

Market Development Guide – CANADA

Tourism New Zealand - Office and staff directory North America

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This document is intended as a general guide to assist the New Zealand tourism industry in developing their North American business.

The initial step in entering North America is to contact:

- **Tourism New Zealand** in Wellington – Tel: (04) 917-5400
- Your local **Regional Tourism Organisation (RTO)**
- **Inbound Operators** that work with wholesalers in USA/Canada
- Visit www.tourismnewzealand.com to view product research conducted on the North American marketplace by Tourism New Zealand

It is imperative that you are 'export ready' before entering the marketplace.

Export ready can be defined as:

- Having commission structures in place
- Set up to sell through traditional channels. Either directly to an offshore wholesaler or through a New Zealand based inbound operator
- Fully licensed or accredited, for example Qualmark, Green Globe, ISO accredited
- Having booking systems in place
- Brochures - Most established operators have a consumer brochure (either with or without prices) and then have a more detailed manual / brochure / sales kit that includes a company profile, professional affiliations, wholesale rates, how to book, terms and conditions, cancellation policy, how to sell their product / key selling points, a DVD or video, and a CD ROM of images.
- Website - Having a web site is also good (although not essential), especially in this market where so many people are web savvy and seek information, book and buy on the internet.

This Market Development Guide includes contact details for key travel companies in Canada.

Company details include:

- Company name
- Contact people and titles
- Address, phone, fax, email and web contacts
- A short company biography
- Special interest product areas
- Sales breakdown
- Month of brochure production
- Business structure

Directions to each company's location can be derived from web sites such as www.yahoomaps.com , www.mapquest.com , www.google.com

We strongly suggest that you ask for directions at the time of scheduling appointments.

Making Appointments

- Average four appointments per day allowing travel time (distances can be deceiving)
- Contact via phone, fax or email to make appointments at least 3 weeks in advance

- Avoid peak operational season (Oct – Feb), dates of TRENZ, ATE and BULA (generally May – June)

Things to consider when making appointments:

- Established contacts from TRENZ and companies you are already getting bookings from.
- Who is your target audience, and who would you like to do business with?
- Geographic region in USA/Canada.
- Special interest product areas. Establishing the right fit between your product and what the wholesaler sells is essential.
- Your product profile.

Steps when using this guide:

- Look through the Key Contacts pages
- Locate the geographic region you wish to visit
- Make a list of the wholesale companies you are most interested in

Disclaimer:

Tourism New Zealand has attempted to ensure that the information contained in this guide is correct, however we cannot guarantee its total accuracy, and recommend that users of this publication confirm information independently.

In preparing this document, Tourism New Zealand has not investigated the financial status nor does it have access to the day to day financial status of any wholesaler, supplier, operator or organisation referred to in this document. Users of this guide are advised to use the same discretion that they would normally prior to entering any transaction with any wholesaler, supplier, operator or organisation.

Sample Itineraries

The following are sample itineraries outlining how many appointments you can practically achieve in a set period on the West Coast, Midwest and East Coast. An average of four appointments per day is generally achievable depending on location

Remember to schedule an appointment with Tourism New Zealand in Los Angeles and/or New York at the beginning of your itinerary for the most up to date market brief. This is also an opportunity to update Tourism New Zealand on your product.

Wholesale companies below are listed as examples only.

Canada in four days		
Day	City	Wholesalers
1	Vancouver	Goway groups, Boomerang Tours (formally Holiday House), Flight Centre
2	Vancouver - Edmonton	Fly to Calgary, Andersons Vacations

3 Edmonton – Toronto Fly to Toronto, Butterfield & Robinson, Boomerang Tours

4 Toronto Goway, Down Under Travel, Vision 2000

Federal and public holidays CANADA

	2009	2010
New Years Day	Jan 1	Jan 1
Good Friday	Apr 10	Apr 2
Easter Monday	Apr 13	Apr 5
Victoria Day	May 18	May 24
Canada Day	July 1	July 1
Labour Day	Sep 7	Sep 6
Thanksgiving Day	Oct 12	Oct 11
Remembrance Day	Nov 11	Nov 11
Christmas Day	Dec 25	Dec 25 (observed Dec 24)
Boxing Day	Dec 26	Dec 26 (observed Dec 27)

BUDGETING FOR YOUR TIME IN MARKET

As a general guide, Tourism New Zealand suggests the following costs:

Accommodation: \$150 - \$250 CAD per night
Meals: \$50 CAD per person per day
Taxis and tips: \$50 CAD per day

To convert NZD\$ to North American currency visit www.xe.com for an up to date world currency conversion

The rates listed above are only approximations. Rates will vary with accommodation, depending on seasonality, and also the location of the area visited.

Tax

Sales taxes are set by most individual provinces, and they can range anywhere from 4% to 8.25%, which is payable on almost all goods and services; however unlike GST in New Zealand, sales tax are not factored into the marked price.

Many states and cities levy hotel taxes, usually as a percentage of the room rate. When you make room reservations, ask how much tax will be added to the basic rate.

Helpful Hints:

- Make contact whilst in New Zealand to schedule appointments
- Arrive on time, if travelling alone, consider renting a vehicle with navigation system installed, such as the Never Lost system supplied by Hertz. Alternatively use online mapping programs such as www.mapquest.com.
- Know what commission levels you offer. Most wholesalers anticipate 25%. This allows wholesalers to offer an expected 10% commission to travel agents.
- Know your company booking procedures
- Have in mind some negotiating tools, such as famils, upgrades, and higher commission goals
- Wholesalers are always interested to hear about others who are successfully selling your product.
- Use this guide to look up wholesaler's websites, to see their current product range and focus before scheduling appointments.
- Elaborate upon what differentiates your product from others in the market place, what are the unique selling points and core messages which you wish to convey?

Bring with you:

- Business cards, include your email address and website
- Copies of your brochure, and if applicable product directory
- NETT rates with a copy for the wholesaler. Provide GROSS selling rates if necessary.
- A clearly labelled photo CD-Rom for brochure purposes
- Information on current specials or incentives for reservations staff
- Any media releases
- Photos, power point presentation (if applicable) and DVD/Video (NTSC)

Important:

To be successful in the North American marketplace you will need to maintain contact with your targeted wholesalers. You will need to be visible in the market at least annually. Be prompt to respond and keep in communication. By doing so you will gain the confidence of the wholesaler and ensure them of the quality and care you provide to them as a customer but also to their highly valued clients as well.

Getting to and around North America

From New Zealand:

In New Zealand contact your local sales office at Air New Zealand or Qantas Airways.

We recommend you compare the cost of sector air passes throughout the US purchased within New Zealand against the price of some of the lower cost US domestic carriers online through online booking sites (www.expedia.com , www.orbitz.com) such sites can also be used for booking rental cars and hotel accommodation.

International Airline contacts serving New Zealand in USA / Canada:

Air New Zealand: 1 800 262 1234
 Air Pacific: 1 888 227 4446
 Air Tahiti Nui: 1 877 824 4846
 Qantas Airways: 1 800 227 4500

Domestic Airline contacts in USA / Canada:

American Airlines	1 800 433 7300	Continental Airlines	1 800 525 0280
Southwest Airlines	1 800 435 9792	United Airlines	1 800 864 8331
Alaskan Airlines	1 800 252 7522	Jet Blue	1 800 538 2583

Major Car Rental companies:

Alamo	1 800 327 9633	Avis	1 800 331 1212
Budget	1 800 527 0700	Enterprise	1 800 261 7331
Hertz	1 800 654 3131	National	1 800 227 7368
Thrifty	1 800 367 2277		

Airport Arrival Transportation:

Canada	Approximate cost in \$CAD	Approximate cost in \$CAD
From	Taxi	Shuttles
Vancouver (YVR)	\$35.00	\$13.50
Edmonton (YEG)	\$35.00	\$15.00
Toronto (YYZ)	\$50.00	\$20.00
Montreal (YUL)	\$35.00	\$14.00

Maps and driving directions

www.mapquest.com

www.googlemaps.com

www.yahoomaps.com

Recommended Web Sites

The following sites offer online bookings, and comparisons of costs for accommodation, rental vehicles and flights throughout North America

Orbitz www.orbitz.com

Travelocity www.travelocity.com

Expedia www.expedia.com

Side Step www.sidestep.com

Shipping

Check with your local shipping couriers. Always request door to door shipping including customs clearance. Keep copies of air bills or invoices with you while travelling to assist you when tracking lost packages.

Mobile Phones & Calling Cards

Telephone calls and / or using the Internet from your hotel room can be expensive. The best alternative is to purchase an international calling card or similar whilst in North America. To call New Zealand from Canada dial 011 64, and then the number.

Finances

Cash – Hotels do not exchange foreign cash currency. It is advisable to have small denominations of CAD\$ cash on arrival. This includes CAD \$1 bills for tipping.

EFTPOS Cards (ATMS) and Credit Cards

If you carry an EFTPOS card with the symbols VISA, MASTERCARD, PLUS, INTERLINK, STAR, GLOBAL, CIRRUS, or ACCESS on the back then you are able to access your bank account directly

from Canada. A bank fee of approximately CAD\$2 will be charged per transaction. AMEX, Visa and MasterCard are the preferred credit cards. Diners Club usage is more limited.

Travellers Cheques

Travellers Cheques should be issued in CAD\$, which can then be exchanged at almost any hotel, and many stores and restaurants with your passport as proof of identification.

Identification

If you anticipate extending your trip to include other cities please bring a separate ID photo other than your passport. Should you lose your passport you will not be able to fly domestically without some form of identification.

Tipping

It is customary to tip in Canada.

Hotel & Airport Porters	\$1 per piece of luggage handled
Restaurants and Bars	15 - 20% of total bill, based on service
Room Service	15 - 20% (Check that it has not been included in the bill)
Taxis	15 - 20%
Hair / beauty salons	15 - 20%

Feedback

All care has been taken to make the 2009 North American Market Development Guide as up to date as possible, your feedback on the guide is appreciated to help TNZ better equip the New Zealand industry on the North American marketplace.

Please let Tourism New Zealand know if any information in this guide requires updating. Feedback and comments can also be emailed to laxinfo@tnz.govt.nz