

Making the most of eXplora

Are you Match Fit?

Presented By: Michelle Caldwell

www.destinatenz.com



My Tourism Journey



**OPERATIONS /BRANCH
MANAGER**

**LAUNCHED BACKPACKER
CAMPERVANS NZ**

**PRODUCT MANAGER -
SALES & MARKETING**

**KEY ACCOUNT / SALES
MANAGER UK / EUROPE**

**PRODUCT MANAGER -
INBOUND, WHOLESALE AND
ONLINE**

**REGIONAL SALES &
MARKETING MANAGER -
MULTI-SITE**

**GENERAL MANAGER
MARKETING & SALES**

**BUSINESS OWNER /
TOURISM STRATEGIST /
PODCASTER**



PUTTING IT ALL TOGETHER

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Challenges of attracting international guests



Visitors may have limited knowledge of NZ and our region

Marketing costs are potentially higher (although online about the same except with translation)

Visitors have varied itineraries and length of stay

Language and cultural differences

Entering international markets is a long term investment - ROI takes longer

Markets vary considerably

Distribution varies from country to country

Help spread news of your product
Provide training and updates
Package your product with others
Understand cultural requirements
IBO's know each country's distribution

Connections with off-shore markets
In-market visits and updates
Attend major international trade shows
Secure brochure space in travel brochures
Whole objective is to sell NZ



Knowledge



Marketing



Planning

Bookings made well in advance
Business is provided year round
Internationals travel during the week

Benefits

Travel Distribution System

INBOUND OPERATOR

The link between NZ tourism operators and the overseas travel distributors that buy the products.

WHOLESALER

Generally located in consumer's country of origin and supply touring options. B2B

RETAILER

Sell tours and travel directly to the consumer.
Generally focused on outbound travel.

ONLINE TRAVEL AGENT

No retail shop front - sell direct to consumer online.

Inbound Operators



One-stop shop for all NZ Tourism product
24/7 support
Research and recommend NZ product
Produce annual tariff
Secure space for NZ product in travel brochures
One point of payment
Off shore marketing collaboration with their agents

NZ Inbound Operators

General Travel
Southern World Vacations NZ
The Green Spot
Pacific Destinations
Pan Pacific
KAD International
China Travel Service
Leisure Time Group
GSN Pacific
ID Tours
New Zealand Educational Tours
Terra Nova Tours
Goway
AOT
Southern Crossings
Southern Travelnet
H.I.S NZ
JTB New Zealand
NZ Journeys
Ahipara
APT Group
AAT Kings
Beyond the Blue
Haka Tourism Group
Imagine NZ
Kingdom Tours
MoaTrek
Pioneer
Seasonz
Tāpoi Travel
VYOM
Travelmore
.....plus many more

Types of Inbound Operators



**FIT / General
Sightseeing**



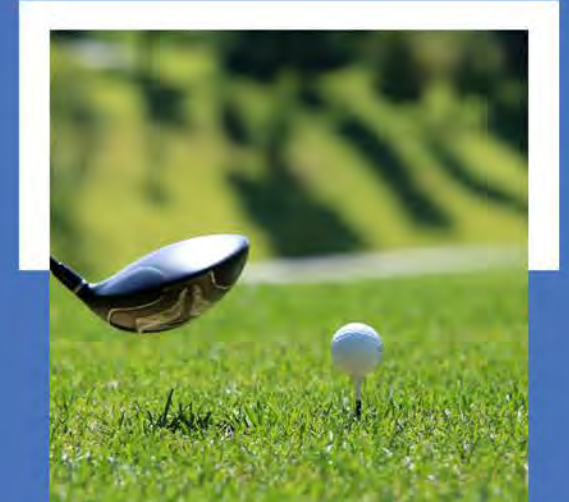
Group



Luxury/Premium



Cruise



Special Interest



Sports / Events



Educational



Corporate/Incentive

RESEARCH!

Ask your RTO!!



How best to work with trade

Best Practice to get results



Same day booking confirmation



Confirmation or guarantee
availability immediately or within
24 hours max



Allocations / freesell options



Ability to work within tour
operator's booking and
cancellation policies



Acceptance of booking vouchers
on arrival from customers

How best to work with trade cont....



Credit agreement with tour operators



Can your system integrate with tour operators?



Accept international bookings in advance

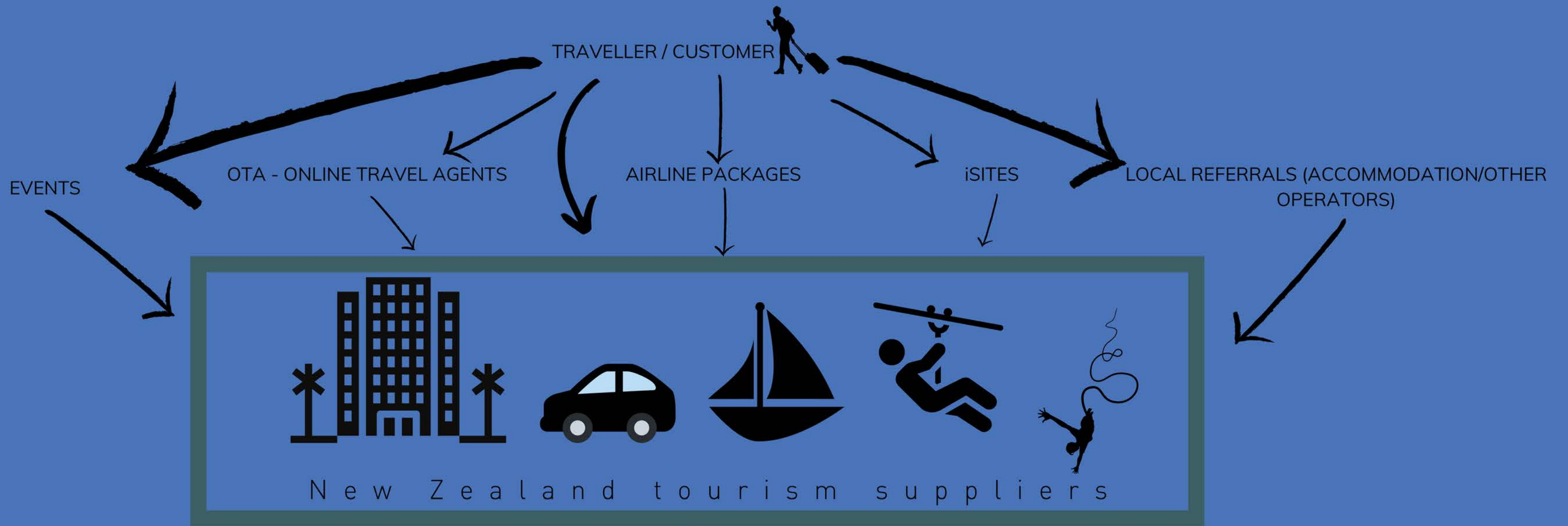


Ensure your team knows operators and rates

PRICING AND COMMISSIONS

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YOU PAY
20-30%

15-20%

10%

INBOUND
OPERATOR

O/S TOUR OPERATOR /
WHOLESALE

HIGH STREET TRAVEL
AGENCY

TRAVELLER / CUSTOMER

THEY RECEIVE

5-10%

10-15%

10-15%

Pricing requirements

1. PAY COMMISSION UP TO 30% FOR INBOUND OPERATORS AND 20% FOR WHOLESALERS



KNOW YOUR MARKET

Look at your competitors, understand your market needs

KNOW YOUR COSTS

Ensure you factor in enough for a profit

SET RATES IN ADVANCE AND GUARANTEE THEM

Rates should be ready by May for the summer following - ie May 2024 for 25-26 season.

RECOGNISE SEASONALITY

Use pricing to drive demand in your off-season to flatten out peaks.

KEEP GOOD RECORDS

Know who you sent rates to so you can update them and your team also know.

REMEMBER: YOU ONLY PAY COMMISSION ON BOOKINGS MADE - NO UPFRONT COSTS

What NOT to do with pricing

Key takeaways:

- Don't tell them to add commission to your price
- Protect the channel margins
- Be mindful of domestic vs international pricing
- If you are discounting, ensure the product offer is different
- Don't change rates mid-season

TIPS AND BEST PRACTICE



Maximising your impact

Cooperation

Partnerships &
collaboration

Admin & Resources

Planning,
staffing,
systems

Marketing Collateral

Sales kit
requirements

Cooperation / Collaboration

RTO

Are you partnering with your RTO on international marketing activity?

NEWZEALAND.COM

Do you regularly update your NZ.com listing, add deals, articles and new imagery?

LOCAL BUSINESSES

Can you work collaboratively with other businesses in your region to target international visitors?

CONSIDER.....

Joining Tourism Export Council of NZ / TIA

Understand your marketing objectives and priorities
Know which markets you will target and how
Understand your yield per market

Update rates and product info
Keep in touch with trade to gain insights/feedback
Be available for any issues that arise

MARKETING PLAN & BUDGET



RELATIONSHIPS



SYSTEMS



Where are your rates stored? How do agents book? Can you provide credit? Is your accounts team aware?

Admin & Resource Required

MARKETING COLLATERAL



Product Sheet
or manual



Map and/or
directions



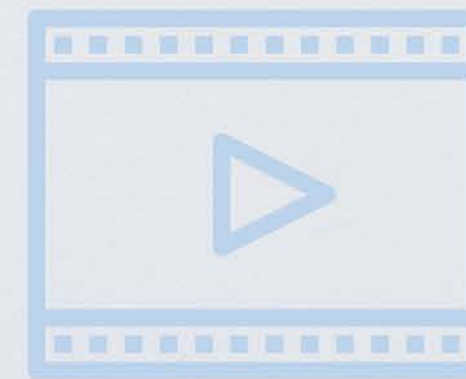
Price list



Terms &
Conditions



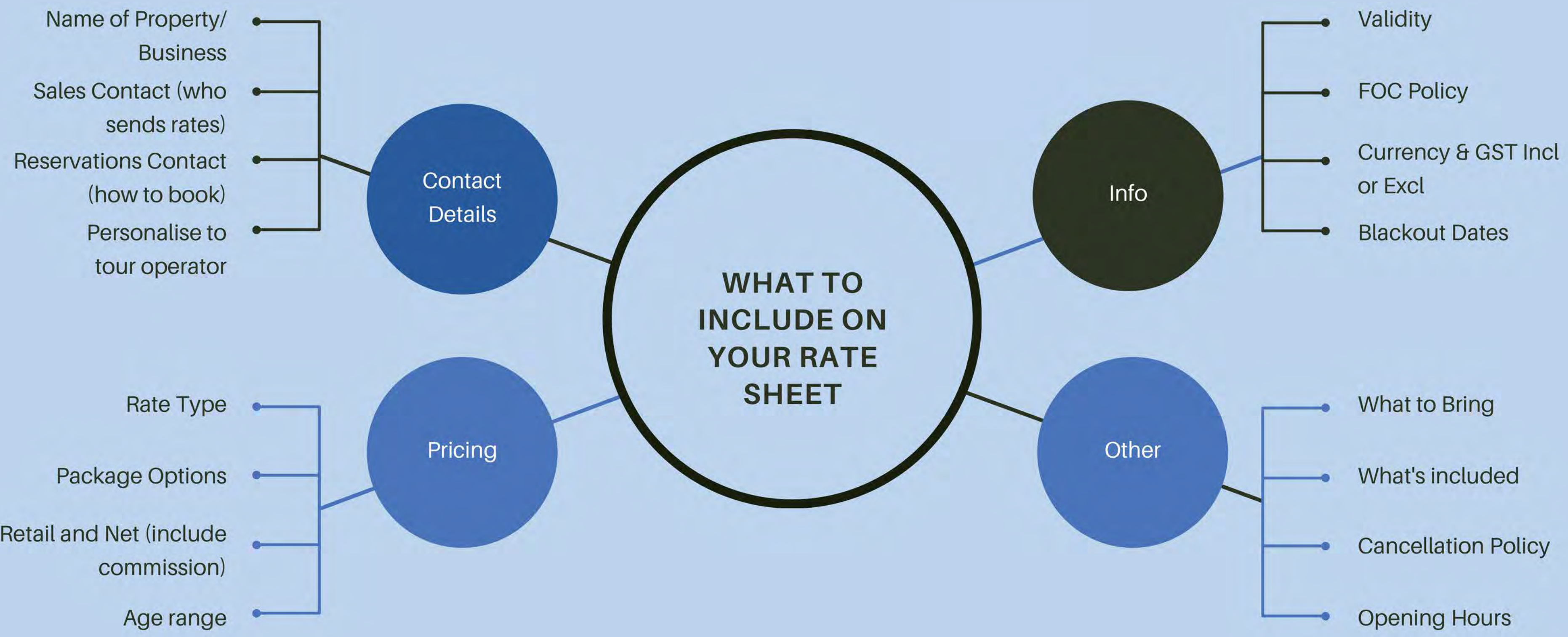
Hi-res image
library



Video library



BONUS: Training /
Sales presentation



SAMPLE RATES SHEET - {INBOUND/WHOLESALE} Rates for {NAME OF AGENT}

YOUR LOGO	A Tourism Attraction Ltd 123 Best View Road Famoustown 2345 T: +64 7 234 1234 E: info@atourismattraction.com W: www.atourismattraction.com
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Rates valid 01 October 2023 - 30 September 2024. Rates are in NZD and include GST

Product / Package	Description/Included	Adult (16yrs+)			Child (5-15yrs)			Infant (3-4yrs)			Family (2A + 3C)		
		Retail	Commission	Nett	Retail	Commission	Nett	Retail	Commission	Nett	Retail	Commission	Nett
Self-guided entry	Entry ticket, self-guided, map, headset	\$ 30.00	25%	\$ 22.50	\$ 18.00	25%	\$ 13.50	\$ 5.00	25%	\$ 3.75	\$ 99.00	25%	\$ 74.25
Guided tour	2hr guided tour, souvenir map, water bottle	\$ 45.00	25%	\$ 33.75	\$ 25.00	25%	\$ 18.75	\$ 15.00	25%	\$ 11.25	\$ 149.00	25%	\$ 111.75
Day/Night entry plus lunch	2 x same day visits (day/night) incl buffet lunch at ABC Café	\$ 69.00	25%	\$ 51.75	\$ 43.00	25%	\$ 32.25	\$ 22.00	25%	\$ 16.50	\$ 229.00	25%	\$ 171.75

Opening Hours: Mon - Fri 9am - 9pm
(Mention any differences between summer and winter seasons) Sat - Sun 8am - 11pm

Other Information:

Groups	Children	What to Bring:	Blackout Dates
1 x Tour Leader FOC per coach - must be advised at time of booking 1 x FOC for every 15 paying pax	Children under 3yrs are free of charge when accompanied by a paying adult	Hat, Sunscreen, Sunglasses, walking shoes	Closed Christmas Day, Good Friday

Cancellation Policy:

Bookings cancelled 48hrs prior to tour departure will not incur any cancellation fees. Any bookings cancelled within 48hrs of departure will incur a 20% cancellation fee.

Reservations:

Must be emailed to reservations@atourismattraction.com

Sales:

For queries about rates or products, please contact sales@atourismattraction.com

Accounts:

Payments must be made to:

A Tourism Attraction Ltd

ANZ BANK - 03-0293-394829-00

Any invoice queries should be sent to accounts@atourismattraction.com

WWW.DESTINATENZ.COM

PRODUCT INFO SHEET / MANUAL

Includes:

Itinerary Text

Departure dates and times

Tour Length

Configuration (beds/rooms/boats)

Min/Max numbers

Maps

What to expect


Hours of Operation

About your Business (Why Choose you)

Awards/Accolades

Accreditations (Qualmark etc)

Conservation projects



Milford Mariner

- Traditional style motor vessel
- Three viewing decks, observation lounge and dining saloon
- Length: 40 metres

Milford Wanderer



- Traditional style motor vessel
- Two viewing decks and dining saloon
- Length: 30 metres

MV Sinbad

- Purpose built mono hull
- Two viewing decks
- Length: 21 metres
- Available for charters

Departs - Returns	
Milford	Cruise Only
Dep	10:30am - 12:45pm
Ret	10:30am - 12:30pm
Dep	11am - 1:15pm
Ret	12:15pm - 2:35pm
Dep	1:35pm - 3:50pm
Ret	4:15pm - 6:30pm
Te Anau	Coach + Cruise
Dep	7:30am - 4:30pm
Ret	9:50am - 4:30pm
Dep	10:30am - 5:45pm
Queenstown	Coach + Cruise
Dep	6:55am - 7:45pm
Ret	7:15am - 8pm
Queenstown	Coach + Cruise + Flight
Dep	6:55am - 4:10pm
Ret	7:15am - 5:10pm
Queenstown	Flight + Cruise*
Dep	9am - 1:40pm
Ret	12noon - 4:10pm
Dep	12:30pm - 5:10pm

*Free picnic lunch. Note: Milford Mariner and Milford Wanderer are used for Nature Cruises at 10:30am and 1:35pm (summer) only. (winter) The MV Sinbad will operate at 11am and 4:15pm. The Milford Track and the Milford Discovery Centre can be added (self-drive only).



MILFORD TRACK Day Walk


Get a taste of one of the 'great walks of the world'!


Guided small group walk on the world famous Milford Track.

- An excellent 'taste' of the Milford Track for travellers short on time who want to experience the 'great walk of the world'.
- Highlights include ancient beech forest, the Clinton River, grassy flats, wetlands and native birdlife.
- Learn from the guide who explains the track's history and points out native flora and fauna.
- Luxury and scenic one hour cruise to the stunning northern tip of Lake Te Anau from Te Anau Downs.
- Easy grade walking track (4-5 hours, 11 kilometres return).
- Take time to stop and enjoy the scenery and take photos.
- Picnic lunch at Glade House included.
- 12 walkers maximum per guide.
- English only commentary (Japanese speaking guide available on request at extra cost).

Season	Departs - Returns
From Te Anau	Coach + Walk
Nov - 18 Apr	9:30am - 4pm
From Queenstown	Coach + Walk
Nov - 18 Apr	6:55am - 4pm


Note: Track transport for independent walkers also available. Check in 20mins prior to departure.






International Buffet

Steamed dumplings, steamed seasonal greens, stir-fried seasonal greens, green tea, seasonal fruit, chicken dish, Southland beef or venison, Cardrona venison lamb, lamb chops, seasonal salad, steamed rice, toadies, fresh fruit, ice cream.




Indian Lunch Box

Spring rolls, samosas, dahi salad with lettuce, dahi, vegetable curry, rice, papadums, mango pickle, plain yoghurt, ice cream and fruit selection. (Available on 11am, 1pm and 1:45pm Nature Cruises and 1:35pm Nature Cruise).



Obento

Salmon, mussels, marinated tofu, poached hen, chicken thigh, steamed vegetables, fresh fruit, hot rice, yakitori served with miso, pickled ginger, soy sauce and sesame oil. (Available on 11am, 1pm and 1:45pm Nature Cruises and 1:35pm Nature Cruise).



Picnic Lunch

Sandwich, cookie, potato chips, cheese and crackers, fruit, nuts and chocolate.

AT THE SHOW!



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The Basics

Put your best foot forward, don't be afraid to sell your experiences and make the most of having so many experienced operators beside you.

Initiate Conversation

Don't wait for attendees to approach you. Greet them warmly, ask open-ended questions, and listen actively to their needs.

Be approachable

Smile, maintain good posture, and make eye contact to appear approachable and friendly.

Use technology

Use technology to enhance engagement, such as interactive displays, virtual reality experiences, or digital brochures.

Network with operators

Build relationships with other exhibitors to expand your network and potentially collaborate or cross-promote in the future.



Elevator Pitch

Be able to summarise what you do in 30 seconds or less.

Don't be shy about your achievements/success
Make the buyers WANT to learn more

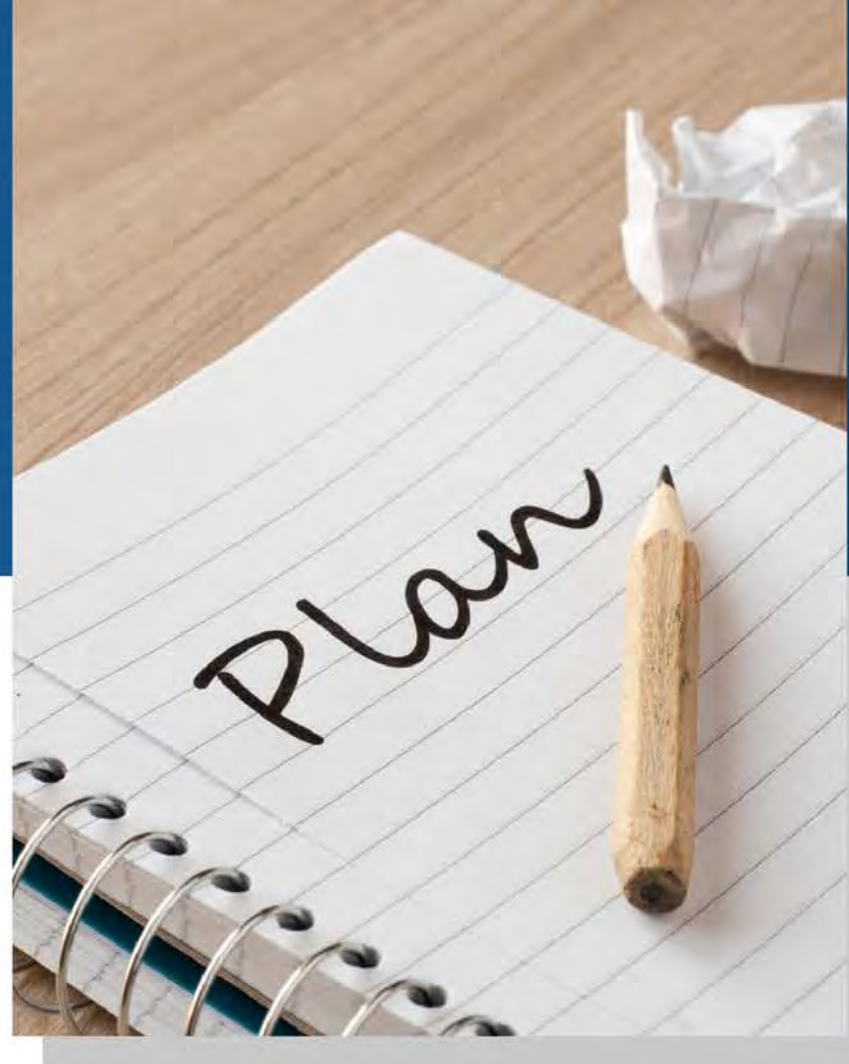
Who you are.
What you do.
What makes you unique.
Your ask.

Have a plan

Take a look at who is attending. Know who is valuable to your business and look out for them.

Understand what your pitch is to different types of buyers.

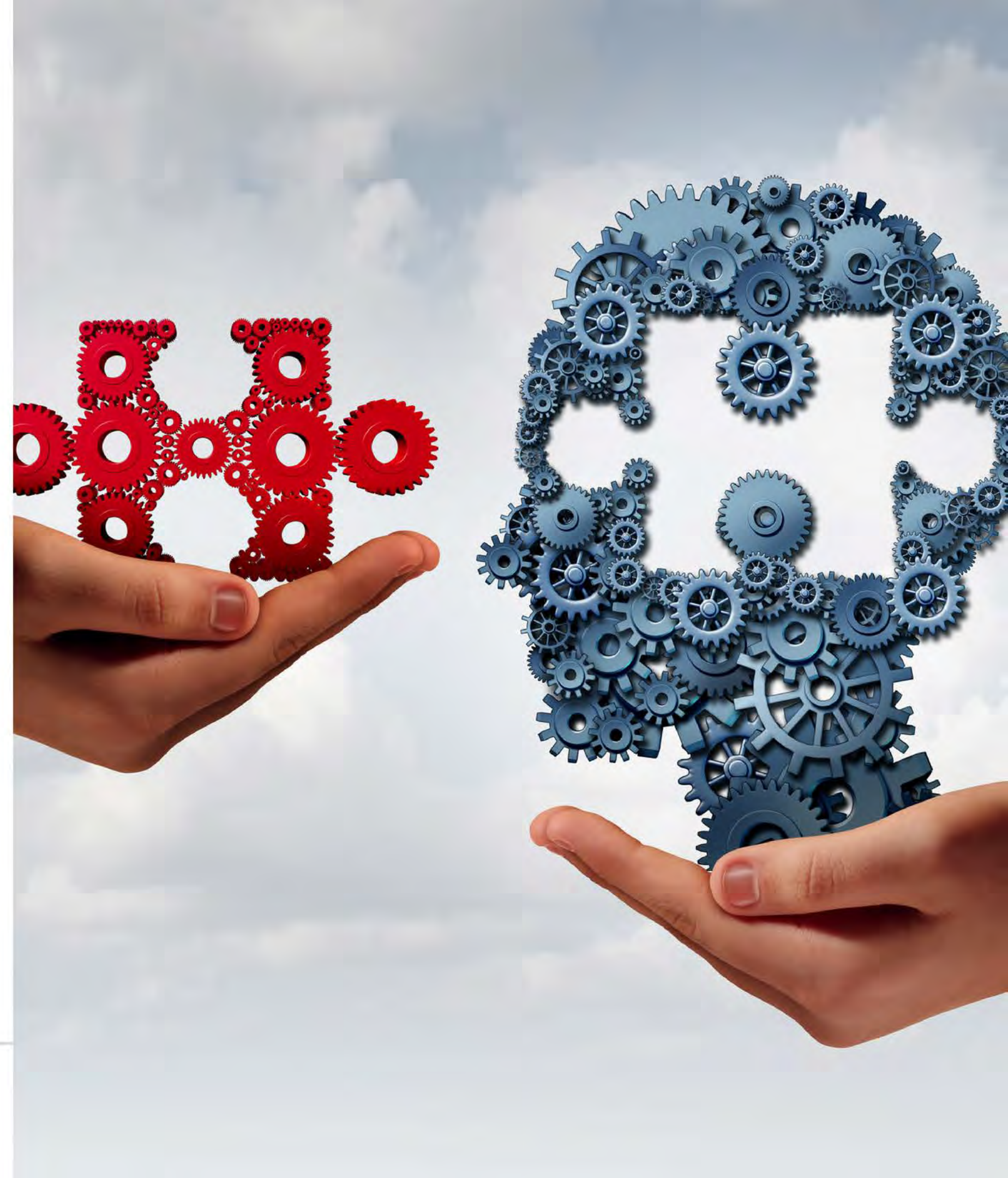
Be Prepared



Train your team

Ensure everyone working your stand understands goals and pitch.

- Know your limits on what you can and can't offer
- Take notes on all discussions



Follow Up



Prompt

Get back to the agents as quickly as you can



Personalise

Use your notes to stand out



Provide Value

Offer training, follow up meeting, collateral etc

Are you Export Ready? Checklist

www.destinatenz.com/trade



More resources

- The Tourism Chat Show
 - weekly interviews with key tourism personalities



www.destinatenz.com

The Tourism Chat *Show*



Hosted by: **Michelle Caldwell**

QUESTIONS?



Get in Touch

Contact us to get more info

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Connect on LinkedIn

