

DRUMBEATS

DRUMBEATS - NEWS FROM THE COOK ISLANDS TOURISM CORPORATION

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Drumbeats is brought to you by the Cook Islands Tourism Corporation

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Bouncing Back Post Cyclone

The visitor industry was spared the brunt of five cyclones in February and can count itself lucky that only 5% of total room stock was directly affected. Yet flight disruptions, booking cancellations and rescheduling of vacation plans saw visitor numbers drop by 20% in February. All major markets suffered double-digit declines while New Zealand numbers fell by 8%. Total arrivals for February were placed at 4518 compared to 5,674 for February 2004.

The full impact of the effect of the cyclones on travel to the Cook Islands is difficult to determine at this stage. With no mass cancellations reported, there appears to have been a bit of a slow down in bookings with many properties projecting a slow March and a sluggish April forward-booking profile. Forward airline bookings reflect an abundance of seat capacity, and this is partly influenced by the four additional flights ex-Auckland being added in April. The Tourism Corporation has mounted tactical advertising campaigns with Air New Zealand and Wholesaler partners and retail chains in Australia and New Zealand in an effort to reverse the downturn and feedback to date is positive.

Besides addressing the drop in visitor numbers, the recent events provide the industry with an opportunity to re-assess its preparedness for natural disasters. Most properties had taken time to put in place procedures to move guests to alternate accommodation or cyclone shelters when deemed appropriate. These procedures were well tested with all operators recognizing areas requiring improvement for the future. Regular contact with guests and the provision of accurate information as cyclones developed were key factors in ensuring guest safety was preserved. This was also a major contributor to the fact that there were no fatalities or major injuries during the cyclones.

On the structural side of things, the vulnerability of accommodation and other establishments erected on the foreshore were clearly tested. The force of storm surge

took its toll on units situated right on the beach bringing into question the application and enforcement of environmental regulations with respect to building no less than 30 meters from the high-water mark. It remains to be seen whether stricter controls will be enforced after this experience.

The tourism industry is well-renowned for its resilience but the ease and speed at which it bounces back will depend on the willingness of all stakeholders to look beyond their own operations and collectively drive towards instilling confidence in suppliers and the traveling public that they can still have an enjoyable vacation albeit with some of the damage from cyclones clearly visible.

We have been fortunate in that media and trade personnel brought to the Cook Islands within weeks of the cyclones passing, have all taken note that the country as a whole have rallied together to quickly get things back to normal. New foliage is clearly visible and while structural damage to some buildings may take a little time to repair, the islands are quickly returning to the lush beauty for which it is known.

Opportunities abound for improving facilities, beautifying landscapes and re-shaping the work of nature. The actions taken by many operators are clear indications that there is little to be gained in waiting for aid donors to come in and assist. Their confidence in the industry and commitment to getting on with the job of looking after our visitors has been most encouraging. Visitors in turn have been impressed with the positive attitude taken by all in cleaning and restoring the islands to their usual state. Positive word of mouth can only serve to regain the short loss of momentum from what can still turn out to be another great year.

Chris Wong
Chief Executive.

INDUSTRY UPDATE

CEO Meets Air New Zealand Global Marketing Managers

Tourism Corporation CEO Chris Wong hosted Air New Zealand's worldwide marketing managers to a breakfast meeting in Auckland on Friday March 11th. Accompanied by Board Member and Airline Committee member Robert Skews, the duo updated NZ managers on the state of the Cook Islands tourism industry and called for co-operative initiatives particularly in the

long haul markets in order to gain optimal use of our limited marketing resources. He pointed out that initiatives are already underway in New Zealand and Australia but more can be achieved in North America and Europe and in developing new markets in Asia and Latin America.

Christchurch-Rarotonga Non-Stop

Pacific Blue's commencement of a weekly Christchurch- Rarotonga service on March 18th marks another milestone in Cook Islands aviation history. This service is in addition to that operated by Air New Zealand which commenced in December 2004 and now offers South Islanders two options for travel to the Cook Islands. Both services also offer onward connec-

tions from Christchurch to Australian gateways making Christchurch another gateway for Australians to the Cook Islands.

The local tourism industry operators are looking forward to the coming winter which holds promise for moving more Australians and South Islanders to the warmer climes of the Cook Islands.

Air New Zealand Additional Services Welcomed

The recent announcement by NZ to increase frequencies to the Cook Islands will provide an added boost to the industry's potential to host more visitors in line with increasing room stock.

The carrier will increase its services from Auckland to Rarotonga to 12 flights per week from 8 previously,

replace its A320 with a B737 on the AKL/NAN/RAR route and continue with its A320 through flight from MEL/CHC/RAR. This will be a record for the Cook Islands with Air NZ operating a total of 17 flights per week in and out of the country for the first time.

Tahitian Princess Announces 2005/06 Cruise Schedule

The Cook Islands are to play host to 30 schedules voyages of the Tahitian Princess Cruise vessel between April 2005 and May 2006. The cruise originates in Papeete and sails on to Huahine, Rarotonga, Raiatea, Tahaa, Bora Bora, Moorea and back to Papeete.

Whilst not included in visitor arrival statistics, Rarotonga can expect to play host to around 15,000 additional visitors who stop off for the day on these cruises to take various tours and excursions offered.



www.princess.com

INDUSTRY UPDATE

Staff on the Move

The Corporation is undergoing significant staff changes in the first half of the year. First to leave for further studies was Finance and Administration Officer **Taimata Allsworth** who has won a scholarship for full time studies at the University of the South Pacific where she is pursuing a Bachelor of Arts degree in Accounting. Taimata has been replaced by **Kristina Lewis** formerly of Muri Beachcomber and Rarotonga Beach Bungalows.

Patricia Barton - has left the Corporation after three years returning to her former position as Property Manager for the Cook Islands Investment Corporation. Patricia has been replaced by **Trina Pureau** who takes on the position of Manager - Product Development.

Donna Tuara has moved from the position of Information Officer in the Visitor Centre to join the marketing

division as marketing support officer. **Nane Matapo**, formerly of Takitumu Villas has taken over from Donna in the front office

Long serving Marketing Manager **Karla Eggelton** will be leaving the Corporation after 10 years of service to take on an exciting challenge managing 35-room Muri Beach Club Hotel on Muri Beach which is due to open in September 2005.. Karla will be greatly missed at the Corporation where she has led a small but efficient team. This position is currently being advertised.

Meanwhile the position of Chief Executive for the Corporation is awaiting finalization with CEO-Chris Wong's term ending in June 2005.

The Corporation wishes all staff the very best in their new endeavours.

Board Changes...

George Ellis has returned to the Tourism Corporation as Chairman following the expiration of Don Beer Jr.'s term. Two other positions on the Board are soon to be

filled with nominations from the private sector now before the Minister for Tourism.

Tourism Masterplan Update still to be finalised

The finalisation of the revised Tourism Masterplan has encountered a setback following its presentation to the Tourism Corporation Board and to the local industry at the end of January. Feedback on the first draft has been slow with many industry operators and government agencies pre-occupied with addressing more pressing issues following the five cyclones in February/March.

Final commentary on the draft is expected by the Corporation on Friday 8th April for forwarding to consultant Dr. Peter Phillips, the author of the plan. It is envisaged that this project will now be completed in May 2005.

The Trader's Down but not out

Trader Jacks may be temporarily down but he's certainly not out! Wiped out by the recent cyclone, the Trader is set to come back with a vengeance. So what is to be expected? Watch this space as he evolves from Jack in the Box operating from a converted reefer container with the usual Friday night bash with live

band etc. to something quite special, regaining and perhaps superceding its iconic status. Meanwhile, the Trader is content to serve boxed snacks, the occasional BBQ meal and the usual generous bar service from the box as he schemes his next phase in the life of the Trader

INDUSTRY UPDATE

Muri Beach Club Hotel Taking Shape

A recent inspection of the latest hotel development on Rarotonga saw workers at it putting the finishing touches to a few structural elements of the property while landscaping and room fit-out are to commence shortly. Owner John Scott is planning on a September opening. Muri Beach Club Hotel will add a new dimen-



sion to the industry in the Cook Islands offering a place where visitors and locals can mingle through its club concept. Cook Islands Tourism Marketing Manager is soon to take the helm of this new development and see it through to opening day and beyond. Tourism Corp wishes her the best in this new role.



PROFIT in the Pacific Tourism Investment Conference

The *PROFIT in the Pacific* Tourism Investment Conference held at the Sheraton Fiji Resort in January 2005, marked the culmination of a lengthy and intensive drive by the European Commission's PRO€INVEST programme to promote growth in one of the key sectors for the Pacific economy – tourism. At the same time, the *PROFIT in the Pacific* Tourism Investment Conference is a first and seminal milestone in the PRO€INVEST programme's long term support strategy to this key sector for the economies of the Pacific island states.

In order to achieve the best possible spin-off at the ground level from the *PROFIT in the Pacific* Tourism Investment Conference, the preparation phase saw local tourism developers submit project proposals to a team of experts for evaluation. These projects ranged from eco-lodge development to the start-up of inter-island ferry services to the upgrade of existing leisure facilities.

The conference itself is without doubt the single most important sector event ever held at the Pacific regional level to promote growth in the tourism sector. At the opening ceremony, the Honourable Prime Minister of the Republic of Fiji, Mr. Laisenia Qarase expressed his pleasure at co-hosting the first ever *PROFIT in the Pacific* Tourism Investment Conference, which provided "a very welcome opportunity for turning investment opportunities into actual partnerships".

Two main activities took place at the Conference: workshops, and one-to-one business meetings where

the Pacific tourism industry (including local tourism developers) could meet representatives of international organisations under formal conditions and discuss partnership opportunities. The delegates attended a series of extremely well-attended, interactive workshops, which were moderated by panels of international tourism experts, to discuss many of the key challenges facing the Pacific tourism sector, including finance, transport, international trends and future directions.

- 325 Conference Delegates attended the event;
- 80 investors and financial institutions travelled from Europe, Australia, New Zealand,
- USA and Asia to attend the event, including ANZBank and European Investment Bank;
- 635 scheduled one-to-one business meetings were held;
- 2/3 of the Conference Delegates were "more than satisfied" with the event.

PRO€INVEST is a programme of the Group of ACP States and the European Commission for the promotion of investment and technology transfer to the ACP countries strengthening support to the development of company partnerships. PRO€INVEST operates a Management Unit within the Centre for the Development of Enterprise (CDE) under the supervision of the EuropeAid Office of the European Commission.

The Cook Islands Delegation included participants from the NTO, Chris Wong and Trina Pureau, DIB-Terry Rangī, and private sector members.

MARKETING UPDATE

Te Vaka Moemoea - My Voyage of Dreams The Cook Islands Roadshow May 2005

The Cook Islands has for many years enjoyed healthy business from New Zealand and Australia. More so recently with increased capacity out of these markets into the Cook Islands. The investments made by the Corporation and private sector through marketing and promotional work are indicative of this priority. We have come to understand that the industry has changed. The way we conduct business has changed. And we should be prepared to seek out opportunities to adapt with this change.

The Cook Islands has seen much success with the annual road shows conducted in key cities of both markets. For over 15 years this has been the case. Each year the Cook Islands contingent continues to grow now to a whopping 27 companies/properties. Feedback from participants in the last three years highlights a few obvious points. This demand to participate while great to see, also reduces the time each property has to market their wares.

From the agents perspective – road shows come through from all corners of the globe. The same hotel banquet room, the same parking nightmares, the same road show food. The entertainment and people are great – but realistically it is just another show. Attendance by agents continue to drop. While the Cook Islands has enjoyed solid numbers and overall increases, the trend has been for numbers of attendees to decrease.

* This year alone “OZ Talk” the Annual Australia get together had reduced participation from roughly 550 to 320 participants – a drop in over 200 pax.

* The Fiji Visitors Bureau has just cancelled their New Zealand road show stating lack of interest by agents.

* Tahiti Tourisme is looking at other avenues to pursue as attendance numbers have fallen in recent years.

* The Cook Islands Tourism Industry should too.

Cook Islands Tourism Corporation has received support from Air New Zealand with 130 seats from New Zealand (70) and Australia (60) to initiate the first ever Cook Islands “Voyage of Dreams” in-country ROAD-SHOW!

With our success of the SPTO Conference, and more recently the Talpacific Showcase to name a couple, we are looking to the private sector to support this venture and, without spending any more money – recreate an occasion to really be proud of – right here at home!

The objective of this exercise is to recreate the traditional annual ‘road show’ undertaken in New Zealand and Australia whereby CITC and Private sector combine resources and travel to these countries to reach, attract and inform the travel trade by way of dinner seminars. This to be replaced by a on-island destination ‘showcase’ of the country.

We will be launching our Cook Island Specialist program at the same time for NZ and Aus. This has been operating in the US and Canada now for 3 years. This will eventually become a web-based program that will further strengthen relationships with key wholesalers and travel agents by committing to a “preferred program” for referrals and other promotional opportunity’s. In many respects it is a form of “voluntary accreditation” that is used in the Cook Islands. Partners with this program will be automatically included.

Showcase Day Wednesday 18 May 12:30pm-4:00pm

The “Expose” will take place on Wednesday 18 April with a luncheon opening. The National Auditorium will be set up in a trade show format with around 30 booths at around 3X2 size. Private Sector will be invited to purchase booths for the afternoon at a cost. Like all road shows, the participation will be limited to a certain number only. The day will incorporate agents visiting each booth and acquiring further knowledge of the company. A graduation questionnaire will be enforced to encourage agents visit each booth and spend an average 3-5 minutes with each company.

As this is a road show, participation is by payment only. As the agents only have a finite time on Rarotonga and Aitutaki, participation is restricted to only 30 companies. Those companies that participate by way of having a booth at the Expose will only be featured on the Site Inspection List. Due to the number of agents and number of companies, half of the agents will see your property, the other half will be seen at the Auditorium.

Please contact Karla or Kelly at Cook Islands Tourism with offers of support or for more details regarding the Cook Islands “Voyage of Dreams” roadshow.

MARKETING UPDATE

Southern Europe Sales Mission

Cook Islands Tourism Corporation (Karla Eggelton) teamed up with Tipani Tours (Theresa Reed), Pacific Resorts (Thomas Koteka) and Are Tamanu (Mike Henry) to conduct a 2-week sales mission through four Southern European Countries.

The mission included in house training and lunch and dinner seminars on the Cook Islands with Tipani Tours tour operator clients. Countries visited were France (Paris), Portugal (Lisbon), Spain (Madrid, Barcelona), Italy (Rome, Milan).



Karla Eggelton conducting inhouse training with agents from Sol Tropic in Lisbon Portugal

Air New Zealand supported the venture with help on the ground in these areas and Cook Islands Entertainer Krystina Kauvai spiced up the occasions with Polynesian dancing.

The venture is the second one of it's kind in as many years and comments participants show that the venture was successful that plans are now in place for 2006 commitments.

Team Cook Islands to ITB 2006

This year boasted the largest contingent to ITB in 7 years. Participants at Berlins Tourism Borse included: Island Hopper Vacations (Marcel Tua), Tipani Tours (Theresa Reed), Rarotongan Beach Resort & Spa (Ian Griffiths), Aitutaki Lagoon Resort & Spa (Ian Griffiths), Edgewater Resort (Jodie Mott) Pacific Resorts (Thomas Koteka), Atiu Tourism Society (Juergen Manske) and Cook Islands Tourism



Corporation (Karla Eggelton & Krystina Kauvai).

Comments from participants remain positive and are looking forward to a combined South Pacific Village in 2006 with neighbouring island countries such as Fiji, Tahiti, Samoa, Tonga and Papua New Guinea joining forces for a bigger presence in what is the one of the worlds largest International Travel and Trade Shows.

Cooks make impact at Swedens TUR

The Cook Islands was the largest South Pacific Island contingent to join Tour Pacific's team in Gothenburg for this years Travel Show.

On the stand were one or two representatives from Fiji, Tahiti, and Australia. Private Sector support jumped from 1 company to 4 companies this year – with the promotion of Pacific Resorts Rarotonga and Aitutaki (Greg Stanaway) Island Hopper (Marcel Tua)

Castaway Beach Villas (Cameron Robertson) and Edgewater Resort (Jodie Mott).

Cook Islands entertainer Krystina Kauvai performed during the public days for added exposure. It is expected that more private sector members will join Lars Jonsson and Tour Pacific for TUR 2006.

MARKETING UPDATE

Fams Update

Sinead Desmond & Oliver Swift:

Towards the end of January we had 2 journalists from the UK visit the Cook Islands. Sinead Desmond writes for The Sun, UK's biggest selling National newspaper with a circulation of 3,360,662. The focus of her article is looking at the Cooks as a little known romantic getaway for couples (be it for honeymoons or weddings) and her article will be out to coincide with Valentine's day. She will also be looking from a 'family angle' as the paper is very much family targeted. Oliver Swift writes for the Observer, an up-market Sunday newspaper and will be looking at Cooks from a more luxurious angle. We would like to thank Muri Beachcomber, Pacific Resort Aitutaki and all the tour operators who assisted with this visit.

ISLANDTIME NEW ZEALAND":

Anya Kussler - Co-Publisher & Editor

31 January / 05 February 2005:

'Islandtime' is the leading source of information for travel agents selling the Pacific. A dedicated publication directly targeting "front liners" through the South Pacific Experts programme database. This programme was initiated by SPANTO (South Pacific association of National Tourist Offices) to educate travel agents in selling the Pacific. 'Islandtime' is offered to these agents, free of charge, as part of their participation in this invaluable programme. There is no other trade publication that has such a targeted distribution.

"Islandtime" is published in four-colour tabloid format five times a year. The first issue of the year will be released in the first week of March with a print of 2000. Distribution is to the 'South Pacific Experts' every agency nationwide, NTOs, Airlines as well as a personalised copy for each South Pacific Wholesale consultant.

'Islandtime' offers a contemporary and upbeat perspective of our Pacific neighbours, highlighting the compelling contrasts as an essential tool to converting business.

Meitaki Maata to the Management and Staff of Crown Beach Resort, Are Tamanu and all our Tourism Industry members for your kind hospitality hosting Anya.

"THE SUN" - UNITED KINGDOM'S BIGGEST SELLING NATIONAL PAPER.

Sinead Desmond - Journalist

"THE OBSERVER" - A UP-MARKET SUNDAY NEWSPAPER - UNITED KINGDOM.

Oliver Swift - Journalist

20 January / 27 January 2005

Sinead writes for "The Sun" - UK's biggest selling National newspaper with a circulation of 3,360,662. She was looking at Cook Islands as a little known romantic getaway for couples (be it for honeymoons or wed-

dings) and aiming to get her article out to coincide with Valentine's day this month (February 2005). She also explored it from a 'family angle' as the paper is very much family targeted.

Oliver Swift writes for 'The Observer', an up-market Sunday Newspaper, so he was looking at the Cook Islands from a more luxurious angle.

Meitaki Maata to the Management and Staff of Muri Beachcomber, Pacific Resort Aitutaki and all our Tourism Industry members for your kind hospitality hosting Sinead and Oliver.

InTravel Famil x2pax

3/8 February

Their first ever trip to the Cook Islands, InTravel is an internal agency that deals with all travel agents and staff, for the Flightcentre group of Companies in New Zealand, this includes all in-house divisions and external brands such as, Flight Centre Retail, Itchyfeet, and FCM Travel Solutions. They represent about 1000 agents and staff New Zealand Wide.

The travel agents that they represent asked InTravel to source an exciting selection of destinations and products to offer them in-house, as opposed to dealing with external wholesalers individually. As a result InTravel looked at destinations and products that they thought would meet the demand and hence have decided to visit the Cook Islands as a means of offering our product to the agents.

Meitaki maata to The Rarotongan Beach Resort & Spa, Edgewater Resort, Club Raro Resort, Air Rarotonga, Bishops Lagoon Cruise, Raro Safari Tours and all properties that assisted with site inspections.

Jody Skidmore- NZ CHC Roadshow Prizewinner

22/28 March

Jody Skidmore was the prizewinner at the Cook Islands Tourism Corporation's annual New Zealand Roadshow for 2004 in Christchurch. Once Jody had international flights confirmation from Air New Zealand she contacted our office with a request for help with ground arrangements from participating properties/ companies that were present at the Christchurch venue. Jody received an FOC return trip to the Cook Islands compliments of Air New Zealand as part of her prize. Jodi is a Senior Consultant at Young & Lee House of Travel and she traveled to the Cook Islands with her husband and daughter.

Meitaki maata to Air Rarotonga, The Rarotongan Beach Resort & Spa, Island Hopper Vacations, Castaway Beach Villas, Pacific Resort Aitutaki, The Aitutaki Lagoon Resort & Spa and Aitutaki Adventures Lagoon Cruise.

Continued next page

MARKETING UPDATE

Fams Update cont..

Jim Eagles- Travel Editor, New Zealand Herald 10/15 March

Travel Editor for the NZ Herald, Jim Eagles visited the Cook Islands to write a feature on the Cook Islands. The angle for his article was "lots to see and do in Raro". Cook Islands Tourism assisted with his itinerary by hosting a dinner and organising activities & tours for Jim. His trip was coordinated by Edgewater Resort.

Meitaki maata to Windjammer Restaurant, Raro Eco Tours, Highland Paradise, Raro Safari Tours and Cook Islands Cultural Village.

Talpacific Sydney x12pax 15/21 March

Talpacific Holidays in Australia organised a famil to the Cook Islands for 12 travel agents ex SYDNEY from 15-22 March 2005. The agents were from Talpacific's preferred partners that actively sold the Cook Islands.

Meitaki maata to Raro Tours, Edgewater Resort, Cultural Village, Windjammer Restaurant, Pacific Resort Rarotonga, Air Rarotonga, Pacific Resort Aitutaki, Bishops Cruises, Rarotongan Beach Resort & Spa, Castaway Beach Villas and Sails Restaurant. Thankyou to all the properties on both Rarotonga and Aitutaki that assisted with inspections.

Pacific Blue Inaugural flight- 1x PB rep, 6x media (with 5 partners) & 15 trade (ex AUS & NZ) 18/26 March

Pacific Blue Airlines, a subsidiary of Virgin Blue Airlines, commenced their service to the Cook Islands via Christchurch mid March. Kelly & Mereana coordinated the itineraries for the VIP Media & Trade respectively that had been invited on the Inaugural flight.

Thankyou to Raro Tours, Air Rarotonga, Edgewater Resort, The Rarotongan Beach Resort & Spa, Pacific Resort Rarotonga, Aroa Beachside Inn, Manuia Beach Boutique Hotel, Club Raro, Samade on the Beach Hotel, Manea Beach Hotel, Etu Moana Beach Villas, Pacific Resort Aitutaki, Are Tamanu Beach Hotel, Aitutaki Seaside Lodges, Aitutaki Lagoon Resort & Spa, Aitutaki Tourism Industry, Bishops Lagoon Cruise, Atiu Villas, Taparere Lodge, Kia Orana Bungalows, Raro Safari Tours, Windjammer Restaurant, Cultural Village, Atiu Villas, Atiu Tourism Society and Sails Restaurant for assisting with the Media itinerary.

United Travel Getaway Show 7/12 March

New Zealand celebrity Charlotte Dawson returned to the Cook Islands to do follow-up stories and to highlight the fact that the Cook Islands is still an ideal holiday destination for the Kiwi traveller.

NZ Wholesaler Recovery famil x11pax 10/12 March

Albert Numanga, NZ Manager for Cook Islands Tourism, escorted 6 Product Managers, 1 Air NZ rep and 3 trade media to Rarotonga for a famil to assure retailers that the Cook Islands was fast recovering from the stint of 5 cyclones that recently ravaged the islands and that over 90 percent of their room stock was still available to their clients. Apart from a couple of properties closing for renovations everything else was business as usual.

Michal Mackay -On Holiday/NZ House & Garden Magazine 24 March/2 April

Editor in Chief for On Holiday magazine, Michal McKay visited the Cook Islands recently to write a feature article on Aitutaki in particular for their Winter Edition as well as photo shoots around various locations on both Rarotonga and Aitutaki. Michal was joined by a designer/stylist and photographer.

Meitaki maata to Edgewater Resort & Avis rentals.

Gullivers In-house famil 17 March

Four in-house travel consultants conducted an educational to both Rarotonga and Aitutaki. Cook Islands Tourism hosted the group to dinner at Sails Restaurant.

Gullivers In-house famil 31 March

Four in-house travel consultants conducted an educational to both Rarotonga and Aitutaki. Cook Islands Tourism hosted the group to dinner at Tamarind House Restaurant.

USA FAMILS:

As part of Cook Islands Tourism marketing and training efforts we have compiled a Specialist Program for travel agents to undertake in the USA market, to familiarize themselves in greater detail with what our destination has to offer in regards to tourism. Completing an educational famil is the last aspect of the module for them to complete, to become a bonafide Cook Islands Specialist agent. Our first group of 10 travel agents are visiting the Cook Islands from 09-14 April, 2005. They will be experiencing a variety of properties and excursions on both Rarotonga and Aitutaki. The second group of travel agents who are also affiliated with Brendan's South Pacific will visit from 14-19 April, 2005.

Cook Islands Tourism would like to say a big Meitaki Ma'ata to all of those industry members who have greatly assisted with this familiarisation. Including Pacific Resorts Rarotonga and Aitutaki, the Edgewater Resort, Are Tamanu, The Rarotongan Beach Resort & Spa, and Air Rarotonga.

Continued next page

MARKETING UPDATE

Fams Update cont..

AIR NEW ZEALAND TAHITI RETAIL AGENTS CY-CLONE RECOVERY FAM:

Due to negative publicity in the Tahiti market regarding devastation in the Cook Islands, Francis Mortimer, Air New Zealand Manager for Tahiti, came up with the idea sending agents from various Travel Agencies in Tahiti to see for themselves to see that we are almost back to normal.

Group One: Saturday 02 April – x16pax

Group Two: Saturday 09 April – x8pax

Meitaki Maata to Edgewater Resort, Pacific Resort Rarotonga for providing Day Rooms as well as our Industry members who have kindly supported this Trade Fam.

DON GEORGE – JOURNALIST/WRITER – “LONELY PLANET” – USA:

4/12 APRIL 2005:

Don George is from “Lonely Planet” and writing articles for “Islands Magazine” on Aitutaki and Rarotonga. Meitaki Maata to Rarotonga Beach Bungalows, Are Tamanu, Pacific Resort Aitutaki, Etu Moana, Air Rarotonga and Air New Zealand.

LOOKING AHEAD

HOLIDAY HOUSE TRAVEL AGENTS – CANADA – X13PAX:

21/28 APRIL 2005:

Marilyn Scott of Travel Leisure Consultants, Carol Vahlbruch of Holiday House – Canada will be escorting the group for a week both Rarotonga and Aitutaki on a Trade Famil.

They are accommodated at different properties on Rarotonga and Aitutaki. This is to give the agents a good feel of the different properties available.

Meitaki Maata to Pacific Resort Rarotonga, Manea Beach Aitutaki, Are Tamanu, Muri Beachcomber, Takitumu Villas, Palm Grove, Lagoon Lodges, Edgewater Resort, The Rarotonga Beach Resort & Spa, Manuia Beach.

Also meitaki maata to Air Rarotonga.

USA/CANADA MEDIA GROUP – X7PAX:

25/30 APRIL 2005:

The following Media Personnel's will be visiting this month writing different articles for different publications.

1/ Marisa Gutheries – Travel Editor for Boston Herald

2/ Oscar Alvarez– Writes for Reforma, Mexico City's Major Daily Newspaper, Master Card Magazine, Arcana Altair (similar to National Geographic) and other Latin American and South American publications.

3/ Terence Loose – Coast Magazine – USA

4/ Judi Lees – Toronto Star – Canada

5/ Helen Stortini – Travel Weekly, Desert Paradise

6/ John Clayton – KNX Radio Travel Announcer – USA

7/ Nicole Herrman – Cook Islands Tourism Escort – USA Head Office.

Meitaki Maata to the following accommodators – Pacific Resort Rarotonga, Pacific Resort Aitutaki, Are Tamanu, Etu Moana, Rarotonga Beach Bungalows, Raina Lagoon Villas, Edgewater Resort, Castaway Beach Villas, Manuia Beach, Sea Change Villas and Air Rarotonga.

GEOFFREY RAGATZ – PHOTOGRAPHER – “ISLANDS MAGAZINE”-USA

30 APRIL/06 MAY 2005:

This is follow-up assignment from Don George's (Lonely Planet) Storylines for Islands Magazine – USA. Geoffrey is also accompanied by his model. The last time they did a major feature on the Cooks was November 2002 which the story ran 12 pages.

Meitaki Maata to; Rarotonga Beach Bungalows and our Aitutaki accommodators.

COOK ISLANDS ON THE SPANISH T.V:

16/22 MAY 2005:

This is a travel program and focusing on historical sites as well as “Off the Beaten Tracks”. They are interested in filming some TV programs about some Pacific Islands related to the Spanish sailer Alvaro de Mendana. They are interested highlighting Pukapuka but due to the island being devastated, this is not possible. We are looking at including another Northern Island for this story.

Also very interested filming in Mangaia.

Arrangements are in progress for this TV exercise.

UK Media Group: May

Cook Islands Tourism UK office have been working with Air New Zealand and Los Angeles Tourism on a 'twin centre' group press trip scheduled for the end of May 2005. The idea being that the media (and therefore consumers) take advantage of the Air New Zealand route to the Cook Islands by spending a couple of nights in Los Angeles before going on to the Cook Islands for rest and relaxation somewhere completely idyllic. The focus will be very much be on the Cook Islands as the lead destination but also on LA as a stop over. We are expecting a small group of media that will be targeting high end publications such as Brides Magazine (circulation 68,227), Evening Standard (circulation 345,776) and Glamour Magazine (circulation 61,135), The Times (circulation 679,190), Telegraph's Ultra Travel (circulation 907,329), the Guardian (circulation 366,645), Sunday Times Travel Magazine (circulation 61,135), and the Sunday Times (circulation 1,400,873).

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MARKETING UPDATE

Fams Update cont..

9 April

Air NZ Holidays- Hosted Lunch at Tamarind House Restaurant

8/15 April

Teresa Ng- NZ Dunedin Roadshow Prizewinner

13/19 April

Hazel Philips- NZ House & Garden Magazine

24 April/2 May

Jennifer Connell- Managing Editor for Studio Magazines (Studio Brides magazine, Australia)
Hosted dinner at Sails Restaurant

22/28 May

Luana Abbott- Australia Roadshow 2004 Perth prizewinner

DEVELOPMENT UPDATE

The Hospitality and Tourism Training Centre Te Apii Turoto

COURSES

The School leavers course – Introduction to Hotel and Catering Services – is currently being conducted with two more weeks of training remaining before the students are placed in various establishments for their practical attachments.

In the next two weeks, the nine students will complete their modules in Restaurant Service Skills and Bar and Service of Drinks.

Other Courses running for the month of April include:

RAROTONGA:

Leadership in Hospitality:

11 – 22nd April 8.30am – 12.30pm

Project Management:

11 – 22 April 4.00PM – 5.00pm

Restaurant Service Skills:

11 – 22 April 8.30am – 12.00pm

Bar and Service of Drinks:

11 – 22nd April 2.00pm – 5.00pm

AITUTAKI:

On-Site training at Manea Beach Hotel in Restaurant Service, Bar and Service of Drinks and Front Office Reception 15 – 18 April.

On island to assist in conducting these courses are CIT trainers Rohan De Silva and Nicole Dixon.

Exchange Personnel

We are very pleased to report that the first two exchange young personnel, Ms Ani Thompson and Mr Uta Raitia, successfully completed their attachments with the Canberra Institute of Technology (CIT).

We were equally pleased and encouraged to know that Ani received outstanding achievements in two of her subjects taken at CIT.

HTTC is now accepting applications for the next intake for the CIT attachment. If you are interested, please contact Theresa Noovao, Telephone 22628 or 22629 for an appointment.

Local Counterpart:

HTTC is delighted that Ms Thompson has indicated her desire to train as a part-time local counterpart for Rohan De Silva, in the area of Food and Beverage. Ms Thompsom holds the position of Assistant Manager at the Manuia Beach Boutique Hotel and HTTC is grateful for the support received from the General Manager, Mr Peter McKinley in allowing Ms Thompson to assist us as a part-time trainer.

Training Survey

The Hospitality & Tourism industry is constantly changing and updating its methods and trends to meet customer demand.

In order for you to keep up with the latest trends, HTTC have a wide range of training courses to suit your individual needs.

One of HTTC's objectives is to meet the training needs of the industry. To enable us to meet your needs, a questionnaire will be circulated for your feedback. We will appreciate your continued support with filling in of the survey and returning this to us as soon as convenient.

For more information on any of the courses offered at HTTC please contact Theresa or Michelle on Ph: 22628 or email: adminhttc@oyster.net.ck.

DEVELOPMENT UPDATE

Accreditation Membership Annual Renewal

Please be advised that Cook Islands Tourism Corporation will very shortly be conducting inspections for annual renewal of Accreditation membership. Those of you who wish to retain accredited status and have yet to pay their renewal fees are advised to do so at your

earliest convenience. We aim to have all renewals completed by 1 July 2005 in time for reprint of the Cook Islands Tourism Corporation Fact Sheet, Consumer Brochure and Cooks Book. Current members of the Accreditation Scheme include the following:

HOTELS

Club Raro
Crown Beach Resort
Edgewater Resort
Manuia Beach Boutique Hotel
Moana Sands Beachfront Hotel
Pacific Resort & Villas
Rarotongan Beach Resort & Spa

SELF CATERING

Aro'a Beachside Inn
Aroko Bungalows
Avana Marina Condominiums
Castaway Beach Villas
Central Motel
Kii Kii Motel
Kura's Kabanas
Lagoon Lodges
Little Polynesian
Manea Beach
Muri Beachcomber
Muri Beach Hideaway
Muri Shell Shop Bungalows
Oasis Village
Palm Grove
Paradise Inn
Puaikura Reef Lodge
Raina Lagoon Villas
Rarotonga Beach Bungalows
Rarotongan Sunset Motel
Reefcomber Sunset Motel
Seachange Villas
Shangri-La Beach Cottages
Sokala Villas
Sunhaven Beach Bungalows
Sunrise Beach Bungalows
Royal Takitumu Villas

HOLIDAY RENTALS

(Houses, Bungalows & Apartments)
Aloha Mana
Aroa Kainga Bungalows
Bella Beach
Blue Lagoon Villa
Daydreamer
Koka Cabana Villa
Landau House & Studio
Mama Ru's Beach Bungalows
Manuae's Accommodation
Matavera Beach Cottage
Matavera Poolside Villa
Mii's Beach House
Muri Beach Cottages
Muri Beach Villa
Muri Lagoon View Bungalows
Muri Vista Apartments
Napa Beach Bungalows

Nikao Beach Bungalows
Oceanside Villa
Ponga Lodge
Rarotonga Island Villas
Royal Palms
Raina Beach Apartments
Reflections on Rarotonga
Sands Villas
Seashells Apartments
Tarani's Beach Bungalow
Tiana's Beach Homes
The Heritage
Vai Villas
Villa Harvey
Villa Kotaa
Whitesands Villas

BUDGET/GUESTHOUSE/B&B

Are Renga Motel
Atupa Orchid Guesthouse
Backpackers International
Maiana Guesthouse & Beach Bung
Papa Rau's Guesthouse
Rarotonga Backpackers
Sweethaven Guesthouse
Tiare Village

RESTAURANTS/CAFÉ

Blue Note Café
Café Salsa
Café Hideaway
Da 'Carlo'- Italian Restaurant
Flametree Restaurant
Hopsing's Restaurant
Kikau Hut
Outrigger Restaurant
Pawpaw Patch
Sails Restaurant
Saltwater Café
Staircase Restaurant
Tamarind House Restaurant
The Hangar Café
Trader Jack's- closed
Tumunu Restaurant
Vaima Restaurant
Windjammer Restaurant

TOURS/ACTIVITIES

Adventure Flights
Akura Charters Fishing Tours
Capt. Tama's Lagoon Cruizes
Cook Is. Culture Village
Cook Island Divers
Dive Rarotonga
Highland Paradise
Kids In Action
Nautica Sail School

Pacific Marine Charters
Pa's Treks
Raro Ocean Adventures
Raro Safari Tours
Reef Sub
Reef to See
South Pacific Sailing Tours
Takitumu Conservation Area
The Dive Center (the Big Fish)

RENTAL VEHICLES

Avis Rent a Car
Budget
Island Rentals
Island Car & Bike Hire
Rarotonga Rentals

TRAVEL AGENTS

Jetsave Travel
Cook Islands Holidays.Com
Hugh Henry & Associates
Island Hopper Vacations
Tipani Tours

TRANSPORT

Cooks' Passenger Transport
Raro Tours
Tiare Transport

TAXIS

Areiti Taxis
Kia Orana Taxis
MLT Taxis
See Plus Taxi's

RETAIL/ SERVICES

Beachcomber
Bergman & Sons
Eagleye Design
Farm Direct Pearls
Fishers Black Pearls
Foodland
Fruits of Rarotonga
Fuji Image Center
Goldmine
Island Craft Ltd
Kenwall Galleries
Raina Trading
Moana Gems
Pacific Art (Marama Marketing)
Pacific Gifts & Souvenirs
Perfumes of Rarotonga
Taranis Crafts & Pearls
The Art Studio
Tokerau Jim Pearl Designs
Treasure Chest

Continued next page

DEVELOPMENT UPDATE

Accreditation Membership Cont..

WEDDING SERVICES

My Beauty & Spa
Pacific Brides Inc
Island Weddings
BELT Hair Therapy

AITUTAKI

HOTELS

Aitutaki Lagoon Resort & Spa
Are Tamanu
Manea Beach Hotel
Pacific Resort Aitutaki
Samade on the Beach

SELF CATERING

Aitutaki Lodges-
Etu Moana Beach Villas
Maina Sunset Motel
Paradise Cove
Paparei Bungalows
Popoara Ocean Breeze
Gina's Garden Lodges
Gina's Akaiami Beach Lodge
Inano Beach Bungalows
Ranginui's Retreat
Rino's Beach Bungalows
Sunny Beach Lodge

HOLIDAY RENTALS

Aitutaki Beach Villa
Aitutaki Seaside Lodges
Aretai Beach Villas

BUDGET

Amuri Guesthouse
Josie's Beach Lodge
Matriki Huts
Tom's Cottage
Vaikoa Units

TOURS & ACTIVITIES

Aitutaki Adventures
Aitutaki Scuba
Aitutaki Sea Charters
Aitutaki Walkabout
Aitutaki Discovery Safari Tour
Barrys Fishing Tours
Baxter's Fishing
Bishop's Lagoon Cruises
Bishop's Transfers
Kia Orana Cruise Lagoon Tour
Paradise Island Lagoon Tours
Teking Lagoon Tours
Wet & Wild water tours
Vaikoa Fishing Charters

RESTAURANT

Café Tupuna
Samade Restaurant & Bar

RENTALS

Rino's Rentals

ATIU

Are Manuiri
Atiu Villas
Taparere Lodge
Kia Orana Bungalows
Atiu Coffee Factory
Atiu Fibre Arts
Atiu Tours
George's Nature Tours

MANGAIA

Ara Moana Bungalows
Babes Place

MANIHIKI

Manihiki Lagoon Villas

February 2005 Statistics

Visitor arrivals dropped by 20% in February 2005 compared to the same month in the previous year. The disruptions of the five cyclones seem to be the main contributor to this decrease. Most markets showed declines with New Zealand down 8%. However year to date figures still show growth of 6% compared to

the same period previously.

If you are a member of the Accreditation scheme and would like to regularly receive the complete visitor arrival tables please request this by email to trina@cookislands.gov.ck.

Country of Residence	Feb-05			Mar 04 - Feb 05 (Year to Date)		
	2004	2005	% Change	2004	2005	% Change
New Zealand	1,083	1,000	-8%	26,003	32,705	26%
Australia	690	466	-32%	9,996	9,859	-1%
Europe/UK	2,549	1,806	-29%	21,743	19,394	-11%
USA	475	423	-11%	6,921	5,985	-14%
Canada	417	276	-34%	3,349	2,245	-33%
French Polynesia	55	56	2%	1,097	1,500	37%
Other Pacific Islands	70	27	-61%	937	1,326	42%
Asia	40	53	33%	584	537	-8%
Cook Islanders living overseas	264	373	41%	6,397	8,197	28%
Other Countries	31	38	23%	375	528	41%
TOTAL	5,674	4,518	-20%	77,402	82,276	6%

2005 CALENDAR OF EVENTS

APRIL – JULY

- **Rugby Union** – 2004 Domestic Season
- **5 A-Side Soccer** Competition starts and runs through to July.
- **Netball** Season (Village Competitions)

APRIL

- Sat 2nd **Canoeing Sprints** - Rarotonga
 Fri 8th **Sports Events** - Mangaia
 Mon 11th Weetbix **Kids Triathlon/Secondary School Championships** – Raro
 Thu 15th – Thu 28th **Dancer of the Year Competition** Raro
 Thu 15th **Rarotonga Senior Dancing** Finals Raro
 Sat 16th **Canoeing Sprints** – Raro
 Sat 16th **Tinman Triathlon/** National Championships – Raro
 Mon 18th - Fri 29th **School Holidays**
 Mon 18th **Papa'a Dancing** Competition (Expats/Visitors) – Raro
 Thu 21st **Junior/Intermediate National Dancer** of the Year Finals - Rarotonga, Venue: National Auditorium
 Fri 22nd **Golden Oldies National Dancer** of the Year Finals - Rarotonga
 Mon 25th **ANZAC Day**
 Thu 28th **Open Senior National Dancer** of the Year Finals Rarotonga Venue: National Auditorium
 Thu 28th **Boiler Swim** (Triathlon) – Rarotonga
 TBC Business House **Basketball** - Rarotonga
 TBC Primary Schools **Basketball** - Rarotonga
 Sat 30th **Canoeing** Mid. Distance – Rarotonga
 Sat 30th Air NZ **International Triathlon** - Raro

MAY

- Mon 2nd – Fri 22nd July School Term 2
 Mon 2nd – 3rd Mangaia **Song Quest** – Mangaia
 Mon 2nd Round Raro **Cycle (Triathlon)** - Raro
 Sat 7th **Canoeing** Mid. Distance – Rarotonga
 Sat 7th – 14th **Golden Oldies Netball** Tournament Wed 11th **Table Tennis** Open Singles – Rarotonga
 Wed 11th **World Day of Athletics**
 Wed 18th **Table Tennis** Open Doubles – Raro
 Wed 25th **Olympic Fun Run** – Rarotonga
 Wed 25th – 27th Jul
Table Tennis Winter Open Team – Raro
 Sat 28th **Canoeing** Mid. Distance – Rarotonga
 TBC Air NZ **Basketball** Tournament

JUNE

- Sat 4th **Kumete Bike Race (Triathlon)** - Raro
 Mon 6th Queen's Birthday – **Public Holiday**
Tennis Tournament – Mangaia
 Mon 6th **Kumete Sports** (Athletics & Triathlon)
 Sat 11th **Canoeing** Mid. Distance - Rarotonga
 Wed 15th **Mangaia Gospel Day** – Mangaia
(Public Holiday)
Traditional sports – Mangaia
 Thu 22nd **Music Composers** Competition (Atuanga) - Rarotonga, Venue: National Auditorium
 Sat 25th **Canoeing** Mid Distance - Rarotonga

JULY

- Sat 9th **Canoeing** Mid. Distance – Rarotonga
 Mon 11th – 15th **Squash** – Club Tournament
 Fri 15th Tangi Kaara / **Drumming** Competition
 Mangaia
 Wed 20th Atiu Gospel Day – Atiu
 Thu 21st Mitiaro Gospel Day – Mitiaro
 Sat 23rd **Canoeing** Mid. Distance – Rarotonga
 Mon 25th **Rarotonga Gospel Day Services**
 Mon 25th – Fri 5th Aug **School Holidays**
 29th - 7th August
Te Maeva Nui Celebrations – National Self Governing Celebrations
 Sat 30th **Float Parade** – Rarotonga
Official Opening of the Te Maeva Nui Celebrations – Rarotonga
 Venue: Punanganui Markets
 Sun 31st **Choir Competition** – Raro
 TBC **CI Cross Country Athletics** - Raro

AUGUST

- Mon 1st – 7th Cultural Competition - Te Maeva Nui Rarotonga
 Thu 4th CI National Self Governing Commemorative Day – Public Holiday
 Float parade, sports & performances to celebrate Self Governing Day – Mangaia
 Thu 4th – 22nd Sept Road Running Series (Every Thursday)
 Sat 6th Canoeing Marathon – Rarotonga
 Mon 8th – Fri 7th Oct School Term 3
 Mon 8th – 12th Squash Club Tournament – Rarotonga
 Wed 10th Table Tennis Open Singles Tournament
 Wed 17th Table Tennis Open Doubles – Raro
 Sat 20th Canoeing Marathon - Rarotonga
 Wed 24th – 7th Dec
 Open Table Tennis Competition
 TBC Vaka Basketball Tournament – Raro
 TBC Basketball Junior Champs (13-17yrs)
 TBC College Basketball Competition
 TBC Cook Islands Boxing Champs – Raro
 TBC Cook Islands Games Boxing – Rarotonga

SEPTEMBER

- Sat 3rd Canoeing Marathon – Rarotonga
 Sat 10th Westpac Half Marathon
 Sat 17th Canoeing Marathon – Rarotonga
 Sat 17th – 24th Open & Marsters Golf Tournament -Raro
 Sat 24th Canoeing Marathon - Rarotonga
 Thu 29th – Sat 8th Oct Week of Running
 Thu 29th 5km Fun Run - Rarotonga
 Fri 30th Basket Exhibition (Both Papa & Kikau) – Mangaia
 TBC Canoe Regatta (Oe Vaka Singles) - Raro
 TBC Rima Nicholas Basketball Tournament – Rarotonga

The Calendar of Events is provided courtesy of Cook Islands Tourism Corporation.

Dates are subject to change without notice. Visitors are advised to confirm dates with Cook Islands Tourism Corporation on phone 29-435 or email tourism@cookislands.gov.ck



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