

# TOURISM MIGRATION



- Total visitor arrivals for September Quarter 2010 (33,514) increased by 34.8% when compared to the previous quarter (24,871) and a further increase of 7.0% when compared to the same quarter in 2009 (31,319).



- Most of the visitor arrivals for this quarter were from New Zealand with 71.0% (23,783) of the total visitor arrivals, followed by Australia with 14.9% (5,010) and Europe with 7.3% (2,436).



- People arriving for vacation purposes contributed 75.8% of the total visitor arrivals and 6.1% came to visit their friends and relations, while 18.1% persons visited the Cook Islands for other reasons.

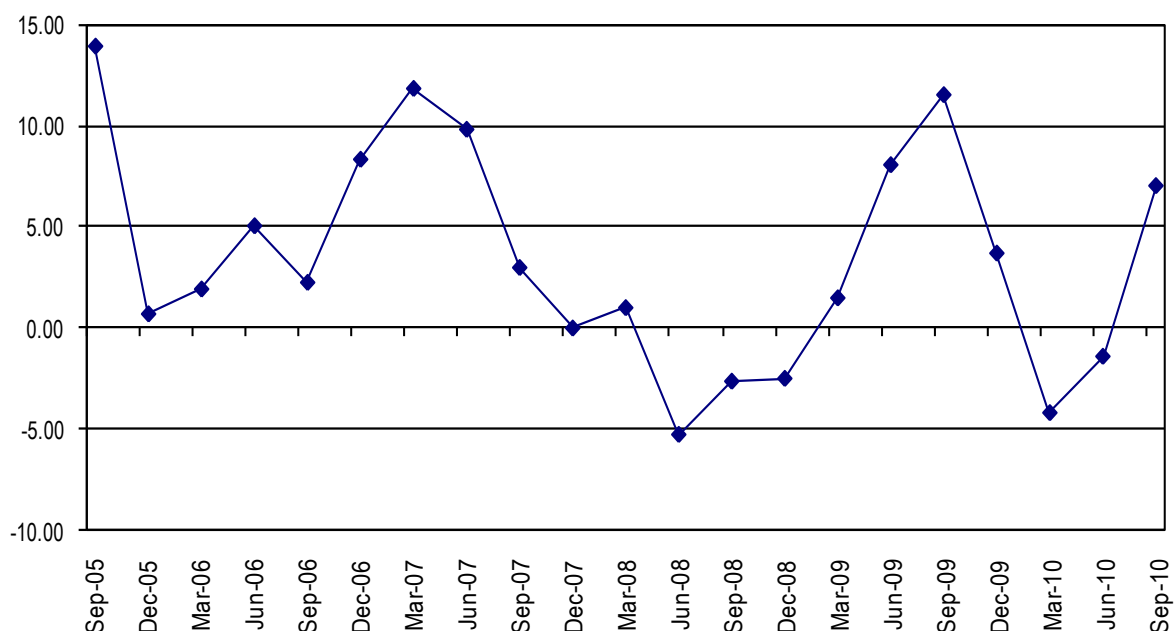


- Of the 33,514 visitors, 69.4% (23,269) were accommodated in hotels and motels, while 13.6% (4,562) stayed in private accommodation.



- Overall room occupancy rate for September quarter 2010 was 50.5%, an increase of 3.1 points when compared to the previous quarter and a decrease of 3.3 points when compared to September quarter the previous year. Bed occupancy for this quarter was 47.4%, an increase of 4.8 points when compared to the previous quarter and a decrease of 2.0 points when compared to September quarter 2009.

**Visitor Arrivals**  
**Percentage Change Over same Period of Previous Year**



**Table 4.1 Total Arrivals and Departures**

Period	Total			Visitors			Cook Islands Residents		
	Arrivals	Departures	Excess <sup>(1)</sup>	Arrivals	Departures	Excess <sup>(1)</sup>	Arrivals	Departures	Excess <sup>(1)</sup>
<b>YEAR</b>									
2005	100,360	99,667	693	88,405	86,832	1,573	11,955	12,835	-880
2006	104,422	103,470	952	92,328	90,392	1,936	12,094	13,078	-984
2007	109,431	108,160	1,271	97,316	95,136	2,180	12,115	13,024	-909
2008	106,521	107,281	-760	94,776	94,356	420	11,745	12,925	-1,180
2009 <sup>(p)</sup>	111,909	111,728	181	101,061	99,455	1,606	10,848	12,273	-1,425
<b>QUARTER</b>									
<b>2005</b>									
Mar	19,341	21,607	-2,266	16,355	18,723	-2,368	2,986	2,884	102
Jun	24,351	23,772	579	21,391	20,614	777	2,960	3,158	-198
Sep	30,045	29,299	746	27,422	26,447	975	2,623	2,852	-229
Dec	26,623	24,989	1,634	23,237	21,048	2,189	3,386	3,941	-555
<b>2006</b>									
Mar	19,903	22,737	-2,834	16,664	19,485	-2,821	3,239	3,252	-13
Jun	25,368	24,133	1,235	22,465	21,183	1,282	2,903	2,950	-47
Sep	30,687	30,629	58	28,030	27,641	389	2,657	2,988	-331
Dec	28,464	25,971	2,493	25,169	22,083	3,086	3,295	3,888	-593
<b>2007</b>									
Mar	21,948	25,199	-3,251	18,634	21,967	-3,333	3,314	3,232	82
Jun	27,455	26,187	1,268	24,666	23,225	1,441	2,789	2,962	-173
Sep	31,684	31,312	372	28,858	28,249	609	2,826	3,063	-237
Dec	28,344	25,462	2,882	25,158	21,695	3,463	3,186	3,767	-581
<b>2008</b>									
Mar	22,132	25,749	-3,617	18,814	22,468	-3,654	3,318	3,281	37
Jun	26,140	24,828	1,312	23,356	22,087	1,269	2,784	2,741	43
Sep	30,779	30,439	340	28,086	27,364	722	2,693	3,075	-382
Dec	27,470	26,265	1,205	24,520	22,437	2,083	2,950	3,828	-878
<b>2009</b>									
Mar	22,445	24,683	-2,238	19,087	21,485	-2,398	3,358	3,198	160
Jun	27,889	26,905	984	25,235	24,178	1,057	2,654	2,727	-73
Sep <sup>(r)</sup>	33,408	32,151	1,257	31,319	29,772	1,547	2,089	2,379	-290
Dec <sup>(p)</sup>	28,167	27,989	178	25,420	24,020	1,400	2,747	3,969	-1,222
<b>2010</b>									
Mar <sup>(p)</sup>	21,458	23,590	-2,132	18,279	20,507	-2,228	3,179	3,083	96
Jun <sup>(p)</sup>	27,241	26,293	948	24,871	23,607	1,264	2,370	2,686	-316
Sep <sup>(p)</sup>	35,848	35,525	323	33,514	32,848	666	2,334	2,677	-343

NOTE: <sup>(1)</sup> Excess = Arrivals less Departures

**Table 4.2 Visitor Arrivals by Country of Usual Residence**

Period	Total	New Zealand	Australia	USA	Canada	Europe	Asia	French Polynesia	Other Country
<b>YEAR</b>									
2005	88,405	49,088	11,313	4,434	2,029	18,162	546	1,334	1,499
2006	92,328	51,841	11,470	5,476	2,205	18,109	550	1,163	1,514
2007	97,316	59,195	12,363	4,356	2,601	15,350	494	1,354	1,603
2008	94,776	61,412	11,229	3,589	2,085	13,471	549	1,090	1,351
2009 <sup>(p)</sup>	101,060	63,429	14,765	3,981	2,086	12,452	674	1,136	2,537
<b>QUARTER</b>									
<b>2005</b>									
Mar	16,355	5,648	2,133	1,250	872	5,843	105	233	271
Jun	21,391	12,284	3,317	886	313	3,844	111	299	337
Sep	27,422	18,697	2,402	1,081	259	4,046	188	361	388
Dec	23,237	12,459	3,461	1,217	585	4,429	142	441	503
<b>2006</b>									
Mar	16,664	6,096	1,956	1,236	878	5,756	125	344	273
Jun	22,465	13,178	2,735	1,417	395	3,971	129	244	396
Sep	28,030	19,082	2,783	1,587	318	3,486	192	218	364
Dec	25,169	13,485	3,996	1,236	614	4,896	104	357	481
<b>2007</b>									
Mar	18,634	7,442	2,489	1,096	1,150	5,814	138	163	342
Jun	24,666	16,494	2,907	1,194	390	2,809	105	341	426
Sep	28,858	20,450	2,958	1,033	322	3,148	133	400	414
Dec	25,158	14,809	4,009	1,033	739	3,579	118	450	421
<b>2008</b>									
Mar	18,814	9,084	2,134	1,089	929	4,957	136	254	231
Jun	23,356	16,705	2,465	837	336	2,369	114	192	338
Sep	28,086	20,498	2,714	843	270	2,871	128	348	414
Dec	24,520	15,125	3,916	820	550	3,274	171	296	368
<b>2009</b>									
Mar	19,087	9,814	2,595	879	786	4,415	144	188	266
Jun	25,235	17,527	3,375	1,027	317	2,393	116	215	265
Sep <sup>(r)</sup>	31,319	21,425	3,604	1,058	264	2,642	256	495	1,575
Dec <sup>(p)</sup>	25,419	14,663	5,191	1,017	719	3,002	158	238	431
<b>2010</b>									
Mar <sup>(p)</sup>	18,279	9,327	3,044	920	960	3,529	138	79	282
Jun <sup>(p)</sup>	24,871	17,860	3,289	940	354	1,896	145	141	246
Sep <sup>(p)</sup>	33,514	23,783	5,010	1,167	310	2,436	354	165	289

**Table 4.3 Visitor Arrivals by Purpose of Visit**

Period	Total	Vacation	Business	Employment	Conference	Visit Friends or Relatives	Other
<b>YEAR</b>							
2005	88,405	72,849	2,537	210	661	9,647	2,501
2006	92,328	75,781	2,607	331	892	9,920	2,797
2007	97,316	78,638	3,030	238	1,077	11,450	2,883
2008	94,776	78,393	2,369	237	1,186	9,626	2,965
2009 <sup>(p)</sup>	101,060	76,944	2,417	353	885	9,701	10,761
<b>QUARTER</b>							
<b>2005</b>							
Mar	16,355	13,778	458	56	75	1,526	462
Jun	21,391	17,990	659	51	178	1,697	816
Sep	27,422	23,544	715	54	257	2,260	592
Dec	23,237	17,537	705	49	151	4,164	631
<b>2006</b>							
Mar	16,664	13,785	511	68	64	1,679	557
Jun	22,465	18,724	772	86	300	1,922	661
Sep	28,030	23,734	716	90	341	2,277	872
Dec	25,169	19,538	608	87	187	4,042	707
<b>2007</b>							
Mar	18,634	15,266	639	41	198	2,045	445
Jun	24,666	20,478	973	73	393	2,057	692
Sep	28,858	24,096	816	68	332	2,671	875
Dec	25,158	18,798	602	56	154	4,677	871
<b>2008</b>							
Mar	18,814	15,881	455	87	148	1,718	525
Jun	23,356	19,854	718	29	285	1,767	703
Sep	28,086	23,848	660	67	535	2,103	873
Dec	24,520	18,810	536	54	218	4,038	864
<b>2009</b>							
Mar	19,087	15,420	422	72	69	1,724	1,380
Jun	25,235	19,111	691	153	330	1,828	3,122
Sep <sup>(r)</sup>	31,319	22,870	748	71	253	2,014	5,363
Dec <sup>(p)</sup>	25,419	19,543	556	57	233	4,135	896
<b>2010</b>							
Mar <sup>(p)</sup>	18,279	14,787	401	69	66	1,650	1,306
Jun <sup>(p)</sup>	24,871	18,849	680	146	330	1,798	3,068
Sep <sup>(p)</sup>	33,514	25,390	787	71	381	2,050	4,835

NOTE: <sup>(1)</sup> Categories by purpose of arrival was extended in September 1998 to include Conference and Visiting Friends and Relations which were previously grouped together with Vacation and Business.

**Table 4.4 Visitor Arrivals by Type of Accommodation**

Period	Total	Private	Hotel	Motel	Other
<b>YEAR</b>					
2005	88,405	15,370	37,780	20,871	14,384
2006	92,328	17,007	39,498	22,853	12,970
2007	97,316	18,062	41,082	23,380	14,792
2008	94,776	15,629	41,495	22,812	14,840
2009 <sup>(p)</sup>	101,060	15,816	45,765	22,588	16,891
<b>QUARTER</b>					
<b>2005</b>					
Mar	16,355	2,596	7,085	4,156	2,518
Jun	21,391	2,784	9,004	5,427	4,176
Sep	27,422	3,788	13,053	6,490	4,091
Dec	23,237	6,202	8,638	4,798	3,599
<b>2006</b>					
Mar	16,664	2,627	7,286	4,181	2,570
Jun	22,465	3,269	10,268	5,681	3,247
Sep	28,030	4,766	12,481	7,073	3,710
Dec	25,169	6,345	9,463	5,918	3,443
<b>2007</b>					
Mar	18,634	2,900	7,587	5,003	3,144
Jun	24,666	3,464	11,179	5,627	4,396
Sep	28,858	5,142	12,901	6,964	3,851
Dec	25,158	6,556	9,415	5,786	3,401
<b>2008</b>					
Mar	18,814	3,552	8,411	3,835	3,016
Jun	23,356	2,844	10,817	5,757	3,938
Sep	28,086	3,665	12,609	7,924	3,888
Dec	24,520	5,568	9,658	5,296	3,998
<b>2009</b>					
Mar	19,087	2,780	9,036	4,239	3,032
Jun	25,235	2,975	11,960	5,802	4,498
Sep <sup>(r)</sup>	31,319	4,373	14,701	7,043	5,202
Dec <sup>(p)</sup>	25,419	5,688	10,068	5,504	4,159
<b>2010</b>					
Mar <sup>(p)</sup>	18,279	2,667	8,648	4,068	2,896
Jun <sup>(p)</sup>	24,871	2,875	11,690	6,349	3,956
Sep <sup>(p)</sup>	33,514	4,562	15,928	7,341	5,683

**Table 4.5 Visitor Arrivals by Occupational Classification**

Period	Total	Legis- lators	Profes- sionals	Tech- nicians	Clerical	Services Workers	Agriculture Workers	Production Workers	Opera- tors	Other Occupation	Child/Elderly Occup nec
<b>YEAR</b>											
2005	88,405	10,728	10,355	17,573	7,906	4,245	1,685	4,107	702	3,083	28,021
2006	92,328	11,424	8,976	18,189	10,014	4,289	1,549	5,126	811	2,512	29,438
2007	97,316	11,565	12,625	15,918	9,403	5,172	1,530	5,594	1,246	4,425	29,838
2008	94,776	10,274	12,799	15,151	8,302	5,085	1,880	5,468	1,529	4,074	30,214
2009 <sup>(p)</sup>	101,060	11,899	12,067	15,710	10,840	5,488	1,926	6,250	1,373	4,579	30,928
<b>QUARTER</b>											
<b>2005</b>											
Mar	16,355	1,788	1,619	3,213	1,787	765	335	693	91	506	5,558
Jun	21,391	2,706	2,363	4,604	1,909	1,077	576	1,085	116	643	6,312
Sep	27,422	3,623	2,866	5,846	2,545	1,236	517	1,326	200	713	8,550
Dec	23,237	2,611	3,507	3,910	1,665	1,167	257	1,003	295	1,221	7,601
<b>2006</b>											
Mar	16,664	1,899	1,815	3,535	1,631	741	282	652	104	661	5,344
Apr	22,465	2,881	1,699	4,663	2,793	1,058	435	1,394	201	528	6,813
May	28,030	3,775	2,855	5,374	2,834	1,266	494	1,598	219	387	9,228
Dec	25,169	2,869	2,607	4,617	2,756	1,224	338	1,482	287	936	8,053
<b>2007</b>											
Mar	18,634	1,974	2,771	2,700	1,822	1,100	247	905	252	1,383	5,480
Jun	24,666	3,202	3,837	3,521	2,209	1,546	598	1,239	327	950	7,237
Sep	28,858	3,653	3,456	5,409	2,615	1,357	391	1,775	307	906	8,989
Dec	25,158	2,736	2,561	4,288	2,757	1,169	294	1,675	360	1,186	8,132
<b>2008</b>											
Mar	18,814	1,122	5,015	1,113	993	1,101	206	867	366	1,322	6,709
Jun	23,356	2,979	2,544	3,878	2,345	1,367	758	1,455	364	1,022	6,644
Sep	28,086	3,642	2,424	6,401	2,035	1,321	521	1,622	412	511	9,197
Dec	24,520	2,531	2,816	3,759	2,929	1,296	395	1,524	387	1,219	7,664
<b>2009</b>											
Mar	19,087	2,108	2,288	2,962	2,225	1,147	262	1,155	267	1,045	5,628
Jun	25,235	3,160	2,935	4,017	2,541	1,430	636	1,729	331	900	7,556
Sep <sup>(r)</sup>	31,319	3,987	3,903	4,867	3,016	1,561	620	1,794	370	1,335	9,866
Dec <sup>(p)</sup>	25,419	2,644	2,941	3,864	3,058	1,350	408	1,572	405	1,299	7,878
<b>2010</b>											
Mar <sup>(p)</sup>	18,279	2,016	2,178	2,854	2,126	1,095	252	1,112	252	982	5,412
Jun <sup>(p)</sup>	24,871	3,174	2,416	4,469	2,597	1,428	539	1,898	291	528	7,531
Sep <sup>(p)</sup>	33,514	4,425	4,438	5,120	2,999	1,604	629	1,993	358	1,220	10,727

**Table 4.6 Visitor Arrivals by Age Groups**

Period	Total	0-14	15-24	25-34	35-44	45-59	60+
<b>YEAR</b>							
2005	88,405	9,355	10,680	19,559	15,692	21,984	11,135
2006	92,328	9,913	10,722	20,140	16,229	22,828	12,496
2007	97,324	11,004	11,449	20,348	17,358	24,294	12,871
2008	94,776	11,066	11,045	19,194	16,327	23,948	13,196
2009 <sup>(p)</sup>	101,060	10,865	12,516	20,970	17,544	25,290	13,875
<b>QUARTER</b>							
<b>2005</b>							
Mar	16,355	1,284	1,915	3,934	2,547	3,897	2,778
Jun	21,391	1,860	2,716	4,988	3,952	5,420	2,455
Sep	27,422	3,283	3,192	5,378	5,047	7,364	3,158
Dec	23,237	2,928	2,857	5,259	4,146	5,303	2,744
<b>2006</b>							
Mar	16,664	1,269	1,889	4,001	2,647	3,904	2,954
Jun	22,465	2,139	2,708	5,043	4,162	5,476	2,937
Sep	28,030	3,487	3,009	5,255	5,070	7,616	3,593
Dec	25,169	3,018	3,116	5,841	4,350	5,832	3,012
<b>2007</b>							
Mar	18,635	1,432	2,194	4,308	2,985	4,512	3,204
Jun	24,673	2,799	2,880	5,359	4,817	5,999	2,819
Sep	28,858	3,581	3,143	5,378	5,137	7,848	3,771
Dec	25,158	3,192	3,232	5,303	4,419	5,935	3,077
<b>2008</b>							
Mar	18,814	1,733	2,186	4,241	2,933	4,381	3,340
Jun	23,356	2,587	2,602	4,856	4,191	6,065	3,055
Sep	28,086	3,626	3,035	4,922	4,975	7,694	3,834
Dec	24,520	3,120	3,222	5,175	4,228	5,808	2,967
<b>2009</b>							
Mar	19,087	1,555	2,387	4,638	3,096	4,320	3,091
Jun	25,235	2,594	2,965	5,305	4,637	6,440	3,294
Sep <sup>(r)</sup>	31,319	3,479	3,868	5,670	5,414	8,485	4,403
Dec <sup>(p)</sup>	25,419	3,237	3,296	5,357	4,397	6,045	3,087
<b>2010</b>							
Mar <sup>(p)</sup>	18,279	1,489	2,291	4,439	2,963	4,135	2,964
Jun <sup>(p)</sup>	24,871	2,551	2,920	5,455	4,449	6,314	3,182
Sep <sup>(p)</sup>	33,514	3,808	3,805	6,051	5,729	9,150	4,970

**Table 4.7 Visitor Arrivals by Country of Usual Residence and Intended Average Days Stay**

<b>Period</b>	<b>Total</b>	<b>New Zealand</b>	<b>Australia</b>	<b>USA</b>	<b>Canada</b>	<b>Europe</b>	<b>Asia</b>	<b>French Polynesia</b>	<b>Other Country</b>
<b>YEAR</b>									
2005	10	10	12	10	11	9	10	8	15
2006	10	11	12	10	11	9	10	8	16
2007	10	10	12	10	12	9	9	7	14
2008	10	10	12	10	12	10	10	9	14
2009 <sup>(p)</sup>	10	10	12	10	12	10	10	9	14
<b>QUARTER</b>									
<b>2005</b>									
Mar	10	10	11	10	12	8	10	7	18
Jun	10	9	11	9	10	9	11	8	13
Sep	10	9	11	10	10	10	10	8	12
Dec	12	13	15	10	12	9	7	9	17
<b>2006</b>									
Mar	10	10	11	10	11	8	9	7	19
Jun	10	10	12	12	11	9	12	6	14
Sep	10	9	12	9	11	10	10	8	14
Dec <sup>(r)</sup>	12	13	15	9	12	9	10	9	19
<b>2007</b>									
Mar	9	10	11	10	11	8	8	7	13
Jun	9	9	10	9	13	10	9	7	14
Sep	10	9	11	10	11	11	9	7	15
Dec	12	13	15	10	13	9	8	8	13
<b>2008</b>									
Mar	10	10	11	11	12	8	9	8	18
Jun	9	9	10	10	12	11	8	6	13
Sep	9	9	11	11	10	10	7	11	10
Dec	12	12	15	11	13	10	15	10	15
<b>2009</b>									
Mar	10	9	11	11	12	9	11	7	14
Jun	10	9	11	10	11	11	10	10	13
Sep <sup>(r)</sup>	10	9	11	10	11	11	10	10	13
Dec <sup>(p)</sup>	12	13	15	11	13	9	11	9	14
<b>2010</b>									
Mar <sup>(p)</sup>	11	10	11	11	12	9	10	8	16
Jun <sup>(p)</sup>	10	9	10	10	12	11	9	8	13
Sep <sup>(p)</sup>	10	9	11	10	10	11	8	10	12

**Table 4.8 Resident Departures by Purpose of Departing**

Period	Total	Vacation	Business	Employment or Education	Permanently	Visiting Friends/ Relatives	Other	Not Stated
<b>YEAR</b>								
2005	12,835	1,713	1,491	5	372	5,673	1,860	1,721
2006	13,078	2,209	1,639	106	358	5,948	1,946	872
2007	13,024	1,588	1,374	3	120	5,181	1,874	2,884
2008	12,925	1,623	1,543	2	271	6,040	2,333	1,113
2009	12,273	1,688	1,362	78	361	5,860	1,918	1,006
<b>QUARTER</b>								
<b>2005</b>								
Mar	2,884	395	331	2	146	1,104	493	413
Jun	3,158	407	423	1	31	1,397	424	475
Sep	2,852	347	369	-	66	1,124	474	472
Dec	3,941	564	368	2	129	2,048	469	361
<b>2006</b>								
Mar	3,252	395	429	52	89	1,482	451	354
Jun	2,950	398	452	10	61	1,373	457	199
Sep	2,988	459	379	10	75	1,294	530	241
Dec	3,888	957	379	34	133	1,799	508	78
<b>2007</b>								
Mar	3,232	315	240	-	61	760	351	1,505
Jun	2,962	409	374	1	14	1,154	457	553
Sep	3,063	343	389	2	18	1,222	630	459
Dec	3,767	521	371	-	27	2,045	436	367
<b>2008</b>								
Mar	3,281	380	383	-	79	1,492	471	476
Jun	2,741	315	398	-	47	1,372	467	142
Sep	3,075	367	406	1	1	1,201	608	491
Dec	3,828	561	356	1	144	1,975	787	4
<b>2009</b>								
Mar	3,198	396	362	-	161	1,379	633	267
Jun	2,727	343	371	-	53	1,272	472	216
Sep	2,379	264	309	35	27	1,048	402	294
Dec	3,969	685	320	43	120	2,161	411	229
<b>2010</b>								
Mar <sup>(p)</sup>	3,083	383	348	-	154	1,327	622	248
Jun <sup>(p)</sup>	2,686	338	364	-	52	1,257	467	208
Sep <sup>(p)</sup>	2,677	297	347	41	32	1,173	458	329

NOTE: <sup>(1)</sup> Numbers prior to 1997 is not available

<sup>(2)</sup> New departure cards was designed in 2001 giving only five categories of purpose of departing

**Table 4.9 Resident Departures by Age Groups**

<b>Period</b>	<b>Total</b>	<b>0-14</b>	<b>15-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-59</b>	<b>60+</b>
<b>YEAR</b>							
2005	12,835	2,396	1,717	1,965	2,395	2,757	1,605
2006	13,078	2,361	1,716	1,924	2,454	2,881	1,742
2007	13,024	2,261	1,693	1,832	2,290	3,013	1,935
2008	12,925	2,243	1,665	1,798	2,339	2,961	1,919
2009	12,273	2,095	1,562	1,653	2,118	2,896	1,949
<b>QUARTER</b>							
<b>2005</b>							
Mar	2,884	490	460	430	559	589	356
Jun	3,158	588	338	478	630	723	401
Sep	2,852	471	400	478	556	627	320
Dec	3,941	847	519	579	650	818	528
<b>2006</b>							
Mar <sup>(r)</sup>	3,252	537	466	523	617	689	420
Jun	2,950	472	335	453	574	697	419
Sep	2,988	523	381	435	618	629	402
Dec	3,888	829	534	513	645	866	501
<b>2007</b>							
Mar	3,232	572	487	457	532	699	485
Jun	2,962	472	360	439	546	702	443
Sep	3,063	456	377	447	597	766	420
Dec	3,767	761	469	489	615	846	587
<b>2008</b>							
Mar	3,281	535	480	461	610	728	467
Jun	2,741	427	320	386	528	660	420
Sep	3,075	508	355	430	557	735	490
Dec	3,828	773	510	521	644	838	542
<b>2009</b>							
Mar	3,198	505	477	440	558	716	502
Jun	2,727	411	304	394	509	679	430
Sep	2,379	385	309	304	432	592	357
Dec	3,969	794	472	515	619	909	660
<b>2010</b>							
Mar <sup>(p)</sup>	3,083	485	462	422	537	690	486
Jun <sup>(p)</sup>	2,686	408	300	388	499	667	423
Sep <sup>(p)</sup>	2,677	428	351	342	486	668	401