

TOURISM BAY OF PLENTY

TOURISM TOOLKIT

BAY
OF PLENTY

BAYOFPLENTYNZ.COM

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Establishing a tourism business can be daunting. We have developed this Tourism Toolkit as a helpful guide for people and businesses wanting to move into the tourism sector. It provides useful information to assist you as you launch yourself into the visitor economy.

How, why and where people travel are changing. Today's traveller is a 'temporary local' seeking emotional connections to the destinations they visit. These connections are based on the relationships they form, the authenticity of the experiences they have, and how those experiences cater to their passions and interests.

Meeting these expectations requires a focus on outstanding service and experiences that turn visitors and residents into brand advocates. It requires us to tell an authentic regional story that engages and inspires visitors and instils pride in those who live here. As the first point of contact for many visitors, tourism operators play a key role in telling this story.

The team at Tourism Bay of Plenty is blessed with the opportunity to share our love of the Coastal Bay of Plenty with the world. We entice people to want to come here and we work closely with the industry to profile local businesses as part of our region's story.

Our aim is to grow tourism in a way that adds to the quality of life for residents and increases the competitive advantages of our tourism economy. To do this we need to work together with both the industry and our community.

We want the Coastal Bay of Plenty's tourism industry to provide sustainable services and facilities that maximise the economic and social benefits to visitors and the local community. We must deliver an experience that grows the number of visitors to our region while delivering greater economic benefits. We must balance manaakitanga (hospitality) with kaitiakitanga (guardianship).

We hope you find this Tourism Toolkit useful on your tourism journey.

The team at Tourism Bay of Plenty

To get in touch, please call us on +64 7 577 6234, email info@bayofplenty.com, or visit www.bayofplentynz.com/form/contact-us to find contact details for our team.



TOURISM IN THE BAY OF PLENTY

By the numbers

-  Tourism generates more than \$1 billion annually for the Coastal Bay of Plenty (up 51% since 2009).
-  Domestic visitors make up 79% of visitors to the region and spend \$801 million annually (up 49% since 2009).
-  International visitors make up 21% of visitors to the region and spend \$217 million annually (up 61% since 2009).
-  The tourism sector in the Coastal Bay of Plenty is expected to grow by 4% annually from 2018 to 2028. Domestic visitor spend is expected to grow by 3.7% and international spend is expected to grow by 5.3% annually in the same period.

Key markets

International:



Domestic:



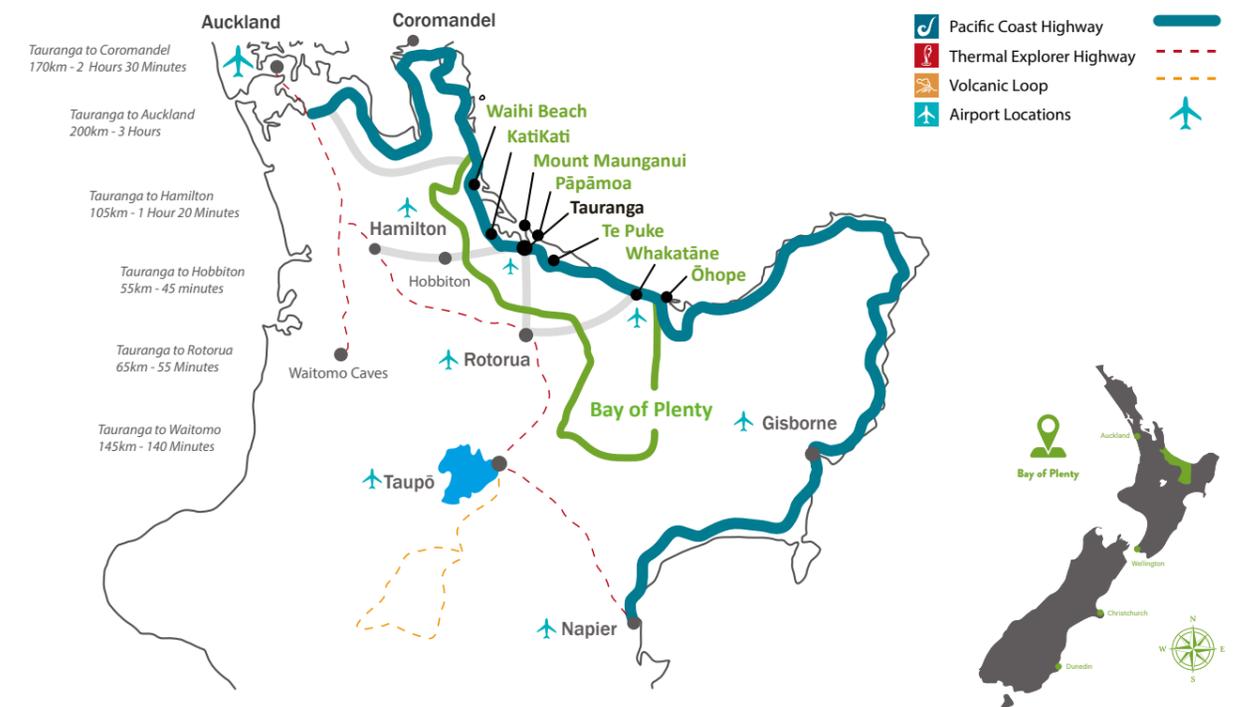
OUR ROLE

Who We Are

Tourism Bay of Plenty was established in April 2002 to promote the Coastal Bay of Plenty as a visitor destination. It is one of 30 regional tourism organisations (RTOs) in New Zealand responsible for destination marketing. Our role was expanded in 2018 to encompass destination management, which involves ensuring a high-quality experience for visitors and positive outcomes for the Coastal Bay of Plenty community we serve.

As both an RTO and Destination Management Organisation (DMO), we endeavour to take a strategic approach that facilitates sustainable growth of the tourism sector for the benefit of visitors, residents, businesses and other groups. As part of our DMO role, we work closely with Destination Think - a globally recognised destination development and strategy organisation that undertakes market research on our region and produces a range of tourism-related resources.

We are funded by Tauranga City Council, Western Bay of Plenty District Council and Whakatāne District Council. ASB Bank supports our work through corporate sponsorship. We are mandated to promote the territories of Tauranga City, Western Bay of Plenty District and Whakatāne District. We refer to this collection of territories as the 'Coastal Bay of Plenty', stretching from Waihi Beach to Ōhope Beach, and as far inland as the Kaimai Range, the Whirinaki Forest and part of Te Urewera.



We are governed by a council-appointed Board of Trustees consisting of representatives from the tourism industry, the Coastal Bay of Plenty community and local iwi. To find out more about the Tourism Bay of Plenty team, please visit our website www.bayofplentynz.com. To make contact, please email info@bayofplentynz.com or phone +64 7 577 6234.

WHAT WE DO

Vision: “Share our love of the Coastal Bay of Plenty with the world”

Mission: “Grow the visitor economy for the benefit of our community”

Tourism Bay of Plenty takes the lead role in managing the Coastal Bay of Plenty as a thriving tourism destination and growing the region’s visitor economy in a sustainable way. We work closely with industry sectors including travel trade, cruise lines, domestic and international media, visitor services, events, and local tourism businesses. There are more than 500 tourism businesses in our region, including accommodation providers, tour operators, regional attractions, restaurants, retail businesses, and health and wellness services. We partner with the national tourism organisation Tourism New Zealand and the eXplore Central North Island collective to market the Coastal Bay of Plenty internationally.

Our work supports community wellbeing by improving the quality of life, economy and collaborative management of Tauranga’s resources. This contributes to making Tauranga an internationally competitive city at the heart of a prosperous region.

FIND OUT MORE

Our work in the Bay of Plenty is guided by our Visitor Economy Strategy 2018-2028, which aims to bring the region to the forefront of destination marketing and management so that we are prepared for the consequences of growth, both negative and positive.

This strategy guides our Annual Plan 2018-2019 and forms the basis of our Statement of Intent 2018-2019 to 2020-2021.

These strategic documents can be found on our website at www.bayofplentynz.com.



IT'S
IN OUR
NATURE

Share
our love of
the Bay of Plenty
with the world

Grow the visitor economy for the
benefit of our community

GOVERNANCE BEST PRACTICE

SOCIAL

Partnership and collaboration locally,
regionally and nationally

ECONOMIC

Grow visitor economy and increase
visitor spend

CULTURAL

Support our
unique cultural
heritage

ENVIRONMENTAL

Environmentally
responsible for current
and future generations

GOVERNANCE BEST PRACTICE

REGIONAL BRAND STORY

Compelling Attributes And Competitive Advantages

TARGET RIGHT VISITORS AT RIGHT TIME

- International and Domestic Visitor Attraction Strategy
- Demand Generation Calendar

CONNECT WITH RESIDENTS

- Social licence to grow tourism
- Involved and informed market
- Civic pride

ENHANCE THE VISITOR EXPERIENCE

- Destination management focus
- Develop visitor proposition
- Cultural and environmental sustainability
- Industry growth and skills development

GROW CAPABILITY AND INCREASE SUPPLY

- Infrastructure requirements to meet demand and grow sustainably
- Investment attraction and new product development

Measurement

- 3.3% growth rate p.a.
- Visitor value (yield) at peak
- Visitor value and volume off peak
- ROI

- No Place Like Home Campaign delivery
- Residents Survey
- Website and social media engagement
- VFR market growth

- Visitor Experience Survey
- Industry Engagement Survey
- Visitor Experience Plan delivery

- Visitor Information Centre delivery
- Regional Growth Study
- Industry Engagement Survey

Measurement

THE BAY OF PLENTY STORY

Following the same process and using the same brand agency as the development of the New Zealand Story, Tourism Bay of Plenty worked with more than 200 local stakeholders from multiple sectors to develop a brand story for our region. We also worked with the teams at The New Zealand Story, Tourism New Zealand and Air New Zealand to ensure alignment with The New Zealand Story and our leading international export brands.

Our story reflects the personality of our community, what makes our region great, and the unique attributes that differentiate us from the rest of New Zealand. This story has been developed to help all businesses export the Bay to New Zealand and the world in a cohesive way. If you are interested in using this story to align your business' message and brand, please get in touch.

OURS IS A PLACE OF POSITIVE ENERGY;
A RICH COASTAL PARADISE BLESSED
WITH RAW POTENTIAL.

WHERE CULTURES EMBRACE
AND THE NATURAL GENEROSITY
OF OUR PEOPLE IS AS ABUNDANT AS
OUR FERTILE LAND AND OPEN SEAS.

A PLACE OF DISCOVERY –
OUR INGENUITY, DETERMINATION
AND BOLD THINKING CONNECT
US TO THE WORLD.

A LANDING PLACE. A LAUNCH PAD.
THE BAY OF PLENTY – A PLACE FOR YOU.



IT'S
IN OUR
NATURE

MAKE USE OF OUR BRAND RESOURCES

Tourism Bay of Plenty provides a variety of Bay of Plenty Story brand elements and resources to assist you in your marketing. Head to our resource library at www.tbop.brandkit.io, call us on +64 7 577 6234, or email us at info@bayofplenty.co.nz.



THE NEW ZEALAND STORY

The development of the New Zealand Story was led by Tourism New Zealand, New Zealand Trade & Enterprise and Education New Zealand with extensive input from more than 200 leaders from an array of sectors.

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. 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.

NEW ZEALAND IS A PROGRESSIVE NATION OF CREATIVE IDEA-MAKERS DELIVERING NEW SOLUTIONS, WHILE ALWAYS CARING FOR PEOPLE AND PLACE. OUR STORY IS GROUNDED IN OUR VALUES – IT'S WHO WE ARE, WHAT WE STAND FOR AND WHAT WE OFFER THE WORLD. GOOD THINGS COME FROM OUR COUNTRY AND THE MORE THE WORLD KNOWS ABOUT THESE, THE GREATER CHANCE WE HAVE TO GROW OUR GLOBAL REPUTATION.



TELL A NEW ZEALAND STORY INTERNATIONALLY

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 at www.nzstory.govt.nz.



PROMOTING YOUR TOURISM BUSINESS

Getting your promotion right can be the difference between success and failure. Having a great product is a good start, but if you want customers to come through your doors, you need to let the world know about it. This section covers the foundations of a successful marketing approach for tourism businesses operating in the Coastal Bay of Plenty region. Head to the www.business.govt.nz website for everything you need to know to start up a business in New Zealand, including employee contracts, health and safety requirements to how to undertake market research. Contact the team via info@business.govt.nz.

Business Plan

The first step for any successful tourism business is to have a business plan. This should identify what you want to achieve, what products or services your business will offer and how you will deliver these. It should identify a budget, as well as a pricing structure that will enable you to cover expenses and make a profit.

It's a good idea to identify your point of difference from the start. This involves analysing what other competing businesses are offering and how your tourism business will stand out from the crowd. Undertaking a SWOT analysis to identify your strengths, weaknesses, opportunities, and threats is also invaluable. The www.business.govt.nz website provides helpful business planning templates, and Tourism Bay of Plenty can provide helpful information about tourism in our region. We can help with market research, statistics, data interpretation, forecasts and more to help you gain the best picture of the visitor economy.

If you're an existing tourism business owner, New Zealand Trade & Enterprise's Capability Voucher Scheme offers co-funding that can subsidise the cost of workshops, courses and coaching to develop your management capability. These vouchers can be used for training in business planning and marketing, among other areas. Information about this scheme and eligibility requirements is available on the www.business.govt.nz website.

Tips for creating a winning business plan:

- Be clear and focussed about what you want to achieve.
- Keep it short, simple and easy to understand.
- Keep your goals realistic.
- Include a budget and pricing structure.
- Research your industry and speak with your potential customers to gauge demand.
- Undertake a SWOT analysis.
- Make your plan accessible to staff and review it regularly.

Marketing Strategy

A sound marketing strategy can give your marketing efforts direction and maximise the return you receive for every dollar spent. It should identify your marketing objectives, target market/s, unique selling proposition, key marketing messages and brand voice, and the activities you will undertake to promote your business. It's useful to set aside an annual budget for marketing activities so you can prioritise which activities to undertake each year, based the return on investment they are likely to provide.

Every marketing activity identified in your marketing strategy should contribute to the strategy's overarching objectives, which should, in turn, contribute to the objectives of your business plan. Think about how you will evaluate the effectiveness of your marketing efforts, and include measures that will help you gauge whether they are contributing to the objectives identified in your marketing strategy and business plan.

A range of marketing strategy templates can be found with a quick Google search but it's often useful to seek professional advice. Tourism Bay of Plenty and the Tauranga Chamber of Commerce can advise on marketing and public relations agencies and consultants that specialise in working with tourism businesses.

Website

It is essential to have your own website to provide potential customers with easy to access information about your business and the products and experiences you offer. This is your chance to showcase your business to the world. Your website should provide a professional and engaging first impression of your business for potential customers. Spelling mistakes and poor-quality imagery can reflect badly on your business. We recommend engaging a professional web design company to build your website. There is a wide range of affordable web designers in the Bay of Plenty that can help you create and manage your own website.

When creating your website:

- Use compelling imagery.
- Make sure written content is engaging and uses terms people are likely to search online.
- Ensure your website is easy to navigate and includes strong calls to action.
- Make sure your website loads quickly.
- Register a web address (URL) early to secure it.
- Factor in ongoing hosting costs and the costs of administering the site long term.

TOURISM BAY OF PLENTY WEBSITE

The official tourism website for our region is www.bayofplentynz.com. This eye-catching website showcases the Coastal Bay of Plenty's stunning natural beauty and provides a wealth of information about what visitors can see and do in our region. Our comprehensive content includes information about local events, activities and attractions, accommodation and dining establishments.

Our website is a visually appealing, innovative and responsive platform aimed at delivering the most relevant content to our audiences. It's a great way for tourism businesses to gain exposure in the competitive online travel market and increase online referrals, enquiries and bookings.

Advertising your local business on this website is a must for anyone who wants to attract more domestic or international tourists. More than 200,000 potential visitors browse our website every year so don't miss your chance to be seen.

Digital Marketing

Digital marketing is marketing delivered through digital channels such as search engines, websites, social media, online advertisements, email and mobile apps. Approximately 85% of all travel research is undertaken online so effective digital marketing is crucial to your success.

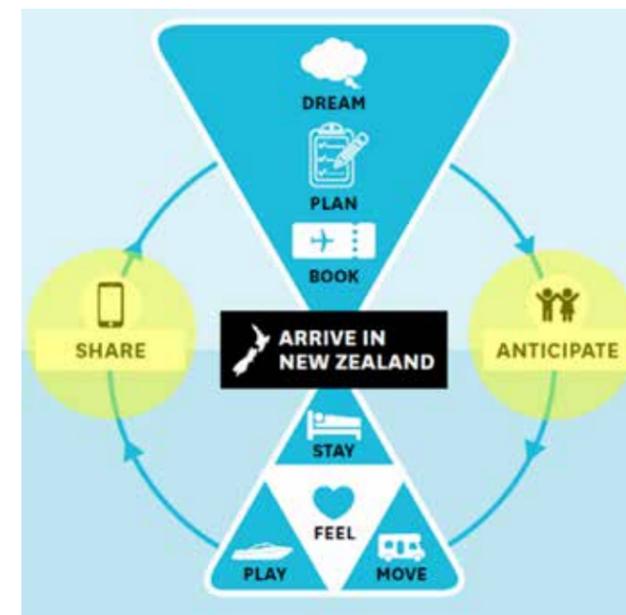
Google is often a customer's first step in discovering your business and you want to make it as easy as possible for them to find you and book your products. A quick online search of your business should lead to your business website or to digital listings such as Google My Business listings, product listings on Tourism New Zealand's consumer-facing website www.newzealand.com, Tourism Bay of Plenty's website www.bayofplentynz.com or online booking websites like TripAdvisor, Rezdy and BookIt.

Make sure your business hours and phone number are correct on all your listings and that your website is engaging and loads quickly.

Getting the most out of your digital marketing involves targeting people effectively and reaching potential customers through a wide range of digital channels. In doing this, you will raise awareness of your product, remain front of mind and create a strong and consistent online brand for your business.

The customer journey

The tourism 'customer journey' typically involves dreaming about a trip, followed by planning, anticipating and then experiencing it. By using digital media effectively to inspire and engage with customers at different points of this journey you can increase the chance they will move beyond dreaming about their trip and on to booking. Ultimately, we all want visitors to our region to have an amazing time, so they share their experiences with others and return in the future.



Social Media

Social media should be an integral part of your marketing strategy. It can engage potential customers and make them aware of the fantastic experiences your business has to offer. However, the growing number of social media platforms means social media can be time-consuming to manage. We recommend starting slowly and mastering Facebook and Instagram, to begin with. These are two of the most popular consumer social media platforms at the moment. Creating a business Facebook or Instagram page is straightforward and once you have created your accounts, you can start to build a following.

Six tips for your first social media venture:

Post regularly and be responsive

Whether you decide to post daily or three times a week, don't disappear. People expect immediate responses so make sure you engage with your audience when they ask questions. And of course, take the time to say thank you if a customer posts a rave review on your page.

Find out what works and do more of it

Include a mix of images, videos, articles and advertisements relevant to your business and the experiences you offer. Keep track of the kinds of posts people are liking and commenting on. If one type of content seems to invite greater engagement, post more of it.

Know your brand

Have a plan for how you want your business to be presented on social media. Choose a tone of voice; are you conversational or formal? Find a style of imagery that works with your brand look and feel and that resonates with your audience and stick to it.

Remember to use hashtags

Hashtagging is a way of grouping posts to make them easier for people to find. It works on a wide range of social media platforms, including Facebook, Instagram and Twitter. Test it out by searching for #bayofplentynz on Instagram and browsing the results.

Get creative and don't be afraid to experiment

There are lots of tools to play with on Facebook and Instagram (e.g. Facebook Canvas or Instagram Stories). Experiment with different types of content and tools. Don't be afraid to make mistakes.

Use paid advertising to gain followers

Eventually, you will need to use paid advertising to get cut through on social media. Get to know Facebook Business Manager and actively manage your advertisements to increase your followers. Use Facebook's tools for creating databases, increasing engagement or running contests.

TOURISM BAY OF PLENTY SOCIAL MEDIA SITES

Tourism Bay of Plenty's core consumer social media platforms are Facebook and Instagram. We're also active on Twitter.

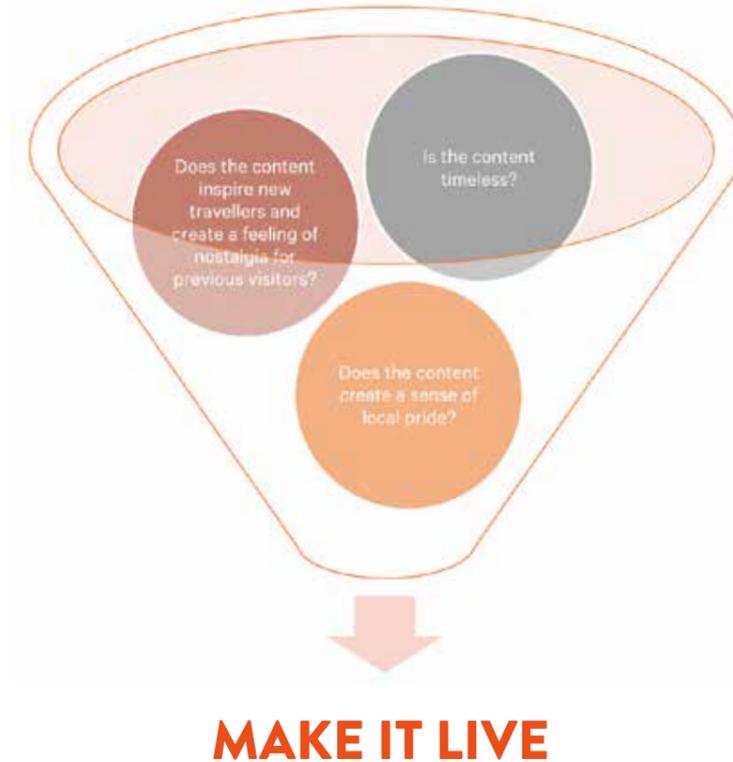
One of the easiest ways to connect with us via social media is by using hashtags. When you are writing captions for images and videos on your own Facebook or Instagram accounts, consider including one or more of the following hashtags:

#noplacelikehomebop
#bayofplentynz
#nzmustdo

Top Tip: #nzmustdo is Tourism New Zealand's Instagram hashtag. If you include this on all of your posts, you may end up featuring on Pure New Zealand's social media pages.

Our social media funnel

We use stunning content and imagery to inspire potential visitors to the Coastal Bay of Plenty. This also creates a sense of nostalgia that jogs the memories of past visitors and encourages them to visit our region again. All content posted on Tourism Bay of Plenty's social media accounts passes through our content funnel before being approved by our marketing team.



Imagery

Professional imagery is key to showcasing your products and creating a strong first impression for potential customers. If you're not skilled with a camera or if you offer a product that is tricky to photograph or requires photos at night or indoors (e.g. accommodation), we recommend hiring a professional photographer. Quality images will be the building blocks of all your promotions and advertisements. The last thing you want is a misrepresentation of your product looking dark, dingy and dull because your photos were sub-standard.

Top tips for effective images:

1. Steer clear of obviously staged photography. Visitors want authentic images of your product.
2. Add people to the mix. This highlights the experience and lets people picture themselves amongst it.
3. Include regional scenery. If a visitor is considering your tour they will want to know what sights they will see along the way.

NEW ZEALAND AND REGIONAL TOURISM IMAGES

Tourism Bay of Plenty has a library of iconic regional images available for tourism businesses to use when promoting Bay of Plenty experiences. Visit <https://tbop.brandkit.io>.

Tourism New Zealand also offers a great image library that can be used when promoting New Zealand tourism experiences internationally. Visit <https://visuals.newzealand.com>.

To discuss websites, digital marketing, social media and imagery, please call us on +64 7 577 6234, or email us at info@bayofplentynz.com.

Sales and Marketing Material

Your marketing budget should allow for the creation of marketing material such as brochures, video content, posters, branded giveaways and collateral for any trade stands you plan to run. Think about how and where your material will be distributed. Before you start to produce it, you need to know your target markets, so you can tailor your message and, in the case of print resources, decide on the number you will want to be printed.

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.

What should you consider when producing marketing collateral?

Budget – What is your budget to produce and print the brochure?

Research – Who are your target markets and what will appeal to them?

Distribution – If you are producing a brochure for visitor information centres, consider the formats that can be displayed and the cost of displaying each.

Front cover – The front cover of your collateral should inspire customers to engage with it and select your product over others. This is as true for the static image shown at the start of a video as it is for the front cover on print collateral you produce. If you are creating a brochure that will be displayed in a brochure rack, keep in mind that only the top third of your cover is likely to be visible, so imagery or text below that may not be seen at first glance.

Written content – If your collateral includes written content make sure to keep it concise. Mention key selling points and use language that's easy to understand and focusses on the experience. English might be a second language for some customers, so consider having your collateral translated for a specific market if you feel it is worth the return on investment.

Contact details – Ensure there is a clear call to action, include contact details such as physical address, email, website and phone number (including international dialling codes). Consider including a map to make it easy for customers to find you.

Images and design – Use quality images that show people enjoying the experience you offer. Consider using a few large impactful photos rather than lots of smaller images. When it comes to design, consistency and branding are important. Make sure your brand and product personality shine and use a simple, common and neat font such as Verdana or Tahoma throughout.

Consider if you will include prices – Pricing details may restrict the shelf life of your brochure. Make sure you clearly state validity dates and any terms and conditions. Consider using inserts for rates or directing consumers to your website for pricing details, where you can update those details as regularly as required.

Accreditations, awards and endorsements – Include these but ensure the awards are recent. Qualmark is important to international wholesalers and inbound tour operators.

Proofread and market test – Make sure you carefully proofread your marketing collateral before it goes to print. Consider conducting market testing as your customers may pick up something that you have omitted or that may be confusing or unappealing.

OFFICIAL BAY OF PLENTY COLLATERAL SUITE

Tourism Bay of Plenty provides a wide range of advertising options to help local tourism businesses promote themselves to domestic and international visitors. These include promotional opportunities within the Official Bay of Plenty Visitor Guide and Bay of Plenty Visitor Map, listings on www.bayofplentynz.com and advertising and promotional opportunities across our region's i-SITE Visitor Information Centre network.

Request a copy of our Marketing Opportunities Guide for detailed information about the opportunities we offer. Call +64 7 577 6234 or email info@bayofplentynz.com.

To discuss sales and marketing material, please get in touch with our Consumer Marketing Manager.

Collaborating with Other Tourism Businesses

Relationships are key, whether they are formal or informal. Other local tourism businesses will have a wealth of knowledge that may help you in deciding on your business plan or marketing strategy. You may form some great alliances that give you the chance to bundle your products together for mutual benefit.

The i-SITE Network

New Zealand's i-SITE network is tasked with providing information to visitors and encouraging them to do more and stay longer. The i-SITE New Zealand brand is owned and managed by Tourism New Zealand.

In the Coastal Bay of Plenty, Tauranga City Council, Whakatāne District Council and Kawarau District Council invest in providing tourism information, booking and visitor services through i-SITEs. Tourism Bay of Plenty manages the Tauranga i-SITE, the Tauranga Cruise i-SITE (known as the i-PORT as it is located on the Port of Tauranga), and the seasonal satellite Mount Maunganui i-SITE. Whakatāne District Council manages the Whakatāne i-SITE. Kawarau District Council funds the Kawarau i-SITE.

Staff at our region's i-SITEs provide expert knowledge and friendly, personalised service to help visitors enjoy the Coastal Bay of Plenty. More than 108,000 visitor enquiries were handled by staff at the Tauranga i-SITE in the year to 30 June 2018.

Coastal Bay of Plenty i-SITEs provide an opportunity for tourism businesses to promote and sell their products or services to visitors. Our i-SITEs are stocked full of brochures on local tourism opportunities plus plenty of maps and inspirational photos of the region. Visitors often ask i-SITE staff for recommendations, so it's worth making sure they are aware what you have to offer.



Why advertise through i-SITES?

- Gain exposure to all visitor markets.
- Generate direct bookings and referrals.
- Obtain email access to the sales team who will read newsletters or updates you send about your business.
- An Ibis Reservation System Listing ensures i-SITE staff have instant access to your contact and product information.
- Your product will be included in the national i-SITE database. This database can be accessed at other i-SITES across the country.

The i-SITES in our region are:

Tauranga i-SITE Visitor Information Centre
95 Willow Street
Phone +64 7 578 8103

Mount Maunganui satellite i-SITE
Seasonal, please contact the Tauranga i-SITE

Tauranga Cruise i-SITE
Port of Tauranga grounds, no public access, please phone the Tauranga i-SITE.

Whakatāne i-SITE Visitor Information Centre
Corner Quay Street and Kakahoroa Drive
Phone 0800 942 528

Kawerau i-SITE Visitor Information Centre
The Bus Terminal, Plunket Street, Kawerau
Phone +64 7 323 6300

Other information centres include:

Katikati Information Centre
36 Main Road, Katikati
Phone: +64 7 549 1658

Waihi Beach Information Centre
26 Wilson Road, Waihi Beach
Phone: +64 7 863 5614

Te Puke Information
130 Jellicoe Street, Te Puke
Phone: +64 7 573 9172

To discuss websites, digital marketing, social media and imagery, please call us on +64 7 577 6234, or email us at info@bayofplentynz.com.

Consumer Events

From festivals and live music to produce markets and workshops, there are dozens of fantastic events being run across our region every month. If you are considering running an event, make sure to give yourself enough lead time and consider how you will get the word out there. Working with other like-minded businesses can help spread the load and provide opportunities to share ideas and reach new audiences. If you need help, there are a wide range of event promoters and event management businesses working across the Bay of Plenty.

NEED HELP PROMOTING AN EVENT?

If you are running an event that will bring a larger number of people to the Coastal Bay of Plenty we would love to hear from you. As we are a not-for-profit organisation, we do not 'sponsor' events as such. However, we are the official home and hub for tourism in the Coastal Bay of Plenty. It's free to list your event on our website and we are in regular communication with the region's top event coordinators.

To find out more about listing your event on our website, email info@bayofplentynz.com or phone +64 7 577 6234.

Consumer Campaigns

Tourism Bay of Plenty runs consumer marketing campaigns to support tourism businesses and promote the best our region has to offer. The campaigns play a large role in attracting 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-resolution photos of the experiences they offer for use in campaign collateral.

To get in touch regarding the consumer campaigns Tourism Bay of Plenty is currently involved with, please call us on +64 7 577 6234 or email media@bayofplentynz.com.





IT'S IN OUR NATURE

NO PLACE LIKE HOME

Our No Place Like Home campaign is designed to inform, engage and inspire Coastal Bay of Plenty residents so they can act as passionate ambassadors for the region. This is important because 60% of domestic visitors to our region come to visit family members and friends. Many stay in private accommodation, holiday homes or with friends and family, rather than in hotels, motels and other commercial accommodation. For this reason, locals are often their primary source of information for what to see and do in the area. A secondary objective of the campaign is for visiting friends and relatives to stay longer, spend more and spread the positive word further. This provides economic benefit to the Coastal Bay of Plenty and helps generate word of mouth marketing for the region.

The campaign uses www.noplacelikehome.co.nz, social media, email newsletters and print and digital advertising to deliver a wide breadth of content representing a diverse cross-selection of local interests and attractions. The stars of the campaign are authentic locals sharing views, insights and stories from our own backyard.

We target four different groups with the campaign:

1. Browsers – people who are just ‘having a look’. They may be searching for a key piece of information about our region, which they will ideally access quickly and without friction.
2. Subscribers – this group are subscribed to our monthly e-newsletters. They want to be in the know and are interested in learning more about what the Coastal Bay of Plenty has to offer.
3. Contributors – people who want to be a part of the movement. They actively engage in conversations and contribute their own ideas and comments through social media.
4. Local ambassadors – people who are happy to be a face of the campaign. They take immense pride in being part of our community and contribute regular content.

Want to get involved?

- Share your stories with us

We are always looking for exciting, quirky stories to feature on www.noplacelikehome.co.nz, in monthly newsletters and across social media. Send us a story idea, or something exciting that’s coming up with your business. Make sure to send all of your media releases to media@bayofplentynz.com.

- Collect visitor testimonials

Had some positive feedback from your visitors? Let us know! We love hearing great testimonials directly from our visitors. If you can include an image of them enjoying their time – even better!

- Offer locals’ specials

We love to promote special offers just for locals. It could be a 20% discount or free entry if you bring a friend or relative, we’re open to your ideas.

- Become a contributor

Keep an eye on the Bay of Plenty NZ Facebook and Instagram pages and like, share or comment positive feedback on our No Place Like Home posts. The more engagement the better.

Qualmark Accreditation



Part of your marketing budget and time should be allocated to getting your tourism business Qualmark accredited. Qualmark is New Zealand tourism's official quality assurance organisation, providing a trusted guide to quality travel experiences. Owned by Tourism New Zealand and backed by leading industry organisations, it provides a star grading system for accommodation providers and a quality endorsement programme for other tourism businesses.

Qualmark helps our visitors and international travel sellers select the right tourism product to suit their needs. By looking for the Qualmark logo, consumers and travel sellers can book and buy with confidence, knowing that the products are quality assured.

To get in touch regarding the consumer campaigns Tourism Bay of Plenty is currently involved with, please email us at media@bayofplentynz.com.

Trade Marketing Manager
Denise Siviter - denise@bayofplentynz.com

International and Domestic Media Opportunities

Securing editorial space in a print publication or on a popular online news or travel website is an effective way to achieve exposure for your business.

Tourism Bay of Plenty works with a range of media outlets to promote the region and our tourism businesses domestically and internationally. Many visitors seek inspiration and plan their holidays based on what they've seen on social media and television or read in newspapers and travel magazines. Tourism Bay of Plenty works closely with selected agencies to secure high-value public relations opportunities to promote our region and make those stories happen.

How to write a media release in six simple steps:

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. 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.

MEDIA FAMILIARISATION TRIPS

Tourism Bay of Plenty and Tourism New Zealand invite media to experience our region from time to time as part of facilitated tours known as media familiarisations. These help to generate exposure for our region and tourism businesses within it. Find out more about media familiarisations and how you can host visiting media in the Familiarisation Trips for Travel Trade and Media section of this toolkit. Please note that businesses must be Qualmark accredited to be include in Tourism New Zealand familiarisations.

To get in touch regarding the consumer campaigns Tourism Bay of Plenty is currently involved with, please email us at media@bayofplentynz.com.

Business Events

The meetings, incentives, conferences and exhibitions (MICE) market presents a fantastic opportunity to provide year-round patronage for a destination. Business events of this kind generally occur during off-peak and shoulder season months and delegates typically spend more than leisure visitors. Destinations that attract travellers for business events are more sustainable, as the resources drawn on by these travellers aren't typically used by New Zealanders or other visitors, and therefore do not put additional strain on infrastructure.

The business events market offers significant growth potential for New Zealand internationally because many conference planners are looking to provide more unique and activity-focussed events for delegates.

Tourism businesses, including accommodation providers, have an opportunity to tap into this growing market by providing services that cater to travellers attending MICE events. Tourism Bay of Plenty has developed a template bid document for businesses in the region to use when pitching for business events. Email meet@bayofplentynz.com for a copy or to find out more about some of the other ways we can help.

Get on Board with the Cruise Market

Tauranga's busy cruise sector hosts more than 320,000 passengers and crew each season and is forecast to continue growing. Tauranga hosts more shore excursions for cruise passengers than any other port in New Zealand due to its scenic beauty and proximity to iconic attractions like Rotorua and Hobbiton.

How to reach the cruise market

There are several ways cruise ship passengers plan and book their shore excursions when visiting the Bay of Plenty. These include:

1. Through shore excursions, programmes offered onboard cruise ships. These programmes are facilitated by New Zealand-based inbound tour operators.
2. Direct with a tourism business or via one of the many online travel channels (e.g. Viator).
3. Through a Bay of Plenty i-SITE Visitor Information Centre. Tourism Bay of Plenty has a dedicated Tauranga Cruise i-SITE at the Port of Tauranga.

What you need to know

Cruise ship passengers typically have limited time ashore. With an average of 8-10 hours available, they often choose activities unique or iconic to the region. Tourism businesses keen to work in the cruise sector should offer experiences representative of the region. For those operating from the Port of Tauranga, this might include tours to Tauranga, Rotorua and Hobbiton. The more popular tours tend to take passengers to places they can't reach by public transport or walking and offer visits to more than one attraction. Exclusive experiences are also popular.

Cruise passengers tend to choose a different activity at each port and won't want to repeat an activity within the same voyage. Tourism businesses need to think about where their product sits within the wider New Zealand tourism offering to gauge its potential.

Interested tourism businesses should consider what makes an ideal cruise tour so they can customise and deliver a product that fits with the cruise schedule and passenger needs. It's worth thinking about the time of day your tour operates, the age and demographics of the passengers who will take part, and the size of the groups involved. Every tour needs to be customised for each ship to some extent, as the passengers on board will be different.

Tours lasting around 5-6 hours, including travel time, are particularly popular with cruise passengers to the Bay of Plenty region. This duration leaves passengers with a few hours free to spend as they wish and gives them the confidence that they will return to their ship in time for its departure.

Note: To collect pre-booked passengers from Salisbury Avenue and The Mall you must meet vehicle capacity requirements and apply for a parking certificate from Tauranga City Council's transport team. This area is monitored, and infringement notices are issued.

To find out more about how the Tauranga Cruise i-SITE operates, please contact the Tauranga i-SITE via bookings@bayofplentynz.com or calling +64 7 578 8103.

Working with inbound tour operators

You'll 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'll 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%).

Reaching cruise passengers online

Passengers are increasingly seeking out tours online, either directly through operators' own websites or through online travel websites like Viator. Tourism businesses that want to sell their product to cruise passengers online should:

- Ensure their websites are up to date and easy to find on Google and other search engines.
- Factor in the appropriate commission levels for online travel websites (about 25-30%).
- Encourage reviews on TripAdvisor.

Making use of i-SITEs

Cruise shore excursions and tours are sold through the local Tauranga i-SITE and the dedicated Tauranga Cruise i-SITE.

The Tauranga Cruise i-SITE holds contracts with individual operators or joint venture suppliers who apply for a contract through a request for proposal (RFP) process. Shore excursion providers pay an annual fee and 15% commission to the i-SITE.

Note: Touting to passengers is strictly prohibited. Tauranga City Council staff monitor the area.

Touting definition:

Clause 14.1 of the Tauranga City Council Street Use and Public Places Bylaw applies to use of a public place to "display, distribute, sell or offer for sale any goods or services or solicit subscriptions or collect donations". It is prohibited to display signs or banners around and on vehicles if they are not part of the normal business livery displayed on a vehicle but are temporary additions for the purpose of attracting customers to the vehicle.

Tourism businesses dealing with cruise passengers should consider working with the New Zealand Cruise Association, the country's only cruise-specific organisation focussed on destination marketing and management. Find out more at www.newzealandcruiseassociation.com.

To discuss the cruise market sector and the visitor services we provide for cruise passengers, please contact the Tauranga i-SITE via bookings@bayofplentynz.com or calling +64 7 578 8103.

International Marketing - Travel Trade and Distributors

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. Fortunately, there is an international network of inbound tour operators, wholesalers, and retail and online travel agents that can help take your tourism business to the world. This network is collectively known as the 'travel trade', and it can be a powerful tool for those wanting to extend their reach offshore. Harnessing the travel trade in this way is known as trade marketing. Making your product or experience available to international visitors allows you to increase your revenue and provide new and diverse offerings that can help balance out the seasonality of domestic business. This is also known as export tourism or inbound tourism.

Benefits include:

- International tourism is not focussed around weekends and New Zealand school holidays and can level out seasonality problems.
- Spreading risk across a range of international markets can minimise the impact of any changes in the domestic or any individual international travel market.
- Inbound distribution networks allow you to distribute your travel experiences to millions of potential travellers from around the world.
- International travellers provide a higher yield and spend, on average three times more than domestic travellers.
- Booking lead times are generally longer allowing for better business planning.

DO YOUR RESEARCH

Tourism Bay of Plenty can provide information about the number of international visitors coming through our region from various international markets. We can advise on cultural considerations, expectations and average spend.

Other useful sources of information include:

Tourism New Zealand

Market profiles and information about visitor numbers and the demographics of visitors coming to New Zealand from overseas can be found in the Markets and Statistics section of the Tourism New Zealand website, www.tourismnewzealand.com.

Ministry of Business, Innovation and Employment

New Zealand's Ministry of Business Innovation and Employment has a range of statistics and visitor data available to tourism businesses. This can be found on the Tourism pages within the Information and services section of their website, www.mbie.govt.nz.

Who makes up the travel trade?

Members of the travel trade are known as travel distributors. They can help sell your product offshore and broaden your customer base beyond the reach of your marketing budget. They typically work on a commission basis, taking a percentage of every overseas booking they make for your product or experience. They are important to the inbound tourism industry as many overseas consumers are still heavily reliant on the advice of local travel experts when planning and booking their New Zealand holiday, particularly in the long haul and emerging markets. 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.

Travel distributors

The travel trade is made up of travel distributors that can help sell your tourism product internationally. These distributors include inbound tour operators, wholesalers, and retail and online travel agents, and they each play a different role. A description of each is below.



Inbound tour operators

An inbound tour operator (ITO), also known as a ground operator or destination management company (DMC) is a business that helps travel agents, wholesalers, direct sellers, event planners and others to book accommodation, plan tours, develop itineraries and make reservations in New Zealand. ITOs are based in New Zealand and provide local expertise and know-how for travel distributors based offshore.

Wholesalers

Wholesalers are located in overseas markets and provide a link between travel agents and ITOs or tourism products. Wholesalers purchase programmes developed by New Zealand-based ITOs or develop their own packages and itineraries for travel agents and consumers. These packages usually include transport, accommodation, tours and attractions. In some markets, wholesalers are also 'direct sellers' that bypass travel agents to directly target consumers. In other markets, there are no wholesalers, 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, family, honeymooners or the seniors market. They may also have an online presence.

Retail travel agents

Retail travel agents are based in the consumer's country of origin and deal directly with consumers. They usually have shops in prominent locations that make it convenient 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 travel and tourism products they are selling. In some countries, retail agencies may be operated by travel wholesalers or may concentrate on particular market segments such as special interest or family travel. Most also have an online presence.

Online travel agents

Online travel agents (OTAs) specialise in selling travel and tourism experiences online. They often have no intermediaries and deal directly with consumers and tourism products. Consumers can purchase a product or an entire holiday package online. Online distribution is less structured than the traditional travel distribution system and commission levels vary. Two of the best known OTAs are TripAdvisor and Viator.



How do I start distributing my product with the travel trade?

Before working with travel distributors, ensure your product is export ready. Make sure you understand the cultural needs of different markets and provide:

- Quality products and experiences that are delivered consistently.
- Reliability and efficiency (i.e. have consistent operating hours and schedules).
- High levels of customer service and helpful reservations staff.
- Consistent pricing policies that consider all levels of distribution and offer commissionable rates.
- Easy communication via email and toll-free numbers.
- Fast turnaround and response times for bookings and enquiries (within 24 hours).

Distributing your products with inbound tour operators

Larger ITOs have product departments that identify and select the products and suppliers they want to sell. These departments can offer advice on suitable markets for your product and suggestions about product development and packaging. The Tourism Export Council (TEC) can provide members with a list of ITOs and the markets in which they operate.

Tips for working with ITOs:

- Research who the ITO works with and which markets they target.
- Become a member of TEC.
- Compile a sales kit with strong images and PDF product fact sheets and brochures.
- Ensure information on your website is up to date.
- Provide a visual presentation, including video footage.
- Provide rates that allow for ITO commissions and include concise terms and conditions. Be prepared to provide rates up to 18 months in advance.
- Translate your fact sheets, brochures and other relevant sales material if you are targeting markets where English is not commonly spoken.
- Participate in ITO networking events, workshops or familiarisation trips organised by Tourism New Zealand and Tourism Bay of Plenty.
- Respond quickly to ITO enquiries, quotations and bookings.
- Don't ask for prepayments or deposits.
- Accept ITO vouchers and trading terms.
- Action complaints promptly.
- Provide updated product information, training and familiarisation trips for ITO staff.
- Speak to other businesses that work with the ITO to confirm it is a reputable company.

Distributing your product with travel wholesalers

Travel wholesalers are located in overseas markets and many rely on New Zealand based ITOs to develop the packages they sell to travel agents and consumers. It is essential you establish good relationships with ITOs who specialise in your target markets.

Building a relationship with a wholesaler is also critical. To successfully engage with wholesalers, you need to work with all partners along the distribution chain and ensure there is awareness and interest in your product regardless of where the actual consumer purchase transaction takes place. This can be achieved by conducting in-market sales calls or joining in-market roadshows to meet with product managers. It is also valuable to attend offshore Kiwi Link events and the annual TRENZ travel and trade event to meet with key wholesale travel decision makers.

It can sometimes take several years of contact before a wholesaler begins to sell your product. This is partially due to their loyalty to existing product suppliers and stringent consumer protection laws in some major markets. Wholesalers also need assurance that you are an established operator that will remain in business for many years.

Once you have secured a distribution deal with a wholesaler, you will need to provide the wholesaler and key frontline sales staff with ongoing education and product updates to keep your product front of mind via newsletters, sales calls, trade shows and familiarisation trips.

Top tips for working with wholesalers:

- Find out which markets and market segments the wholesaler targets, the type of experience they sell and who their distribution partners are.
- Keep wholesalers updated on any new developments or changes to your product.
- Suggest ideas for packaging your product with complementary products in your region to make it easier to sell.
- Highlight your unique selling point, the benefits of your product and what sets you apart from the competition.
- Allow for wholesaler commissions in your rates and include concise terms and conditions. Be prepared to provide rates up to 18 months in advance.
- Understand the consumer protection laws wholesalers must adhere to. Europe and Japan have strict consumer laws that require companies to deliver the promised standard of the holiday experience.

Distributing your product with online travel agents

Research online travel agents' websites to see how they operate and how the products they sell are presented to consumers. It's also worth contacting them to see how information is loaded and updated.

Many websites will provide you with access to maintain and update your details. While this gives you a level of control over how your product is described and presented, it can also be time-consuming, especially if you are selling your product on multiple websites. Many online travel agents work with affiliates that on-sell products listed on their websites. It is important that you are aware of any affiliate websites and where your product rates may appear.

When distributing online, rate parity is critical. Rate parity is when the same rate structure for a product is used across all its distribution channels. When a tourism business effectively manages its rates to create parity across distribution channels, consumers can have confidence that they are receiving the best pricing and value regardless of the channel they use to make their reservation. Ensuring rate parity also protects a tourism business' relationship with its other distribution partners. It should be your goal to mirror the same retail rates at all points of reservation for your travel distribution partners.

It is important to:

- Clarify commission and inventory levels required and how your product listing will be displayed.
- Find out how much new business the website may generate.
- Investigate whether there are any affiliated websites or distributors that will on-sell the products you list.
- Check whether you or the website host is responsible for managing your product listings.
- Consider how the website is promoted and who its target market is.

TRAVEL TRADE FAMILIARISATION TRIPS

Tourism Bay of Plenty and Tourism New Zealand organise familiarisation tours of our region for travel trade staff. These help grow awareness of the amazing experiences the Coastal Bay of Plenty has to offer, leading to better understanding of the products available in the region and increased overseas sales. Find out more about travel trade familiarisation tours and how you can host visiting travel trade staff in the Familiarisation Trips for Travel Trade and Media section of this toolkit.

Commission guidelines

Travel distributors operate on a commission basis when selling your tourism products to international buyers. The following table provides guidance on commission rates based on various sales methods. It should be considered a guide only, rather than a rule.

SALES METHOD	COMMISSION LEVEL	EXPLANATION
Inbound tour operator (ITO)	25 - 30%	A nett rate providing a 25-30% margin is agreed with the ITO and paid to you once a sale is made.
Wholesaler	20%	A nett rate providing a 20% margin is agreed with the wholesaler and paid to you once a sale is made.
Online travel agent (OTA)	10-15%	A nett rate providing a 10-15% margin is agreed with the OTA and paid to you once a sale is made.
Retail travel agent (RTA)	10%	A RTA retains 10% commission once the booking is confirmed and pays you the balance.

Getting your pricing right

Your price is the cost to consumers at various points in the distribution chain. It includes the price consumers pay when they buy directly from you, the commission and nett 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 a key requirement for success.

The price should be set according to:

1. Your competitors' pricing.
2. The level that your target market is prepared to pay.
3. The cost of distribution (including commissions).
4. Fixed and variable costs.
5. Seasonality.
6. Your profit margin.



NEED HELP?

Tourism Bay of Plenty offers an extensive travel trade service, marketing our region and local tourism businesses to international wholesalers and inbound tour operators based in New Zealand and overseas.

We work closely with Tourism New Zealand, eXplore Central North Island, Tourism Export Council, and are a member of Tourism Industry Aotearoa and Regional Tourism New Zealand.

Part of our role is to work with local tourism businesses to help develop and promote products internationally. Extending your reach internationally can dramatically improve your sales and help take your tourism business to a whole new level.

We can help organise:

- Training on the trade industry.
- Industry forums and updates.
- Marketing at Kiwi Link trade shows and road shows in key international markets.
- International training for product managers, frontline agents and reservations teams.
- Travel trade familiarisation trips to the region.
- Attendance at travel trade shows including the eXplore Trade Show and TRENZ.
- Sales missions to Australia.
- Inclusion of your products and services in our in-house travel trade collateral.

Understand cultural differences

Being up front with visitors about what they can expect as part of your tourism offering reduces the risk of causing insult or cultural misunderstanding. For example, stating alcohol is available on a tour gives the client an advance warning and allows them to remove themselves from where it is served if they don't wish to partake. When preparing for sales calls or trade show appointments, tailor your message to appeal to the different markets and always respect their culture. Some key cultural considerations are outlined in the following table.

CONSIDER	IMPACT	EXAMPLE
Religion	Can affect food, dress and activities	Appropriate dress (e.g. beach photos with a woman in bikinis would not be appropriate in a brochure targeting certain markets)
Politics	Can impact what and how you promote	Some governments ban the open promotion of gambling or casinos
Food and Dining	What you need to provide	Different cultures have varying dietary and dining preferences. Vegetarian, Jain, Halal, Kosher and the list goes on. In Chinese culture, dining is a shared, loud and convivial experience
Pace	For some cultures, the experience needs to be faster	Eastern cultures traditionally enjoy a faster pace of travel than Western Hemisphere markets
Punctuality	Needs to be reinforced for some markets	Different cultures place varying levels of importance on punctuality
Timing	Need to consider if your target market traditionally starts early or late in the day, or likes to stay out late	Mediterranean countries tend to eat late and take their time

Language	Can impact many areas but tourism businesses should be especially conscious that safety messages are understood	Consider translation of all safety advice such as the use of life jackets, swimming, fire regulations, etc
Sensitivities	Be aware of cultural sensitivities such as nudity and alcohol	Mormons, Muslims and Jain generally don't drink alcohol
Superstition	Be aware of any superstitions that impact the traveller	Some travellers from China and South East Asia place significance on certain colours and numbers

Trade Shows

Trade shows are a forum to meet key industry players and develop or enhance business relationships. They provide an excellent opportunity to meet with a large number of targeted clients in one place at one time. Trade shows are held throughout the year. They target different audiences and are designed to achieve different objectives.

Trade shows require an organised and targeted approach, with clearly set goals and committed staff, to ensure you meet your trade marketing objectives. Attending trade shows is often more time and cost effective than conducting individual sales calls. At most trade shows you will need to pre-arrange appointments with trade buyers in order to give a short presentation of your product, so it is important to give consideration to how you will present the most important information about your offering in limited 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.

Regardless of which trade shows you choose, it's wise to commit to participation in the same event for a minimum of three years. The awareness of your product will significantly increase each year, as will your expertise and knowledge of how to get the most out of the event.

What do you need to consider when taking part in a trade show?

- What are your objectives and will the trade show help achieve them?
- What is your budget for the trade show?
- How will you connect with inbound tour operators?
- Have you set your rates (making sure to consider commissions)?
- Do you have collateral ready?
- Will you need to communicate in a foreign language?
- What pre-event marketing should you undertake?
- How will you lay out your stand?
- Who will staff your stand?
- Have you pre-booked appointments with trade buyers?
- How will you follow up any opportunities?
- Will you run any competitions?
- Will you engage the media?

Trade Events Tourism Businesses Should Attend

Trade shows usually involve pre-scheduled appointments between buyers and sellers and/or an open forum that allows buyers to browse and visit the stands of tourism businesses they are most interested in.

Before committing to attend a trade show you should consider whether attendance will help to meet your business objectives. Contact Tourism Bay of Plenty for advice on which trade shows will provide the most benefit for your business.

eXplore Trade Show

This annual tourism trade show is held in Auckland for the eXplore Central North Island group every April. With more than 200 trade buyers in attendance, it is a great place to showcase your product. This show is an open forum format, rather than pre-booked appointments.

TRENZ is New Zealand's biggest annual business-to-business travel and trade event. This annual four-day event provides major international wholesalers from around the world with the chance to meet with New Zealand tourism businesses and get to know their products. TRENZ operates a pre-scheduled appointments format and requires research to ensure you get the most out of your attendance.

Kiwi Link sales missions and overseas representation

Tourism New Zealand runs offshore Kiwi Link events to provide New Zealand tourism businesses with the opportunity to establish relationships with key travel sellers in various overseas markets. Tourism New Zealand also attends a number of other trade events each year and invites tourism businesses that meet certain criteria to join them. For details of upcoming events, visit the Events section of Tourism New Zealand's website www.tourismnewzealand.com.

To discuss travel trade, please contact us via trade@bayofplentynz.com.

Familiarisation Trips for Travel Trade and Media

Familiarisation trips (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. Famils to the Coastal Bay of Plenty provide a chance for our local tourism businesses to educate and win over the people who influence consumers' holiday decisions.

Famils target two key groups:

- Trade - distribution partners, such as wholesalers, inbound tour operators and travel agents.
- Media - journalists and writers for print, broadcast and online media outlets.

Trade and media are key third-party proponents of your product and story. If trade partners and travel writers know your product and like it, they can do a lot to sell it through their respective channels. Building trade and media relationships is an essential part of doing tourism business. After all, your product competes not just on a regional level, but also with tourism destinations and products across the globe.

We have an established relationship with Tourism New Zealand's international media programme and travel trade teams. This affiliation means the Coastal Bay of Plenty is kept top of mind when international media and trade opportunities filter through to the regions from Tourism New Zealand.

Tourism Bay of Plenty's role includes organising media famils best suited to the style and angle of a specific media outlet. We match journalists with tourism experiences that are likely to be of most interest to their audience. If your business is asked to be part of a media famil, this can provide invaluable exposure and boost your sales, while also promoting our region.

Tourism New Zealand and Tourism Bay of Plenty are proactive in organising famil groups. Wholesalers and inbound tour operators may also approach you directly. If you are unsure of their authenticity, contact Tourism Bay of Plenty 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 Tourism Bay of Plenty 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.

How can I get involved in famils through Tourism Bay of Plenty?

- Make yourselves known to us

Express an interest in being involved with famil opportunities. Email our Consumer or Trade Marketing Managers with a short introduction to your business, including your desired target markets. You'll also need to supply Tourism Bay of Plenty with up-to-date images and marketing material.

- Be prepared to host

Consider whether your budget allows for hosting media famil groups free of charge. Group sizes can range from solo travellers to groups of more than 20.

- Be flexible

Famils require flexibility. Plans often change, the weather is unpredictable, and other news events may take precedence. While we try to put in place robust contingency plans, we do ask that you be flexible.

- Get Qualmarked to go international

Your business will need to be Qualmark accredited to be included in international media or trade famils organised by Tourism New Zealand and Tourism Bay of Plenty. This applies to accommodation and tourism attractions.

- Be ready to put your best foot forward

Be prepared to show your visiting famil participants a great time. Think about how you will make their visit memorable and how you want to present your business. It can be useful to have a marketing kit ready, which includes your latest media releases, key facts and figures about your business, interesting story angles, and all of the products that your business offers and which ones you offer commission on. You could also include merchandise.

To discuss media opportunities and familiarisations, please get in touch with us via media@bayofplentynz.com.

To discuss trade familiarisations, please contact us via trade@bayofplentynz.com.

Useful Resources

Helpful Organisations

Tourism in New Zealand is well supported by a broad range of organisations at a local, regional, national and international level. We've pulled together some of the key organisations below.

Government agencies

Business.govt.nz

Business.govt.nz provides tools and advice from across government to save you time and help make your business a success. www.business.govt.nz

Tourism New Zealand

Tourism New Zealand is the organisation responsible for marketing New Zealand to the world as a tourism destination. www.newzealand.com

Qualmark New Zealand

Qualmark is New Zealand tourism's official quality assurance agency. Qualmark provides a star grading system for accommodation providers and venues, and a quality endorsement programme for other tourism businesses. www.qualmark.co.nz

i-SITE Visitor Information Centres

i-SITE is New Zealand's official Visitor Information Network. More than 80 i-SITE locations around New Zealand provide visitors with comprehensive, up-to-date information and a booking service for activities, attractions, accommodation and transport. www.newzealand.com/int/visitor-information-centre

Ministry of Business Innovation and Employment

The Ministry of Business, Innovation and Employment's Tourism Policy Unit provides tourism policy advice to the Minister of Tourism and works with other government departments on key tourism policy issues and tourism research and statistics. It also advises and evaluates government investments in tourism. www.mbie.govt.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

New Zealand Māori Tourism

New Zealand Māori Tourism supports leaders, partnerships and businesses that generate value in the Māori and wider tourism sector. It is the official and most knowledgeable organisation to seek advice on Māori tourism from. www.maoritourism.co.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

The Department of Conservation

The Department of Conservation looks 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

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

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

Industry Organisations

Tourism Industry Aotearoa: www.tia.org.nz

Tourism Industry Aotearoa (TIA) is the largest representative body for tourism businesses in the country. It is independent, membership-based and represents more than 1,500 businesses and organisations. TIA also provides valuable information about sustainable tourism and has created the New Zealand Tourism Sustainability Commitment. Local tourism businesses can sign up to this initiative, which aims to see every New Zealand tourism business committed to sustainability by 2025. Read about TIA's Tourism Sustainability Commitment at www.sustainabletourism.nz or email TIA's Sustainability Advocate Lynn Robinson at lynn.robinson@tia.org.nz.

Bed & Breakfast Association: www.bandbassociation.co.nz

Bus and Coach Association: www.busandcoach.co.nz

Holiday Accommodation Parks Association of New Zealand: www.hapnz.co.nz

Hospitality Association New Zealand: www.hanz.org.nz

New Zealand Mountain Guides Association: www.nzmga.org.nz

New Zealand Backpacker, Youth and Adventure Tourism Association: www.byata.org.nz

New Zealand Motor Caravan Association: www.nzmca.org.nz

Professional Fishing Guides Association: www.fishingguides.co.nz

Professional Hunting Guides Association: www.nzphga.com

Rafting Association: www.nz-rafting.co.nz

Rental Vehicle Association: www.rentalvehicle.co.nz

Restaurant Association of New Zealand: www.restaurantnz.co.nz

Sea Kayaking Operators Association New Zealand: www.skoanz.org.nz

Tourism Export Council of New Zealand: www.tourismexportcouncil.org.nz

Travel Agents Association of New Zealand: www.taanz.org.nz

Tourism Marketing Networks

New Zealand Cruise Association

The New Zealand Cruise Association is the industry body for New Zealand's cruise sector. Its membership is made up of airlines, hotels, inbound operators, RTOs, regional authorities, providers, shipping agents and port companies throughout New Zealand. www.newzealandcruiseassociation.com

New Zealand Food and Wine Tourism Network

The New Zealand Food and Wine Tourism Network's focus is on developing the number of high-end food and wine experiences available to international visitors. Members include New Zealand Winegrowers, RTOs, wine and food companies and accommodation providers.

Academic and Training Institutes

Toi Ohomai

Toi Ohomai is a tertiary education provider that offers courses ranging from entry level certificates right through to postgraduate level, specialising in tourism, travel and hospitality. www.toiohohomai.ac.nz

University of Waikato

The University of Waikato offers post-graduate study in Tourism Management at its Hamilton and Tauranga campuses, as well as online. It also offers Hospitality and Tourism Management as a Major or Minor subject for any bachelor's degree offered by the University, at its Hamilton campus. www.waikato.ac.nz

Education Tauranga

Education Tauranga is a group of educational institutions that offer high-quality education and care to international students who study and live in the Tauranga region. www.educationtauranga.co.nz

ServicelQ

ServicelQ works with industry partners to develop national qualifications in tourism and coordinate workplace training. www.attto.org.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

Local support

Local councils

Your local council will have all required information on local government bylaws. Find out more about Tauranga City Council at www.tauranga.govt.nz, Western Bay of Plenty District Council at www.westernbay.govt.nz, and Whakatāne District Council at www.whakatane.govt.nz.

Chambers of commerce

Chambers of commerce influence and inspire business and support and encourage sustainable, profitable business growth. Contact the Tauranga Chamber of Commerce at www.tauranga.org.nz, and the Eastern Bay of Plenty Chamber of Commerce at www.ebopchamber.co.nz.

Priority One

Priority One is the Western Bay of Plenty's economic development organisation, tasked with growing the region's economy. It works with local authorities to ensure local government and business needs and aspirations are aligned. www.priorityone.co.nz

Toi EDA

Toi EDA goals are to attract people to work, live and play in the Eastern Bay of Plenty, encourage alignment of Māori economic development and Toi EDA activity, support and develop industry, and advocate for improved infrastructure and transportation. www.toi-eda.co.nz

Tauranga Māori Business Association

Tauranga Māori Business Association assists with the development of Māori business and Māori business participation in the Tauranga Moana area. www.tmba.co.nz

Creative Bay of Plenty

Creative Bay of Plenty is responsible for growing arts and culture in the Western Bay of Plenty. www.creativebop.org.nz

Local Community Groups

Local community groups will have information about the business community in your area.

[Waihi Beach Events and Promotions, www.waihibeachinfo.co.nz](http://www.waihibeachinfo.co.nz)

[Katch Katikati, www.katikati.org.nz](http://www.katikati.org.nz)

[Mount Mainstreet, www.mountmaunganui.org.nz](http://www.mountmaunganui.org.nz)

[Downtown Tauranga, www.downtowntauranga.co.nz](http://www.downtowntauranga.co.nz)

[Greerton Village Community Association, www.greertonvillage.org.nz](http://www.greertonvillage.org.nz)

[Papamo Progressive, www.papamoaprogressive.co.nz](http://www.papamoaprogressive.co.nz)

[Te Puke Economic Development Group, www.tpedg.co.nz](http://www.tpedg.co.nz)

[Epic Te Puke Events and Promotions Group, www.epictepuke.co.nz](http://www.epictepuke.co.nz)

Iwi

Tourism Bay of Plenty is working alongside iwi in the region to explore tourism opportunities. Te Puni Kōkiri provides a directory of iwi and Māori organisations in New Zealand and across our region, at www.tkm.govt.nz.



Helpful Tourism Acronyms

ACRONYM	FULL NAME	DESCRIPTION
Air NZ	Air New Zealand Limited	New Zealand's national airline.
AS	Accommodation Survey	A monthly survey produced by Statistics New Zealand on commercial accommodation throughout New Zealand. Variables include guest nights, occupancy rates, accommodation type and the origin of guests (international and domestic).
BOC	Bay of Connections	The regional growth strategy for the wider Bay of Plenty, with a vision of creating a prosperous region supported by sustainable sectors.
BOP Film	Bay of Plenty Film	The regional film office for the Bay of Plenty. It is funded to grow, support and strengthen the region's film industry.
BOPRC	Bay of Plenty Regional Council	Local government authority for wider Bay of Plenty region.
CAA	Civil Aviation Authority	The Crown Entity that oversees aviation safety and security.
CAM	Commercial Accommodation Monitor	The Commercial Accommodation Monitor monitors trends in New Zealand's commercial accommodation sector.
CBOP	Creative Bay of Plenty	Creative Bay of Plenty encourages participation, growth and development of arts and culture in Tauranga and the Western Bay of Plenty.
CCO	Council Controlled Organisation	An organisation with a majority council shareholding, or a trust or similar organisation with a majority of council-controlled votes or council-appointed trustees.
CEO	Chief Executive Officer	Top executive responsible for a firm's overall operations and performance.
CINZ	Conference, Incentives New Zealand	The online portal for conferences, incentives, events, meetings and business travel throughout New Zealand
CNZ	Creative New Zealand	The national arts development agency.
COC	Chamber of Commerce	Chambers of commerce promote business vitality in the regions.
CPI	Consumer Price Index	A measure that examines the weighted average of prices for consumer goods and services.
CRM	Customer Relationship Management	A system for managing a company's interactions with current and future customers.
CRS	Computerised Reservation System	A computerised system used to store and retrieve information and conduct transactions
DMC	Destination Management Company	A professional services company possessing the local knowledge, expertise and resources, specialising in the design and implementation of marketing, events, activities, transportation and logistics.
DMO	Destination Management Organisation	An organisation that promotes a town, city, region, or country in order to increase the number of visitors. A DMO promotes the development and marketing of a destination, focussing on tourism marketing and services.
DOC	Department of Conservation	The government department charged with the conservation of New Zealand's natural and historical heritage.
ECNI	eXplore Central North Island	The international marketing alliance responsible for the international promotion of Bay of Plenty, Coromandel, Eastland, Hamilton and Waikato, Hawke's Bay, Rotorua, Ruapehu, and Taupō.

EDA	Economic Development Agency	Impartial local and regional bodies that focus on the productive development of New Zealand's economy.
ESE	Enduring Statement of Expectations	An Enduring Statement of Expectations includes a set of relationship expectations, including communication protocols, branding expectations, financial reporting obligations, and consultation expectations. It provides clarity about funding, including the principles to be applied.
F&B	Food and Beverage	F&B is a common abbreviation for "Food and Beverage".
FIT	Free Independent Traveller/Tourist	An individual or small group of fewer than 10 people travelling and vacationing with a self-booked itinerary.
GDP	Gross Domestic Product	A monetary measure of the market value of all the final goods and services produced over a period of time.
GDS	Global Distribution System	A network operated by a company that enables automated transactions between third parties and booking agents to provide travel-related services to consumers.
GST	Goods and Services Tax	A value-added tax levied on most goods and services sold for domestic consumption. GST is paid by consumers but remitted to the government by the businesses selling the goods and services.
HNZ	Hospitality New Zealand	An organisation with a focus on adding value to members' businesses and to the wider hospitality industry. Hospitality New Zealand merged with the Motel Association in 2016.
IAG	Industry Advisory Group	Tourism Bay of Plenty's local industry body that provides insights and feedback on certain activity and planning.
IBO/ITO	Inbound Tour Operators	An inbound tour operator is an individual or organisation that provides travel services for visitors.
IMA	International Marketing Alliance	An International Marketing Alliance is the joining of two or more organisations to share marketing strategy and promote concepts, services or products.
IMP	International Media Programme (TNZ)	Tourism New Zealand's international media programme that generates and supports international media interest in New Zealand.
i-SITE	i-SITE Information Centre	i-SITE is New Zealand's official visitor information network with more than 80 i-SITES nationwide.
IVA	International Visitor Arrivals	A monthly report produced by Statistics New Zealand and sponsored by Tourism New Zealand.
IVS	International Visitor Survey	A survey measuring the travel patterns and expenditure of international visitors to New Zealand. Data includes expenditure, places visited, activities/attractions, accommodation and transport.
KRA	Key Result Area	General areas of outputs or outcomes for which the department or manager's role is responsible.
LGNZ	Local Government New Zealand	An association representing the local government in New Zealand.
LOE	Letter of Expectation	A document which dictates the expectations, strategic direction and key areas of focus for the stated period.
LTP	Long Term Plan	A strategic document which usually lays out strategic plans for the next decade.
MBIE	Ministry of Business, Innovation, and Employment	MBIE integrates the functions of four former agencies – the Department of Building and Housing, the Ministry of Economic Development, the Department of Labour and the Ministry of Science and Innovation.
MICE	Meetings, Incentives, Conventions and Exhibitions	A type of tourism in which large groups, usually planned well in advance, are brought together for a business event.

MOU	Memorandum of Understanding	A type of agreement between two or more parties. It expresses a convergence of will between the parties, indicating an intended common line of action.
MPI	Ministry for Primary Industries	The government agency charged with overseeing, managing and regulating the farming, fishing, food, animal welfare, biosecurity, and forestry sectors of New Zealand's primary industries.
NPLH	No Place Like Home campaign	Tourism Bay of Plenty's key campaign to get residents exploring and sharing what they love about the region with their visiting friends and relatives.
NPS	Net Promoter Score	A management tool used to gauge the loyalty of consumers to an organisation or destination. It serves as an alternative to traditional customer satisfaction research and research has shown it is more strongly correlated to revenue.
NZ	New Zealand	Aotearoa, the Land of the Long White Cloud.
NZME	New Zealand Major Events	A partnership between the government and the events sector to support New Zealand's growing reputation as an attractive destination for major events of global significance.
NZMT	New Zealand Māori Tourism	An organisation that works with the Māori tourism and wider tourism sectors to contribute to the economy, provide compelling visitor experiences, and build strong commercial and cultural leadership.
NZTE	New Zealand Trade and Enterprise	New Zealand's economic development and trade promotion agency.
OTA	Online Travel Agency	A website dedicated to travel. Websites may be focussed on travel reviews, trip fares, or a combination of both.
P&L	Profit and loss	An account showing a company's revenue and expenses during a particular period. This makes it possible to identify profit and loss.
P.A.	Per Annum	For each year (used in financial contexts).
P1	Priority One	The Western Bay of Plenty's economic development organisation.
PATA	Pacific Asia Travel Association	A membership association promoting the responsible development of travel and tourism in the Asia Pacific region.
PAX	Passengers	A number of passengers.
PCO	Professional Conference Organiser	A company that specialises in the organisation and management of conferences, incentives, seminars and similar events.
POT	Port of Tauranga	The natural gateway to and from international markets for many of New Zealand's businesses, including cruise ship liners.
Qualmark	New Zealand tourism's official mark of quality	Qualmark provides a star grading system for accommodation providers and a quality endorsement programme for other tourism businesses.
RAG	Resident Advisory Group	Tourism Bay of Plenty's local resident body that provides insights and feedback on certain activity and planning.
RGS	Toi Moana Coastal Bay of Plenty Regional Growth Study	An independent report that provides an overview of the Bay of Plenty economy and identifies opportunities for improved economic growth and social outcomes in the region.
ROI	Return on Investment	A measure of the return, or funds, generated by a specific investment, or spend.

RTNZ	Regional Tourism New Zealand	A membership-based and funded organisation representing the interests of all 30 regional tourism organisations throughout the country.
RTO	Regional Tourism Organisation	The organisations responsible for promoting their regions to domestic and international visitors.
SME	Small and medium enterprises	Small and medium enterprises, or small and medium-sized businesses (SMBs), are companies whose personnel numbers fall below certain limits.
SOI	Statement of Intent	A Statement of Intent sets out an organisation's strategic direction for a specified time period.
Stats NZ	Statistics New Zealand	The government agency charged with the collection of statistics related to the economy (including tourism), population and society of New Zealand.
TAANZ	Travel Agents Association of New Zealand	A trade organisation representing the travel agent, approved travel broker and tour operator distribution system in New Zealand.
TBOP	Tourism Bay of Plenty	The destination management and regional tourism organisation for the Coastal Bay of Plenty.
TCC	Tauranga City Council	The local government authority for Tauranga City.
TECNZ	Tourism Export Council of New Zealand	A trade association that represents the interests of the New Zealand inbound tourism industry.
TIA	Tourism Industry Aotearoa	An independent, membership-based association that represents all sectors of New Zealand's tourism industry.
TLAs	Territorial Authorities	The second tier of local government in New Zealand, below regional councils.
TMBA	Tauranga Māori Business Association	A network to assist with the development of Māori business and Māori business participation in the Tauranga Moana area.
TNZ	Tourism New Zealand	The Crown entity responsible for promoting New Zealand as a tourism destination internationally.
TRENZ	Tourism Rendezvous New Zealand	An annual exhibition at which tourism businesses market their products and services to wholesalers.
TSA	Tourism Satellite Account	A Statistics New Zealand report presenting information on tourism's contribution to the New Zealand economy in terms of expenditure and employment.
UGC	User-generated content	Any form of content created by users of a system or service and made available publicly.
USP	Unique Selling Proposition	A business' point of difference, or the thing that makes its products or services uniquely marketable to customers.
VES	Tourism Bay of Plenty's Visitor Economy Strategy 2018-2028	Tourism Bay of Plenty's ten-year strategic framework, which maps out its journey to becoming a destination management organisation and what this means for the industry.
VFR	Visiting Friends and Relatives	Someone visiting friends or relatives for 1 - 365 days. Or. A form of travel involving a visit whereby the purpose of the trip and/or the type of accommodation involves visiting friends and/or relatives.
VIC	Visitor Information Centre	The official network of information centres, known as i-SITEs, that form an important part of the distribution channel for tourism businesses. Or. A facility that provides information on an area's attractions, activities, accommodation, maps, and other items relevant to tourism.
WBOP	Western Bay of Plenty sub-region	The sub-region encompassing the territorial authorities of Tauranga City and Western Bay of Plenty.
WBOPDC	Western Bay of Plenty District Council	The territorial authority for the Western Bay of Plenty District.

WDC	Whakatāne District Council	The local government authority for Whakatāne District.
YE	Year-end	The end of the financial year or pertaining to a twelve-month period.

To find out more about the Tourism Bay of Plenty team, please visit www.bayofplentynz.com. To make contact, please phone us on +64 7 577 6234 or email info@bayofplentynz.com and we would be happy to meet with you in person to discuss tourism in the Bay of Plenty.



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