

“PLANNING FOR INBOUND SUCCESS”

A GUIDE ON HOW TO WORK WITH NEW ZEALAND INBOUND TOUR OPERATORS

The Tourism Export Council of New Zealand has produced a guide on how to work with inbound tour operators. CEO Lesley Immink says that for too long ‘tourism and travel distribution’ has been misunderstood by the industry with the word “commission” unfairly being misrepresented. Commission should be viewed as an **investment to generate sales, not as a cost to the business** and pricing of product with an understanding of distribution channels is crucial for those operators wishing to work with international visitors.

The “Planning for Inbound Success” manual is designed to provide operators with the basic tools, knowledge and key contacts needed to enter the export tourism market.

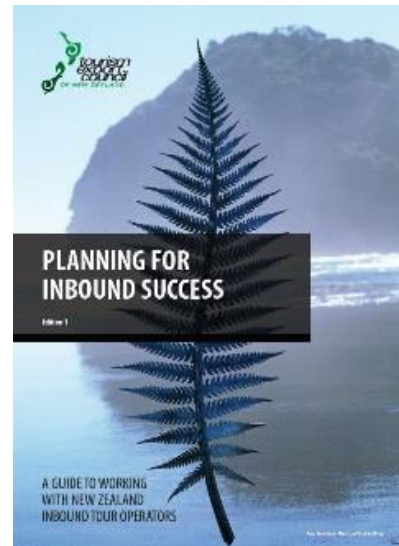
This manual contains advice on how to:

- Understand the travel distribution system
- Research international markets to establish who will use your products
- Recognise the different styles of inbound travellers
- Information on pricing your product and working with international trade
- Key contacts and links for better access to tourism data and research

The following pages examples of what is included in the Manual:

- the Contents page
- the Travel Distribution first page of the chapter

The “Planning for Inbound Success” manual is available free in an ‘e pdf’ version to Tourism Export Council members, with options being explored to make available to other industry operators and organisations. Contact lesley@tourismexportcouncil.org.nz or phone 04 495 0810 for more information.



Planning for Inbound Success

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Mooraki Boulders. Photo by Chris Reynolds. Courtesy of Flying Kiwi Tours.

THE TRAVEL DISTRIBUTION SYSTEM

- ✓ WHAT IS THE TRAVEL DISTRIBUTION SYSTEM?
- ✓ HOW DOES THE DISTRIBUTION SYSTEM WORK?
- ✓ WORKING WITH INBOUND TOUR OPERATORS
- ✓ PRICING, COMMISSIONS & MARGINS

WHAT IS THE TRAVEL DISTRIBUTION SYSTEM?

The travel distribution system is a complex, global network of independent businesses. This network includes a series of distributors or intermediaries, who play a specific role in the development, promotion and purchasing process of New Zealand tourism experiences.

Travel distributors allow you to broaden your customer base far beyond the reach of your own limited marketing budget. They are important to the inbound tourism industry as overseas

consumers still heavily rely on the advice of local travel experts when planning and booking their New Zealand holiday, particularly in long haul and emerging markets.

The travel distribution system covers all the channels through which an international traveller can buy your product. Other than approaching you directly, international travellers may book your product as follows.



Key Point

- 📌 Distribution channels and consumer purchasing behaviour varies from market to market so you will also need to understand the structure of the distribution system specific to your target markets



The unity of dance. Photo by James Haremba.