



**NorthlandInc**

Growing Northland's Economy  
Kia tupu ai te ōhanga o Te Tai Tokerau

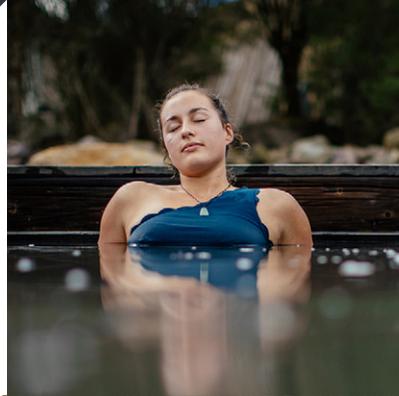
# Tai Tokerau Northland

## Tourism Operator Toolkit





David Kirkland



Whangarei District Council

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# Foreword

**Tai Tokerau Northland has many advantages when attracting domestic and international visitors to a region. We have a strong proposition through our rich history and Māori culture, contrasting coastlines, subtropical pathways and ancient living forests combining to provide awe-inspiring experiences. We also have New Zealand’s biggest domestic market, Tāmaki Makaurau Auckland, on our back doorstep.**

However, it is not enough to rely on these alone and assume our job is done. Creating a memorable and quality visitor experience requires commitment, a focus on outstanding hospitality and manaakitanga, and the collective effort of the local industry. In this toolkit we have aimed to provide a one-stop-shop for anyone looking to get started in the tourism industry, or to improve their business practices. We have recognised a need to bring together the wide range of resources, knowledge, and tools, that assist you in creating a successful tourism business, in one place.

The visitor economy is one of the top contributors to GDP and employment in Tai Tokerau Northland. As the Economic Development Agency and Regional Tourism Organisation, we aim to support and enhance the industry through partnerships, destination management and marketing, and representation of the Tai Tokerau Northland Tourism Industry on national and global platforms. We want to see a tourism sector that contributes to a prosperous and thriving Tai Tokerau Northland, through economic, social, cultural and environmental benefits.

We encourage you to delve into the resources offered in this toolkit, to seek further knowledge as applicable to your individual business and to form strong relationships with your local and regional business peers. As a collaborative collective we can achieve far more, and we look forward to working with you as we grow the holistic value of the visitor economy in Tai Tokerau Northland.

# Northland Inc

## Who is Northland Inc?

**Northland Inc is the Economic Development Agency (EDA) for Northland. Northland Inc is a Council Controlled Organisation (CCO) and a limited liability company owned by Northland Regional Council, Far North District Council and Kaipara District Council. The organisation is funded through an operational contribution from all councils of the region and is project funded through public and private agencies, with central government being the next largest contributor.**

Northland Inc has a governance board of six Directors appointed for three years or as otherwise specified from time to time by shareholders. A Chair is chosen by the Directors. Operational activity is led by the Chief Executive Officer.

Northland Inc supports the tourism industry through a range of activities across the organisation including destination management and marketing, insights and information, advocacy, infrastructure and product development, investment, and business support services.

## Vision and Mission

### - WHAKATAUKI -

**“He pukepuke moana, e ekengia e te waka”  
A choppy sea can be navigated.**

The coast is synonymous with Tai Tokerau Northland and suggests that although there are challenges, we can overcome them with intent.

### - VISION -

An economy that supports a prosperous and thriving Tai Tokerau Northland that respects all people, past, present, and future, and cares for the environment we all share.

### - MISSION -

To identify and focus on those activities and relationships that will strengthen, diversify, and grow Tai Tokerau Northland economy to help achieve equity and environmental sustainability.

## What is the RTO?

Within Northland Inc sits the Regional Tourism Organisation (RTO) for the Tai Tokerau Northland region. We are one of 31 RTOs across the country and work closely with industry and a number of key stakeholders, both nationally and regionally, to provide a vital channel for delivery of national policies, initiatives and development at a local level. This includes a close working relationship with Tourism New Zealand as our National Tourism Organisation and Ministry of Business, Innovation and Employment as our sector's identified central government ministry.

All RTOs are committed to the New Zealand-Aotearoa Government Tourism Strategy 2019, and are working to support the aspiration of enriching New Zealand communities through sustainable tourism growth.

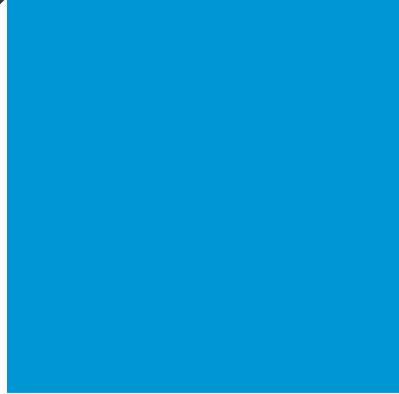
Tai Tokerau Northland's RTO is responsible for destination management and marketing, with the seven main focus areas of; industry engagement, product development, domestic marketing, destination development, events, digital visibility, and data and insights. The RTO undertakes activity designed to increase awareness and improve the proposition of the region as a destination of choice for visitors, whilst also working to address seasonality and achieve a wider dispersal of visitation throughout the region.

The objective of the RTO is to build a stronger year-round tourism sector where the economic, social, cultural, and environmental benefits of tourism are spread widely throughout Tai Tokerau Northland through the following actions:

- Increasing Tai Tokerau Northland's presence and profile in domestic markets.
- Maintaining and developing trade relationships inside New Zealand and offshore through virtual connection, and the development and supply of motivating destination content for delivery to third party channels.
- Presenting an expanded range of Tai Tokerau Northland experiences to consumers, through influencing wholesaler programmes and training frontline staff.
- Gaining better domestic market cut-through and profile for the main 'sub-regional' destinations within Tai Tokerau Northland, using social and digital tools.
- Maximising the use of PR and media activity to raise domestic, and where appropriate, international consumer awareness.



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## Northland Inc plans and resources

### Destination Management Plan (DMP)

In May 2020, a new partnership was formed with a Memorandum of Understanding (MOU) signed between the Te Au Mārie Sester-centennial Trust, Te Hiringa Trust & Business Promotions, Northland Inc., and Te Puni Kōkiri Taitokerau, to align the objectives of each organisation to co-create and implement a Destination Management Plan unique to Taitokerau Northland.

The vision of this partnership is consistent with the Taitokerau Northland Destination Management Plan (TNDMP) objective, which is;

“To enhance the value of our visitor experiences in collaboration with iwi, hapū and stakeholders, for the benefit of our communities, businesses, the environment, and future generations”

The Destination Management Plan contains a range of actions under seven overarching focus areas; insights, leadership, infrastructure, capability, product development, environmental stewardship, and marketing.

➔ [www.northlandnz.com/northland-inc/regional-initiatives/regional-tourism-organisation/destination-management/](http://www.northlandnz.com/northland-inc/regional-initiatives/regional-tourism-organisation/destination-management/)

### Tai Tokerau Northland Economic Action Plan (TTNEAP)

The Tai Tokerau Northland Economic Action Plan was developed in response to a 2015 Growth Study that identified economic opportunities to grow investment, jobs and incomes from key sectors in the region.

The Action Plan brings over 80 projects together, under six sector-based workstreams; logistics and infrastructure, digital, skills and capability, land and water, visitor industry, and high-value manufacturing, which contribute to transforming Northland’s economy and social development. The Action Plan was refreshed in 2019 and includes an update on completed projects.

### Northland Inc Corporate Documents

The Northland Inc Annual Report and Statement of Intent are published on the Northland Inc website each year.

To learn more about Northland Inc workstreams and projects, or view the full documents for the above plans and resources, please visit our website. You can also get in touch with the RTO team by emailing [tourism@northlandnz.com](mailto:tourism@northlandnz.com) or phoning 09 438 5110.

[www.northlandnz.com/northland-inc](http://www.northlandnz.com/northland-inc)

# Tourism in Tai Tokerau Northland

## Current position

### Statistics

#### Tourism Spend in Northland

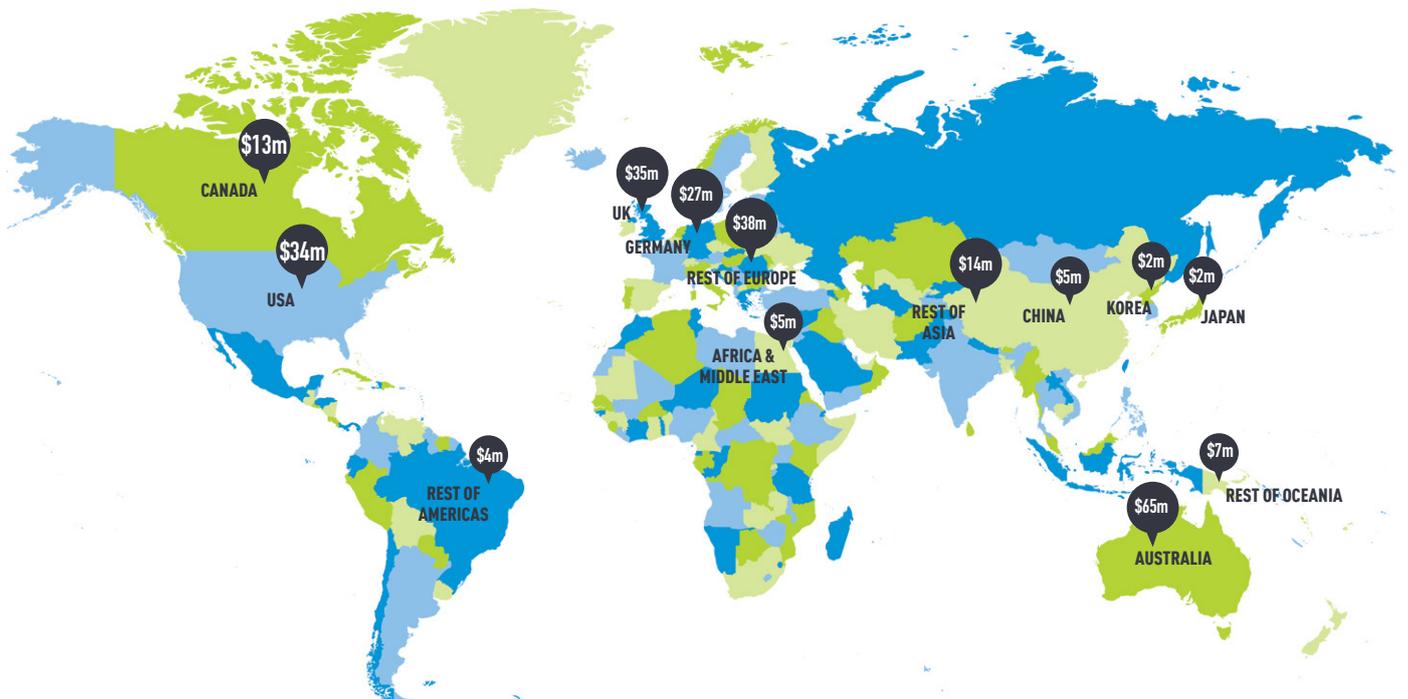
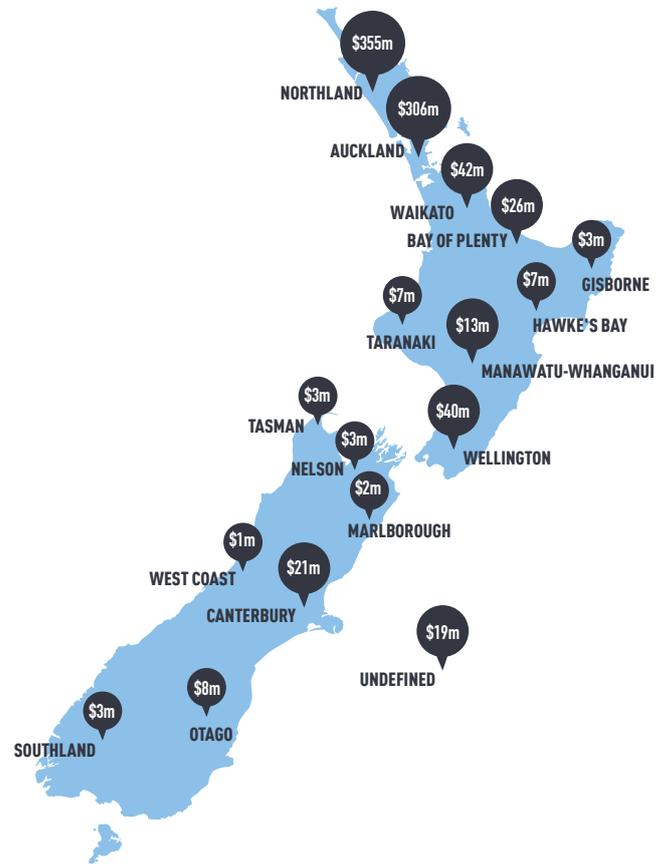
Since 2017, annual tourism spend in Northland has exceeded \$1 billion (Infometrics, July 2021).

#### Tourism spend by key market

Determined by the make up of visitor spend in Northland pre COVID-19, the key international markets are: Australia, UK, Rest of Europe, USA and Germany. Key domestic markets by visitor spend are: Auckland, Northland, Waikato, Wellington, Canterbury and Bay of Plenty (Monthly Regional Tourism Estimates, 2019).

Total Tourism Expenditure

Year	Northland Region		New Zealand	
	Level	% change	Level	% change
2015	\$910m	13.0%	\$22,559m	12.5%
2016	\$988m	8.6%	\$25,355m	12.4%
2017	\$1,058m	7.2%	\$26,231m	3.5%
2018	\$1,130m	6.7%	\$28,449m	8.5%
2019	\$1,109m	-1.9%	\$29,467m	3.6%
2020	\$1,119m	0.9%	\$29,885m	1.4%



### Tourism GDP and Employment in Northland

Tourism is the 6th highest industry contributor to Northland GDP and accounts for approximately 10% of employment in the Northland region (Infometrics, July 2021).

Tourism GDP relative to other industries - 2020

Industry	Northland Region		New Zealand	
	Level	% change	Level	% change
Manufacturing	\$1,339m	15.7%	\$30,680m	9.5%
Agriculture, Forestry and Fishing	\$884m	10.4%	\$16,095m	5.0%
Health Care and Social Assistance	\$641m	7.5%	\$19,181m	5.9%
Rental, Hiring and Real Estate Services	\$629m	7.4%	\$20,988m	6.5%
Construction	\$607m	7.1%	\$21,065m	6.5%
Tourism	\$577m	6.8%	\$16,400m	5.1%

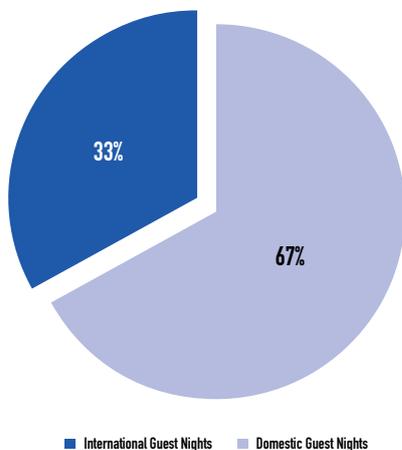
Tourism employment relative to other industries - 2020

Industry	Northland Region		New Zealand	
	Level	% change	Level	% change
Health Care and Social Assistance	\$9,554m	12.5%	\$255,006m	9.8%
Construction	\$8,583m	11.3%	\$253,915m	9.8%
Agriculture, Forestry and Fishing	\$8,046m	10.6%	\$140,565m	5.4%
Tourism	\$7,856m	10.3%	\$225,384m	8.7%

### Guest nights by origin in Northland

Prior to COVID-19, international guest nights made up on average 33% of total guest nights in Northland (Commercial Accommodation Monitor, Sept 2019).

Guest nights in Northland region by origin (Sept 2019)





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## Data sources

Most data for the tourism industry can be found in the Ministry of Business, Innovation and Employment's Tourism Evidence and Insights Centre.

↳ [www.teic.mbie.govt.nz](http://www.teic.mbie.govt.nz)

### Accommodation Data Programme

The Accommodation Data Programme (ADP) replaced the Commercial Accommodation Monitor which was discontinued in 2019. The ADP provides information about short-term accommodation activity at national, regional, and territorial authority levels.

If you are an accommodation provider we strongly recommend signing up for the ADP. The data provided by the ADP assists in decision making, as well as better advocacy and representation for the accommodation sector. Email [tourism@northlandnz.com](mailto:tourism@northlandnz.com) for information.

↳ [www.freshinfo.shinyapps.io/ADPReporting](http://www.freshinfo.shinyapps.io/ADPReporting)

### Tourism Electronic Card Transactions

The Tourism Electronic Card Transactions (TECT's) replaced the Monthly Regional Tourism Estimates in 2020 due to the impact of Covid-19 undermining the existing method of estimations.

The TECT's now reflect electronic card transactions in New Zealand related to tourism, and only represent a part of tourism spending in New Zealand. The TECT's help us to determine and compare trends and patterns in spending in the region.

↳ [www.mbie.govt.nz/immigration-and-tourism/tourism-research-and-data/tourism-data-releases/tourism-electronic-card-transactions](http://www.mbie.govt.nz/immigration-and-tourism/tourism-research-and-data/tourism-data-releases/tourism-electronic-card-transactions)

### Tourism Industry Aotearoa (TIA) Domestic Satisfaction Report Series

New Zealanders are spending more time on holiday in their own country and are really enjoying their experiences. TIA have been commissioning these reports since 2018, with increased frequency since 2020.

TIA's latest Domestic Visitor Satisfaction survey, carried out by Angus & Associates, has found that in the year to March 2021, three in four Kiwis travelled domestically for a holiday or short break. The number of trips lasting seven days or more increased to 19%.

The pandemic has changed where Kiwis visit, with a decline in travel to Auckland and more trips to Canterbury, Queenstown and Palmerston North/Manawatu.

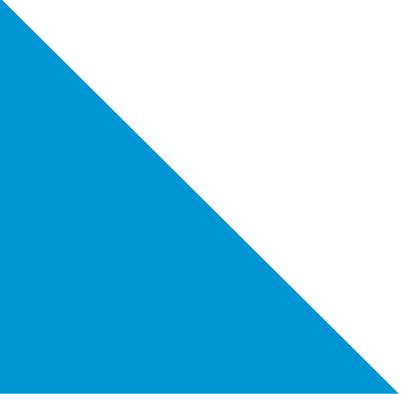
Overall satisfaction with their holiday rated at 8.7 out of 10, consistent with the year to March 2020.

↳ [www.tia.org.nz/resources-and-tools/insight/domestic-satisfaction-report](http://www.tia.org.nz/resources-and-tools/insight/domestic-satisfaction-report)

### Tourism New Zealand Data and Insights

Tourism New Zealand works with innovative partners to produce tourism data, insights, and consumer research to help New Zealand businesses market effectively to domestic and international visitors.

↳ <https://insights.tourismnewzealand.com>



## Tai Tokerau Northland proposition

Tai Tokerau Northland has a highly varied range of experiences and attractions that entice visitors. We appreciate that despite our best efforts, it's near impossible to include all the reasons a visitor would want to choose Northland for their next holiday. The following introduction to Tai Tokerau Northland forms the basis of our regional proposition, for both international and domestic markets.

### Marketing proposition

Spectacular yet diverse coastlines, marine reserves, ancient kauri forests, and two oceans that collide make Tai Tokerau Northland – New Zealand's northernmost, and only subtropical, region – an unmissable destination.

Just north of Auckland, Tai Tokerau Northland's longer summers and milder winters attract thousands of visitors year-round. Not only is Tai Tokerau Northland beautiful, it's also a place of deep cultural and historical significance, and the location where New Zealand's two peoples, Māori and Pakeha, first came

together. The east coast dominated by sparkling harbours, long stunning stretches of white sand beach and sheltered bays contrasts with the rugged, soulful and unspoiled coastline off the west coast. The Bay of Islands is an aquatic mecca, and the Poor Knights off the Tutukaka Coast has been rated by dive expert Jacques Cousteau as one of the top-ten dive sites in the world.

In a region with some of New Zealand's most recognised visitor icons and attractions, Tai Tokerau Northland also has lesser travelled roads that are equally worth a visit. Get off the main route and enjoy the Northland Journeys, for people wanting to discover our hidden gems. Superb walking tracks and a coast-to-coast cycle trail offer other ways to journey through the region, revealing diverse and stunning scenery, with magnificent views and unique landscapes.

We welcome you to Tai Tokerau Northland and know you'll find something special here.

### Marketing Pillars



## Northland brand resources

As an operator, you can access a number of resources to align your marketing, leverage our activity and participate in our campaigns.

### Images and video

Northland Inc has brand elements and resources available to assist you in your marketing. Head to the Visual Library on our website.

↳ [www.northlandnz.brandkit.io](http://www.northlandnz.brandkit.io)

### Northland Style

Northland Style is a campaign brand style primarily targeted at the domestic audience. It demonstrates authenticity and uses an unassuming, cheeky, and real character to deliver a brand promise of “Here in Northland, we do things Northland Style”.

You can access the Operator Toolkit for Northland Style on our website.

↳ [www.northlandnz.brandkit.io](http://www.northlandnz.brandkit.io)

### Northland Journeys

The development of the Northland Journeys began following a report completed in 2015 on revitalisation of the Twin Coast Discovery Highway touring route through greater sub-regional differentiation within Northland.

Rather than reinventing the 800km route, Northland Journeys expanded the route from one highway into a set of byways known as ‘Journeys’. These are designed as an overlay to offer visitors - ideally repeat visitors to the region - richer and easier journeys to enjoy (each being 50 to 150km in length) at a pace that results in a better sense of connection to our region. These journeys have grown from an initial focus on road-based journeys to now include cycle trails, walking tracks and even journeys on water proving to visitors that there are so many ways to travel around and enjoy getting to know Northland.

Northland Journeys have been completed in partnership with local communities and business associations. Auckland Unlimited has also facilitated the development of two Auckland Journeys which cover the beginning and end sections of the Twin Coast Discovery Highway. The Northland Journeys are an ongoing platform and framework for development within the region.

You can view the Northland Journeys on our website. Please get in touch by emailing [tourism@northlandnz.com](mailto:tourism@northlandnz.com) if you are interested in finding out more about how you can use the Northland Journeys or if you would like to join the working groups that contribute to annual content updates.

↳ [www.northlandjourneys.co.nz](http://www.northlandjourneys.co.nz)

## New Zealand brand story

Development of the New Zealand Story was led by Tourism New Zealand, New Zealand Trade & Enterprise and Education New Zealand with extensive input from over 200 leaders from the primary sector, manufacturing, Māori, export industry, education and wider government services; through a series collaborative and robust private and public sector workshops. The story was then tested for relevance and authenticity in a range of international markets across both business and consumer audiences.

The New Zealand Story Group has been set up to enhance New Zealand’s reputation beyond natural beauty. In a competitive global economy, reputation matters. And it’s important for a country like ours, with an economy that relies on the strengths of its exports, to continue to grow and diversify. The more we can do to ensure we’re all telling a broad, compelling and aspirational story about New Zealand, that’s grounded in our values and resonates with the world, the greater chance we have of attracting people to all that we offer. Put simply, we need to make New Zealand famous for more good things.

The New Zealand Story is the tool to cohesively sell New Zealand to the world.

The New Zealand Story Group has developed tools, insights, workshops and more, to help you share your story with the world. These can be found on the NZ Story website.

↳ [www.nzstory.govt.nz](http://www.nzstory.govt.nz)



# Business information

**This section details some of the information available for creating and marketing a quality tourism product and business. A range of tools and expert advice on everything you need to know to start up a business in New Zealand, including employee contracts to health and safety requirements to how to undertake market research is available on the [business.govt.nz](http://business.govt.nz) website.**

↳ [www.business.govt.nz](http://www.business.govt.nz)

The Investment, Infrastructure and Business Support team at Northland Inc are also available to assist you in all areas of business, from start up, to growth, to innovation and investment. Visit our website or reach out to [growth@northlandnz.com](mailto:growth@northlandnz.com).

The Ministry of Business Innovation and Employment also has information on support for businesses.

↳ [www.mbie.govt.nz/business-and-employment/business/support-for-business/](http://www.mbie.govt.nz/business-and-employment/business/support-for-business/)

## Business planning

Having a business plan is a necessary step for any successful tourism business. A business plan helps you set goals for your business, and plan how you are going to reach them. This will include the products or services your business will offer and how you will deliver them. It should include a budget, as well as

identifying your revenue streams, and determining a pricing structure that will enable you to cover your expenses as well as make a profit.

It's a good idea to identify your unique selling proposition (USP), or the reason you expect customers to choose you over other options. You may analyse other competing businesses to determine how you will stand out from the crowd, or you may like to utilise one of many business model planners like the Business Model Canvas to develop a new or alternative business model to your competitors.

A SWOT analysis will help you understand your businesses strengths, weaknesses, opportunities, and threats, and when used to analyse your competitors, it will also help you form an understanding of the market you are operating in.

The most important part of creating a business plan is to understand it is a living document. Expect to review it regularly, make improvements or changes when necessary, and celebrate your successes and milestone achievements.

The [business.govt.nz](http://business.govt.nz) website provides helpful business planning templates and the business growth advisors at Northland Inc can also support you in starting and growing your business, through personalised business action plans, and expert training and advice through channels such as the Business Mentors Programme and the Regional Business Partner Network.

↳ [www.northlandnz.com/northland-inc/resource-hub-documents/quick-focus/](http://www.northlandnz.com/northland-inc/resource-hub-documents/quick-focus/)

# Marketing

**A marketing strategy is equally as important for a tourism business as a business plan. Your marketing strategy can help you identify and leverage opportunities to promote your business and help you to achieve the goals laid out in your business plan.**

It should detail your marketing objectives, target markets, your unique selling proposition (USP), key marketing messages, brand story and voice, key channels and activity, and the annual budget you expect to invest in marketing activities.

Think about how you will measure the success of your marketing activities, how you will track progress on your marketing objectives, and how often you will review your marketing plans.

There are plenty of free online marketing resources and courses, especially for quickly evolving channels like social media and digital marketing. Digital Boost is one of these. You can also access professional expertise for developing your marketing plan through the Regional Business Partners Network.

↳ [www.digitalboost.co.nz](http://www.digitalboost.co.nz)

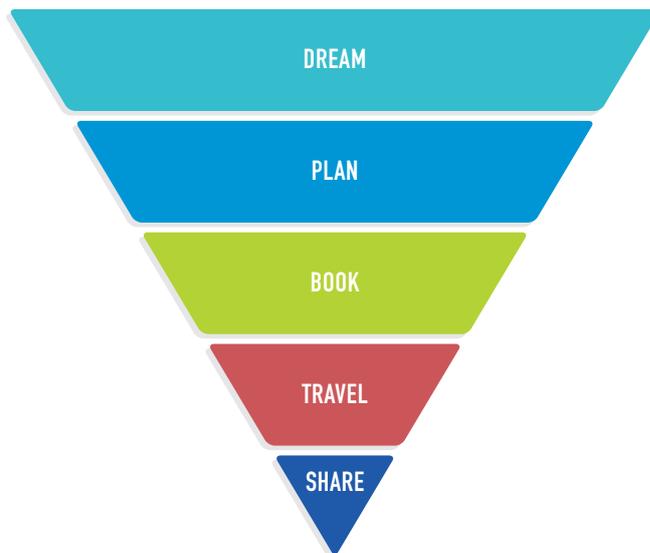
↳ [www.regionalbusinesspartners.co.nz](http://www.regionalbusinesspartners.co.nz)

## Northland Inc Marketing Prospectus

Northland Inc provides a range of advertising options to help local tourism businesses promote themselves to domestic and international visitors. These include promotional opportunities within the Northland Visitor collateral, featured listings and directory listings on [www.northlandnz.com](http://www.northlandnz.com), and the opportunity to be promoted at international trade events by joining the Northland International Marketing Group.

To find out more about opportunities to market your business through Northland Inc or to request a copy of our Marketing Prospectus please contact us at [tourism@northlandnz.com](mailto:tourism@northlandnz.com).

Visitor Decision Making Process



## The customer journey

Tourism New Zealand uses the “Dream, Plan, Book” funnel to model the customer journey in choosing New Zealand and subsequently booking New Zealand as their destination. You may like to think about how you can ensure you are marketing to customers along all parts of this journey.

## Identifying your target market

Identifying your target market plays a crucial role in making your tourism business successful. Without a clear target market, it is difficult to form an accurate marketing strategy or business plan. There are two main tools publically available for identifying target markets; the Domestic Growth Insights Tool, and the Tourism New Zealand visitor profiles.

### Domestic Growth Insights Tool

The Domestic Growth Insight Tool (DGIT) site was established by the Activating Domestic Tourism Working Group (spearheaded by Tourism Industry Aotearoa) in 2016 and purchased by Tourism New Zealand in 2020 with the research informing the data that sits behind the tool subsequently updated.

It supports in identifying which Kiwi leisure travellers you target, by understanding the holiday needs of the several audience segments that make up the domestic leisure travel market, from when they want to visit to their preferred type of accommodation.

The tool provides two main types of data. The domestic traveller segments give people a feel for the different types of domestic leisure traveller in New Zealand

while the main DGiT tool allows you to customise the data you see, seek answers to questions you may have, and develop your own personal visitor profiles.

↳ [www.dgit.nz](http://www.dgit.nz)

### **Tourism New Zealand Visitor Profiles**

Tourism New Zealand also provides information on visitor profiles, market statistics, sector specific information, and country and market information. This now also includes domestic market information. Visit the Tourism New Zealand website for this information.

↳ [www.tourismnewzealand.com/markets-stats/research](http://www.tourismnewzealand.com/markets-stats/research)

## **Website**

Websites play an essential role in every stage of the tourism marketing funnel, from dreaming to planning to booking. Many visitors have either planned or booked their tourism experiences prior to arriving in the region, and even those that book last minute or in-region may do so online anyway. Having a professional and high-quality website is important in ensuring you are able to successfully attract visitors to your tourism business.

At a minimum, your website should provide potential customers with easy to access information about your business and the products and experiences you offer. We recommend using a professional website design company to build your website. Factors to consider in the design and build of your website are:

- Use quality, compelling imagery.
- Create engaging written content that includes common search terms (Google has some helpful search engine optimisation (SEO) resources <https://learndigital.withgoogle.com/digitalgarage/course/seo-fundamentals>).
- Keep it simple, clear, and include strong calls to action.
- How will visitors find availability or book? Include or link to a booking calendar or include instructions for how to book.
- Make sure your website loads quickly and is optimised for mobile use.
- Secure a relevant domain name. Make it one that matches your business name, is easy to remember and easy to spell.
- Factor in the ongoing cost of maintaining and updating your website long-term.

## **Digital marketing**

Digital marketing covers any form of marketing that takes place online, on an app, and through digital channels, including search engines, social media, email, online advertisements, and more.

Up to 90% of people do all of their travel research online, and approximately 80% of people book their holiday travel online (Condor Ferries, 2021), so reaching the right audiences through the right channels is essential.

By maintaining a strong digital presence and undertaking effective digital marketing you will raise awareness of your product, remain front of mind, and create a strong and consistent online brand for your business.

Covering every digital marketing channel in this toolkit is impossible, so below we have provided information on the main channels that are applicable for New Zealand tourism businesses. There may be many more that you would like to explore, and Google is a good starting place to learn more.

The Regional Business Partner Network and Digital Boost are two options for accessing digital marketing capability building services. If you have questions about other ways to build your digital marketing knowledge please contact us at [tourism@northlandnz.com](mailto:tourism@northlandnz.com).

### **Google My Business**

Google My Business is essentially an online business card, where customers who search terms relevant to your business will be able to see key information about your business.

It's completely free, and allows customers to see your contact details, access key information like operating hours, view reviews and photos, and pinpoint your business on Google Maps.

We recommend setting up a Google My Business account if you haven't already, and set a periodic reminder to check your details are up to date and manage content like reviews and photos.

↳ [www.google.com/business](http://www.google.com/business)

### **NewZealand.com**

NewZealand.com is the official Tourism New Zealand website targeting both international and domestic audiences. It serves as the "travel guide" for New Zealand and receives significant paid and organic traffic through Tourism New Zealand campaigns.

Content on [newzealand.com](http://newzealand.com) is developed by the Tourism New Zealand team in collaboration with RTOs and other tourism bodies and is complemented by tourism business listings and product deals.

Listings are free and enable your business to reach the large audiences of visitors to the site. A helpful guide for setting up your profile and listings can be found at the footer of the registration page.

↳ [www.register.newzealand.com](http://www.register.newzealand.com)

### NorthlandNZ.com listings

The official tourism website for Tai Tokerau Northland is [www.northlandnz.com/visit](http://www.northlandnz.com/visit). This website showcases Northlands four key marketing pillars and four sub-regions, as well as tourism business listings, the Northland Journeys, and other key visitor information such as events, travel tips, information centres, and the digital version of our Visitor Guide.

Our business listings are created using an API feed from the NewZealand.com website. To list on our website simply create a free business listing on NewZealand.com. Listing on our website is a great way for tourism businesses to gain exposure in the competitive online travel market and increase online referrals, enquiries, and bookings. The visit section of the website received more than 240,000 pageviews between July 2020 and June 2021, so don't miss your chance to showcase your business to potential customers. Get in touch to find out about upgrading your listing to a featured listing by emailing [tourism@northlandnz.com](mailto:tourism@northlandnz.com).

### Social media

A social media presence is now an essential part of your digital presence. It can help you to target customers at all levels of the customer journey, as well as providing a platform for visitors to engage with your business and seek information on your products.

With so many platforms to choose from social media can seem overwhelming. As a starting point, we recommend you set up a business profile on Facebook and Instagram, and commit to mastering one platform at a time. You may choose to become active on other platforms relevant to the demographics of your audience once you have mastered the basics and allocated the time required to do so. Snapchat and Tiktok would be suited to a younger demographic for example, while Pinterest or Weibo might be suitable for niche or specific target markets and LinkedIn to the more corporate or business-focused market.

Thanks to scheduling apps, cross-posting between Facebook and Instagram, and making the most of User Generated Content (UGC), keeping up a consistent social media presence can become second-nature and easily incorporated into everyday business. Below are our top tips:

- Consistency is key. Commit to posting 1, 3 or 5 times a week and stick to it. Check on your platforms more regularly than you post and answer questions,

respond to comments and reshare short-lived content like stories you are tagged in.

- Plan your content in advance, and rinse and repeat the things that work well. Keep your content relevant to your business. You may like to use social media to showcase your unique selling points, answer FAQs, promote other complimentary activities or accommodation, and share beautiful inspiring visuals (of your business and location, of course!). Use UGC (with permission) to show social proof and broaden your range of content.
- Know your brand and stick to it. Set a tone of voice for your written content, keep a consistent style for images, and where possible incorporate your branding or brand colours. Avoid jumping on the bandwagon for trending topics like political views and social movements unless these are a core part of your business and you intend to maintain your activism in this area.
- Use platform features, like hashtags or location tags. Think of hashtags as search terms, and make them relevant to the information you are sharing. Newer features like story stickers and reels often get great engagement when they are first released so try out new features to see if they work for your business.
- Experiment and get creative! Social media is fleeting and constantly evolving. What worked yesterday may not work today so instead of resisting the change, move with it and enjoy the fun. Authenticity and genuine intention are key for a great social media presence so don't be afraid to make mistakes, engage with others and add personality.
- Consider paid media. Organic social media reach can plateau and paid advertising can offer you the opportunity to reach new potential customers.
- Use Facebook Business Manager to manage your Facebook and Instagram platforms, and check out Facebook Blueprint for free online courses to help build your capability on Facebook platforms.

↳ [www.facebook.com/business/learn](http://www.facebook.com/business/learn)

### Tourism New Zealand social media

Tourism New Zealand is active on a number of social media platforms including Facebook, Instagram and Youtube. One of the easiest ways to leverage Tourism New Zealand social media activity is to use relevant hashtags. You might like to use a campaign hashtag like #dosomethingnewnz to be seen by visitors who are engaging with the campaign on social media. Alternatively #nzmustdo is the official Tourism New Zealand hashtag, and posts tagged with this may sometimes be selected to feature on the Tourism New Zealand account, or you may like to tag @purenewzealand in your posts.

## Northland Inc social media

Facebook and Instagram are Northland Inc's core platforms for visitor content. Use the #northlandnz or tag @northlandnz in your posts to leverage our social media activity. Similarly, you might like to leverage our campaign work by using the hashtag #northlandstyle in conjunction with a clever tagline relevant to your business.

If you have active social media profiles with high quality visual content, or a lot of tagged and mentioned content, we encourage you to reach out to us about connecting to our content sourcing program Crowdriff. Crowdriff allows us to request rights to republish social media content you have posted, or that others have tagged and mentioned you in.

Our social media is designed to complement our paid campaign activity, as well as target specific segments of visitors in different parts of the customer journey. We aim to post inspiring, engaging and educational content that encourages visitors to choose Northland as a destination for their next trip.

↳ [www.facebook.com/northlandnz](http://www.facebook.com/northlandnz)

↳ [www.instagram.com/northlandnz](http://www.instagram.com/northlandnz)

## Branding and visual content

Having a clear and consistent brand helps visitor recognition of your product and business. Branding is more than just a logo, it incorporates the way you communicate with customers, the vision and mission of your business, the tone of voice you use, the style of visual content, the impressions and memories a customer retains when they interact with you, right down to the colours people associate with your business.

In motivating visitors to choose your product over the many other experiences on offer to them, having strong visual content is important. Professional imagery and video content is key to creating a good first impression for potential customers and quality visual content is one of the main building blocks of almost all successful marketing activity.

We recommend you include people in your imagery, so potential customers can imagine themselves in the experience. You may also want to include regional imagery, especially if you offer tours, and you should try to make your visual content as authentic and natural as possible.

If you would like to make your visual content available to your RTO for promotional and marketing opportunities, such as features on social media, to support media content, or to feature in marketing campaigns, please upload a selection to the link below.

↳ <https://upload.crowdriff.com>

Northland Inc has brand elements and resources available to assist you in your marketing, as does Tourism New Zealand.

↳ <https://northlandnz.brandkit.io>

↳ <https://visuals.newzealand.com>

## Collateral

Collateral typically refers to the range of printed sales and marketing materials however this may also refer to digital materials now too. Your marketing budget should allow for the creation of marketing material such as brochures, video content, posters, branded giveaways and specific collateral for any trade stands you plan to run.

When producing collateral consider the following:

- How and when will your collateral be distributed? How many copies/pieces will you need? What part will be visible when presented (i.e. in a brochure rack), and does this represent your product well?
- Who is your target market and what will appeal to them? What are the key words, visuals, and messages your target customer needs to hear and see?
- Are your contact and booking details clear?
- Is your branding recognisable? Will a potential visitor immediately recognise your business and product?
- What is your budget? Are you prioritising the collateral that will get you the best return on investment?
- Will you include pricing? Are there validity dates, or terms and conditions to include?
- Have you included recognisable accreditations and awards? Are these recent and relevant?
- Is there the opportunity to test the market with your collateral? Have you had another party proof-read and check for errors?

The way you will distribute your collateral will often guide design. For example, if a video will be used on your website, you may want to keep it brief and ensure the file size of the final product is not too large. For brochures, consider whether they will be used in brochure racks, at trade shows, or distributed by travel agents as this will affect the size and layout. Unusual shapes, sizes or layouts may be more expensive to display or limit your distribution options.

## Visitor information centres

Tai Tokerau Northland visitor information centres provide helpful information to visitors, encouraging them to do more and stay longer. Staff provide expert knowledge and friendly, personalised service to help visitors enjoy Northland.

Northland visitor information centres provide an opportunity for tourism businesses to promote and sell their products or services to visitors. Centres are stocked full of brochures on local tourism opportunities plus plenty of maps and inspirational photos of the region. Visitors often ask staff for recommendations, so it's worth making sure they are aware of what you have to offer.

### i-SITE Network

i-SITE is New Zealand's official visitor information network. The i-SITE New Zealand brand is owned and managed by Tourism New Zealand. The i-SITES in Tai Tokerau Northland are owned and managed by district councils.

### Tai Tokerau Northland Visitor Information Centres

#### Mangawhai Information Centre

216 Molesworth Drive, Mangawhai Heads, Mangawhai  
P: 09 431 5090  
E: mangawhaiinfo@gmail.com

#### Whangārei i-SITE

92 Otaika Road, Whangārei  
P: 09 438 1079  
E: info@whangareinz.co

#### The Hub Information Centre

91 Dent Street, Whangārei  
P: 09 430 1188  
E: thehub@whangareinz.com

#### Hokianga i-SITE

29 State Highway 12, Opononi, Hokianga  
P: 09 405 8869  
E: hokianga@fndc.govt.nz

#### Bay of Islands i-SITE

Paihia Wharf, Marsden Road, Paihia  
P: 09 402 7345  
E: paihia@fndc.govt.nz

#### Russell Information Centre

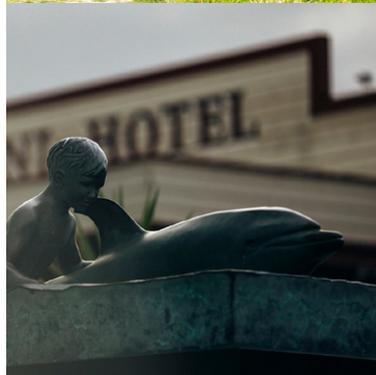
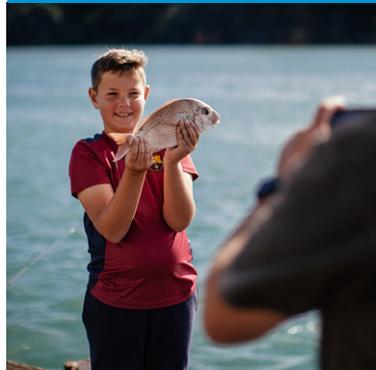
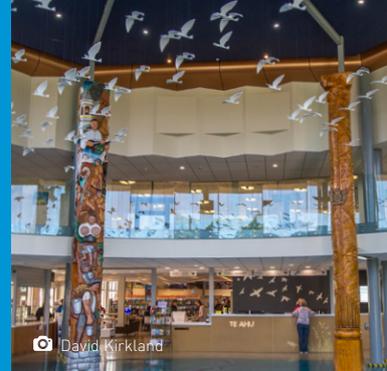
Russell Wharf, The Strand, Russell  
P: 09 403 8020  
E: info@russellinfo.co.nz

#### Doubtless Bay Information Centre

126 Waterfront Drive, Mangonui  
P: 09 406 2046  
E: infocentre@doubtlessbay.co.nz

#### Far North i-SITE

Te Ahu, Corner Matthews Avenue and South Road Kaitaia  
P: 09 408 9450  
E: kaitaia@fndc.govt.nz



## Familiarisation visits

Familiarisation visits (famils) are a great way to give key contacts the information they need to promote or market your business on your behalf.

These are especially important for Tourism New Zealand and RTOs who represent a wide range of products, experiences, and attractions, so regular product updates and familiarisations visits for new staff members are essential. Experiencing a product or service firsthand is the easiest way to fall in love with it, become a believer and recommend it to others, so famils are key to success in tourism marketing. This applies to word of mouth marketing and also official channels such as through industry, trade and media.

### Industry familiarisations

Providing industry famil visits to key contacts like i-SITEs, complimentary businesses like accommodation providers, and food and beverage operators means you will have a group of local ambassadors for your product, who can talk about it firsthand and recommend it to visitors. You may like to hold an open day, or aim to host a certain number of these key contacts each season.

### Media familiarisations

Tourism New Zealand, Northland Inc, local promotional groups and independent agencies may invite media to experience Northland from time to time. These help to generate exposure for our region and tourism businesses within it. It is important to ensure that media can experience the full product or experience, as well as ask questions with yourself or your marketing staff either during or after the famil. Media famils are often hosted in an exchange known as contra. This means the experience is given in exchange for the promotion through the media channel, without monetary exchange. In some cases, it may be applicable or necessary to ask the host organisation to cover some expenses.

### Trade familiarisations

Northland Inc and Tourism New Zealand also organise famil tours of our region for travel trade staff. These help to grow awareness of the amazing experiences

Northland has to offer, leading to better understanding of the products available in the region and increased overseas sales. Find out more about trade famils in the Travel Trade section (page 19) of this document.

## Media opportunities

Northland Inc works closely with a wide range of media outlets and publications to ensure Northland has a strong presence in travel and tourism related content. We regularly influence content by supplying ideas for stories, recommending products or experiences for inclusion, editing articles and providing updates on new products or events in the region.

Think of us as your regional PR agency working on your behalf all year round, free of charge. To make the most of this exposure, ensure you keep us up to date with information about your business and any changes coming up so we can keep the media well informed.

### Media releases

Media releases are a great way to generate your own media coverage. Below is a quick guide on writing a media release:

1. Include your company logo and use the words 'Media Release' up front. Also, make sure to add the date and indicate whether the release is 'For Immediate Release' or embargoed until a specific date.
2. Decide on a story angle. News stories need to have a newsworthy hook.
3. Write an audience-appropriate, captivating headline that speaks to your story angle.
4. Make sure you give relevant details such as dates, times, and locations. You can also include necessary background information.
5. Include quotes from at least one relevant source and attach a high-quality image, featuring people where possible.
6. Sticking to facts and an appropriate length improves the chance of pickup by media and decreases the chance of editing. Stay away from editorial-style descriptive writing and keep your piece to one page (approximately 300-400 words) as a guide.
7. Contact details are paramount, so make sure you give the correct email address and a phone number. Invite media to get in touch for interviews or additional information as this will make your story more likely to be picked up.

**Please note that businesses must be Qualmark licence holders to be included in Tourism New Zealand's international media programme or famils. Please visit their website for more information on their famil programmes.**

[www.tourismnewzealand.com](http://www.tourismnewzealand.com)

## Campaign opportunities

### Northland Consumer Campaigns

Northland Inc runs consumer marketing campaigns to support tourism businesses and promote the best our region has to offer. The campaigns are designed to attract visitors to the region, and they are usually developed in partnership with airlines, airports, Tourism New Zealand, and other industry bodies.

Local tourism businesses can get involved in these campaigns by offering prizes, hosting visiting journalists and travel reviewers, or providing high-quality photos and videos of the experiences they offer for use in campaign collateral.

To get in touch regarding the consumer campaigns Northland Inc is currently involved with, please email [tourism@northlandnz.com](mailto:tourism@northlandnz.com).

### Tourism New Zealand Campaign Activity

Tourism New Zealand enable operators to leverage campaign activity through campaign toolkits as well as through the business listing database.

Operators can offer deals and offers to align with specific campaign activity and for different markets such as the domestic or Australian Market.

To find out more about current Tourism New Zealand campaign activity visit their website or reach out to [tourism@northlandnz.com](mailto:tourism@northlandnz.com) to see if there are any regional specific opportunities for involvement.

↳ [www.tourismnewzealand.com](http://www.tourismnewzealand.com)

## Qualmark

Qualmark is owned by Tourism New Zealand and is New Zealand tourism's official quality assurance organisation, providing a trusted guide to quality travel experiences in New Zealand. Qualmark helps businesses become more sustainable from a people, planet, and profit perspective.

A Qualmark logo is that final seal of approval that signifies your experience is one of the most high-quality experiences New Zealand has to offer.

Qualmark looks at your business planning, management, and processes to help strengthen the experience you offer and help you prioritise where you can reinvest and improve in your business. Qualmark licence holders also gain access to or receive preference in some of Tourism New Zealand's key marketing activities.

For more information on Qualmark and how your business can become Qualmark accredited head to their website.

Also remember that becoming a Qualmark-licensed business increases your chance of featuring in Tourism New Zealand content and campaigns.

↳ [www.qualmark.co.nz](http://www.qualmark.co.nz)

## Collaborating with other businesses

We encourage you to think about other businesses in the local tourism industry as an opportunity for collaboration rather than competition.

The more reasons we can give visitors to stay longer, see more, and do more, the more we all benefit. If you can encourage visitors to "do both" instead of "pick one", it may give them a reason to stay another night, return for another visit, or tell their friends and family.

Other tourism businesses may also have insights and knowledge to share, and you may be able to form great alliances that allow you to jointly leverage opportunities, bundle products, and form mutually beneficial partnerships.

We often host or attend group meetings with collectives of tourism businesses, local business associations, and local marketing or promotional groups, so please contact us at [tourism@northlandnz.com](mailto:tourism@northlandnz.com) to see if we can connect you to one in your area.

# Travel trade

## Overview

**Inbound tourism is also known as export tourism because although visitors enjoy their travel experience within New Zealand, they pay for it with foreign currency. Inbound tourism covers all international visitor traffic entering a country. Unless you have a presence in every country you want to target, you will struggle to maximise sales of your tourism product to overseas buyers planning their own, or clients', travel to New Zealand.**

This is where the travel trade distribution system comes in. The travel trade is the collective term for the network of inbound tour operators, wholesalers, retailers and online travel agents that can help take your business to the world. Utilising this network is known as trade marketing and is a key activity of the RTO for Northland.

Further in-depth information about working with the travel distribution system is available in the publication *Planning for Inbound Success* published by the Tourism Export Council.

➔ [www.tourismexportcouncil.org.nz/resources-tools/distribution-system-toolkit](http://www.tourismexportcouncil.org.nz/resources-tools/distribution-system-toolkit)

Northland Inc can also offer support to tourism businesses interested in working with international travel trade. We work closely with Tourism New Zealand, and are a member of Tourism Export Council, Tourism Industry Aotearoa, New Zealand Cruise Association and Regional Tourism Organisations New Zealand. Part of our role is to work with New Zealand tourism businesses to help develop and promote products internationally.

We can help with:

- Information on the trade industry.
- Industry updates.
- Inclusion in international marketing opportunities such as Kiwi Link and other trade shows.
- International training opportunities for product managers, frontline agents, and reservations teams.
- Trade familiarisation visits and invitations.
- Attendance at trade shows and expos, including New Zealand's largest tourism trade show TRENZ.
- Sales trips to Australia.
- Inclusion of your products and services in our in-house trade collateral, like our Trade Manual, and our Tourism Product Directory

### International markets

Australia, China, United Kingdom, United States, Germany, Canada, Brazil and Argentina, Japan and India, South Korea, and South East Asia are the core markets that Tourism New Zealand undertakes activity in. There are Tourism New Zealand offices or representatives in most of these markets.

Based on visitor spend data, the following are the most important international markets for Northland:

- Australia
- United States
- United Kingdom
- Germany
- Rest of Europe

Canada, China, and the rest of Asia also contribute notable spend to the region.

### Types of travellers

There are many different types of travellers, with different reasons for visiting and unique styles of travel. They are primarily:

- Group inclusive tour or travellers
- Fully or free Independent Travellers (FIT)
- Semi Independent Travellers (SIT)
- Visiting friends and relatives (VFR)
- Backpackers
- Education travellers
- Business travellers
- Special interest travellers
- Cruise Ship travellers (see Cruise section on cruise market)
- Special events

### Cultural awareness

Understanding and respecting cultural differences is key for success in international markets. You may want to take into account the following cultural considerations when designing and marketing your international market products. Researching the target markets you intend to market to first is wise.

- Religion. This may affect food and drink choices, style of dress (consider the imagery you present), and activities.
- Politics. Some governments ban certain activities like gambling and casinos.

- Food and beverage/alcohol. Different cultures have varying dietary preferences and some cultures may want access to their own cooking facilities.
- Pace. Different cultures prefer to travel at different paces.
- Punctuality. Cultures place differing levels of importance on punctuality and time-keeping.
- Timing. Cultures vary in how they make use of their day. Some cultures prefer to eat late for example.

## Why work with travel trade?

The travel trade network can help you maximise your sales in the international markets and to the types of traveller of your choice. You can think of travel trade personnel as sales agents that represent your products (alongside others) on your behalf.

Benefits of working with travel trade and maximising international visitation include:

- Levelling out seasonality and domestic travel patterns. International travellers are not restricted to weekends, school holidays and summer-time travel.
- Longer lead times provide more certainty and allow for better business planning.
- Market diversification reduces risk, so when there are changes to one market you can rely on other markets to carry on.
- Inbound distribution networks allow you to reach many more potential travellers than any one business could do on their own. Success can result in consistent high volumes of visitors through your doors. They also have extensive knowledge of their clientele and can advise you of changing customer needs.
- International visitors typically spend more than domestic visitors.



# The travel trade distribution model

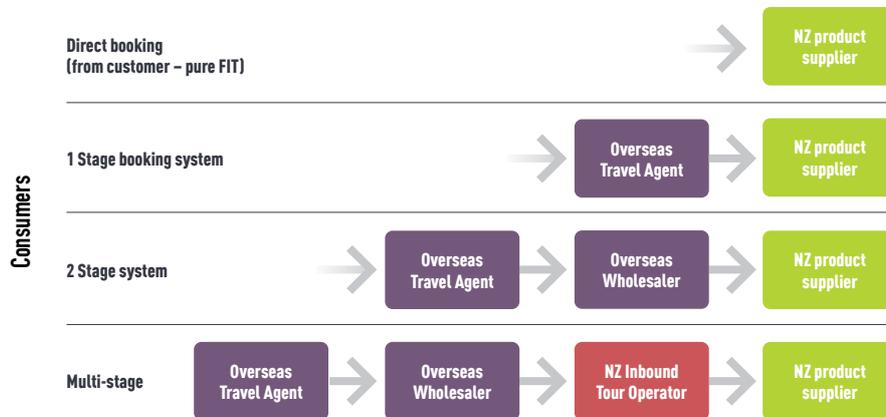
Members of the travel trade are known as travel distributors. As trusted travel experts, they can help you sell your product offshore and broaden your customer reach far beyond what you could achieve alone.

They typically work on a commission basis, taking a percentage of every overseas booking they make for your product or experience. It is important to consider

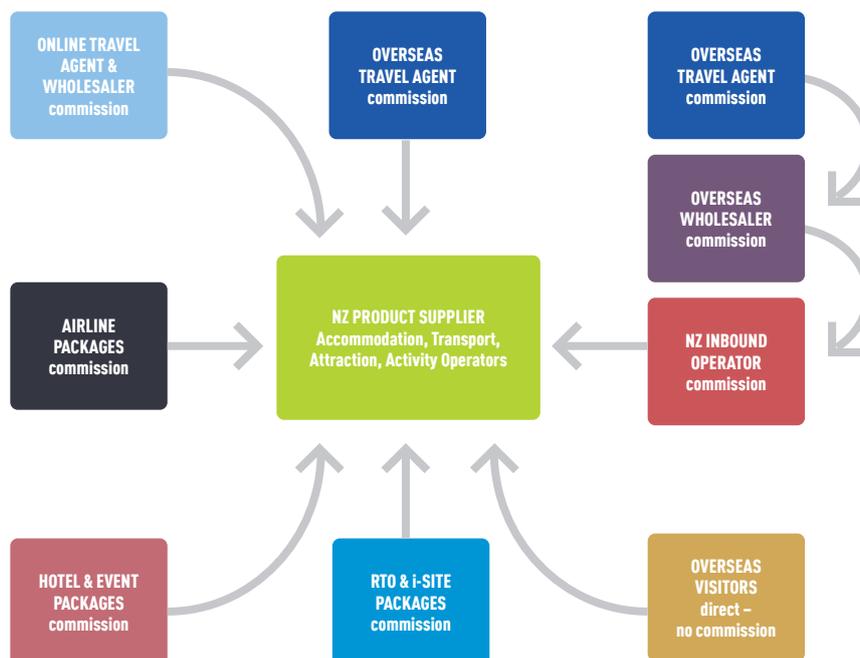
this commission as a cost of sales, and not as an added expense. Travel distributors can also provide market intelligence, insights, and advice on a specific market. The travel distribution system covers all the channels through which an international traveller can buy your product.

Traditionally, the travel distribution system has been very structured, with roles like overseas travel agents, overseas wholesalers, and NZ inbound tour operators clearly defined. However, with the addition of online travel agents, packages, and direct to consumer channels, the travel distribution system now includes many ways to reach the market.

## Traditional Distribution Channels



## New Distribution System



### **Inbound tour operators**

An inbound tour operator (ITO), also known as a ground operator or destination management company (DMC), is a New Zealand based business that provides itinerary planning and product selection, and coordinates the reservation, confirmation, and payment of travel arrangements on behalf of their overseas clients. They bring the components of accommodation, attractions, activities, transport, and meals together to create a fully inclusive itinerary. ITOs are the link between New Zealand tourism products and the overseas travel distributors that buy them, including travel wholesalers, direct sellers, travel agents, meeting planners and event planners.

### **Wholesalers**

Wholesalers are located in overseas markets and have traditionally provided a link between travel agents and ITOs or tourism product. Wholesalers purchase programs developed by New Zealand based ITOs or develop their own packages and itineraries for travel agents and consumers. These packages will usually offer transport, accommodation, tours, and attractions. In some markets, wholesalers are also 'direct sellers' who bypass travel agents to directly target consumers. In other markets, there are no wholesalers in the traditional sense and travel agents perform both roles. Traditionally, travel packages are published in brochures and promoted and distributed via retail travel networks. Wholesalers may operate their own retail outlets or work with an established network of travel agents in their own country. Many wholesalers specialise in specific market segments such as adventure or the seniors' market and many also have an online presence.

### **Retail travel agents**

Retail travel agents are based in the consumers' country of origin and deal directly with consumers. Retail travel agents offer wide distribution in prominent shop front locations and a convenient place for travellers to make bookings and buy holidays. Many retail travel agents belong to a larger chain of travel agencies or consortiums that use their combined resources to market the agency brand. In some countries, retail agencies may be operated by travel wholesalers, or may concentrate on specific market segments, such as special interest, or family travel. Many retail travel agents also have an online presence.

### **Online travel agents**

Online travel agents (OTAs) specialise in online distribution and generally have no intermediaries – they deal directly with consumers and tourism product. Consumers can purchase a product or an entire holiday package online. Online distribution is less structured than the traditional travel distribution system. Commission levels vary, depending on how the site is

operated. Note: online travel agents generally do not promote the country, region, or your product. It is a pricing portal, and they have little or no relationship with the customer.

## **Becoming trade ready**

Before you can work with trade, you must have certain business practices and considerations in place. Work through the following considerations:

- Is your business established in the domestic market?
- Do you have a website, and a booking mechanism that offers same day booking confirmation for international markets?
- Are you able to answer trade email queries promptly (ideally within 12 hours)?
- Do you understand the travel trade distribution system?
- Are you familiar with and prepared to offer standard commission levels?
- Do you understand how online distribution channels you use might impact other distribution partners?
- Do you understand pricing and are you prepared to guarantee rates in advance?
- Are you familiar with social media and user-generated content channels where customers might be sourcing information for your business, e.g. Trip Advisor?
- Do you have a clear picture of where your product sits in the market?
- Do you have an active quality assurance programme and the appropriate health and safety standards in place?
- Do you have a sales and marketing information kit that covers information such as gross and net pricing, inclusions, cancellation policies, and other essential information?
- Do you have and will you need sales and marketing materials in foreign languages?
- Are you prepared to work with Tourism New Zealand, your RTO and ITO's?



Overseas Visitor	Overseas Travel Agent	Overseas Wholesaler	NZ Inbound Operator	NZ Product
\$x retail (gross) rate	~10%	-10 - 15%	- 5 - 10%	net rate
	~ 30% commission			
\$x retail (gross) rate	~10%	-10 - 15%		net rate
	~ 20% commission			
\$x retail (gross) rate	~10%			net rate
	~ 10% commission			
\$x retail (gross) rate				net rate = gross rate

## Commissions and pricing

Travel distributors typically operate on a commission basis when selling your tourism products. It's important to factor this into your pricing structure and consider it a cost of sales rather than a business expense.

Your price is the cost to consumers at various points in the distribution chain. It includes the price that consumers pay when they buy direct from you, the commission and net rate structures offered for intermediaries and the rates for children or students. It also includes your booking terms and conditions.

A product must be priced consistently, accurately, and competitively to be successful in the marketplace. This requires a clear understanding of each individual cost component, including commissions and their impact on the total price of the product. Getting your pricing right is essential for success.

The price should be set according to:

- Your competitors' pricing.
- The level that your target market is prepared to pay.
- The cost of distribution (i.e., commissions) built into the overall price.

- Fixed and variable costs, i.e., credit card fees, monthly account systems
- Seasonality; and
- Your profit margin.

If you plan to sell your product through the travel distribution system, you will need to factor commissions into your price structure. Commissions are the fee paid to the inbound tour operator, wholesaler, online and retail agent to market, distribute and sell your product. This is their income, paying for their operation and the services they provide. Each level of the distribution system receives a different rate of commission. If the price of your product does not allow for these levels of payment, you will find it very difficult to market your product through an inbound tour operator, wholesaler, online or retail agent.

When dealing with the travel distribution system, you must understand the difference between net and gross (or retail) and 'protect your rates' by providing the correct rates to each level of distribution system. Rates should be clearly marked as either gross (retail) or net. Your visitor should always receive the same gross (retail) rate, no matter what the distribution chain looks like. Although it may appear that shortening the distribution chain may save you costs in commission, it's important to understand that this may limit your market reach.

## Trade events

Trade shows are events held both overseas and in New Zealand which provide an opportunity for you to meet key industry players and develop or enhance business relationships. They generally provide an opportunity to meet with many targeted clients in one place, at one time, and are held throughout the year by organisations such as Tourism New Zealand and Tourism Industry Aotearoa. Different trade shows may have different markets and different objectives.

Relationship building and brand awareness takes time, so it is wise to commit to attending the same event for several years (at least three) in a row. Although trade shows are a commitment, they are often more time and cost effective than conducting individual sales calls. Many trade shows will have pre-arranged appointments which allow you to give short presentations about your product, so you will need to plan how you will present important information and leave a lasting impression in a short amount of time.

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.

Key considerations for trade shows are below:

- What is your objective and how will taking part in a particular trade show help you to achieve them?
- What is your budget? Factor in the cost of getting there, getting around, stand set-up and décor costs, collateral production costs, etc.
- Have you set your rates for upcoming seasons?
- Will you need to communicate in a foreign language? Will you need to translate your sales and marketing materials?
- How will you lay out your stand, and who will staff it?
- How will you build relationships or leverage opportunities before, during and after the event?
- Are your appointments pre-booked?
- Will you run any competitions, or engage the media in any way?

### Northland Inc trade show presence

Northland Inc attends a selection of trade shows each year, relevant to Northland's key target markets. To find out more about attending trade shows or leveraging our attendance at these events please contact us at [tourism@northlandnz.com](mailto:tourism@northlandnz.com).

### TRENZ

TRENZ is New Zealand's biggest annual business-to-business travel and trade event.

Each year, TRENZ brings hundreds of international travel buyers and media delegates together to meet with New Zealand's leading tourism operators (sellers), to build or renew relationships and negotiate business

deals for the coming seasons. Tourism Industry Aotearoa (TIA) manages TRENZ on behalf of the Tourism Industry New Zealand Trust. TRENZ is supported by Tourism New Zealand.

### Tourism New Zealand events

Prior to the arrival of COVID-19, Tourism New Zealand conducted a range of trade industry events such as Kiwi Link (off-shore events aimed at training product managers), frontline training (aimed at training travel agents) and roadshows (focusing on specific opportunities).

While borders are closed, Tourism New Zealand has continued its in market presence through virtual trade trainings, virtual trade show events, and virtual famil opportunities.

Participation in Tourism New Zealand events is usually limited to Qualmark licence holders. For details of upcoming events, visit the Events section of Tourism New Zealand's website or contact us at [tourism@northlandnz.com](mailto:tourism@northlandnz.com) for more information.

➔ [www.tourismnewzealand.com](http://www.tourismnewzealand.com)

## Trade famils

The reputations of international travel sellers ride on their customers' satisfaction with their holiday experiences, so it is common sense that travel sellers want to know that what they are selling will meet or exceed their clients' expectations. The best way for them to ensure this happens is to experience New Zealand and what it has to offer for themselves. In the industry, these are known as familiarisation visits.

Familiarisation visits (famils) are free or low-cost trips designed to provide an opportunity for participants to experience what a country, region or attraction has to offer. When trade partners know your product and can talk about it first-hand, they can do a lot to sell it through their respective channels. Famils also help you to build relationships, and trade famil feedback can even help you to refine and further enhance your tourism product for specific markets.

Tourism New Zealand and Northland Inc are proactive in organising famil groups. Wholesalers and inbound tour operators may also approach you directly. If you are unsure of their authenticity, contact us for advice. You can also build your own famil programme and invite delegates directly.

The expectation in most instances is for your product to be offered free of charge, especially when dealing with famils organised by your regional tourism organisation. This should be factored into your marketing budget.

Tourism New Zealand has a small budget for some famil costs and Northland Inc will happily discuss this with you. Tourism New Zealand only works directly with RTOs in organising their famils.

Qualmark accredited businesses are given preference when choosing businesses to be involved in campaigns and familiarisations. There are only rare circumstances when accommodation or attractions that are not Qualmark accredited may be included.

If you are approached directly by companies, any charges will be at your discretion. If you are inviting the delegates directly, it should always be at your cost.

### Participating in famils

If you are interested in participating in famils, please let us know. We may also need to conduct a famil or site visit of your product/business to ensure we understand what you are selling and can place it in the right opportunities.

Other considerations:

- Be prepared to host. Group sizes can range from a single travel seller to a group of 20 or more. Communicate with your RTO about the group sizes you are prepared to host and how many famils you are prepared to offer each year.
- Be flexible. Itineraries are often weather-dependent, involve travelling long-distances (sometimes the entire country) and are at the mercy of events outside of our control. While we do our best to put contingency plans in place, we do ask you to be flexible.
- Become a Qualmark licence holder if you wish to participate in Tourism New Zealand activity.
- Be prepared to put your best foot forward. You'll want to make a lasting impression, while ensuring your participants have access to all the information they might need to learn about and promote your product. Make sure they can experience the same experiences their guests will have, whilst allowing them time to ask questions and build relationships with you.

### Tourism New Zealand Explore Pass

Tourism New Zealand offers an Explore New Zealand programme for international travel trade and media who are visiting New Zealand on independent trips.

Find out more on the Tourism New Zealand Trade website.

↳ <https://traveltrade.newzealand.com/en/benefits/explore-nz-programme/>

## Tourism New Zealand travel trade website

The Tourism New Zealand Travel Trade website is a valuable resource for travel sellers, offering education tools, suggested itineraries, resources to help them sell New Zealand, and news, events, and updates.

Trade-ready operators can list on this website through the operator database.

↳ [www.register.newzealand.com](http://www.register.newzealand.com)

## NorthlandNZ Travel Trade Section

We provide a range of resources on the travel trade section of our website to educate travel sellers, and help them sell Northland products.

This includes the Northland Tourism Product Directory, a comprehensive directory of trade-ready and/or conference and event suitable products in Northland.

We also distribute a travel trade newsletter twice each year, and create travel trade resources such as the trade manual and suggested itineraries.

If you are interested in listing on the directory or finding out more about the travel trade resources we offer please contact [tourism@northlandnz.com](mailto:tourism@northlandnz.com).

# Cruise

**Prior to the arrival of COVID-19, the cruise industry was a large supplier of visitors to Northland shores. Up to 120,000 visitors per summer cruise season were coming through the Bay of Islands before March 2020. With the development of a second passenger cruise port at Marsden Cove in Whangārei, tourism businesses across Northland have the ability to target cruise passengers with a range of shore excursions.**

Northland Inc is a member of the New Zealand Cruise Association. To find out more about NZCA or become a member visit their website.

➔ [www.newzealandcruiseassociation.com](http://www.newzealandcruiseassociation.com)

## Developing a cruise product

It is important to understand that cruise ship passengers typically have limited time ashore, and often choose unique or iconic activities while in the region. Popular tours tend to take passengers to places they cannot reach independently, offer visits to more than one attraction, or provide exclusive experiences.

As an operator you will need to think about how your product fits within the wider cruise schedule, as cruise passengers also tend to look for different activities to do at each port they visit. Consider how you will fit your experience in the allotted time frame, what group sizes you can accommodate, and how your tour fits with the age and demographic of the cruise ship passengers. You may also want to consider whether your product allows passengers free time before they depart the region, and how you will guarantee them the confidence that they will return to their ship in time for its departure.

Tourism New Zealand has handy information on cruise markets and working with the cruise sector.

➔ [www.tourismnewzealand.com/markets-stats/sectors/cruise-sector](http://www.tourismnewzealand.com/markets-stats/sectors/cruise-sector)

## How to reach the cruise market

There are several ways cruise ship passengers plan and book their shore excursions when visiting Northland. These include:

1. Through shore excursions, programmes offered onboard cruise ships. These programmes are facilitated by New Zealand-based inbound tour operators. There is more information below on working with inbound operators for the cruise sector.
2. Direct with a tourism business or via one of the many online travel channels.
3. Through a Northland Visitor Information Centre.

### Working with inbound tour operators

You will need to work with an inbound tour operator (ITO) that manages shore excursions for several cruise companies to have your tour product offered on board. To be considered by an ITO, operators need to understand international distribution and have commission structures in place.

Many ITOs are based in Auckland and have long lead times for cruise-related marketing. They package their land-based content 18-24 months in advance, then provide it to offshore cruise companies to package into their programmes. To be included in a programme, you will need to:

- Show history and examples of your relationships with New Zealand-based ITOs.
- Show your product is unique and meets the needs of cruise passengers.
- Have factored in the appropriate commission levels for the ITO (about 25-30%).

If you are interested in working with cruise in Northland or finding out more information, please contact [tourism@northlandnz.com](mailto:tourism@northlandnz.com).

# Events

## Northland Events Fund

Northland Inc has been charged with delivering the Ministry for Business and Innovation (MBIE) Regional Events Fund into the Northland region in a way that drives visitation through investment in innovative and sustainable events. These events will have a positive impact on the local economic landscape and offer new and exciting experiences within the region.

To find out more about the Northland Events Fund and the application process head to our website.

↳ [www.northlandnz.com/northland-inc/regional-initiatives/northland-events-fund](http://www.northlandnz.com/northland-inc/regional-initiatives/northland-events-fund)

## Promoting your event

If you are running an event that will bring a larger number of people to Northland, we would love to hear from you. It is free to list your event on our website and we are in regular communication with event coordinators in the region. We may also be able to include your event in media opportunities.

To find out more about listing your event on our website, email [tourism@northlandnz.com](mailto:tourism@northlandnz.com)

## Business events

Business events have the ability to attract high value visitors, outside of traditional travel seasons and to even the peaks and troughs of domestic weekend travel patterns.

Sometimes known as the Meetings, Incentives, Conferences and Exhibitions/Events (MICE) sector, this is a valuable and growing market for Northland.

Tourism businesses can provide services or experiences as part of a business event, i.e., venue hire, accommodation, or incentive activities, or choose to target travellers who may arrive before or stay longer after a business event.

Conferences and event organisers can access a list of conference ready products and services through the Northland Tourism Product Directory on our website. Please email [tourism@northlandnz.com](mailto:tourism@northlandnz.com) for more information on listing your business in the directory.

### Business Events Industry Aotearoa

Business Events Industry Aotearoa (BEIA, previously known as Conferences and Incentives New Zealand CINZ) is the marketing name for the New Zealand Convention Association Inc. BEIA aims to increase New Zealand's business events activity from both international and domestic sources, as well as acting in an advocacy role for the business events sector.

BEIA also runs Meetings, the largest annual business events trade show in New Zealand. Northland Inc attends Meetings, and assists professional conference organisers and other business events professionals to plan their events in Northland.

To find out more about BEIA and Meetings visit their website.

↳ [www.beia.co.nz](http://www.beia.co.nz)

To find out more about how you can work with Northland Inc to promote your product/service to the MICE market email [tourism@northlandnz.com](mailto:tourism@northlandnz.com)



# Sustainability

## Tourism Sustainability Commitment

The New Zealand Tourism Sustainability Commitment aims to see every New Zealand tourism business committed to sustainability by 2025. The TSC was developed by Tourism Industry Aotearoa, the voice of New Zealand's tourism industry, incorporating 12 sustainability commitments across four elements of tourism sustainability.

Any New Zealand tourism business or organisation can sign up to the Commitment. If you're a TIA member, the TSC is part of your membership. There is also an opportunity for organisations and businesses outside tourism to come on board as endorsers.

Visit their website or for more information email [info@tia.org.nz](mailto:info@tia.org.nz).

↳ [www.sustainabletourism.nz](http://www.sustainabletourism.nz)

## Tiaki Promise

Seven private and public sector organisations came together to create the Tiaki Promise: Tourism New Zealand, Air New Zealand, the Department of Conservation, Tourism Industry Aotearoa, Local Government New Zealand, New Zealand Māori Tourism and Tourism Holdings Ltd.

Tiaki means to care for people and place. New Zealanders have a special connection to the land, and want to help visitors travel safely and conscientiously. The Tiaki Promise has a set of guiding principles for visitors to follow, showing them how to contribute to preserving and protecting our land.

↳ [www.tiakinewzealand.com](http://www.tiakinewzealand.com)

# Industry organisations and associations

## National organisations

### Tourism New Zealand

Tourism New Zealand is the organisation responsible for marketing New Zealand to the world as a visitor destination. Following the global COVID-19 outbreak, Tourism New Zealand's mandate from central government was expanded to include the domestic market as a key visitor source market.

↳ [www.tourismnewzealand.com](http://www.tourismnewzealand.com)

### Tourism Industry Aotearoa

Tourism Industry Aotearoa (TIA) is the only independent association that represents all sectors of New Zealand's large and diverse tourism industry.

↳ [www.tia.org.nz](http://www.tia.org.nz)

### Tourism Export Council of New Zealand

The Tourism Export Council of New Zealand (TECNZ) is a trade association established in 1971 that represents the interests of the New Zealand inbound tourism industry.

↳ [www.tourismexportcouncil.org.nz](http://www.tourismexportcouncil.org.nz)

### YoungTEC

YoungTEC is a subsidiary of TECNZ. Its mission is to enhance the New Zealand tourism export industry by facilitating the development of our future industry leaders.

↳ [www.tourismexportcouncil.org.nz/ytec](http://www.tourismexportcouncil.org.nz/ytec)

### Qualmark

Qualmark is New Zealand's national quality assurance programme for tourism operators.

↳ [www.qualmark.co.nz](http://www.qualmark.co.nz)

### New Zealand Māori Tourism

New Zealand Māori Tourism (NZMT) is committed to working with the Māori tourism sector to contribute to our economy, to provide compelling visitor experiences, and to build a strong commercial and cultural leadership. If your tourism business is self-identified as a Māori business and you don't already work with NZMT we would recommend making a connection.

↳ <https://maoritourism.co.nz>

### Service IQ

ServiceIQ is the Industry Training Organisation for a large part of New Zealand's service industry, helping customers succeed by growing their talent.

↳ [www.serviceiq.org.nz](http://www.serviceiq.org.nz)

### Department of Conservation (DOC)

The Department of Conservation is the government agency charged with conserving New Zealand's natural and historic heritage. They look after a range of unique outdoor experiences, accommodation and recreation facilities on public conservation lands and waters including national parks, marine reserves, walking tracks, cycle trails, historic places and huts and campsites.

↳ [www.doc.govt.nz](http://www.doc.govt.nz)

### Ministry of Business Innovation and Employment

The Ministry of Business, Innovation and Employment (MBIE) is the Government's lead business-facing agency. In regards to tourism, MBIE advises the government on how to improve productivity and growth across the tourism sector as well as collecting, analysing and publishing local and international tourism data.

↳ [www.mbie.govt.nz](http://www.mbie.govt.nz)

### New Zealand Trade and Enterprise

New Zealand Trade and Enterprise has a range of advice and assistance for New Zealand businesses looking to grow their international patronage.

↳ [www.nzte.govt.nz](http://www.nzte.govt.nz)

### New Zealand Tourism Research Institute

The New Zealand Tourism Research Institute is based at the Auckland University of Technology. It undertakes research to support the development of a profitable and sustainable tourism industry.

↳ [www.nztri.org](http://www.nztri.org)

### Queenstown Resort College

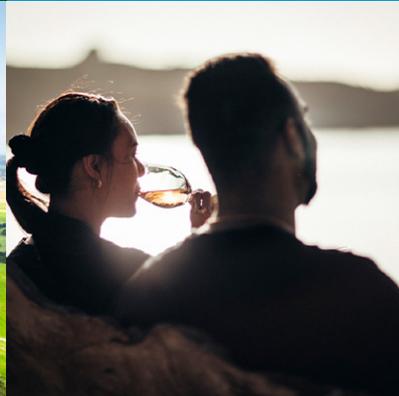
Queenstown Resort College (QRC) is New Zealand's premier Tourism & Hospitality Business Management College with a campus in both Tai Tokerau and Queenstown. The Paihia-based campus offers courses in Hospitality Management, Tourism Operations & Hospitality Service.

↳ [www.qrc.ac.nz](http://www.qrc.ac.nz)

### WorkSafe

WorkSafe is New Zealand's primary workplace health and safety regulator. WorkSafe can help break down health and safety requirements for New Zealand businesses.

↳ [www.worksafe.govt.nz](http://www.worksafe.govt.nz)



## Regional organisations

### Northland Inc

Northland Inc is the Economic Development Agency (EDA) for Tai Tokerau Northland, encompassing the Regional Tourism Organisation for Northland and the management of central government's Regional Business Partner (RBP) Network.

↳ [www.northlandnz.com](http://www.northlandnz.com)

### Northland Regional Council

Northland Regional Council manage the air, land, freshwater and coastal resources of the Northland region. They also co-ordinate civil defence, transport and economic development.

↳ [www.nrc.govt.nz](http://www.nrc.govt.nz)

### Local councils

Your local council will have all required information on local government bylaws.

Whangārei District Council: [www.wdc.govt.nz](http://www.wdc.govt.nz)

Kaipara District Council: [www.kaipara.govt.nz](http://www.kaipara.govt.nz)

Far North District Council: [www.fndc.govt.nz](http://www.fndc.govt.nz)

### NorthChamber

Chambers of Commerce influence and inspire business and support and encourage sustainable, profitable business growth.

↳ [www.northchamber.co.nz](http://www.northchamber.co.nz)

### Creative Northland

Creative Northland is responsible for connecting, empowering and growing Northland's creative sector.

↳ [www.creativenorthland.com](http://www.creativenorthland.com)

### NorthTec

NorthTec is a Northland-based Tertiary Education Institute (TEI) that provides programmes ranging from foundation, certificate, diploma and degree levels.

↳ [www.northtec.ac.nz](http://www.northtec.ac.nz)

## Local business associations and promotions groups

There are a large number of proactive local business associations and promotional groups across Tai Tokerau that work with tourism businesses and regularly connect with Northland Inc. We are in the process of compiling this database, so if this category relates to you, please submit your group's official contact details to: [tourism@northlandnz.com](mailto:tourism@northlandnz.com)

Bay of Islands Marketing Group	<a href="http://www.visitboi.co.nz">www.visitboi.co.nz</a>
Business Paihia	<a href="http://www.paihianz.co.nz">www.paihianz.co.nz</a>
Dargaville Community Development Board	<a href="http://www.dargavillenz.com">www.dargavillenz.com</a>
Discover Whangārei Heads	<a href="http://www.discoverwhangareiheads.nz">www.discoverwhangareiheads.nz</a>
Doubtless Bay Promotions Inc	<a href="http://www.doubtlessbay.co.nz">www.doubtlessbay.co.nz</a>
Focus Paihia	<a href="http://www.focuspaihia.org.nz">www.focuspaihia.org.nz</a>
Hikurangi Business Association	<a href="http://www.hikurangi.co.nz">www.hikurangi.co.nz</a>
Hokianga Tourism Association	<a href="http://www.hokianga.com">www.hokianga.com</a>
Kaikohe Business Association	<a href="http://www.kaikohe.co.nz">www.kaikohe.co.nz</a>
Kaitaia Business Association	<a href="http://www.kaitaia.co.nz">www.kaitaia.co.nz</a>
Kauri Coast Promotions Society	<a href="https://www.facebook.com/Kauri-Coast-Promotion-Society-Inc">www.facebook.com/Kauri-Coast-Promotion-Society-Inc</a>
Kawakawa Business Association	<a href="http://www.kawakawatown.co.nz">www.kawakawatown.co.nz</a>
Kerikeri District Business Association	<a href="http://www.kerikeridirectory.co.nz">www.kerikeridirectory.co.nz</a>
Mangawhai Business Association	<a href="http://www.mangawhai.co.nz">www.mangawhai.co.nz</a>
Russell Business Association	<a href="http://www.russellnz.co.nz">www.russellnz.co.nz</a>
Top of the North Promotions	<a href="http://www.topofthenorth.nz">www.topofthenorth.nz</a>
Tutukaka Coast Promotions Inc	<a href="http://www.tutukakacoastnz.com">www.tutukakacoastnz.com</a>
Waipapa Business Association	<a href="https://www.facebook.com/waipapawhatshappening">www.facebook.com/waipapawhatshappening</a>
Waipu Business and Community Inc	<a href="http://www.lovewaipu.nz">www.lovewaipu.nz</a>

## Industry specific organisations

The below list is a brief overview of some of the main industry specific organisations. Please get in touch if you are looking for an industry specific association or group outside of these.

Bed & Breakfast Association	<a href="http://www.bandbassociation.co.nz">www.bandbassociation.co.nz</a>
Board of Airline Representatives	<a href="http://www.barnz.org.nz">www.barnz.org.nz</a>
Bus and Coach Association	<a href="http://www.busandcoach.co.nz">www.busandcoach.co.nz</a>
Business Events Industry Aotearoa	<a href="http://www.beia.co.nz">www.beia.co.nz</a>
New Zealand Cruise Association	<a href="http://www.newzealandcruiseassociation.com">www.newzealandcruiseassociation.com</a>
Holiday Accommodation Parks Association of New Zealand	<a href="http://www.holidayparks.co.nz">www.holidayparks.co.nz</a>
Hospitality Association New Zealand	<a href="http://www.hospitality.org.nz">www.hospitality.org.nz</a>
Luxury Lodges of New Zealand	<a href="http://www.luxurylodgesofnz.co.nz">www.luxurylodgesofnz.co.nz</a>
New Zealand Backpacker, Youth and Adventure Tourism Association	<a href="http://www.nzmca.org.nz">www.nzmca.org.nz</a>
New Zealand Motor Caravan Association	<a href="http://www.nzmca.org.nz">www.nzmca.org.nz</a>
New Zealand Mountain Guides Association	<a href="http://www.nzmga.org.nz">www.nzmga.org.nz</a>
Professional Fishing Guides Association	<a href="http://www.fishingguides.co.nz">www.fishingguides.co.nz</a>
Professional Hunting Guides Association	<a href="http://www.nzphga.com">www.nzphga.com</a>
Rafting Association	<a href="http://www.nz-rafting.co.nz">www.nz-rafting.co.nz</a>
Rental Vehicle Association	<a href="http://www.rentalvehicle.co.nz">www.rentalvehicle.co.nz</a>
Restaurant Association of New Zealand	<a href="http://www.restaurantnz.co.nz">www.restaurantnz.co.nz</a>
Travel Agents Association of New Zealand	<a href="http://www.taanz.org.nz">www.taanz.org.nz</a>

## International tourism bodies

### Pacific Asia Travel Association

The Pacific Asia Travel Association is a membership association that promotes responsible development of the Asia Pacific travel and tourism industry.

↳ [www.pata.org](http://www.pata.org)

### The United Nations World Tourism Organization

The World Tourism Organization serves as a global forum for tourism policy issues. It plays a central role in promoting the development of responsible, sustainable, and universally accessible tourism.

↳ [www.unwto.org](http://www.unwto.org)



# Other resources

## Tourism news and media

### Tourism Ticker

Tourism Ticker is a digital daily tourism news platform. The Morning Bulletin is a free email, and the full website access is by paid subscription.

👉 [www.tourismticker.com](http://www.tourismticker.com)

### Inside Tourism

Inside Tourism is a tourism industry news website.

👉 [www.insidetourism.com](http://www.insidetourism.com)

### Travel Inc Memo

travel and tourism trade magazine sent to subscribers in PDF format.

👉 [www.travelinc.co.nz](http://www.travelinc.co.nz)

### Meeting newz

Source of information for professionals involved in the conference, incentive, and exhibitions industries of New Zealand.

👉 [www.meetingnewz.co.nz](http://www.meetingnewz.co.nz)

## Helpful tourism acronyms

- AA** . . . . .New Zealand Automobile Association
- ADP** . . . . .Accommodation Data Programme
- Air NZ** . . . . .Air New Zealand
- ATEC** . . . . .Australian Tourism Export Council
- BARNZ** . . . . .Board of Airline Representatives New Zealand
- BCA** . . . . .Bus and Coach Association
- BEIA** . . . . .Business Events Industry Aotearoa
- BYATA** . . . . .NZ Backpacker Youth and Tourism Association
- CAA** . . . . .Civil Aviation Authority
- CAM** . . . . .Commercial Accommodation Monitor (now Accommodation Data Programme (ADP))
- CCO** . . . . .Council Controlled Organisation
- CINZ** . . . . .Conferences and Incentives New Zealand (now Business Events Industry Aotearoa (BEIA))
- CMS** . . . . .Content Management System
- CNZ** . . . . .Creative New Zealand
- CRM** . . . . .Customer Relationship Management
- DGIT** . . . . .Domestic Growth Insights Tool
- DMC/DMO** . . . . .Destination Management Company/ Destination Management Organisation

<b>DMP</b> . . . . .	Destination Management Plan	<b>TAANZ</b> . . . . .	Travel Agents Association NZ
<b>DOC</b> . . . . .	Department of Conservation	<b>TEC</b> . . . . .	Tourism Export Council
<b>EDA</b> . . . . .	Economic Development Agency	<b>TECTs</b> . . . . .	Tourism Electronic Card Transactions
<b>F&amp;B</b> . . . . .	Food and Beverage	<b>TIA</b> . . . . .	Tourism Industry Aotearoa
<b>FIT</b> . . . . .	Free Independent Traveller	<b>TLA</b> . . . . .	Territorial Local Authority
<b>FNDC</b> . . . . .	Far North District Council	<b>TNZ</b> . . . . .	Tourism New Zealand
<b>FTE</b> . . . . .	Full-time equivalent	<b>TPK</b> . . . . .	Te Puni Kokiri
<b>HAPNZ</b> . . . . .	Holiday Parks Association New Zealand	<b>TRENZ</b> . . . . .	Tourism Rendezvous Event NZ
<b>HNZ</b> . . . . .	Hospitality New Zealand	<b>TSC</b> . . . . .	Tourism Sustainability Commitment
<b>IBO</b> . . . . .	Inbound Operator	<b>VFR</b> . . . . .	Visiting friends and relatives
<b>ITO</b> . . . . .	Inbound Tour Operator	<b>WDC</b> . . . . .	Whangārei District Council
<b>IVL</b> . . . . .	International Visitor Levy	<b>YE</b> . . . . .	Year End
<b>KDC</b> . . . . .	Kaipara District Council		
<b>LAG</b> . . . . .	Leadership Advisory Group		
<b>MBIE</b> . . . . .	Ministry of Business Innovation and Employment		
<b>MICE</b> . . . . .	Meetings, Incentives, Conferences and Events/Exhibitions		
<b>MOU</b> . . . . .	Memorandum of Understanding		
<b>MPI</b> . . . . .	Ministry for Primary Industries		
<b>MRTes</b> . . . . .	Monthly Regional Tourism Estimates (now replaced by Tourism Electronic Card Transactions TECTs)		
<b>NEF</b> . . . . .	Northland Events Fund		
<b>NPS</b> . . . . .	Net Promoter Score		
<b>NRC</b> . . . . .	Northland Regional Council		
<b>NTO</b> . . . . .	National Tourism Office		
<b>NZMT</b> . . . . .	New Zealand Māori Tourism		
<b>NZTA</b> . . . . .	Waka Kotahi New Zealand Transport Authority		
<b>NZTE</b> . . . . .	New Zealand Trade and Enterprise		
<b>OTA</b> . . . . .	Online Travel Agency		
<b>PATA</b> . . . . .	Pacific Asia Travel Association		
<b>PAX</b> . . . . .	# of passengers		
<b>PCO</b> . . . . .	Professional Conference Organiser		
<b>PDU</b> . . . . .	Provincial Development Unit		
<b>PGF</b> . . . . .	Provincial Growth Fund		
<b>REF</b> . . . . .	Regional Events Fund		
<b>RTNZ</b> . . . . .	Regional Tourism New Zealand		
<b>RTO</b> . . . . .	Regional Tourism Organisation		

# NorthlandInc

**Growing Northland's Economy**

Kia tupu ai te ōhanga o Te Tai Tokerau

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