

Drumbeats

March Issue
2003

DRUMBEATS— NEWS FROM THE COOK ISLANDS TOURISM CORPORATION

UNCERTAIN MOOD AT ITB 2003

The escalation of tension in Iraq placed an air of uncertainty at the world's largest travel fair ITB, this year. That was inevitable for the headlines greeting all participants arriving in Berlin talked of nothing but the impending war and the bitter divisions between the pro-American and anti-American stance. This was a far cry from the normally upbeat, gung-ho atmosphere that normally prevails at this show.

Yet with exhibitor attendance up three percent at 9,971 from 181 countries and territories, the travel and tourism industry appeared to place some optimism in the fact that the industry is known for its ability to bounce back after crisis and that today's consumer sees travel as a right more than a privilege. ITB 2002 took place only a few months after September 11th and exhibitor numbers last year were placed at 9,682 from 178 participating countries and territories.

The largest of all foreign exhibitors was Spain with 855 companies, followed by the USA with 616. The fair attracted over 129,943 visitors, up from 122,980 in 2002, however, the number of trade visitors remained steady at 67,000.

Anticipating a decline in regular buyer numbers, Messe Berlin the organisers of ITB, offered discounted entry fees to travel agency counter staff in an effort to ensure they influenced clients to continue to travel.

Exhibitors were more restrained in their expectations regarding the economic development of the tourism industry, with 47% expecting the situation at the beginning of 2004 to be better than it is at present.

Signs of the Times.

The Australian Tourism Commission and Tourism New Zealand teamed led a 50-strong team of tourism operators from both countries in a first-ever joint presence at ITB as a means of attaining a more cost effective presence. The South Pacific had adjoining stands to the ANZAC presence with the Cook Islands, Fiji, Papua New Guinea and Tahiti represented. The Cook Islands had earlier sought a joint presence with New Zealand at this show but was able to have its own presence at a lesser cost and therefore took this option. ITB continues to be one of the more expensive

international travel shows but the increase in overall exhibitor attendance appears to reflect the importance many destinations place on this fair. The Cook Islands presence at ITB involved the Cook Islands Tourism Corporation, Tipani Tours, Island Hopper Vacations, Rarotongan Beach Resort and Atiu Tourism Association.

Long Haul Markets a Mixed Bag?

North Americans, whilst viewing the South Pacific as safe destinations, will generally choose to stay at home until the conflict is over. Whilst there may not be mass cancellations in travel, new bookings are slow coming in. The closure of 3,000 travel agencies throughout the US in the last month is a reflection of the state of the travel industry in that market and more closures are likely to follow.

Airline cuts...

President of the German Travel Agents Association DRV, Mr Klaus Laepple, stated that the importance attached to safety and security by the German travelling public was evident. German travel agents have observed a shift in bookings to avoid the March April period in the hope that all would be over by then. All major tour operators have set up crisis teams that could swing into action in a matter of hours in areas attracting substantial German visitors and many had already dropped Iraq and Kuwait from their programmes since tensions heightened at the end of last year. Contingency plans already included re-routing of flights to ensure no-fly zones were avoided by a sufficiently wide margin.

Research undertaken by our representatives in the UK market point to a sharp recovery in travel if the conflict is quickly resolved. However, a prolonged war could have disastrous results for the industry. In a survey of 15 UK Tour Operators, 5 Airlines and 12 Media, Associations and Professional bodies at the end of February 03, several key findings have evolved. Whilst the Gulf War of 1991 offers some useful pointers to the industry today, the bad news is clearly the imponderables in terms of the Iraqi war's duration and its wider economic impact as well as the threat of continued terrorism attacks.

Research Findings:

Key Tour Operators in the UK offer varying degrees of optimism with respect to long haul travel. *Always Pacific's* January/February bookings were down by 20% across its range of

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Drumbeats is produced by the Development Division of the Cook Islands Tourism Corporation

Australia, New Zealand and South Pacific product. They will proceed with brochure launches planned for 2003.

Kuoni states its forward bookings are strong and have been since the beginning of the year citing double-digit growth to Fiji and Australia in the last year and 8% growth to New Zealand. The South Pacific is one of its fastest growing areas and it plans to proceed with its 2003 brochure launch.

Tailor Made Travel experienced record sales for January/February and strong bookings through spring with South Pacific bookings contributing strongly.

Travelbag advises the South Pacific is starting to perform extremely well and its new brochure launch will proceed as planned.

The War and Travel Media

With the war now in its first week what can be anticipated with respect to the travel media? The **Trade Press** is likely to place a strong focus on operators, destinations and companies faring badly due to the conflict. They will also be looking keenly for stories of destinations, airlines and companies "bucking the trend" or doing well directly as a result of the crisis. These are likely to be predominantly short haul destinations or long haul areas of perceived safety.

Consumer Press will tend to concentrate heavily on safe destinations both in the context of perceived and actual safety of the destination as well as perceived and actual safety of the route travelled to get to them. It will be in their interest to find angles for safe travel to maintain a sense of perspective and realism on the conflict and to maintain the advertising spend of destinations.

Cook Islands Tactical Strategy.

The Cook Islands will mount a strong PR push through its Representatives in UK and Continental Europe with trade and consumer media emphasising the safety and security of vacations in this region, particularly for those travelling on to



Robert Skews at the Cook Islands Booth at ITB this month

New Zealand. We will maintain a light advertising presence with trade partner to take advantage of cheaper advertising costs and to drive home the message of being on of the safest destinations in the world.

Industry operators who work with suppliers in the European markets should look at providing value-added incentives to attract consumers to this region as opposed to engaging in any heavy discounting.

A promotional campaign involving Selfridges, a key upmarket chain store in the UK is already confirmed in conjunction with Turquoise Holidays, which will see the Cook Islands heavily featured on Monitors in all Selfridges department store windows in the coming month.

Recent trade and media meetings held in Europe during March have served to reassure that market that the Cook Islands should be a consideration in their travel plans to the South Pacific.

We will maintain close contact with key trade partners in an effort to monitor booking patterns and explore tactical initiatives alongside campaigns driven by New Zealand and Australia in these markets.

Chris Wong
Chief Executive Officer



4th South Pacific Conference to be held in Cook Islands

The 4th South Pacific Conference will be held on Rarotonga 20/22 October 2003. The Board of Directors of the South Pacific Tourism Organisation (SPTO) has agreed on the theme for the Conference being "**South Pacific – Celebrate Our Difference**". A Local Host Committee has been established comprising Tourism Board Chairman, Don Beer, Robert Skews (Island Hopper Vacations), Jane Wichman (Raro Tours), Ewan Smith (Air Rarotonga), Alan Porteous (Rarotongan Resort), Justin Rous (Edgewater Resort), David Bridge (Air New Zealand), Alan Maddison (Flame Tree), Dorice Reid (Little Polynesian) and Chris Wong CEO Tourism Corporation along with Staff Members Karla Eggelton and Trish Barton. The Host Committee has appointed Paul Carrad as Conference Coordinator and other individuals will be co-opted onto the Host Committee in the coming weeks.

The Committee has already held several meetings to date and a programme should be out shortly. The Conference will cover key issues concerning the industry and several international speakers have been invited to address topical subjects. This event affords the Cook Islands to showcase itself to regional and international participants besides delivering information that will be of benefit to all participants and businesses attending. The conference will also provide great networking opportunities for participants who will include, Airlines, NTO's, Tour Wholesalers, NGO's, Government Officials and Agencies, Regional Organisations, Educational Institutions and a broad cross-section of industry operators.

Participants will also have the opportunity to experience the many activities and attractions the Cook Islands have to offer and they will also be encouraged to visit the outer islands.

Marketing Activities

We wish to make this the largest conference to date with around 250 to 300 delegates. The National Auditorium is the venue for the Conference. More details on the conference will be out in the coming weeks.

SPTO Board Meeting and Council Meeting to be held in Cook Islands.

Following a very successful SPTO Board meeting and Council of Tourism Ministers Meeting on Rarotonga in September 2002, the tourism ministers resolved that the next Council meeting be again held in the Cook Islands in conjunction with the South Pacific Tourism Conference.

The Board and Council meetings will take place immediately after the 4th South Pacific Conference and it is anticipated the Tourism Ministers from the 12 member countries of SPTO will also attend the Conference.

Europe Blitzed!

March saw and intensive marketing/promotions campaign being undertaken in Europe. Island Hopper's Hanna Haurua and Robert Skews implemented six weeks of in-house training sessions and meeting with suppliers whilst Tourism Corporation Marketing Manager, Karla Eggelton covered the UK a week prior to ITB in Berlin.

Tourism Corporation Chief Executive Chris Wong played host to 25 media and trade personnel in London in an effort to stimulate interest and support for the destination in the face of the looming international crisis. The gathering was reassured on the safety/security of the South Pacific and particularly the Cook Islands. He urged them to continue to send clients our way.

The team of Island Hopper Vacations, Tipani Tours, Atiu Tourism, Rarotongan Beach Resort and Cook Islands Tourism Corporation represented the destination at ITB 7/11 March after which the team split up for further sales calls throughout continental Europe. The exercise ended with Tourism Corporation's participation in TUR, Sweden's largest travel show.

European visitor arrivals showed good signs of rebounding with increases in the last quarter of 2002 and double-digit growth of 20% and 28% for the months of January and February 2003.

New Zealand Roadshow A Success.

Sixteen industry operators participated in the recent Cook Islands Roadshow in New Zealand in an effort to encourage agents to continue to sell the destination with vigour. A total of 280 agents attended the seminars conducted in Christchurch, Wellington, Hamilton and Auckland. The seminars were well received and the destination looks set to see continued growth from this market. The Corporation along with several properties also participated in the Islands consumer travel show in Auckland immediately after the seminar series. New Zealand visitor arrivals to the Cook Islands increased by 23% in 2002.

Australian Roadshow Draws Strong Interest.

Seventeen industry operators will join the Tourism Corporation in an Australian Roadshow covering Brisbane, Sydney, Melbourne, Adelaide and Perth the week 7-11 April. Response from Australian travel agents to date has been tremendous with over 650 agents already registered to attend. Tourism Corporation's Australian Manager, Mereana Taruia has reported increased interest in the Cook Islands following to the Cook Islands being featured on the Getaway TV Show

in late February and mid-March. The Australian market holds good potential for the destination under the current international crisis.

Famils & Media Visits.

The Corporation's trade and media visitation programme is set to enjoy another busy year following an intensive 2002. The support of the industry has been excellent and this component of the Corporation's marketing programme sets to reap significant rewards for the destination in terms its cost effectiveness, the exposure the destination gets through the media and the ability for agents to knowledgeably sell the destination to their clients. Last year the destination played host to 500 trade and media personnel and the first

Country	Trade	Media
USA	Happy Tours (8) Fun Sun Vacations (20) PATA LA Chapter Workshop (13)	Greta Blackburn – Fitcamp USA/Fox TV Mike Hollywood – Travel Writer David Fleetham – Hawaii Maui News John Penisten – Pacific Pictures Hawaii Michael Kew – Wave Hunters Tom Kopell – Freelance Vancouver Times Dianna Korte – LA Times SyndicateFilm Crew - My Private Island
Canada	Cook Islands Holidays (16)	
Australia	Adventure World (12) Travel Scene WA (10) Jetset Travel (2) Talpacific (10) Coral Seas (20)	Michael Smith – Sunday Telegraph Des Houghton - The Courier Mail Walder Cooper – Herald Sun Melbourne Thomas King - Freelance
NZ	Air New Zealand Res Staff (12) Gulliver's Holidays (12) Cook Islands Fam (55) House of Travel (2)	Anya Kussler – Island Time Magazin Graham Kennedy – National Business Review Kathy Ombler - Travel Trade
UK/ Europe	Brigadier Jamieson – Edinburgh Tattoo QAS Holidays (2) BWT Travel Office (2)	Steen Larsen – Freelance Paul Miles – Thomas Cook Club Magazine Steve Hellemans - Freelance

four months of 2003 has already clocked up 231, comprising 202 trade and 29 media personnel.

FITCAMP EYES COOK ISLANDS

Greta Blackburn, Publisher/Director of Fitcamp Magazine USA and Kelly Herrin Director/Producer of Fox Sports Net were on Rarotonga recently to assess the Cook Islands suitability as a location for their World Fitcamp event. This event which is scheduled for May 2003, will involve bringing together the worlds Miss Fitness contestants for a week in the Cook Islands undertaking fitness competitions and classes. Greta and Kelly would shoot a TV Show around this event to airing on Fox TV. Advertisements have already appeared on the Fox Sports Channel in the USA promoting this event. Fox network advertising has a reach of 280 million homes in North America.

Brigadier Jamieson Returns to Cook Islands.

The Corporation was pleased to welcome back Brigadier Mel Jameson, Chief Executive and Producer of the Edinburgh Tattoo in Scotland. The Brigadier was instrumental in the inclusion of a team of 52 Cook Islands college students in the 2001 Tattoo.

The Brigadier chose to visit the Cook Islands after holding meetings in Sydney to assess the possibility of the Tattoo

being staged there in early 2005. He would welcome the Cook Islands participation at this event if all goes according to plan and this could mean an even larger contingent of cultural performers would be engaged in the event.

Students and accompanying adults to the 2001 Tattoo in Scotland treated Brigadier Jameson and his accompanying Finance Manager Richard Hambleton, to an Umukai during their brief visit.



The Tahitian Princess now includes a one day stopover on Rarotonga on a 10 day cycle. Ground agents are Island Hopper Vacations

Cook Islands Wins Top Honours in Aussie Trade Event.

The Cook Islands featured well in the honours line up at a recent TALPACIFIC SHOWCASE held in Fiji a couple of weeks ago. This key wholesaler flew 146 New Zealand and Australian travel agents to Fiji to increase their knowledge on the company's range of South Pacific islands products and to encourage them to sell island destinations.



Australian Talpacific Staff Voted:

- ❑ **Mereana Taruia**, Cook Islands Tourism Corporation - 2003 Tourist Office Representative of the Year.
- ❑ **Rarotongan Beach Resort** - 2003 Resort of the Year.
- ❑ **Island Hopper Vacations** - 2003 Ground Operator of the Year.
- ❑ Richard Skews, Precise Travel Marketing – 2003 Resort Representative of the Year (Richard also represents the Rarotongan Beach Resort in Australia)
- ❑ Tony Hourigan, Air Vanuatu – 2003 Airline Representative of the Year.

New Zealand Talpacific Staff Voted:

- ❑ Alana Eli, Pearl Beach Resort – 2003 Resort Representative of the Year
- ❑ Outrigger Reef Resort Fiji – 2003 Resort of the Year
- ❑ Julie Cassin, New Caledonia Tourism – 2003 Tourist Office of the Year
- ❑ Mark Hutchinson, Air Tahiti Nui – 2003 Airline Representative of the Year
- ❑ Adventures and Endless Fiji – 2003 Ground Operator of the Year.

Congratulations to all the Winners!



Papua New Guinea's stand at the recent ITB Travel Show in Berlin



Marketing Officer Keren Aviu plays dinner host a group of agents from around New Zealand on the "Cookz magic" famil at Trader Jacks



Tourism Corporations Chief Executive, Chris Wong (green shirt) and Visitations Coordinator Papatua (bottom left hand corner) with a group of Agents from Travel Scene in Western Australia

Visitor Arrivals for the months of January & February 2003

Visitor Arrivals

Visitor arrivals for January 2003 6,142, whilst February is showing a provisional figure of 5,977. Most markets are showing a strong increase over the same month last year. Year to date figures show a decrease of just 116 visitors or .16% over the year February 2002 to January 2003, and an increase of 3.71% over the March/ Feb year to date.

In January, 49% of visitors were male and 51% female.

Country of Residence	January			February-January (Year to Date)		
	2002	2003	% Change	2002	2003	% Change
New Zealand	979	980	0.10	20,282	24,933	22.93
Australia	576	779	35.24	10,743	8,912	-17.04
Europe/UK	1,934	2,312	19.54	22,341	20,008	-10.44
USA	509	847	66.40	7,090	7,054	-0.51
Canada	826	566	-31.48	6,067	4,529	-25.35
French Polynesia	60	52	-13.33	546	928	69.96
Other Pacific Islands	42	93	121.43	918	1,096	19.39
Asia	18	34	88.89	450	519	15.33
Cook Islanders living overseas	411	434	5.60	4,952	5,175	4.50
Other Countries	24	45	87.50	271	390	43.91
TOTAL	5,379	6,142	14.18	73,660	73,544	-0.16

Of the total visitor arrivals in January, 87.2% were here on vacation, just under 2.3% were here on business, .1% were here for conferences, 7.25% were visiting friends and relatives and 3.2% came here for other reasons.

The largest group by occupational classification remains the student, children and home maker group with a total of 2,417 visitors for the month of January (39.4%), those in technical fields represented the next largest group with 1,515 (24.7%) and Professionals coming in third with 628 (10.2%).

73.2% of visitors still prefer to stay in Hotels and Resorts, with 13.1% staying in self catering accommodation and 4.9% staying in Budget/homestay properties. 11% of our visitors for November were in the 25-29 age bracket, followed closely by 30-34 year olds with 10%.

The average length of stay for January 2003 over all markets was 9.6 days.

New Zealand

New Zealand visitor arrivals for January matched those recorded for the same month last year, but increased by 34% for the month of February. Market share has dropped to 17% over Jan/Feb. In January our strongest region in NZ still the Auckland/Northland region with 510 visitors, followed by Waikato/Bay of Plenty with 123 and Canterbury

with 119. 53.2% of New Zealanders prefer to stay in Hotels and Resorts with 17.2% choosing to stay in self catering accommodation. Visitor arrivals by age group were evenly spread over 25-34 age range. The average length of stay for New Zealanders in January was 9 days.

Australia

Australian numbers are up 35% and 30% for the first 2 months of the year, with market share of 12%. New South Wales provided the most visitors out of Australia for the month of January with 355 followed by Victoria with 279.

73.2% of Australians prefer to stay in Hotel and Resorts with 13.1% choosing self catering. The largest single age group from Australia was the 22-34 year olds. Average stay in January for Australians was 9.9 days.

Europe/UK

Visitor numbers from the UK/Europe have again improved with increases of 20 and 28% for the first 2 months of the year. Market share is up from 27% to 39%.

Visitors from the UK still represent our biggest segment in this market with 58% market share.

Our next biggest European market, Germany provided 280 visitors in January followed closely by Sweden with 164. Switzerland also showed a good increase with 102 visitors followed by Norway with 77.

48.6% of Europe/UK visitors choose to stay in Hotels and Resorts with 23.4% choosing Budget accommodation and 21.6% self catering..

In majority of visitors were in the 25-34 and 55-65+ age groups. year olds. Visitors from this market stayed on average 8 days in January.

Country of Residence	February			March-February (Year to Date)		
	2002	2003	% Change	2002	2003	% Change
New Zealand	812	1,091	34.36	20,353	25,212	23.87
Australia	521	677	29.94	10,631	9,068	-14.70
Europe/UK	1,922	2,456	27.78	21,661	20,542	-5.17
USA	486	738	51.85	7,029	7,306	3.94
Canada	544	598	9.93	5,698	4,583	-19.57
French Polynesia	27	30	11.11	542	931	71.77
Other Pacific Islands	48	47	-2.08	836	1,095	30.98
Asia	28	47	67.86	419	538	28.40
Cook Islanders living overseas	184	272	47.83	4,823	5,263	9.12
Other Countries	10	21	110.00	264	401	51.89
TOTAL	4,582	5,977	30.45	72,256	74,939	3.71

USA

Following last years drop in visitor arrivals by 6%, the first 2 months of 2003 are showing great promise with increases of 66% and 52% over the same 2 months last year. The USA market share is on the increase from 9 to 13%.

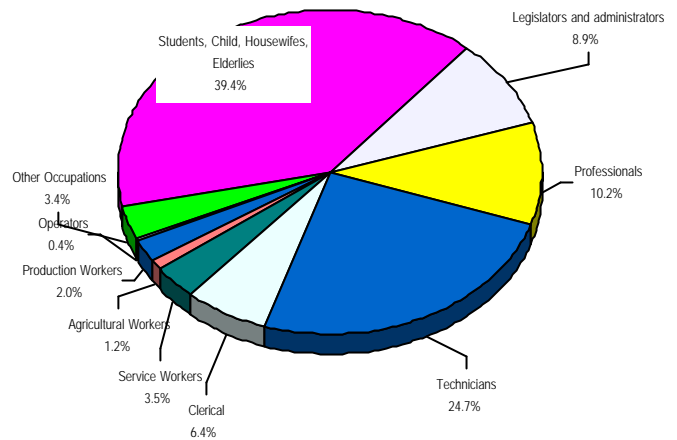
In January, 60% of our US visitors came from the West Coast followed by 15% from Hawaii. 44.4% of US visitors chose to stay in Hotels and Resorts with self catering on 31.6%. Visitor arrivals by age group from this market were predominantly in the 65+ age range. The average length of stay for US visitors for January was 8.7 days.

Canada

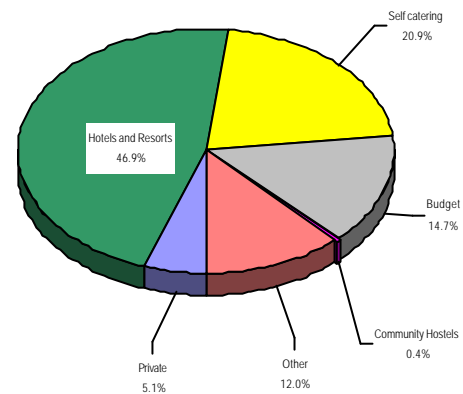
Visitor numbers from Canada in January dropped by 31% over the same the pervious year, but rebounded in February to show a 10% increase on the same month in 2002. Market share is up however from 7% to 10%.

266 of our Canadian visitors came from the province of Alberta followed by 171 from British Colombia. In January 40.3% of Canadians chose to stay in Hotels and Resorts followed closely by self catering on 34.6%. Visitor arrivals by age group are spread evenly over the 49-65+ age range.

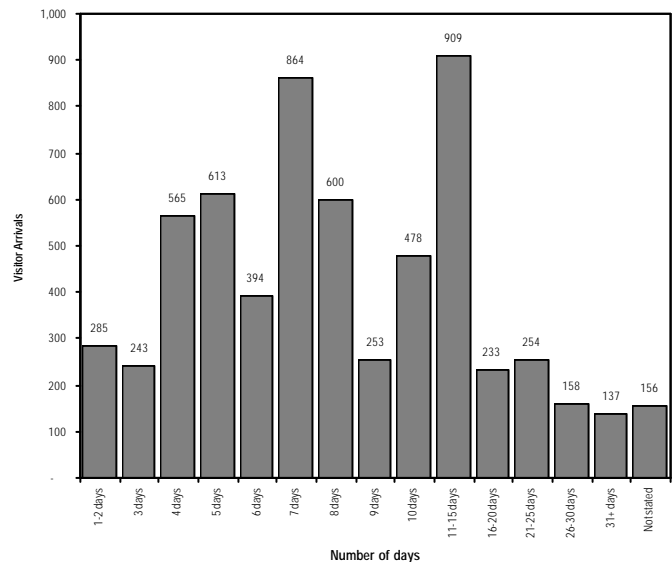
**Total Visitor Arrivals by Occupation
Jan 2003**



**Total Visitor Arrivals by Type of Accommodations
Jan 2003**



**Total Visitor Arrivals by Length of Stay
Jan 2003**



**VISITOR ARRIVALS TO THE
COOK ISLANDS
BY COUNTRY OF RESIDENCE 2002**

MARKET AREA		TOTAL
New Zealand	No. of Visitors, 2002	24,932
	No. of Visitors, 2001	20,303
	No. of Visitors, 2000	19,564
	Change 2002/2001	23%
	Market share 2002	34%
Australia	No. of Visitors, 2002	8,709
	No. of Visitors, 2001	10,808
	No. of Visitors, 2000	11,194
	Change 2002/2001	-19%
	Market share 2002	12%
U.S.A	No. of Visitors, 2002	6,716
	No. of Visitors, 2001	7,143
	No. of Visitors, 2000	6,734
	Change 2002/2001	-6%
	Market share 2002	9%
Europe/UK	No. of Visitors, 2002	19,630
	No. of Visitors, 2001	22,816
	No. of Visitors, 2000	23,683
	Change 2002/2001	-14%
	Market share 2002	27%
Canada	No. of Visitors, 2002	4,789
	No. of Visitors, 2001	6,270
	No. of Visitors, 2000	5,992
	Change 2002/2001	-24%
	Market share 2002	7%
Tahiti	No. of Visitors, 2002	936
	No. of Visitors, 2001	538
	No. of Visitors, 2000	756
	Change 2002/2001	74%
	Market share 2002	1%
Other Pacific Islands	No. of Visitors, 2002	1,045
	No. of Visitors, 2001	910
	No. of Visitors, 2000	801
	Change 2002/2001	15%
	Market share 2002	1%
Asia	No. of Visitors, 2002	503
	No. of Visitors, 2001	459
	No. of Visitors, 2000	654
	Change 2002/2001	10%
	Market share 2002	1%
Other	No. of Visitors, 2002	369
	No. of Visitors, 2001	285
	No. of Visitors, 2000	226
	Change 2002/2001	29%
	Market share 2002	1%
Total	No. of Visitors, 2002	72,781
	No. of Visitors, 2001	74,575
	No. of Visitors, 2000	72,994
	Change 2002/2001	-2%

.....What's New



Avana Eco Tours

Its good to see another tour being offered to our visitors and one that is eco friendly.

The latest to be accredited is Avana Eco Tours which brings our number of accredited businesses to 179.

The approximately 3 hour tour includes a gentle bike ride from the Vaka Village through the back road of Avana then back to the historical Ngatangia Harbour. After light refreshments back at the Vaka Village you then kayak a short way up the Avana stream and out across the lagoon to Motu Tapu. The guide explains the fauna and flora and their uses in traditional medicine as well as the cultural and historical aspects of the area. As long as you are over 12 yrs, can ride a bike and are reasonably fit this tour is a must and great fun.

Newly accredited businesses include:

Top 2 Toe– Beauty and hair salon located in panama also specialises in wedding planning.

Paradise Brides– Make up and hairdressing

Aroa Beach Bungalows– On the beach in Aroa this new 12 room beachside property is now open for business and

offering discounted “landscaping” rates.

Saltwater Café– If you are heading out to the beach be sure to check out the Saltwater Café along the main road in Titikaveka for Breakfast, lunch or dinner. Always mouthwatering and excellent service.

Outer Island Stats– Thanks to the efforts of Island Hopper Vacations and Air Rarotonga we hope to be including some meaningful statistics on visitors to the Outer Islands in the next edition of Drumbeats.

New Year and New Ideas for our visitors' bureau!

January & February have been busy months in the front office. Besides assisting visitors with enquiries, the Information Centre has been transformed to include the new Outer Islands section displaying individual posters of Aitutaki, Mangaia, Atiu, Mauke and Mitiaro. We also have a limited number of photos of the islands displayed; so if any of the outer islands properties/tours like to put a poster up on our wall please feel free to drop it off.

In the front office we have a computer public use, where visitors can browse the Cook Islands Tourism website on hard drive. Installed last month the computer has been acting as another information officer for the front office. Visitors seem to like the idea but sometimes mistaken our office for an internet café!

We've also got new informative posters of the birds and reef life laminated and posted up on the wall for tourist perusal. At the same time we are putting together a menu folder of places to eat at, to give tourists a fair idea of what to expect, where to go, prices and so forth.

Our front office certainly looks better though with all the additional information, making it more convenient for visitors to learn about the Cooks!

Just two quick reminders to all accredited properties please make the effort to drop off brochures (especially activities brochures) when requested because they always run out fast and also to all accredited restaurants/cafes if you could drop off a copy of your menus.

Hospitality & Tourism Training Centre

Introduction to Hotel & Catering Services

17 February – 9 May 2003

This is a 12 weeks course which includes eight weeks of classroom theory and four weeks of practical work attachment. Past experience indicates that by the end of the four weeks of work attachment, students have either been requested by the properties to become full-time staff or some return to the Training Centre for further training in the field of their choice, eg. Commercial Cookery or Food and Beverage. HTTC has 9 students enrolled– all female.

Basic Commercial Cookery

18 February – 27 May 2003

This introductory level course introduces students to a Commercial Kitchen, Personal Hygiene, Food Safety for Food Handlers, Basic Kitchen Preparation, Stocks, Soups and Sauces and the Principles and Methods of Cookery. Stu-

dents are expected to complete the 140-hour course in three core modules for the Basic Commercial Cookery Certificate. These modules provide a comprehensive learning of the skills and knowledge required for recognition as a tradesperson cook. HTTC has a mixed class of 9 students from the industry including Trader Jacks, the Edgewater Resort and Albertos Steakhouse.

Tereora College – Extra Curriculum

13 February – 17 May 2003

As part of their extracurricular activities the HTTC has been providing a group of Tereora college students with vital information about the Cook Islands Tourism Industry and potential career paths. Held once a week it explores restaurant service, cooking, housekeeping, tour guiding and a host of other activities. There are a total of 14 female student taking part.

Calendar of Events 2003

COOK ISLANDS CALENDAR OF EVENTS 2003

JANUARY

THROUGH TO – MARCH

Touch Football Season – Open Competition on Fridays and Mixed Competition on Wednesdays.

MARCH

Sat 8 th	Steinlarger Open Day Golf Tournament – 18 Hole Stableford
Thu 13 th	Penrhyn Gospel Day
Sat 15 th	Raro Tours Classic Golf Tournament - Medal
Sat 22 nd	Raro Tours Classic Golf Tournament Finals - Medal
Sat 29 th	Turtles Golf Tournament – 36 Hole Stableford
Sat 25 th	Turtles Golf Tournament

MARCH – JULY

Rugby Union – 2003 Domestic Season

5 A-Side Soccer Competition starts and runs through to July.

Netball Season (Village Competitions)

APRIL

Sat 12 th	Fosters International Golf Tournament – 18 Hole Bogey
Thu 17 th	2003 Dancer of the Year Competition Begins Open Section Eliminations – Rarotonga Venue: Coco Bar
Fri 18 th	Good Friday- Public Holiday
Sat 19 th	Easter Cadbury Golf Tournament – 36 Hole Stableford
Mon 21 st	Easter Monday – Public Holiday 2003 Dancer of the Year - Papaa's (Expatriates) Extravaganza Night Venue: Coco Bar
Thu 24 th	2003 Dancer of the Year - National Junior/Intermediate Finals Venue: National Culture Centre
Fri 25 th	Anzac Day – Public Holiday Air NZ Anzac Day Golf Tournament – 36 Hole Bogey
Sat 26 th	Air NZ Anzac Day Golf Tournament Finals - Bogey
Mon 28 th	2003 Dancer of the Year - Golden Oldies Finals Venue: Coco Bar

MAY

Thu 1 st	2003 Dancer of the Year- National Open Finals Venue: National Culture Centre
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Calendar of Events 2003 cont.

Sat 3 rd	Raro Golf Club Matchplay Champs Qualifier - Medal
Sat 10 th	Rarotonga International Triathlon President Vs Club Captain Golf Tournament – Matchplay Pairs
Sat 17 th	Raro Golf Club Matchplay Champs Qualifier - Medal
Sat 24 th	Sir James Hardy Golf Tournament (Champs Qualifier) - Stableford
Wed 28 th – 30 th	Cook Islands PRO-AM Golf Tournament – 54 Hole Medal
Sat 31 st	Queen's Birthday Regatta President Vs Club Captain Golf Tournament – Canadian 4's

JUNE

Mon 2 nd	Queen's Birthday Observed – Public Holiday Kumete Sports – Inter-village Athletics Golf Tournament – Queens Birthday Special - Stableford
Sat 7 th	Presidents Vs Club Captains Team Golf Tournament – Matchplay Singles
Sat 21 st	Michigan Motors Auto pro Shoot Out Golf Tournament – Sudden Death • Afternoon Shotgun start 1.30pm
Sat 28 th	Raro Golf Club Matchplay Champs top 8 - Bogey

JULY

Sat 5 th	Raro Golf Club Matchplay Champs top 4 - Bogey
Sat 12 th	Raro Golf Matchplay Champs Finals – 36 Holes for finalis ts • Mid Year Prize Giving for Golf
Sat 19 th	A R Henry Memorial RD 1 Golf Tournament - Stableford
Fri 25 th - Mon 4 th Aug	Te Maeva Nui Celebrations – National Self Governing Celebrations THEME: 'Te au peu e te akonoanga tupuna o toku enua e te matakeinanga'. Customary and traditional practices of my island and tribe.
Fri 25 th	Drumming Competition – Tangi Kaara & Float Parade Venue: Punanganui Markets • Cook Islands Trading Corporation (CITC) Coca Cola Junior Drumming Competition – Tangi Kaara • Bergman & Sons Senior Drumming Competition – Tangi Kaara • Float Parade from down town Civic Centre to the Punanganui Markets
Fri 25 th	Rarotonga Gospel Day – Public Holiday
Sat 26 th	A R Henry Memorial Golf Tournament Final - Stableford Te Maeva Nui Celebrations continue – International Night with overseas groups performing. Venue: National Culture Centre
Sun 27 th	Te Maire Nui Celebrations continue - Imene Tuki / Traditional Church Hymn Singing Competition Venue: National Culture Centre
Mon 28 th – 1st Aug	Te Maire Nui Celebrations continue -

Calendar of Events 2003

Cultural Dancing Competition begins
Venue: National Culture Centre

Wed 30th – 2nd Aug

Rarotonga **Golf** Open Tournament 72 Holes – Aitutaki plus Vakas'
Cook Islands Golf Teams Event

AUGUST

Sat 2nd

Te Maire Nui Celebration continues –
Prize Giving Ceremony
Venue: National Culture Centre

Mon 4th

Cook Islands National Self Governing Commemorative Day - Public Holiday
(Constitution Day)

Golf Tournament – Constitution Day Special

Thu 7th – 25th Sept

Road **Running** Series (Every Thursday)

Sat 9th

B & M Wholesale **Golf** Tournament - Stableford

Sat 16th

Baker / Lucy RD 1 **Golf** Tournament Knockout

Sat 23rd

Baker / Lucy RD 2 **Golf** Tournament

Sat 30th

Baker / Lucy **Golf** Tournament ¼ Finals

SEPTEMBER

Sat 6th

Baker / Lucy **Golf** Tournament Semi Finals

Sat 13th

Westpac Half **Marathon**

Baker / Lucy **Golf** Tournament Finals / LES WIN Memorial

Sat 20th – 23rd

CITC Kelvinator National Open
Juniors & Vets National Open **Golf** Tournament – 54 Hole Gross

Wed 24th – 27th

CITC Kelvinator National Open
Intermediate & Seniors Open **Golf** Tournament - Gross

Thu 25th

Composers / Atuanga – (Song Writing Competition)

TBC

Canoe Regatta – Oe Vaka Singles

Sat 28th

Rarotonga **Golf** Prizegiving and Dinner – 72 Holes

SEPTEMBER – DECEMBER

Soccer/Football Domestic Season (11-a-side tournament)

OCTOBER

Thu 2nd – Thu 9th

Week of Running

Thu 2nd

5km **Fun Run** and BBQ

Sat 4th

Westpac Round Rarotonga Road Race – Sponsored by Westpac Bank (RRRR)

Raro **Golf** Club Strokeplay Champion Tournament

Sun 5th

Prize Giving for the RRRR & BBQ

Calendar of Events 2003

Mon 6 th	Raro H5 Birthday Run – Pareu Run & BBQ
Tue 7 th	T-Shirt Factory Round the Rock Relay
Wed 8 th	Cross the Island Nutters Run
Thu 9 th	Round Aitutaki Road Race
Sat 11 th	Raro Golf Club Strokeplay Champion Tournament - Gross
Tue 14 th – Wed 15 th	Athletics Cook Islands (ACI) National Championship
Tue 14 th —Thu 13 th Nov	Cook Islands Tivaevae Exhibition – Traditional, Modern & Local Quilting
Fri 17 th – 23 rd	Cook Islands Squash Open Tournament
Sat 18 th	Raro Golf Club Strokeplay Champion Tournament - Gross
Tue 21 st - Wed 22 nd	South Pacific Tourism Conference
Wed 22 nd – Sat 25 th	Aitutaki Open Golf Tournament - Gross
Thu 23 rd	Rarotonga Food Festival
Sat 25 th	Gospel Weekend Golf Tournament
Sun 26 th	National Gospel Day – To be observed on Mon 27 th Oct.
Mon 27 th	Cook Islands Gospel Day - Public Holiday Aitutaki Gospel Day – Outer Island Public Holiday Gospel Day Golf Tournament

NOVEMBER

Sat 1 st	Turama - All Saints Day Raro Golf Club Strokeplay Champion Tournament
Sat 8 th	Champion of Champions Golf Tournament and Annual Prize Giving
Thu 13 th – 15 th	Te Eiva Kuki Arani – Cook Islands International Children’s Dancer of the Year 2003
Thu 13 & 14 th	Business House Golf Starts
Sat 15 th	Seth Bird Village Golf Tournament
Sat 22 nd - Sat 29 th	Tiare Week Festival – Flower and Flora Competitions & Miss Tiare Pageant
Sat 22 nd	Official Opening of the Tiare Week Festival Venue: Punanganui Markets
Mon 24 th	Best Flower Decorated Business Competition – Around the island
Tue 25 th	Schools Ei or Lei (Flower neck eis and head eis) Making Competition Venue: National Culture Centre Miss Tiare contestants’ first appearance Venue: National Culture Centre

Calendar of Events 2003

- Wed 26th **Best Flower Decorated Schools** Competition – around the island
- Thu 27th **Miss Tiare Finale**
Venue: National Culture Centre
- Fri 28th **Best Flower Decorated Government** Departments – around the island
- Sat 29th **Tiare (Flower) Decorated Floats**
Will start from **Panama** (CITC Liquor Centre) through town and ending at the
National Culture Centre
- Best Mama's Muumuu** or Island Floral gowns competition
Venue: National Culture Centre
- Prize Giving Ceremony and **Crowning of Miss Tiare 2003-2004** / Maine Tiare 2003-2004
Venue: National Culture Centre
- Nov – 2003 Touch Season Starts & Continues into the New Year

DECEMBER

- Mon 8th Pukapuka Gospel Day Observed – **Outer Island Public Holiday**
- Thu 25th Christmas Day – **Public Holiday**
- Fri 26th Boxing Day – **Public Holiday**
- Club **Touch** Tournament – Boxing Day Special
- TBC **Canoe** Regatta – Club Races

PLEASE NOTE: The Calendar of Events is provided by 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; donna-tourism@cookislands.gov.ck