

Need more information?

There are a range of resources available to tourism operators online and through business assistance organisations and industry associations.

Business resources

Find resources online

Getting good advice from specialists can improve the performance of your business and allow you to focus on the areas of your business that need it most. www.business.govt.nz is the New Zealand Government's website with resources to help New Zealanders start, manage and grow their businesses. The website has a range of information on marketing for small businesses including marketing tips and websites/e-business.

New Zealand Trade and Enterprise also has a range of advice and assistance on its website for New Zealand businesses looking to grown internationally. Check them out online at www.nzte.govt.nz.

Talk to biz

Biz is a specialist business information and referral service for New Zealanders in business. This Government-run initiative offers free advice, contacts, training and information to help you develop your business.

To find your nearest biz centre contact an adviser on 0800 42 49 46.

Join an industry association

The [Tourism Industry Association \(TIA\)](#) is the national industry association for tourism businesses. As well as being an active voice for the tourism industry, TIA provides training and development events, industry support groups and a weekly email newsletter with valuable tips, news and advice for tourism businesses.

The [Tourism Export Council of New Zealand](#) (formerly Inbound Tour Operators Council) is another large New Zealand tourism industry association that offers professional development, support and networking opportunities for both inbound tour operators and the companies that supply them with products. The annual conference and meetings offer an opportunity to hear from many experts from across the tourism industry, including Tourism New Zealand representatives.

Seek help from the Māori Business Facilitation Service

This service, set up by Te Puni Kokiri (the Ministry of Māori Development), provides advice, guidance and facilitation services essential to developing a new or existing business. The Facilitation Service matches Māori business people with an Accredited Business Mentor who acts as an adviser, and helps them develop their business or business idea. [Find out more on their website.](#)

Research

Access latest visitor data

The Ministry of Business, Innovation and Employment's [Tourism Strategy Group research website](#) provides detailed statistics and analysis of our international and domestic tourism markets, including visitor arrivals, visitor behaviour, regional spread and more. See our Research section for [more information on the data available from the Tourism Strategy Group research programme](#).

Statistics New Zealand publishes the monthly international travel and migration statistics, as well as a range of other data that may help with your business planning. Visit www.stats.govt.nz.

Talk to your RTO

Your local regional tourism organisation (RTO) may be able to provide you with research specific to your region. The Ministry of Tourism's website has a [full list of New Zealand RTOs](#), including contact details.

Publications

Check out the tourism trade publications

Tourism Business is a bi-monthly magazine featuring news and business advice for tourism businesses, including columns from industry leaders, industry news and reports on major industry events. Find out more at www.tourismbusinessmag.co.nz.

Inside Tourism is a weekly e-newsletter that covers latest news from across the New Zealand tourism industry, commentary on trends and issues and editorials from industry leaders. Find out more at www.insidetourism.com.