

YOUR JOURNEY TO TRADE READINESS

Showcasing your product Part 3

Tuesday 19 November, 12.30pm

Trade marketing collateral
(presentations, rates, fact sheets, image library etc.)

Watch your tone!

Considering the memberships

Showcasing your product:

Your own website

Direct connectivity

Talk to your RTO

Tourism New Zealand: New Zealand.com

I site & visitor centres network

Trade events, Trade shows & Sales calls + Famils

LUNCH 'N LEARN SESSIONS



TUESDAY
19 NOVEMBER,
12.30PM

VIA ZOOM



Welcome

- Collaboration between RTOs
- Short lunchtime sessions to build industry knowledge & capability
- Topics of interest from operators – help us to shape the programme
- Time for Q&A at end of each session (inc anonymous functionality)
- Sessions recorded & hosted on RTO website
- Pause for peak season, resume next year



Tourism Waitaki



Mackenzie
Region



TIMARU
we^{love}timaru.nz

Your Journey to Trade Readiness

Understand the Travellers and the Trade distribution channels Part 1

Tuesday 5 November, 12.30pm

The Travellers:

Domestic vs Internationals
NZ Mains Markets
Market characteristics

Types of travellers (overviews, coach travel, Cultural differences)

Travel Trade:

Benefits
Travel distributions channels
How does it work?
Pros & Cons of each channel

Pricing & Commissions Part 2

Tuesday 12 November, 12.30pm

Establishing your retail rate
Operating cost
Commission
Margin

Why do we give commissions?
Rate Parity
Establishing a contract

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Your Journey to Trade Readiness



Geraldine Morisse

- Extensive trade background including over 9 years as NZ based inbound operator, and engaging with trade as operator
- Over 4 years with RTOs helping industry with trade
- Now supports industry to get 'trade ready' with own consultancy 'Trade Ready with G'



Your journey to
TRADE READINESS

MODULE 3:

**SHOWCASING
YOUR PRODUCT(S)**

INTRODUCTION

Now that you understand the travelers, 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.

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

START DISTRIBUTING

HOW TO START DISTRIBUTING YOUR PRODUCT WITH THE TRAVEL TRADE?

Before working with travel distributors, ensure your product is **export ready / trade ready** which means providing:

- 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).

A FEW TIPS TO WORK WITH:

Inbound Tour Operators / Wholesalers

- Research who the ITO/ Wholesalers work with and which market they target
- Become a member of TEC NZ (ITOs only)
- Compile a sales kit including: trade manual, product fact sheets, a visual presentation (including 3 to 5 Unique Selling Points, products info & video)
- Provide rates (up to 2 years in advance) that allow ITO commission & concise T&Cs.
- Keep them updated of any changes
- Participate in networking events, workshops, or famils organised by TIA, TNZ or your RTO.
- Respond within 24 hours
- Don't ask for prepayments/ deposits. Accept vouchers.
- Provide Training and famils to staff

Online Travel Agents

- 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.

COLLATERALS

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

- Trade Manual
- Fact Sheet (1-2 page summary of the trade manual)
- 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



ALWAYS HAVE THESE UPDATES AND READY TO SEND OUT

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
- factual (you can even use bullet points)
- operational

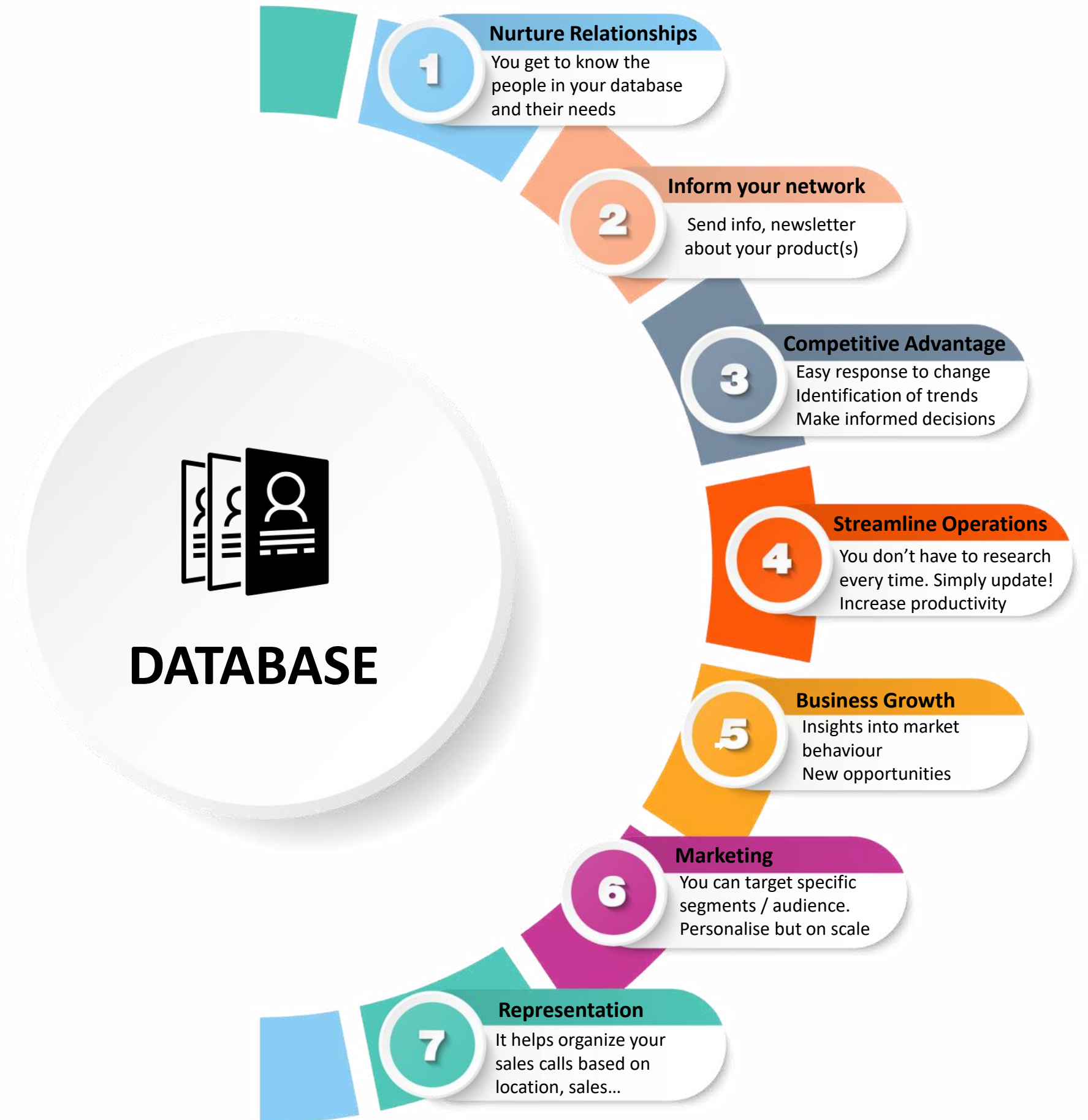
Don't forget your Unique Selling Points (USPs).

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

WORK ON YOUR DATABASE

Trade databases are important because they provide information about not only the agent you talk to but their needs and products they book.

Working on your database is important for a number of reasons, including:



Rubbish in = Rubbish out

MEMBERSHIPS

TOURISM EXPORT COUNCIL NEW ZEALAND

- Represents the interests of the NZ inbound tourism industry.
- Support and represent members to achieve sustainable growth in export earnings.
- Connect tour operators and suppliers of NZ products and services via networking opportunities.



TOURISM INDUSTRY AOTEAROA

- Represents all sectors of New Zealand's tourism industry.
- Continually champions the interests of its members and the tourism industry.
- Launched the Tourism Sustainability Commitment (TSC) which focuses on sustainability and positive contribution so that tourism gives back more than it takes.



BUSINESS EVENTS INDUSTRY AOTEAROA

- Fosters the growth of NZ's business events sector, both internationally & domestically.
- Operates as advocates for NZ's business events and incentive tourism industries,
- Provides avenues for professional development, accreditation and educational opportunities for people involved in the sector.



NEW ZEALAND MAORI TOURISM

- Works with the Māori tourism sector to contribute to our economy, to provide compelling visitor experiences, and to build a strong commercial and cultural leadership.
- Ensures the growth and quality of Māori tourism experiences.
- Positions Māori tourism to allow Māori to take a leadership role in how visitors experience our country.



MEMBERSHIPS

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

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 RTOs Familis.

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 to present Qualmark products).
- ✓ Feature in campaign partnership activity with NZME, 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 group of dolphins swimming in clear blue water. The dolphins are of various sizes and are swimming in different directions, some towards the camera and others away. The water is a deep, clear blue, and the lighting is bright, suggesting a sunny day. The dolphins have sleek, grey bodies with lighter underbellies. The overall scene is peaceful and natural.

**PULL ALL
THE DIFFERENT LEVERS
AT YOUR DISPOSAL**

GOOGLE

Google My Business, also known as Google Business Profile (GBP), is a free tool that's important for your businesses.

It helps:

- **Improve your online presence** (key part of local SEO, which helps your business appear in Google search results and drive traffic to your website).
- **Connect with customers:**
 - Post updates, offers, and events
 - List products and services
 - Accept online orders
 - Engage with customers through reviews, Q&A sections, and photos
- **Gain customer insights:**
GBPs provide analytics on how customers find your listing, where they're coming from, and what actions they take on your profile.
- **Build trust and credibility:**
Positive customer reviews can help businesses build trust and credibility, and can significantly influence potential customers' decisions.
- **Improve SEO:**
GBPs can help improve your business's search engine optimization (SEO).

Here are some tips for using GBP:

- Ensure your information is accurate and consistent across all online platforms.
- Regularly update your profile with new photos, posts, and updates.
- Respond to customer reviews, both positive and negative.
- Use a grammar check tool to proofread your work.
- Research your competitors to make sure you are not leaving out any critical information.

The image shows two Google Business Profile cards side-by-side. The left card is for 'Rainforest Retreat', a 4-star hotel in Franz Josef / Waiiau with 1,831 reviews and a 4.6 rating. It features a photo of a hot spring and a map snippet. The right card is for 'South Pacific Helicopters', a helicopter tour agency in Kaikoura with 181 reviews and a 5.0 rating. It features a photo of a helicopter and a map snippet. Both cards include buttons for Website, Directions, Save, Call, and a 'Check availability' button. The Rainforest Retreat card also includes a 'Compare prices' section with options from Booking.com (\$264), Expedia.co.nz (\$504), Trip.com (\$214), and Agoda (\$224). The South Pacific Helicopters card includes a 'Hours' section listing operating times from Monday to Sunday (9 am-5 pm) and a 'Phone' number (0800 360 886).

YOUR OWN WEBSITE

A website is a powerful tool for online sales and you need to invest time to shape it the way you want to target customers.

Having a website increases your chances of:

- Being noticed
- Inspiring travelers (beautiful imagery, content, great user experience...) as a 'go-to' source for knowledge about the destination and any essential information about the tour.
- Being prepared. Prior to the experience consumers expect to have all their doubts clarified
- Convert bookings if you have a "Book Now" button which connects to a booking engine.

All these components if on your website are helping your business.

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

- Understand what the product is about
- Get more information
- Check availability
- Check pricing



<https://www.dolphinencounter.co.nz/>

DIRECT CONNECTIVITY

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

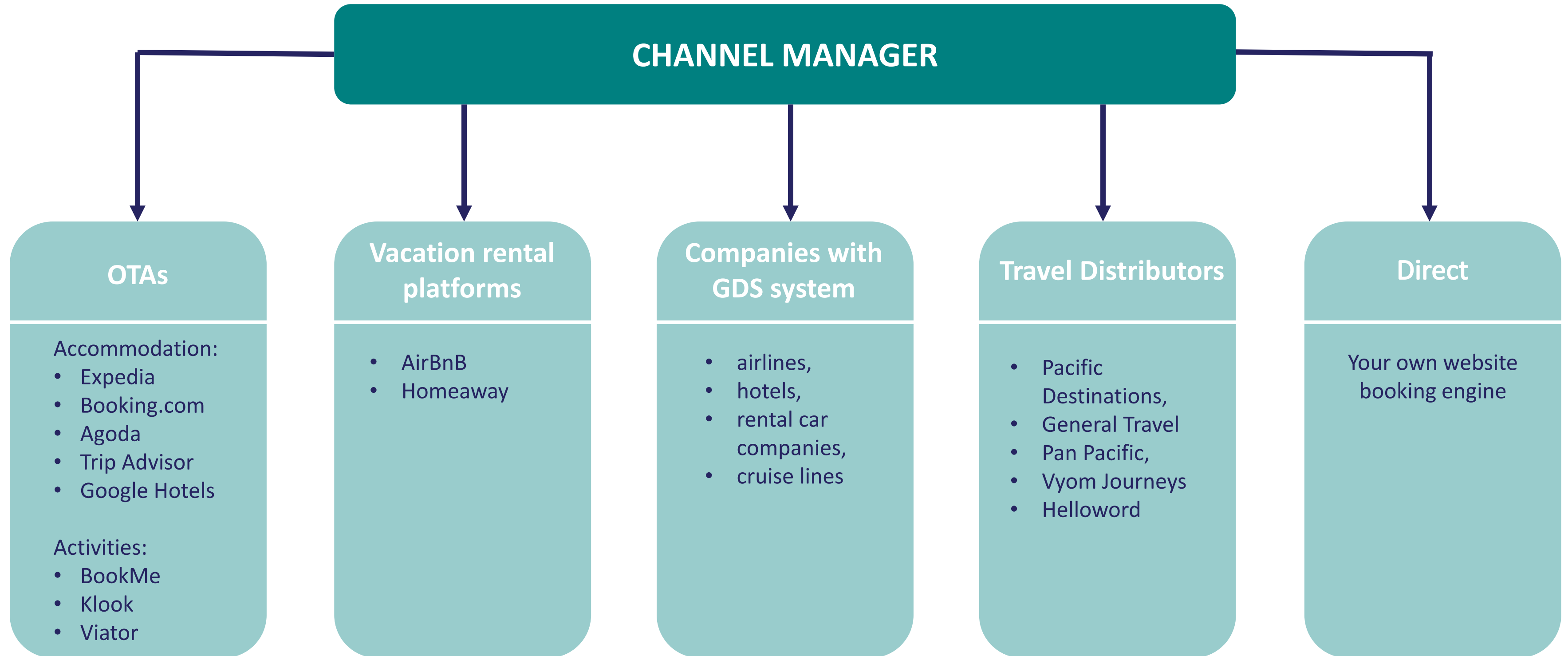
Traditional way of booking is time-consuming (email, enquire now forms...) and is almost outdated. Responding quickly to booking requests is critical.

For direct connectivity, instant confirmation across all avenues you sell your product, best is to use a channel manager.

Benefits:

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

DIRECT CONNECTIVITY



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

WORK CLOSELY WITH YOUR RTO

RTOs are often the 1st point of contact for a lot of stakeholders.

RTOs have quite a few touchpoints with agents throughout the year.

- Only for Trade ready operators.
- Sent to the whole trade database worldwide
- Send your RTO what's new in your world (refurbishment, new products, changes in timings or operations, celebrations).

Trade Newsletter

- Aim = attend as many tradeshows based on budget
- Nurturing relationships.
- RTOs represent the region & trade ready operators to agents.
- Some events are only for RTOs, others allow operators to join.

Trade shows

Famils

- Media & trade famils on a regular basis.
- Alone or with neighbouring regions, directly or via/on behalf of TNZ.
- RTOs thoroughly enjoy showcasing our backyard!

Trade Directory

- For trade ready operators only.
- Agents come to RTOs' website as a one stop shop to gather info about our region but also about your products.

Make sure you update them with your latest information regularly.

TOURISM NEW ZEALAND

Newzealand.com



Sign up to the Tourism Business Database.

Create a business profile

List your product or service

Every NZ operator can be featured, you don't have to be Qualmark.

This way you reach not only consumers but also agents

Kiwi Link



Operators and RTOs connect / establish relationships with travel sellers

Kiwi Link India

Sunday, July 06, 2025

South East Asia Roadshow (SEA)

Monday, July 14, 2025

Kiwi Link UK and Europe

Monday, October 13, 2025

Kiwi Link The Americas

Thursday, October 30, 2025

Famils



TNZ come to RTOs to help with famils.

Operators included must:

- be Qualmark
- Adhere to Health & Safety requirements
- Offer discounted rates (TNZ expect at least a reduction similar to ITO commission)

Explore NZ Discount Program



Pilot program designed to support international travel trade visiting Aotearoa New Zealand on an independent trip.

Operators must:

- Be Qualmark
- Provide a discount offer (min 50% off)

Only for Trade

TRADE EVENTS



Trade events usually involve:

- Prescheduled appointments between buyers and sellers
- Free flow that allows buyers to visit the stands they are most interested in.

Target:

- overseas agents
- a sector of the industry.

They can be quite costly.



TRENZ

- Organised by TIA
- NZ's biggest annual B2B trade event.
- 3-4 day event
- Provides the chance to meet with NZ tourism businesses and get to know their products.
- Pre-scheduled appointments format

KIWI LINK

- Organised by TNZ
- Runs offshore
- Targets wholesalers, Travel agents & OTAs
- NZ tourism businesses and RTOs invited to apply

MEETINGS

- Organised by BEIA
- Only national tradeshow for the Business Events industry,
- Opportunity to discuss new business opportunities across the country.

TRADE SHOWS / SHOWCASE

Smaller scale than Trade events.

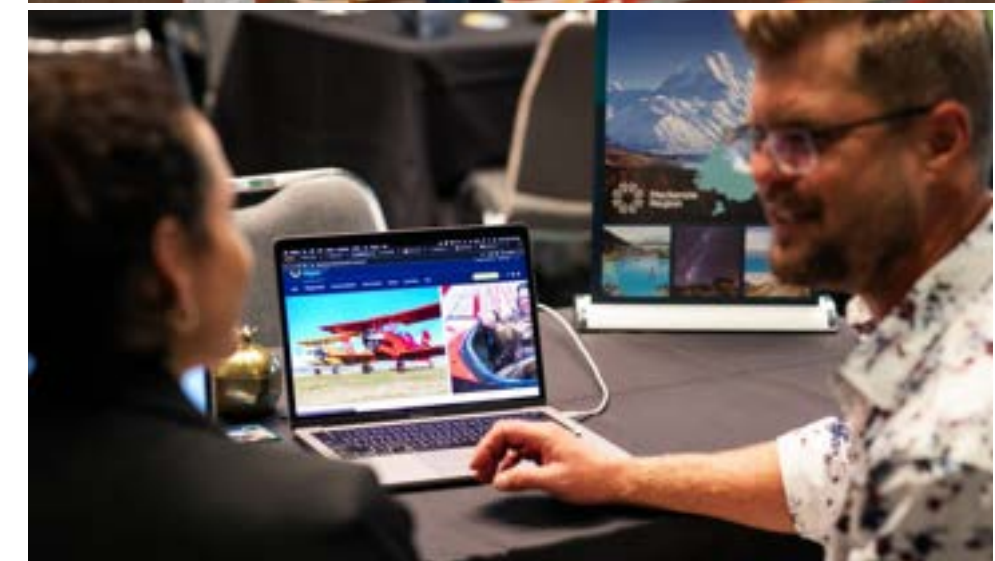
Different audience as well. Targeted at ITOs mainly and wholesalers nearby.

More time and cost effective than conducting individual sales calls.

- Allows you to meet key industry players
- Help develop or enhance business relationships.
- Provide an excellent opportunity to meet with a large number of targeted clients in one place at one time.
- Held throughout the year.
- Target different audiences and are designed to achieve different objectives.

A short presentation of your product is all you will have time for, focus on your USPs.

Commit to participation for a minimum of 3 years.



SALES CALLS

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.

You can also do sales calls to ITOs.

Sales calls can be done via:

- Your RTO
- Your IMA
- Yourself

Agents are quite busy and need to see the value in allocating time to meet with you. Going as a group helps!



Tips & things to consider

Personalized interaction

- Real-time, personalized communication
- Can help build trust and rapport.

Two way communication

- Agents can ask questions and express concerns
- You can ask for insights.

Tailored sales pitches

- Customize your pitch based on the agents market and needs

Conversion

- Sales calls can generate leads
- Personalized engagement can increase the likelihood of conversions.

Training

- Effective training method for new agents.
- Use feedback to make adjustments.

Customer relationship management

- You can invest in CRM tools - they can boost conversions by 29% and productivity by 34%.

I-SITE & VISITOR CENTRES

They are expert with local knowledge.

They provide information to visitors and encouraging them to do more and stay longer.

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

Visitors often ask visitor centres / I-Sites staff for recommendations, so it's worth making sure:

- they are aware what you have to offer.
- You go visit them on a regular basis.
- To also go see the visitor centres in the neighbouring regions and the main gateways to your region.

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 International visitors say that i-SITEs influenced their decision making

FAMILS

Familiarisation trips (famils) are free or low cost trips designed to provide an opportunity for participants to experience what a has to offer.

It's YOUR chance to educate and win over the people who influence consumers' holiday decisions. If trade know your product and like it, they can do a lot to sell it through their respective channels.

Your product competes on a regional level, but also with tourism destinations and products across the globe.

You can get famils via:

• TNZ	TNZ has a small budget for some famil costs and only works directly with RTOs in organising their famils
• RTO	Expecting FOC or at cost / very low cost
• Agents themselves	Any charges will be at your discretion
• You	Always at your expense

Famils can range in size and costs should be factored into your marketing budget.

FAMILS



Make Yourself known to us

- Express interest in being involved in famils.
- Mention the desired markets.
- Keep us informed

Be Flexible

Famils require flexibility. Plans often change (weather, sickness and other unpredictable events).

Get Qualmarked

Your business will need to be Qualmark accredited to be included in famils organised by TNZ & RTOs.

Provide us with the best rates you can

The lower the cost of these famils, the more people we can host and therefore spread the word about our beloved region.

Health & Safety

Have all documentations (Qualmark, Adventure Mark, CAA... certificates) sent to us straight away. It makes our lives easy.

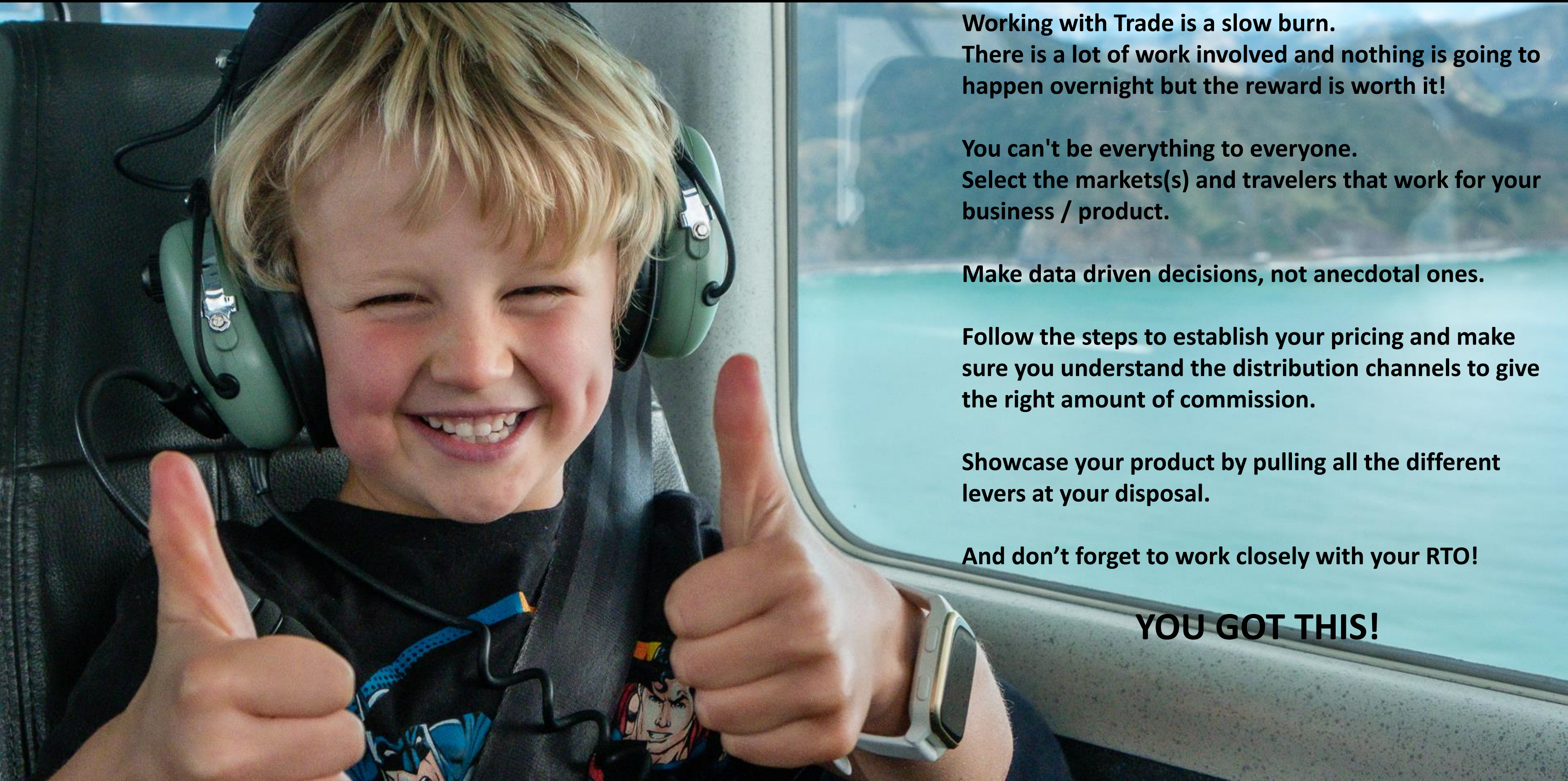
Be ready to Host

Show them a great time. Create connections, put faces to names, answer questions, SMILE. You could also include merchandise/gifts

Follow Up!

Do your research re the participants. Have a marketing kit always ready to be sent out within 48 hours of having met them.

CONCLUSION



**Working with Trade is a slow burn.
There is a lot of work involved and nothing is going to happen overnight but the reward is worth it!**

**You can't be everything to everyone.
Select the markets(s) and travelers that work for your business / product.**

Make data driven decisions, not anecdotal ones.

Follow the steps to establish your pricing and make sure you understand the distribution channels to give the right amount of commission.

Showcase your product by pulling all the different levers at your disposal.

And don't forget to work closely with your RTO!

YOU GOT THIS!

Q&A

Thank You



Tourism Waitaki 



Mackenzie
Region



TIMARU
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