

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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Positive Move by Industry on Environmental Front

The recent Tourism Industry Council meeting to address environmental issues has been a positive step to affirmative action, reflecting a broader realization that as an industry we cannot leave the management of our environment solely to designated government agencies such as the Environment Service, Public Health Department or any other department for that matter.

An industry that relies primarily on the natural, physical, cultural and social attributes of the country for its survival must also carry the responsibility for its sustainability. That the industry has unanimously agreed to adopt "best practice" principles as an immediate measure to manage and protect the environment is commendable, for this reflects a recognition that it must play a leadership role in protecting the very basis on which it thrives.

The resolutions adopted at the meeting are practical and achievable measures that would go a long way to ensuring better environmental practices are immediately instituted. The move to assess the current conditions of all industry operators' septic tanks with a view to upgrading these to an approved standard to ensure the removal of bacteria, nitrates and phosphates will quickly address the issue of any possible leakage into the soil and thereafter, into the lagoons. This measure must however, extend to all households as well in order to ensure the whole island is in sync with the move towards ensuring there is no leakage from septic tanks. This will call for a concerted public education and awareness programme to get everyone to buy into the upgrade programme and could be easily facilitated by Government in terms of offering incentives to those required to undertake upgrades to their systems.

The common practice of burning rubbish, which appears prevalent during the quarterly Tutaka village cleanup campaigns, must stop along with the burning of synthetics, plastics and other toxic materials often dumped onto household rubbish heaps. A two-pronged approach to addressing this issue is required. All household must be encouraged to create compost heaps for leaves and other perishable refuse which in turn can be used as garden fertilizer. This may require some simple education and awareness programmes on creating simple compost systems. On the other hand compulsory separation of plastics, cans, bottles and paper must become standard practice for all businesses and households. Whilst recycling has met with some success to date, more needs to be done to make this a compulsory practice. Non-collection of un-separated garbage might be a good starting point for households.

Recent initiatives in the agriculture and livestock sectors are positive steps to ensuring animal waste and pesticides do not get into our streams and washed as runoff into the lagoons during periods of heavy rain.

Critical to the process of raising public awareness and adoption of good environmental practice is public education and this must be developed as a nationwide campaign at all levels.

The tourism industry must be a leader in good environmental practice if we wish to enjoy the benefits of tourism into the future. It is pleasing to note the industry has accepted this challenge and with all parties working together, our industry's future prosperity can only be enhanced.

Chris Wong
Chief Executive.

INDUSTRY UPDATE

Tourism and the Environment – Learning from Others

The intermittent occurrence since December last year of what has been termed the “irritant syndrome” in the Titikaveka seems to have subsided with the onset of cooler weather. The cause of the syndrome typified by watery eyes, and respiratory irritation had the island baffled as to its cause. Widespread speculation on the cause of this irritant ranged from buried drums of chemicals, ground level ozone, to pesticides and animal effluent flowing into the lagoon during periods of heavy rain. This saw scientists brought in from New Zealand to conduct tests on land and in the lagoon without being able to conclusively identify its cause.

After months of investigation, information provided by a Cook Islander studying environmental science in Hawaii provided a breakthrough with the reported symptoms being almost identical to those reported in Hawaii, Japan, Australia’s Queensland coast, The Caribbean and many other places around the globe. The findings in all these places pointed to *Lyngbya Majuscula*, a dark greeny-black or olive green fine seaweed which has within it a suite of toxins known to cause severe skin and eye irritation as well as asthma like symptoms. Whilst this seaweed was witnessed to be present in the lagoon in the summer months, it has disappeared with the onset of the winter months. Public concern emanating from this episode however, has fuelled a determined effort to address any possible man-made causes that may be creating conditions conducive to its growth.

The protracted delay in arriving at a conclusive diagnosis of the problem points to a need to strengthen the

country’s scientific research capabilities in monitoring and addressing environmental issues.

Rarotonga did receive some bad press as a result of speculations running rife, particularly in New Zealand.

One would have to wonder how New Zealanders themselves feel about their own backyard with a report in the Herald on 3/7/04 stating that almost all of New Zealand’s lowland streams and rivers are unsafe to swim in following the National Institute of Water and Atmospheric Research’s (NIWA) damning report on 229 lowland waterways, which showed that 95% of the lowland streams and rivers have faecal bacteria that exceeded the Ministry of Health guidelines with half of them showing levels more than five times the guideline.

This was to be shortly followed a report in the Herald on 7th July on 23,000 cubic metres of sewage released into the Kawakawa River in the Bay of Islands causing the closure of all oyster farms in the area and a Herald report on 12th July announcing the cessation of the dumping of raw sewage into Auckland Harbour by Fuller’s ferries, a practice that has gone on for years and will not end with all other public and private boats still being allowed to dump sewage at sea.

The Cook Islands certainly has a lot to learn from New Zealand in terms of developing preventative measures now to avoid the situation that country now finds itself in.

Market Reps converge on Rarotonga

Cook Islands Tourism Corporation’s market representatives gather on Rarotonga, 26/30 July for discussions on future marketing of the destination in key visitor generating markets. The exercise will allow the reps to outline recommended marketing strategies for

the coming years and enable the industry to contribute to the destinations overall efforts to draw visitors to the Cook Islands. The exercise will also form part of the consultative process in the updating of the country’s tourism Masterplan.

Product Managers to Visit

Wholesaler Product Managers from New Zealand and Australia will visit the Cook Island for a weekend of site inspections, product updates and industry consultative meetings during the weekend of 3/6 September. The exercise is geared to familiarize product managers in the short haul markets on developments that have taken place in the Cook Islands over the last

twelve months and to work towards consolidating the destination’s positioning and branding in these markets.

A similar exercise is also planned for the North American and European markets later in the year.

MARKETING UPDATE

MAI FM WEDDING PROMOTION

Cook Islands Tourism in conjunction with Air New Zealand and MAI FM 88.6 coordinated a wedding promotion to the Cook Islands. The competition was held over a period of one month with the prize being a romantic wedding in the Cook Islands.

MAI FM is Auckland's #1 Youth station and the #1 station for listeners aged 40 years and under. *Mai FM* is an Iwi radio station, owned by Ngati Whatua, one of the largest Maori tribes in New Zealand. *Mai FM* is committed to Taha Maori, delivering Te Reo - the language, and Tikanga - the culture, in a way that all people can relate to and understand.

Air New Zealand provided FOC tickets and the Edgewater Resort provided the couple with complimentary beachfront 7 nights accommodation with tropical breakfast daily. The lucky winners were Lauren Warner and Shaun O'Neill of Auckland. Lauren's family and friends also flew to Rarotonga to be present at their wedding. Kura Taruia, Wedding Coordinator at the Edgewater Resort, made all wedding arrangements.

The wedding was broadcast 'live-to-air' Thursday 27 May at 10am (Cook Islands time) with "*Robert in The Morning*" on *MAI FM 88.6* from the Cook Islands! Robert Rakete, Adam Green, and Nik Brown made up the team from *Mai FM*. Robert and Adam took the opportunity to visit Aitutaki as well with Robert staying with Are Tamanu, and Adam opting for an Aitutaki daytrip. Robert and his team included an Aitutaki component in his follow-up session on "*Robert in the Morning*" upon his return to New Zealand. Every as-



— Lauren and Shaun O'Neill

pect of the crews trip to the Cook Islands was broadcast live from the Edgewater Resort back to listeners in New Zealand on the breakfast show from Monday 24 May- Thursday 27 May from 9am-11am daily. Live to air interviews were conducted with locals including Prime Minister Hon. Dr Robert Woonton and gave accounts of their daily activities which ranged from getting their Cook Islands Drivers licence to what the weather was like on Rarotonga (while it was raining and hailing in Auckland). The emotive and descriptive commentary promoted the destination well. The Cook Islands Tourism Corporation office in Auckland as well as *Mai FM* received very positive feedback and an increase in general enquiries about the Cook Islands over the week of the promotion.

Cook Islands Tourism also secured media coverage of this event with *New Idea* magazine. Hazel Phillips accompanied the *Mai FM* crew and bridal party to Rarotonga and had exclusive rights to the coverage of the wedding. An article is due out mid June. Hazel also had an opportunity to visit Aitutaki during her stay, with Aitutaki Lagoon Resort & Spa and Are Tamanu providing her with complimentary accommodation. This will be used in another general article on the Cook Islands aside from the *Mai FM* wedding promotion.

A big thankyou to everyone that supported this promotion in providing complimentary rooms or services. Justin and your team at the Edgewater Resort, *MAI FM* crew, *New Idea*, family and friends of the newly married couple. Meitaki Maata also to Air Rarotonga for your assistance with transporting members of *Mai FM* and *New Idea* magazine to Aitutaki.

Melbourne Bridal Show

Held over two days the Melbourne Bridal Expo was held at the Melbourne Town Hall from 1-2 May, 10am-7pm daily and attracted well over 20,000 people.

Cook Islands Tourism secured a double booth and had representatives from Crown Beach Resort, Edgewater Resort, Manuia Beach Boutique Hotel, The Rarotongan Beach Resort & Spa, Aitutaki Lagoon Resort & Spa, Takitumu Villas and Castaway Beach Villas showcasing their products. Our booth was well appointed, colourful and stood out from other displays.

We had over 500 people make general enquiries in regards to mainly honeymoons in the Cook Islands rather than weddings and gave out information kits containing promotional material and brochures. We received a lot of genuine enquiries about the destination due in part to the exposure in Australia on Get-away Travel Show and The Great Outdoors.

More promotion is needed to create an awareness and to take advantage of the new Pacific Express airfares being offered by Air New Zealand. Tahiti was the only other NTO represented at the show.

MARKETING UPDATE

The Cook Islands - A Quality Paradise

Kia Orana and Welcome Home to all the participants of both the Australia and New Zealand Roadshows.

This year's Roadshow theme was "The Cook Islands- A Quality Paradise" focussing on the keyword "**Quality**" in all facets of a holiday in the Cook Islands.

Cook Islands Tourism used a new presentation format for 2004 where all properties were divided into specific groups or "modules" based on the similarity of their products. The modules were Hotels & Resorts, Small Resorts, Self Catering 1 (Black Pearl Group members), Self Catering 2 and the Outer Islands. Each module nominated 2-3 presenters for the evening to present an overview of similar facilities and services with 5 unique selling points that differentiated each property. Spot prizes and major prize draw of a return trip to the Cook Islands courtesy of Air New Zealand and ground package courtesy of roadshow participants were made at each venue.

The production of handbooks with summary information on each property featured on the roadshow was a new feature for this year's Roadshows. The Handbook was essentially a tool for the agent to use during the seminar and serve as a quick reference for use back in their Office.

AUSTRALIA ROADSHOW

The Australia Roadshow was held from 27/30 April in Brisbane, Sydney, Melbourne and Perth. The seminars saw a total agent attendance of 451.

Each module was encouraged to deliver "quality" presentations and to encompass this theme throughout the Seminar. Overall the new format was very well received by the agents at each venue. The Handbook especially received very positive feedback



as a great quick reference for use back in their offices.

NEW ZEALAND ROADSHOW

This year's Cook Islands Roadshow was given the thumbs up by Agents who attended the seminars around the country.

The NZ roadshow kicked off in Hamilton and Dunedin on Mon 10 May and ended in Auckland on

Thursday 13 May. A large contingent of hoteliers, travelled to New Zealand to carry the message that the **Cook Islands is a quality destination.**

The team was split into two groups with one group travelling thru the South Island and the second group traversed the North island. Both teams conducted simultaneous seminars on the same night in each island culminating in both teams meeting on Thursday nite for the Auckland roadshow.



The seminar sessions were divided into 4 modules consisting of Hotels/Resorts, Self catering1, Self catering2 and the outer islands. Each module was given a time slot to present in a theatre style setting.

The change in this year's seminar format was designed specifically to allow Hoteliers to present their products in the most time effective, interesting and entertaining means to Agents who had been hard at work all day. Each module contained excellent power point presentations put to Cook Islands music.



While Auckland attracted the largest group of Travel Agents it was encouraging to see good numbers attend in all centers around the country a sure sign that the Cook Islands is a popular destination for New Zealand travellers. A dance group performed at the Auckland Roadshow.

Overall both Roadshow's were a success with very positive agent feedback on both the new presentation style and Handbooks.

MARKETING UPDATE

Canada

The CITC office in Canada will be partnering in a "Sunsational South Pacific" weekend which is scheduled for September 24 – 26, 2004 in Vancouver. Other partners in the weekend include the Fiji Visitors Bureau, Tourism New Zealand, Aloha Airlines, Air New Zealand and Air Pacific.

Suppliers from the Cook Islands and Fiji as well as Canadian wholesalers are also being invited to participate in this show.

The weekend is designed to be 3 days of intensive "destination education" for 100 – 120 of the top South Pacific retail travel agents from across Canada.

Each destination will have their own "themed" breakout room(s) wherein the suppliers will have the opportunity to educate and update each of the travel agent "teams" on their products.

"Sunsational South Pacific" will follow directly after the U.S. CITC roadshow and prior to the "Fun Sun Vacations" roadshow.

For further information, including a Weekend Schedule, please contact the Canadian CITC office at canadamanager@cook-islands.com

Modern Bride Promotion

Modern Bride Magazine in conjunction with Kohl's Bridal Aisle features an unbelievable "Walk Down the Aisle" sweepstakes for permanent US residents. The prize includes:

- Airfare from Los Angeles to Rarotonga
- 6-night deluxe stay at Reflections on Rarotonga
- Impression Bridal wedding gown
- Five bridesmaids dresses by Impression Bridal

- 14-carat gold and diamond chandelier pendant by Natalie K
- Plus a, Cooking with Calphalon 12-piece hard anodized cookware set.

The promotion began on the 20th April and in the first 3 weeks 2214 entries were submitted. The promotion continued till 15th June 2004.

South Pacific PATA Evening

On May 19th 2004 the US Cook Islands Tourism USA office was invited by Pacific Destinations Center to attend the South Pacific PATA evening. The evening featured a tabletop presentation for approximately 25 retail travel agents. Pacific Destinations Center, directed by Jeanette Ryan, is a small company who sells customized vacations to the South Pacific and they use Island Hoppers as their inbound operator for the Cook Islands.

Jeanette organized flyers featuring Cook Islands specials and packages, and were handed out on the evening to interested agents. Cook Islands brochures were also displayed and Nicole Herrmann from the US CITC office answered questions and provided support

to those who attended.

A highlight of the evening was when Nicole Herrmann on behalf of the CITC and Pacific Destinations Center presented Allen Ellsworth from Ellsworth Travel Anaheim California with the major prize. Allen was awarded with 2 nights at Manuia Beach Hotel, 2 nights at Edgewater Resort donated by the forthcoming hotels plus a Circle Island tour and return transfers, donated by Island Hoppers in conjunction with Pacific Destinations Center.

The evening concluded with four dancers representing the *O-Mana Toa* Cook Islands cultural dance troop. Showcasing 20 minutes of traditional Cook Island Dancing, which was thoroughly enjoyed by all.

Upcoming Fams

DATE:	NAME:	COMPANY:	DETAILS:	DEST:	PAX:
29July/2 Aug	Air NZ Famil 1		Trade	New Zealand	x15
26/29 Jul	Barkers Mens Clothing	PhotoShoot	Advert	New Zealand	(tbc)
12/16 Aug	Air NZ Famil 2		Trade	New Zealand	x15
26/30 Aug	Air NZ Famil 3	Travel Agents	Trade	New Zealand	x15
16 Sept/28 Oct	Place Makers	Place Makers Group	Incentive	NZ	x804

MARKETING UPDATE

Internet Research

Internet travel services target experienced Internet shoppers, looking to purchase various travel accommodations including: Flights, Hotels, Cars, Vacation packages, Cruises, and Last-minute travel packages. Catering to their buyer's unique needs, each of these sites offers the best travel at the best price in a no-hassle environment. Priceline, Expedia, Travelocity, Cheaptickets, and Cheapflights rank among the top ten travel websites.

The number one travel website, Priceline.com, receives more than 52,000,000 pageviews per month, accessing travellers who are anxious and willing to purchase travel packages, and accommodations. On average, their customers generally consist of more women than men, with an average household income of \$85,000 per year. 63% of priceline customers are repeat customers, indicating their satisfaction with Internet travel booking.

Advertising with these types of travel websites, offers a unique opportunity for the Cooks, in that each marketing strategy is aimed toward our target audience: those looking to travel in the South Pacific, as well as entice those who haven't yet imagined the beauty we have here to offer. Advertising strategies among individual websites differ only in price. Many of these websites email notifications of daily or weekly travel specials, while other options allow direct advertising on the website itself. The "button link" option allows both individual businesses as well as tourism corporations to utilize this advertising feature, informing and enticing shoppers to have a second glance at the Cooks. Affiliate agencies are encouraged to join in this market, while receiving up to a 2% commission per sale.

Top Ten Travel Websites:

1. www.priceline.co.uk or www.priceline.com
2. www.expedia.co.uk or www.expedia.com
3. www.travelocity.co.uk www.travelocity.com
4. www.cheaptickets.co.uk or www.cheaptickets.com
5. www.cheapflights.co.uk or www.cheapflights.com
6. www.orbitz.com
7. www.flightcomparison.co.uk
8. www.hotwire.com
9. www.buy-discount-airline-tickets.com
10. www.travel.yahoo.com

Focus:

Focus Areas include deals on Flights, Hotels, Cars, Vacation packages, Cruises, and Last minute travel.

Target Market

The majority of their customers are experienced Internet shoppers, as well as return customers. The majority of these shoppers are women (averaging more than 50%).

Pricing Strategies

Often, flights and accommodations are advertised together (Flight+Hotel=Cheaper). Priceline.com allows the customer to state his or her own price, while searching for a match. Other websites search all possible flights to the destination, and provide a comparison-shopping experience between each option. Last minute deals are often quite inexpensive, and advertised aggressively.

Supplier Costs and Information

Costs vary depending on the size of the advertisement, as well as the type. Each of the websites can be reached through their website contact information, or the email address listed below.

1. www.priceline.co.uk or www.priceline.com
advertising@priceline.com
2. www.expedia.co.uk or www.expedia.com
exppmis@expedia.com / exppmint@expedia.com
3. www.travelocity.co.uk www.travelocity.com
advertising@travelocity.com
4. www.cheaptickets.co.uk or www.cheaptickets.com
AdSales@cendant.com
5. www.cheapflights.co.uk or www.cheapflights.com
Mo.bulbrook@cheapflights.com
6. www.orbitz.com
AdvertiseOnOrbitz@orbitz.com
7. www.flightcomparison.co.uk
8. www.hotwire.com
advertising@hotwire.com
9. www.buy-discount-airline-tickets.com
10. www.travel.yahoo.com

Possible Problems

Flights to the Cook Islands are not very frequent, therefore planning a trip to the Cooks necessitates access to flight schedules. Most of the websites offer this information, however it is an extra step, which may discourage potential customers.

Unless the Cook Islands are featured as a destination, many travellers looking to book "island vacations" will search for deals to Hawaii, Tahiti, the Caribbean, or other well-known destinations.

DEVELOPMENT UPDATE

Tourism Master Plan Update

A team led by Dr Peter Phillips commenced work on the tourism strategic plan update in May 2004. Dr Phillips is no stranger to the Cook Islands having worked closely with the Tourism Authority and the industry in development of the Rarotonga and Aitutaki Strategic Plans in the mid 1990's.

The Tourism Masterplan was initially completed in 1991 laying the broad framework for the development of tourism in the country. Elements of the Masterplan were implemented directly by the Tourist Authority under assistance provided by the NZODA Tourism Masterplan Implementation Programme. Issues in the Masterplan were revisited in the *Strategic Tourism Development Plan for Aitutaki (1994)* and the *Strategic Guidelines for Tourism Development on Rarotonga (1995)*. A further study on Aitutaki was conducted last year by Drs Peter Phillips and Roger Malcolm for the Outer Islands Development Grant Fund (OIDGF).

Since the completion of the Masterplan and the strategic reports, the tourism industry along with the wider Cook Islands economy has seen significant change. Over the years various aspects of the various reports have been implemented at least in part, but many of the recommendations have not been followed and tourism development has been more complex and less controlled than anticipated in the Masterplan.

The rapid expansion of the industry in recent years has seen calls for a full revision of tourism development strategies with a view to addressing long-term sustainability issues and a call for greater integration of Sectoral development plans.

The revision of the Masterplan is timely as Government moves towards the establishment of a National development strategy for the next 20 years. The last Tourism Forum called for this exercise to be conducted as a matter of priority.

The first phase of the project involved consultation with a broad cross section of the private and public sector. The team consisting of Trina Pureau (Cook Islands Tourism Corporation) and Peter Phillips met with various Ministries, members of the commercial sector, tourism industry, and the community with public meetings held in each Vaka of Rarotonga. The team also visited the other islands in the Southern and Northern groups of the Cook Islands (islands accessible by air) to consult with Island Councils and communities, review current status of tourism resources, relevant economic and social circumstances.

Industry members and the general public are invited to submit their views and opinions on Tourism to the team for consideration. This will be collated, analysed and presented back to the community in the form of an 'issues and options' report in 2-13 August before a plan or 'way forward' is determined.

Please send your submissions to Trina at:

Cook Islands Tourism Corporation
PO Box 14
Rarotonga
Email: trina@cookislands.gov.ck
Fax: 21435

Sands of the Cook Islands

Majority of website queries this period May/June came in from the USA, with Australia, New Zealand following then Canada and UK /Europe.

Most common queries received include; requests for general information brochures, honeymoon, and wedding information, Aitutaki and other islands in the Cook Islands. There are still a number of queries being received regarding food importation and Quarantine regulations. This indicates a growing number of visitors who intend on bringing their own food with them on their Cook Islands holiday.

Events such as the Te Maeva Nui Constitution Celebrations, and The Round Rarotonga Road Race are generating a lot of interest. For more information or a

copy of the programme please contact:

1. Te Maeva Nui
23 July – 4 August
Email: culture1@oyster.net.ck
2. Round Rarotonga Road Race
30 September- 6 October
www.roundraroro.co.ck
3. Round Aitutaki Road Race
7 October
www.roundraroro.co.ck

Most unusual request this period came from Europe with a request for sand samples from each of the islands of the Cook Islands.

DEVELOPMENT UPDATE

Visitor Arrivals for the Fiscal Year Show Marginal Growth

June 2004 visitor arrivals showed an encouraging 14% increase on the same month last year at 7,068 visitors and now stands as the highest arrival for the month of June on record. A 42% increase in New Zealand visitors for the month (3,735 vs. 2,631), clearly reflects the impact of Pacific Express airfares introduced at the end of May 2004. Cook Islanders resident in New Zealand also showed a record increase for the month at 483 arrivals, up 148% on the same month in 2003.

Total visitor arrivals from New Zealand for the 12 months ending June stood at 27,739 up 12.5% on the previous twelve-month period while Cook Islanders resident in New Zealand returned an increase of 41% for the same period (5,469 vs. 3,875)

Australian visitor numbers stood at 936 for the month, up one percent on June 2003 with total arrivals for the 12 months ending June standing at 9,684 down 4% on

the previous twelve months.

The US market continued to reflect a decline in arrivals at 395 for the month of June, down 38% on the same month last year and an overall decline of 16% for the 12 months ending June at 6,438 visitors. The Canadian market has performed poorly and continues to slip away with a drop in arrivals of 58% for June and year-end total arrivals down 34% at 2,931 Canadian visitors for the fiscal year.

European visitor arrivals for June stood at 1,093, down 21% on last June with total arrivals for the twelve months placed at 20,980 a drop of 5% on the previous twelve months.

Total visitor arrivals for the fiscal year ending June 2004 peaked at 77,788 a marginal increase of 1.3% on the previous financial year of 76,732.

Country of Residence	April			May -April (Year to Date)		
	2003	2004	% Change	2003	2004	% Change
New Zealand	2,014	2,206	10%	25,505	26,328	3%
Australia	943	978	4%	9,501	9,968	5%
Europe/UK	1,721	1,648	-4%	21,165	21,686	2%
USA	439	491	12%	7,430	6,827	-8%
Canada	251	182	-27%	4,495	3,057	-32%
French Polynesia	94	54	-43%	886	1,098	24%
Other Pacific Islands	111	122	10%	1,156	949	-18%
Asia	24	44	83%	502	589	17%
Cook Islanders living overseas	351	426	21%	5,195	6,504	25%
Other Countries	25	31	24%	380	388	2%
TOTAL	5,973	6,182	3%	76,215	77,394	2%

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DEVELOPMENT UPDATE

Visitor Arrivals for the Fiscal Year Show Marginal Growth

Country of Residence	May			June -May (Year to Date)		
	2003	2004	% Change	2003	2004	% Change
New Zealand	2,212	2,519	14%	25,561	26,635	4%
Australia	956	662	-31%	9,855	9,674	-2%
Europe/UK	1,651	1,237	-25%	21,630	21,272	-2%
USA	622	472	-24%	7,604	6,677	-12%
Canada	172	126	-27%	4,474	3,011	-33%
French Polynesia	93	104	12%	807	1,109	37%
Other Pacific Islands	53	91	72%	1,154	987	-14%
Asia	32	54	69%	487	611	25%
Cook Islanders living overseas	294	340	16%	5,191	6,550	26%
Other Countries	35	42	20%	391	395	1%
TOTAL	6,120	5,647	-8%	77,154	76,921	0.3%

Country of Residence	June			July - June (Year to Date)		
	2003	2004	% Change	2003	2004	% Change
New Zealand	2,631	3,735	42%	24,654	27,739	12.5%
Australia	926	936	1%	10,016	9,684	-4%
Europe/UK	1,385	1,093	-21%	21,977	20,980	-5%
USA	634	395	-38%	7,598	6,438	-16%
Canada	138	58	-58%	4,420	2,931	-34%
French Polynesia	137	119	-13%	914	1,091	19.4%
Other Pacific Islands	52	100	92%	1,146	1,035	-10.0%
Asia	26	45	73%	466	630	72%
Cook Islanders living overseas	251	546	117.5%	5,155	6,845	32.8%
Other Countries	21	41	95%	386	415	7.5%
TOTAL	6,201	7,068	14%	76,732	77,788	1.3%

*Source: Statistics Office Division
Ministry of Finance and Economic Management*



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