

# South Pacific Research Summary

Survey of 300 New Zealanders as of July 28<sup>th</sup> 2020.

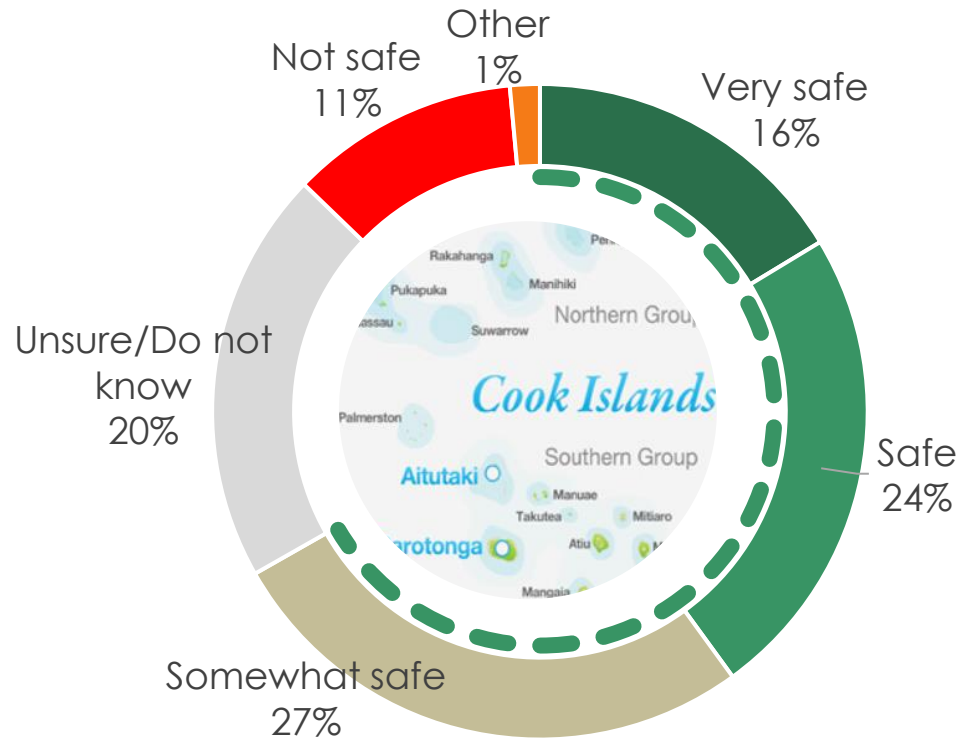
**FORWARD**



# KIWIS ARE SOMEWHAT DIVIDED IN TERMS OF SAFETY PERCEPTIONS OF TRAVEL TO THE COOK ISLANDS

One in three Kiwis is unsure or feels unsafe when considering travel to the Cook Islands and only one in three considers it somewhat safe. Meanwhile it is only one in three kiwis to consider it to be safe or very safe.

This results highlights how many NZers are feeling cautious and outside of a smaller, more adventurous segment, there is a strong communication task to do with potential travelers – assuming of course all the health and safety protocols are robust, defensible and can be managed.



**1/3 Safe**  
**1/3 Somewhat safe**  
**1/3 Not Sure/Not safe**

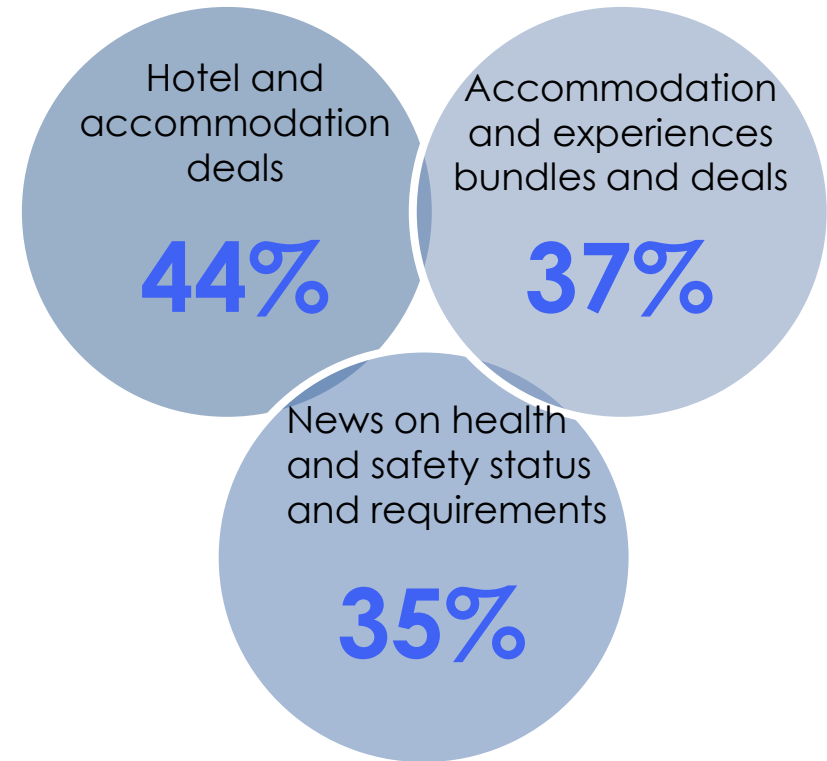
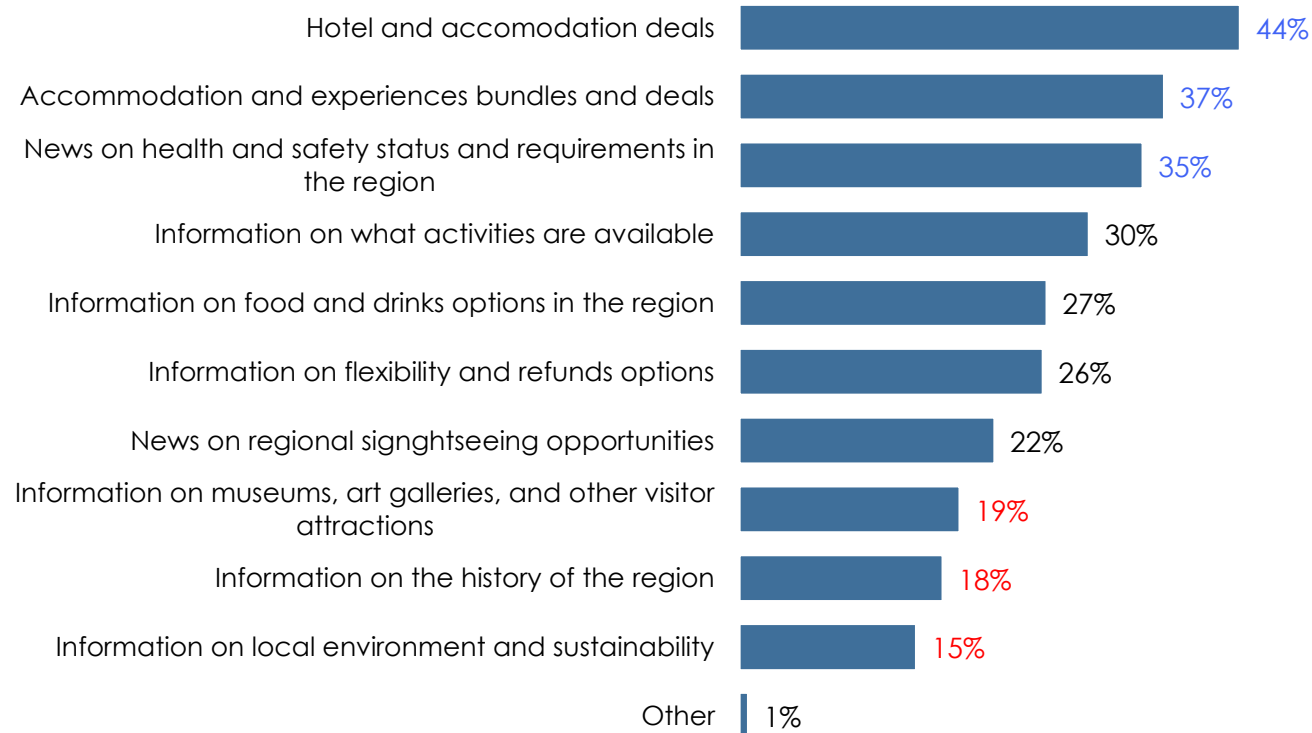
## How safe would you consider a trip to the Cook Islands to be?



# DESTINATIONS' HEALTH, SAFETY AND RELATED REQUIREMENTS IN THE REGION ARE KEY TO SUCCEED WITH THE COMMUNICATION TASK AHEAD

Health and Safety are the third most important communication content required by travellers to feel confident. Top activators in the industry such as hotel bundles, experiences and related deals remain key to build travellers engagement.

## Types of information people are interested in receiving from PACIFIC ISLANDS travel destinations

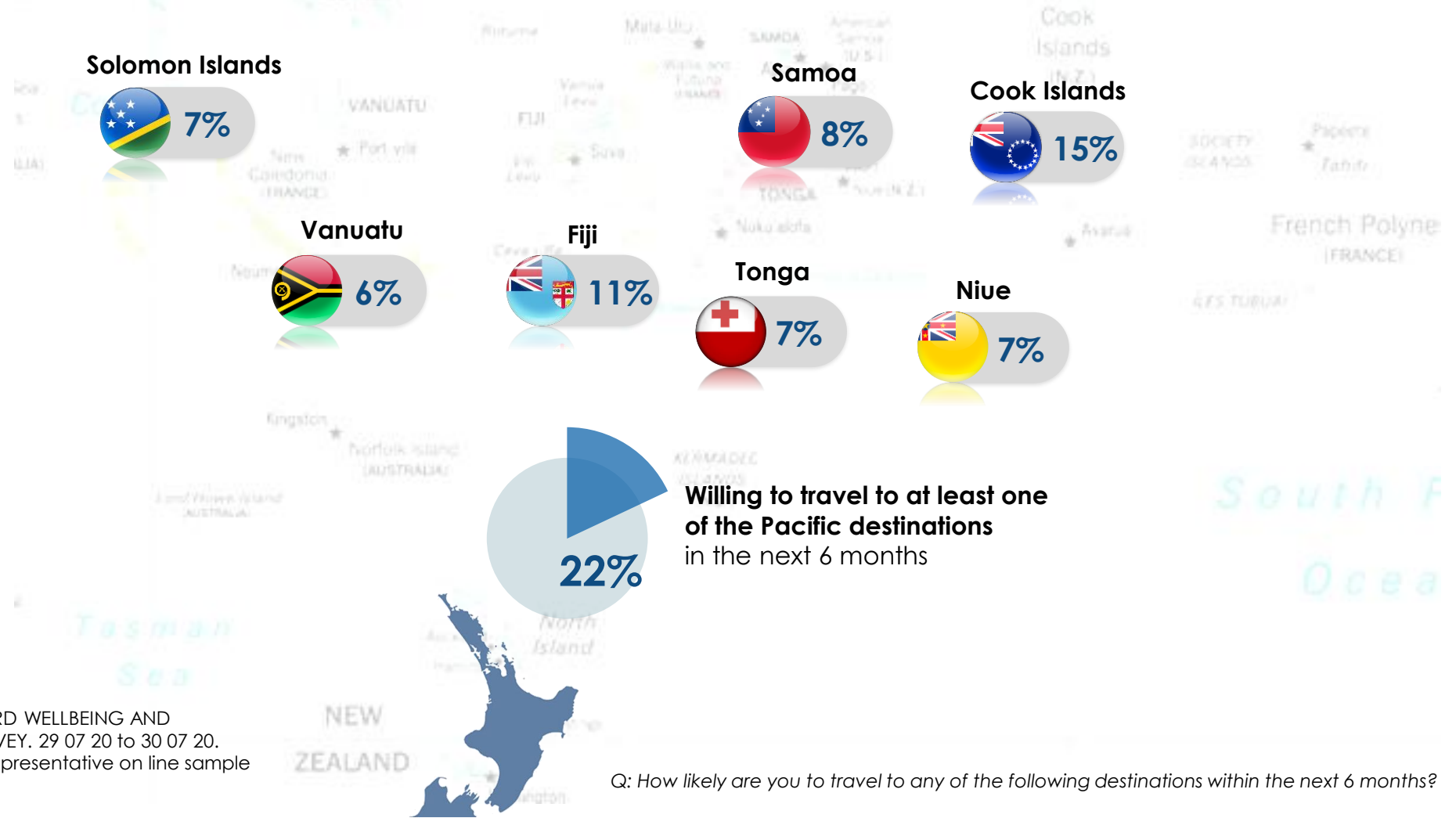




# CLAIMED INTEREST TO TRAVEL TO PACIFIC DESTINATIONS REMAIN RELATIVELY HIGH

22% of New Zealanders interviewed claimed to be willing to travel to at least one Pacific destination in the next 6 months, should these destinations be open to travellers from NZ with safety and regulation in place.

15% of Kiwis claimed to be willing to travel to Cook Islands, which rated highest within Pacific destinations.



Source FORWARD WELLBEING AND RECOVERY SURVEY. 29 07 20 to 30 07 20. New Zealand representative on line sample n=300

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**FORWARD**