

## COOK ISLANDS TOURISM CORPORATION **Destination Development Initiatives**

**Expressions of Interest (EOI)** Destination Development initiatives are designed to enhance the Cook Islands Tourism product with a primary focus on event development and tourism related infrastructure. Destination Development will also encourage tourism related educational, hospitality, environmental and cultural initiatives.

The Cook Islands Tourism Corporation Destination Development Committee seeks expressions of interest from interested parties to submit proposals to:

- Develop a suite of suitable events (individual or a series) designed to improve the economic impact of tourism and enhance visitor experiences. Event Development will focus on marketable events that stimulate visitor arrivals to the Cook Islands particularly during the November to May period and enhance visitor experiences including cultural, sporting and other relevant events.
- Develop tourism related infrastructure. This is designed for visitor convenience and to connect areas of environmental and cultural significance which will improve the economic impact of tourism and enhance visitor experiences. Tourism Related Infrastructure will focus on hiking and walking trails, access to Beaches/Caves/Forests/ Lakes etc (viewing platforms, paths and steps, signage etc), historical sites, and public toilets and amenities (shelters, rest areas, tables and chairs, BBQ facilities etc).
- Develop tourism related education and training. Education and Training Providers will be tasked with delivery of the courses and achieving targeted pass rates and or numbers of graduates for both Rarotonga and the sister islands. Tourism Education and Training investment will take place in the following areas; Secondary level – NCEA Tourism courses; Vocational level – WTTO standard Tourism and Hospitality Courses; Other Tertiary levels – Tourism courses at certificate, diploma or degree level etc.

Proposals will be assessed where applicable on the strength of a business and project delivery / management plan. Emphasis is placed on a projects return on investment (ROI) calculated by increased visitor arrivals, improved length of stay and increased related spend, and enhanced and expanded visitor experiences. Proposals will be further assessed by their appeal, engagement of the community, partner resourcing, delivery team expertise and experience, and future sustainability. It is also imperative that these proposals tie in with existing Cook Islands Tourism marketing strategies.

A detailed EOI guide for each project area and a submission and assessment template is available to download via the Cook Islands Tourism website. All EOI submissions close 20 June 2013. [www.cookislands.travel/DestinationDevelopment](http://www.cookislands.travel/DestinationDevelopment)

The Destination Development Strategy and related initiatives are supported by NZAID. For more information contact Noeline Mateariki, Destination Development Coordinator, Cook Islands Tourism Corporation via [noeline.mateariki@cookislands.gov.ck](mailto:noeline.mateariki@cookislands.gov.ck)