



Are you Export Ready?

What does it mean to be 'export ready'? Ask yourself these questions before you spend time and money investing in international markets.

1. Travel Distribution Systems

Are you familiar with:

- Inbound Operators (ITO or IBO)
- Wholesalers
- Retail travel agents
- Online Travel Agents (OTAs)

2. How will you work together?

Can you offer:

- Same day booking confirmation
- Confirmation or guarantee availability immediately or within 24 hours max
- Allocations / freesell options for your property
- Ability to work within tour operator's booking and cancellation policies
- Acceptance of booking vouchers on arrival from customers
- Credit agreement for tour operators
- Accept international bookings both direct and via travel distribution (online and offline)

3. Do you understand pricing and net rates?

Will you:

- Provide commissionable or net rates
- Pay commission up to 30% for inbound operators and 20% for wholesalers
- Set and guarantee your rates for at least 12 months but out to 24 months (1 Oct - 30 Sept)
- Have your rates ready by May for summer after next? (ie rates for 2023/24 in May 2022)

4. Knowing your markets

Have you:

- Researched cultural differences, travel styles, language needs for each market
- Considered if your product is a fit for each market
- Investigated the type of business each ITO does and identified a fit with yours

5. Are you cooperating with other businesses/organisations?

Do you:

- Partner with your RTO on international marketing activity
- Regularly update your newzealand.com listing
- Work collaboratively with other businesses in your region to target international customers

Have you:

- Joined or looked at joining Tourism Export Council of NZ / Tourism Industry Aotearoa

6. Do you have admin capability and resources?

Have you:

- Got a marketing plan and budget in place
- Got someone who can administer your rates and maintain relationships
- Got desire and ability to set up credit applications and accounts with tour operators

6. Marketing Collateral (culturally sensitive, informative, up to date)

Does your sales kit include:

- A trade focused product sheet or manual that includes all the relevant information on your product or experience including a map
- Rates sheet with all terms and conditions, booking requirements
- A gallery of hi-res images and video

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