



# Cook Islands Visitor Survey Results

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**April – June 2016**

**Prepared for Cook Islands Tourism Corporation**

**by**

**New Zealand Tourism Research Institute  
Auckland University of Technology**

[www.nztri.org](http://www.nztri.org)

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## Executive Summary

This report focuses on the characteristics, expectations and expenditure patterns of tourists who visited the Cook Islands. The data presented is drawn from an online departure survey (<http://www.mycookislandsvisit.com>). The survey period covered in this report is 1 April to 30 June 2016. There were 1,339 individual respondents to the survey - representing a total of 2,623 adults and 382 in the expenditure analysis (this equates to 8% of all visitors during the period – based on the 2016 visitor arrival data for the April to June period from the Cook Islands Statistics Office).

The majority (61%) of visitors surveyed come from New Zealand, 19% come from Australia. Visitors are well educated (67% of visitors have some form of tertiary education) with a relatively high annual household income (49% earn over NZ\$100,000 per year). Nearly half of the visitors (49%) travel with one companion. Solo travellers are relatively rare (8%).

Over half of the visitors surveyed (56%) are first time visitors to the Cook Islands, a further 26% have visited once or twice before. The main purpose of the visit is holiday-making (75%). The average length of stay in the Cook Islands is 8.5 nights. The majority (93%) of the visitors stay either one or two weeks. Twenty six percent of the visitors surveyed visited Aitutaki in addition to Rarotonga.

Visitor spend prior to arrival in the Cook Islands (\$2,060 per person) has increased from the 2014/15 annual average (\$2,000 per person). Spend on the island (per person per day) is \$157 which is higher than the 2014/15 annual average of \$112, and higher than the same quarter for the previous year (\$112 for April to June 2015).

The average local spend per visitor during the whole trip is \$1,333. If the pre-paid spend amount and the local spend are combined, it is estimated that each visitor brings \$2,157 to the Cook Islands economy (or approximately \$254 per day). This figure is higher than the \$1,756 average for 2014/15, and higher than the \$1,727 for the same quarter last year (April to June 2015).

Water-based activities are characterised by the strongest participation levels. Cultural interactions and land based activities are characterised by the highest overall satisfaction ratings. Visitor satisfaction levels with Cook Islands services are high. The most appealing elements of the Cook Islands experience are the beautiful natural environment, the friendly local people, the peacefulness and relaxing atmosphere of the islands, the activities and attractions and entertainment and events on offer. The least appealing elements of the Cook Islands experience are considered to be the lack of public services and facilities, and the poor quality and value for money in terms of food and beverage.

Overall satisfaction on the part of visitors is very high: 94% of those surveyed state that they want to return to the Cook Islands, and 98% would recommend the Cook Islands to friends or family. The overall satisfaction level is consistent with the previous year.

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## Introduction

The Cook Islands government, local businesses and communities require a clear picture of the characteristics, expectations and expenditure patterns of visitors to the nation. This information is needed to enable the effective planning and development of the tourism industry and to highlight its crucial role within the broader Cook Island's economy. Visitors to the Cook Islands are asked to complete a web-based survey within two weeks of the completion of their visit. The Cook Islands online International Visitor Survey has run since mid-2012 and is continuing through 2016-17.

This report presents the results from April to June 2016. Over this three month period, 3,992 visitors were contacted by email to take part in the survey, and 1,339 responses were received: a conversion rate of 33.5%. These responses cover a total of 2,623 adults and 382 children. The conversion rate for this period is higher than the 2014/15 annual average (28%) and the April to June 2015 quarter (30.5%).

The data presented includes detailed information on:

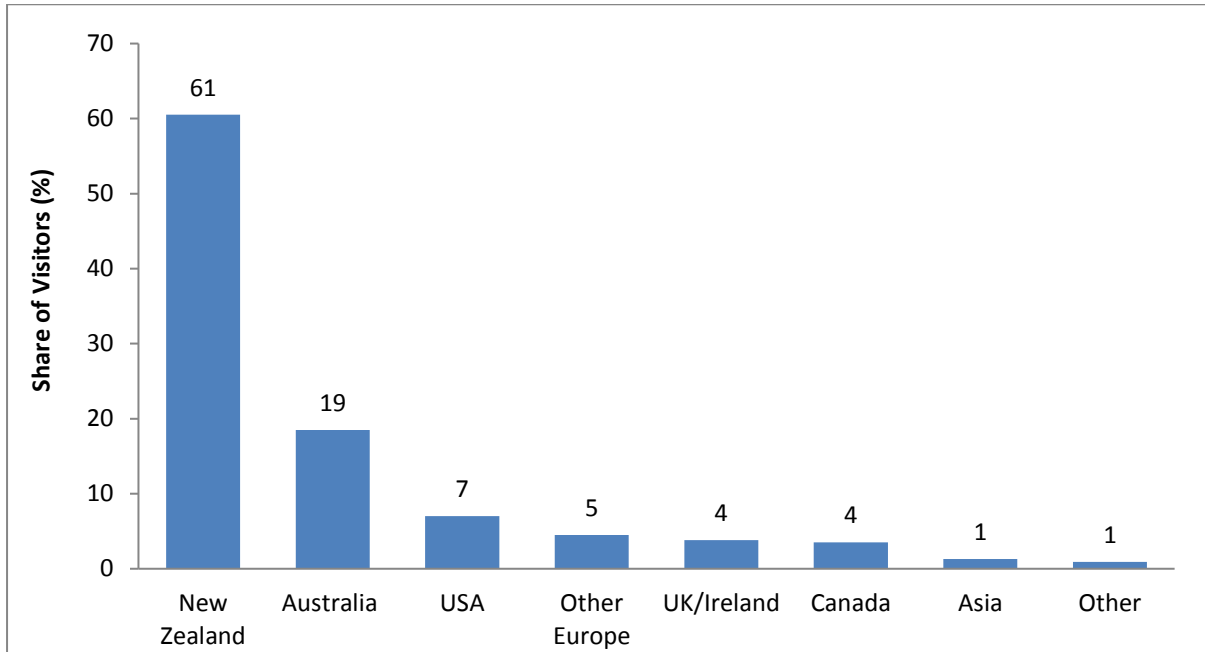
- The characteristics of visitors to the Cook Islands (age, gender, education, country of origin, income, purpose of visit, travelling companions, number of previous visits, length of stay, airline used, islands visited)
- Visitor information obtained about the Cook Islands, the factors influencing in the travel decision making process, and booking information.
- Visitor expenditure (amount of money spent prior to arrival and while in the Cook Islands, items of spending)
- Visitor satisfaction (most and least appealing elements of the visit, overall satisfaction, satisfaction with activities)

Wherever there are significant and/or notable variations from the 2014/15 annual averages or the 2014/15 April – June quarterly figures these are highlighted in the discussion that follows.

## Visitor Characteristics

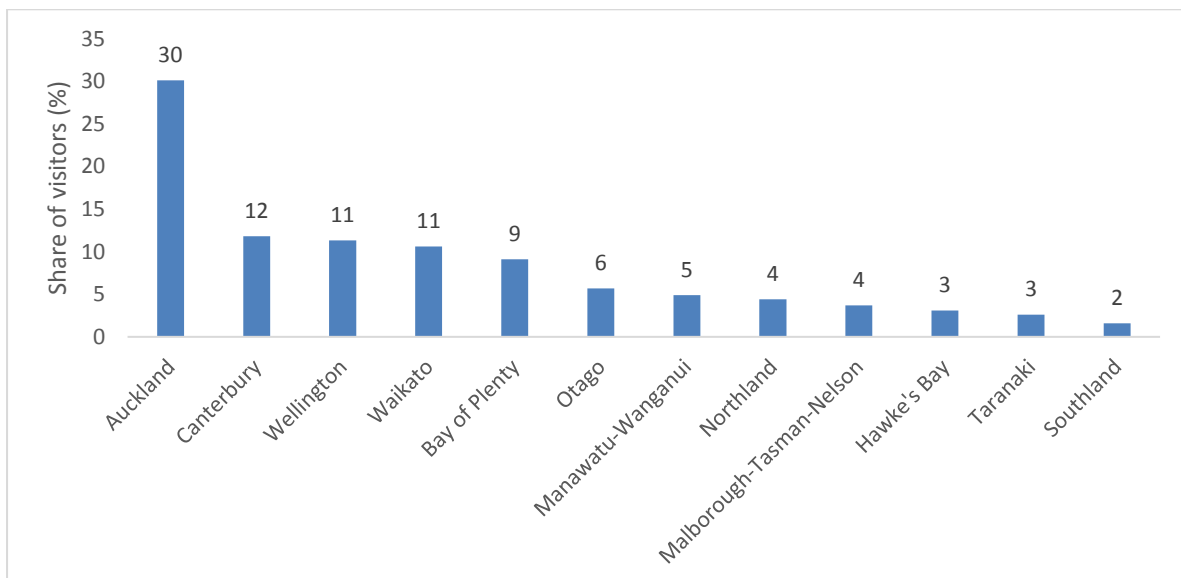
The majority (61%) of the visitors surveyed come from New Zealand (Figure 1). The second largest visitor group is from Australia, with 19% of respondents. USA, Canada, Europe and Great Britain represent the other main source markets.

**Figure 1: Country of origin (n=1217)**

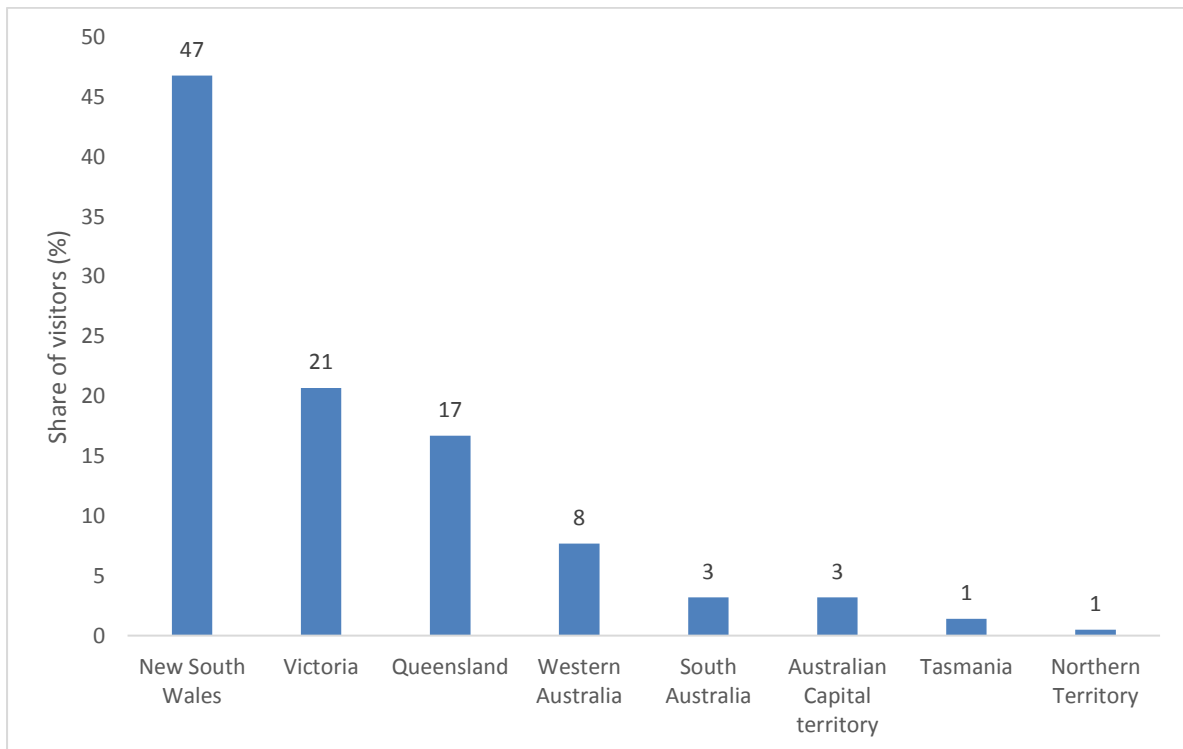


Auckland, Wellington, Canterbury, and Waikato account for 64% of the New Zealand visitors. For visitors from Australia, the regions of New Wales, Queensland, and Victoria generate the largest numbers of visitor arrivals (85%) (Figure 2-3).

**Figure 2: New Zealand visitors (n=735)**

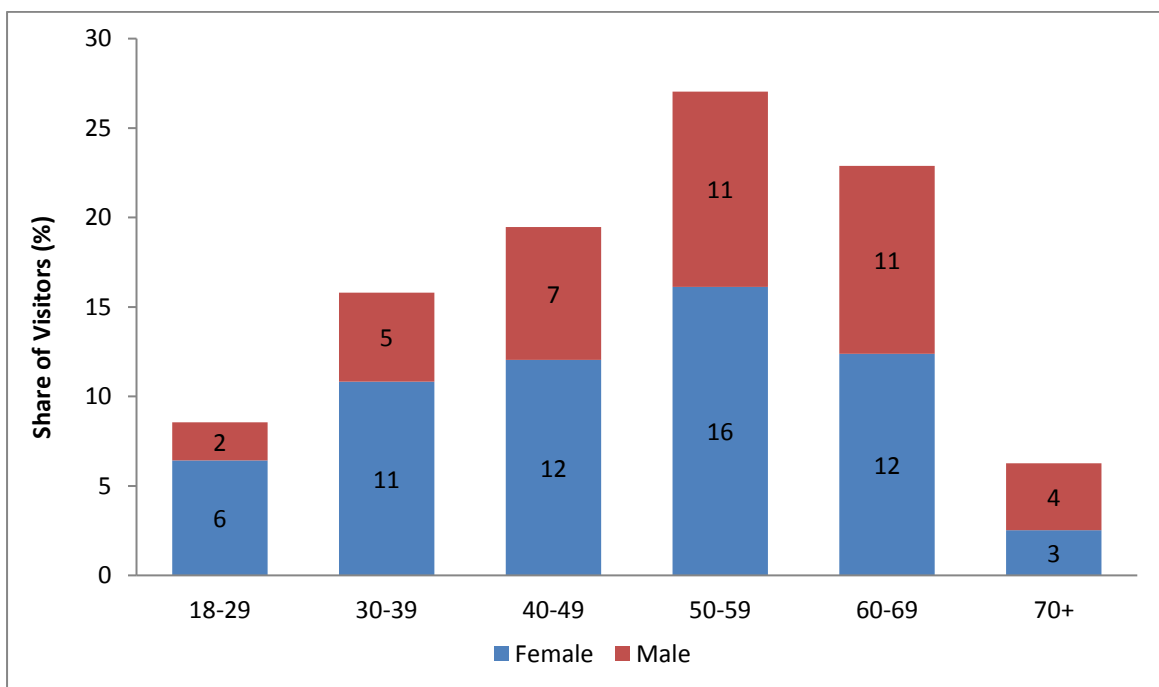


**Figure 3: Australia visitors (n=222)**



More women (60%) than men (40%) completed the survey (Figure 4). The most significant age group categories are the 50 to 59 year (27%) grouping, followed by those aged 60 to 69 (23%) and the 40 to 49 age group (19%). There are relatively few travellers in the 70 plus age bracket (6%).

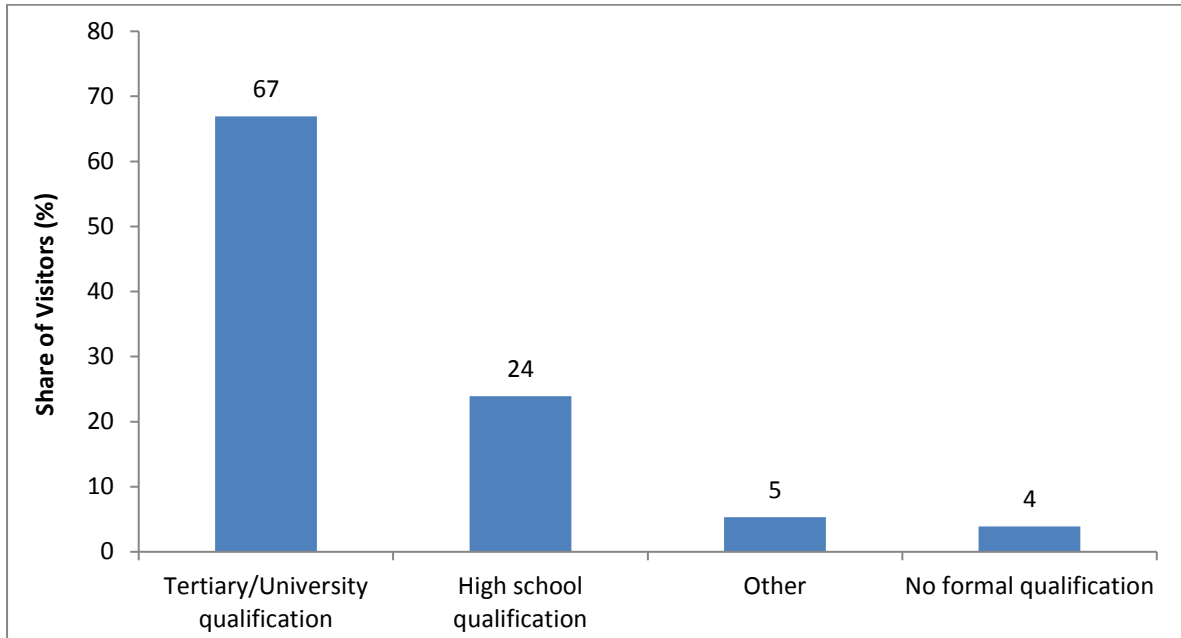
**Figure 4: Distribution of age and gender (n=1228)**





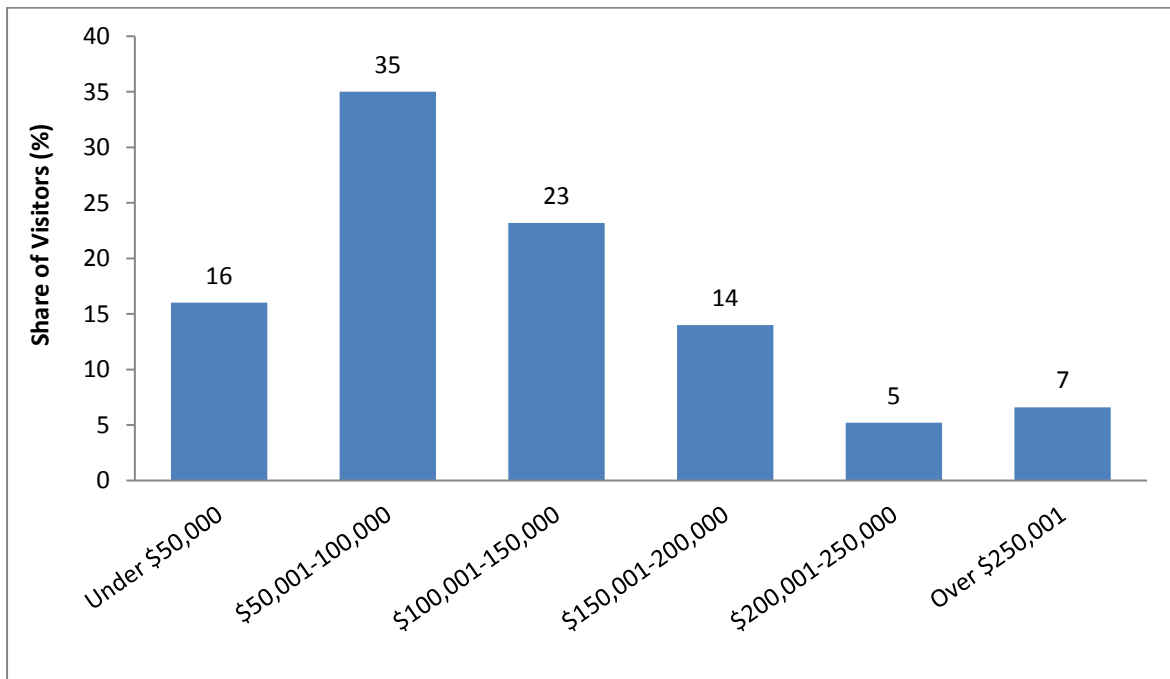
Visitors are well educated: more than two-thirds (67%) of those surveyed have some form of tertiary qualification, with a further 24% having completed a high school education (Figure 5).

**Figure 5: Highest qualification (n=1228)**



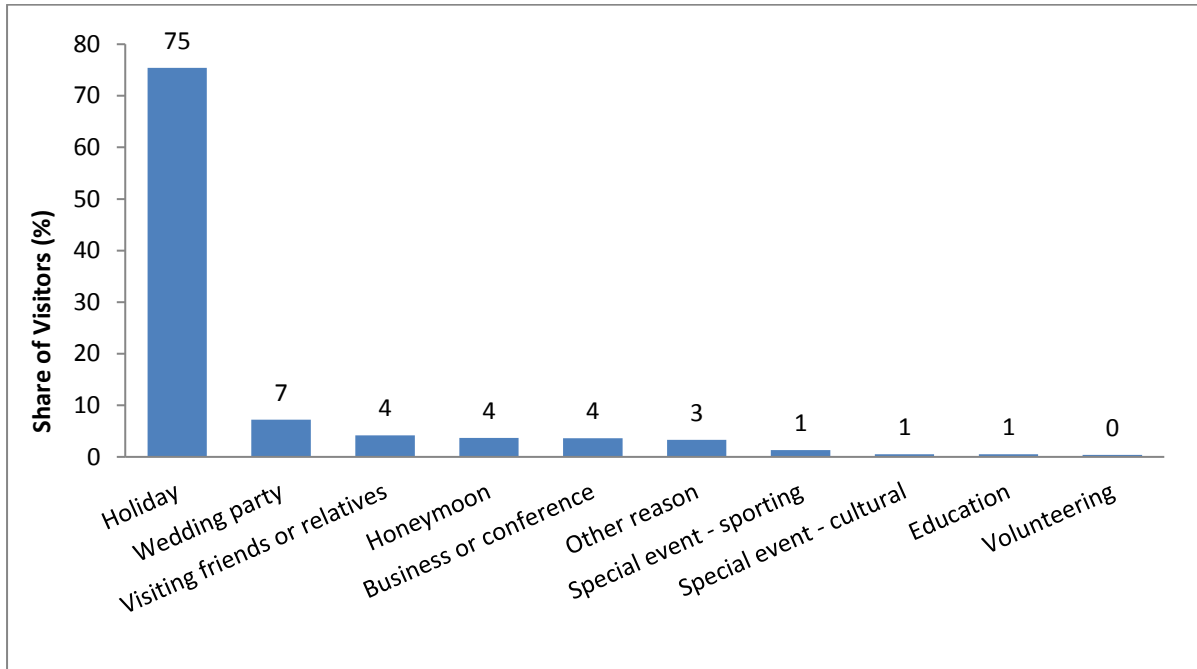
Over a third of visitors (35%) have an annual household income of between NZ\$50,001 and NZ\$100,000. Nearly a quarter (23%) of those surveyed earn between NZ\$100,001 and NZ\$150,000. A further 26% of respondents have a household income of over NZ\$150,000 per year (Figure 6).

**Figure 6: Annual household income in NZD (n=1019)**



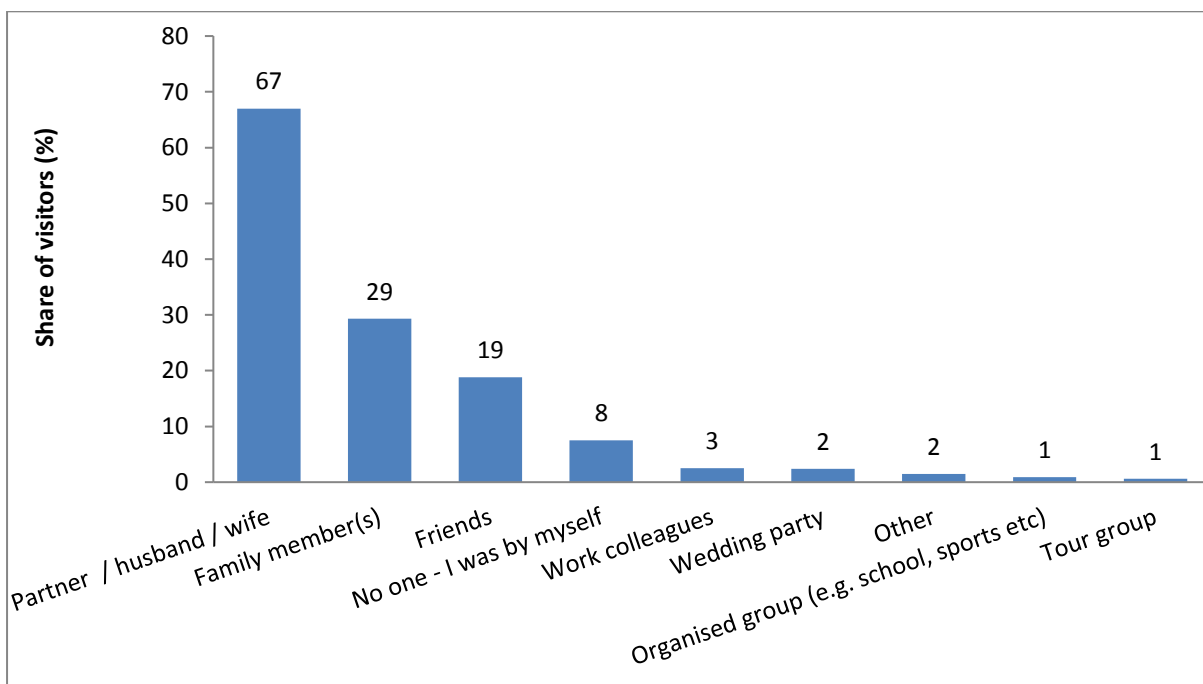
Just three quarters of visitors surveyed come to the Cook Islands for a holiday (75%). Other reasons given include attending a wedding (7%), visiting friends and relatives (4%), for a honeymoon (4%), for business and conference (4%), (Figure 7).

**Figure 7: Main purpose of visit (n=1339)**



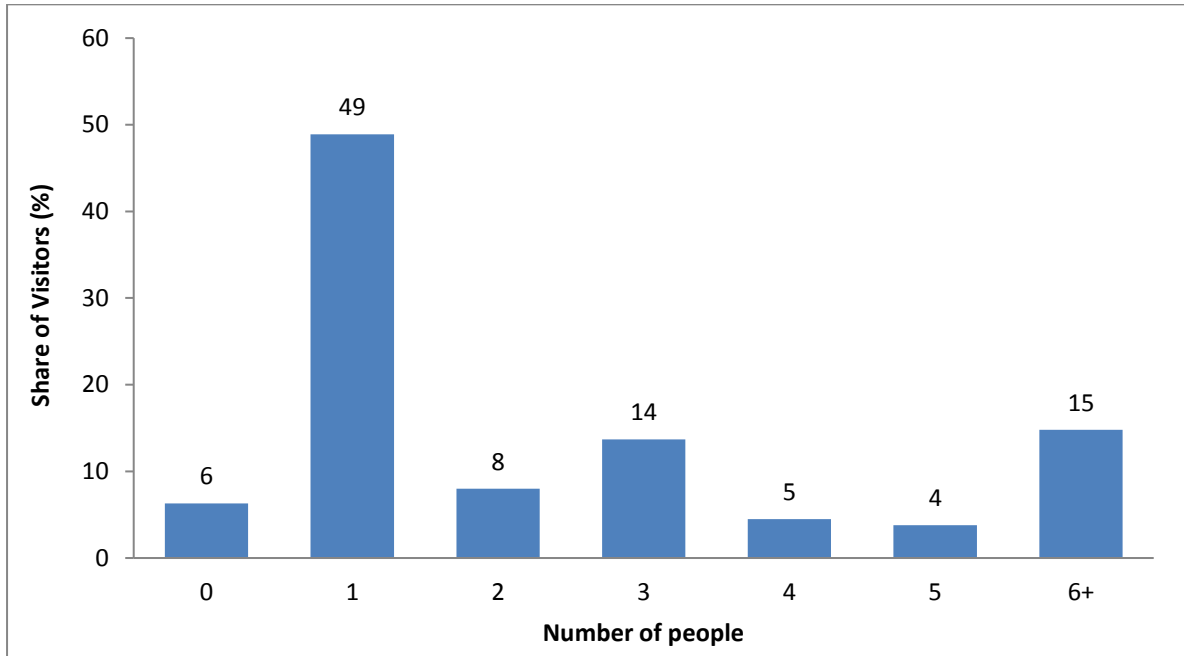
Most visitors (67%) surveyed travel to the Cook Islands with a partner or spouse. Visitors also often travel with other family members (29%), with friends (19%), or travel alone (8%). Those travelling with colleagues, in an organised group or as a part of a wedding party represent a smaller share of the sample (Figure 8).

**Figure 8: Travelling with whom? (n=1338)**



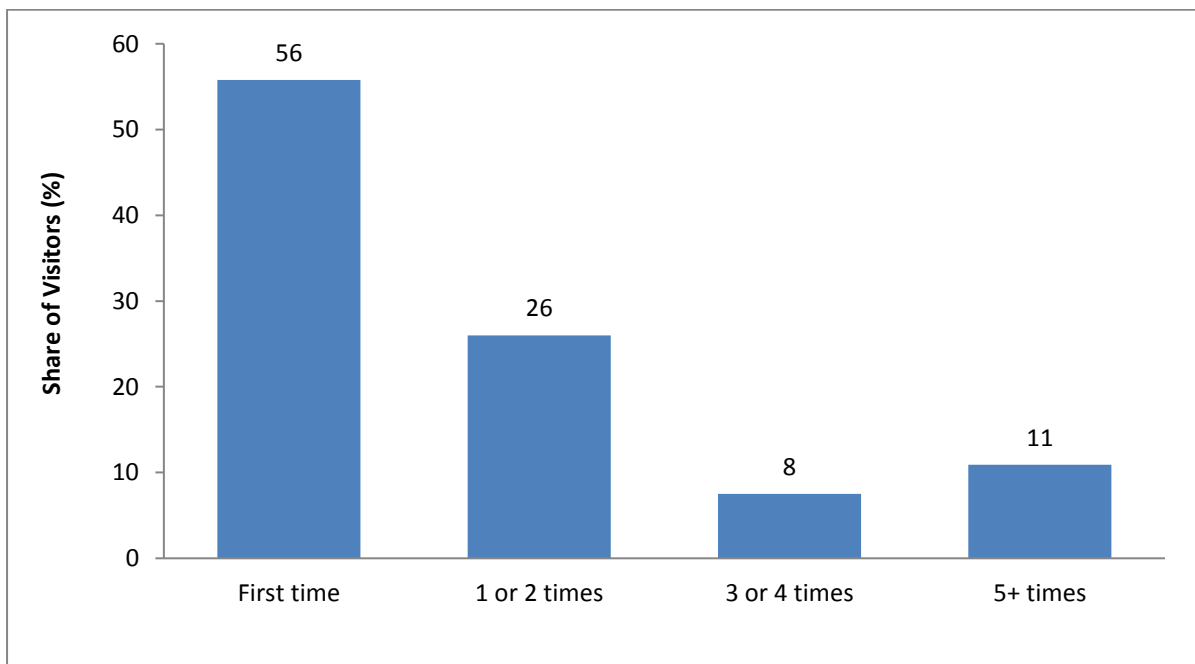
Nearly half of the visitors (49%) travelled with one companion on their visit to the Cook Islands (Figure 9). Travel groups larger than 4 people were not very common, with the exception of wedding parties.

**Figure 9: Number of companions on trip (n=1323)**



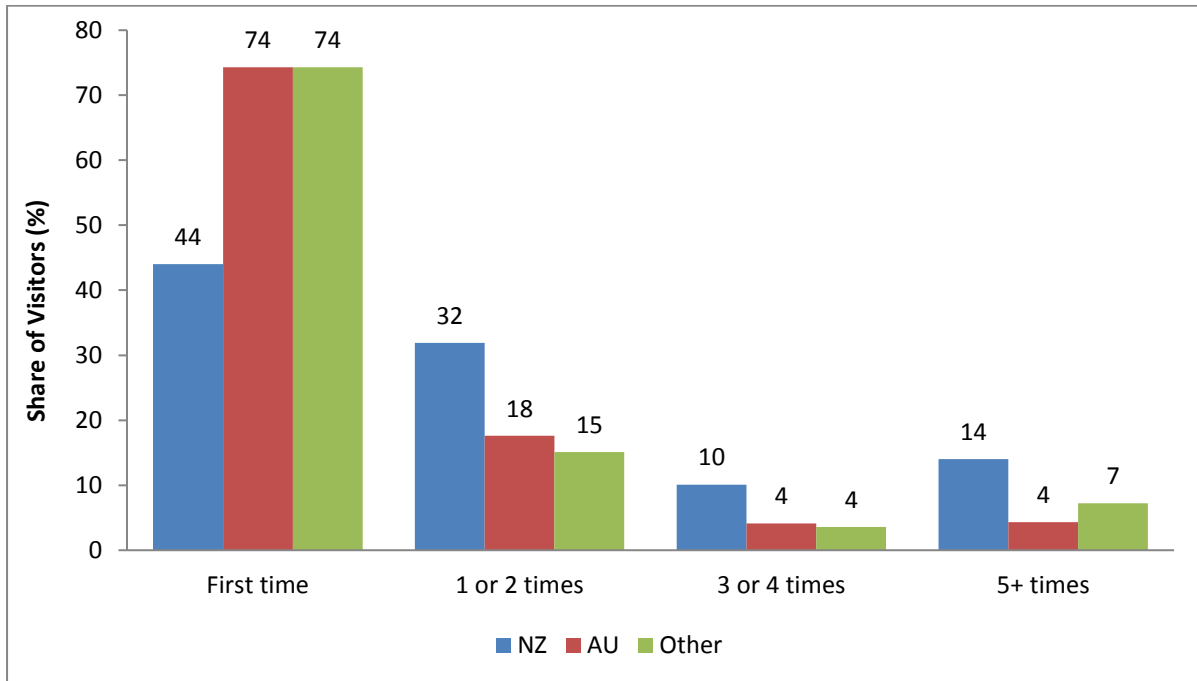
Over half of the visitors (56%) are on their first visit to the Cook Islands. A further 26% have been to the Cook Islands once or twice before. A smaller group (19%) have visited three or more times (Figure 10).

**Figure 10: Number of visits to the Cook Islands (n=1221)**



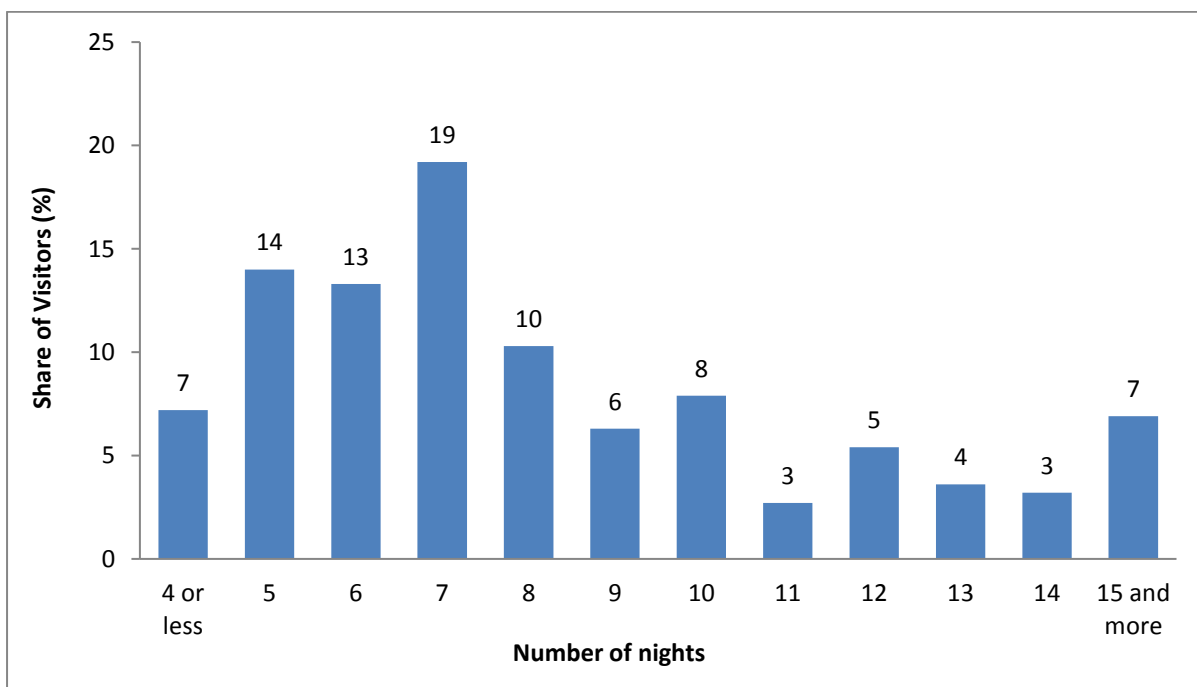
New Zealanders are more likely to be repeat visitors than those from other source markets (Figure 11). Over half of visitors from New Zealand (56%) have visited the Cook Islands before compared to only 26% of visitors from Australia and other countries.

**Figure 11: Number of previous visits to the Cook Islands – country breakdown**



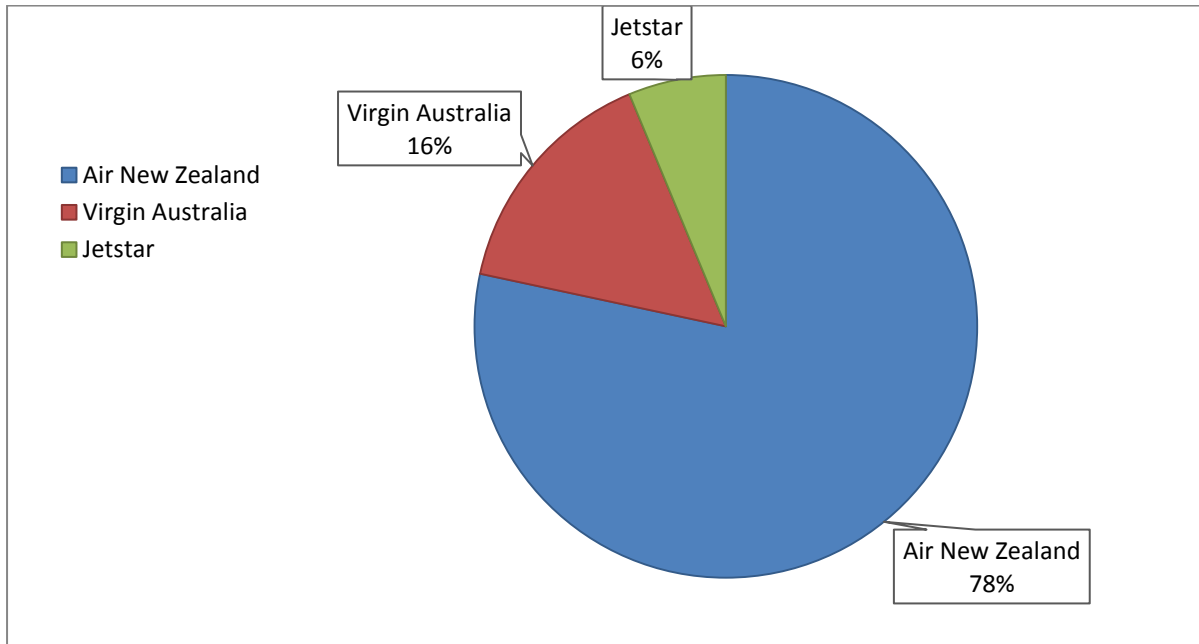
The average length of stay in the Cook Islands is 8.5 nights with 78% of visitors spending 10 or fewer nights in the country (Figure 12).

**Figure 12: Length of stay in nights (n=1326)**



The majority of visitors (80%) travel to/from the Cook Islands with Air New Zealand, a further 16% visitors fly with Virgin Australia (Figure 13). In March 2016, Jetstar commenced non-stop services from Auckland to Rarotonga. For the survey period April to June, six percent of visitors travel with Jetstar. Visitors that arrived by Air Tahiti and private charter plane make up less than 1% of arrivals.

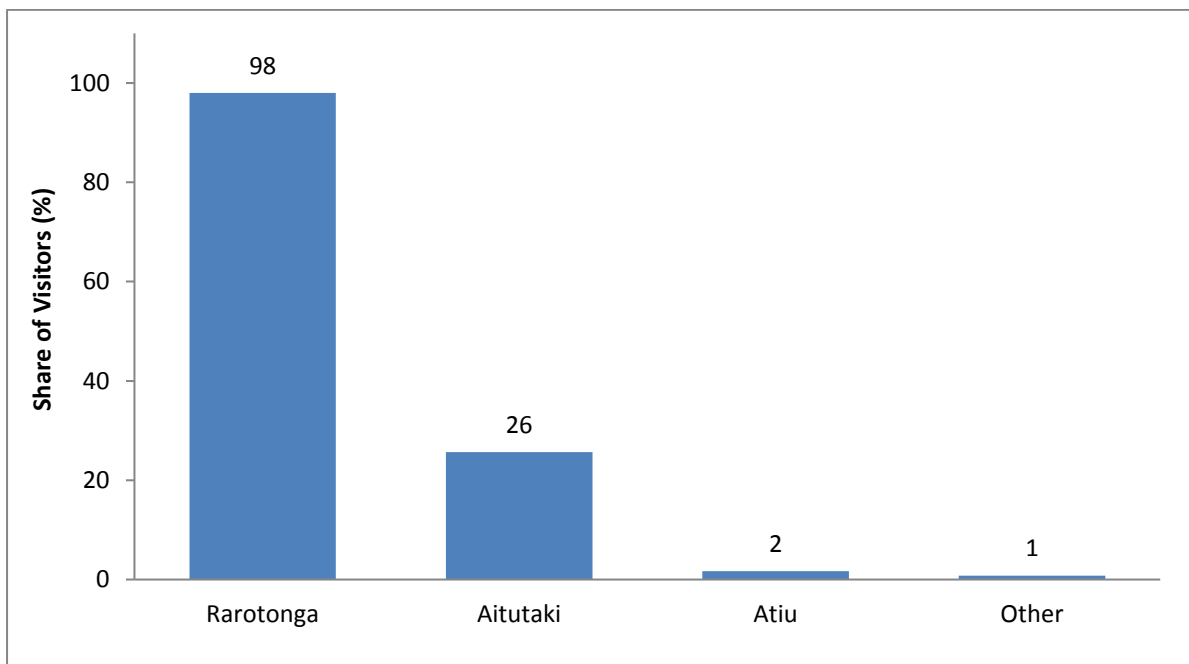
**Figure 13: Mode of transport (n=1335)**



For 86% of visitors, the Cook Islands is the sole destination for their trip. For 14% of the visitors surveyed during the April to June period the Cook Islands is part of a larger journey, including some visitors who are on an around-the-world trip. For those travelling to other countries as part of their recent trip, the top destination mentioned was New Zealand (74%), followed by travel to Australia (23%), Asian countries (22%), other pacific countries (21%), and North America (18%).

The vast majority (98%) of visitors to the Cook Islands spend time on Rarotonga, with Aitutaki being the second most visited island (26%) (Figure 14). Other islands are rarely featured in the survey responses, with Atiu for example only receiving 2% of visitors.

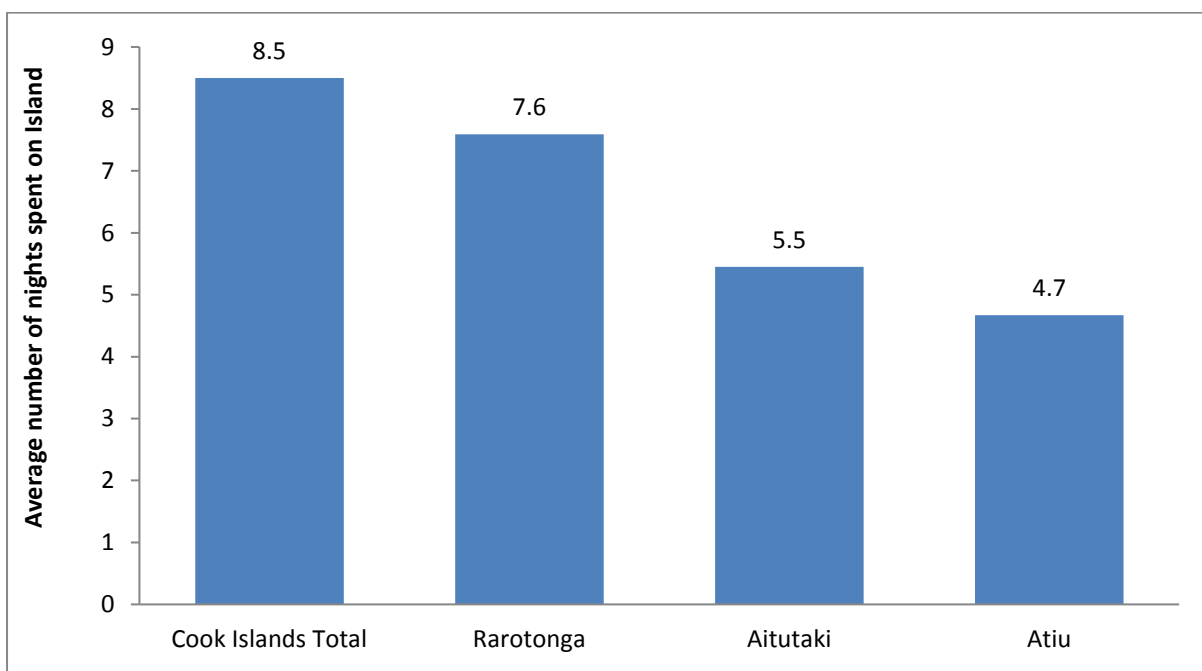
**Figure 14: Visited Islands (n=1338)**



*Note: Respondents could visit more than one island, so total does not add up to 100%.*

The average length of stay on Rarotonga is 7.6 nights (Figure 15). For the visitors that went to Aitutaki, the average number of nights spent on the island is 5.5. Visitors to Atiu spent an average of 4.7 nights.

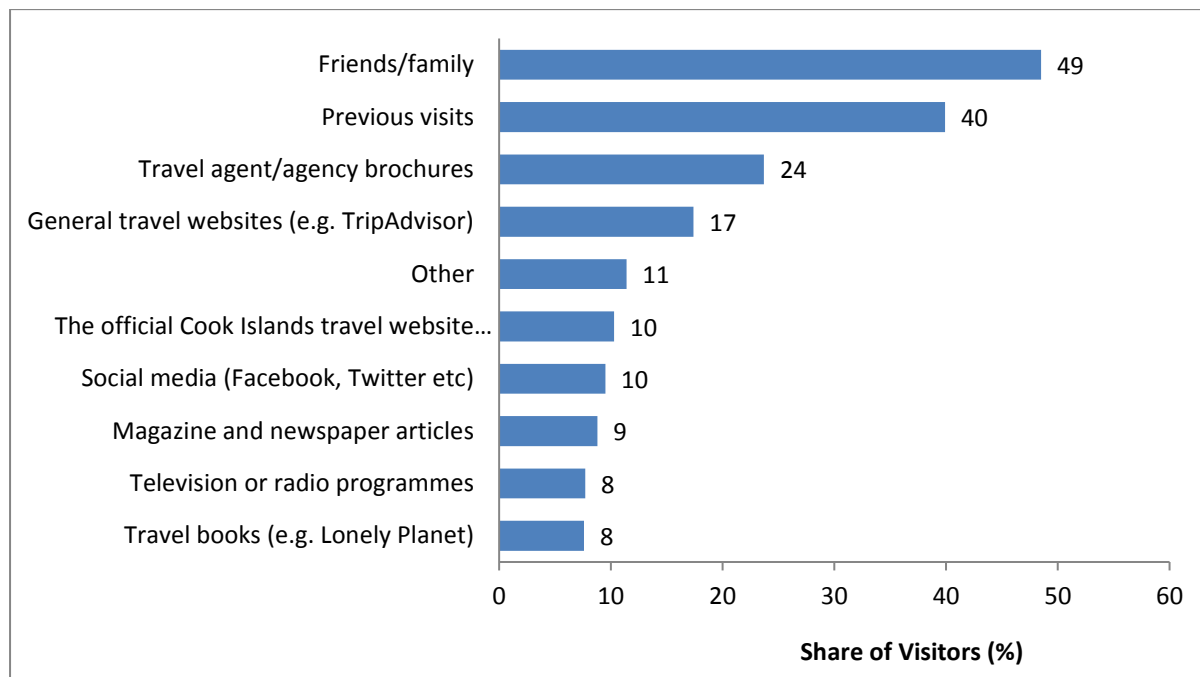
**Figure 15: Average length of stay in the Cook Islands and on each island (n=1338)**



## Information Sources and Purchasing Behaviour

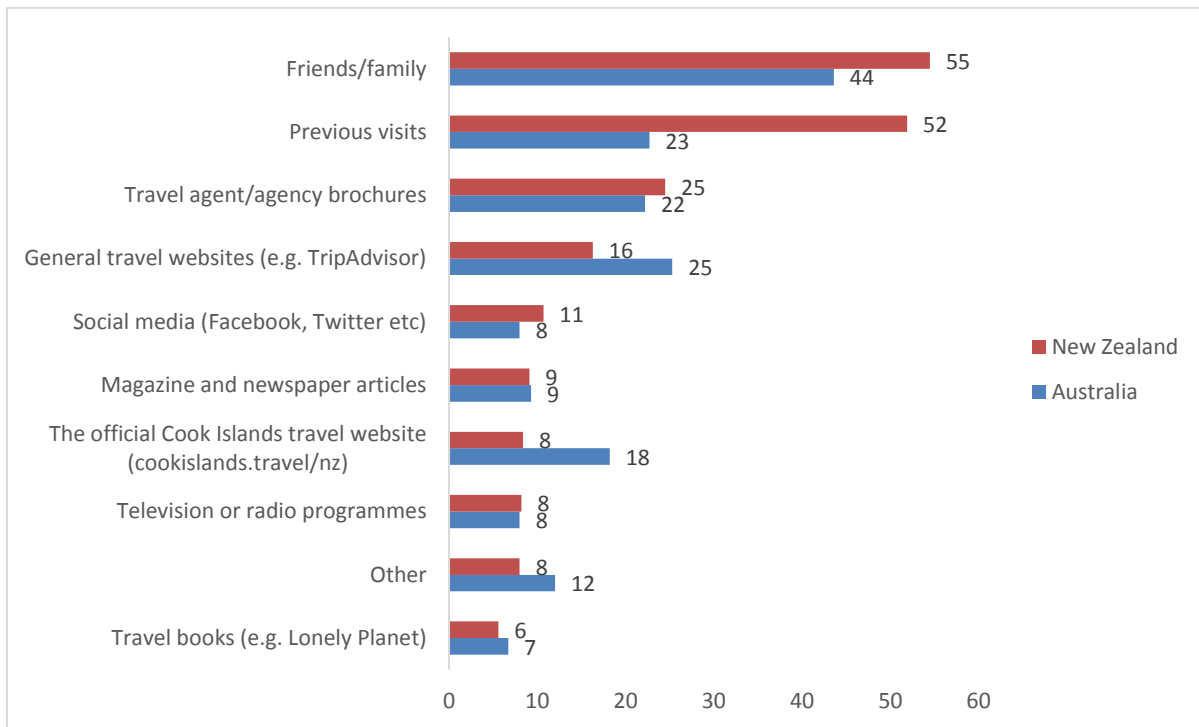
Participants were asked how they had found out about the Cook Islands as a holiday destination for this trip, and to rank the three sources of information that were most important in this respect (Figure 16). Nearly half (49%) of respondents ranked word of mouth from friends and family members as the most important influence, followed by previous experience (40%), travel agents (24%), and general travel websites (e.g. Tripadvisor) (17%).

**Figure 16: How did you find out about Cook Islands as a destination (n=1337)**



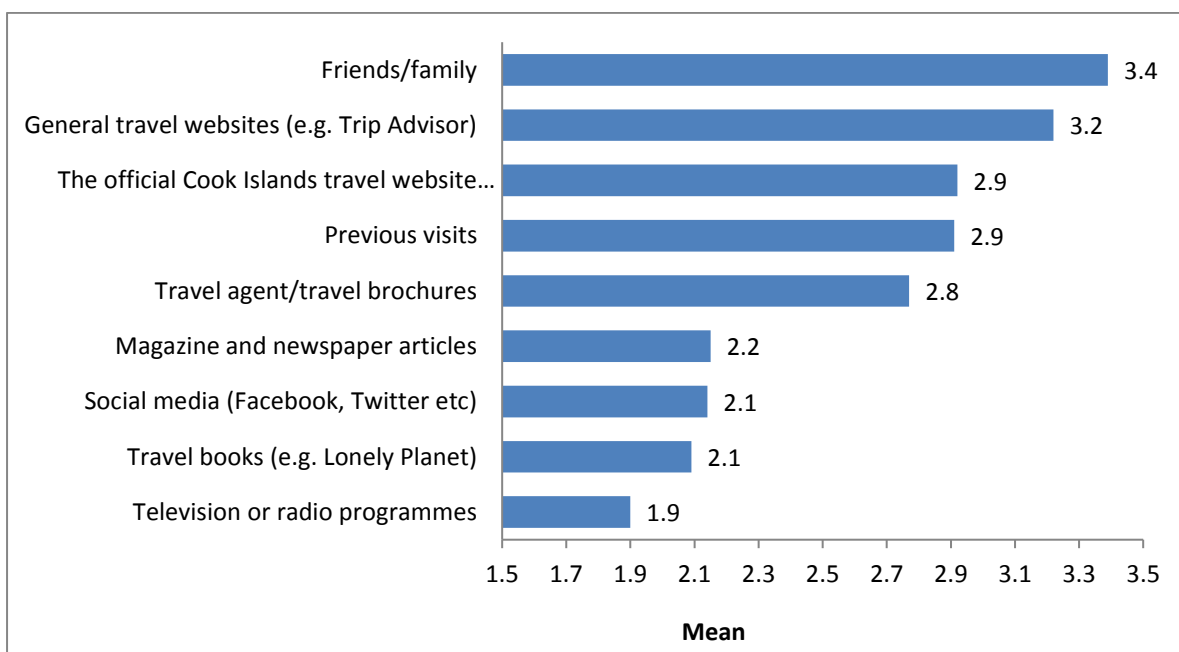
Visitors from New Zealand are more likely to seek information about a destination from word of mouth from friends and family members (55%). There are more repeat visitors from New Zealand than Australia and this is reflected by the fact that nearly half of visitors from New Zealand (52%) ranked their previous visits as the most important information source (Australian visitors 23%). Australian visitors were more likely to rank travel websites, and travel books as the most important influence.

**Figure 17: How did you find out about Cook Islands as a destination – country breakdown**



When visitors were asked to rank the importance of the listed information sources used to plan their trip, friends and family members are ranked as the most important source (3.4) (Figure 18). Other important information sources are general travel website (3.2), previous visits (2.9), the official Cook Islands travel website (2.9), and travel agent/travel brochures (2.8).

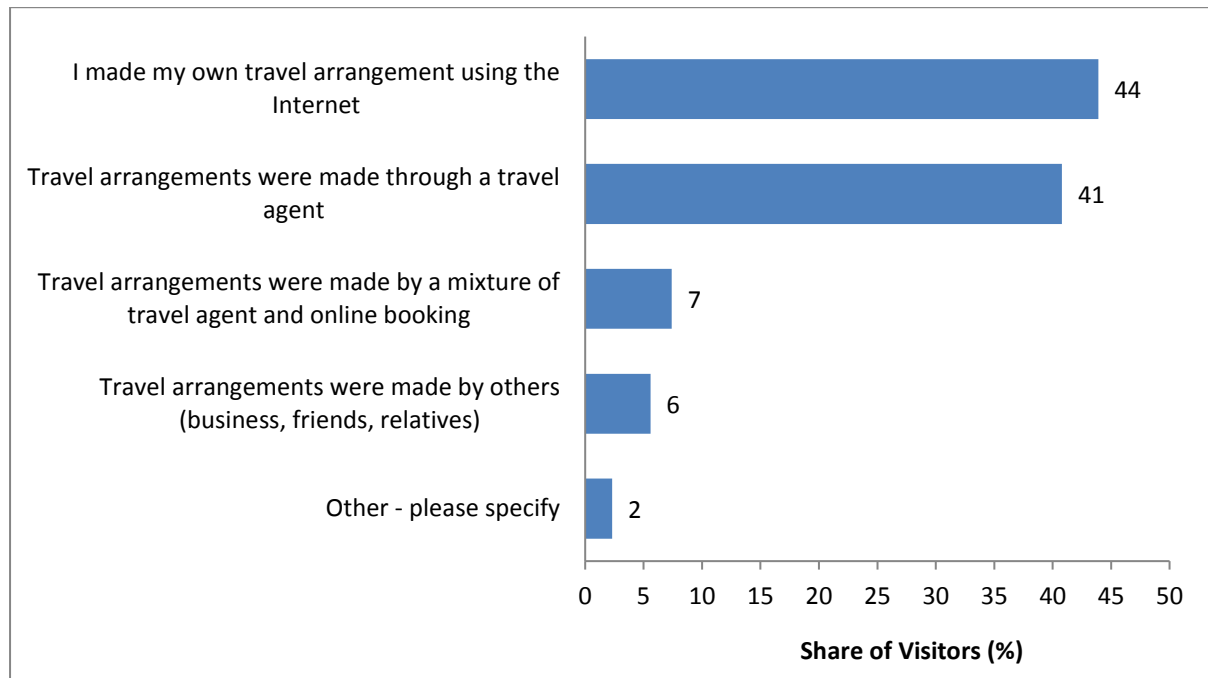
**Figure 18: How important were the following sources of information when planning your trip (n=1337)**





Nearly half of visitors surveyed (44%) make their own travel arrangements through online websites or have booked directly with hotels or airlines (Figure 19). The smaller amount of visitors surveyed (41%) purchased a pre-paid trip through travel agents, followed by 7% of visitors whose travel arrangements were made by a mixture of travel agent and online booking.

**Figure 19: How did you purchase your travel to the Cook Islands (n=1332)**

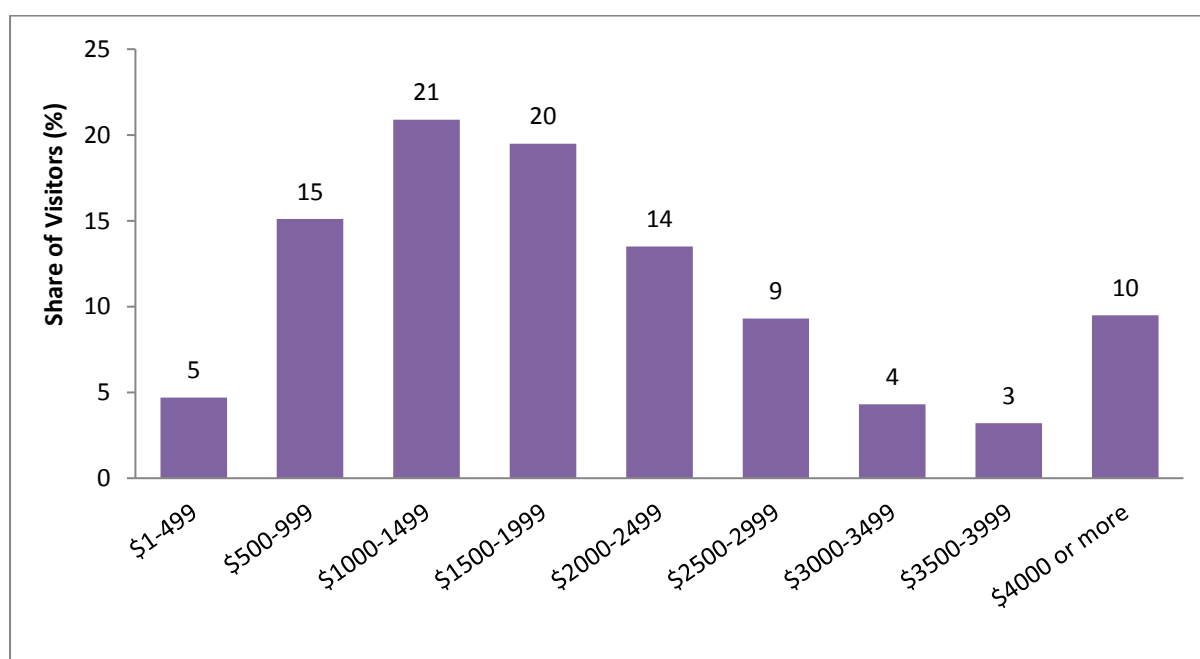


## Visitor Expenditure

The survey asks a range of questions about visitor expenditure, both prior to arrival and while in the country. All the figures below are based on respondent estimates of their own spending and any others they spent money on (e.g. spouse, children). The following pre-paid expenditure section is based on the number of adults and children that respondents included in their cost estimates: 3,005 people comprising 2,623 adults and 382 children.

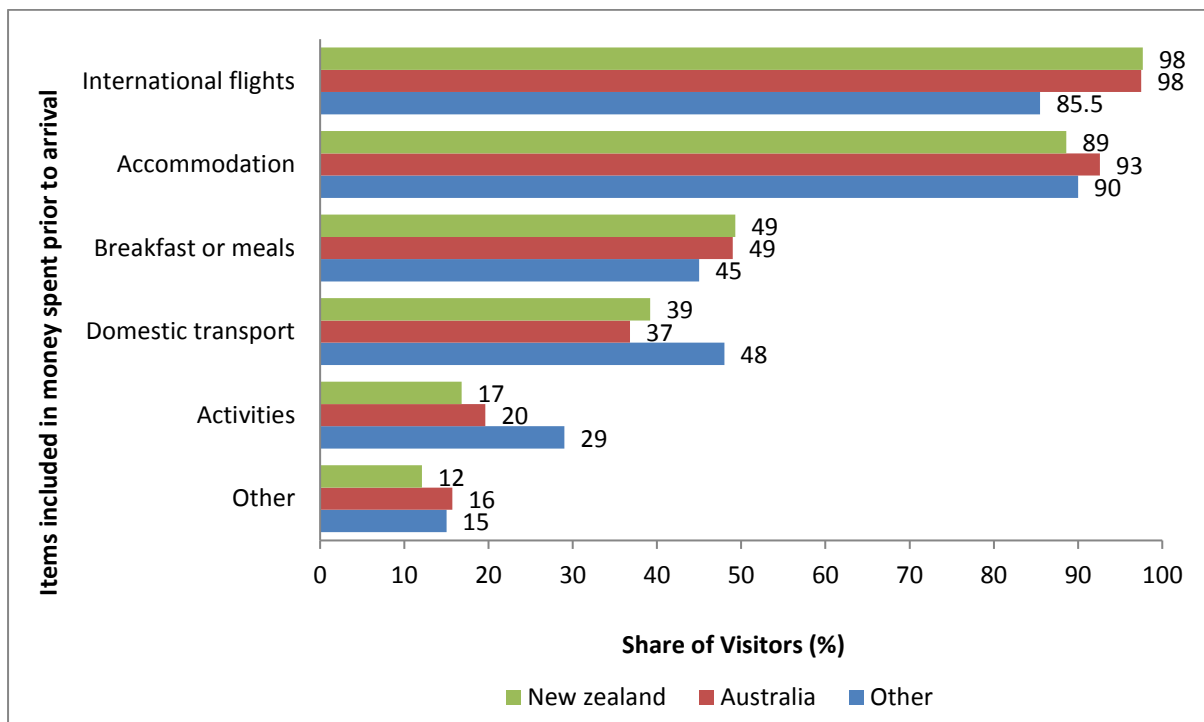
On average, visitors to the Cook Islands spend NZ\$2,060 per person prior to arrival. Over half (55%) of the visitors spend between NZ\$1,000 and NZ\$2,500 prior to arrival. These figures are higher than the data from the previous year (average spend of NZ\$2,000 for 2014/15) and in the same quarter for 2014/15 (NZ\$2,005) (Figure 20).

**Figure 20: Amount of money spent per person prior to arrival (n=1063)**



In addition to international flights and domestic transport, spending prior to arrival usually includes accommodation: in 89% of the cases for New Zealand and 93% for Australian visitors, and for 90% of visitors from other countries (Figure 21). Approximately half of visitors prepaid for breakfast and meals prior to arrival (49% for New Zealand and Australian visitors, and for 45% of visitors from other countries) which is higher than the data from the previous year and in the same quarter for 2014/15. Activities are much less likely to be included in pre-paid expenses.

**Figure 21: Items included in money spent prior to arrival**



It is difficult to estimate accurately the proportion of the pre-paid spend that flows to the Cook Islands. For the purposes of this study, and based on previous research in the region, we conservatively estimate that 50% of the pre-paid spend is allocated to airfares. Of the remaining 50% of the pre-paid spend, 80% of this flows back to local operators. In total this means that for every pre-paid dollar, 40 cents flows to the Cook Islands. We assess that the pre-paid spend figure per day flowing back to local operators, excluding flights, is NZ\$97 and for the average total visit is NZ\$824 (over 8.5 nights).

The total spend per visitor per day while in the Cook Islands (excluding any pre-paid expenditure) is NZ\$157 (Table 1). This figure is higher than overall spend figure for 2014/15 (NZ\$112) and the same quarter in 2014/15 (NZ\$112). The figure reflects the increase in in-country spend seen in the previous three quarters (July 2015 to Mar 2016). The majority of money spent locally is on accommodation (40%), restaurants, cafes and bars (22%), and shopping (10%). These per person expenditure figures are based on 678 survey responses covering a total of 2,912 people (2,553 adults and 359 children).

By multiplying daily spend by the average stay (8.5 nights) we can see that each visitor spends on average NZ\$1,333 during their time in the Cook Islands. The total figure of what is spent locally and what flows back to the Cook Islands from pre-paid expenses is therefore NZ\$254 per visitor per day (\$157+\$97), or NZ\$2,157 (\$1,333+\$824) for each visitor.

**Table 1: Average visitor expenditure in the Cook Islands (per person per day)**

Expenditure Items	Overall n=2912	
	Mean (NZ\$)	(% of spend)
Accommodation	63	40
Restaurant, cafes and bar	35	22
Shopping	15	10
Activities	10	7
Vehicle rental	8	5
Domestic flights	8	5
Groceries	8	5
Other	3	2
Cruising	2	1
Internet cost	2	1
Petrol	2	1
Public transportation	1	0
<b>Total Expenditure</b>	<b>157</b>	<b>100</b>

Table 2 provides an overview of the in-country expenditure by the visitor's country of origin. Visitors from Australia have the highest average spend per day at NZ\$188. By comparison, European visitors spend on average NZ\$60 less per day (NZ\$123).

**Table 2: Average expenditure per visitor per day by country of origin**

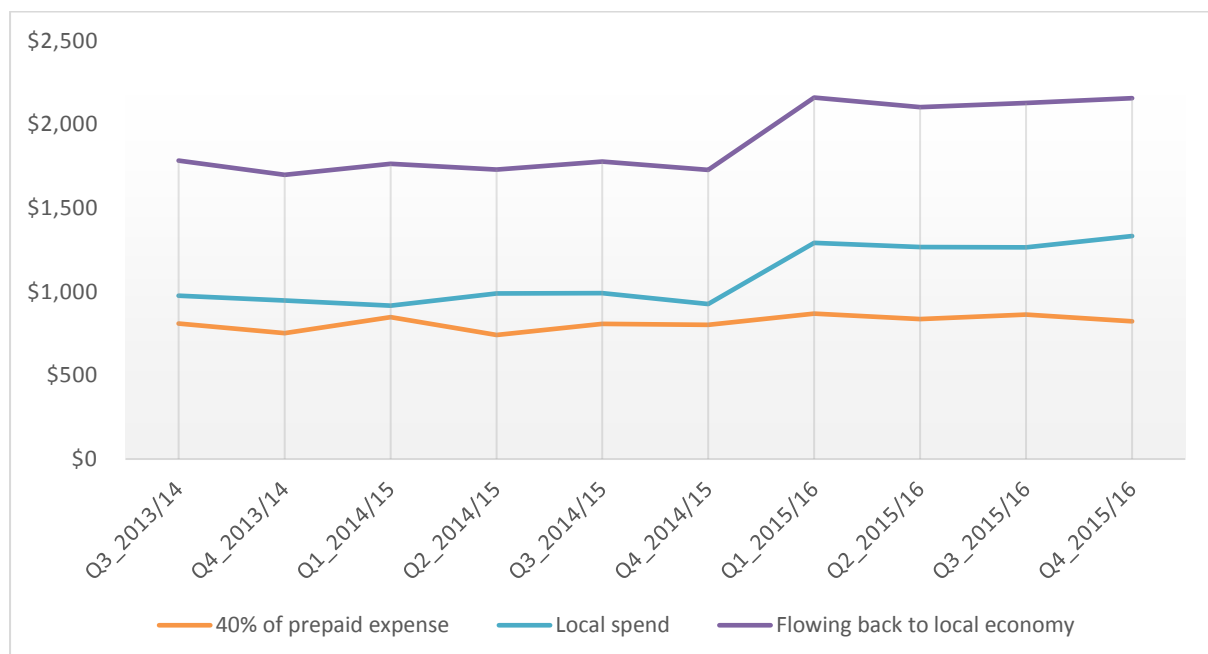
Expenditure Items	n=256	n=497	n=1913	n=140
	USA/ Canada	Australia	New Zealand	Europe
Accommodation	59	75	61	51
Restaurant, cafes and bar	29	45	36	28
Shopping	16	17	14	11
Activities	11	13	10	4
Vehicle rental	6	8	9	6
Groceries	10	7	7	6
Domestic flights	12	12	6	8
Other	4	3	3	2
Internet cost	2	2	2	1
Cruising	3	4	2	2
Petrol	1	1	2	1
Public transportation	1	1	1	1
<b>Total spend (NZ\$)</b>	<b>\$154</b>	<b>\$188</b>	<b>\$154</b>	<b>\$123</b>

Average Australian spend per person for this quarter (NZ\$188) was higher compared to the 2014/15 average of NZ\$115, also higher than the same quarter in 2014/15 (NZ\$126). New

Zealanders' spend of NZ\$154 per person per day was up from the average of \$111 for 2014/15 and the same quarter in the previous year (NZ\$107). European visitor spend at NZ\$123 per person per day was up from the average for 2014/15 of NZ\$115, but lower than the same quarter in the previous year (NZ\$126). Visitors from USA/Canada spend of NZ\$154 for this period was higher than the 2014/15 average of NZ\$125, and the same quarter in 2014/15 (NZ\$122).

Overall these spend figures reinforce the general increase in visitor yield over 2014 and the first half of 2016 (Figure 22) shows the trend since the third quarter of 2013/14 (January to March 2014). Visitor yield has increased significantly from the first quarter of 2015/16 (July to September 2015). The increase in yield is largely accounted for by increased in-country spend.

**Figure 22: Amount of money spent per person (NZ\$)**



## Visitor Satisfaction

Visitors were asked to indicate their overall satisfaction with their experience of the Cook Islands on a scale from 1 'very dissatisfied' to 5 'very satisfied' (Figure 23). Over two thirds (71%) of the visitors surveyed were 'very satisfied' with their overall experience of the Cook Islands. Very few visitors (2%) were unsatisfied with their visit (a score of 2 or lower out of 5).

**Figure 23: Overall satisfaction with experience of the Cook Islands (n=1237)**

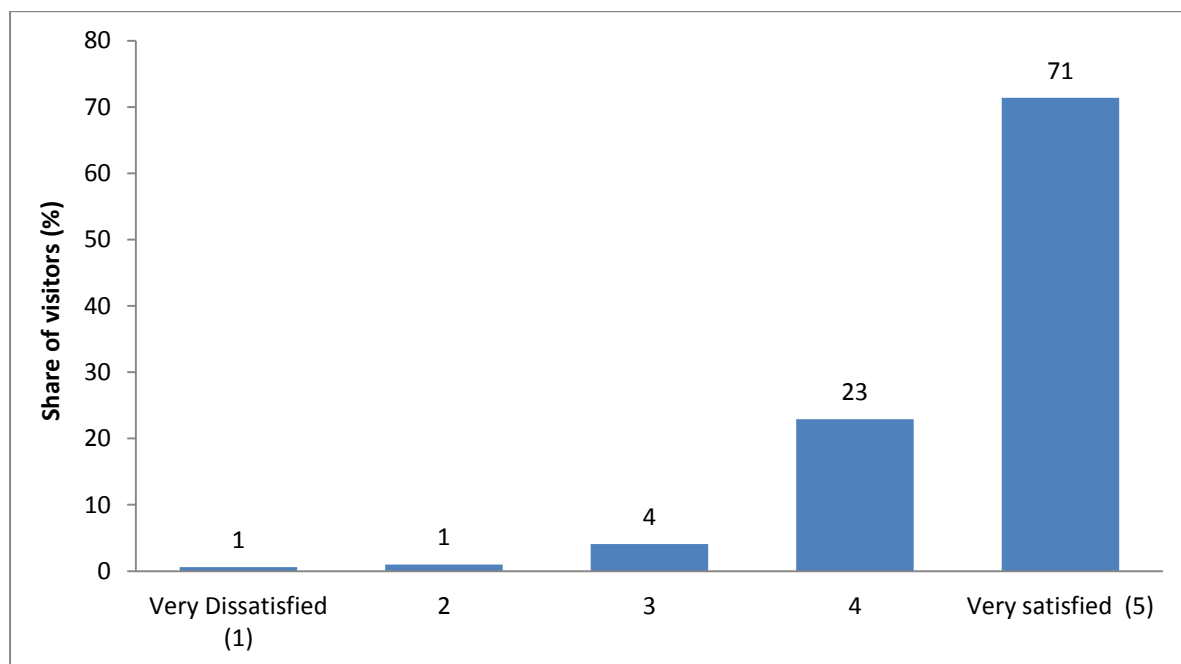
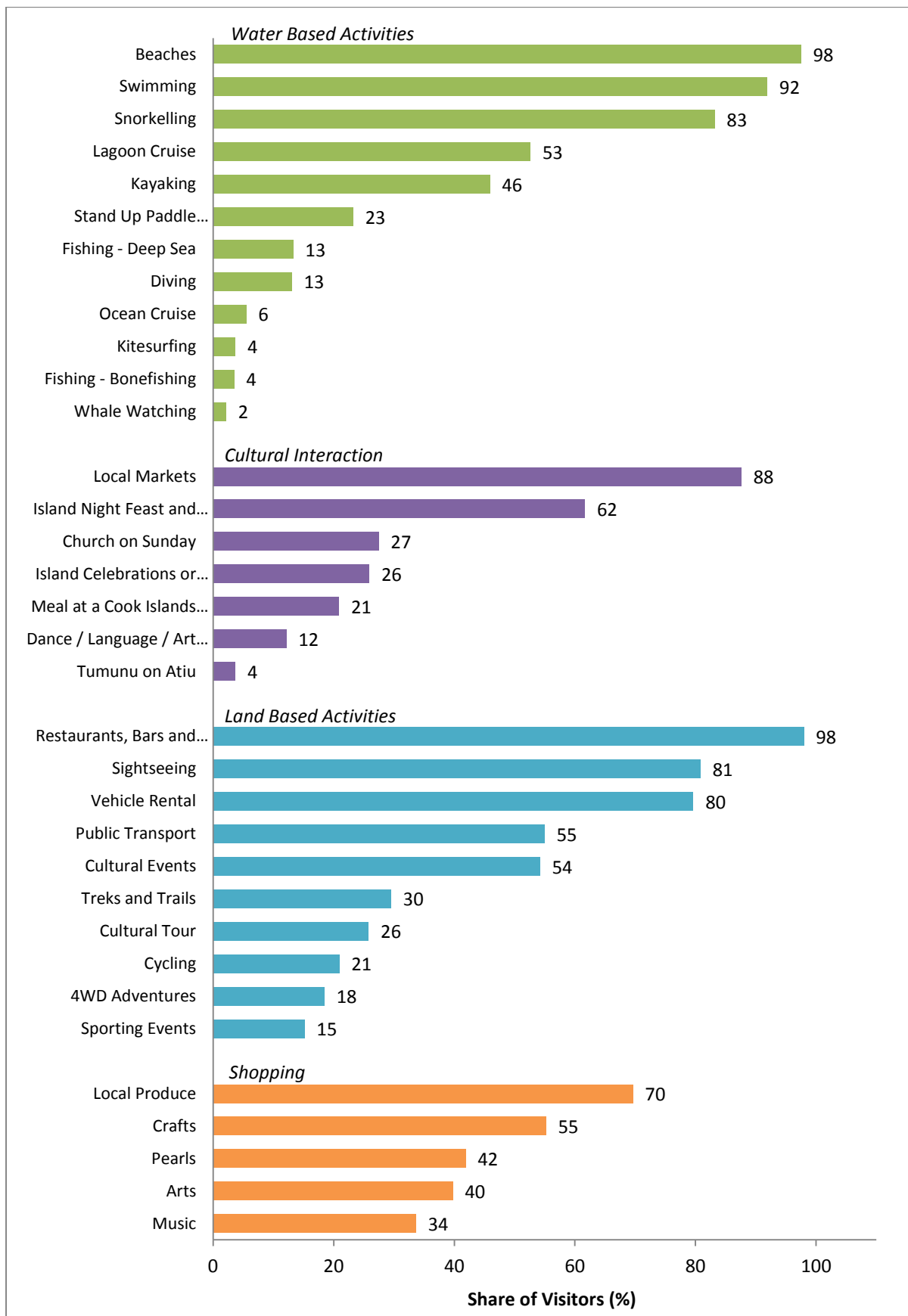


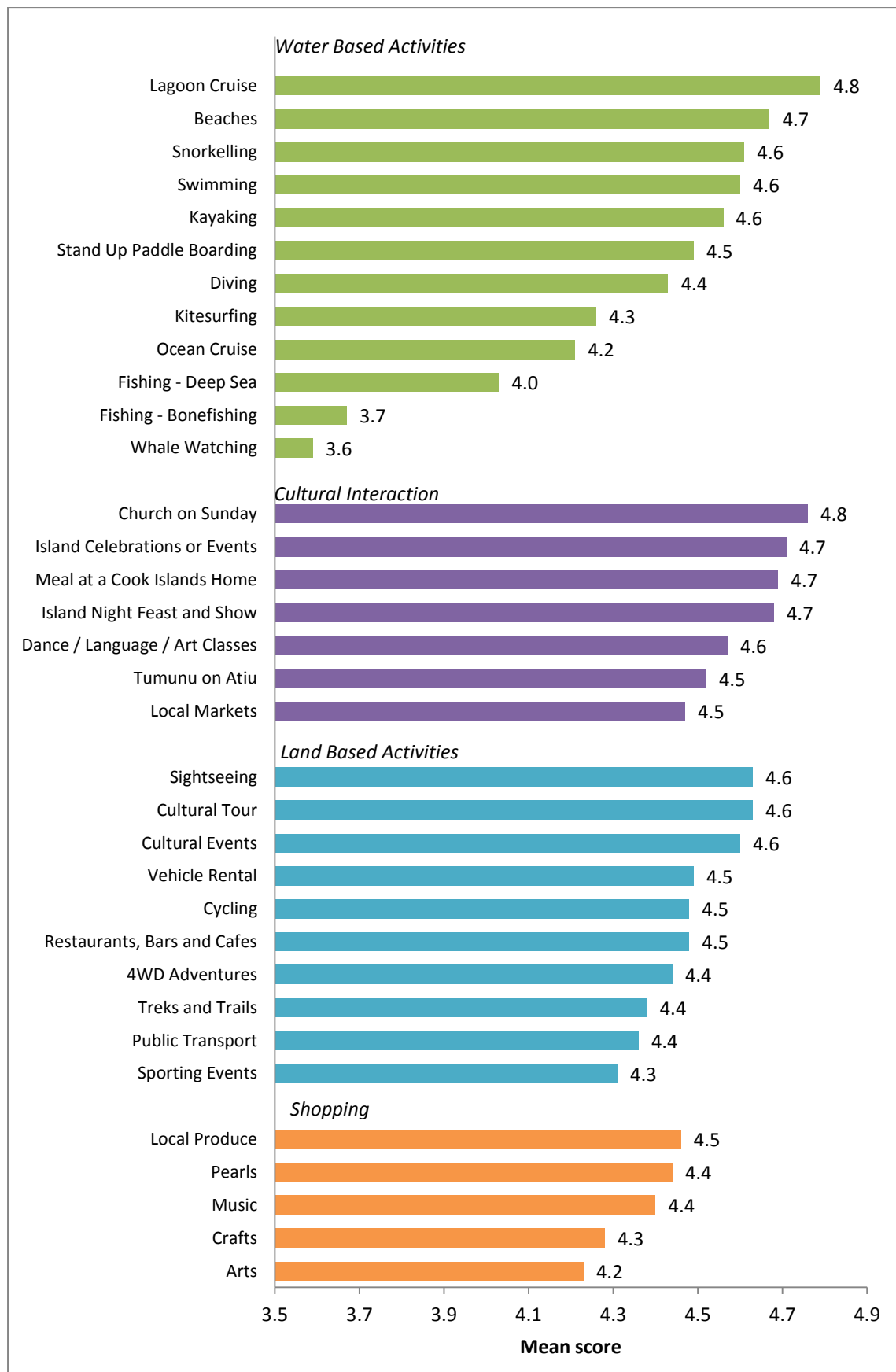
Figure 24 shows the percentage of respondents who undertook an activity while on their visit to the Cook Islands. Almost all visitors participate in water activities and visit at least one restaurant or café during their trip. Most of the respondents (88%) visit a local market, and 62% of visitors experience an Island Night and Feast Show.

Figure 25 shows their level of satisfaction with these activities. Visitor satisfaction is generally high for all activities undertaken (almost all registering more than 4 out of a possible high of 5). Activities involving cultural interaction (average satisfaction of 4.6) rank the highest, followed by land-based products (4.5) shopping (4.4) water-based experiences (4.3). It should be noted that some activities e.g. kitesurfing, bonefishing, and whale watching are characterised by relatively low numbers of participants (n=22-38).

**Figure 24: Degree of participation in activities (n range=22-1288)**



**Figure 25: Degree of satisfaction in activities participated in (mean score out of 5)**

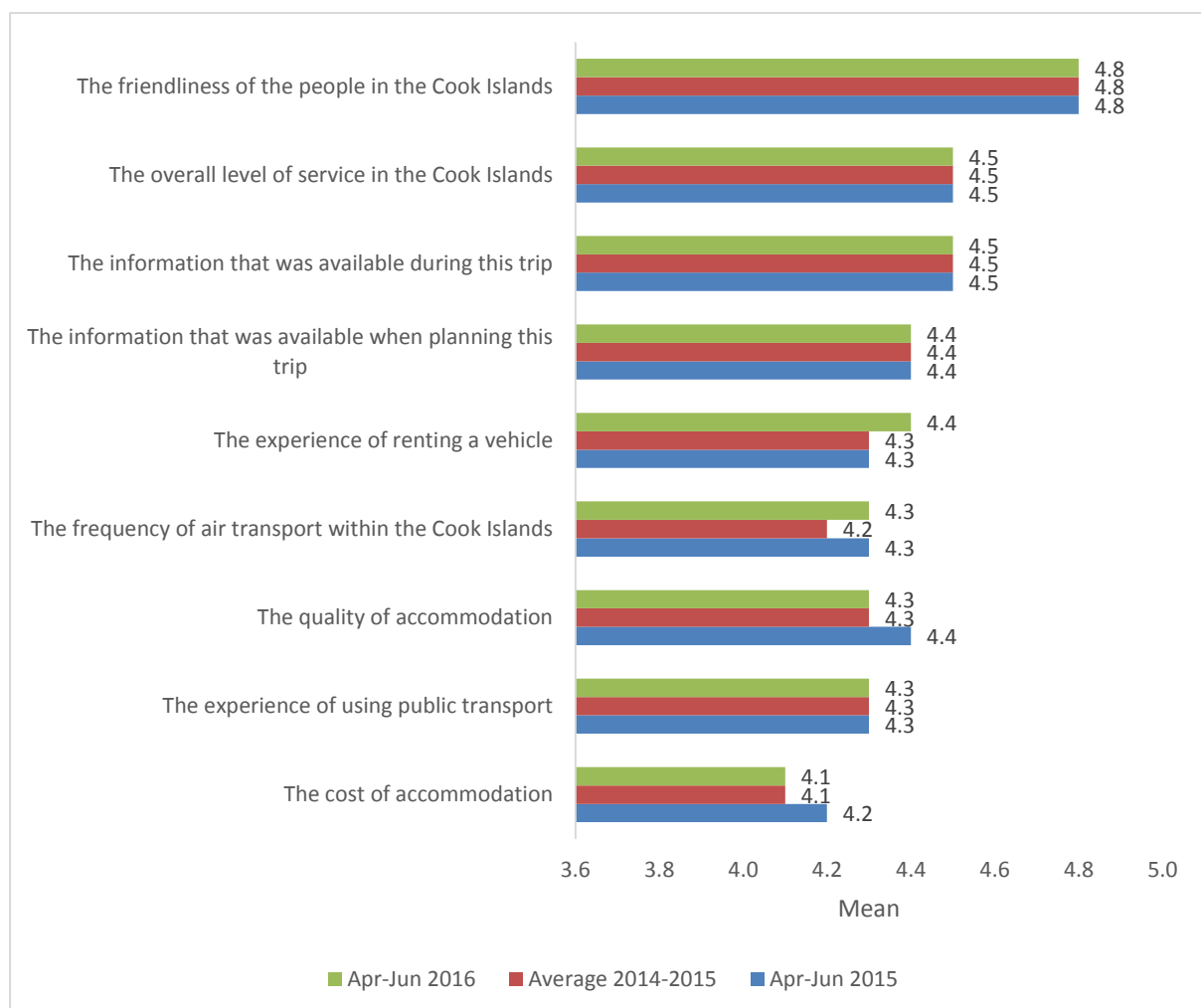




Visitors were asked to rate their level of satisfaction with nine different statements relating to their most recent visit to the Cook Islands. Responses from the period of April to June are compared to the annual average for 2014/15, and the same period of 2014/15 (Figure 26). Respondents have consistently given the friendliness of the people in the Cook Islands the highest score.

This quarter also shows a slight upward trend in the level of satisfaction with experience of renting a vehicle compared to the average for 2014/15 and the same quarter of 2014/15. Visitor satisfaction levels with the quality and cost of accommodation are slightly lower than the same quarter in 2014/15.

**Figure 26: Degree of satisfaction with Cook Islands services (mean score out of 5)**



## Most appealing aspects of the Cook Islands

Visitors were asked “What did you find most attractive or appealing about the Cook Islands on your most recent visit?” (Table 3). The most appealing elements of the Cook Islands experience are the beautiful and clean natural environment (47%), the friendly and helpful local people (45%), the peacefulness and relaxing atmosphere of the islands (30%), and the tourist attractions and activities on offer (21%). Smaller numbers of visitors mentioned aspects such as food and beverage (12%), the convenience and safety of the Cook Islands (6%), culture (5%), accommodation (4%), and the level of service experienced (4%). These figures are consistent with the annual average for 2014-2015 where respondents rated the top three most appealing aspects as the ‘environment’ (52%), ‘local people’ (43%) and ‘atmosphere’ (29%).

**Table 3: Most appealing aspects of the Cook Islands (n=1263)**

Themes	Share of respondents (%)
Environment, cleanliness & weather	47%
Local People	45%
Atmosphere	30%
Activities, attractions, and entertainment & events	21%
Food and Beverage	12%
Convenience & Safety	6%
Un-commercial	4%
Accommodation	4%
Culture	5%
Level of services	4%
Overall good experience	3%

\* Share of respondents who made a comment that falls into each theme. Respondents could give more than one answer, so total does not add up to 100%.

### ***Environment, cleanliness & weather***

Over half of the respondents (47%) considered the natural beauty, the ‘warm’ and ‘clean’ waters, and climate to be the most appealing aspects of their Cook Islands experience. Visitors used words such as ‘authentic’, ‘fabulous’, ‘wonderful’, ‘fantastic’, ‘picturesque’, ‘stunning’, ‘amazing’, and ‘unspoilt’ to describe the environment. Most comments here focused on the beauty and the cleanliness of the beaches and lagoons, the pleasant weather, the pristine water, and the beauty of the islands in general. Comments included:

*“The island was clean compared to other islands we have visited. The reef surrounding the island was amazing as was the snorkelling and fish life.”*

*“A little bit of paradise. Warm Sunshine, Warm Seas...”*

*“The beaches and island as a whole are fantastic and were the most appealing before the trip.”*

*“The beach essential and how clean everything was. It was a real pleasure to see how well the island is looked after.”*

*“The beautiful lagoon, pristine water and abundant sea life, and beautiful tropical grounds of the Resort.”*

*“I most liked the pristine beaches and the breath taking views on trips around the island. Almost each curve in the road brought something beautiful to see.”*

### **Local people**

Just under half of the respondents (45%) noted that the most appealing part of their visit was their interaction with local people in the Cook Islands with comments about the friendliness, welcoming nature and helpfulness of local people. Key words that dominated the responses included ‘friendly’, ‘lovely’, ‘nice’, ‘wonderful’, ‘warm’, ‘helpful’, ‘beautiful’, ‘genuine’, and ‘welcoming.’ Comments included:

*“Everything was beautiful but the very best of our Cooks was the wonderfully friendly and helpful Cook Islanders.”*

*“Definitely the people, and not only the people directly involved in the tourist business, everyone in the CI seems to be someone I could enjoy a chat with. Everyone we engaged with were fantastic and it really is a great experience to share that.”*

*“The Cook Island people were very friendly, helpful and caring. They take such pride in their culture and country.”*

*“The sense of fitting in, and the acceptance from the locals.”*

*“The genuine local people who were interested in what we were up to and how they could assist. I felt that they were not looking to take a buck from you as is the case in some other Pacific Islands we have visited.”*

*“The warm welcome we got everywhere we went, right from our arrival with the presentation of a floral lei, to our departure with guitar playing and presentation of shell lei.”*

*“The friendliness of the island people never ceases to amaze me, it is a wonderful experience to meet people who are so happy.”*

*“The friendliness of the local Cook Islanders, their sense of humour and willingness to assist wherever possible.”*

*“Came for work but fell in love with the people, great sense of community.”*

*“Natural beauty and friendliness/hospitality of the people. I live in Honiara and the difference in attitude of locals to visitors couldn't be more extreme.”*

*“Locals were quite laid back. Marked tolerance of strangers. Not aggressively trying to sell you goods and services.”*

### **Atmosphere**

A third of visitors surveyed (30%) focused on the relaxed atmosphere of the Cook Islands. They considered the Cook Islands to be very peaceful, relaxing, and laid-back, which made a good holiday to rest. Respondents used words such as ‘quiet’, ‘relaxing’, ‘laid back’, ‘peaceful’, and ‘slow pace’ to describe the overall atmosphere of the Cook Islands. Comments included:

*“Here away from the hustle and bustle, everything is a leisurely natural time.”*

*“Peace and quiet, no rush to get anywhere.”*

*“Laid back atmosphere, nothing is a problem, it was a stress free holiday for me to relax.”*

*“It was ideal for not doing anything except relax and take time for yourself and wellbeing.”*

*“The pace we found very relaxing, the clear turquoise waters, chooks in their element, simplicity, beautiful churches, the Cook Island singing and dancing, lack of stress - always sad to leave but relaxed and re-energised when we go home.”*

*“The quietness of just relaxing in and around our hotel and the friendliness of the people. We wanted peace and quiet and a relaxing time and that's what we got. Just loved Cook Islands.”*

*“The relaxed atmosphere and the beautiful sandy white beaches. There is no concept of time and you weren't rushing to be anywhere.”*

### **Activities, attractions, entertainment & events**

Activities, attractions, entertainment and events were mentioned by 21% of respondents as the most appealing elements of their visit to the Cook Islands. Most comments in this category focus on water-based activities such as swimming, snorkelling, diving, sailing and lagoon cruises. Land-based activities that respondents mentioned included the experience of travelling around the island by scooter or a hired car, shopping, cycling, hiking, attending church services, cultural tours and events, and local markets. Comments included:

*“The scuba diving was incredible - we used Pacific Divers and they were very professional, fun and had great deals on offer.”*

*“Being able to snorkel from the shoreline with a wide range of marine life to look at. I never got bored each snorkel was different.”*

*"We loved attending church and the singing was absolutely fantastic. The Anzac Day service and parade that we participated in was extremely well organised and excellent band etc."*

*"Enjoyed challenge of over the mountains track north to south, easy bus transport even at night plus safe cycling."*

*"The fact you can mix adventure in land with water activities."*

*"Enjoyed Feast and history night impressed with how they celebrate their ancestry and carry on their legacy."*

*"Being able to participate in sailing. Local sailing club day and was able to join in."*

*"I enjoyed the tour of the queen's palace and would like to have learned more about the history of that islands (next trip-hopefully)."*

*"We enjoyed the experience of hiring a scoter and driving around the island. Loved swimming in the lagoon."*

*"The beach at Royale Takitumu Villas was fantastic and not crowded at all. Day tour to Aitutaki was very enjoyable."*

*"We had had magic beach wedding that I would recommend to anybody considering an overseas wedding."*

### **Food and beverage**

Just over one in ten respondents (12%) mentioned food and beverage as the most appealing aspect of their trip. Their comments focused on the quality and range of food and beverages available in the Cook Islands. They used words such as 'great', 'fantastic', amazing, 'lovely', and 'fresh' to describe the food. Many visitors commented on the selection of good cafes and restaurants, and on the availability of great fruit. Comments included:

*"The food in Rarotonga was really good, I never had a bad meal the entire time that I was there."*

*"...the natural foods obtained on the island...organic. Loved it."*

*"Great variety of restaurants and fresh food choices."*

*"The standard of the food available had improved hugely since our last visit about 10 years ago."*

*"... tried many different restaurants and eating places and the food -both presentation and variety was superb."*

*"We stopped by a local group of men cooking take-away food to support their local rugby team. We bought food and it was the best meal we had on the island!"*

*"We recommended the progressive dinner to anyone who would listen!"*

### **Convenience and safety**

The convenience and safety of the Cook Islands as a holiday destination were mentioned by six percent of respondents as an appealing aspect of their trip. In particular, they referred to the ease of getting to the Cook Islands, and also of getting around the islands, the wide use of the English language, the convenience of using the New Zealand dollar, and the feelings of safety. Comments included:

*"Kiwi dollars and cents, English language, signs in English, Driving on left."*

*"Ability to easy bring food items from New Zealand. Using NZD."*

*"The size of the island - so easy to get around."*

*"the ease of getting around and finding places to eat, the feeling of feeling safe, the closeness to New Zealand, the NZ dollar, the many accommodation options."*

*"The island continues to be safe and clean with a feeling of being welcome."*

### **Culture**

The island's unique local culture was mentioned by five percent of respondents as an appealing aspect of their Cook Islands visit. Respondents referred to the artisanal products, local performances, and singing experiences in addition to referencing the overall enjoyable aspects of Cook Islands culture. Comments included:

*"I also made a point to buy another tropical tie-dye sheet set at the craft shops in Rarotonga...I love them and my friend."*

*"Meeting one of the master carvers, Henry, he is so humble and the highlight of my trip."*

*"Enjoyed Feast and history night impressed with how they celebrate their ancestry and carry on their legacy."*

*"The performance of the team going to the Festival of Pacific Arts in Guam was stunning (Of course it was not really intended for the tourists!)."*

*"We really enjoyed the live music at the restaurants we went to and the relaxed atmosphere. We enjoyed having the opportunity to dance, especially at the Yellow Hibiscus restaurant with Tani and Rose."*

*“The willingness to share their language, as it is so similar to NZ Māori that I was able to learn some new words in Cook Island Māori.”*

### **Un-commercial**

Another four percent of respondents mentioned the Cook Islands as being a place that is not over-commercialised or over-developed. Some visitors also emphasised the importance of preserving the destination from mass tourism development and keeping it the way it is. Comments included:

*“How non-commercialised it is, no major brands are there and so you are helping to support local community.”*

*“...and the fact that there are NO HIGH RISE hotels. (I've avoided Hawaii - rightly or wrongly - for this reason).”*

*“The most appealing thing about the Cook Islands was that it was not too over developed.”*

*“There is a charm about the Cook Islands that remains since our last visit 25 years ago.”*

*“It is unspoiled by giant cruise ships, and massive tours. People are warm and real. DON'T RUIN IT!!! Don't dredge for cruise ships, and keep it small!”*

*“The fact that the Island was not over commercialized. No high rise resorts, no chain fast food restaurants and an all-around low key atmosphere.”*

### **Accommodation**

Another 6% of respondents noted that the accommodation they stayed in was an appealing aspect of their visit to the Cook Islands, referring to the quality of the offering, the setting, the level of service, and the warm welcome from their hosts. Comments included:

*“Our accommodations was fantastic. They made our trip to Rarotonga.”*

*“Stayed at Vaiorea beach house and had our own beach! House had the most wonderful view and our hosts Onu and Menema were marvellous.”*

*“There were plenty of activities at the resort that were free as well as the commercial activities you could participate in.”*

*“Large variety of accommodation (from simple to luxury).”*

*“The home we stayed at was perfect (rental) and quiet. Much preferable over the resorts.”*

### **Level of services**

Another four percent of visitors commented on the service they encountered while in the Cook Islands as being an appealing feature of their trip. Respondents had positive comments on the local hospitality they experienced, especially mentioning the friendly and helpful staff at the restaurants, bars, hotels, and resorts. Comments included:

*“Apart from hotel, the excellent service and friendliness, particularly the transfer drivers to events and the Koka lagoon staff who were all superb.”*

*“I need wheelchair assistance on and off the plane and have always been treated with the utmost respect and kindness from everyone I come in contact with.”*

*“Friendliness of people and staff at our accommodation. Just being able to do what we want when we want and having options presented to us.”*

*“Man at the rental company was just so helpful and coped with extremely difficult customers without getting angry and with such patience. We were most impressed!”*

### **Overall good experience**

Three percent of visitors surveyed simply stated that their whole experience was a good one, and that they ‘loved everything’. Some visitors expressed their desire to visit the Cook Islands again in the future. Comments included:

*“I loved everything about my visit to Rarotonga. It was all a highlight for me and that I will most defiantly be back to visit and actually stay longer.”*

*“Beautiful Islands with just the right balance between comfort and experiencing authentic Pacific island life.”*

*“Absolutely everything - I can’t decide on one thing as everything together, made a fantastic holiday.”*

*“We have been to the Cook Islands 8 times and we will continue to come. We love the Cook Islands. It has everything we need for our holidays. In the future we intend to explore the outer Islands.”*



## Least appealing aspects of the Cook Islands

Visitors were also asked “What did you find least attractive or appealing about the Cook Islands on your most recent visit?” Over a quarter (26%) of the visitors took the trouble to note that they found nothing was ‘unappealing’, that ‘everything was perfect’, or that the only unappealing aspect was that there was ‘not enough time!’ or ‘when it was time to leave’. These visitors expressed that they “loved it!” and ‘will come back for another holiday’. There were, however, a number of areas that did attract comments (Table 4). These comments ranged from the issues of rubbish and natural environment care, the lack of public services and facilities, to disappointment with the weather. Each theme is discussed in more depth below the following table.

**Table 4: Least appealing aspects of the Cook Islands (n=1158)**

Themes	Share of respondents (%)
Public services and facilities	18%
Price of good and services	14%
Food and beverage	12%
Accommodation	10%
Stray animals and mosquitos	9%
Rubbish and natural environment care	9%
Poor weather	9%
Attractions and activities	8%
Local people	4%
Flight related issues	4%
Level of Services	3%
Rental cars or scooters	3%
Other tourists	2%
Shopping experiences	2%
Safety	1%
Too touristy	1%

\* Share of respondents who made a comment that falls into each theme. Respondents could give more than one answer, so total does not add up to 100%.

### Public services, facilities and infrastructure

One of the least appealing aspects for visitors is the lack of public services, facilities and infrastructure in the Cook Islands (18%). Many of the comments were about the condition of local roads with dangerous potholes, the noticeable increase of vehicles on the island, and the lack of street lighting, which affected the ability to drive at night. Some people also complained about the lack of safe, well-formed footpaths. Others expressed their disappointment with other aspects: the lack of Internet/phone access, the poor public transport and facilities, such as unreliable run-down bus services and high taxi prices for example. There was also concern about the state of some buildings and the lack of information available to visitors in general. Comments included:

*"More cars on the road - more traffic than on previous trip 2yrs ago."*

*"The roads could do with being repaired a bit better or upgraded. Quite a few potholes which is dangerous for all motorcyclists."*

*"No footpaths or street lighting and therefore unable to feel confident walking at night."*

*"Lack of pedestrian walkways."*

*"The public transport - slow and unreliable."*

*"The buses could do with a refurbishment. One of the buses leaked water inside when it rained. However, we couldn't fault the drivers. They were very considerate and helpful."*

*"Operating hours are very few, terrible for a touristic destination."*

*"Internet was very expensive and no free wifi spots around."*

*"Cleaning up damaged or abandoned buildings! These, especially metal roofs, will become killers in your next major storm. There seems to be a lack of pride in showing off such an amazing island."*

*"Hard to find things on the map due to very few signs on the road."*

*"Different feedback about being able or not to drink the water."*

*"Information provided was not always accurate. We missed a pickup to Island night show when we were told to wait in the wrong place, also three people were left behind when returning to Airport."*

### **Price of goods and services**

A number of visitors (14%) mentioned the price of goods and services as the least appealing aspect during their stay in the Cook Islands. These visitors made comments about the price of things, especially on items such as food in stores and restaurants, accommodation, internet/phone, public transport, cost of living, flights and activities. Comments included:

*"The cost of everything was incredibly high - very disappointed and didn't really buy anything due to this."*

*"Cost of accommodation - overpriced for what is on offer. Standard of service needs to be improved in hotels that are charging a lot of money."*

*"The cost of food. I was shocked at the amount food cost e.g. a 2litre bottle of fizzy drink cost \$11, a lettuce cost \$10 at the market, a pie \$6.80 and toilet paper packet of 12 was \$29. How do the cook island people actually survive paying that amount?"*

*"The cost of everyday basic groceries was very expensive e.g. water, milk etc."*

*"The WIFI setup was extremely frustrating..."*

*"The only thing I did NOT like was the monopoly telecom has when it comes to internet access and the OUTRAGEOUS \$10 per megabyte rate for internet data!!!! I wanted to be able to send photo to friends and family every night."*

*"I thought more people could benefit from producing good quality crafts and more affordable art."*

*"Having to pay so much for transfers to and from the airport."*

*"Unmetered taxis. I thought \$3.00 per kilometre was OK for a 10km journey, but then I was told it was \$3.00 per kilometre per person - a \$90.00 cost for a 10 km journey. Total rip-off."*

*"The push by our accommodation to use expensive tours with little alternative offered for those of us wanting to do things independently. Very expensive for families e.g. the cultural show. Being a family of six made this out of our budget."*

*"The cost of everything was incredibly high - very disappointed and didn't really buy anything due to this."*

## **Food and Beverage**

A number of visitors (12%) commented on the cost, quality and availability of food and beverage in the Cook Islands. Respondents complained about the price and quality of food, the lack of local produce (especially fresh fruit, veggies and fish), and the limited eating options available outside the resorts. Some visitors also mentioned the poor customer service in restaurants and the recurrent closed establishments such as shops and restaurants. Responses covered food and beverage options, such as restaurants, resort dining, shops and markets. Comments included:

*"The restaurants were pretty awful and over-priced but made up for by the great cafes coffee...."*

*"The quality of food was not what I expected and there was a lot of 'fast food' options. I was hoping more local ingredients would be available."*

*"Food: not enough local food offered (hard to find tropical fruits for example)."*

*"The food in restaurants, bars were good but always so expensive as everything is imported. Could promote more local dishes: fish, coconut recipes, coffee from Atiu..."*

*"The food. More correctly, my challenges in finding 'classic' Island fare. It seemed like a lot of food was what I termed as 'New Zealand Fast Food'. To paraphrase how one Islander put it on an Island night about how the white people changed the Islander."*

*"A lot of the seafood was deep fried and I would have liked more fresh."*

*"More organic produce."*

*"The breakfast that was included in package wasn't up to scratch therefore we forfeited it."*

*"Not much choice in alcoholic drinks."*

*"Expensive food but alcohol is dirt cheap."*

*"Frustrated that water at the accommodation had to be purchased, and not some free provided each day, as I have previously experienced in other destinations such as Bali."*

*"The lack of dairy products."*

*"Maybe the one thing I was missing was more variety in places to eat. The menu at most places was very similar."*

*"Lack of restaurants open after 2.00 pm."*

*"Arriving late and no access to food!!!"*

*"The difficulty in feeding children - we had to wait for hours in restaurants. The lack of salads and fresh green vegetables."*

## **Accommodation**

The high cost and poor quality of accommodation was a concern for a number of visitors (10%). Visitors surveyed mentioned that the cost of accommodation is expensive for the value received, that some accommodation places are in need of an upgrade of facilities and services. Comments included:

*"Accommodation was not up to scratch - broken bed, no screens on windows, broken features throughout. Cost was not appealing either."*

*"The cost of my accommodation - really expensive for a pretty poor room. \$285 per night - it should be blinking luxury but it wasn't..."*

*"The resort, it was over crowded. We got a cheap deal so you get what you pay for."*

*"Breakfast and standard of room. Both well below expectations."*

*"The accommodation place is an old wreck and it advertised facilities that were simply not available. The food and the wine were terrible. The staff are very friendly but clearly have very little training in hospitality."*

*"Hotel staff were average at best, felt like we were a burden most of the time. This was replicated in some restaurants and cafes, but there were some stand outs which made us feel welcome which we really enjoyed."*

*"Standard of accommodation and apparent cleansing of local island staff and being replaced with Europeans. We came because we love the way the staff were last time. Sadly, the manager running crown resort seems hell bent on replacing them all. Very sad."*

*"Motel unit had not been properly cleaned before our arrival. Rubbish bin still full and smelly."*

*"The room was dirty - I had to borrow cleaning equipment from friends to clean it before I could relax in it. The T.V. didn't work; We couldn't receive phone calls on the phone; The DVD and CD players advertised didn't exist."*

*"The bed at our accommodation was super hard and there were no spare blankets only a sheet. Made the nights a bit miserable."*

*"Lack of integrity/honesty on part of accommodation management."*

*"I will never stay or recommend it to anyone again. I have sent an email to my Australian travel agent and to "info Cook Islands" some two weeks ago detailing my dissatisfaction with the disgusting lack of variety, quality and presentation."*

*"Would love to see more resorts bring in a No Smoking on resort grounds policy (except in designated areas). When the people in the room beside ours sat on their porch smoking, the wind blew it straight over us."*

### **Stray animals and mosquitos**

The stray dogs, noisy roosters, mosquitoes and sea slugs continue to be an annoyance or a worry for 9% of respondents during their time spent on the islands. Respondents used a variety of words to describe this theme including 'disliked', 'aggressive', 'distressing' and 'terrifying'. Comments included:

*"A lot of dogs running about unaccompanied - some frightening experiences amongst our group of dogs running up to us in aggressive manner, jumping up and scratching us. I think there could be better control of them from residents."*

*"Hordes of roaming dogs everywhere-on beaches and public areas. They were not apparently vicious etc. but many had injuries and were wandering in roads etc. Sorry to say but it seriously spoiled our visit and night time barking made sleeping very difficult."*

*“Dogs everywhere and dogs defecating on the beaches really spoiled the romantic tropical feel of the island. Many of these would run out and start chasing you on the scooter-quite terrifying for me!”*

*“CHICKENS EVERYWHERE.”*

*“The roosters chorus in the early morning.”*

*“I do not mind chickens walking around or having goats in the next yard to the villas, BUT rooster wake up calls at 5am + or- when you are paying \$750 a night, thank you NO. There was no information about this before booking.”*

*“The way animals are treated - in particular the way livestock are tied by their legs and don't seem to be regularly fed, or have access to shade/shelter or water. I will be writing to the government on this issue - as it was distressing to see.”*

*“The bugs and mosquitoes.”*

*“Very large cockroaches, biggest I have ever seen in my life. Oh well, I guess they like the heat.”*

### **Rubbish and natural environment care**

Some visitors (9%) mentioned waste management and the lack of care of the natural environment in the Cook Islands as unappealing factors. The poor condition of the lagoons and beaches, polluted water, degraded coral reefs, and threatened marine life concerned a group of visitors. Compared with last two quarters, less visitors expressed their concerns with algae issues of the Muri Lagoon. However, there are still five percent of visitors mentioned they couldn't continue doing activities in these lagoons because of the algae, and they were worrying about the quality of the lagoon. Rubbish on the beaches and streets and the burning of trash were also often commented upon. Comments included:

*“The snorkelling was good, however the algae problem is a huge concern as we noticed it is affecting many parts of the lagoon, not just Muri. We are worried the algae problem will impact the lagoon worse in the future which we feel would ruin Rarotonga as.”*

*“The lack of respect people have for the reef and how snorkelling tour guides just ignore that their clients are destroying the reef.”*

*“The fact that efforts to prevent damage to the coral by tourists do not seem to be widespread.”*

*“This was our 7th visit to the islands, rubbish is starting to be seen more frequently around the island.”*

*“The rubbish and state of walking inland tracks a REAL EMBARRASSMENT TO A TOURIST DESTINATION NEEDS SORTING OUT IMMEDIATELY.”*

*"The night markets and almost all food places used polystyrene containers and plastic which is not recyclable - plastic containers and rubbish littering the island. There is an opportunity for such a small population to really make some creative solutions."*

*"Picnic area near waterfall needs clean-up/repair."*

*"The amount of sharp, broken glass that littered the beaches - every time we went to a beach we picked up all the broken glass we could see so no one would be hurt."*

*"Constant lighting of smoky fires wherever we went, after a week of that I was ready to leave."*

### **Poor weather**

Quite a high number of survey respondents (9%) expressed their disappointment with the weather conditions on the Cook Islands. In particular, complaints were made about the amount of rain, wind and about cyclones, although some respondents acknowledged the weather was seasonal and cannot be changed. Comments included:

*"The weather wasn't our friend on this trip, which is not something any of us can control. Too windy to snorkel."*

*"The weather was windy and wet didn't get to enjoy the sea and other activities."*

*"The weather wasn't as good as I thought it would be, very windy."*

*"When it rained, it rained all day for several days."*

*"Only the weather and that can't be controlled. We had a downpour for 2 of the 5 days and clouds for 2 so only 1 sunny day. Just bad luck. I did not realize the monsoon season ran through March."*

*"The rain, but we were lucky that it only rained 3 days out of the 6, it could have been worse, but pretty happy as it was still really warm."*

*"Trying to catch a bus in the rain - nobody's fault!"*

*"The weather but no one can control that. We always manage to find something to do."*

*"Our stay was during May and we had not expected the significant South Easterly Trade Winds that affected us. Talking to the locals it was clearly "normal" but we saw no indication of it on the website."*

## Attractions and activities

Some visitors (8%) agree to say attractions and activities are one of the least appealing aspects because of several reasons: limited attractions and/or activities, negative experiences of swimming/snorkelling because of the environment issues or weather, poor condition of the roads and trails, lack of information and signage, and lack of activities in the evening or weekends. Comments included:

*"All the sea cucumbers (not that there's any way to control that and it's just part of the ocean). It made it difficult to step when snorkelling."*

*"A little disappointed in coral colours when snorkelling at 3 locations on 2 islands."*

*"Stone fish and having to wear reef shoes in the water."*

*"Weather wasn't good enough for fishing trip...but that's just how the sea conditions were."*

*"Lack of activities for older people."*

*"Buggies making a mess and being noisy - not needed in the Cook Islands."*

*"Roads were dominated by cars making cycling unappealing and unsafe. There were roaming dogs throughout the island which also made walking and cycling on quieter roads like the inner road very unsafe feeling despite it being something I would have loved to."*

*"Poor condition of walking trails across the island."*

*"...Just wasn't any signage, found for a lot of different attractions, which was frustrating."*

*"Signs on the cross island walk seem to be disappearing. Consensus amongst tourists is that the local guides move them so that you need to hire their services!"*

*"Disappointed 'Whatever' Bar closed, limited liveliness in the main city on a Saturday night."*

## Local People

A number of visitors (4%) noted aspects about the local people that they found unappealing. Common themes are the lack of friendliness, unhelpfulness and rudeness of local people. Visitor comments related to local people in a range of service industries such as tourism, hospitality and even the local Police. It has also become evident to visitors that the number of Cook Islanders in service industries is decreasing and non-Cook Islanders is increasing. Comments included:

*"People were not friendly to see tourists; I was surprised by that."*



*“Sometimes some of the people in the 'service' industry were not as friendly as they could have been, or helpful as they could have been.”*

*“Really had expected more of the people as had heard that everyone was so friendly and helpful and didn't find that (apart from the housekeeping staff at the hotel and the tour operators.”*

*“Locals quite rude at the bakery and also the airport at check in... I was only over 2kgs and charged for it, found this ridiculous.”*

*“The police. I went through a breath test setup and the policeman was very rude to me.”*

*“Disappointed in the lack of enthusiasm and customer service at the Sanctuary Rarotonga.”*

*“I witnessed a domestic violence incident while on my way to my hotel, a little disturbing. Otherwise the island itself is incredible!”*

*“The young boys groping me on dance floors.”*

*“The lack of locals - 30 years ago the island was inhabited by Cook Islanders and the occasional tourist - now the opposite applies.”*

### **Flight-related issues**

Interestingly, four percent of visitors mentioned flight/airline-related issues with comments pertaining to the limitations of flights to and from various destinations such as infrequency, cost, arrival and departure times, and customer service and airport facilities. Comments included:

*“The flight arrival and departure times from New Zealand are terrible! Makes it very unappealing to book having to book a hotel for an extra night when you're only arriving at 3 am.”*

*“Whether it is from Australia or New Zealand to the Cook Islands, it is only a few flights and expensive.”*

*“Inability to visit Aitutaki because of so few flights going each day.”*

*“No flexibility with flights from the U.S.”*

*“My daughter booked from Auckland with Air New Zealand and I thought they treated her very poorly.”*

*“Plane trip on Virgin to and from NZ to Rarotonga. Shocking service and seats too cramped.”*

*“More cheap tourists due low cost airlines.”*

## Level of Services

Three percent of visitors surveyed complained about the poor customer services during their visit in the Cook Islands, notably in restaurants, shops, hotels, vehicle rentals and the airport. Visitors commented about staff being 'disinterested', 'unfriendly' and 'unhelpful'. Customer service was considered as 'slow' and even 'appalling' in some instances. Comments included:

*"Variable levels of service. Low levels of engagement from people in service facilities."*

*"Slow service and inattention to customer needs."*

*"Very slow service - waited 35 minutes in a nearby restaurant and had to ask to order (staff ignoring us and attending other guests)."*

*"A few of the staff at the hotel were very poor not a good look for the tourists they just didn't seem to care..."*

*"The resort needs to review how they operate and make some fundamental changes to entice more visitors - the level of service at times was diabolical, the staff seemed disinterested in looking after their customers."*

*"Disappointed in the lack of enthusiasm and customer service at the hotel."*

*"The quality of waiting service. Obviously not Cook Islanders, they clearly wanted to pack up before the 9.30 pm advertised closing time."*

*"We stayed at a private rental. The service we received every time we went was very unfriendly. We got the feeling we were somehow annoying the staff members there."*

## Rental cars and scooters

Issues with renting scooters and cars remained unappealing to a number of visitors (3%), who described the process of getting a scooter licence as 'inconvenient' and 'complex'. The condition of the rental cars, scooters and bicycles were also of concern to visitors with some other issues apparent (such as poor service and lack of bicycles). Comments included:

*"Renting a moped is too complex."*

*"To have to do the scooter test. I lose a day for that."*

*"Having to sit the motorbike licence - I didn't go ahead with it as the course was too public with people watching."*

*"Crazy incompetent tourist scooter riders on Rarotonga."*

*"The rental car we were supplied with when we landed. The car was a death trap and should not have been allowed to be on the road."*

*"The scooter rental agency on Aitutaki were renting scooters that weren't really roadworthy, and in very poor condition. The best bike I could find didn't have fully functional lights, a questionable front brake, and mirrors."*

*"Limited stock of bicycles to hire."*

*"The woman who rented us our car in Muri was very rude and I would never use their service again."*

### **Other unappealing aspects**

Other unappealing aspects mentioned by visitors include: rental cars and scooters (quality, licence, cost, service, behaviours of other transport users), other tourists (intoxicated tourists, neighbouring tourists), shopping (poor customer service, cost of goods, limited operating hours and lack of information about this, limited products), safety (theft, roaming dogs, driving, cycling and walking hazards like no footpaths, street lights and potholes), outer islands (infrequency of flights, transportation and attraction issues), and the fact that the destination is becoming too commercialised/touristy (crowded, loss of authenticity). Comments included:

#### Other tourists

*"Idiot tourists who are changing way of life e.g. riding drunk on scooters."*

*"Drunk tourists!"*

*"Ignorant and negative minded visitors."*

*"Problems with neighbours at our accommodation."*

*"Attitudes of other tourists - seemed to expect everything to be just the same as it was 'back home'!"*

*"The behaviour of some of the younger tourists who showed little respect for the Cook Islanders and the strong family culture by overindulging in rowdy drunkenness."*

*"An arrogant visitor abusing a lovely lady who was trying her best to help him."*

*"Didn't like the amount of rubbish left lying around road sides by travellers, was shocked."*

*"The influx of backpack type travellers."*

#### Shopping experiences

*"The 'early closing' was a bit disconcerting."*

*"Not being warned that everything would be closed Easter weekend."*

*"Everything closes too early on Saturday. Duty free shops should be open more than 15 minutes after arrival, and get better signage. Airport shops sell junk not from the Cooks, no way! Should all be Cook Island made, no Chinese or Bali junk."*

*"People serving in the supermarkets lacked the welcoming spirit (and I visited on numerous occasions over the 11 days). Most did their job but there was no greeting of customers, no smile - they certainly did not demonstrate the kia orana values."*

*"I thought more people could benefit from producing good quality crafts and more affordable art. I enjoyed my time in Rarotonga and really wanted to take home a reasonably priced quality piece of craft or art as a memento."*

*"Difficult store manager at local department store when trying to make an exchange."*

### Safety

*"My husband's rental scooter was rather dodgy... need to know the vehicles are safe."*

*"The fear of being on a road when there are a lot of drink drivers."*

*"We had 50.00 taken from my wallet that I left at the restaurant. The security guys brought my bag back to my room. When I went out to ask them about the money they said it was in there when they gave it back."*

*"We got robbed the second day we were there. They broke into our rented house while we were out."*

*"Cycling the Island every morning very difficult with poor roads and the speed of traffic."*

*"The dimness of street lighting at night. It's dangerous when driving."*

### Becoming too commercialised/touristy

*"Getting slowly a bit crowded..."*

*"Rarotonga was really busy compared to the last time we visited-4years ago."*

*"Really liked Aitutaki, but Rarotonga a bit too touristy."*

*"We were a bit disappointed in the Saturday Market in Avarua, so much more emphasis on tourists now compared to years ago, but we suppose change is inevitable."*

*"Really liked Aitutaki, but Rarotonga a bit too touristy."*

*"The Sheraton and the fact the road may be moved it were to be completed. This would destroy part of the feeling of the island."*

## Suggestions to improve the visit to the Cook Islands

When asked if there was anything that could have improved their visit to the Cook Islands, just under half (45%) of respondents said 'yes'. Suggestions mentioned by respondents focused on public services and infrastructure (18%), accommodation (13%), a longer stay (12%), weather (11%), environment/safety/animal care (11%), quality/cost of food and beverages (10%), entertainment, activities and transport (10%), flight schedules in and out of Cook Islands (6%), friendliness of locals and service levels (6%), and value for money (5%). Comments on these themes included:

*"Best toilet block is on the outskirts of town (by the wharf) need these facilities in town and at some of the popular beach areas."*

*"More frequent and cheaper buses."*

*"Your walking trails have a lot of potential but are poorly signed and marked out and need some kind of connection for people doing the cross island trail."*

*"Driver licensing class 2 & above in NZ is recognized yet class 1 still requires us to pay at sit a test despite being a competent driver in NZ. Seemed like a revenue gaining exercise."*

*"More wifi facilities/options as we could have done with it to find out best places to eat etc."*

*"Inter-island ship cruises that allow visits to a number of islands. This could be a ship that combines freight shipping and passenger traffic. I believe there is one ship that is sporadically trying to do that."*

*"Internet is too expensive and impractical. Connections to other South Pacific destinations (Fiji, Tonga, Samoa) are very bad."*

*"Better service at the hotel, in saying that we would stay at the same place again so cannot have been that bad!"*

*"Cheaper accommodation options without influencing the overall standard / quality."*

*"I think the local activities from participating in a local cooking class or art class to learning how to actually row a Vaka could be greatly improved and acknowledged!!"*

*"More information about open-air markets, food carts, and fruit/veg stall locations (on non-market days). Prior to our trip, I'd read so much about the Saturday market with a little talk of the Muri night markets (most of it came from Trip Advisor comment)."*

*"We took the bus from Muri to town (Avarua) to have lunch however we visited a number of restaurants and none had a highchair available for our 2 year old son so*

*we were unable to have lunch (we tried Trader Jack's, Cafe Salsa and a couple of restaurants)."*

*"Fresh veges and fruit & chilled water & fresh milk."*

*"A list of unique items available in shops. Instead of just general handicrafts, things like embroidered or tie-dye sheets, unique clothing like Tav, etc."*

*"The condition of the hire vehicles, several family members hired scooters and had to return them as only one brake worked, tyres had no tread a little concerning as we ride motor cycles."*

*"The lagoon is the jewel in the crown of Raro - without it I would be reluctant to return. (I visited Aitutaki for the first time in 25 years in 2015 and was worried about the water there too - simply irreplaceable)."*

*"Rarotonga needs to get rid of algae bloom and find out why is it such a problem."*

*"More direct flights from Australia."*

*"Direct flight to Asia."*

## **Reasons to return to the Cook Islands and recommend to others**

The majority of visitors (94%) indicated that they would consider re-visiting the Cook Islands in the future. This figure is slightly higher than the 2014/15 annual average of 93% and the identical quarter in 2015 (93%). The main reasons given by the visitors to return to the Cook Islands are the peacefulness and relaxing atmosphere of the islands (34%), the overall great experience that the islands offer and the wish to experience this again (34%), the beauty of the islands and the great weather (26%), and the friendly local people (24%). and Other reasons are the tourist attractions and activities on offer, the convenience with regards to travel time, and the opportunities of visiting friends and relatives.

The atmosphere of the islands was mentioned as a main reason to revisit by 34% of respondents. The slow pace of life, the relaxed nature, peacefulness and the Cook Islands 'lifestyle' are other reasons for visitors to revisit the Cook Islands. Comments included:

*"We love it for relaxation - no matter what the weather it is a beautiful place visually and spiritually!"*

*"It was the most amazing holiday ever. We went to relax and enjoy and that was exactly what we got."*

*"Absolutely hassle-free break, as far from my normal life as I would want to be."*

*"A low-key travel destination not overrun with high-rise buildings so that means you can still find your spot on the beach, in the lush inlands, and on the road. An island which still has some sources for local fruits and still grows some local vege."*

Over a quarter (34%) of the comments by visitors were about how great the islands were, that they 'just loved it' and that the Cook Islands are the best place for a holiday. Comments included:

*"We just had a taster of what a holiday in the Cooks could be. It was delightful to be in the fabled South Pacific."*

*"We loved it there and would like to stay for a good length of time."*

*"I LOVED the Cook Islands, I found the pace just perfect. The beaches are incredible and next time I come back I want to do more activities and explore more."*

*"Because you are guaranteed to have a fantastic holiday :-) Great service, fantastic weather, so much to see and do. We could stay for months!!"*

*"We loved our stay, the most relaxing island in the south pacific."*

*"Simply love the place and would love to move there. We are planning trips for September, November (conference) compel family over Christmas (12 nights) and wife and I again in March (already booked)."*

The beautiful natural scenery and the warm climate of the islands are mentioned by almost one fourth (26%) of the visitors as a reason to return to the Cook Islands. Key words used to describe the scenery include 'beautiful island(s)', 'warm climate', 'unspoilt', 'beautiful scenery', and 'lovely lagoon'. Comments include:

*"Beautiful beaches and friends."*

*"Absolutely loved it. So beautiful, lovely people and fantastic food."*

*"It was beautiful, clean, relaxed and the people were welcoming and friendly."*

*"It's a great place for a holiday and it is so beautiful."*

*"Beautiful unspoilt natural fabulous relaxing island."*

The friendly local people are mentioned by 24% of the visitors as an important reason for their return. The visitors mentioned the kindness and helpfulness of the local people during their stay on the islands. Words used to describe the local people of the Cook Islands are 'friendly', 'wonderful', 'beautiful', 'lovely' or simply that they 'loved the people'. Comments include:

*"Beautiful place with beautiful people."*

*"Enjoyed the ambience and friendliness of the inhabitants."*

*"Love people, Beaches."*

*"Great relaxed place to enjoy, nice people."*

*"I think it is paradise, the people are awesome and it is so laid back. Love it!"*

Attractions and activities that can be done on the Cook Islands or the wish to explore the islands further are mentioned as a reason to return. Especially snorkelling is the activity that is mentioned most as activity as a reason to return. Some visitors are inspired by their trip to come back and visit other islands on their next visit to the Cook Islands.

*“Love it. You can never get enough time swimming and snorkelling. Definitely love touring on the scooters with no helmet.”*

*“An affordable holiday that provides you with beautiful culture and scenery that makes you feel like you have gone somewhere completely different, plus the snorkelling is absolutely amazing.”*

*“I would like to do more excursions on Rarotonga and visit a couple of the other islands (especially the ones with caving and hiking).”*

*“We plan to return next year as there is still a lot more snorkelling and activities that we want to do and it is just such a wonderful relaxing, friendly place.”*

Another reason to come back to the Cook Islands is the convenience of a holiday to the Cook Islands, with regards to flight times from New Zealand, the currency and English as the local language. Especially for visitors from ‘close-by’, e.g. New Zealand and Australia, a holiday to the Cook Islands is an easy and loved getaway.

*“I loved it, it is a great, safe place for all ages that isn't expensive and isn't far from New Zealand. The same currency and no visa issues is great too.”*

*“Beautiful islands and direct flights from Sydney makes it better value for Australians.”*

Other reasons mentioned by a smaller group of visitors to revisit the Cook Islands are that it is a safe, clean and family friendly destination, visiting family and friends, food and beverage, affordable, local culture and that the Cook Islands are still sort of ‘unspoiled’ and not too commercialized.

Of the visitors who added reasons why they would not want to return to the Cook Islands (6%), the majority of the visitors that did not wish to return said that they ‘had been there and seen it all’, some of the visitors added, especially return visitors, that they want to ‘see other places’. Some visitors commented that a holiday to the Cook Islands is expensive and that it has become way more expensive over the last five to ten years. Other factors included a lack of activities, poor service, and long distance to the Cook Islands.

*“It was awesome, but there are other places I'd now like to see.”*

*“Not any time soon. The island was pretty but there are islands that are closer to the US that I prefer to the Cook Islands. They are easier to get to and beautiful as well. I also did not feel it was very easy to plan excursions without doing so far in ad”*

*“No good value for money. The price we pay was too high for the quality and the service we found.”*



*“This is not a definitive no. The problem is the distance from Europe and consequently the duration of travelling to the Cook Islands.”*

Under half (46%) of the visitors mentioned that they would definitely include the outer islands in their next visit. Half (51%) of visitors indicate they will “maybe” visit outer islands next time. Most (90%) of the visitors surveyed in this quarter mentioned they would like to include ‘Aitutaki’ in their next visit to the Cook Islands. ‘Atiu’ was the second most mentioned island at 34%; another 21% of visitors stated that they would like to visit Mangaia, 15% of the respondents would like to visit Mauke. A small number of visitors mentioned Manihiki, Penrhyn, Pukapuka, Mitiaro, or as many as they can visit. Only three percent mentioned the high cost of visiting outer islands as a barrier for not visiting.

Nearly all visitors surveyed (98%) said that they would recommend the destination to their family and friends which is consistent with previous survey periods.

Thirty-seven percent of visitors surveyed stated that they would recommend the Cook Islands to others based on their own ‘great experience’. These visitors described their trip to the Cook Islands as a ‘wonderful island experience’, and said that they just ‘loved everything’ about it. These respondents also often described the Cook Islands as a ‘paradise’ and ‘heaven on Earth’.

Over a third (36%) of visitors surveyed stated they would recommend the Cook Islands to others because of the ‘atmosphere’. Respondents felt that the Cook Islands was a great place to ‘relax’ and ‘unwind’, and said they would recommend the Cook Islands as a good holiday destination for those who are looking for a ‘relaxing atmosphere’.

Thirty-one percent of respondents said that the ‘beautiful’ and ‘clean’ natural environment of the Cook Islands was a reason to recommend the island nation to others – including the beautiful scenery, great beaches and lagoons, the warm climate, and its unspoilt natural attractions.

Just nearly a quarter of respondents (23%) mentioned the ‘friendly’ local people as a reason to recommend the Cook Islands to friends and relatives. Other words used to describe the local Cook Islanders included ‘lovely’, ‘wonderful’, ‘great’, ‘happy’, ‘warm’ and ‘amazing’.

Other themes that were mentioned included the safety and convenience of the islands as a destination – especially for New Zealanders and Australians (10%), the attractions and activities available (7%), the affordability of the holiday (6%), the islands being a family-friendly destination (6%), food and beverage options (5%), the ease of New Zealand currency and language (4%), some of visitors already have recommended (4%), the culture of the island (3%), and the choice of accommodation available (2%).

Comments on why visitors would recommend the Cook Islands to others included:

*“Because it's an incredible place love it.”*

*“It is beautiful, relaxing and the people are fantastic.”*

*“It's a lovely place to retreat too when you need that special break. It's easy travel from NZ, without the need to convert currency.”*

*“Because it caters for children as well as adults. The food is good, accommodation great and views spectacular. You can make it as adventurous or as relaxing as you choose!!!”*

*“Wonderful tropical paradise, not too crowded, nice beaches and lagoon swimming.”*

*“Good value, short flight. Relaxing, fun. People are nice. Easy to travel around, beach.”*

*“It's close to NZ and it's a laid back holiday, everyone friendly and no agro on the roads and a perfect climate.”*

Only 2% of visitors would not recommend the Cook Islands to others and this is largely based on the high prices.

## Final observations

This report shows that the Cook Islands tourism industry generally performed well during the April to June 2016 period. Visitor satisfaction levels and the desire for return visitation have remained very high, and it is clear that the destination is making a generally positive impression on visitors. Visitor yield has remained relatively high after the significant increase seen in the previous (July-December 2015) quarters and it will be important to see if this trend is sustained for the rest of the year. The increase in yield over the mid 2015- mid 2016 period is largely accounted for by increased accommodation spend.

Despite the growth in visitor spend this report again highlights that there is room to enhance the visitor experience and to increase the economic yield and broader community benefits associated with tourism. As with previous reports, this quarter's research highlights issues around environmental degradation that should be monitored and managed carefully. There are also some concerns from visitors around the lack of public services, facilities and infrastructure in the Cook Islands, and the value for money/quality of service provided by accommodation and food/beverage operations that need to be addressed. The on-going concerns around stray dogs should also be noted.

Overall visitor satisfaction and willingness to return are high. It is vital now to build on this positive performance and to convert it into even greater economic benefits for local people. It is critical to find ways to build on and develop the visitor experience in a manner that enhances local economic linkages. By developing new product offerings, and more importantly, enhancing the quality and 'value added' of existing activities and experiences, the tourism industry can increase visitor satisfaction, and enhance the generation of local economic benefits. The 2015/16 annual report will review this theme in more depth as the related data mining focuses on better understanding the 'soft adventure' market.

## Appendix – Cook Islands Visitor Survey



### Cook Islands Visitor Survey

#### Information for Participants

Kia Orana and warm Pacific greetings to you. As a recent visitor to the Cook Islands, we invite you to participate in research designed to improve the visitor experience as well as support us to make good decisions for tourism in our beautiful island nation. The research is funded by the Cook Islands Tourism Corporation and conducted by the New Zealand Tourism Research Institute at AUT University, Auckland, New Zealand.

If you are a permanent Cook Island resident, thank you for your interest but this Survey is focused on non-resident visitors to the Islands.

**We would like to know about your most recent visit to the Cook Islands and ask you to complete this Visitor Survey within two weeks of your trip if possible.**

Participation is entirely voluntary. To participate in this research, simply click on the button below. The Survey asks a number of questions where you select your answer from a range of options given. Some questions ask you to type your comments in your own words into the box provided. We would appreciate it if you could fill this survey out as accurately as possible. All questions are optional. The survey will run until the end of December 2013.

This survey will take approximately 15 minutes to complete.

All answers are confidential and can in no way be linked to your personal details. By taking the survey you are giving consent to be part of this research.

[Take the survey](#)

Aggregated results of this research may be used in journal and conference publications. A summary of the results of this research will also be available on [www.nztri.org](http://www.nztri.org) in late 2013.

For further information about this research contact:

Project Coordinator: Carolyn Deuchar, New Zealand Tourism Research Institute, AUT University: email [carolyn.deuchar@aut.ac.nz](mailto:carolyn.deuchar@aut.ac.nz), phone 09 921 9999 ext 8892

Team Leader: Professor Simon Milne: New Zealand Tourism Research Institute, AUT University: email [simon.milne@aut.ac.nz](mailto:simon.milne@aut.ac.nz), phone 09 921 9245

Approved by the Auckland University of Technology Ethics Committee on 13 December 2011. AUTEK Reference Number 11/335.

## ABOUT YOUR VISIT:

This survey is about your most recently completed visit to the Cook Islands. We would ask you to complete this survey within two weeks of your return home if possible.

(If you are a permanent Cook Islands' resident, thank you for your interest but this survey is focused on non-resident visitors to the Cook Islands)

By completing the survey you are giving consent to participate in this research.

1. When did you arrive in the Cook Islands on your most recent visit? (format dd/mm/yyyy, e.g. 26/06/2015)

2. How many nights did you spend in the Cook Islands on your most recent visit?

3. What was the main purpose of your visit?

- Holiday (1)
- Wedding party (2)
- Business or conference (3)
- Visiting friends or relatives (4)
- Honeymoon (5)
- Te Maeva Nui 2015 (50th Constitution Celebrations) (12)
- Special event - sporting (6)
- Special event - cultural (7)
- Volunteering (9)
- Education (8)
- Other reason, please specify (11) \_\_\_\_\_

4. How did you get to the Cook Islands? (tick as many as apply)

- Airline - Air New Zealand (1)
- Airline - Virgin Australia (2)
- Airline - Air Tahiti (3)
- Ferry (4)
- Private charter plane (5)
- Private boat (6)

5. Who were your travelling companions? (tick as many as apply)

- a) No one - I was by myself
- b) Partner / husband / wife
- c) Family member(s)

- d) Friends
- e) Work colleagues
- f) Tour group
- g) Organised group (e.g. school, sports etc)
- h) Wedding party
- i) Other \_\_\_\_\_

6. How many people accompanied you on this trip?

- a) 0 - travelled by myself
- b) 1
- c) 2
- d) 3
- e) 4
- f) 5
- g) 6
- h) 7
- i) 8
- j) 9
- k) 10+

7. How did you find out about the Cook Islands as a destination? (tick as many as apply)

- Previous visits (1)
- Friends/family (2)
- Travel agent/agency brochures (3)
- Social media (Facebook, Twitter etc) (4)
- Television or radio programmes (5)
- Travel books (e.g. Lonely Planet) (10)
- Magazine and newspaper articles (6)
- The official Cook Islands travel website ([cookislands.travel/nz](http://cookislands.travel/nz)) (7)
- General travel websites (e.g. TripAdvisor) (8)
- Other (9) \_\_\_\_\_

8. How important were the following sources of information when planning your trip to the Cook Islands?

Previous visits (1)

Friends/family (2)

Travel agent/travel brochures (3)

Social media (Facebook, Twitter etc) (4)

Television or radio programmes (5)

Travel books (e.g. Lonely Planet) (9)

Magazine and newspaper articles (6)

The official Cook Islands travel website (cookislands.travel/nz) (7)

General travel websites (e.g. Trip Advisor) (8)

9. How did you purchase your travel to the Cook Islands?

- Travel arrangements were made through a travel agent (1)
- I made my own travel arrangement using the Internet (2)
- Travel arrangements were made by a mixture of travel agent and online booking (5)
- Travel arrangements were made by others (business, friends, relatives) (3)
- Other - please specify (4) \_\_\_\_\_

10. Which islands did you visit on this trip? Please provide additional information when prompted on the following page.

- a) Rarotonga
- b) Aitutaki
- c) Atiu
- d) Mangaia
- e) Mauke
- f) Other

11. How many nights did you spend on each island?

- a) Rarotonga
- b) Aitutaki
- c) Atiu
- d) Mangaia
- e) Mauke
- f) Other

12. Please select the accommodation(s) you stayed in the Cook Islands? (Hold down the Ctrl key to choose more than one accommodation)

13. How satisfied were you with the following aspects in terms of your recent visit?

The level of service provided at this accommodation (1)

The quality, availability and maintenance of facilities provided at this accommodation (2)

The overall value for money (3)

14. On your most recent visit to the Cook Islands, please indicate below (on a scale of 1 to 5 where 1 is 'very dissatisfied' and 5 being 'very satisfied') the activities that you engaged in and how satisfied you were with your experience.

*Water based activities:*

- a) Beaches
- b) Swimming
- c) Snorkelling
- d) Diving
- e) Kayaking
- f) Fishing - Deep Sea
- g) Fishing - Bonefishing
- h) Lagoon Cruise
- i) Ocean Cruise
- j) Whale Watching
- k) Kitesurfing
- l) Stand Up Paddle Boarding

*Cultural interaction:*

- a) Island Night Feast and Show
- b) Meal at a Cook Islands Home
- c) Church on Sunday
- d) Island Celebrations or Events
- e) Tumunu on Atiu
- f) Local Markets
- g) Dance / Language / Art Classes

*Land based activities and Touring:*

- a) Restaurants, Bars and Cafes
- b) Cultural Events
- c) Sporting Events
- d) 4WD Adventures
- e) Cultural Tour
- f) Treks and Trails
- g) Cycling
- h) Sightseeing



- i) Vehicle Rental
- j) Public Transport

*Shopping:*

- a) Pearls
- b) Arts
- c) Crafts
- d) Music
- e) Local Produce e.g Coffee, Coconut Oil etc

Please tell us about any other activities you participated in:

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**SPECIAL EVENTS**

As part of the survey, we are helping the Ministry of Cultural Development to better understand the impact of the Te Maeva Nui 2015 (50th Constitution Celebrations). If you participated, please answer the following questions in this section.

What did you attend in Te Maeva Nui 2015 (50th Constitution Celebrations)? Please select all that apply.

- Float parade (1)
- Cultural performances (2)
- Trade days (3)
- Other, please specify (4) \_\_\_\_\_

Answer If Did you attend Te Maeva Nui 50th National celebration while in the Cook Islands? Yes Is Selected

Q77 Did you make any purchases at the Te Maeva Nui 2015 (50th Constitution Celebrations) this year?

- Yes (1)
- No (2)

Answer If Did you make any purchase at Te Maeva Nui this year? Yes Is Selected

Q78 How much did you spend at Te Maeva Nui 2015 (50th Constitution Celebrations) (in NZ\$)?

Answer If Did you attend Te Maeva Nui 50th National celebration while in the Cook Islands? Yes Is Selected

Q79 Overall how satisfied were you with your experience of Te Maeva Nui 2015 (50th Constitution Celebrations):

9. On your most recent visit, how satisfied were you with the following (on a scale of 1 to 5 where 1 is 'very dissatisfied' and 5 being 'very satisfied')?

- a) The information that was available when planning this trip?
- b) The information that was available during this trip?
- c) The cost of accommodation?
- d) The quality of accommodation?
- e) The experience of renting a vehicle?
- f) The experience of using public transport?
- g) The frequency of air transport within the Cook Islands?
- h) The overall level of service in the Cook Islands?
- i) The friendliness of the people in the Cook Islands?

15. What did you find most attractive or appealing about the Cook Islands on your most recent visit?

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16. What did you find least attractive or appealing about the Cook Islands on your most recent visit?

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17. Is there anything that could have improved your visit to the Cook Islands?

- a) No
- b) Yes

## **EXPENDITURE**

Information on how much money you spent during your visit helps the planning and development of the Cook Islands economy.

We would appreciate it if you could fill out this section as accurately as possible.

18. In the expenditure estimates you will provide below, how many people are included (including yourself)?

- a) Adults
- b) Children (0- 16 years old)

18.1 Please indicate below the total value of what you paid prior to your arrival to the Cook Islands (including purchases made via travel agents or the internet), in the currency specified below:

- a) NZD
- b) AUD
- c) GBP
- d) USD
- e) EUR
- f) CAD
- g) Other - please specify: \_\_\_\_\_

18.2 What does this amount above include? (tick as many as apply)

- a) International flights
- b) Accommodation
- c) Meals
- d) Domestic transport
- e) Activities
- f) Other

19.1 After you arrived in the Cook Islands, how much do you estimate that you spent in each island (Rarotonga, Aitutaki and Other island(s)) in local currency (NZ\$)?

- a) Accommodation
- b) Restaurants, Cafes & Bars
- c) Vehicle Rental
- d) Petrol
- e) Domestic flights
- f) Public transport
- g) Cruising
- h) Groceries
- i) Shopping (e.g. souvenirs, clothes)
- j) Activities (e.g. water sports, sightseeing)
- k) Internet cost
- l) Other

20. Was your recent visit to the Cook Islands part of a bigger trip?

- a) Yes

b) No

21. Would you return to the Cook Islands? Why?

a) Yes

b) No

If yes, would you include the following outer islands? (tick as many as apply)

Aitutaki (1)

Atiu (2)

Mangaia (3)

Mauke (4)

Other (5) \_\_\_\_\_

22. Would you recommend the Cook Islands to others? Why?

a) Yes

b) No

23. How satisfied were you with your overall experience of the Cook Islands (on a scale of 1 to 5 where 1 is 'very dissatisfied and 5 being 'very satisfied')?

24. Please add any comments you would like to make about your overall experience of the Cook Islands.

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## **ABOUT YOU**

25. How many times have you been to the Cook Islands prior to your most recent visit?

26. Your age group:

a) 18-29

b) 30-39

c) 40-49

d) 50-59

e) 60-69

f) 70+

27. Your gender:

a) Female

b) Male

28. What is your highest qualification?

- a) No formal qualification
- b) High school qualification
- c) Tertiary/University qualification
- d) Other

28.1 What is your approximate annual household income in your home currency? Please use the following format: e.g. 50,000 and specify currency in question below:

- a) NZD
- b) AUD
- c) GBP
- d) USD
- e) EUR
- f) CAD
- g) Other - please specify

29. Where do you live? (Please select from list of all countries)

*Survey Powered By Qualtrics*