



TOURISM TRADE
OPERATOR TOOLKIT

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INTRODUCTION

Unless you have a presence in every country you want to target, you will struggle to maximise sales of your tourism product to overseas buyers planning their own or clients' travel to New Zealand.

Fortunately, there is an international network of inbound tour operators, wholesalers, and retail and online travel agents that can help take your tourism business to the world.

This network is collectively known as the 'travel trade', and it can be a powerful tool for those wanting to extend their reach offshore. Harnessing the travel trade in this way is known as trade marketing.

Making your product or experience available to international visitors allows you to increase your revenue and provide new and diverse offerings that can help balance out the seasonality of domestic business. This is also known as export tourism or inbound tourism.



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UNDERSTAND THE TRAVELLERS...

Before even considering getting into Travel Trade, you need to Understand the Travellers:

Developing your product to an international standard requires an acute understanding of international consumer needs, motivations and different travel styles, as well as language, cultural and culinary requirements. Understanding these will enable you to see where your product fits internationally and select the right markets for your product.

Tourists can choose from a range of different travel styles based on whether their trip is for leisure, business, a special interest or family reasons.

A tourist's travel style will influence their choice of tours and activities, style of accommodation, transport and the location of their product purchases.

These choices will be influenced by the tourist's age, budget, cultural background and previous travel experience.

The maturity of the outbound travel market from the tourist's home country will also influence their preferred style of travel.

Travel styles are constantly evolving and definitions vary from market to market.



Tourism New Zealand PreCovid-19 insights

AUSTRALIA

Australian visitors contributed 1.5M (40%) arrivals annually and spent \$2.7b.

71% of Australians opted for self-drive holidays in New Zealand.

Visitors from Australia returned to New Zealand 3-4 times in their lifetime. Opportunity to increase regional dispersal

Seasonally, Australian holiday arrivals were balanced throughout the year. They made up 27% of holiday arrivals - but over winter this jumped to 43%

71% of all international arrivals who skied were Australian.

UNITED KINGDOM

TNZ's target market segments in the UK are high value active boomers and independent professionals.

75% of all UK visitors into NZ book through a traditional travel agent, about 5% book via an OTA, and about 20% book airline direct online.

Half of British visitors to NZ have already been to New Zealand at least once before.

Around three quarters (73.2%) of British travellers venture outside of the main tourist centres and into the regions.

The UK is a high value market for NZ as the average spend per visitor is \$5000, with a lot of it spent in the regions.

CHINA

A large number of Chinese tend to travel during Spring Festival (Chinese New Year) and the Golden week (early October).

NZ spring season is becoming increasingly popular for Chinese visitors.

Chinese travellers use of mobile payment has overtaken cash for the first time.

Booking tickets online is also popular in China. Airlines are increasing their online sales and OTAs (Ctrip, Alitrip) who are aggressively developing services for independent travellers.

USA

Almost half of US holiday visitors choose to visit NZ during summer (Dec-March).

3/4 of US holiday makers visit another country during their trip. Many also visit Australia and the Pacific Islands.

7 days stay on average, although some stay for as many as 21 days.

68% of American travellers book their travel through an agent.

Approx. 50% of all US visitors to NZ are FITs who plan and organise their own accommodation, transport, and itinerary. Purchasing land and air travel independently is increasingly prevalent with OTAs and airlines aggressively chasing direct business.

US holiday makers are looking for a destination where they can have fun, enjoy themselves, feel happy and relax

DOMESTIC VS INTERNATIONAL

DOMESTIC MARKET vs INTERNATIONAL MARKET

The main differences:

Domestic Market	International Market
Travellers are familiar with New Zealand	Travellers may have limited knowledge of New Zealand
Lower marketing costs.	Higher marketing costs.
Travellers' needs are consistent across segments.	Distribution systems vary in each market.
Simpler, short break style itineraries	Complex itineraries
No language or cultural barriers	Language and cultural differences
Easy market to enter and return on investment established more quickly.	Long term investment to recoup costs.
New Zealanders will have higher proportion of travel by own vehicle instead of public transport or air travel.	International travellers are reliant on commercial transport (rental cars, campervans, airline, coach services...).



TYPES OF TRAVELLERS...

Group Inclusive Tour or Travellers

- Pre-purchase the bulk of their holiday before leaving home via distributors
- Prefer structured itineraries
- Have highly organised and prebooked tour arrangements
- Use distributor's preferred products
- Common in less mature markets and with certain segments such as educational groups

Fully or Free Independent Tours (FIT)

- Like the freedom of planning their own arrangements
- Arrange some core holiday components prior to arrival
- Organise the bulk of their itinerary independently often after their arrival
- Rely heavily on word of mouth, the internet and social media when planning their trip

Semi Independent Travellers (SIT)

- Prebook 'skeleton package' of airfares, accommodations, and transfers prior to arrival
- Search for competitive rates
- Optional themed extras such as car hire and tours are offered at the point of sale to appeal to different segments

Visiting Friends and Relatives (VFR)

- Cite friends and relatives as the primary reason for travel
- Often travel beyond the family base to other destinations
- Rely on the recommendations and advice of their New Zealand based friends and relatives when planning their trip

Backpackers

- Spend at least one night in a backpacker hotel or youth hostel during their stay
- Traditionally 18-25 year olds but people aged 30 and beyond also travel this way
- Prefer a highly independent and unstructured approach towards travel
- Rely heavily on the internet and social media for information
- Often include voluntourism (eg. volunteering for a charitable cause)

Education Travellers

- Include short course participants, long term university students, school excursions and exchanges
- Cite study as the main purpose of their visit but there may be a tourism component to the trip
- Have families who may visit and travel throughout the course of study
- Often require specialised arrangements depending on the age of students

TYPES OF TRAVELLERS...

Business Travellers

- Include delegates of a large conference or an individual on a business trip
- Often include a component of leisure travel during their visit such as pre and post conference touring
- Include delegates participating in an incentive tour-a specialised business segment which rewards performance with travel experiences
- Offer high yield as the per head spend is often very high

Special Interest Travellers

- Travel for reasons associated with personal interests (agritourism, health and wellness or bird watching)
- Book through agents or operators who possess a high level of expertise and can access specialised tours, guides, expert lectures and location visits that are not part of the traditional tourism infrastructure
- Have customised itineraries
- Offer high yield but often low volume

Cruise ship Travellers

- Cruise season is from October - April
- Rapid growth of ships and passenger numbers in the past few years
- Sightseeing activities at different destinations is prepaid via onboard purchases
- Exchange cruises start and finish in New Zealand destinations
- Most cruise lines use a NZ 'ground operator'.
- Although cruise passengers generally only have a 4-5 hour excursion at each port, a good experience encourages passengers to return within 2-3 years.

Special Events

- Similar to business and special interest travellers, these visitors travel to major and minor events eg. Rugby World Cup 2011, CWC2015, U-20 FIFA World Cup, World of Wearable Art
- Two types of event travellers with official event: players, management, media, medical support etc or fans and event enthusiasts
- Book through agents / operators with high level of expertise for the event
- Often bring partners or family
- Custom-built itineraries around the event
- Offer short term high yield / high volume



COACH TOURING & GROUP TRAVEL

BENEFITS OF COACH TOURING AND GROUP TRAVEL

New Zealand has many types of travellers but working with group tours or group travellers offers many more benefits for tourism operators and visitors to New Zealand. Buses and coaches are the safest most environmentally friendly, affordable, user friendly and efficient way to move people from here to there.

- **Safety & Pastoral Care** - coach companies and professional drivers pride themselves on the importance of safety. Regular coach maintenance, driver training and knowledge of road conditions are top priorities for coach companies.
- **Better Productivity and Profitability** - to have a coach full of people (versus ten sets of self drive visitors) arrive at a destination is more fuel, time and operationally more efficient and productive. Group touring can also assist with managing seasonality issues and ability to manage staff and resources.
- **Social Benefits** - on a coach, visitors have more time to see sites and socialise with others around them rather than focusing on the driving.
- **Cost effective** - coach travel is one of the most affordable way to travel, be it alone or with a group, and customers have a better idea in advance of holiday costs.
- **Green Travel** - carbon friendly. A loaded coach will get close to 5 times better fuel efficiency per passenger than a car. Manufacturers and operators are working together to constantly improve the environmental performances of buses and coaches.

Protecting the environment and living up to our 100% Pure New Zealand promise should be a concern for all New Zealanders and a good reason to promote and consider coach travel.



THE CULTURAL DIFFERENCES

UNDERSTAND THE CULTURAL DIFFERENCES

Being up front with visitors about what they can expect as part of your tourism offering reduces the risk of causing insult or cultural misunderstanding.

When preparing for sales calls or trade show appointments, tailor your message to appeal to the different markets and always respect their culture.

Some key cultural considerations are outlined in the following table:

CONSIDER	IMPACT	EXAMPLE
Religion	Can affect food, dress and activities.	Appropriate dress (e.g. beach photos with a woman in bikinis would not be appropriate in a brochure targeting certain markets).
Politics	Can impact what and how you promote.	Some governments ban the open promotion of gambling or casinos.
Food & Dining	What you need to provide.	Different cultures have varying dietary and dining preferences. Vegetarian, Jain, Halal, Kosher and the list goes on. In Chinese culture, dining is a shared, loud and convivial experience.
Pace	For some cultures, the experience needs to be faster.	Eastern cultures traditionally enjoy a faster pace of travel than Western Hemisphere markets.
Punctuality	Needs to be reinforced for some markets.	Different cultures place varying levels of importance on punctuality.
Timing	Need to consider if your target market traditionally starts early or late in the day, or likes to stay out late.	Mediterranean countries tend to eat late and take their time.
Language	Can impact many areas but tourism businesses should be especially conscious that safety messages are understood.	Consider translation of all safety advice such as the use of life jackets, swimming, fire regulations, etc...
Sensitivities	Be aware of cultural sensitivities such as nudity and alcohol.	Mormons, Muslims and Jain generally don't drink alcohol
Superstition	Be aware of any superstitions that impact the traveller.	Some travellers from China and South East Asia place significance on certain colours and numbers.

WHAT IS TRAVEL TRADE?

It takes time to establish and position your product in the international market and achieve a successful level of international sales.

Your marketing strategies should be well-planned and incorporate a variety of activities that target both the international consumer and the travel trade.

To be successful in the export tourism industry it is important to understand the roles of Inbound Tour Operators (ITOs), International Wholesalers (IW), Retail Travel Agents (RTAs) and other partners in the international travel distribution system.

You will need to identify key partners and establish and nurture relationships with them over a long period of time.

Your product price structure should also support the commission levels required by your partners in the distribution system.

Benefits include:

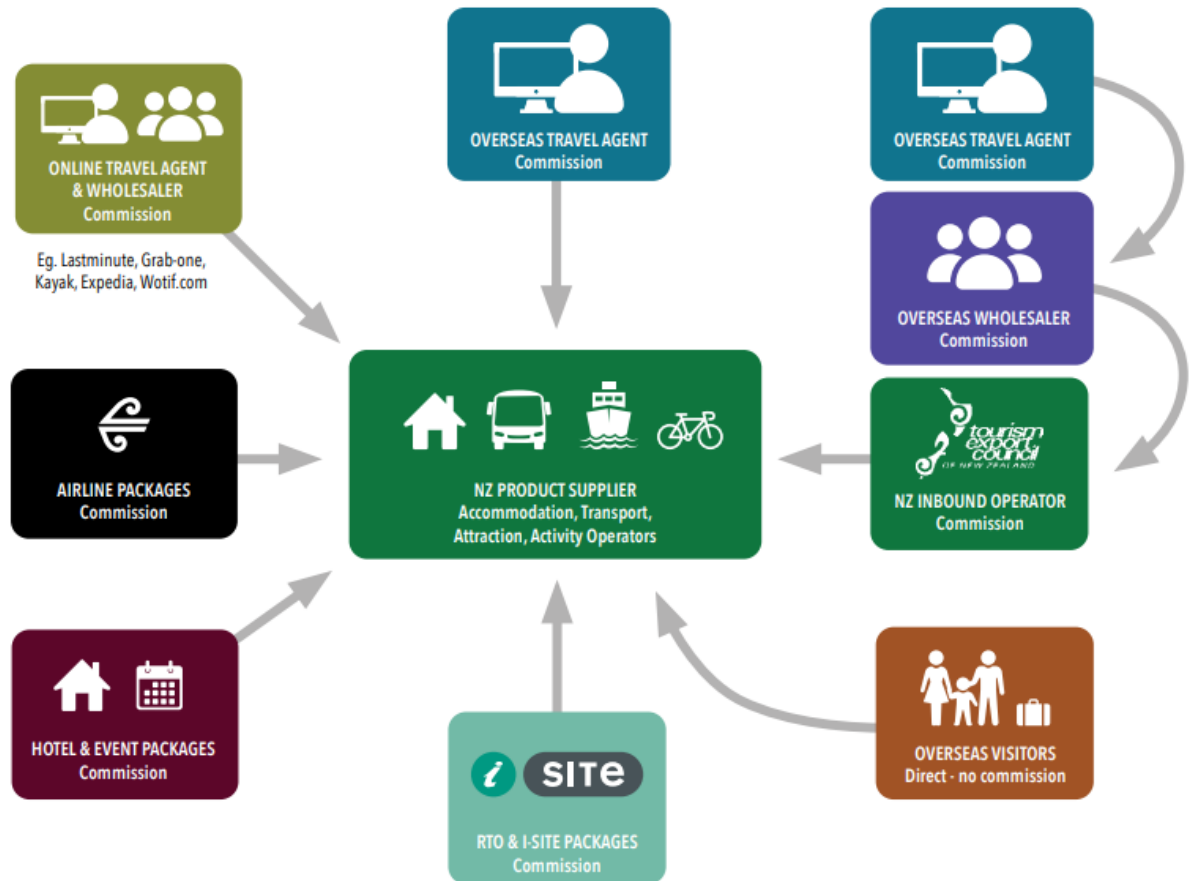
- International tourism is not focused around weekends and New Zealand school holidays and can level out seasonality problems.
- Spreading risk across a range of international markets can minimise the impact of any changes in the domestic or any individual international travel market.
- Inbound distribution networks allow you to distribute your travel experiences to millions of potential travellers from around the world.
- International travellers provide a higher yield and spend on average three times more than domestic travellers.
- Booking lead times are generally longer allowing for better business planning.



WHO MAKES UP THE TRAVEL TRADE?

Members of the travel trade are known as **travel distributors** who can help sell your tourism product internationally.

The travel distribution system covers all the channels through which an international traveller can buy your product.



Source: TEC NZ, *Planning for Inbound Success - A guide to Understanding and Working With New Zealand Inbound Tour Operators*

The travel distributors can help sell your product offshore and broaden your customer base beyond the reach of your marketing budget.

These distributors include inbound tour operators, wholesalers, and retail and online travel agents, and they each play a different role.

Travel distributors can also provide market intelligence, insights and advice on a specific market.



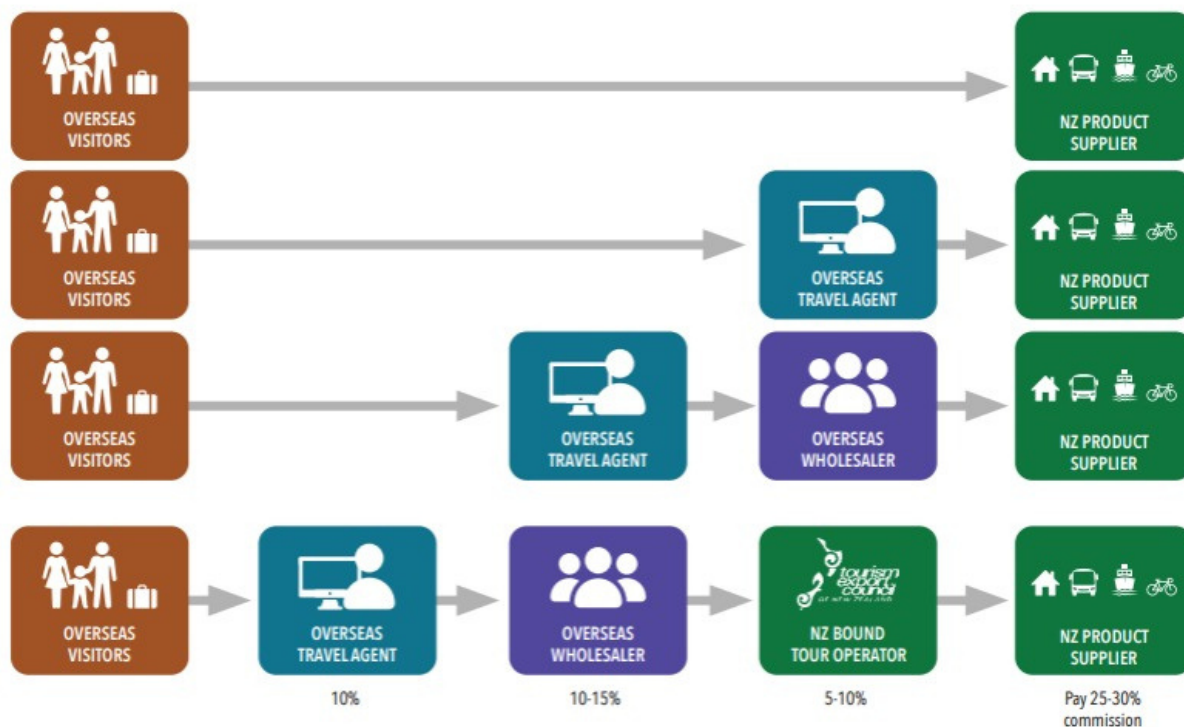
For more details:

<https://www.tourismexportcouncil.org.nz/wp-content/uploads/2012/02/NZ-Planning-for-Inbound-Success.pdf>

HOW DOES DISTRIBUTION WORK?

They typically work on a **commission** basis, taking a percentage of every overseas booking they make for your product or experience.

They are important to the inbound tourism industry as many overseas consumers are still heavily reliant on the advice of local travel experts when planning and booking their New Zealand holiday, particularly in the long haul and emerging markets.



Source: TEC NZ, *Planning for Inbound Success - A guide to Understanding and Working With New Zealand Inbound Tour Operators*

Travel Agents

- Based overseas in the consumer country of origin.
- Engage with consumers directly.
- Sell the world so rely on wholesale to offer “ready to sell packages” (rentals, accommodation, activities).
- Book the airfares.
- includes Online Travel Agents (OTAs).

Wholesalers

- Located overseas
- Buy packages from ITOS (or create their own) based on their values / point of difference which are published in brochures and promoted / distributed via retail travel networks.
- In some markets, they bypass travel agents to directly target consumers.

Inbound Tour Operators

- Based in New Zealand
- Known as ITO, DMC (Destination Management Company) or ground operator.
- Helps travel agents, wholesalers to develop itineraries and make reservations in NZ.
- ITOs provide local expertise and know-how for offshore wholesalers and travel agents.

DISTRIBUTION CHANNELS

Every distribution channel has pros and cons.

CHANNEL	PROs	CONs
Directly to consumers	<ul style="list-style-type: none"> • You control the price and the offering. • You know your business inside/out (easy to sell). • You generate sales from your website and word of mouth. • You may receive bookings from referrals / memberships / other businesses. • You pay 0% commission • You have more control of the client to switch sell or upsell • You are able to personalise the experience with marketing emails leading up to an experience. • You can build rapport with the client before they arrive • You have the clients details now so you can add them to your database for future marketing 	<ul style="list-style-type: none"> • Bookings can be within 24 hours or on the day of arrival. • Shorter lead time means it is harder to forecast. • It takes many direct clients to fill your experience or accommodation. • You need to have the right process and resources in place to handle volume for direct bookings • Generating sales through your own channel is small volume. Not always sustainable, especially during shoulder and low season.
Local Distribution	<ul style="list-style-type: none"> • I-Site staff are the most knowledgeable of the region and can showcase your product (you need to make sure you train them via selling tools and famils). • They manage the client (frees up your time). 	<ul style="list-style-type: none"> • Bookings generally within 24-48 hours of travel. • If you don't nurture the relationship throughout the year, your sales will be impacted. • Make sure your stand out as you are competing with a lot of other products. • Your collateral need to look professional to get picked out of the many options available. • If you are not consistent with your tours, it makes it hard to sell.
Travel Agent	<ul style="list-style-type: none"> • You're not managing the client to convert the sale • The agent provides all the documentation / information to the client. • Bookings are generally made in advance, giving you time to plan. • Bookings are always prepaid to the agent. 	<ul style="list-style-type: none"> • Make sure the agent has the correct information to pass on to the customer. • Organise visits if you can. • Offer famils. • You don't have the ownership of the client (you can only add these detail to your database on the day of travel/ arrival). Make sure the agent knows your cancellation T&Cs • Ensure your invoicing is in line with your booking T&Cs and payment his received prior to guests' arrival.

DISTRIBUTION CHANNELS

CHANNEL	PROs	CONs
Wholesaler	<ul style="list-style-type: none"> • Greater reach and work with a multitude of agents and regions. • Specialists in a destination and provide retail agents with knowledge of a destination to help convert a sale. • Wholesalers encourage their staff and agents to experience products through famils which enables you to showcase your product. • Bookings have longer lead time • They do their own marketing of your product both online & offline 	<ul style="list-style-type: none"> • Higher level of commission • Many wholesalers pay on the 20th of the following month after travel. • Many will ask for brochure contribution to assist in their marketing costs to support your product. • You need to ensure information is updated yearly. • You can at times get as many bookings as you get cancellations. • Targeting this category directly can come at a cost (travel to market / tradeshow)
Online Travel Agent (OTA)	<ul style="list-style-type: none"> • Global platform to promote your product • They invest huge amounts of dollars per year in online advertising to encourage people to book through them • Information about your product is generally easily changeable online. • If your systems are connected, you can get instant confirmation with minimal admin (save time/money) • Depending on the platform, cancellation T&Cs can be different to yours. 	<ul style="list-style-type: none"> • Shorter lead time than a wholesaler or ITO. In many cases, bookings are made under 30 days and the person could be travelling when they book. • Hard to bid against them if your trying to do your own online advertising . • If you do not have a reservation system that can be connected to the OTA you may: <ul style="list-style-type: none"> ◦ Not be able to work with them, ◦ Get limited bookings (they work with businesses with instant confirmation first).
Inbound Tour Operator (ITO)	<ul style="list-style-type: none"> • ITO's have the biggest Travel Trade Agency network reach than any channel (mainly Travel Agents + Wholesalers). • Generally forward bookings with long lead times (depend on market though). • They invest in knowledge and encourage training sessions via sales calls, famils & internal staff training. • They haven't caught up with connectivity yet so small operators can still work with them via static rates. • They create tight knit relationships with operators. • Support visitors while in NZ. 	<ul style="list-style-type: none"> • Commission level is the highest of all channels (make sure you have factored it in your pricing) • They will always demand more commission / lower net rates especially if they are generating volume or trying to be competitive. • They always pay post travel • If there is a problem, they expect you to manage it with them and offer solutions (not doing it can result in sales dropping from this agent). • Organising training sessions or trying to see a Product Manager can be difficult, they deal with a lot of products (A group approach to show value can be the way to go).

COMMISSIONS

GUIDELINES

Travel distributors operate on a commission basis when selling your tourism products to international buyers.

It is important to understand that a commission is a fee you are giving someone else to promote your business. It should be viewed as an investment or a marketing fee to generate sales, not as a cost to your business.

The following table provides guidance on commission rates based on various sales methods. It should be considered a guide only, rather than a rule.

CHANNEL	COMMISSION LEVEL	EXPLANATION
Inbound Tour Operator (ITO)	20-25% Minimum is 20%	A nett rate providing a 20-25% margin is agreed with the ITO and paid to you once a sale is made and the visitor has travelled. Most contracts are at 25%. It can reach 30% due to important sales volumes either at each sale or under the form of an annual override. 20% is generally for small operators or a starting point when new relationships are formed.
Wholesaler	15-20%	A nett rate providing a 20% margin is agreed with the wholesaler and paid to you once a sale is made and the visitor has travelled. If you pay ITOs 20%, the wholesaler can't be at 20% as you need to reflect the distribution chain. 5% less than the ITO is generally the way to go if you were to work with wholesalers directly.
Online Travel Agent (OTA)	15%	A nett rate providing a 10-15% margin is agreed with the OTA and paid to you once a sale is made. Some OTAs' commissions can be higher than 15%.
Retail Travel Agent	10%	A Retail Travel agent retains 10% commission once the booking is confirmed and pays you the balance.

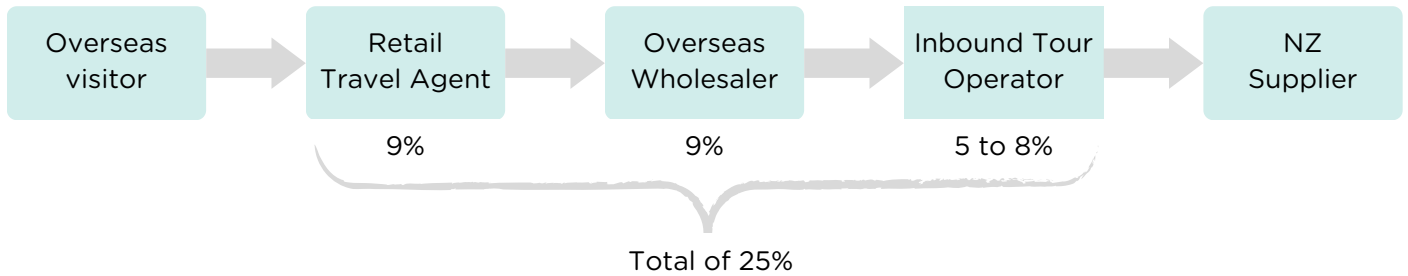
If you give 20% commission to inbound (which is often the case for smaller businesses). You will still need to reflect the different levels of commissions with the other channels

If you do not wish to pay commission and wish to work with international visitors, the alternative is for you to go direct to each market to generate sales.

COMMISSIONS

WHY DO YOU GIVE SO MUCH COMMISSION?

When you pay 25% commission to an ITO, the commission is actually divided amongst the different players in the distribution:



It's a key relationship, respect the commission structure as they represent a considerable amount of volume.

Don't consider giving commission as money coming "out of your pocket", consider it as part of your marketing budget.



Remember, you only pay commission when a booking is made!

PRICING YOUR PRODUCT

This is one of the most critical elements for any tourism business. Pricing is a strong mix of marketing strategy and financial analysis.

Your price is the cost to consumers at various points in the distribution chain. It includes the price consumers pay when they buy directly from you, the commission and nett rate structures offered for intermediaries, and the rates for children or students. It also includes your booking terms and conditions.

A product must be priced consistently, accurately and competitively to be successful in the marketplace. This requires a clear understanding of each individual cost component, including commissions and their impact on the total price of the product.

Getting your pricing right is a key requirement for success.

The price should be set according to:

- ▶ The level that your target market is prepared to pay
- ▶ Your competitors' pricing
- ▶ The cost of distribution (including commissions)
- ▶ Fixed and variable costs
- ▶ Seasonality
- ▶ Your profit margin

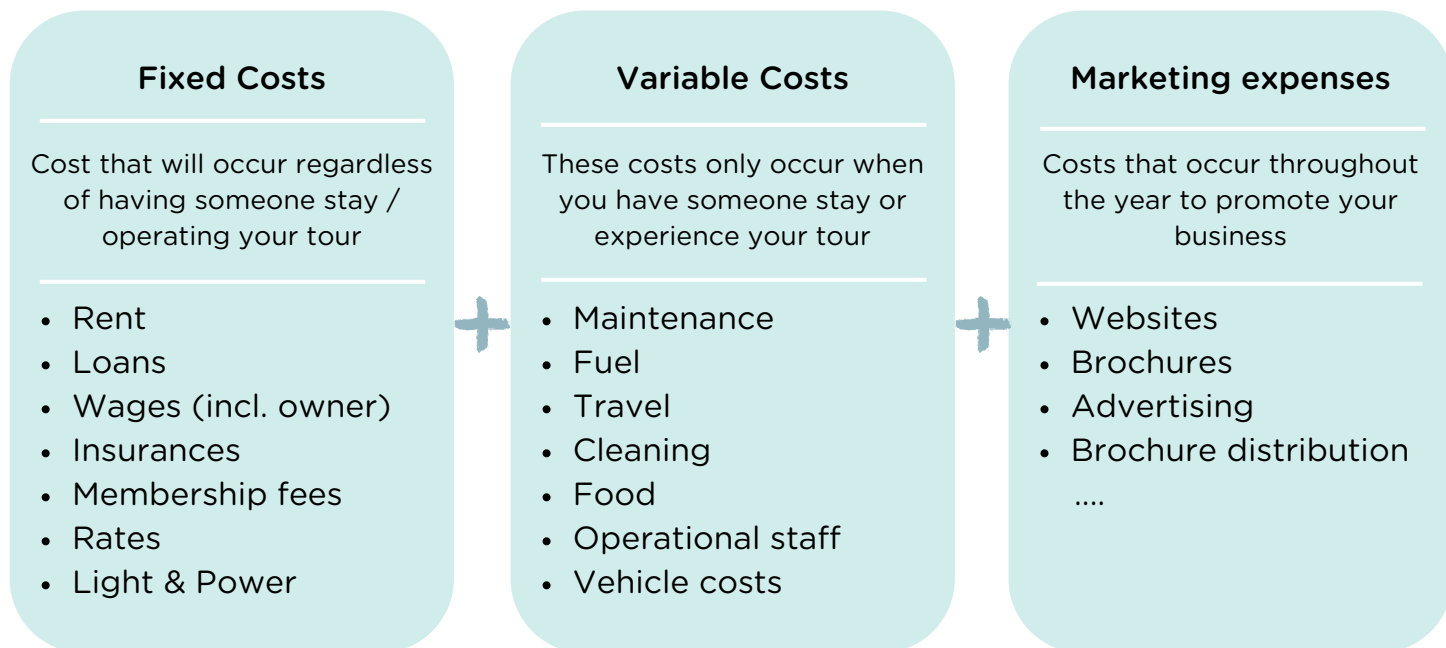


PRICING YOUR PRODUCT

ESTABLISH YOUR OPERATING COST

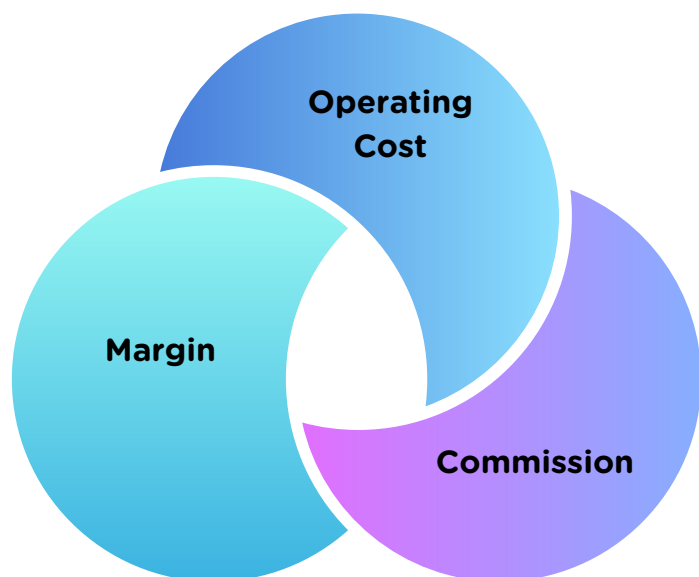
When pricing our products it is important that we factor in all aspects off the operation and share it across every sale.

Your Operating Cost include:



ESTABLISH YOUR RETAIL RATE

Your retail price needs to encompass all the costs associated with conducting business. It also needs to have a large enough margin to ensure a profitable and sustainable operation.



Common Pricing Types:

- Per person
- Per unit (group / charter / private tour)
- Single / Double occupancy (accommodation)

The price can't be too low, as this can sometimes give visitors the perception of a low-quality experience.

But be also careful of not pricing it too high as the customer needs to have that impression of value.

SELL YOUR PRODUCT

Now that you understand the travellers, the distribution channels, and have established your pricing, you need to sell your product.

To sell your product, you need to decide which distribution partner(s) is/are right for your business.

Distribution partners can promote and sell your tourism product to different audiences, enabling you to access many global markets that may be beyond your current reach.

Once you have established a strong rapport with your distribution partner product managers, you could have access to a wealth of market intelligence.

The importance of a good database:

One of the most valuable assets for any tourism business is its database.

You will meet a lot of people from the Tourism Industry through the years.

You will need to create and nurture relationships.

Create yourself a Trade database, always useful to send your contract information, product updates and organise sales calls.

When guests travel, also gather Information about demographics, markets, behaviours, booking preferences... All this can help improve your offering and guests relations.



HOW TO START DISTRIBUTING MY PRODUCT WITH THE TRAVEL TRADE?

Before working with travel distributors, ensure your product is export ready. Make sure you understand the cultural needs of different markets and provide:

- Quality products and experiences that are delivered consistently.
- Reliability and efficiency (i.e. have consistent operating hours and schedules).
- High levels of customer service and helpful reservations staff.
- Understanding of the cultural needs of different markets
- Consistent pricing policies that consider all levels of distribution and offer commissionable rates.
- Easy communication via email and toll-free numbers.
- Fast turnaround and response times for bookings and enquiries (within 24 hrs).



Distributing your products with Inbound Tour Operators

Large ITOs have Contracting & Product departments that identify and select the products and suppliers they want to sell.

These departments can offer advice on suitable markets for your product and suggestions about product development and packaging.

The Tourism Export Council (TEC NZ) can provide members with a list of ITOs and the markets in which they operate.

TIPS FOR WORKING WITH ITOs:

- Research who the ITOs work with and which market they target
- Become a member of TEC NZ
- Compile a sales kit (trade manual), product fact sheets & brochures.
- Provide a visual presentation including 3 to 5 Unique Selling Points & video
- Provide rates (up to 2 years in advance) that allow ITO commission & concise T&Cs.
- Translate relevant sales and H&S materials if you are targeting markets where English is not commonly spoken.
- Participate in ITO networking events, workshops, or famils organised by Tourism New Zealand or Destination Kaikōura.
- Respond within 24 hours (enquiries, quotes, bookings, complaints...)
- Don't ask for prepayments/ deposits. Accept vouchers.
- Provide Training and famils to ITO staff
- Speak to other businesses that work with the ITO to confirm it's a reputable company

Distributing your products with Travel Wholesalers

Travel wholesalers are located in overseas markets and many rely on New Zealand based ITOs to develop the packages they sell to travel agents and consumers.

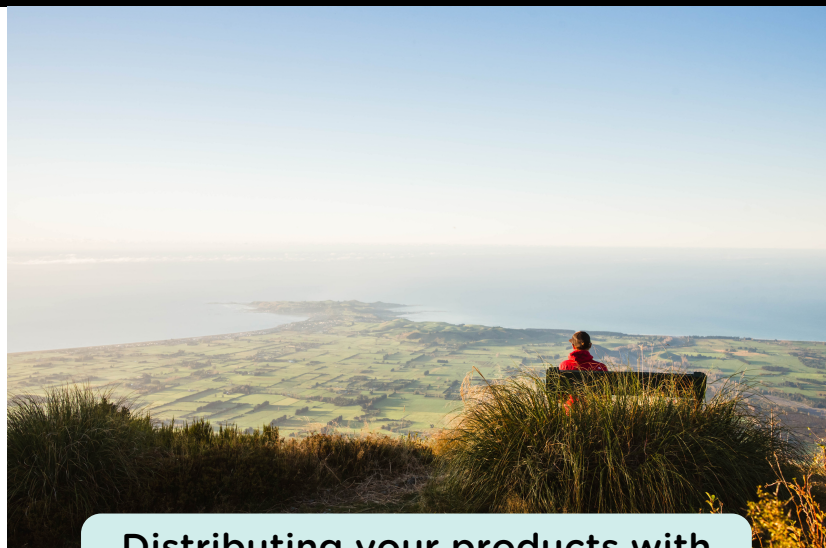
Building a relationship with a wholesaler is also critical. To successfully engage with wholesalers, you need to work with all partners along the distribution chain and ensure there is awareness and interest in your product regardless of where the actual consumer purchase transaction takes place. This can be achieved by conducting different in-market activations (sales calls, roadshows, Tradeshow such as KiwiLink and TRENZ annually) to meet with key wholesale travel decision markers.

It can sometimes take several years of contact before a wholesaler begins to sell your product. This is partially due to their loyalty to existing product suppliers and stringent consumer protection laws in some major markets. Wholesalers also need assurance that you are an established operator that will remain in business for many years.

Once you have secured a distribution deal with a wholesaler, you will need to provide the wholesaler and key frontline sales staff with ongoing education/updates to keep your product front of mind (newsletters, sales calls, trade shows and familiarisation trips).

TIPS FOR WORKING WITH WHOLESALERS:

- Research which markets and market segments the wholesaler targets, the type of experiences they sell, who their distribution partners are.
- Keep wholesalers updated on any changes or new developments to your product
- Suggest ideas for packaging your product with complementary products in your region to make it easier to sell.
- Highlight your Unique Selling Point(s), the benefits of your products and what sets you apart from the competition.
- Provide rates (up to 2 years in advance) that allow ITO commission & concise T&Cs.
- Understand the consumer protection laws wholesalers must adhere to. Europe and Japan have strict consumer laws that require companies to deliver the promised standard of the holiday experience.



Distributing your products with Online Travel Agents

Research online travel agents' websites to see how they operate and how the products they sell are presented to consumers. It's also worth contacting them to see how information is loaded and updated.

Many websites will provide you with access to maintain and update your details. While this gives you a level of control over how your product is described and presented, it can also be time-consuming, especially if you are selling your product on multiple websites. Many online travel agents work with affiliates that onsell products listed on their websites. It is important that you are aware of any affiliate websites and where your product rates may appear.

When distributing online, rate parity is critical.

It is important to:

- Clarify commission and inventory levels required and how your product listing will be displayed.
- Find out how much new business the website may generate.
- Investigate whether there are any affiliated websites or distributors that will on-sell the products you list.
- Check whether you or the website host is responsible for managing your product listings.
- Consider how the website is promoted and who its target market is.



THE I-SITE NETWORK

New Zealand's i-SITE network is tasked with providing information to visitors and encouraging them to do more and stay longer.

The i-SITE New Zealand brand is owned and managed by Tourism New Zealand.

i-SITEs provide an opportunity for tourism businesses to promote and sell their products or services to visitors.

They are stocked full of brochures on local tourism opportunities plus plenty of maps and inspirational photos of the region.

Visitors often ask i-SITE staff for recommendations, so it's worth making sure they are aware what you have to offer.

SOME STATS:

In 2019, Kiwis visited an i-SITE

3.3M TIMES

In 2019, i-SITEs facilitated nearly

\$300 MILLION

in visitor spending each year

Percentage of international visitors that used an i-SITE (Pre COVID)

38%

That's over 4.3m visits annually.

OVER HALF

of those say that i-SITEs influenced their decision making



WORKING WITH TRADE

Why advertise through i-SITES?

- Gain exposure to all visitor markets.
- Generate direct bookings and referrals.
- Obtain email access to the sales team who will read newsletters or updates you send about your business.
- An Ibis Reservation System Listing ensures i-SITE staff have instant access to your contact and product information.
- Your product will be included in the national i-SITE database. This database can be accessed at other i-SITES across the country.

COLLABORATING WITH OTHER TOURISM BUSINESSES

Relationships are key, whether they are formal or informal.

Other local tourism businesses will have a wealth of knowledge that may help you in deciding on your business plan or marketing strategy. You may form some great alliances that give you the chance to bundle your products together for mutual benefit.

Based on your offering, don't forget to update accommodation and activity providers, transportation companies... They can also refer business to you!

What to do for an update?

i-SITE Visitor Centres are an important part of the distribution channel for tourism businesses. Make contact with your local i-SITE centre and talk to them about advertising and displaying your brochure.

- **Get to know your local i-SITE team**

Arrange a meeting with each centre manager in your region to introduce your product, experience or service and find out how you can work together.

- **Update i-SITE on any changes to your product, experience or service**

That could include prices or operating hours. If you're an accommodation provider, give them an update on what your room availability is like.

- **Chat with staff about what's happening**

You can tell them what's new with you, and they can let you know what's happening with the visitor scene generally. It's also a great chance to introduce yourself to new staff members.

- **Share details about your ideal markets and audiences**

That'll help our i-SITE staff introduce your product, experience or service to the people most likely to try it and enjoy it.

- **Provide a clear pricing structure and keep your i-SITE updated if it changes.**

You'll also need to confirm a commission rate for bookings any i-SITE Visitor Centre makes on your behalf.

- **Invite them for Famils**

Give the i-SITE staff an opportunity to try out your product/experience/service for themselves. It's much easier for them to tell visitors about it if they have first-hand knowledge!

- **Ask about any other advertising opportunities that i-SITE can help you with**

Your local i-SITE Visitor Information Centres might have websites you can list on. Destination Kaikōura also has one.

- **Always provide a good point of contact, particularly for short-notice inquiries**

Often an i-SITE staff member might need to get in touch with you when talking with a customer. If they can get a hold of you easily, that will mean more bookings for you!

How often should you visit?

Drop by your i-SITEs regularly, we recommend quarterly. Don't forget to visit other i-SITEs located in the "gateways".

Also visit when there are any changes to your product, experience or service



COLLATERALS

Extremely important, collaterals are where the agent will find all necessary information to sell your product the way you want them to.

We recommend:

- Trade Manual
- Fact Sheet (1 page summary)
- Powerpoint Presentation
- Contract (for each commission level).
- Image & Video library (preferably no credit or licencing and properly named) that agents can use as they wish
- If your product is linked to seasonality (example: wildlife) a one pager about what clients can see throughout the year (migration, pup season, breeding season...)
- Health and safety documentation
- Translation of documentation for key non-english speaking markets

WATCH YOUR TONE!

The tone you use in your collaterals destined to trade is very different than the tone you use trying to attract direct consumers.

Always put a description of the product you are selling but remain concise, neutral and factual (you can even use bullet points) without forgetting your Unique Selling Points (USPs).

Any information that helps the agent sell your product without asking questions.

WHAT INFORMATION TO PUT IN A CONTRACT?

Contact details:

- Name of the business
- Address
- Phone, mobile
- Email
- Website
- GST number

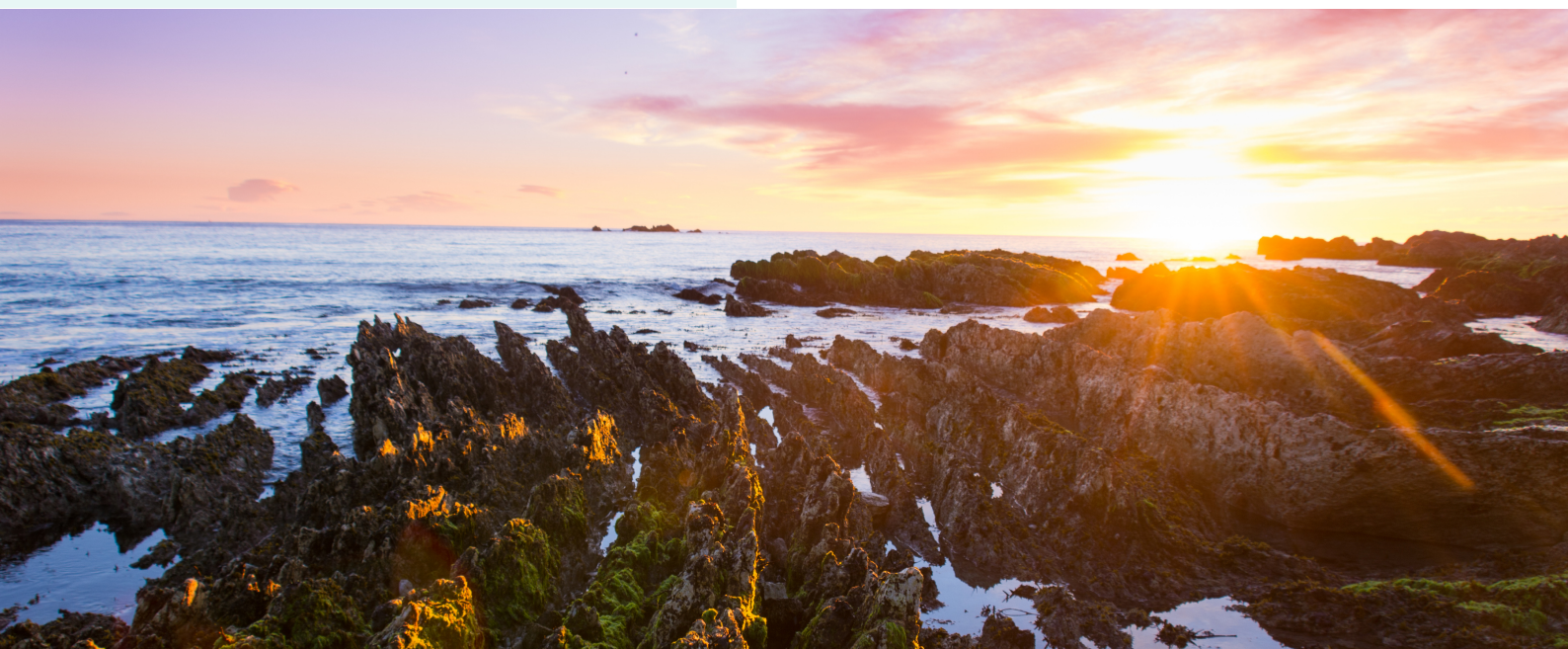
Rates:

- Rate validity dates eg. high season / low season, or other (keep things simple)
- Net and gross rates inclusive of GST
- How do the rates work? per person, per room, per group?
- Adults & child ages
- Inclusions and exclusions
- Minimum and maximum guest capacity
- Departure times and points
- Free of charge (FOC) policy for groups- usually 1 FOC for every 10, 12 or 15 paying guests / rooms for accommodation

Terms & Conditions:

- Cancellation policy & charges - based on different periods prior to travel
- Amendment policy & charges
- Payment policy
- Any special conditions or blackout dates

IMPORTANT: Make sure you send the right rate sheet to the right person!



MANAGE YOUR BUSINESS MIX

When each commission level is considered, it may seem that agents receive a large proportion of your takings, eroding your profits. It is important to consider the volume of international business coming from each channel as a percentage of your total business, as well as the benefits of working with the international travel distribution system.

Your trade distribution strategy should allow for a business mix which will meet your volume and profit targets.

If the supplier honours pricing as per the distribution system and the supplier receives an equal one third of their business from ITOs, wholesalers and direct from consumers, the average commission works out at 15%.

Frustrations occur in the distribution system when the ITO and the wholesaler get the same commission, or when the difference is not substantial enough between commissions offered to the ITO, wholesaler and retail travel

agent or if the tourism product supplier gives better rates to online distributors.

The table below illustrates another example of a possible business mix: If a product has a retail price of \$100, 20% of sales are made through inbound tour operators with a commission of 30%, 10% of sales are made through online travel agents with a commission of 15%, 10% of business comes through wholesalers with a commission of 20%, and a further 10% of business comes directly from retail agents with a commission of 10%. The remaining 50% of business is booked directly by the consumer and no commission is paid.

If you make 100 sales, the total net revenue would be \$8950 and commission paid \$1050. While you may be paying up to 30% commission on individual bookings, overall the average commission on each booking is actually 11.73%.

BOOKING CHANNEL	COMMISSION	%AGE OF BUSINESS	RETAIL RATE	NET RATE	NET REVENUE	COMMISSION PAID
Direct	Nil	50%	\$100	\$100	\$5,000	\$0
Retail	10%	10%	\$100	\$90	\$900	\$100
Online	15%	10%	\$100	\$85	\$850	\$150
Wholesale	20%	10%	\$100	\$80	\$800	\$200
Inbound	30%	20%	\$100	\$70	\$1,400	\$600
Total					\$8,950	\$1,050

Please note: Information on commission levels is intended as a guide only.

RATE PARITY

Rate integrity is vital in maintaining good business partnership and ensures a culture of trust in the marketplace.

Rate parity is the practice of maintaining the same rate structure for a product across all distribution channels.

If the retail price on your website is the same as on an OTA and other third party website, then there is rate parity.

Rate parity ensures an even playing field for all participants and secures operational profitability for all parties.

By ensuring consistent pricing across all distribution channels, operators can optimize revenue, strengthen partnerships, and provide a positive booking experience for their guests

This will ensure that consumers receive the best pricing and value no matter which of these channels they use to make their reservations.



AVAILABILITY - In Tourism... It's all about getting the bookings!

The traditional way of booking is time-consuming (email, enquire now forms...) and is now outdated.

Responding quickly to booking requests is critical. If your response is delayed, you are simply taking the risk of losing consumers and agents who will go book somewhere else showcasing real-time availability an instant confirmation.

Making your life easier

It's all about convenience. Using Instant Booking to automatically confirm all booking requests. It removes the whole approval process and saves you time as you may not have the resources.

It also allows you to not lose a potential booking from travellers visiting your website but also from Trade who need to confirm full itineraries as fast as possible back to their agents and consumers.

API CONNECTIVITY

APIs (Application Programming Interface) are the pieces that connect various agents in the global tourism sector. They let you make the most of your resources, offering your tourism products (hotels, flights, rental cars...) in the most interesting manner possible while enabling cost savings in many ways.

Generally speaking, all APIs work as interpreters, or translators, between different technologies (software) and databases managed by different actors that make up a sector. In the specific case of tourism APIs, XML integrations allow for connections between hotels, car rental companies, OTAs, flights, etc.

API connectivity allow for instant updates (pricing, availability) and more automation for bookings.



CONNECTIVITY

What is a channel manager?

A channel manager is a software tool that will allow you to sell your rooms or activities on all your connected booking sites at the same time. It will link your computer to the agents' computers so they can see real time availability and book directly without having to send an email.

With a channel manager, you can connect to hundreds of online distribution channels in real-time. This allows you to boost your visibility with almost no risk of being overbooked.

It will automatically update your availability in real time on all sites when a booking is made, when you close a room or an activity to sale, or when you want to make changes to your inventory.

BENEFITS OF DIRECT CONNECTIVITY

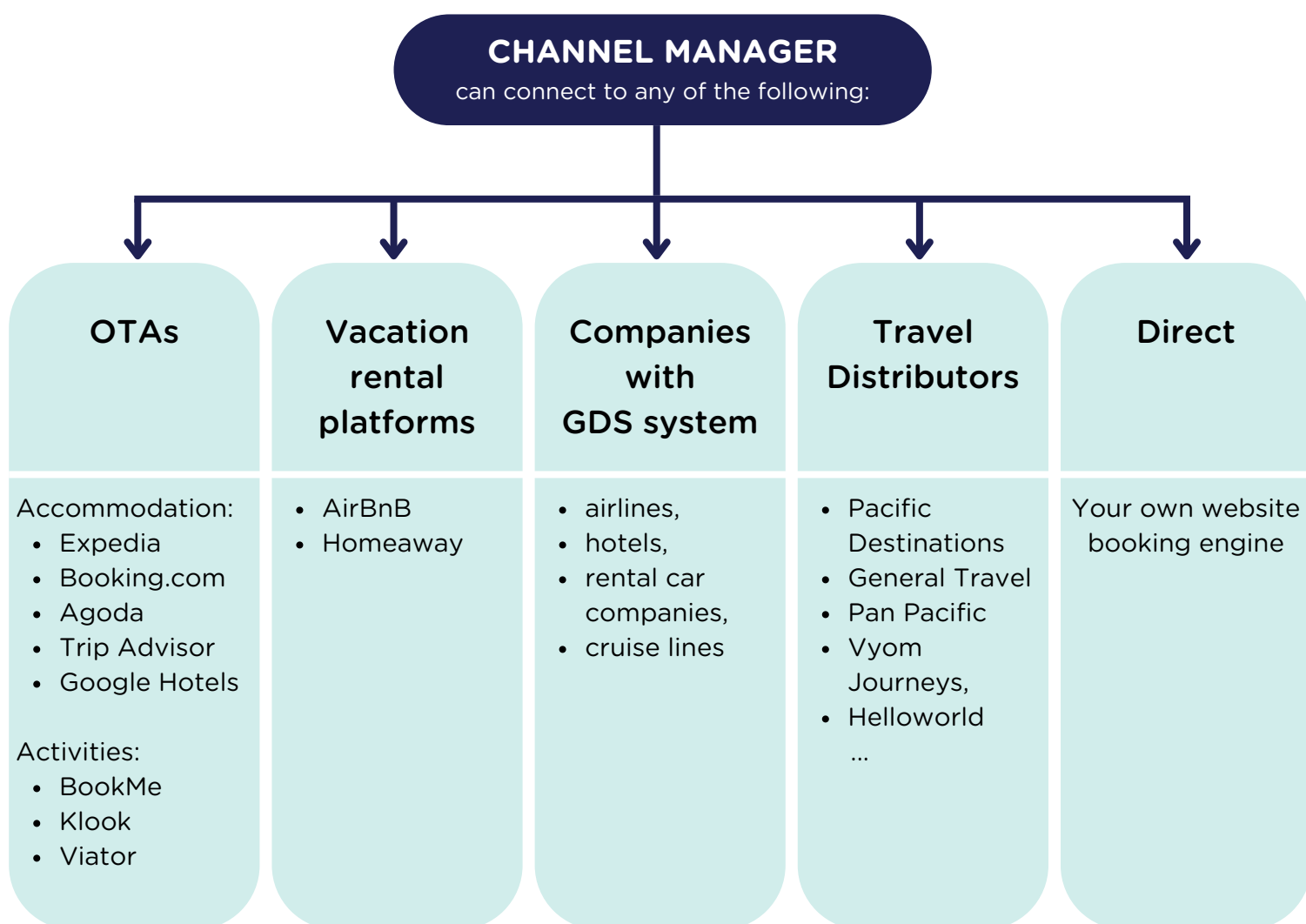
- ✓ Real time availability
- ✓ No risk of over booking
- ✓ Frees up your time
- ✓ Instant confirmation = more sell potential

Maximize your bookings

Having Instant availability and booking functionality will help you secure more reservations. Consumers and agents enjoy a hassle-free booking process that can be booked with just one click.

Recommendations:

SiteMinder for accommodation and Rezdy for activities are very well regarded but are only two amongst many others.



SHOWCASE YOUR PRODUCT

To sell your product, You need to make the necessary connections.

Memberships, Associations, trade events and familiarisation trips are key to connect to a wide range of stakeholders. You will need to create and nurture these relationships through the years.

Before committing to attend a trade event/show, you should consider whether attendance will help to meet your business objectives.

Seminars, conferences and presentations will inform you of industry trends and new developments. Trade shows bring a business many benefits. They give you the opportunity to gather qualified leads – nowhere else will you find a room full of people in “buying mode”. They also enable you to network with others in the industry.

Another major benefit is being able to witness all the latest developments within the industry – all the main players will be there, demonstrating or launching new products and services so you can see what they are up to, and what works and what doesn't.

Pull every lever at your disposal:

- **Your website & Google My Business:**

Make sure it's regularly updated and contains all information as agents regularly consults these.

- **Work with your local RTO:**

Destination Kaikōura is a first point of contact for a lot of stakeholders. They organise famils, go to conferences, events, network and send regular updates to agents. Make sure you update them with your latest information regularly.

- **Tourism New Zealand:**

Make sure you feature on their website, this way you reach not only consumers but also agents.



SHOWCASE YOUR PRODUCT

TRADE EVENTS

Tourism Businesses should Attend Trade events. Trade events usually involve prescheduled appointments between buyers and sellers and/or an open forum that allows buyers to browse and visit the stands of tourism businesses they are most interested in.

TRENZ

TRENZ is New Zealand's biggest annual business to business travel and trade event. This three to four day event provides major international wholesalers from around the world with the chance to meet with New Zealand tourism businesses and get to know their products.

Organised by TIA (Tourism Industry Aotearoa), this tradeshow operates pre-scheduled appointments format and requires research to ensure you get the most out of your attendance.

KIWI LINK sales missions and overseas representation

Tourism New Zealand runs offshore Kiwi Link events to provide New Zealand tourism businesses with the opportunity to establish relationships with key travel sellers in various overseas markets.

Tourism New Zealand also attends a number of other trade events each year and invites tourism businesses that meet certain criteria to join them. For details of upcoming events, visit the Events section of Tourism New Zealand's website.

If you are attending trade events, especially those held overseas, it is a good idea to incorporate individual sales calls, before or after the event, into your visit.



<https://www.tourismnewzealand.com/events/>

SHOWCASE YOUR PRODUCT

TRADE SHOWS

Trade shows are a forum to meet key industry players and develop or enhance business relationships.

They provide an excellent opportunity to meet with a large number of targeted clients in one place at one time. Trade shows are held throughout the year. They target different audiences and are designed to achieve different objectives.

Trade shows require an organised and targeted approach, with clearly set goals and committed staff, to ensure you meet your trade marketing objectives. Attending trade shows is often more time and cost effective than conducting individual sales calls.

At most trade shows you will need to pre-arrange appointments with trade buyers in order to give a short presentation of your product, so it is important to give consideration to how you will present the most important information about your offering in limited time.

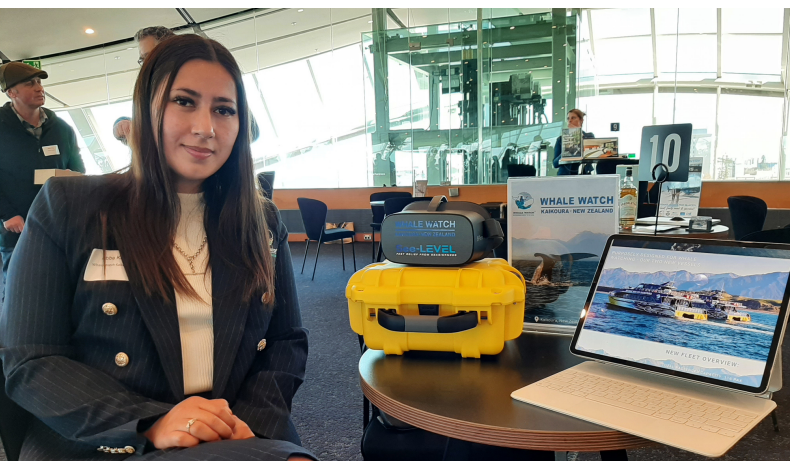
Regardless of which trade shows you choose, it's wise to commit to participation in the same event for a minimum of three years. The awareness of your product will significantly increase each year, as will your expertise and knowledge of how to get the most out of the event.

Contact Destination Kaikōura for advice on which trade shows will provide the most benefit for your business.



What do you need to consider when taking part in a trade show?

- What are your objectives and will the trade show help achieve them?
- What is your budget for the trade show?
- How will you connect with inbound tour operators?
- Have you set your rates (making sure to consider commissions)?
- What pre-event marketing should you undertake?
- Do you have collateral ready?
- Will you need to communicate in a foreign language?
- How will you lay out your stand?
- Who will staff your stand?
- Have you pre-booked appointments with trade buyers?
- How will you follow up any opportunities?
- Will you run any competitions?
- Will you engage the media?
- Support via famil participation may be requested.



SHOWCASE YOUR PRODUCT

FAMILIARISATION TRIPS

Familiarisation trips (famils) are free or low cost trips designed to provide an opportunity for participants to experience what a country, region or attraction has to offer. Famils to Kaikōura provide a chance for our local tourism businesses to educate and win over the people who influence consumers' holiday decisions.

Famils target two key groups:

- Trade
- Media

Trade and media are key third-party proponents of your product and story. If trade partners and travel writers know your product and like it, they can do a lot to sell it through their respective channels. Building trade and media relationships is an essential part of doing tourism business. Your product competes on a regional level, but also with tourism destinations and products across the globe.

We have an established relationship with Tourism New Zealand's international media programme and travel trade teams. This affiliation means Kaikōura is kept top of mind when international media and trade opportunities filter through to the regions from Tourism New Zealand.

Destination Kaikōura's role includes organising media famils best suited to the style and angle of a specific media outlet. We match journalists with tourism experiences that are likely to be of most interest to their audience. If your business is asked to be part of a media famil, this can provide invaluable exposure and boost your sales, while also promoting our region.

Tourism New Zealand and Destination Kaikōura are proactive in organising famil groups. Wholesalers and inbound tour operators may also approach you directly. If you are unsure of their authenticity, contact Destination Kaikōura for advice. You can also build your own famil programme and invite delegates directly.

The expectation in most instances is for your product to be offered free of charge, especially when dealing with famils organised by your regional tourism organisation. This should be factored into your marketing budget.

Tourism New Zealand has a small budget for some famil costs and only works directly with RTOs in organising their famils

If you are approached directly by companies, any charges will be at your discretion.

If you are inviting the delegates directly, it should always be at your cost.



How Can I get involved in Famils?

Make Yourself known to us

Express an interest in being involved with famil opportunities. Email our Consumer or Trade Marketing Managers with a short introduction to your business, including your desired target markets. You'll also need to supply Destination Kaikōura with up-to-date images and marketing material.

Be prepared to host

Consider whether your budget allows for hosting media famil groups free of charge. Group sizes can range from solo travellers to groups of more than 20.

Be flexible

Famils require flexibility. Plans often change, the weather is unpredictable, and other news events may take precedence. While we try to put in place robust contingency plans, we do ask that you be flexible.

Get Qualmarked to go international

Your business will need to be Qualmark accredited to be included in international media or trade famils organised by Tourism New Zealand and Destination Kaikōura. This applies to accommodation and tourism attractions.

Be ready to put your best foot forward

Be prepared to show your visiting famil participants a great time. Think about how you will make their visit memorable and how you want to present your business. It can be useful to have a marketing kit ready, which includes your latest media releases, key facts and figures about your business, interesting story angles, and all of the products that your business offers and which ones you offer commission on. You could also include merchandise.

SHOWCASE YOUR PRODUCT

SELF FAMILIARISATION TRIPS

As a travel agent, traveling is the number one marketing and learning tool when trying to build and maintain relationships with operators.

Each trip is also an opportunity to enhance their expertise.

Taking FAM trips help them grow their business and it's usually the best part of the job!

Some travel agencies organize their own FAM trips to educate their agents about specific products or destinations they frequently sell.

One of the tools at the Agents' disposal is the new [Explore New Zealand Discount Program](#).

Explore is a travel industry discount programme that allows a full time travel seller and their travel companion to curate their own New Zealand itinerary through discounts generously provided by Qualmark tourism businesses.

Discounts offered by Qualmark tourism businesses are typically free of charge, or between 30% - 50% off. Discounts are usually extended to the agent's travel companion.

How Can you be a part of this program?



Submit an offer

via the Tourism Business Database - register.newzealand.com



Approval:

Tourism New Zealand will review and approve your offer within 5 business days.



Booking process:

Travel sellers will either email you directly to book your product or book via your website using the discount code that you have entered in the Tourism Business Database.



Quarterly Operator Survey:

Feedback from operators is critical for the pilot programme. As part of the review process Tourism New Zealand will be sending all operators who have signed up to the pilot programme an online survey to help us understand the volume of enquiry and bookings that you are receiving

The Benefits of a Self Famil for Agents

Flexibility

to visit New Zealand at a time that suits the agent which would generally be between March and November, shoulder and low seasons.

Stay longer:

They can spend up to 30 days in Aotearoa New Zealand on a self-famil. Unlike a hosted famil with specific departure dates, the agent can decide when to travel and how long to stay for.

Choose their experiences:

A self-famil allows the to construct their own itinerary, meaning they can visit the regions and operators that they want to see.

Make new connections

with tourism operators to enable the agents to build curated itineraries for their clients.



Click here for instructions:

<https://www.tourismnewzealand.com/assets/work-with-us/get-involved/Explore-Guide-for-Operators.pdf>

Part of your marketing budget and time should be allocated to getting your tourism business Qualmark accredited.

Qualmark is New Zealand tourism's official quality assurance organisation, providing a trusted guide to quality travel experiences.

Owned by Tourism New Zealand and backed by leading industry organisations, it provides a star grading system for accommodation providers and a quality endorsement programme for other tourism businesses.

Qualmark helps our visitors and international travel sellers select the right tourism product to suit their needs. By looking for the Qualmark logo, consumers and travel sellers can book and buy with confidence, knowing that the products are quality assured.

There are significant advantages to be Qualmark. To name a few:

With Qualmark:

- ✓ Access to a Tourism Business Advisor. A one-on-one evaluation with a Tourism expert.
- ✓ An independently recognised logo certifying that you operate a quality tourism business.
- ✓ Access to Tools and resources to support members in their daily business operations.
- ✓ Access to the Qualmark endorsed COVID Clean Approved assessment in line with the New Zealand Government's COVID-19 guidelines.
- ✓ Assessed against their Sustainable Tourism Business criteria, which has been officially recognised by the Global Sustainable Tourism Council as being in line with the GSTC Industry Criteria.
- ✓ Be included in Destination Kaikōura Famils.

With Tourism New Zealand:

Any product, even not Qualmark can load a deal on newzealand.com website but only Qualmark products can access:

- ✓ Eligibility to be included in broader TNZ programs (promotion, media and trade famils) and preference in content on www.tourismnewzealand.com
- ✓ Eligibility to be included in broader NZ products promotions at an international level from our TNZ offshore offices (on RTO presentations to agents via TNZ, we can only present Qualmark products).
- ✓ Feature in campaign partnership activity with Flybuys, NZME and Stuff.

With Inbound Tour Operators:

- ✓ They have to include 75% of Qualmark operators overall.
- ✓ For them and their clients, Qualmark means quality of product and readiness around processes... It provides reassurance.



A night sky with the Milky Way galaxy and snow-capped mountains. The Milky Way is visible as a bright, yellowish-white band of stars and dust, stretching across the sky. The mountains are dark, with snow on their peaks and ridges. The overall scene is dark and atmospheric.

USEFUL RESOURCES

TRADE READINESS CHECKLIST

GETTING YOUR BUSINESS 'TRAVEL TRADE READY'

What does it mean to be a travel trade ready business?

Before investing time and money in the international and domestic markets, you need to ask yourself the following questions.

1 Do you understand the distribution systems?

Are you familiar with the roles of:

- Inbound tour operators (ITOs)
- Wholesalers
- Online travel agents (OTAs)
- Retailers to sell the product to visitors overseas
- Group Touring

2 Do you have booking mechanisms in place?

Can you offer:

- Same day booking confirmation
- Confirm and guarantee the booking immediately or within 24 hours?
- Provide block space (allocations) at your property?
- Accept international bookings both direct, and via the travel distribution network (on and offline)?
- Work within tour operators' booking and cancellation policies
- Acceptance of vouchers on arrival supplied by the travel trade to their customers

3 Do you understand the concept of commissions and net rates?

Will you:

- Provide confidential net/commissionable pricing?
- Pay commissions differentiating the different distribution channels?
- Guarantee rates for 18-24 months in advance?

4 Have you researched markets to establish where your product fits?

Have you:

- Considered the travel styles, language and cultural differences of international and domestic travellers
- Researched if your product fits with the markets and visitor types that you are targeting

5 Do you want to work cooperatively with other businesses/organisations?

- Do you work with Destination Kaikōura and Tourism New Zealand on a range of cooperative advertising and promotional opportunities
- Have you identified, or started working with complementary businesses in the area to jointly package and promote internationally.

6 Have you allocated resources and administrative support?

- Do you have a marketing Budget in place?
- Are you prepared to set up credit arrangements with the tour operator, wholesale agency or local tour operator?

7 Do you have appropriate collateral materials for your clients?

The collateral materials must contain targeted and culturally sensitive information.

Do you have a Trade sales kit that includes:

- A Trade manual (detailed information)
- A trade fact sheet (condensed / one page)
- Destination information including a map
- Rate sheets with detailed terms & conditions
- A gallery of hi-res images & videos of the business

If you have ticked the majority of these questions then you are on the way to becoming travel trade ready. 😊

HELPFUL ORGANISATIONS

Tourism in New Zealand is well supported by a broad range of organisations at a local, regional, national and international level.

We've pulled together some of the key organisations below.

Benefits:

- ✓ Networking
- ✓ Education (keep up to date with new trends)
- ✓ Recognition and exposure
- ✓ More quality Customers

TRAVEL ASSOCIATIONS

TECNZ - Tourism Export Council New Zealand

Represents the interest of New Zealand inbound tour operators and works to help them achieve sustainable growth. They provide their members with a link to vital New Zealand products and services and have excellent networking and collaboration opportunities.

www.tourismexportcouncil.org.nz

TIA - Tourism Industry Aotearoa

TIA is the largest representative body for tourism businesses in the country. It is independent, membership-based and represents more than 1,500 businesses and organisations. TIA also provides valuable information about sustainable tourism and has created the New Zealand Tourism Sustainability Commitment. Local tourism businesses can sign up to this initiative, which aims to see every New Zealand tourism business committed to sustainability by 2025.

www.tia.org.nz

Young TEC

Young TEC's vision is to enhance the NZ tourism export industry by facilitating the development of the industry's future leaders by the way of mentoring, support, education and networking opportunities. Being part of Young TEC is a great investment and can help you to further your career in the tourism industry.

www.tourismexportcouncil.org.nz/ytec/

New Zealand Cruise Association

Industry body for New Zealand's cruise sector. Its membership is made up of airlines, hotels, inbound operators, RTOs, regional authorities, providers, shipping agents and port companies throughout New Zealand.

www.newzealandcruiseassociation.com

BEIA - Business Events Industry Aotearoa

BEIA takes a lead role to increase New Zealand's business events activity from international and domestic sources. BEIA also acts in an advocacy role for the New Zealand business events and incentive tourism sectors. They also provide opportunities for professional development, accreditation and education for those engaged in the sector.

www.beia.co.nz

MANZ - Motel Association of New Zealand

The national trade association representing motels in New Zealand.

www.nzmotels.co.nz

Bed and Breakfast Association

Working exclusively to support bed and breakfast operators.

www.bandbassociation.co.nz

Bus and Coach Association

Authoritative voice of New Zealand's bus and coach industry that represents the vast majority of NZ's bus and coach companies, as well as a number of vehicle suppliers and manufacturers.

www.busandcoach.co.nz

HELPFUL ORGANISATIONS

New Zealand Backpacker, Youth and Adventure Tourism Association

BYATA's mission is to enhance the commercial viability of members by advocating for the backpacker, youth and adventure tourism sector.

www.byata.org.nz

Holiday Accommodation Parks Association of New Zealand

Membership funded industry body that represents the holiday park sector in NZ. An important part of their role is to represent the interests of holiday parks in negotiations with government both local and national.

www.hapnz.co.nz

New Zealand Mountain Guides Association

Internationally recognised non-profit Professional Industry Association servicing the standards and competency needs of mountain guides and the tourism operators they work for. The NZMGA regulates the quality of guiding through its training and certification process.

www.nzmga.org.nz

Hospitality Association New Zealand

Add value to members through expert advice and providing a vital link between the hospitality industry and government.

www.hospitality.org.nz

New Zealand Motor Caravan Association

Membership based organisation representing the interests of private motorhome and caravan owners in New Zealand.

www.nzmca.org.nz

Professional Fishing Guides Association

Largest single activity industry association in NZ's outdoor recreation sector. Their primary role is to advocate and lobby on behalf of its members to ensure that Guided Fishing as an industry is recognized, valued and provided for by governing and legislative bodies.

www.fishingguides.co.nz

Professional Hunting Guides Association

NZPHGA members aim to provide their clients with the very best New Zealand hunting experience possible and to ensure that each client leaves fully satisfied.

www.nzphga.com

Rental Vehicle Association

Represents the interests of NZ operators who hire or lease passenger vehicles, minibuses, vans, coaches, trucks, campervans or motorcycles.

www.rentalvehicle.co.nz

River Association

Enabling industry a voice with regulatory services. NZRA has developed:

- a world-leading qualification for the white water rafting industry in New Zealand.
- industry standards which are adopted by the NZ government through Maritime NZ
- the transition to the Adventure Activity Regulation.

As a result of this New Zealand can now boast the very highest in world industry standards.

www.nzrivers.co.nz

Restaurant Association of New Zealand

Make sure the hospitality industry views and needs are represented when decisions are made. Work with a huge range of organisations from government bodies to advisory groups.

www.restaurantnz.co.nz

Travel Agents Association of New Zealand

Self-regulating trade organisation representing the travel agent, travel broker and tour operator distribution system in New Zealand. TAANZ and its members promote the use of an Accredited Travel Advisor; quality standards, ethical business practices, safe travel, unbiased options and professionalism.

www.taanz.org.nz

HELPFUL ORGANISATIONS

GOVERNMENT AGENCIES

Business.govt.nz

Business.govt.nz provides tools and advice from across government to save you time and help make your business a success.

www.business.govt.nz

Tourism New Zealand

Tourism New Zealand is the organisation responsible for marketing New Zealand to the world as a tourism destination.

www.newzealand.com

Qualmark New Zealand

New Zealand tourism's official quality assurance agency. It provides a star grading system for accommodation providers and venues, and a quality endorsement programme for other tourism businesses.

www.qualmark.co.nz

WorkSafe

New Zealand's primary workplace health and safety regulator. WorkSafe can help break down health and safety requirements for New Zealand businesses.

www.worksafe.govt.nz

i-SITE Visitor Information Centres

i-SITE is New Zealand's official Visitor Information Network. More than 80 i-SITE locations around New Zealand provide visitors with comprehensive, up-to-date information and a booking service for activities, attractions, accommodation and transport.

www.newzealand.com/int/visitor-information-centre

Ministry of Business Innovation and Employment (MBIE)

The MBIE Tourism Policy Unit provides tourism policy advice to the Minister of Tourism and works with other government departments on key tourism policy issues and tourism research and statistics. It also advises and evaluates government investments in tourism.

www.mbie.govt.nz

New Zealand Maori Tourism

New Zealand Maori Tourism supports leaders, partnerships and businesses that generate value in the Maori and wider tourism sector. It is the official and most knowledgeable organisation to seek advice on Maori tourism from.

www.maoritourism.co.nz

New Zealand Trade and Enterprise

New Zealand Trade and Enterprise has a range of advice and assistance for New Zealand businesses looking to grow their international patronage.

www.nzte.govt.nz

The Department of Conservation

The Department of Conservation looks after a range of unique outdoor experiences, accommodation and recreation facilities on public conservation lands and waters including national parks, marine reserves, walking tracks, cycle trails, historic places and huts and campsites.

www.doc.govt.nz

LOCAL COUNCILS

Your local council will have all required information on local government bylaws.

www.kaikoura.govt.nz



TOURISM MARKETING NETWORKS

Cruise New Zealand

Cruise New Zealand (CNZ) markets New Zealand as a cruise destination to cruise lines. CNZ's membership is made up of airlines, hotels, inbound operators, regional authorities, RTOs (regional tourism organisations), providers, shipping agents and port companies throughout New Zealand.

www.cruisenz.org.nz

New Zealand Food and Wine Tourism Network

Their focus is on developing the number of high-end food and wine experiences available to international visitors. Members include New Zealand Winegrowers, RTOs, wine and food companies and accommodation providers.

www.wtn.co.nz

INTERNATIONAL TOURISM BODIES

Pacific Asia Travel Association

The Pacific Asia Travel Association is a membership association that promotes responsible development of the Asia Pacific travel and tourism industry.

www.pata.org

The United Nations World Tourism Organization

The World Tourism Organization serves as a global forum for tourism policy issues. It plays a central role in promoting the development of responsible, sustainable and universally accessible tourism.

www.unwto.org

Virtuoso

Virtuoso is the leading global network of agencies specializing in luxury and experiential travel, with more than 20,000 advisors. We partner with over 1,800 of the world's best companies such as hotels, cruise lines, tour operators, and more.

www.virtuoso.com

Ensemble Travel Group

Member-owned organization of top-tier travel agencies throughout the U.S. and Canada.

Through their membership, they offer added amenities, exclusive offers, unique hosted tours and exceptional customer service through deep relationships with the world's leading providers of travel products and services.

www.ensembletravel.com



Tourism New Zealand

Market profiles and information about visitor numbers and the demographics of visitors coming to New Zealand from overseas can be found in the Markets and Statistics section of the Tourism New Zealand website:

www.tourismnewzealand.com/insights/

Ministry of Business, Innovation and Employment (MBIE)

New Zealand's MBIE has a range of statistics and visitor data available to tourism businesses. This can be found on the Tourism pages within the Information and services section of their website.

www.mbie.govt.nz/immigration-and-tourism/tourism/

Monthly Regional Tourism Estimates (MRTEs), MBIE

Estimated regional spend by domestic and international markets, electronic transactions based, released monthly. Does not include Air New Zealand fares and other spending captured in the Tourism Satellite Account. Monthly estimates by region can fluctuate; annual estimates have a higher degree of certainty. Data available until Dec 2020.

www.mbie.govt.nz/.../monthly-regional-tourism-estimates/

Tourism Electronic Card Transactions (TECTs)

Interim replacement to the MRTEs that provide insights into monthly tourism spend.

www.mbie.govt.nz/.../tourism-electronic-card-transactions/

Tourism Evidence & Insights Centre (TEIC)

Insights, data and information about tourism in New Zealand. These resources are for anyone wanting to know more about what's happening in the tourism sector - policy makers, tourism businesses and the general public. There are reports, an interactive dashboard and articles addressing common questions.

www.teic.mbie.govt.nz/

Accommodation Data Programme (ADP)

Compiled monthly by MBIE, the ADP quantifies the visitor demand and capacity of commercial accommodation in each of the regions.

www.mbie.govt.nz/.../accommodation-data-programme/

New Zealand Regional Economic Activity Report (REAR)

Compiled annually by MBIE, the REAR presents economic and visitor data on New Zealand's regions.

www.mbie.govt.nz/.../regional-economic-development/activity-tools/

International Visitor Survey (IVS)

Estimated annual spend by market, survey based, released quarterly. Does not include Air New Zealand fares or short stay students. Estimates by market can fluctuate significantly from quarter to quarter.

www.mbie.govt.nz/.../tourism-data-releases/international-visitor-survey-ivs/

Visitor expenditure in New Zealand using an experimental series

Alternative way of estimating visitor expenditure based on model estimates from electronic card transactions and international visitor numbers.

www.stats.govt.nz/experimental/visitor-expenditure-in-new-zealand-using-an-experimental-series

Data.govt.nz

All-of-government data discovery service that helps the public, businesses and other government agencies find thousands of freely usable open datasets released by public sector agencies under open licence.

www.catalogue.data.govt.nz/dataset/?tags=tourism

Figure NZ

How to make data easier to understand and report.

www.figure.nz

DATA SOURCES

Stats NZ

Monthly international travel updates cover the number and characteristics of overseas visitors, and New Zealand resident travellers (short-term movements) entering or leaving New Zealand.

- Accommodation Survey: Guest nights, occupancy and capacity for commercial accommodation in regions.
- International Travel estimated arrives, departures and passenger movements
- Tourism Satellite Account Tourism industry stats like employment, expenditure

www.stats.govt.nz/topics/tourism

New Zealand Business Events Data Programme (BEDP)

Compiled quarterly by Business Events Industry Aotearoa (BEIA), Regional Tourism Organisations New Zealand (RTNZ), and Tourism New Zealand, the BEDP quantifies business events activity occurring in each of the participating regions.

www.beia.co.nz/be-data

DGIT

Understanding domestic tourism for the regions and New Zealand.

www.dgit.nz

New Zealand Visitor Activity Forecast (NZVAF)

NZVAF has been developed to support investment into tourism attractions. Economic forecast experts Fresh Information, have prepared this forecast on behalf of New Zealand Trade and Enterprise (NZTE), Tourism New Zealand (TNZ) and the Ministry for Business Innovation and Employment (MBIE) as part of the Tourism Attraction Programme. The data is based on information gathered from the International.

Visitors Survey and from a New Zealand Automobile Association (AA) survey of domestic visitors. The online tool can be filtered by both regional and activity, and can provide relevant demographic information for the region and activity selected.

www.freshinfo.shinyapps.io/NZVAF/



NEED MORE HELP?

Destination Kaikōura offers an extensive travel trade service, marketing our region and local tourism businesses to international wholesalers and inbound tour operators based in New Zealand and overseas.

We work closely with Tourism New Zealand, TOTS (Top of the South), the Alpine Pacific Touring route (APT), Tourism Export Council, and are a member of Tourism Industry Aotearoa and Regional Tourism New Zealand.

Part of our role is to work with local tourism businesses to help develop and promote products internationally. Extending your reach internationally can dramatically improve your sales and help take your tourism business to a whole new level.

We can help organise:

- Training on the trade industry.
- Industry forums and updates.
- Marketing at Kiwi Link trade shows and road shows in key international markets.
- International training for product managers, frontline agents and reservations teams.
- Travel trade familiarisation trips to the region.
- Attendance at travel trade shows and TRENZ.
- Sales missions to Australia.
- Inclusion of your products and services in our in-house travel trade collateral



Contact us:

marketing@kaikoura.co.nz

