

TOURISM PRODUCT UPDATES

Objective:

This procedure aims to provide a platform for tourism operators on the West Coast of New Zealand to effectively communicate and update the regional tourism organisation and economic development agency about new developments, product updates, and increase general awareness for their tourism products.

Procedure:

Booking a presentation Slot:

- a. Tourism operators must send an email to events@dwc.org.nz to book a presentation slot.
- b. Specify the desired date and time slot within the designated timeframe: 10 am to 12 pm on the first Wednesday of each month.
- c. Note that a maximum of two presentation slots are available on a first-come, first-served basis.

Accessing Calendly Schedule:

- a. Development West Coast (DWC) will provide a Calendly schedule online, accessible through a provided link.
- b. Tourism operators can use the Calendly schedule to select their preferred time slot within the available options.

Preparing Presentation Materials:

- a. Tourism operators should prepare a PowerPoint presentation that showcases their new developments, product updates, and any relevant information.
- b. Include collateral materials such as brochures, flyers, or other promotional materials to distribute during the presentation.
- c. Visual assets, video content and digital collateral is preferred and should be supplied on a usb drive.
- d. Operators should specify which teams they wish to engage with – media, business support, trade, events, etc.
- e. Operators may also consider offering refreshments during the presentation if desired.

Extending the Invitation:

- a. Tourism operators have the option to extend the invitation to the West Coast i-site teams.
- b. Indicate this intention while booking the presentation slot or communicate it separately to events@dwc.org.nz.

Zoom Link and Internet Access:

- a. DWC will provide a Zoom link for operators who prefer to conduct the presentation remotely/ or for iSite teams that cannot attend in person.
- b. Internet access is available

Venue and Capacity:

- a. DWC will provide a venue free of charge for the presentation.
- b. The venue has a maximum capacity of 15 participants.
- c. Notify DWC if additional seating is required for a larger audience.

Catering Arrangements:

- a. If catering is desired, tourism operators can arrange it through DWC.
- b. DWC can provide a list of available caterers, should the operator wish to arrange their own catering.

Invitations and Participant List:

- a. DWC will send out invitations to their staff members and relevant participants.
- b. Tourism operators will receive a list of all participants attending the presentation.
- c. DWC cannot guarantee the attendance of confirmed participants, specifically external participants.

Note: DWC reserves the right to adjust the procedure or make exceptions based on availability, operational changes, or unforeseen circumstances. Operators should maintain open communication with DWC to ensure a successful presentation and updates.