



**Press Release**

16 July, 2008



**THE UNIQUE TOURISM COLLECTION  
TO REPRESENT COOK ISLANDS**

The Cook Islands Tourism Corporation has announced that The Unique Tourism Collection will represent it in Australia from this month to drive a new marketing direction aimed at increasing visitor numbers and promoting this special Pacific destination.

John Dean, the CEO of CITC, said that UTC was chosen as they were highly respected professionals with a serious reputation in tourism marketing, having been credited with the restructure and relaunch of Tahiti within the Australian market a number of years ago.

“The number one priority in Australia is to build market share and the UTC will address the issue of destination and consumer awareness of the Cook Islands right from day one of their appointment,” he said.

Jonica Paramor, Managing Director of UTC, believes the Cook Islands are a destination with huge potential for Australian travellers, especially in terms of the bridal and couples markets, as well as individuals and families who place a premium on eco-tourism.

“The Cook Islands is still one of the most pristine regions in the Pacific, while still offering a sophisticated holiday with the infrastructure required to ensure a quality experience with minimum impact on the environment,” she said.

“Through our unique style of implementing an integrated marketing plan driven by a strong PR program, we aim to build on the existing platform created by Mereana Taruia, who has done a wonderful job as the face of the Cook Islands and building the foundations. Supported by our strategic, results-driven trade activity, UTC plans to put the Cook Islands on the map for Australians as a leading South Pacific destination which is safe, close to home and great value.”

Mr Dean also added the issue of Sydney/Rarotonga/Sydney nonstop flights are a priority leading into 2009, however in the short to medium term CITC wants to concentrate its collective marketing and destination awareness efforts in Australia on a much closer working association with its airline partners, Air New Zealand and Pacific Blue and to ensure the stopover in Auckland is only a minor inconvenience to visitors wanting to experience the Cook Islands.

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