



Why become a KITI Member?

(KITI - Kaikoura Information & Tourism Inc.)

**Being a member of KITI provides you with comprehensive support of both
Kaikoura i-SITE Visitor Centre & Destination Kaikoura**

Kaikoura i-SITE

i-SITE Visitor Centres are an important part of the distribution channel for tourism businesses. The i-SITE brand is managed by Tourism New Zealand and accredited members must meet standards in staff training, professionalism and information technology.

Membership Benefits

- Kaikoura i-SITE offers an excellent booking platform for local operators and service providers to promote and sell their businesses and for our community and region to promote local events and public amenities.
- Newsletters - You will receive regular industry email newsletters & updates from your i-SITE Manager.
- Kaikoura i-SITE also creates significant social benefits to our community, offering employment opportunities and an important community facility that:
 - Provides a tourism community “hub” for tourism operators, local community and visitors alike
 - Displays local promotional material / brochures
 - Encourages visitors to stay longer and experience more activities in the region
 - Enhances visitor expenditure in the local area and region
- Kaikoura i-SITE assures you of consistency and objectivity through careful “filtering” of visitor questions, where visitors can then decide on what product or service they wish to purchase.
- Advertising Benefits
 - Displaying your brochures onsite at Kaikoura i-SITE can create a direct booking or a future booking.
 - A2 Poster advertising at an additional charge is a fantastic visual way of advertising.
 - Town Map advertising opportunities (8 out of every 10 visitors take a map from the centre).
 - Display your information in A4 folders as a visual aid for potential customers.
- Expose your business to an estimated 100,000 visitors per year (through the door).

Destination Kaikoura

Destination Kaikoura is your Regional Tourism Organisation (RTO) and manages the Domestic and International marketing for the entire region, that includes your business!

Being a KITI member entitles Kaikoura businesses to a range of benefits that will help to grow your business as well as helping the overall promotion of the region

Membership Benefits

- The Kaikoura NZ Website – This is our official visitor website. This site is currently in re-development and we will be putting a significant effort into marketing this site in the coming months. Increase your online advertising by having a listing on our Destination Kaikoura website www.kaikoura.co.nz.
- Campaign partner opportunities – use of the DK and ExploreCHC regional brand elements.
- Invitations to attend industry updates and networking events
- Educational tourism industry workshop opportunities
- Tourism information and developments regionally, nationally and internationally
- Access to the DK image library, analytics and reporting
- Destination Kaikoura will give you support, advice and other benefits to help grow your business. This includes assistance with becoming Trade ready.
- Representation at TRENZ for those members who are Trade ready
- You are offered a free listing on www.newzealand.com and the opportunity to become Qualmarked.

What we expect from our KITI members

Help our team to help you!

Meet the team

Get to know your local Kaikoura i-SITE & Destination Kaikoura team – we're a friendly bunch!

- Arrange a meeting with our Visitor Centre & DK Managers to introduce your product, experience or service and find out how you can work together.
- Pop in regularly to have a chat with the front-line team – it keeps you on top of their minds and helps us keep our team educated on your products.

Famils, Site Visits and Tastings

Give the Kaikoura i-SITE & Destination Kaikoura staff an opportunity to try out your product, experience or service for themselves

- It's much easier for them to tell visitors about it and promote your product if they have first-hand knowledge!

Your ideal Market

Share details about your ideal markets and audiences.

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

Pricing & Commission

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

- You'll also need to confirm a commission rate in your Membership & Advertising application for any bookings that the Kaikoura i-SITE Visitor Centre makes on your behalf.

Brochures

Drop by Kaikoura i-SITE regularly to resupply brochures and to 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 & build a relationship with new staff members.

Changes to your products or services

Update Kaikoura i-SITE with 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.

Contacting your Business – be available to answer your phone

Always provide a good point of contact, particularly for short-notice enquiries.

- i-SITE staff members often need to get in touch with you when talking with a customer who is right in front of them. If they can get a hold of you easily, that will mean more bookings for you!

Advertising at Kaikoura i-SITE

Ask about any other advertising opportunities that Kaikoura i-SITE & Destination Kaikoura can help you with.

- Your local Kaikoura i-SITE is your front face for your Regional Tourism Organisation (RTO) – Destination Kaikoura.

Social Media

Like and follow our Facebook and Instagram pages. Get involved and share your stories and images on your social media channels using the following Hashtags and you might be featured on our pages!

- #KaikouraNZ #Kaikoura #UniquelyKaikoura #KaikouraISITE #DoSomethingNewNZ #ExploreCHC