

Tips for working in the export tourism market

Tourism New Zealand work with New Zealand tourism operators to help market their businesses offshore through international trade events and marketing alliances, as well as through the international media and trade familiarisation programme.

It is important for operators to be ‘internationally trade ready’ if they wish to participate in these activities. Below are some things to consider, however Tourism New Zealand encourages tourism operators to educate themselves independently on the importance of this channel.

- **Is your product well developed in New Zealand?** Do you have an established client base and have you been successful in marketing your business domestically?
- **Have you got a clearly identified target market?** It is important to know who you are targeting with your products. Do you understand your target market and their needs?
- **Do you have a website and an efficient booking process?** Is your website easy to use and does it include accurate information on your services? Consumers and travel agents expect same day booking confirmations and prompt responses to their queries. What arrangements do you have in place to meet this requirement?
- **Does your pricing structure include commission?** The international travel trade require a commission from your retail rate in order to market and sell your product. It is important to have a clear understanding of what trade channels you want to work with and what commission you are prepared to offer.
- **Do you have appropriate marketing materials?** These could include brochures targeting consumers and travel agents, a product manual including terms and conditions, great images showcasing your products and a comprehensive website. If you are targeting a foreign language market, will you translate your marketing material?
- **Are you working with your local Regional Tourism Organisation (RTO) and i-SITE?** It's important to start with the basics. Having good relationships with your RTO and local i-SITE Visitor Centre is fundamental to the ongoing success of your business.
- **Do you have the appropriate health and safety standards in place?** Adventure Activities Regulations came into force to improve safety and reduce harm in the adventure activities sector. As of 1 November 2014 all adventure activities operators must pass a safety audit and be registered. For more information please visit worksafe.govt.nz

- **Do you have your Qualmark rating or endorsement?** Industry accreditations assure your customers that you manage a quality business and that they can trust the experiences you offer.
- **Have you participated in TRENZ and started building relationships with inbound tour operators?** TRENZ is one of the best ways to start getting to know the offshore travel trade, the types of products they're looking for and whether your product fits their needs. If you plan to work with wholesalers, you'll also need to have existing relationships with inbound tour operators (ITOs) in New Zealand.

The **Tourism Export Council of New Zealand (TECNZ)** also offers operators resources and guidance including a guide on how to work with Inbound Tour Operators.