the updates on various properties and activities.

Fun Sun Vacations – Marilyn spent a day at Fun Sun Vacations in Edmonton training approximately 40 reservations and sales staff on the Cook Islands on July 11th.

Aussie Travel – July 11, 2005 – Sales training
Downunder Travel – July 13, 2005 – Sales training
Travelworks by Pacesetter – July 14, 2005 – Sales training
Excel Travel – July 14, 2005 – Sales training

Consumer Evenings:

AMA Travel and Marilyn held a consumer evening on August 30th at 7:00 pm. The Fiji Visitors Bureau was also involved in the consumer evening although they did not have a representative present. Marilyn showcased the Cook Islands in a 20 minute presentation. Fun Sun Vacation's local representative also spoke in respect to their Cook Islands and Fiji product. Cook Islands postcards were forwarded to AMA to send out as invitations for their client base. Expected attendance was 150 – 200 consumers.

BCAA Travel – Marilyn will be participating in the "Soak Up The Sun" Travel Show in Vernon, B.C. which is a consumer evening on September 27th.

Other participants include:

- Air Transat Holidays (Mayan Riviera & Caribbean/All Inclusives – Groups);
- Companion Holidays & Harmony Airways – Hawaii & Norwegian Cruise Line

Each supplier will speak for a maximum of 20 minutes. A table/booth will be provided for each supplier for dis-

play material and for individual questions prior to and following the show. A BCAA Travel agent will be designated to assist each supplier. The consumer evening will run from 7:00 – 9:00 pm.

Addison Travel Shows

The Canadian CITC office attended the following Addison Travel Trade shows:

Victoria – August 23rd
Langley – August 24th
Vancouver – August 25th
Edmonton – August 31st
Calgary – September 01st

We have also registered for the following upcoming Addison Travel Trade shows:

Winnipeg – October 24th
Regina – October 25th
Saskatoon – October 26th

Sales Calls:

Sales calls and Specialist visits were conducted at agencies in the lower mainland in June including:

North Vancouver
Surrey
Tsawassen
Langley
Richmond

Kamloops agents were targeted in June for sales calls and the response was very positive. Roxanna Ferguson, owner of Advantage Travelwise, is working on getting a group put together for early in 2006.

Trade & Media Visitations:

Boomerang Tours

Stephanie Coleman of the Toronto Boomerang Tours/Intair office visited the Cook Islands from July 15 – July 22 to gain more firsthand knowledge about the islands. She is a current Cook Islands Specialist.

Vancouver Sun – an article by Don George (Lonely Planet) appeared in the Travel Section of the Vancouver Sun on Saturday, June 11. The 1/3 of a page article, entitled "Sunday is special on Rarotonga" generated a number of telephone and e-mail enquiries.

Upcoming Sales & Marketing program:

- Sales calls in Alberta – July 2005
- Training at Fun Sun Vacations - July 11, 2005
- Sales call to Romantic Planet Vacations, July 2005
- Addison Travel Shows (BC & Alberta) – August & September 2005
- Addison Travel Shows (Prairie Series) – October 2005
- Travel & Leisure Show – November 3 – 6, 2005

DEVELOPMENT UPDATE

Visitor Arrival Statistics

July set a new record for the highest number of visitors in any one month on record. With 10,118 visitors this was an increase of 19% over July 2004. Total arrivals for the seven months ending July 2005 stood at 47,884, up 7% on the same period last year (44,648). Arrivals for the 12 months ending July stood at 86,549 up 8% on the previous 12 months arrivals of 79,491.

The growth in New Zealand visitor arrivals has compensated for the lacklustre performance of other markets effected by a number of external variables. New Zealand arrivals for July was a record 5,876 visitors up 36% on the same month last year.

Cook Islanders resident in New Zealand also recorded visitation at 1,014 for the month, up 66% on last July while those resident in Australia recorded a 77% in-

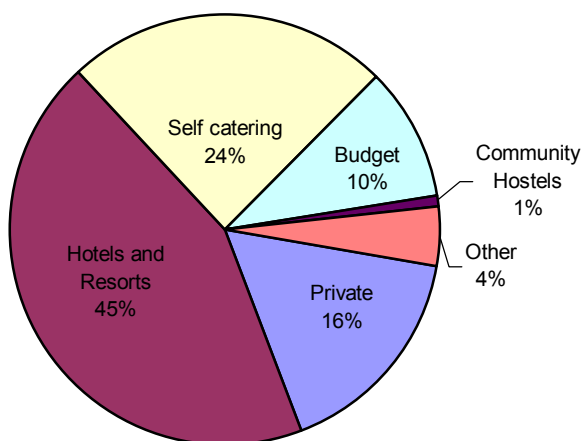
crease for the month at 184 visitors .

Australian numbers fell by 15% for the month at 587 visitors versus 694 for last July. US numbers also recorded a drop of 36% for the month at 400 visitors compared with 629 last July while Europe returned a modest growth of 4% for the month and Canada recorded an increase of 22% albeit with lower numbers than the earlier days of better connections through Canada 3000.

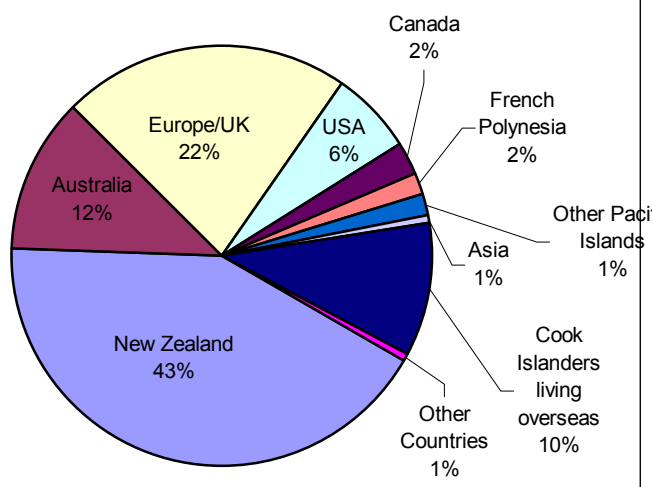
The market composition of visitors to the Cook Islands has changed significantly with the advent of low cost carrier models and the increase in frequencies from New Zealand combined with greater marketing activity to fill capacity has spurred unprecedented growth from that market.

Country of Residence	July			Aug-July (Year to Date)		
	2004	2005	% Change	2004	2005	% Change
New Zealand	4,327	5,876	36%	29,100	37,299	28%
Australia	694	587	-15%	9,738	10,023	3%
Europe/UK	1,549	1,618	4%	21,209	19,109	-10%
USA	629	400	-36%	6,379	5,142	-19%
Canada	95	116	22%	2,844	2,135	-25%
French Polynesia	137	142	4%	1,030	1,502	46%
Other Pacific Islands	198	80	-60%	1162	1,139	-2%
Asia	76	44	-42%	656	478	-27%
Cook Islanders living overseas	714	1198	68%	6,911	9,181	33%
Other Countries	53	57	8%	388	541	39%
TOTAL	8,472	10,118	19%	79,417	86,549	9%

July 04 - June 05 Accommodation spread



July 04 - June 05 Market Share



Accommodation Preference for visitors during the year ending June.

Just under half of visitors stayed in Hotel & Resort accommodation while approximately one quarter preferred self-catering premises.

DEVELOPMENT UPDATE

SPTO Accommodation Classification Workshop

The South Pacific Tourism Organisation (SPTO) will be coordinating an Accommodation Classification Regional Training Workshop from 26th-28th September 2005 in Apia, Samoa.

The objective of the workshop is to review best international practice in the field of Accommodation Classification Systems (ACS) and to discuss lessons learned from around the region in terms of developing and implementing ACS.

Participants will be given an opportunity to improve

their knowledge in accommodation classification principles, processes and practices, and participate in the development of a resource kit on ACS for regional use.

The Cook Islands Tourism Corporation's - Accreditation Officer, Mr. Felix Tuariki will be attending this workshop together with Greg Stanaway of Pacific Resort. The three-day workshop will be held at Hotel Kitano Tusitala, Apia, Samoa. SPTO will bear most of the cost of the participants.

Draft SPTO Tourism Industry Code of Practice

In view of the forthcoming SPTO Accommodation Classification Regional Training Workshop 26th-28th September 2005 Apia, Samoa, SPTO have asked participants to provide feedback to the draft Pacific Tourism Industry Code of Practice as part of the process of moving towards common regional standards. Both the Draft and the Workshop will be facilitated by Dr. Louise Twining-Ward of Tourism Resource Consultants Ltd.

The aim of the Draft is to provide the region a platform from which to move towards a set of minimum standards, accommodation accreditation and an accommodation rating system.

There are many good examples of tourism Industry codes both in the Pacific and Internationally. Over the last few weeks Dr. Twining-Ward have reviewed the strengths and weaknesses of existing codes and interviewed stakeholders from around the region on what they think should be in the code. The result is the Draft Code of Practice and a Declaration of Support that has been email circulated to all accredited industry members.

The Draft SPTO Tourism Industry Code of Practice is the result of a review of international best practice along with initial input from stakeholders across the South Pacific region through questionnaires and face-to-face interviews.

The purpose of the Code is to maintain and enhance tourism product quality and encourage sustainable tourism development in the South Pacific. The code is focused on the activities and business practice of tourism operators, particularly those in the accommodation sector. It aims to serve as the first step towards an agreement on minimum standards for the tourism industry in the region.

The draft set of principles and the draft code are open to comments and suggestions from all interested parties. It will be discussed at a regional workshop held in Apia 26th-28th September and will be finalised as a result of participants' comments and those received from other stakeholders, at the end of November 2005. If you would like to receive a copy of the draft code of practise, please email Felix Tuariki at felix@cookislands.gov.ck or Phone: 29435.

Accreditation Update

We are pleased to report that the accreditation annual renewal assessments have now been completed. From our interactions with accommodators and other tourism industry members, it is fair to say that the Accreditation Scheme is very much a vital and worthy initiative. There is a high regard for it and everyone recognises the value the accreditation tick brings to the exposure of their business.

Cook Islands Tourism is committed to working together with you in developing your business. The aim of the scheme is to help you achieve your goals by providing feedback about the things you could do to

enhance the value of your business. It also gives you an idea of how to improve other aspects of your operation. It gives visitors confidence that your business has met tourism industry minimum standards and that they will get value for money. There are a number of issues though that needs addressing in our efforts to refine and perfect the scheme so that momentum in its relevancy and value is maintained and strengthened.

It is pleasing to note the increase in the number of new members joining the Accreditation Scheme and this quarter we welcome the following newly accredited industry members:

NUTI PURAPURA

Accreditation Update Continued

ANZ Bank – Cook Islands

ANZ Bank – Cook Islands is the first bank to become accredited in the Cook Islands.

The ANZ Banking Group Ltd is committed to enhancing the well-being and prosperity of the communities where our people live and work, and where our business operates. To ensure this we have a set of Values that guide our day to day decisions and actions.

They are:

- Ø Put our customers first
- Ø Perform to create value for our shareholders
- Ø Lead and inspire each other
- Ø Earn the Trust of the Community
- Ø Breakout and have the courage to be different.

Contact details are as follows:

Phone: (682) 21 750

Fax: (682) 21 760

Email: anzcooks@anz.com

Web: www.anz.com/cookislands

A-riki Art Tours

Owned and operated by your hosts Te Aturangi and Eva Nepia-Clamp.

Te Aturangi is internationally renowned Carver and Artist. The charge fee for this exclusive tour of Art Galleries on the island is \$65 p/person.

Contact details are as follows:

Te Aturangi Nepia-Clamp

Phone: (682) 23 779

By Way

Owned and operated by your host Joseph Rasmussen. The tour includes:

- A guided tour to the waterfall with refreshments \$25 per person
- Octopus tour in the lagoon with refreshments \$25 per person
- Night snorkelling, hot drinks and snacks included \$50 per person

Come and see real pearl oysters and clams in their own natural surroundings.

Snorkelling gears available for hire, reef shoes and canoe.

Contact details are as follows:

Joseph Rasmussen

Phone: (682) 25 144

Email: tearoa_joe@hotmail.com

Iro's Villas

Discover tranquillity! Absolute beachfront property, exclusive white sandy beaches with excellent swimming and snorkelling. This villa offers a large deck with spectacular views of the lagoon. It features a modern full size designer kitchen, laundry, TV/Stereo, Gas BBQ and hot water are offered for your comfort. This is truly your home away from home.

Contact details are as follows:

Lisa Iro

Phone: (682) 27 821

Fax: (682) 27 821

Email: lisa@oyster.net.ck

Web: www.irosbeachvillas.co.ck

Marama Retreat

Marama Retreat is situated down a right of way on the south side of Rarotonga, nestled in a quiet setting. They operate 2 x fully self-contained studio units. The property is only 250metres from one of the best beaches on the island with restaurants and grocery outlet close by.

Contact details are as follows:

Ann Paitai

Phone: (682) 27 988

Email: hideaway@maramaretreat.co.ck

Raro Sports Fishing Tours

Modern purpose built vessel guided by game fishing specialists. This fishing tour operates on a charter basis: \$750 half-day and \$1,280 full day. They can accommodate up to 8 people.

Contact details are as follows:

Robert Daniel or Bradley Stafford

Phone: (682) 50 812

Fax: (682) 21 717

Sunrise Beach Café

We are right on the ocean (located down the driveway next to Turangi Traders).

Open 7 days – 8am onwards

- Breakfast, lunches and light meals
- Fresh food baked daily on premises
- BBQ Nights, Thursday and Saturdays 6-8pm

Bookings essential

AITUTAKI UPDATE

Accreditation Update Continued

Contact details are as follows:

Caryn Kenny
Phone: (682) 20 417
Fax: (682) 24 417
Email: motel@sunrise.co.ck
Web: www.sunrise.co.ck

Seahunter Charters

Seahunter Deep Sea Fishing Charters include all fishing gears only \$85 per person. Special offer, book a group of 4 people and get one free. Your skipper Bobby Hunter, a Rugby League Star of the Cook Islands will take you on a unique fishing experience.

Contact details are as follows:

Bobby Hunter
Phone: (682) 25 254/21 254 or 56 760
Email: topshape@oyster.net.ck

Tangaroa's Cove Muri Beach Home

This modern executive spacious 2 x bedroom home is nestled directly on breathtakingly exotic white sandy beaches of Rarotonga. This is the ultimate well appointed self-contained home with self-catering facilities, garden with a private swimming pool and decks with BBQ area for your enjoyment. Spoil yourself with snorkelling, swimming, canoeing and other beach-comber activities. This property is owned and operated by your hosts Mann and Sisi Short.

Contact details are as follows:

Sisi Short
Phone: (682) 21 341
Fax: (682) 22 274
Email: topshape@oyster.net.ck

The Hibiscus Homestead

Make yourself at home in this modern two bedroom quality home. You will enjoy magnificent tropical views. Spacious large deck surrounds this beautiful home with spectacular views of the mountains. Walking distance to one of the best beaches on the island.

Contact details are as follows:

Diane Scott
Phone: (682) 29 199 or 21 449
Fax: (682) 22 449
Email: hibiscushomestead@oyster.net.ck

The Dive Shop

The Dive Shop in the Cook Islands one-stop shop for all your snorkelling, surfing and scuba diving needs. We cater for the novice right through to the professional with friendly advice and local knowledge. Top Brands include: Billabong, Quicksilver, Rip Curl, Oakley, Aqualung, Suunto etc.

Contact details are as follows:

Phone: (682) 26 675
Fax: (682) 26 677
Email: hallink@palm.co.ck
Web: www.palm.co.ck

Vaikoi Ltd

Vaikoi features 2 fully self-contained modern 1x bedroom bungalows located 250metres from the Rarotongan Beach Resort and Spa. Each bungalow features all the modern self-catering facilities to make your stay comfortable. Complimentary snorkelling gears, kayak and Sunday BBQ. Owned and operated by your hosts Mata and Kathy Nooroa.

Contact details are as follows:

Mata and Kathy Nooroa
Phone: (682) 26 262
Email: islandtime@vaikoi.co.ck

It is part of our national tourism strategy to ensure visitors enjoy their experience in the Cook Islands – **This remains our collective goal.**

For more information regarding the accreditation sheme please contact:

Felix Tuariki
Accreditation Officer
Email: felix@cookislands.gov.ck



Head Office

PO Box 14
Rarotonga, Cook Islands
Phone: (682) 29435
Fax: (682) 21435
headoffice@cook-islands.com

Australia

Mereana Taruia
PO Box 20, Guildford
NSW 2161, Australia
Phone: (02) 9955 0446
Fax: (02) 9955 0447
ausmanager@cook-islands.com

Canada

Rick Buecking
1133-160A Street, White Rock
British Columbia
V4A 7G9, Canada
Phone: (604) 541 9877
Toll Free: 1 888 994 2665
Fax: (604) 541 9812
canadamanager@cook-islands.com

Asia

Eckard Kramer
C/- Pacific Leisure Group
8/F Maneeya Center
518/5 Ploenchit Rd
Bangkok 10330, Thailand
Phone: (66-2) 652 0507
Fax: (66-2) 652 0509
asiamanager@cook-islands.com

New Zealand

Albert Numanga
1/127 Symonds St
PO Box 37391
Auckland, New Zealand
Phone: (09) 366 1106
Fax: (09) 309 1876
nzmanager@cook-islands.com

USA

Mike Smith
17880 Skypark Circle, Suite 250
Irvine, California 92614, USA
Phone: (949) 476 4086
Toll Free: 1 866 280 1739
Fax: (949) 476 4088
usamanager@cook-islands.com

Europe

Karin Zwiers
Peterburger Strasse 94
10247 Berlin, Germany
Phone: (49) 30 4225 6027
Fax: (49) 30 4225 6286
europemanager@cook-islands.com

United Kingdom

Kevin Harris
Nottcut House
36 Southwark Bridge Road
London. SE19EU, England
Phone: (44) 20 7202 6369
Fax: (44) 20 7928 0722
ukmanager@cook-islands.com