

Cook Islands Visitor Survey Results

Quarterly Report

July - September 2012

Prepared for Cook Islands Tourism Corporation

by

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Auckland University of Technology

www.nztri.org

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Acknowledgements

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Executive Summary

This report focuses on the characteristics, expectations and expenditure patterns of tourists who visit the Cook Islands. The data presented in the report is drawn from an on-going online departure survey. The survey period covered in this report is 1 July 2012 to 30 September 2012. There were 1275 individual respondents to the survey and they represented a total of 2484 adults and an additional 346 children (8 % of all visitors during the period – based on 2011 visitor arrival data).

The survey results for this quarter are very similar to the survey results of the previous April-June 2012 quarter. The consistency in the responses over two quarters is a clear sign of the robust nature of the data collected.

Almost three quarters (76%) of the surveyed visitors come from New Zealand, 17.7% come from Australia. Visitors are generally well educated (69.4% of visitors have some form of tertiary education) and have a higher than average annual household income (52% earn over NZ\$100,000 per year). Almost half (43.1%) of visitors travel with one companion; and usually as part of a couple. Solo travellers are rare (5.7%).

Over half of visitors surveyed (63.3%) are on their first visit to the Cook Islands, a further 23.2% have visited once or twice before, whereas less than half (43%) of the visitors were on the first visit during the previous quarter. The main purpose of visit is holiday making (77.6 %). The average length of stay in the Cook Islands is 8.4 days. The majority of the visitors (71 %) stay either one or two weeks. More visitors took shorter trips to the Cook Islands than during the previous quarter. Virtually all visitors surveyed visit Rarotonga, 19.1% visit Aitutaki, only 2.9% visit another island.

There is a small increase in spend compared to the previous quarter. On average, visitors to the Cook Islands during the July-September period spent NZ\$2042 per person prior to arrival (compared to NZ\$1916 during the previous quarter). Of this, 40% (\$816, or \$97 per day) is estimated to flow to the Cook Islands. While in the Cook Islands, the total local spend per visitor per day is \$144 (\$140 during the previous quarter), and the average local spend per visitor during the whole trip is \$1157. If the prepaid spend amount and the local spend amount are combined, it is estimated that each visitor brings \$2025 to the Cook Islands economy (or \$241 per day), compared to \$1914 during the previous quarter. This is an increase of 5.7%.

Visitor satisfaction is generally high for activities and services undertaken within the Cook Islands. As with the previous quarter, water-based activities are characterised by the highest participation and satisfaction levels. Cultural activities, land-based experiences and shopping all receive strong satisfaction ratings. The most appealing elements of the Cook Islands experience are considered to be the beautiful natural environment, the friendly people and the peacefulness of the destination. The least appealing elements of the Cook Islands experience are considered to be the poor quality and value for money of tourism services such as hotels and restaurants, the inconvenient flight times, the presence of rubbish on beaches and the numerous stray dogs. The overall satisfaction of the visit is very high: nearly all visitors would want to return to the Cook Islands (92%) and 97% would recommend the Cook Islands to friends or family.

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Introduction

The Cook Islands government and local businesses require a clearer picture of the characteristics, expectations and expenditure patterns of tourists who visit the Cook Islands. 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. This web-based survey is currently running on a quarterly basis. This report presents the results from the July to September 2012 period. On occasion the report compares findings with the previous Quarter – for direct comparisons the reader is directed to the previous Quarter Report (April-June 2012).

Over this three month period, 3153 visitors were contacted by email to take part in the survey, and 1275 responses were received. The excellent conversion rate of 40% shows that visitors to the Cook Islands are very willing to talk about their experience. These responses covered 2484 adults and 346 children.

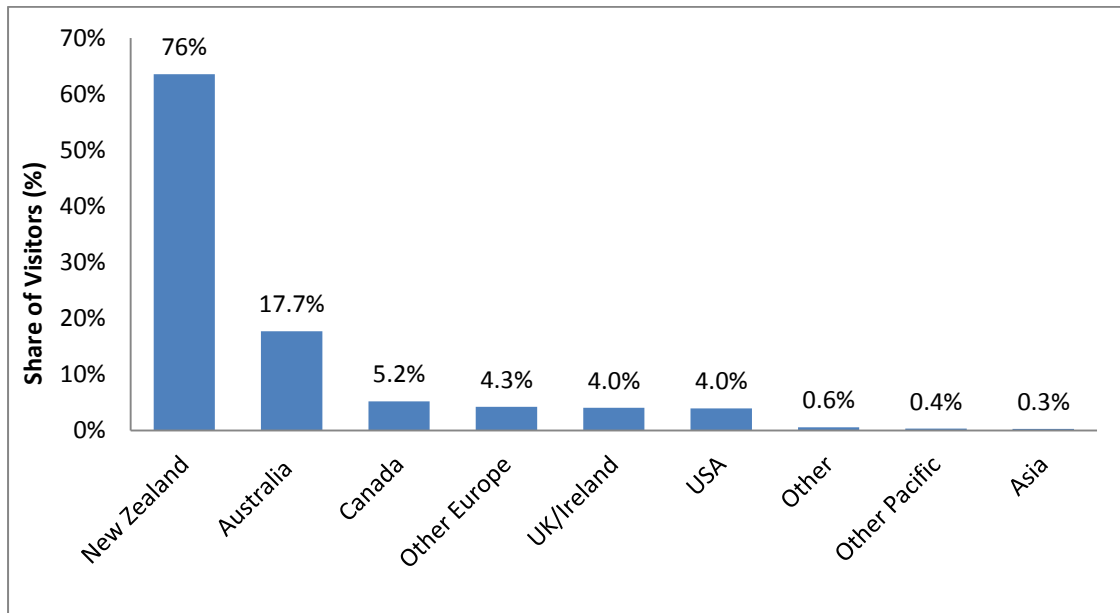
The data presented in this report provides an understanding of:

- The characteristics of visitors to the Cook Islands (age, gender, education, country of origin, income, purpose of visit, travelling with whom, number of previous visits, length of stay, airline used, visited islands)
- 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).

Visitor Characteristics

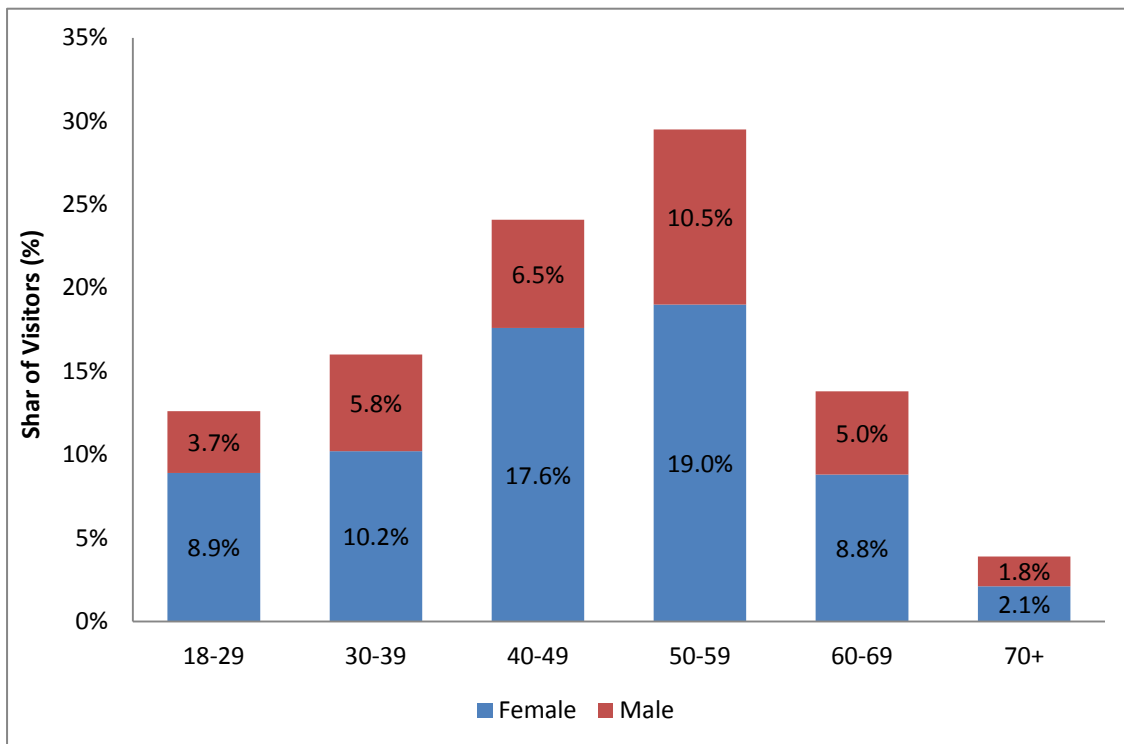
The visitor mix is mostly unchanged from the last quarter. The majority of the visitors surveyed (76%) come from New Zealand (see Figure 1). The second most important country of origin is Australia, with 17.7% of respondents. Canada, Europe, Great Britain and the USA are the other key source markets.

Figure 1: Country of Origin (n = 1067)



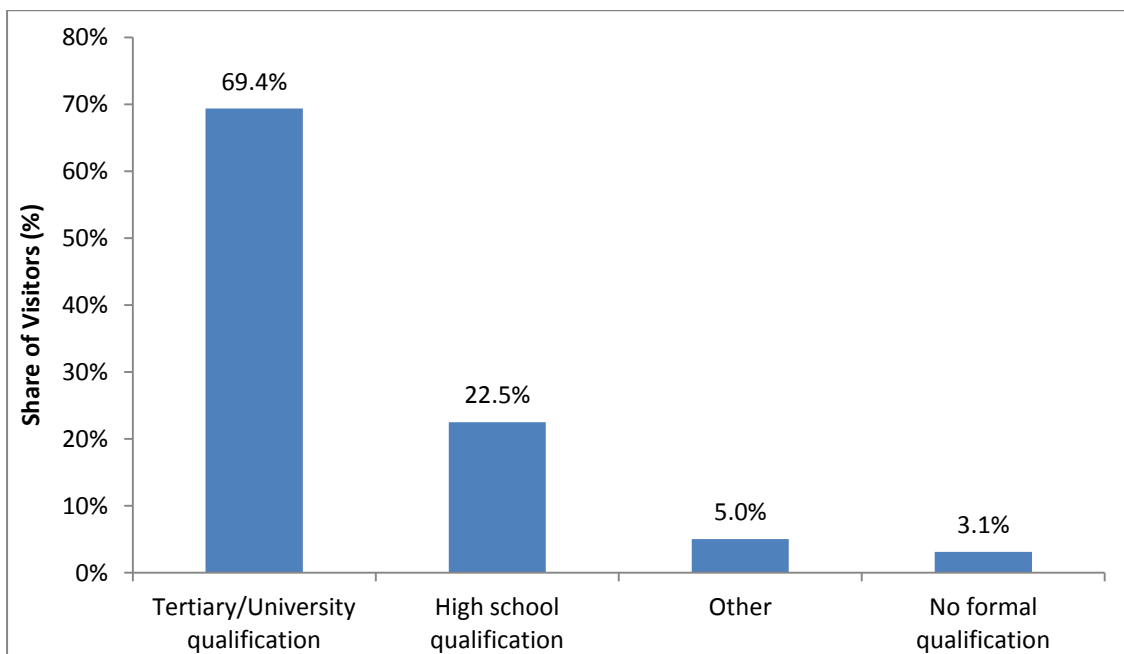
More women (67%) than men (33%) completed the survey (Figure 2). The 50 to 59 years old age group are the most represented, followed by the 40 to 49 years old age group. There are few senior travellers.

Figure 2: Distribution of Age and Gender (n = 1058)



Visitors are well educated. Over two out of three visitors surveyed had some form of tertiary education (Figure 3), and a further 22.5% finished their education after completing high school.

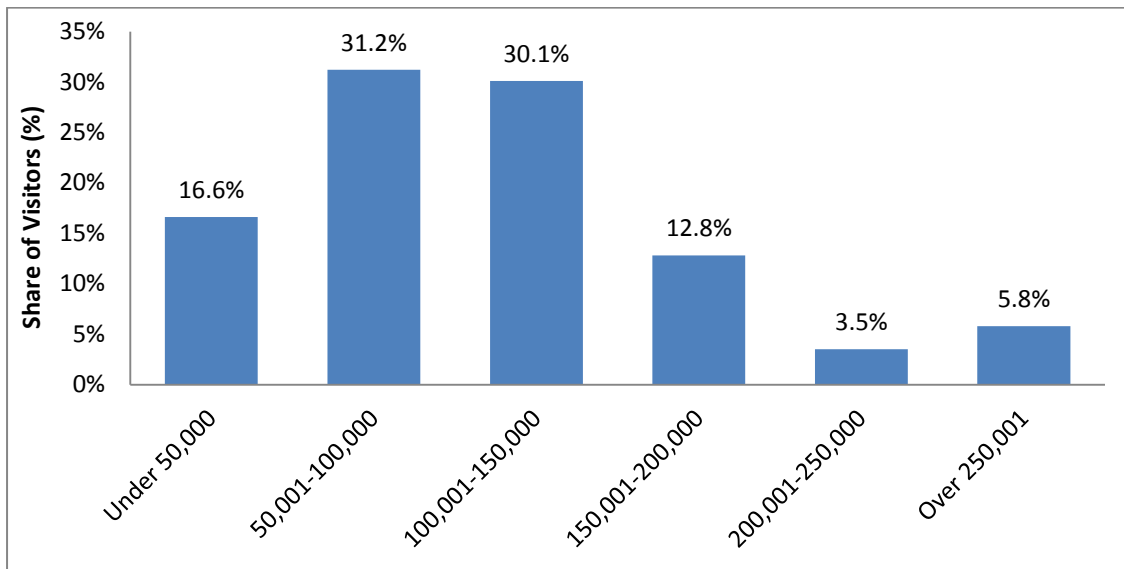
Figure 3: Education level attained of Visitors (n=1058)



Almost a third of visitors have an annual household income of between NZ\$50,001 and \$100,000 (31.2%). A further 30.1% earn between NZ\$100,001 and NZ\$150,000 (Figure 4). Nearly one quarter (22%) of the respondents have a household income of over NZ\$150,001 per year. Visitors to the

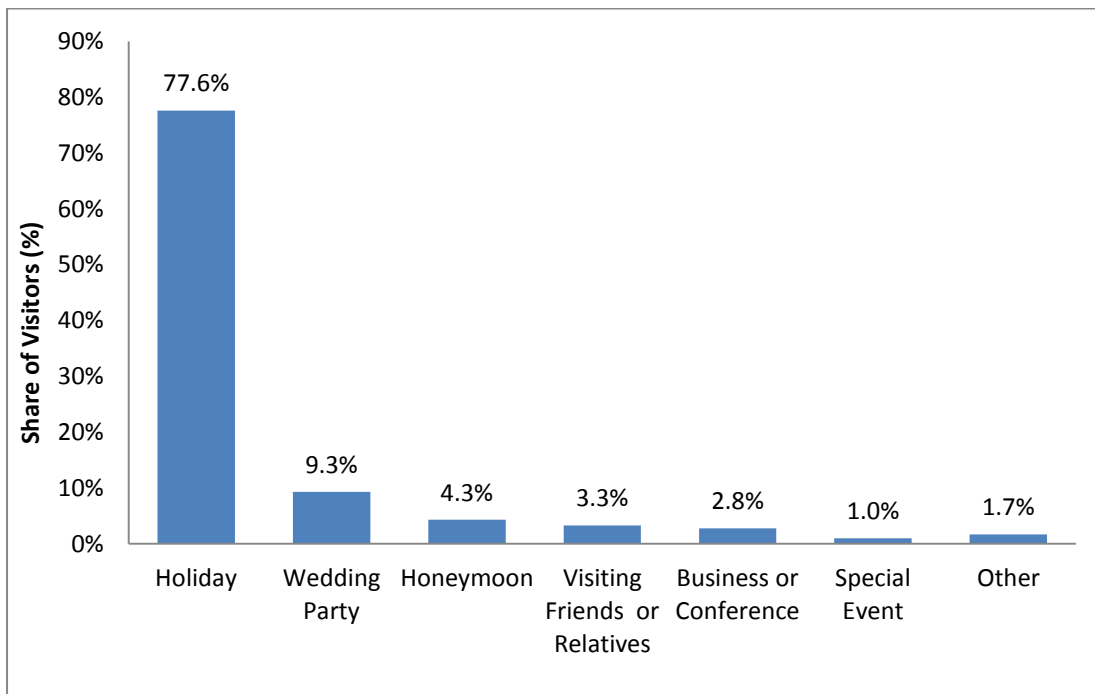
Cook Islands earn significantly more money than the average New Zealander or Australian (latest national statistics show a median household income of NZ\$79,300 and AUD\$83,786 respectively).

Figure 4: Annual Household Income in NZD (n=985)



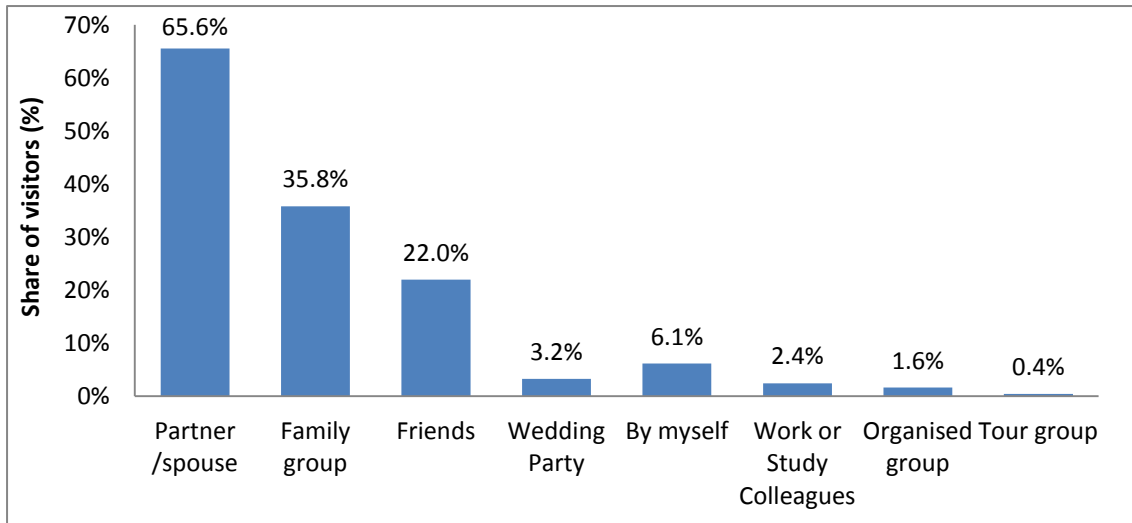
The main purpose of visit for those surveyed is for a holiday (77.6 %) (Figure 5). The next major purpose of visit is to attend a wedding (9.3%).

Figure 5: Main Purpose of Visit (n=1016)



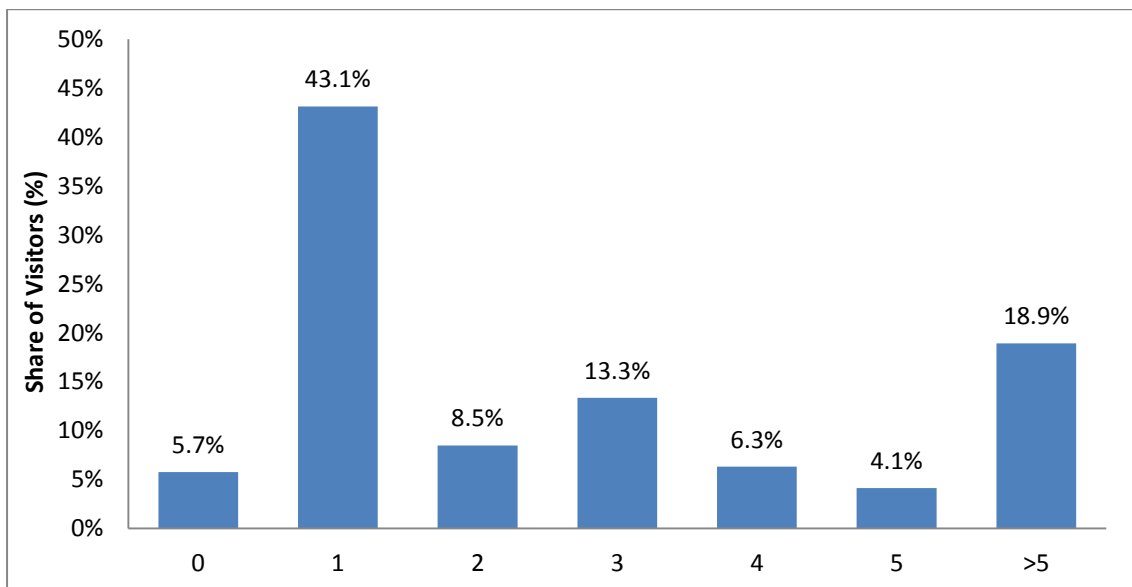
Two thirds of the visitors (65.6%) travel to the Cook Islands with a partner, husband or spouse. Visitors also often travel with other family members or friends. Those travelling with a wedding party, alone, with colleagues or with an organised group, represent a smaller share of the sample (Figure 6).

Figure 6: Travelling with whom (n=1234)



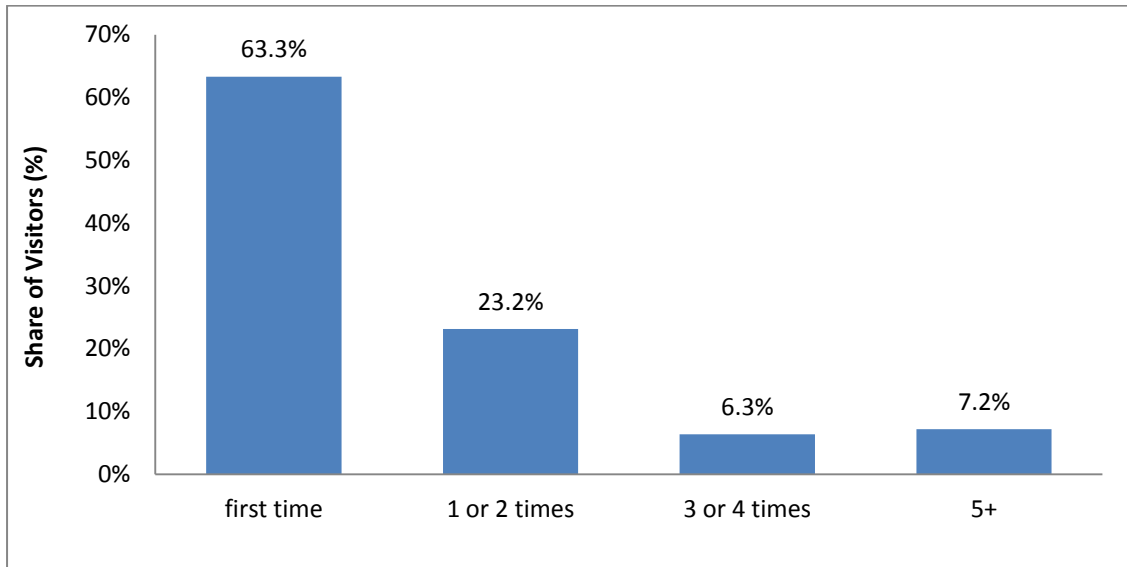
Most visitors travelled with one companion (Figure 7). Travel parties larger than 4 people were not very common, with the exception of wedding parties.

Figure 7: Number of Companions on trip (n= 1238)



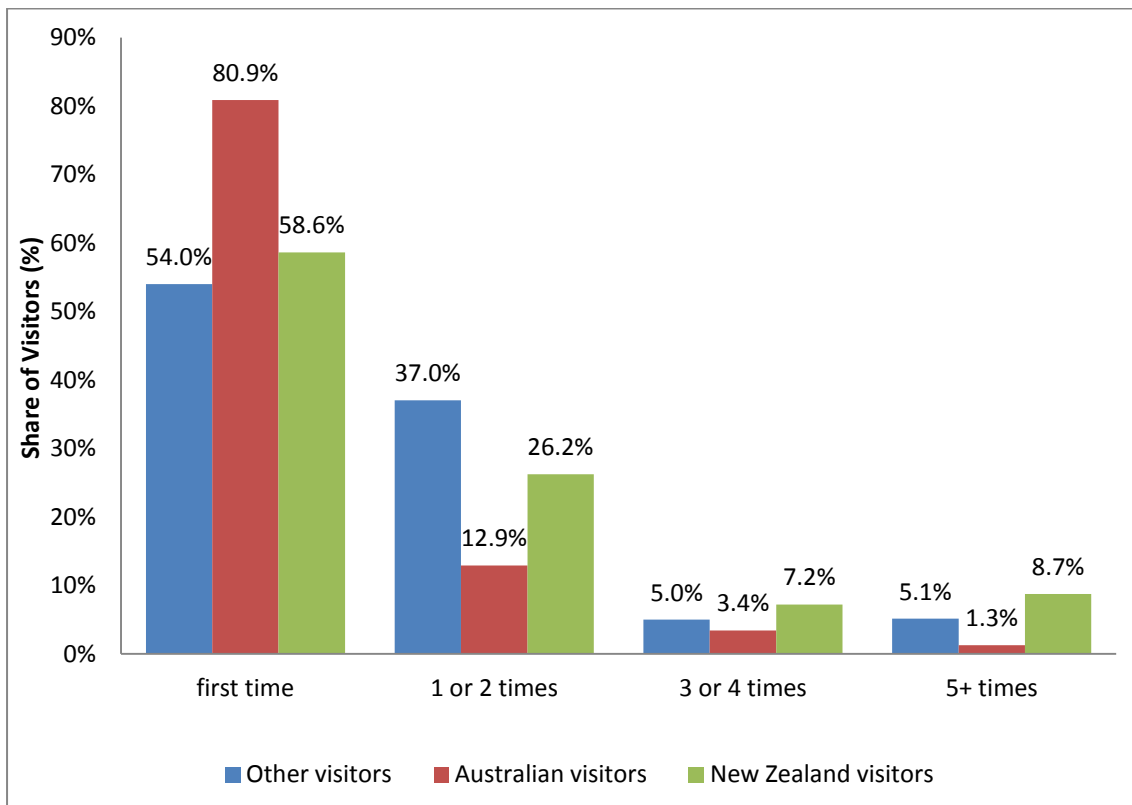
Most visitors (63%) are on their first visit to the Cook Islands. A further 23% have been to the Cook Islands 1 or 2 times previously. A smaller percentage (13.5%) have visited 3 or more times (Figure 8).

Figure 8: Number of visits to the Cook Islands (n=1058)



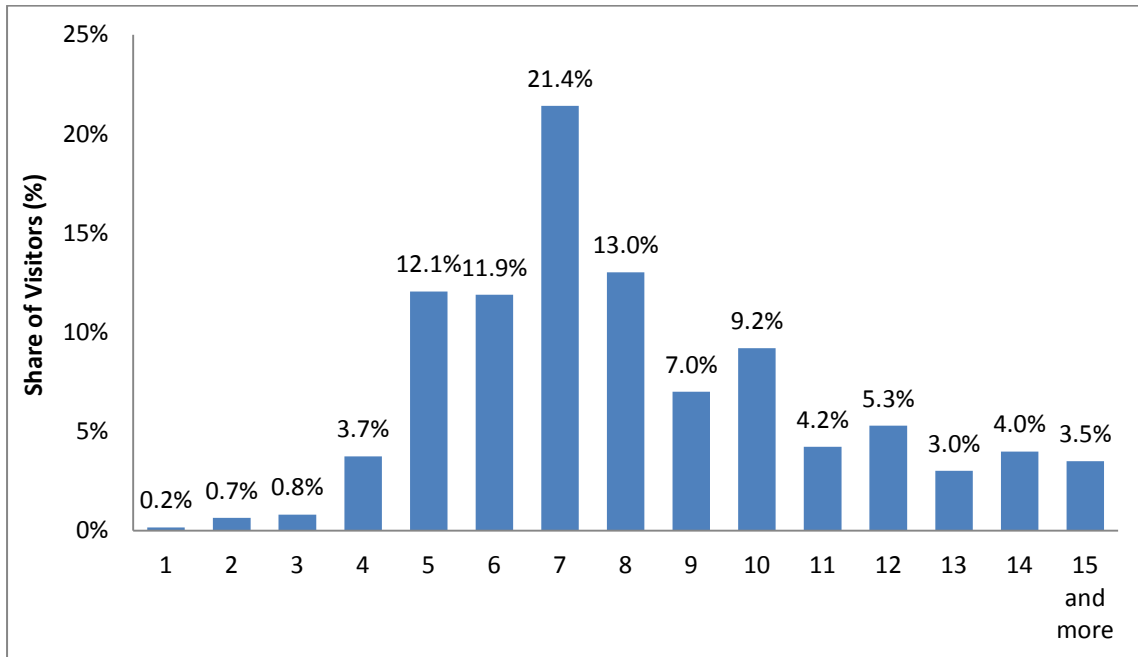
New Zealand visitors are more likely to have made a repeat visit than other visitor markets (Figure 9).

Figure 9: Number of previous visits to the Cook Islands (n= 1058)



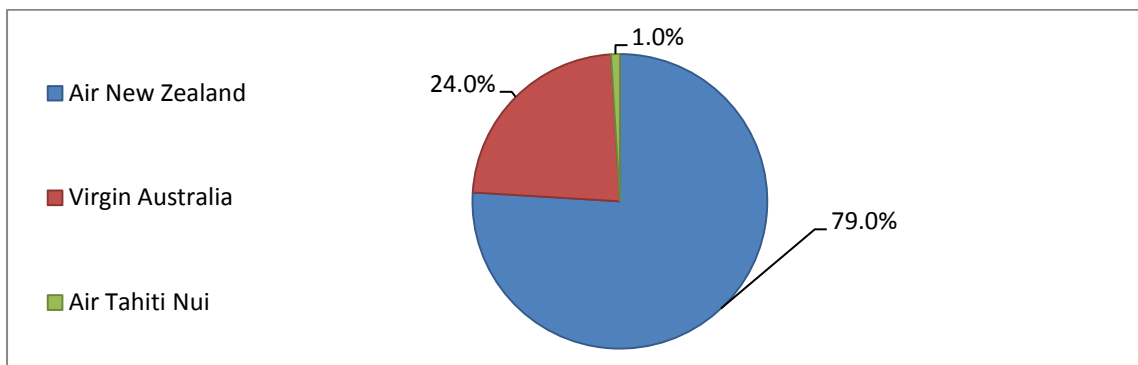
The average length of stay in the Cook Islands is 8.4 days (Figure 10). Visitors who spent more than 30 days in the Cook Islands were excluded from the analysis.

Figure 10: Length of stay in days (n=1228)



Most visitors surveyed (79%) travelled to/from the Cook Islands with Air New Zealand while 24% flew with Virgin Australia (Figure 11). Most passengers on those airlines flew out of Auckland or transit through Auckland, since there is only one direct flight to Rarotonga from Australia and Los Angeles per week. Less than 1% of visitors come from French Polynesia and travel with Air Tahiti Nui.

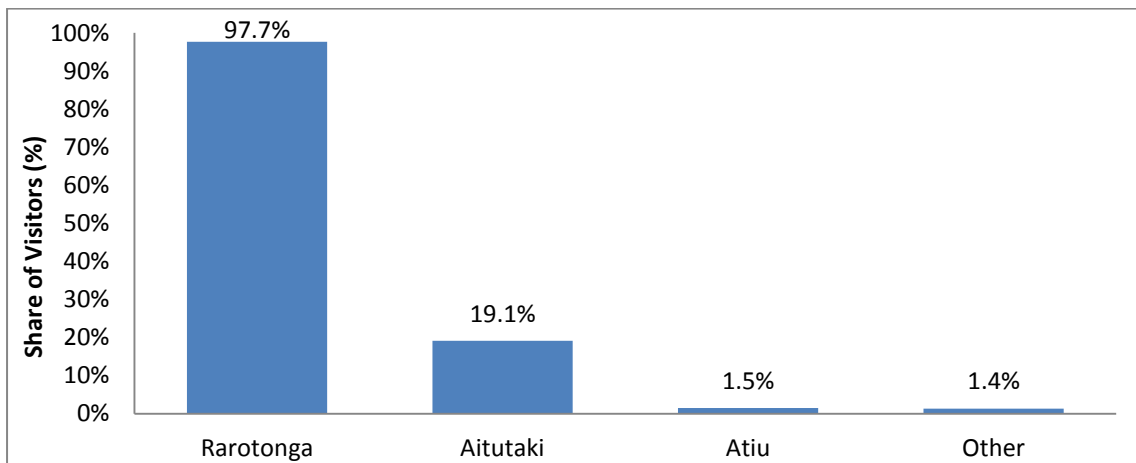
Figure 11: Airline used (n=1225)



For 86% of visitors, the Cook Islands is the only destination of their trip. For 14% of visitors, the Cook Islands was a stop-over, for instance on a flight between the USA and New Zealand.

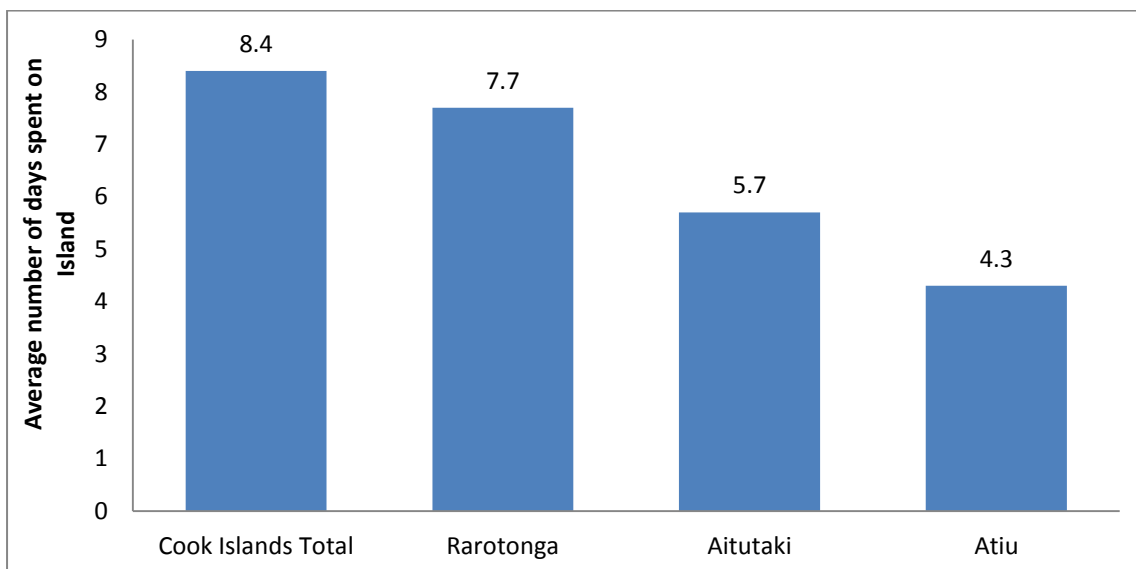
Almost all visitors to the Cook Islands spend some time in Rarotonga (97.7%), while Aitutaki is the second most visited island (19.1%) (Figure 12). The other islands receive very few visitors.

Figure 12: Visited Islands (n=1251)



The average length of stay in the Cook Islands is 8.4 days. The average length of stay on Rarotonga is 7.8 days (Figure 13). The average number of days spent on Aitutaki is 5.7 days. The average amount of days spent on Atiu is 4.3 days.

Figure 13: Average length of stay in the Cook Islands (n=1241)

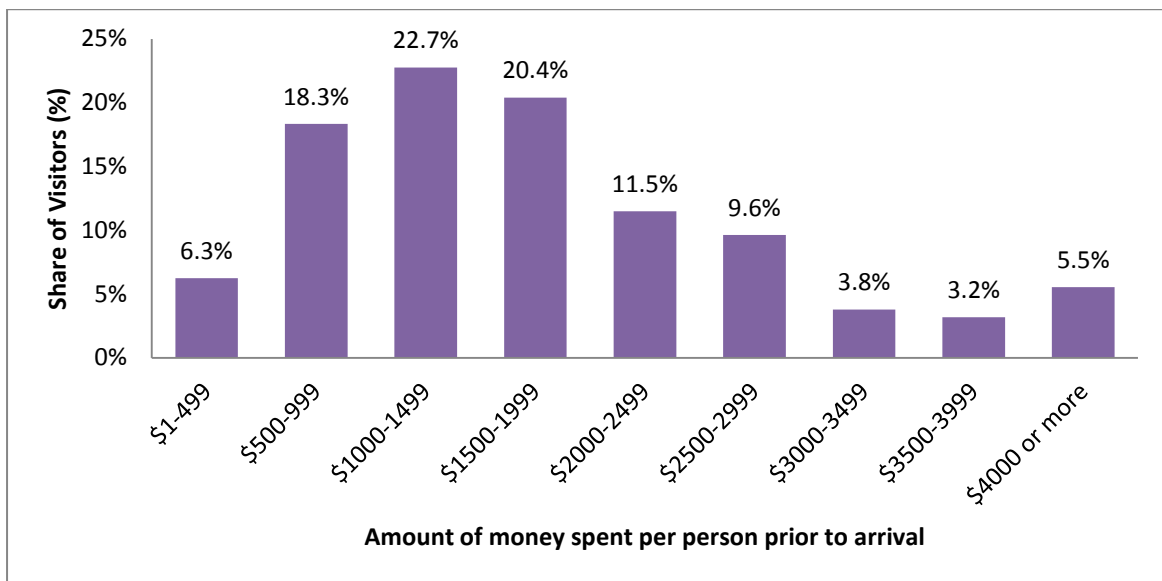


Visitor Expenditure

The survey asked a range of questions about visitor spend, both prior to arrival and also while in the Cook Islands. All the figures below are based on respondent estimates of their own spending and anyone else they chose to include (e.g. spouse and children).

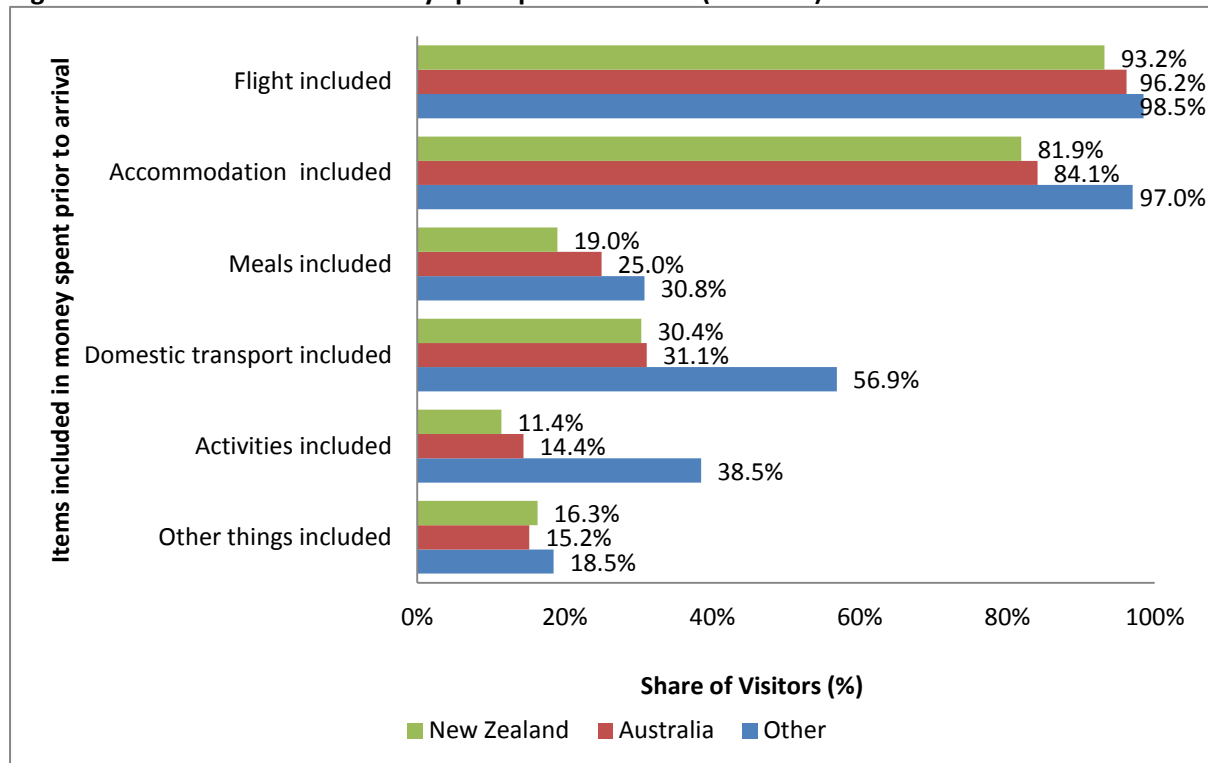
On average, visitors to the Cook Islands spend NZ\$2042 per person prior to arrival, with a range from zero to above \$10,000 per person. Almost all (93.7%) visitors spend at least \$500 per person prior to their trip since they have to pay for their international flights (Figure 14 and 15).

Figure 14: Amount of money spent per person prior to arrival (n = 2484)



Spending prior to arrival includes accommodation in 83.2% of the cases (Figure 15). Meals and activities are less often included in prepaid expenses.

Figure 15: Items included in money spent prior to arrival (n = 2484)



It is very difficult to accurately estimate 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 estimate that 50% of the prepaid spend of \$2024 is allocated to airfares, and that 80% of the remaining 50% of the prepaid spend flows back to local operators. In total this means that for every prepaid dollar 40 cents flows to the Cook Islands. We estimate that the prepaid spend figure per day, excluding flights, is \$97 and for the average overall visit is \$816.

While in the Cook Islands (excluding any pre-paid expenditure), the total spend per visitor per day is \$144 (Table 1) or \$1157 per visit. Most money spent locally is on restaurants, cafes and bars (31.3%), accommodation (24.3%), shopping (13.2%), and activities (9%). When daily spend is multiplied by average stay (8.4 days), it can be calculated that each visitor spends an average amount of NZ\$ 1209 during their total stay.

The total figure of what is spent locally and what flows back to the Cook Islands from prepaid expenses is \$241 per visitor per day (144\$ plus \$97), or \$2025 (\$1209 + \$816) per visit.

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

| Spending items | Overall N= 2484 | |
|---|-----------------|--------------|
| | Mean (NZ\$) | (% of spend) |
| Accommodation | 35 | 24.3% |
| Restaurant, cafes and bar | 45 | 31.3% |
| Vehicle rental | 9 | 5.9% |
| Petrol | 2 | 1.6% |
| Domestic flights | 5 | 3.5% |
| Public transportation | 1 | 0.7% |
| Cruising | 2 | 1.4% |
| Groceries | 9 | 6.2% |
| Shopping | 19 | 13.2% |
| Activities | 13 | 9.0% |
| Other | 4 | 2.9% |
| Total expenditure per person per day | \$143 | 100% |

Table 2 provides an overview of the in-country spending items per country of origin. Australians and North Americans generally spend more than New Zealanders. Europeans spend the least.

Table 2: Average expenditure per visitor per day by country of origin (N = 2484)

| Spending Items | Australia | USA/ Canada | New Zealand | Europe | Total |
|----------------------------|--------------|----------------|----------------|--------------|--------------|
| Accommodation | 40 | 48 | 29 | 34 | 35 |
| Restaurant, cafes and bar | 45 | 35 | 45 | 44 | 45 |
| Vehicle rental | 8 | 9 | 9 | 5 | 9 |
| Petrol | 2 | 2 | 3 | 1 | 2 |
| Domestic flights | 7 | 8 | 3 | 5 | 5 |
| Public transportation | 1 | 1 | 1 | 2 | 1 |
| Cruising | 3 | 2 | 2 | 3 | 2 |
| Groceries | 8 | 12 | 8 | 9 | 9 |
| Shopping | 18 | 16 | 21 | 16 | 19 |
| Activities | 12 | 14 | 11 | 11 | 13 |
| Other | 9 | 1 | 3 | 2 | 4 |
| Total spending (NZ) | \$151 | \$148 | \$136 | \$132 | \$143 |

Visitor Satisfaction

This section of the report investigates visitor satisfaction with various aspects of the Cook Islands tourism experience. The overall satisfaction rating for the Cook Islands (combining all the separate dimensions) was 4.3 on a scale from 1 to 5, 5 being “very satisfied” (Figure 16). Nearly two thirds (63.8%) of the visitors ranked their trip with the highest score of 5. Very few visitors (2.3%) were not satisfied with their trip and gave a score of 2 or lower.

Figure 16: Overall satisfaction with visit to the Cook Islands (n=1393)

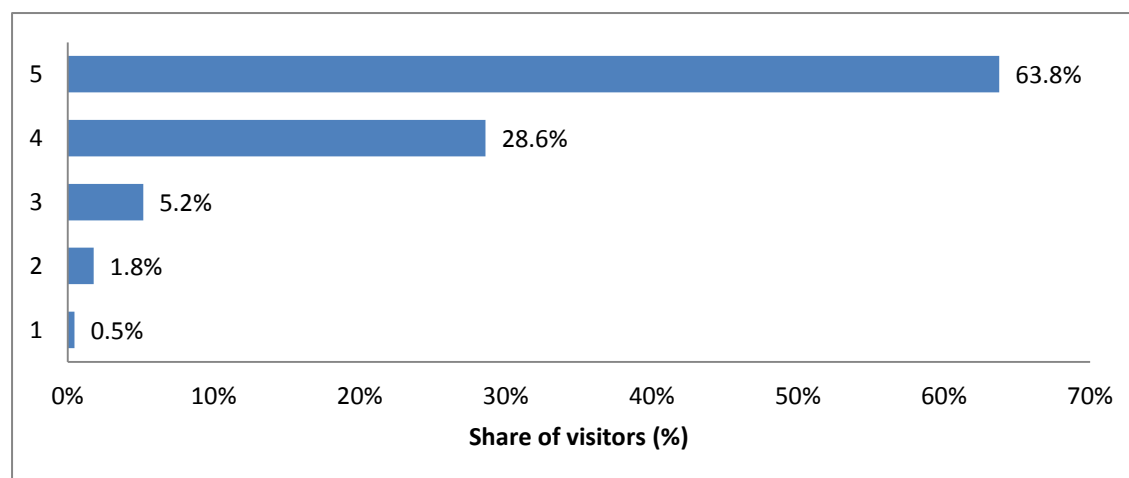


Figure 17 shows the percentage of respondents who undertook an activity and Figure 18 shows their level of satisfaction. Almost all visitors enjoy water activities and visit at least one restaurant or café during their trip. Most of visitors (84%) visit a local market, and 70% of visitors experience an Island Night and Feast Show. Visitor satisfaction is generally high for all activities undertaken (all registering more than 4 out of a possible high of 5). Water-based activities rank highest (average satisfaction of 4.65/5) followed by cultural interaction activities (4.5/5), land-based activities (4.3/5), and shopping (4.2/5).

Figure 17: Degree of participation in activities.

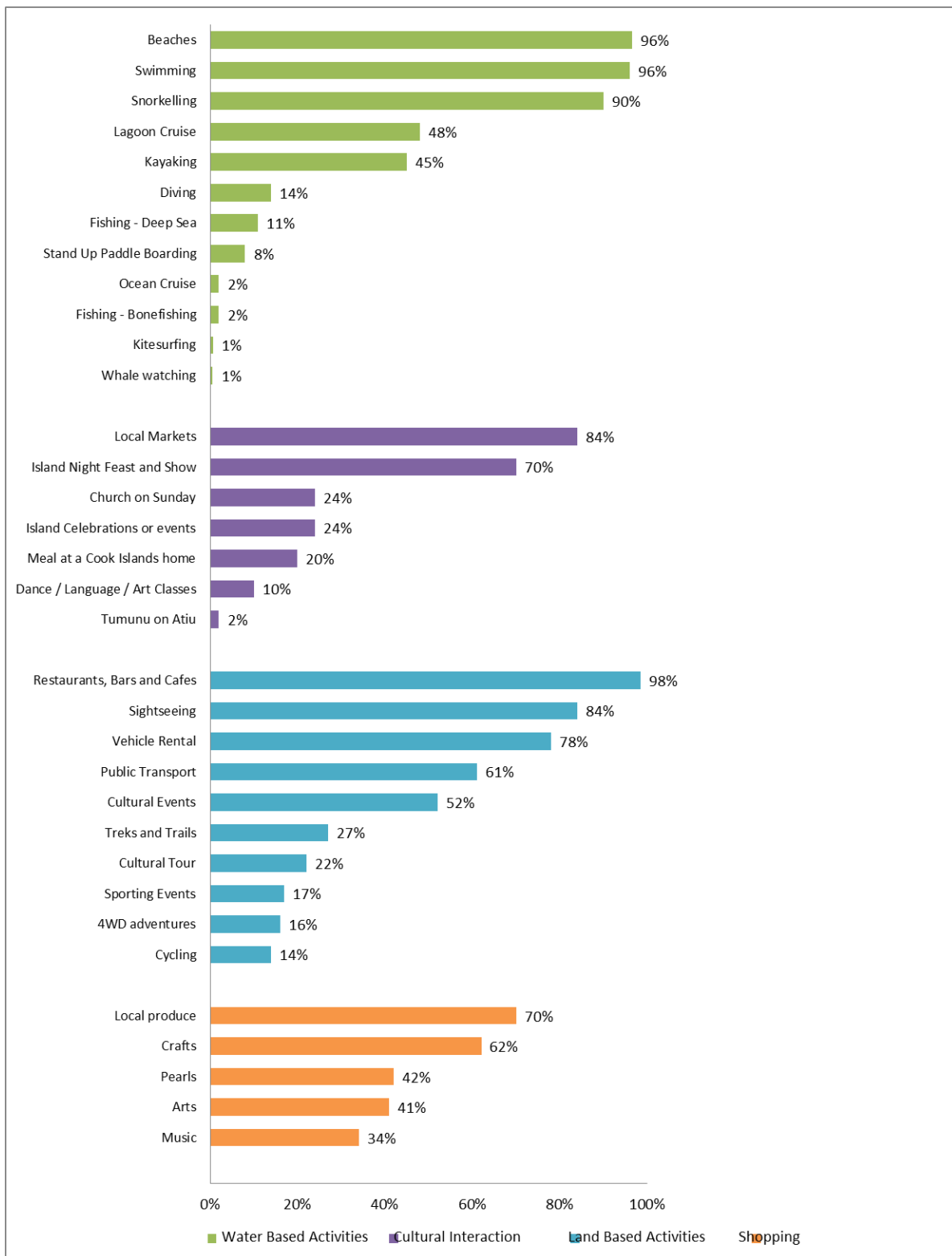
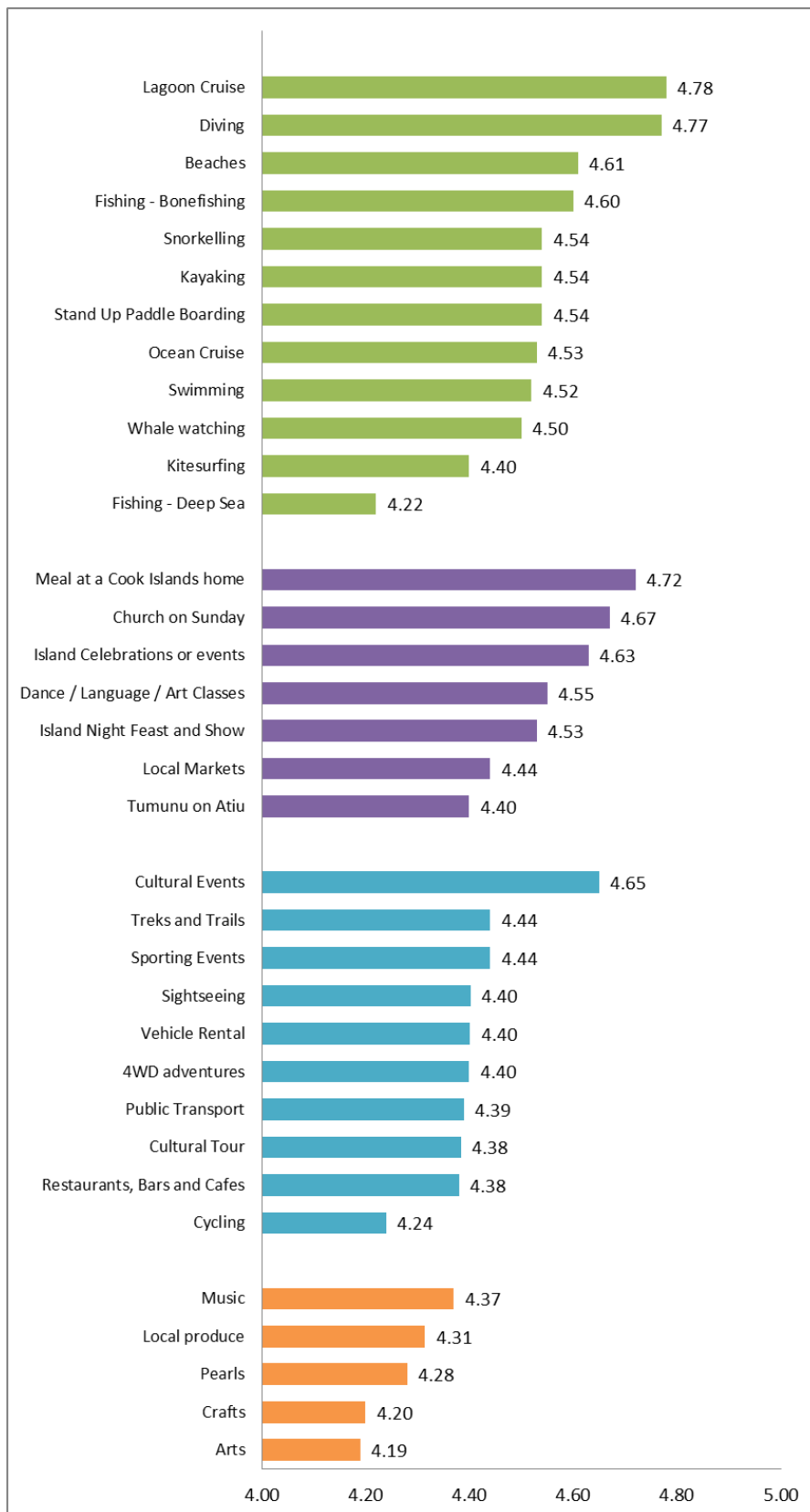


Figure 18: Degree of satisfaction in activities.



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?” The responses were then categorised based on the broad themes they addressed (see Table 3). The most appealing elements of the Cook Islands experience are the beautiful natural environment, the friendly locals, and the peacefulness of the islands. Activities, entertainment and services are less likely to be mentioned.

Table 3: Most appealing aspects of the Cook Islands (n= 1096)

| Theme | |
|------------------------------------|-----|
| Natural Environment | 49% |
| Friendly people | 47% |
| Peaceful and uncrowded destination | 31% |
| Activities and entertainment | 17% |
| Quality of tourism services | 10% |
| Overall experience | 1% |

NB. Respondents could give more than one answer, so total does not add up to 100%.

Natural Environment

Survey respondents in general were very positive about the natural environment of the Cook Islands. Half of the respondents considered the environment to be the most appealing aspect of the Cook Islands experience. Most comments were made about the beauty and the cleanliness of beaches and lagoons, the good weather, the amazing sunsets, the rich marine life and tropical flora. Comments included:

“The natural environment looked well cared for and was beautiful. Minimal rubbish and pollution compared to other Pacific Islands I’ve visited “

“Natural beauty. Pristine water, unspoilt and relatively untouched islands.”

“Beautiful flowers, greenery, mountains and water.”

“The beaches were beautiful and there was lots of marine life.”

“The spectacular scenery inland and the pristine uncrowded beaches”

Friendly people

Nearly half (47%) of visitors noted that the most appealing part of their visit was the quality of the interaction with people in the Cook Islands and with the opportunity to get in touch with local culture. Cook Islanders are often described with positive adjectives such as “friendly” and “helpful”. Comments included:

“The general attitude of the local people and their willingness to help was outstanding.”

“The Cook Islands made you feel part of their community.”

“We were made to feel very welcome and 'part of the family.'”

Peaceful and uncrowded destination

Survey respondents appreciate the lifestyle and relaxed atmosphere of the Cook Islands. They considered the Cook Islands to be a very “relaxed”, “stress free”, and “laid back” destination. The destination is perceived as being “saved from mass tourism”, “untouched”, “uncrowded” and “well conserved”. Many respondents feel that the Cook Islands is a stress-free destination, and that everything there is “easy”: it is “easy to get around” the island (renting a car, a scooter or with public transport) and the island is a “safe destination to visit”. Another important aspect is the less commercialised atmosphere of the islands. Many visitors emphasise the importance of preserving the destination from a mass tourism development in the future. Comments included:

“very clean islands ... very friendly locals ... unspoilt beauty, non commercial”

“easy to get around the island”

“That it is not too touristy and you can just chill at the beach without a million other people. I love that it is really rough and ready and that is its appeal.”

Activities and entertainment

The theme of activities and entertainment was raised in 17% of cases. Most positive comments in this category focus on the water-based activities such as swimming, diving and snorkelling. Other positive comments were made about cruises, guided tours, day trips, shows and dances, walking, relaxing, reading books, travelling around the island by scooter, car or bicycle, and building relations with locals. Comments included:

“there are lots of activities available”

“Seeing the tropical fish as we were snorkelling.”

Quality of tourism services

Just about one in ten (10%) of visitors commented that they were satisfied with the quality of customer service they received from hotel and accommodation staff members, and made a note about workers’ friendly attitude. Some positive comments also identified the quality of public transportation, quality of accommodation, variety of markets, restaurants and food available. Some of the respondents underlined the increase of service quality compared to previous visits to the Cook Islands. Comments included:

“the very high standard of restaurants and food in general on Rarotonga”

“Hotel staff were outstanding”

Overall experience

A small number of respondents could not identify a specific dimension of their holiday that stood out – preferring instead to highlight the whole visit, as they declared to have “the best holiday ever!” and that they enjoyed simply “everything”.

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?*” Almost a quarter of visitors noted they found nothing to be ‘least appealing’ (Table 4) and that the holiday was “*all good*”.

Table 4: Least appealing aspects of the Cook Islands (n= 1010)

| Theme | |
|--|-----|
| Nothing to complain about | 22% |
| Poor quality of tourism services | 21% |
| High price of goods and services | 15% |
| Public services and facilities | 10% |
| The weather | 7% |
| Stray dogs & roosters | 7% |
| Flight -related problems | 9% |
| Rubbish & lack of environmental protection | 5% |
| Others | 10% |

* 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%.

Poor quality of tourism services

The next most-cited category was the poor quality of tourism services (mentioned by 23% of respondents). Some of the comments highlighted poor customer care skills and professionalism amongst staff members e.g. “*service is quite slow in restaurants*”. Some comments were also made about the poor quality of guided tours and activities, poor condition of rental cars and bikes, lack of tourist information, slow service at restaurants and poor quality and variety of food available. Some respondents complained about the limited operating hours of shops and restaurants, e.g. “*The early closing of shops is not tourist minded*”.

High price of goods and services

A number of comments were made about the high prices meals at the restaurants and food at supermarkets, drinks, souvenirs, handicrafts, hotel accommodation, activities and the internet. A number of visitors mentioned that the Cook Islands was an expensive destination to visit, but did not always provide good value for money sometimes preventing them from participating in activities or going to restaurants and leaving them dissatisfied.

Public services

Some survey respondents expressed their disappointment about public services and infrastructure. In particular, several comments related to the bad state of the roads which have “*holes and poor lighting*” and can be “*dangerous*”. Some complaints were also made about the quality of public transport including the poor condition of bus stations, inconvenient timetables, bus drivers’ unfriendly manner and high costs.

The weather

Sixty-five visitors made a comment about disappointing experiences with the weather (either cloudy or rainy). These comments highlight the importance of the uncontrollable climate variable and the expectation of sunny weather in tourists' decision-making process.

Flight-related problems

Survey respondents expressed their disappointment about flights services, including: *"unexpected expensive departure tax"* and *"the cost of domestic flights"*. Many visitors feel frustrated with the inconvenient flight times: *"The terrible arrival and departure times of flights from Australia/New Zealand."*

Rubbish and lack of environmental protection

Several visitors were very disappointed to see rubbish discarded around the island. In particular comments were made about the *"uncleanliness of beaches"*, the *"rubbish on the beaches"* especially *"broken glass"*, the *"lack of rubbish bins"* and the *"burning of rubbish"*. Some visitors also raised concerns about the lack of environmental protection especially in the marine environment. People noticed the *"dead coral"* and the *"degraded reef"*.

"We found there to be a lot of rubbish both on the beaches and on the side of the roads. There are very few rubbish bins which will have something to do with it."

Dogs

56 survey respondents were unhappy about the presence of stray dogs:

"The stray dogs and roosters at Muri beach ruined our time there and we would not go back to that location. The dogs fought and howled all day and night- running up and down the public beach uncontrolled. Dog poo everywhere. "

Reasons to return to the Cook Islands

A significant majority of visitors (92%) indicated that they would consider re-visiting the Cook Islands. Over three-quarters (78%) of the visitors who said they would like to return would also like to include the outer islands in their next visit, in particular Aitutaki. Nearly all visitors surveyed (97%) said that they would recommend the destination to their family and friends.

When asked why they would return or recommend the Cook Islands to others a range of comments were provided, including:

I love the Cook Islands. The best Pacific Island destination to visit - it's Paradise.

Final observations

This report shows that the Cook Islands tourism industry performed as well during the July - September 2012 period as it did in the March to June 2012 period in terms of visitor satisfaction levels, visitor spend and desire for return visitation. This report also highlights that there is room to enhance the visitor experience and to increase the economic yield and broader community benefits associated with tourism. As in the previous quarter report, this research highlights that issues around environmental degradation, visitor safety and infrastructure quality should be monitored and managed carefully.

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.

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

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 30 September 2012.

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 in mid 2012.

For further information about this research contact:

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

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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, eg. 26/06/2012)

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
- Wedding party
- Business or conference
- Visiting friends or relatives
- Honeymoon
- Special event - sporting
- Special event - cultural
- Volunteering
- Education

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

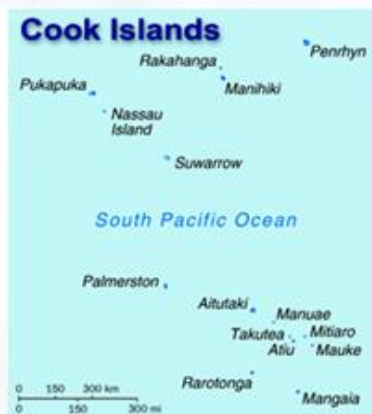
- Airline - Air New Zealand
- Airline - Virgin Australia
- Airline - Air Tahiti
- Ferry
- Private charter plane
- Private boat

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

- No one - I was by myself
- Partner / husband / wife
- Family member(s)
- Friends
- Work colleagues
- Tour group
- Organised group (e.g. school, sports etc)
- Wedding party

6. How many people accompanied you on this trip?

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



- Rarotonga
- Aitutaki
- Atiu
- Mangaia
- Mauke
- Other

7.2 How many nights did you spend on each island?

| | Number of nights |
|-----------|------------------------|
| Rarotonga | <input type="text"/> ▾ |
| Aitutaki | <input type="text"/> ▾ |
| Atiu | <input type="text"/> ▾ |
| Mangaia | <input type="text"/> ▾ |
| Mauke | <input type="text"/> ▾ |

7.3 Please select the accommodation(s) you stayed in on Rarotonga? (Hold down the CTL key to choose more than one accommodation)

- Aito Apartments Muri
- Aloha Mana
- Anchor's Rest
- Apartments Kakera - Rarotonga
- Aquarius Rarotonga
- Arcadia Cottage
- Are Mango Guesthouse
- Are Renga
- Aremango Guesthouse
- Aroa Beachside Inn

How satisfied were you with your stay at Aito Apartments Muri?

Very Dissatisfied (1) 2 3 4 Very Satisfied (5)

8. On your most recent visit to the Cook Islands, please indicate below the activities that you engaged in and how satisfied you were with your experience.

• Water based activities:

| | Very Dissatisfied (1) | 2 | 3 | 4 | Very Satisfied (5) | Didn't participate |
|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Beaches | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Swimming | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Snorkelling | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Diving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Kayaking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fishing - Deep Sea | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fishing - Bonefishing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lagoon Cruise | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ocean Cruise | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Whale Watching | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Kitesurfing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Stand Up Paddle Boarding | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

• Cultural interaction:

| | Very Dissatisfied (1) | 2 | 3 | 4 | Very Satisfied (5) | Didn't participate |
|--------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Island Night Feast and Show | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Meal at a Cook Islands Home | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Church on Sunday | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Island Celebrations or Events | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tumunu on Atiu | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local Markets | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Dance / Language / Art Classes | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

• Land based activities and Touring:

| | Very Dissatisfied (1) | 2 | 3 | 4 | Very Satisfied (5) | Didn't participate |
|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Restaurants, Bars and Cafes | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cultural Events | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sporting Events | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4WD Adventures | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cultural Tour | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Treks and Trails | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cycling | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sightseeing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Vehicle Rental | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Public Transport | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

• Shopping:

| | Very Dissatisfied (1) | 2 | 3 | 4 | Very Satisfied (5) | Didn't participate |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Pearls | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Arts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Crafts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Music | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local Produce e.g. Coffee, Coconut Oil etc | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

• Please tell us about any other activities you participated in

9. On your most recent visit, how satisfied were you with the following?

| | Very Dissatisfied (1) | 2 | 3 | 4 | Very Satisfied (5) | Didn't participate |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| The information that was available when planning this trip? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The information that was available during this trip? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The cost of accommodation? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The quality of accommodation? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The experience of renting a vehicle? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The experience of using public transport? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The frequency of air transport within the Cook Islands? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The overall level of service in the Cook Islands? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The friendliness of the people in the Cook Islands? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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

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

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

No

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.

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

Adults

Children (0- 16 years old)

14.1 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 in Question 14.2

14.2 Please select your currency:

NZD

AUD

GBP

USD

EUR

CAD

Other - please specify

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

International flights

Accommodation

Meals

Domestic transport

Activities

Other

15. After you arrived in the Cook Islands, how much do you estimate that you spent in each island in local currency (NZ\$)?

| | Rarotonga | Aitutaki | Other island(s) | Total |
|---|-----------|----------|-----------------|-------|
| Accommodation | 0 | 0 | 0 | 0 |
| Restaurants, Cafes & Bars | 0 | 0 | 0 | 0 |
| Vehicle Rental | 0 | 0 | 0 | 0 |
| Petrol | 0 | 0 | 0 | 0 |
| Domestic flights | 0 | 0 | 0 | 0 |
| Public transport | 0 | 0 | 0 | 0 |
| Cruising | 0 | 0 | 0 | 0 |
| Groceries | 0 | 0 | 0 | 0 |
| Shopping (e.g. souvenirs, clothes) | 0 | 0 | 0 | 0 |
| Activities (e.g. water sports, sightseeing) | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 |

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

Yes

No

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

Yes

No

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

Yes

No

19. How satisfied were you with your overall experience of the Cook Islands ?

Very Dissatisfied

(1)

2

3

4

Very satisfied

(5)

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

ABOUT YOU

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

22. Your age group:

- 18-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

23. Your gender:

- Female
- Male

24. What is your highest qualification?

- No formal qualification
- High school qualification
- Tertiary/University qualification
- Other

25.1 What is your approximate annual household income in your home currency?
Please use the following format: eg. 50,000 and specify currency in question 25.2.

25.2 Please select your currency:

- NZD
- AUD
- GBP
- USD
- EUR
- CAD
- Other - please specify

26. Where do you live? (Please select)