

# THE JOURNEY TO TOURISM TRADE RELATIONSHIPS



**This workshop is for tourism operators and professionals eager to understand and navigate the tourism trade market.**

**Presented by Louise Frend – [www.uniquestays.co.nz](http://www.uniquestays.co.nz)**



# PART ONE... THE WORKSHOP WILL COVER



## Building a case for Trade – Why we need to

- ❑ Introduction to Key Industry Organisations who play pivotal roles in the tourism ecosystem.
- ❑ Working with International Markets and attracting international guests to your business.
- ❑ Understanding Trade and Distribution Networks, what trade is and how the distribution network functions.
- ❑ Essential preparations for operators entering the trade market.
- ❑ Identifying Trade Partners

## PART TWO...HOW YOU WILL WORK WITH THEM



- ❑ **Effective Engagement and Communication with Inbound Partners** Tips on making successful deals and avoiding common pitfalls.
- ❑ **Insights into pricing structures and commission rates within the trade industry.**
- ❑ **The importance of professional marketing materials, maintaining rate parity, and optimising your website for trade partnerships.**
- ❑ **What to include in your rate sheet to ensure clarity and attractiveness to trade partners.**

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# SIX AREAS OF FOCUS FY 2024



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# TOURISM STRATEGY



BUILD  
WEST COAST  
BRAND



PURSUE  
CONSUMER IN  
DOMESTIC  
MARKET AND  
AUSTRALIA



PRIORITY  
APPROACH TO  
INTERNATIONAL  
MARKETS IN  
PARTNERSHIP  
WITH  
INDUSTRY



SUPPORT  
DELIVERY OF  
WORLD CLASS  
EXPERIENCES



RECONNECT  
WITH TRAVEL  
TRADE

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# REGIONAL TOURISM STRATEGY

## Buller

Support growth in Domestic Market

Support the development of New Experiences

Facilitate transfer of ownership

Drive awareness for International markets

Leverage investments for regional dispersal

## Grey

Support growth in Domestic Market

Increase LOS

Support the development of New Experiences

Regional dispersal for early adopters

## Westland

Increase LOS

Support the development of new experiences

Leverage investments

Diversify tourism economy

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# KEY MARKET STRATEGY

## Europe

Key account strategy  
Seek partnerships with trade  
Increase regional dispersal  
Lead with Nature  
Brochure Real Estate

## North America

Penetration strategy  
Increase agent DB  
Increase awareness  
Drive product knowledge  
Visual Assets

## Australia

Penetration strategy  
increase agent DB (retail + whole)  
Increase preference  
Support with consumer campaign  
Consumer Preference

## SEA

Key account strategy  
Build agent knowledge  
Drive product awareness  
Increase LOS  
Product driven

## China

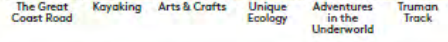
Key account strategy  
Build agent DB  
Increase awareness  
Regional dispersal  
Experience driven

# West Coast Icon Strategy

## OPARARA ARCHES



## PANCAKE ROCKS & BLOWHOLES



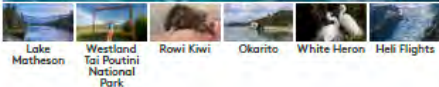
## LAKE BRUNNER



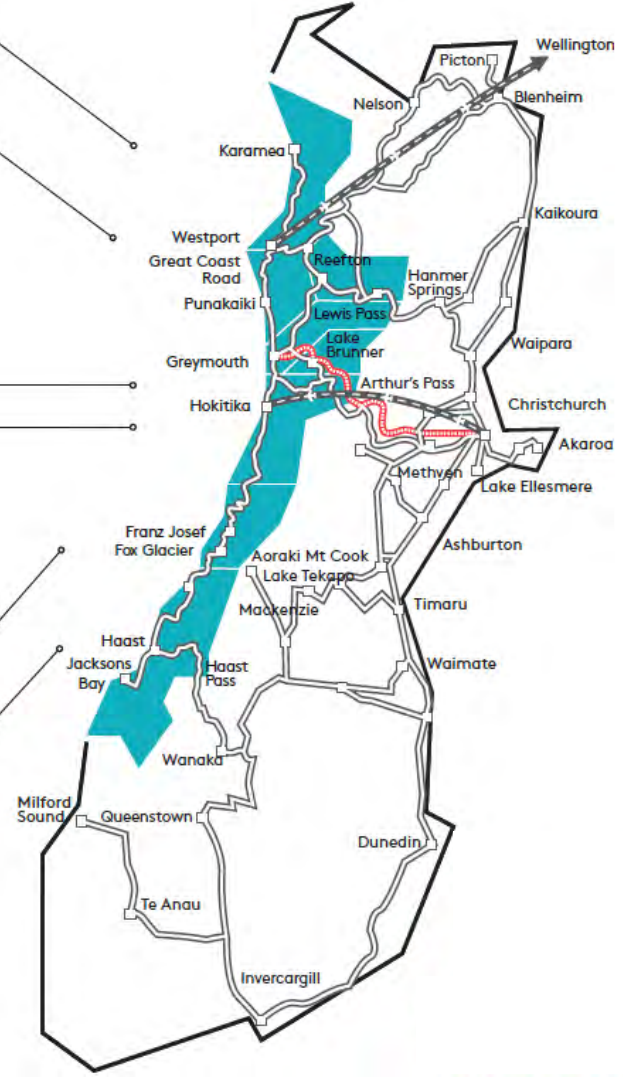
## HOKITIKA GORGE



## GLACIER COUNTRY



## HAAST WORLD HERITAGE AREA







# Trade Events Calendar

The purpose of this calendar is to inform West Coast visitor industry partners of tourism trade events in the upcoming 18 months which they might like to consider participating in. The column on the right indicates the intention of Development West Coast to attend the event.

Viewers can search for specific markets by inputting one or more markets separated with a | symbol eg. **USA|Canada|Worldwide**  
 Tip: Include **Worldwide** in search term when filtering to ensure the result includes all mentions of the market/s

Reset Filter

0-6 months = events fixed; 6-12 months = events planned

Event Name	Event Date	Event Type	Co-ordinator	Event Location	Client Market	Client Type	Event Description	More Info	DWC Attend	West Coast Operators
<b>TRENZ 2024</b>										
TRENZ 2024	6-10 May 2024	Trade Show	TNZ	Wellington	Worldwide	Wholesaler	TRENZ is New Zealand's largest international tourism business event and most important event of the year on the tourism events calendar.	<a href="https://www.trenz.co.nz/trenz/trenz2024/">https://www.trenz.co.nz/trenz/trenz2024/</a>	Yes	
Post TRENZ West Coast Famil	12-15 May 2024	Trade Famil	DWC	Christchurch; Greymouth; Kumara; Punakaiki; Hokitika; Franz Josef; Fox Glacier; Ross	Worldwide	TRENZ Exhibitors, Wholesaler	Pre and post TRENZ famil are organised by RTO's. They are an opportunity for agents/wholesalers to get to know the regions first-hand.	<a href="https://www.trenz.co.nz/trenz/trenz2024/famil/#westcoast">https://www.trenz.co.nz/trenz/trenz2024/famil/#westcoast</a>	Yes	
<b>JUNE 2024</b>										
King's Birthday										
King's Birthday	1-3 Jun 2024									
West Coast Tourism Industry Newsletter	3 Jun 2024	Newsletter	DWC	Online	New Zealand	Operator	The purpose of this newsletter is to provide our West Coast tourism operators with the latest industry trade updates, upcoming media campaigns, and trade events.		Yes	
Famil	11-14 Jun 2024 TBC	Trade Famil	DWC		New Zealand	IBO			Yes	
Matariki Weekend										
Matariki Weekend	28-30 Jun 2024									
Trade E-Newsletter	30 Jun 2024	Newsletter	DWC	Online	Worldwide	Wholesaler	All the latest products updates from the region as well as key information about the West Coast.		Yes	
<b>JULY 2024</b>										
NZ School Holidays										
Famil	1-5 Jul 2024 TBC	Trade Famil	DWC		New Zealand	IBO			Yes	
West Coast Tourism Industry Newsletter	1 Jul 2024	Newsletter	DWC	Online	New Zealand	Operator	The purpose of this newsletter is to provide our West Coast tourism operators with the latest industry trade updates, upcoming media campaigns, and trade events.		Yes	
NZ School Holidays										
Kiwi Link Singapore and India	10-15 Jul 2024	Trade Show	TNZ	India; Singapore	India; Singapore	Wholesaler	The Kiwi Link event offers a unique platform for RTOs to foster and nurture business relationships with both new and established key travel sellers from both Singapore and India.		Yes	
DWC India Roadshow	17-21 Jul 2024 TBC	Sales Training	DWC	India - Delhi	India	Wholesaler			Yes	
<b>AUGUST 2024</b>										
West Coast Tourism Industry Newsletter										
West Coast Tourism Industry Newsletter	1 Aug 2024	Newsletter	DWC	Online	New Zealand	Operator	The purpose of this newsletter is to provide our West Coast tourism operators with the latest industry trade updates, upcoming media campaigns, and trade events.		Yes	
TECNZ Conference	6-9 Aug 2024	Conference	TECNZ	Invercargill	New Zealand	NZ Industry	The conference is hosted in a NZ region each year and offers 300 delegates the chance to hear the latest industry insights from compelling speakers and networking opportunities.	<a href="https://www.tourismexportcouncil.org.nz/events/annual-conference/">https://www.tourismexportcouncil.org.nz/events/annual-conference/</a>	Yes	
West Coast Roadshow - Australia Sales Calls	20-23 Aug 2024 TBC	Sales Call	DWC	Brisbane; Gold Coast; Melbourne; Sydney	Australia	Wholesaler	The West Coast Roadshow aims to provide West Coast tourism operators a unique opportunity to promote their tourism products, service or attraction to a highly focused trade		Yes	

# THE TOOLS IN THE RTO TOOLKIT – FOR YOU

Regional Toolkit :

<https://westcoast.co.nz/business/operator-s/regional-toolkit/>

This is how the region comes across through the likes of Tourism New Zealand.

Trade Toolkit:

<https://westcoast.co.nz/business/operator-s/working-with-inbound/>

This is your go to guide



## THE TYPICAL AUDIENCE

- **Couples over 40 exploring the coast**
- **Active adventurers**
- **Special interest**
- **Travelling for 8 days to 4 weeks**
- **Which markets?**
- **Which IBO's?**
- **Business booked up to 2 years in advance**



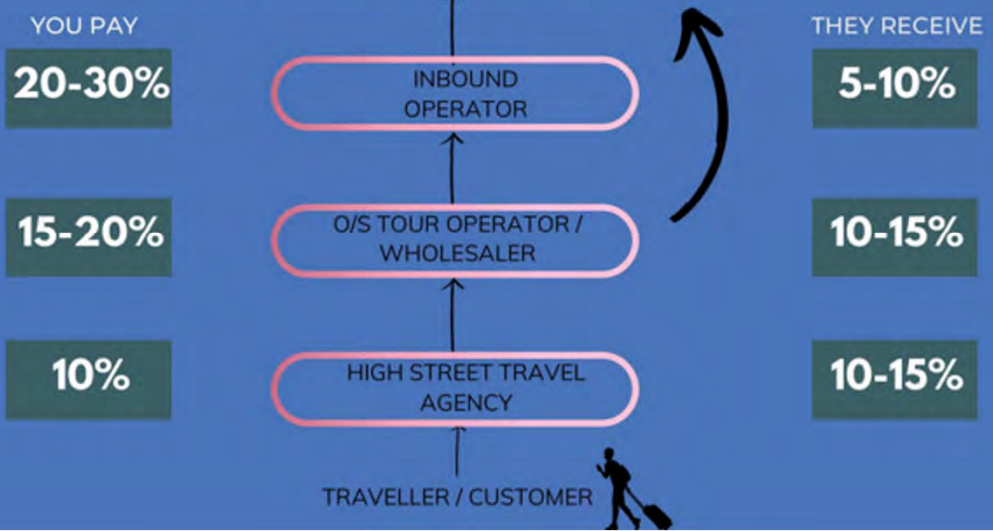
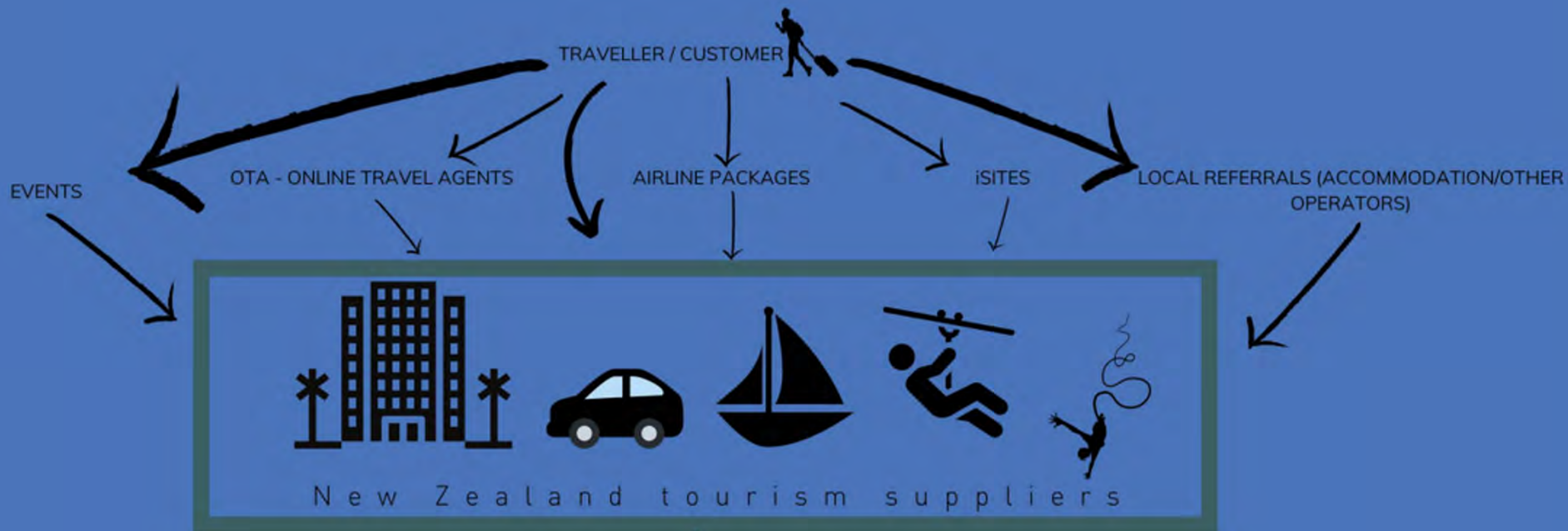
# ATTRACTING INTERNATIONAL GUESTS

## THE LONG GAME

- It can take 2 – 3 years to gain traction with Inbound partners and get scale from them.

Presentation	Contracting	Brochure	Distribution	Sales
March-May	May – June	July-August	Sept. / October	February ++

- Sales lead time is 6 –8 months
- June is the time of year that we distribute rates for the season ahead 2025-2026. Many agents will be selling this summer, next summer and the summer of 2027.
- This is the time of year to famil & train Inbound partners, before they get really busy
- Direct business and domestic business will often have a short lead time, sometimes less than a week. Trade is the opposite, bookings might come in for 12 – 24 months time.
- Online travel agents (OTA's) tend to be Domestic and Australian business with shorter lead times as people consider Events and Weather.
- **Approx 80-85% off overseas travellers book through a travel agent.**



# TRAVEL DISTRIBUTION SYSTEM

## INBOUND OR DMC, WHOLESALER & RETAILER

### **Travel Trade Distribution**

What is the distribution?

What is its importance?

Commissions....who gets what, why and what they do to earn it.

### **Why is it important?**

- In an era of online business it is easy to ask this question. Consider how long haul markets such as UK, Europe, USA purchase. Consumers buy through a travel agent for their expertise.

Meaning they are using two or all links in the distribution chain:

- **Retail Travel Agent**
- **Wholesale Travel Company**
- **Inbound Operator**

# TRAVEL DISTRIBUTION SYSTEM

## RETAIL AND ONLINE TRAVEL AGENTS (OTA)

### **Role of Retail Travel Agent:**

- Handles travel arrangements for guests.
- Sells New Zealand airfares, accommodation, and sightseeing products.
- Uses brochures to present options and help clients choose suitable accommodations and activities within their budget.

### **Booking Process:**

- Retail travel agent and client decide on options and routes.
- Agent emails or calls a wholesale travel company to make bookings.
- Agent may take a deposit from the client at this stage.

### **Confirmation and Payment:**

- Retail travel agent receives booking confirmations from the wholesaler.
- Informs the client that their New Zealand holiday is booked and confirmed.
- Collects the remaining payment from the client and provides travel documents.

### **Commission:**

- Retail travel agent typically earns a 10% commission for their services.

# TRAVEL DISTRIBUTION SYSTEM

## WHOLESALE

### **Role of Wholesale Travel Company:**

- Receives bookings or enquiries from retail travel agents.
- Places bookings directly with properties/sightseeing products or via an inbound operator in New Zealand.

### **Responsibilities:**

- Produces travel brochures for retail travel agents to use.
- Provides information and collateral to retail agents for selling accommodations and sightseeing products.
- Conducts advertising and promotions (digital, TV, magazines, newspapers) to drive business to retail stores.

### **Additional Services:**

- Produces travel documents, including itineraries, travel vouchers, and airline tickets.
- Packages travel documents in a ticket wallet and sends them to the retail travel agent for client distribution.

### **Commission:**

- Wholesale company requires around 20% commission.
- Keeps 10% and passes 10% to the retail travel agent



# TRAVEL DISTRIBUTION SYSTEM

## INBOUND OR DMC

### **Role of Inbound Operator:**

- Provides local expertise for wholesalers unfamiliar with New Zealand.
- Acts as a local contact for clients to handle issues in real-time.

### **Benefits:**

- Offers in-depth knowledge of New Zealand products.
- Ensures clients have a local contact number for immediate assistance.
- Supplies wholesalers with comprehensive information (rates, property descriptions, terms and conditions).
- Secures competitive rates due to larger volume dealings.

### **Responsibilities:**

- Produces travel documents and itineraries for clients.
- Creates manuals and tariffs for wholesalers.
- Promotes products to wholesalers and at travel trade shows.
- Advises wholesalers on product selections for their brochures.

### **Booking and Payment Process:**

- Places bookings with operators on behalf of wholesalers.
- Confirms all booking components to the wholesaler.
- Handles payments directly with operators, avoiding debt collection, currency fluctuations, and bank fees.

### **Commission Structure:**

- Inbound Operator requires 25-30% commission.
- Keeps 5-10% and passes 20% to the wholesaler.
- Wholesaler keeps 10% and passes 10% to the retailer.



# KEY INBOUND PARTNERS IN NEW ZEALAND

## WHO ARE YOU WORKING WITH?

- Pan Pacific
- Southern World
- Southern Crossings
- Pacific Destinations
- Abercrombie & Kent
- Destination Design
- General Travel
- APTC NZ
- ATS/AOT Pacific
- Once Upon a Trip
- Beyond the Blue
- ANZCRO
- ID New Zealand
- NZ Fine Touring
- Unparallel Journeys
- First Light Travel
- Master Travel Group
- Pure Pacific
- Turtle down Under
- A China Travel company
- Antipodes Travel
- The Green Spot
- Imagine NZ
- Master Travel Group
- The exquisite Group
- GSN Pacific
- Ahipara
- ANZ Nature Tours
- AU/NZ
- Dreamaroo
- Australia & Beyond
- Exclusive Travel Group
- Farm to Farm
- Pacific Planners
- Take me to the World
- Tapoi
- Travel Essence

### Groups/Coach/Rail

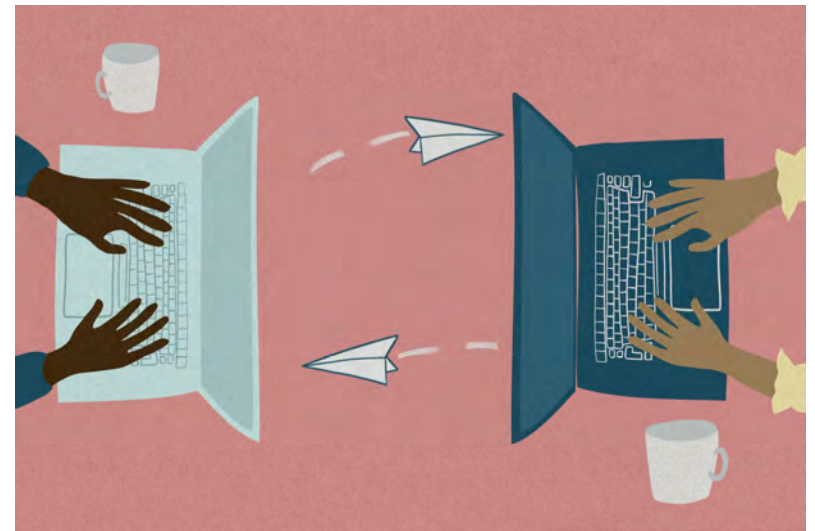
- Terra Nova
- AAT Kings
- Grand Pacific Tours
- Moa Trek tours
- Haka Tours – Intrepid
- Great Journeys of NZ
- Scenic

# KEY INBOUND PARTNERS FOR THE WEST COAST

Emma Bradley	<a href="mailto:emma.bradley@firstlighttravel.com">emma.bradley@firstlighttravel.com</a>	First Light Travel
Sanna McCulloch	<a href="mailto:sanna@destinationdesign.co.nz">sanna@destinationdesign.co.nz</a>	Destination Design
Sandrine FEILLET	<a href="mailto:sandrine@antipodes-travel.com">sandrine@antipodes-travel.com</a>	Antipodes Travel
Nienke Jansen	<a href="mailto:nienke@imagineNZtravel.com">nienke@imagineNZtravel.com</a>	Imagine New Zealand
John Gregory	<a href="mailto:john@terranovatours.co.nz">john@terranovatours.co.nz</a>	Green Spot (not terra nova)
Ana Guerrero	<a href="mailto:ana@purepacific.nz">ana@purepacific.nz</a>	Pure Pacific
Deepak Bhatnagar	<a href="mailto:info@vyomjourneys.co.nz">info@vyomjourneys.co.nz</a>	Vyom Journeys
Max Kubiak	<a href="mailto:max@onceuponatripNZ.com">max@onceuponatripNZ.com</a>	Once Upon A trip
Kate Lawry	<a href="mailto:kate@journeysouthtravel.com">kate@journeysouthtravel.com</a>	Journey South
Jo Gasteen	<a href="mailto:jo@journeysouthtravel.com">jo@journeysouthtravel.com</a>	Journey South
Luke McLeod	<a href="mailto:Luke@tapoittravel.com">Luke@tapoittravel.com</a>	Taipoi Travel
Zoe Fowler	<a href="mailto:zoe.fowler@nzft.co.nz">zoe.fowler@nzft.co.nz</a>	NZ Fine Touring
Laskarina Chaldeakis	<a href="mailto:LChaldeakis@southernworld.com">LChaldeakis@southernworld.com</a>	Southern World
Anna Rodgers	<a href="mailto:Anna.Rodgers@pdnz.co.nz">Anna.Rodgers@pdnz.co.nz</a>	Pacific Destinations
Annette Nicholls	<a href="mailto:annette.nicholls@generaltravel.co.nz">annette.nicholls@generaltravel.co.nz</a>	General Travel
Marilyn Edgecombe	<a href="mailto:marilyn@ltnz.co.nz">marilyn@ltnz.co.nz</a>	Travel Time South Pacific
Renata Wiles	<a href="mailto:renata@southern-crossings.com">renata@southern-crossings.com</a>	Southern Crossings
Steven Pleciak	<a href="mailto:steven@beyondtheblue.co.nz">steven@beyondtheblue.co.nz</a>	Beyond the Blue
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Desley Allman	<a href="mailto:desley@bestofnz.net">desley@bestofnz.net</a>	Best of New Zealand
NOBITA JONG	<a href="mailto:nobita@liontravel.com">nobita@liontravel.com</a>	Lion Travel
Charlotte Mills	<a href="mailto:charlotte.mills@helloworld.co.nz">charlotte.mills@helloworld.co.nz</a>	Helloworld
Rachel Wallace	<a href="mailto:Rachel.Wallace@ANZCRO.com.au">Rachel.Wallace@ANZCRO.com.au</a>	ANZCRO
Jake Chiem	<a href="mailto:jake@aunzholidays.com">jake@aunzholidays.com</a>	AUNZ Holidays

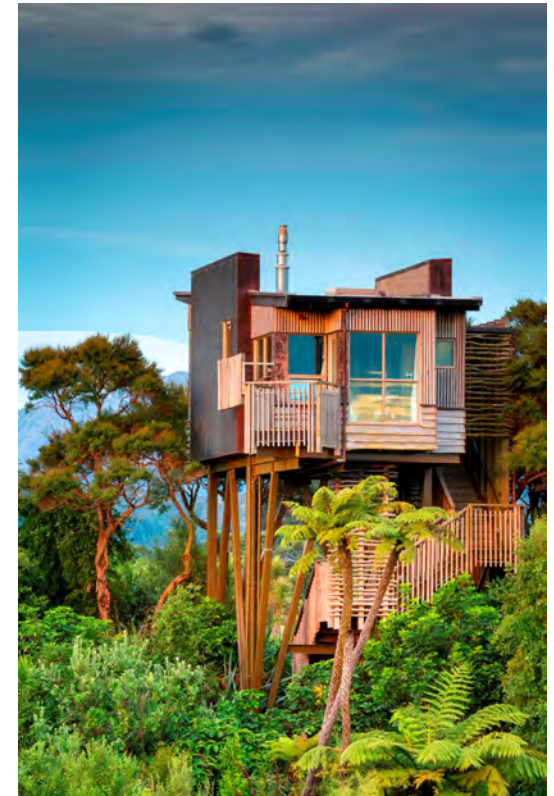
## THE FOUR C'S

- **Connectivity.**
- **Commission.**
- **Communication.**
- **Connection.**



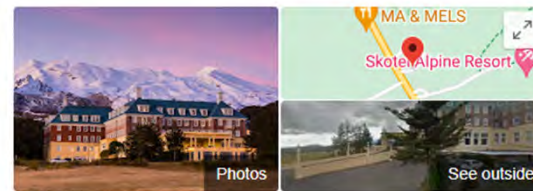
# A SUCCESS STORY – HAPUKU LODGE

- Evolution of product – started as a pub!
- Owner understood the need for a Point of difference
- Consistent investment – in product development
- Investment in trade
- Investment in offshore activity
- Participation in Domestic industry relationships
- Support of famils, education and hosting of media
- Development of great assets, photography, video, website – representation agency



# A FAILED ATTEMPT TONGARIRO CHATEAU

- Lack of understanding
- Not paying correct commissions
- Not listening to advice
- Trying to be all things to all audiences
- Focus on domestic
- Lack of investment
- Poor website
- Lack of collaboration and partnerships



## Chateau Tongariro Hotel

4.1 ★★★★★ 2,660 Google reviews

4-star hotel

Temporarily closed

Save

Call

Check availability

You visited 5 years ago

Address: State Highway 48, Mt Ruapehu 3951

Phone: 07 892 3809



# PART TWO – HOW TO PREPARE YOUR BUSINESS



# WHAT TRADE WANT...NEED

- Same day booking confirmation, guaranteed confirmed bookings within 24 hours
- Credit terms that are 20<sup>th</sup> of the following month.
- The right commission level.
- System integrations such as GDS, REZDY, Fareharbour, Channel managers
- Training and famils
- Contact and a relationship with operators to gain trust that their clients will be well looked after.



# HOW TO EDUCATE ON YOUR PRODUCT OFFERING

## Planning:

- Conduct research
- Identify and understand your audience
- Learn how to reach your audience

## Activity Guide:

- Create a yearly activity guide
- Include local events, sales calls, and famils

## Reaching Out:

- Connect with the right trade partners
- Utilize an agency, your RTO, and Tourism New Zealand for support

## Tool Kit:

- Develop necessary tools for your marketing and outreach efforts

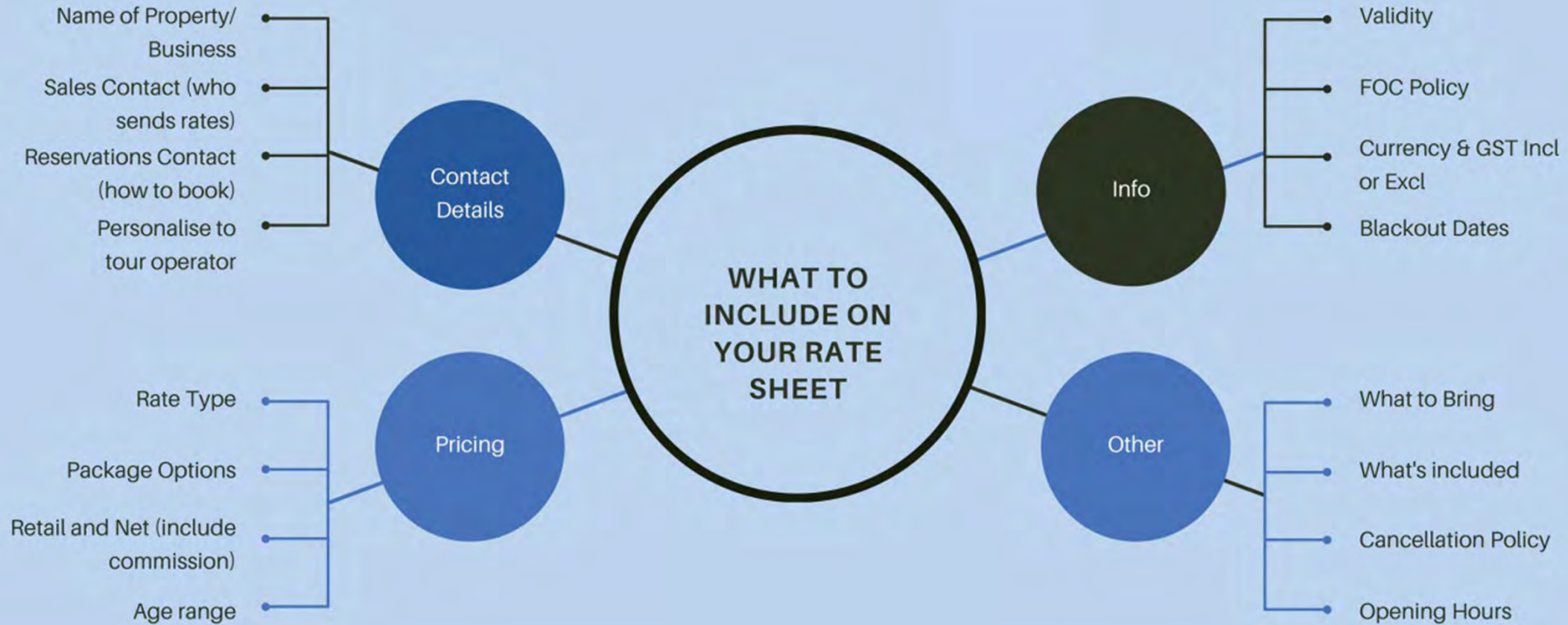
# WHAT IS IN MY SALES TOOL KIT?

- Rates sheet
- Fact Sheet
- Connectivity – GDS, Rezdy, fare harbour, site minder – channel managers
- Trade Manual – Itins, departure times and dates, tour length, room configurations, min max numbers, what is included, what to bring.
- Images and Video
- Maps
- Training/sales presentation
- Any awards, accolades, accreditations – providing compelling reasons why trade partners and the consumer should choose you over other Destinations and suppliers.
- Social media presence

# PRICING A SUSTAINABLE BUSINESS

- **Know your market and your competition**
- **Understand your costs of operation**
- **Set rates ahead of time. Each year rates are distribution in June for the following season.**
  - ✓ **Consider Domestic market sensitivity to high prices**
  - ✓ **Value add rather than discount**
  - ✓ **Do not change rates mid-season without excellent justification.**
- **Typically, the rate season is 1<sup>st</sup> April – 31<sup>st</sup> March each Year**
- **Seasonality needs to be considered, high, low and shoulder seasons**
- **Rate Parity is crucial – protect the channel margins. Watch out for the OTA's!**
- **Never ADD commission to your price, it is always built in**

# WHAT IS IN A RATES SHEET?



# EXAMPLE RATES SHEET ACCOMMODATION

<<COMPANY LOGO>>

<<COMPANY LOGO>>

<<PROPERTY NAME>>

<<3 Photos showcasing property – at least one of property, and 1 of a bedroom>>

## Inbound Operator Rates 1 April 2024 to 31 March 2025

Rates are per room per night, <<inclusions>>, and GST at 15%

<<Room Type>>	Twin / Double Rack Rate	Twin / Double Nett Rate	Single Rack Rate	Single Nett Rate
Season 1	\$	\$	\$	\$
Season 2	\$	\$	\$	\$
Season 3	\$	\$	\$	\$

<<Room Type>>	Twin / Double Rack Rate	Twin / Double Nett Rate	Single Rack Rate	Single Nett Rate
Season 1	\$	\$	\$	\$
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Season 3	\$	\$	\$	\$

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Season 1	\$	\$	\$	\$
Season 2	\$	\$	\$	\$
Season 3	\$	\$	\$	\$

### Property Description

<<Property Description – a brief overview of property>>

### Terms and Conditions

1. Cancellation Policy  
Due to our intimate size, cancellations affect us greatly. As a result, we must adhere to a strict cancellation policy.

We highly recommend that all our clients take out a comprehensive travel and medical insurance policy to cover any sudden change of plans or unforeseen circumstances.

**COVID-19 CANCELLATION POLICY**  
In the event that people are legally unable to travel within or to New Zealand due to Government enforced restriction, a 12-month credit rate hold will be applied. This can be reviewed on a case-by-case basis.

2. Child Policy  
We are ideally an adult retreat and no children under 15 years old are permitted in the lodge. However, when the property is booked for exclusive use, then arrangements can be facilitated. Please contact us for these enquiries.

3. Minimum Stays
4. Surcharges
5. Group Bookings
6. Check In / Check Out

### Services

1. Meals
- 2.
- 3.
- 4.

### Room Details

Room Type	Quantity	Average Size m2	Bedding	Max Pax	Bathroom

### Detailed Descriptions

### Payment Details

### Bank Account Details



# EXAMPLE RATES SHEET ACCOMMODATION

<<COMPANY LOGO>>

<<COMPANY LOGO>>

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**Services**

**1. Meals**

2.

3.

4.

**Room Details**

Room Type	Quantity	Average Size m2	Bedding	Max Pax	Bathroom

**Detailed Descriptions**

**Payment Details**

**Bank Account Details**



**Rates**

These rates are confidential and not intended for distribution to any third party. Rates are applicable for FIT reservations only, please enquire directly for exclusive use rate quotes. Taxes are included in the rates. GST is currently 15%. Should the rate of GST change within New Zealand <<Company Name>> reserves the right to amend the rates.

**Predatory Advertising**

The operator shall not use and shall prohibit all websites within its control from using predatory advertising methods designed to generate traffic from <<Company Name>> website or any other site that exclusively promote <<Company Name>> and its brand. This method is an advertising method that creates or overlays links or banner on websites, spawn's browser windows, or utilises any other method to generate traffic from a website without that website owner's knowledge, participation, or permission.

**Internet Distribution – Third Party Intermediaries Conditions**

Onward Distribution – unpublished rates are offered by <<Company Name>> solely for operator use. The offering or distribution of unpublished rates or any other data or information provided by <<Company Name>> under these terms and conditions, through any internet site or global distribution system booking site, is prohibited unless the operator has prior written consent from the company. You may not display a lower rate than the contracted selling rate. Internet Keyword Marketing – the operator shall not bid on or purchase internet placement rights for any of <<Company Name's>> trademarks or use any of <<Company Name's>> trademarks in any manner in any of its advertising, including but not limited to internet and web advertising without prior written consent from <<Company Name>>.

If the above contract terms meet your approval, please return a signed copy to: <<email>>

<<Company Name>> Rates – <<rates period>>

Accepted By,

Name of Authorised Person:

Signature:

Date:

**Contact Details:**

Address	
Email	
Website	
Phone	



# EXAMPLE RATES SHEET – ACTIVITY OPERATOR



Retail & Wholesale Rates valid to 01 April 2022 to 31 March 2023			
Product	Adult (from 16yrs)	Child (5-15yrs)	Family (2 Adults / 3 Children)
RETAIL: Treewalk Day			
RETAIL: Nightlights			
Wholesale commission			
Wholesale: Treewalk Day			
Wholesale: Nightlights			
Retail & Wholesale Rates valid to 01 April 2023 to 31 March 2024			
Product	Adult (from 16yrs)	Child (5-15yrs)	Family (2 Adults / 3 Children)
RETAIL: Treewalk Day			
RETAIL: Nightlights			
Wholesale commission			
Wholesale: Treewalk Day			
Wholesale: Nightlights			

**TERMS AND CONDITIONS:**

- FOC policy: 1 x Driver or Guide FOC per group
- Cancellation Policy: Standard admission bookings cancelled within 24hrs will incur a 50% cancellation fee. Bookings requiring special services cancelled 10 days out from visit will incur a 20% cancellation fee; 3 days out 50% and less than 48 hours 100%.
- Payment is required 7 days prior to arrival of the group.

**KEY INFORMATION:**

- Children 12 and under, must always be supervised by a responsible person over 16 years of age.
- Carrying of children is not permitted for safety reasons (this includes front and backpacks).
- Footwear must always be worn.
- Must be able to walk unaided for 650 meters.
- The maximum weight for an individual walker is 120kg.

**ADDRESS DETAILS AND HOURS OF OPERATION:**

One Long Mile Road, Whakarewarewa, Rotorua 3010 – 4.8km for city centre – free car park available on site, accessible by public transportation from [CBO](#) and [Rotorua Airport](#), accessible by cycle on the [National Cycle Trail](#).

Open daily from 9am. (closed Christmas day)

Closes at: 10pm winter, Summertime 11pm (up to midnight subject to demand)

Operations inquiries to Karen Mather Karen Mather | [karen.mather@treewalk.co.nz](mailto:karen.mather@treewalk.co.nz)  
Daytime: +64 20 4088 8825 | Out of Office +64 27 536 1010  
Trade enquiries to Bruce Thomasen | E: [bruce@treewalk.co.nz](mailto:bruce@treewalk.co.nz) | M: +64 21 921 771

ONE LONG MILE ROAD | [WHAKAREWAREWA](#) | ROTORUA 3010 | NEW ZEALAND | WWW.TREEWALK.CO.NZ

Retail & Wholesale Rates valid to 01 April 2022 to 31 March 2023			
Product	Adult (from 16+)	Child (10-15 yrs)	Family (2A + 2C)
RETAIL: Treewalk Altitude			
RETAIL: Altitude & Nightlights			
Wholesale commission			
Wholesale: Treewalk Altitude			
Wholesale: Altitude & Nightlights			
Retail & Wholesale Rates valid to 01 April 2023 to 31 March 2024			
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RETAIL: Altitude & Nightlights			
Wholesale commission			
Wholesale: Treewalk Altitude			
Wholesale: Altitude & Nightlights			

**TERM AND CONDITIONS:**

- Cancellation Policy: Standard admission bookings cancelled within 7 days will incur a 50% cancellation fee.
- Payment is required 7 days prior to arrival of the group.

**KEY INFORMATION:**

- Minimum age is 10 – or the ability to reach 180 cm (70 inches) at the crease of participants' wrist
- A reasonable level of fitness is required, and participants should be in good health
- Children 12 and under, must always be supervised by a responsible person over 16 years of age.
- Maximum Group size: 8 participants
- Closed footwear – NO sandals, flip flop
- Must be able to walk unaided for 650 meters and up five stories.
- The maximum weight for an individual walker is 120kg.

**ADDRESS DETAILS AND HOURS OPERATIONS:**

One Long Mile Road, Whakarewarewa, Rotorua 3010 – 4.8km for city centre – free car park available on site, accessible by public transportation from [CBO](#) and [Rotorua Airport](#), accessible by cycle on the [National Cycle Trail](#).

Open daily, from 9am to 5pm (closed Christmas day)

Departures at 10am, 11 am, 12pm, 1pm, 2pm, 3pm – additional departures can be organised for groups.

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# EXAMPLE RATES SHEET – ACTIVITY OPERATOR

1



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# EXAMPLE RATES SHEET – ACTIVITY OPERATOR

4



## Small Group Tours Price List

Tour	Description	Images	Retail Rates (Valid till 31 March 2024)		Net Rates (Valid till 31 March 2024)		Retail Rates (From 1 <sup>st</sup> April 2024 till 31 March 2025)		Net Rates (From 1 <sup>st</sup> April 2024 till 31 March 2025)		
			Adult	Child	Adult	Child	Adult	Child	Adult	Child	
<b>Auckland City Tours</b>											
1	<b>Auckland City Discovery</b>	<ul style="list-style-type: none"> <li>- Harbour Bridge &amp; Auckland City skyline.</li> <li>- Mission Bay Coastal suburb.</li> <li>- One Tree Hill or Mt Eden Volcano.</li> <li>- Achilles &amp; Bastion Point</li> </ul>	<a href="#">Open</a>	175	89	131.25	66.75	175	89	131.25	66.75
2	<b>Matakana Art &amp; Wine Escape</b>	<ul style="list-style-type: none"> <li>- Sculptureum Admission</li> <li>- Chocolate Tasting and Hot Chocolate.</li> <li>- Wine Tasting at two Vineyards</li> <li>- Matakana Farmer's Market (Saturdays)</li> </ul>	<a href="#">Open</a>	295	150	221.25	112.5	395	199	296.25	149.25
3	<b>Bay Of Islands</b>	<ul style="list-style-type: none"> <li>- 4 hours guided boat cruise.</li> <li>- Hole in the Rock Sighting.</li> <li>- Whangarei Waterfalls.</li> </ul>	<a href="#">Open</a>	399	199	299.25	149.25	459	229	344.25	171.75
4	<b>Coromandel Tour</b>	<ul style="list-style-type: none"> <li>- Driving Creek Railway (Eyefull Tour)</li> <li>- The Coromandel Beach.</li> <li>- Hot Water Beach &amp; Cathedral Cove.</li> </ul>	<a href="#">Open</a>	399	199	299.25	149.25	459	229	344.25	171.75
5	<b>Muriwai Beach &amp; Gannet Colony</b>	<ul style="list-style-type: none"> <li>- Muriwai Beach &amp; the Gannet colony.</li> <li>- Wine Tasting at Kumeu Wineries.</li> </ul>	<a href="#">Open</a>	225	185	168.75	138.75	295	195	221.25	146.25
6	<b>West Coast Discovery</b>	<ul style="list-style-type: none"> <li>- Piha Beach &amp; Lion Rock.</li> <li>- Karekare Waterfall &amp; Ataraki Maori Centre.</li> </ul>	<a href="#">Open</a>	199	120	149.25	90	229	138	171.75	103.5
7	<b>Waitomo Glow worm Caves</b>	Guided tour of Waitomo Caves incl. boat ride.	<a href="#">Open</a>	249	185	186.75	138.75	279	195	209.25	146.25
8	<b>Rotorua Geothermal Valley</b>	<ul style="list-style-type: none"> <li>- Guided tour at Te Puia Geothermal Valley.</li> <li>- Kiwi Bird watching.</li> <li>- Puhuto Geyser, Mud Pools, Maori Village.</li> <li>- Wood &amp; Stone carving school.</li> </ul>	<a href="#">Open</a>	285	185	213.75	138.75	344	228	258	171
9	<b>Waitomo Glow Worm Caves &amp; Rotorua Geothermal Valley</b>			395	195	296.25	146.25	459	229	344.25	171.75

# TRADE SHOWS HERE IN NEW ZEALAND

- Trade shows can be a great way to target a large group of trade in one spot. Eg RTO – Development West Coast roadshow, Explore Central North Island Show, A Christchurch Airport initiative or TRENZ as well as other offshore events, led by NZ delegations/organisations.
- Understand who you are meeting with, work out your pitch.
- Make sure your information is relevant, they won't want to carry away lots of collateral – think digital!
- Follow up, they may remember vaguely what you said, or what your product was, but the trade show is the introduction, the action you take from here is what will determine the results.
- Watch yourself on commissions, much better to have retail rates only if you have any chance of getting confused and follow up with details on commission.
- Be excited about your product, be memorable
- Focus on the person you are meeting with, ask questions

# OFF-SHORE TRADE SHOWS

- **Off-shore Wholesaler/Retailer**
- **Your RTO is your first point of call. Also Tourism NZ in each market is a wealth of knowledge, their corporate site is also very helpful.**
- **If you contact TNZ saying you are planning a trip and they will send you a list of relevant companies with contacts.**
- **Visits offshore are often about education on country, region and then product.**
- **Train staff and Product people, start to drive the business from offshore into the IBO's now that you have the IBO bases covered here.**
- **Regular newsletters of relevant updates.**
- **Make sure you touch base with the IBO's before travelling they can help put you in touch with their clients who are a good fit for you too**
- **RTO, Collectives, collaborations to be considered.**



# HOW TO TALK TO INBOUND PARTNERS

- **First port of call, if not working with IBO then promoting to offshore longhaul markets is useless. Don't be timid, you are not 'expected' to know everything, IBO's can be great mentors, be honest.**
- **At least 1 meeting a year with Product Manager – the Decision Maker. Cover your rates for coming 2 years They work on an April-March rates year.**
- **Once you are listed with them you need to train their staff once a year, power-point presentations/video help. Feed/treat them too!**
- **Find reasons to keep in touch, Christmas presents, hand delivering and thanking them for their support over the year**
- **Regular newsletters of relevant updates – find a balance.**
- **Famil staff, Product Managers and Sales staff - make sure they are aware of your willingness to host.**

# ARE YOU EXPORT READY?

- **Be familiar with Inbound, wholesale, retail, OTA's**
- **Are your prices able to pass on up to 25% commission? Gross, Nett, reciprocal calculation.**
- **Do you collaborate? i.e do you partner with other products and services**
- **Will you invest in trade and offer free experiences, called famils?**
- **Do you understand the difference between various international markets tastes and requirements?**
- **Consider your suitability for the above and target appropriate partners/markets**
- **Find the Markets and the IBO's that are a fit for your tourism offering**
- **Let's talk about Rate Parity**
- **Consider: Lead times, cancellations, requirements**



# HOW TO EDUCATE ON YOUR PRODUCT OFFERING

## Fostering Awareness:

- Training
- Marketing
- Famils
- E-newsletters
- Social media
- Content creation

## Collaboration with Regional Tourism Organisation (RTO):

- Work with Development West Coast
- Show the presentation

## Website and SEO:

- Invest in a good website: [volcanicair.co.nz](http://volcanicair.co.nz)
- Implement strong SEO



# RESOURCES OF INFORMATION AND ASSET CREATION

- Tourism New Zealand [www.tourismnewzealand.com](http://www.tourismnewzealand.com)
- Qualmark [www.qualmark.co.nz](http://www.qualmark.co.nz)
- Tourism Export Council [www.tourismexportcouncil.org.nz](http://www.tourismexportcouncil.org.nz)
- Tourism Industry Aotearoa [www.tia.org.nz](http://www.tia.org.nz)
- Development West Coast [www.westcoast.co.nz/development-west-coast](http://www.westcoast.co.nz/development-west-coast)
- Management companies
- Representation agencies
- Tourism marketing companies and website creators
- Content creators and photographers & Videographers

# WHAT IS YOUR PITCH? HOW TO TALK TO TRADE

- I'll give you my elevator pitch.
- Then you show me yours!
- Think about your point of difference, location, how you aim to provide the best service and experience, what differentiates you from your competition.
- You only have a couple of minutes to gain the attention of any audience.
- Think about your own personal presentation, a uniform or smart professional clothing, a branded shirt helps ID you as working for this company – this doubles up as marketing
- Avoid boring details, shower pressure what time breakfast is served. Think room size, views, amenities and services of the property. Talk about attractions that are nearby – talk about the WHY not the WHAT



# THE IMPORTANCE OF FOLLOW UP AFTER SALES

- **Following any sales conversations or famils the key is follow up**
- **Think striking digital content – tools for their tool kits to sell your product**
- **Thank them and invite them to come and experience your product - FAMILS**
- **Ask them for feedback/concerns/objections**
- **Provide them with your sales kit...get the tools out! Images, Video, pricelists, trade manual**
- **Ideally follow up should be completed within a week**

# TECHNOLOGY IN DISTRIBUTION

- **Role of AI and Machine Learning**
- **Booking tools**
- **Health and safety & Risk Assessments**
- **Demand forecasting**
- **Social media**
- **Application Programming Interface (APIs)**
- **Eco-friendly tech**

# SOCIAL MEDIA STRATEGIES

Strategy	Key Points	Objectives	KPIs
<b>Visual Storytelling</b>	High-quality images and videos, live streaming	Enhance brand visibility, attract attention	Engagement rate, video views, shares
<b>Engaging Content</b>	User-generated content (UGC), behind-the-scenes content	Build trust, increase authenticity	Number of UGC posts, comments, likes
<b>Influencer Partnerships</b>	Collaborate with influencers, micro-influencers	Expand reach, leverage influencer credibility	Influencer engagement, reach, referral traffic
<b>Interactive Campaigns</b>	Contests and giveaways, polls and quizzes	Boost engagement, attract new followers	Contest entries, poll participation, new followers
<b>Personalized Marketing</b>	Targeted ads, retargeting campaigns	Increase conversions, optimize ad spend	Click-through rate (CTR), conversion rate, ROI
<b>Customer Interaction</b>	Prompt responses, community building	Enhance customer satisfaction, build loyalty	Response time, follower growth, community engagement
<b>Content Calendar and Consistency</b>	Regular posting, seasonal content	Maintain engagement, stay top-of-mind	Posting frequency, seasonal campaign performance
<b>Educational Content</b>	Travel tips and guides, local insights	Establish authority, provide value	Content shares, time spent on posts, backlink growth
<b>Cross-Promotion</b>	Collaborate with other brands, event promotion	Broaden audience, enhance partnerships	Cross-promotion reach, event attendance, joint engagement
<b>Analytics and Optimization</b>	Monitor performance, adjust strategies	Improve effectiveness, data-driven decisions	Engagement metrics, campaign performance, follower growth

QUESTIONS?



Reminder – there is no such thing as a stupid question.