

KIA ORANA MEANS WE ARE ALL IN THIS TOGETHER

Today, the Cook Islands Tourism Corporation has launched their new domestic campaign - Kia Orana Community.

Centred around the Kia Orana Values: Kia Orana, Meitaki, and Mana Tiaki, the campaign aims to re-engage and reconnect the community at large with the tourism sector, and ensure the Kia Orana spirit remains alive as we prepare to revive the tourism industry. The key objective of this multimedia campaign is to provide a platform for sharing community resources and business opportunities, highlighting who they are, what they are doing and why they do it. The campaign is dedicated to providing relevant and useful information to all parts of the Cook Islands community during this time of uncertainty.

The campaign will help to share stories that celebrate the spirit of collaboration and unity which has always been an integral way of life for Cook Islanders. This Kia Orana spirit has shone through in so many ways in these unprecedented times. The campaign will also acknowledge and pay tribute to the unsung heroes who are the everyday Kia Orana Ambassadors, Meitaki Heroes and Mana Tiaki Champions in our communities.



“Cohesive public and private partnership strategies are being developed at a Government level to ensure we can build a stronger, more sustainable Cook Islands Economy. So building Community and Business Partnerships are imperative at this time to support this, as we plan for a recovery from this crisis” says CEO of Cook Islands Tourism Halatoa Fua.

Monday 13th April 2020



“We will share opportunities, reinvest in our local partners and encourage operators to take a more sustainable approach. This is our opportunity to sharpen the unique selling points of the Cook Islands, ready for the return of our visitors” he added.

“This campaign is supporting the businesses and community groups that have supported the Corporation and the Industry in the past, and during this crisis. Over the coming months a variety of opportunities will be presented such as training, events, mentorship, and promotion” says Business Partnerships Manager at Cook Islands Tourism, Claire Wilson.

As a first step the Cook Islands Tourism Corporation invites everyone to join our Kia Orana Community and to share their stories, initiatives and opportunities with the team on Facebook & Instagram.

For more information please contact claire.wilson@cookislands.gov.ck or sieni.tiraa@cookislands.gov.ck

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