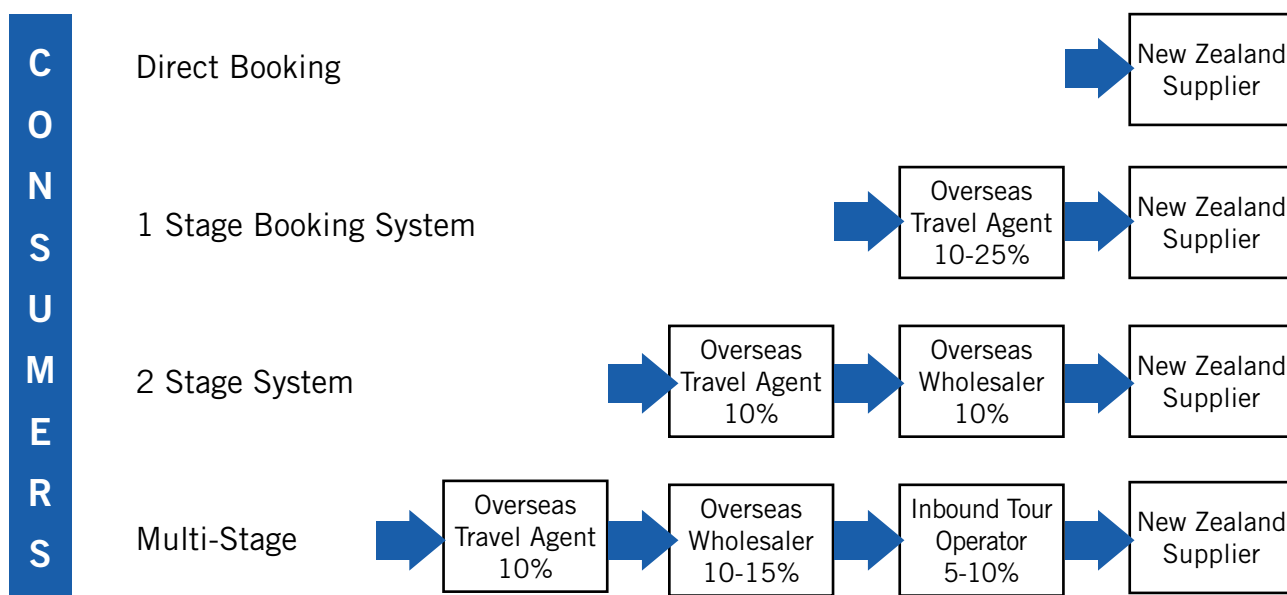


## HOW DOES THE ITOC DISTRIBUTION SYSTEM WORK?



OVERSEAS  
VISITORS  
(\$100)



OVERSEAS  
TRAVEL AGENT  
Commission  
10% (\$10)



OVERSEAS  
WHOLESALER  
Commission  
10-15% (\$10)



Full Member

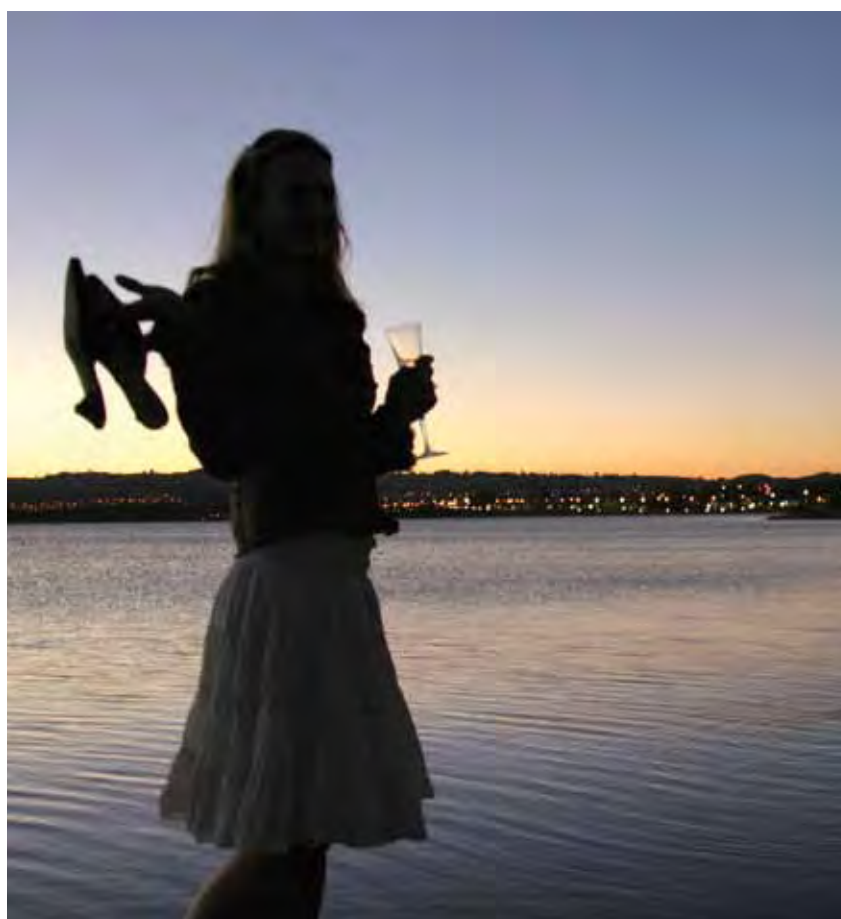
INBOUND TOUR  
OPERATOR  
5-10% (\$5)

ITOC Full member tour operators make regular sales calls on overseas wholesalers and travel agents and, through these new business relationships, they market the services and products of allied member suppliers on a preferred basis.

Although the marketplace is price-driven and very competitive, product suppliers include sufficient margin for full member tour operators to work the market effectively and to pay recognised commissions to wholesalers and travel agents overseas.

The ITOC Full member is your “one stop shop” for marketing your products and services. They will provide you with volume business and save you time, cost and marketing effort in going direct to the market.

The ITOC Full member has the contacts, the knowledge and is your marketing arm to increase your business.



# The ITOC Full member CODE and COMMON PLEDGE

**We will** commit to providing the highest standards of confidential service to our overseas based clients and customers at all times.

**We will** maintain the principles of fair dealing, honesty and integrity in both our competitive relationships and our relationships with all trade suppliers.

**We will** seek to ensure the safety and security of all clients throughout their visit by preferring Allied members with established safety standards and provision of information where activity participation may present the possibility of personal risk.

**We will** encourage the provision of industry training and support educational qualification through preference of employment opportunities for applicants with recognised and applicable experience, education and training.

**We will** maintain our commitment to the requirements for full membership of ITOC including the ITOC Membership and Financial Criteria and accept our responsibility to inform the Board of ITOC should circumstances decree a significant change in our ability to maintain these requirements.

**We will** encourage and prefer dealings with suppliers who have committed to allied membership of ITOC in the expectation of reciprocal preference of ITOC members by allied members.

**We will** support and encourage the provision of new or improved visitor facilities and services by provision of relevant information as to potential use and volumes, particularly where potential suppliers seek the aid of ITOC as an organisation to advise and assist with viability assessment.

**We will** support, co-operate with and encourage other associated organisations such as airlines servicing New Zealand and Tourism New Zealand in their efforts to develop increased visitor numbers inbound to New Zealand.

**We will** actively discourage clients from participation in any activity which may be harmful to the natural environment in New Zealand or which may impact adversely on the image of New Zealand as a destination offering concern for environmental responsibility.

**We will** conduct our business responsibilities with regard for, and in full compliance with, the business and commercial law and regulations of New Zealand to ensure our clients and suppliers may be confident at all times in the professional standards and conduct of members of ITOC.



## The ITOC pledge

- **Customer Satisfaction** – deliver the promise and give value for money.
- **Customer Safety** – protect at all times.
- **Quality of Service** – foster product knowledge and professionalism.
- **Mutual Co-operation** – do business with each other whenever possible.
- **Respect** – for each other in all dealings including financial transactions.
- **Good Employers** – provide ongoing education, training and career opportunities.
- **Environment** – maintain a concern for the environment and the community.
- **ITOC Profile** – promote and protect ITOC's values.



## WHY INVEST IN ITOC MEMBERSHIP?



The Inbound Tour Operators Council of New Zealand (ITOC) is a Trade Association made up of Inbound Tour Operators (full members) and their suppliers (allied members). ITOC's mission statement is clearly focused on inbound tourism, and ITOC is well placed to play a key role within the Tourism Industry in New Zealand.

ITOC has represented the interests of inbound tourism since 1971, and today its full and allied members collectively handle most of New Zealand's holiday visitor arrivals. ITOC plays a vital and supportive role in the expansion of New Zealand tourism at the "sharp end" of our overseas marketing.

Inbound visitor numbers have now reached almost 2.5 million annually and are forecast to grow to 2.9 million by 2015, at an annual growth rate of 2.5 per cent.

There has never been a more exciting time to be involved in New Zealand's fastest growing export industry – now worth over \$8.8 billion to the economy and responsible for one in every 10 jobs

in New Zealand.

ITOC is committed to adding value to your business, and our Full member tour operators provide the vital link between suppliers of New Zealand products and services and the overseas wholesalers and travel agents who buy them. The majority of the world's international travel business is processed by the travel agent and tour operator distribution system.

The ITOC focus is commercial and is designed to build long-term business relationships with your distribution networks, it offers opportunities for networking and to expand your business horizons in order to boost your business growth.

The ITOC is a family of Full tour operator members and Allied member product suppliers. ITOC Full members endeavour to support and market Allied member products because they meet quality standards and offer the overseas visitor a New Zealand experience to remember.

Quality standards are of the utmost

importance with all Full member tour operators being required to successfully complete the Qualmark endorsement for inbound tour operators as part of their membership criteria. The majority of ITOC Allied members are also Qualmark graded (for accommodation) or endorsed (for activities, transport and services).

ITOC members, Full member tour operators and Allied member suppliers work together to expand the market to the benefit of New Zealand tourism and our overseas visitors. We put the customer at the center of our business.





**MARKETING OPPORTUNITIES**

ITOC offers you marketing opportunities to promote your products and services to the overseas marketplace.

**NETWORKING OPPORTUNITIES**

Your attendance at the Annual ITOC Conference and Forums are designed to build long-term commercial relationships, maximise business growth opportunities and exchange ideas with industry colleagues.

**INDUSTRY INFLUENCE**

ITOC is your voice to the industry and Government. We actively listen to your feedback and recommendations, ensuring your views on critical issues that impact on your business development are heard. We work closely with Tourism New Zealand and the Tourism Industry Association, so that the Industry is unified and well focused. We encourage you to have your say in the future direction of ITOC, to ensure our services are relevant to your needs.

**QUALITY STANDARDS**

ITOC is all about quality standards and each Qualmark endorsed Full member tour operator has confirmed their commitment to our shared mission, ITOC Code of Ethics and Practice and our common pledge.

**Good Communication**

ITOC aims to provide you with regular communication about the Association and the marketplace.

**COMPETITIVE ADVANTAGE**

ITOC Full member tour operators offer product suppliers quality performance.

- Provide access to international tourism
- Provide volume business
- Offer extensive knowledge of international consumer needs.
- Offer access to a network of overseas offices and representatives
- Play an important role in developing new markets
- Qualmark endorsed





## YOUR MEMBERSHIP PROVIDES YOU WITH:

- Free company listing in the annual Inbound Travel Directory with the opportunity to advertise your products and gain essential information for your business.
- Free company listing on the ITOC website. Manage your own listing and link to your existing business website.
- Opportunity to attend the annual ITOC Conference to network with your fellow members and improve your knowledge of the marketplace.
- Opportunity to meet with the ITOC board on their regular regional visits. ITOC board meetings are held in association with RTOs around the country.
- Opportunity to attend member forums to discuss the marketplace and to enhance business contacts.
- Opportunity to work with full member tour operators on a "preferred basis".



# Ten reasons for using an ITOC inbound tour operator:

## 1. ALL ITOC FULL MEMBER INBOUND TOUR OPERATORS ARE QUALMARK ACCREDITED



## 2. BOOKINGS MADE EASY.

It's as simple as sending an email or a fax. An Inbound Tour Operator in New Zealand will coordinate communication between New Zealand ground and air suppliers and provide the information you need – in a single package.

## 3. LOCAL ADVICE AND PLANNING.

There is nothing like local knowledge. An Inbound Tour Operator will give you a first-hand view of the local scene. These are people who have travelled the length and breadth of the country, who stay in the same accommodation they recommend, and who fly regularly on New Zealand routes.

## 4. SERVICE FROM PEOPLE YOU TRUST.

An inbound Tour Operator acts just like your own branch office in New Zealand. Your request takes top priority because an Inbound Tour Operator is virtually an extension of your business.

## 5. SPECIALISED ITINERARIES AND INCENTIVES.

New Zealand is fast becoming a popular destination for incentive programmes and specialised group tours. For these specific itineraries, an Inbound Tour Operator offers invaluable help in coordinating the many details that make for successful group travel.

## 6. LOCAL GUIDES AND INTERPRETERS.

An Inbound Tour Operator will arrange sightseeing with an experienced and knowledgeable guide in any New Zealand city or exciting resort and wilderness areas. Interpreters in many languages can also be booked through an Inbound Tour Operator.

## 7. CONFIDENTIAL TARIFFS AND ATTRACTIVE VOLUME RATES.

To allow you to quote and plan accurately, you will receive regular communications giving updates on tariffs within New Zealand. An Inbound Tour Operator can negotiate on your behalf with hotels and other suppliers for the best available rates.

## 8. TOTAL COORDINATION OF TOURS.

An Inbound Tour Operator will draw together the many aspects that make travel in New Zealand so rewarding. Many different travel combinations can be planned and organised to the last detail, to suit individual client requirements.

## 9. UP-TO-DATE INFORMATION.

When changes occur, you will know about them. Inbound Tour Operators keep you informed about a range of topics that may have an effect on your business.

## 10. ON-THE SPOT HANDLING OF EMERGENCIES.

Even the best planned travel can have problems. How much easier they are to solve when there is a capable person on the spot. Accidents, cancellations, loss or theft of belongings – these are just a few of the many situations that can be handled with maximum tact and a minimum of fuss by an Inbound Tour Operator.





**FULL MEMBER TOUR OPERATOR**

A full member tour operator is an inbound tour operator who meets the Membership and Financial Criteria of ITOC and has full voting rights. A full member tour operator must abide by the ITOC Code of Ethics and Practice, Constitution and Rules. They must:

- Be registered in New Zealand and package two or more products and services on behalf of principal suppliers in New Zealand.
- Have a minimum turnover of \$500,000 per annum and have been actively trading for over a year.
- Meet the qualifications criteria.
- Successfully meet the Qualmark accreditation criteria for Endorsed Inbound Tour Operators

**ALLIED MEMBER SUPPLIER**

An allied supplier is a supplier of products and services to full members.

An allied member must abide by the ITOC Code of Ethics and Practice, Constitution and Rules and maintain a recognised standard of quality, e.g. Qualmark.

Allied members have voting rights and have three representatives on the ITOC Board of Directors.

**MEMBER BENEFITS**

	Full Member Tour Operator	Allied Member Supplier
Receive ITOC Update Newsletters	✓	✓
Opportunity to Attend Annual Conference	✓	✓
Opportunity to Attend Members Forums	✓	✓
Opportunity for nomination on Board of Directors	✓	✓
Voting Rights	✓	✓
Company Listing in Inbound Travel Directory	✓	✓
Company Listing on www.itoc.org.nz	✓	✓
Includes annual membership of TIA	✓	
Includes Qualmark annual licence fee	✓	

**FULL MEMBER TOUR OPERATOR****Costs:**

Entrance Fee .....\$100  
 Annual Fee \*.....\$2420  
 (subject to GST)

**ALLIED MEMBER SUPPLIER****Costs:**

Entrance Fee .....\$100  
 Annual Fee .....\$680  
 (subject to GST)



\* this includes annual Tourism Industry Association membership and annual Qualmark licence fee.

*ITOC Full member tour operators are committed to our shared mission and the standards of the ITOC Code of Ethics and Practice.*



## ITOC BOARD MEMBERS

*Left to right (back row):* Kathy Turner, Mark Quickfall, Michael Hall, Anna Black, Stuart Neels, Marcus Keenan, Jim Monahan, Jenny Simpson  
*front row:* Geoff Yee, Paul Yeo (Chief Executive), Brian Henderson (President), Dominic Cheng  
*Absent:* Warren Harford, Grant Lilly

## PRESIDENT

**BRIAN HENDERSON**

**Chief Executive Officer**  
**Tourmasters South Pacific (NZ) Ltd**  
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## VICE PRESIDENTS

## REPRESENTING FULL MEMBERS

**KATHY TURNER**

**General Manager**  
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## REPRESENTING ALLIED MEMBERS

**WARREN HARFORD**

**Managing Director**  
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BOARD MEMBERS  
REPRESENTING  
FULL MEMBERS**ANNA BLACK**

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**GEOFF YEE**

**Managing Director**  
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## JIM MONAHAN

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## MICHAEL HALL

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## STUART NEELS

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 DDI 09 261 0719  
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### BOARD MEMBERS REPRESENTING ALLIED MEMBERS

## REPRESENTING TRANSPORT

### MARK QUICKFALL

**Managing Director**  
**Totally Tourism Ltd**  
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## REPRESENTING ACCOMMODATION

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### CO-OPTED BOARD MEMBERS

### GRANT LILLY

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### JENNY SIMPSON

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**Manager**  
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## SECRETARIAT

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### CHIEF EXECUTIVE

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## EXECUTIVE OFFICER

**Charlie Ives**  
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## ACCOUNTS MANAGER

**Tarsha Triplow**  
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## SOLICITOR

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## AUDITOR

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## BANKERS

**National Bank of New Zealand**  
 Wellington

### LIFE MEMBERS

### BLAIR SHEEHY

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### KEITH JOHNSTON

Chairman  
 ID Tours New Zealand Ltd  
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### MICHAEL WIEDEMANN

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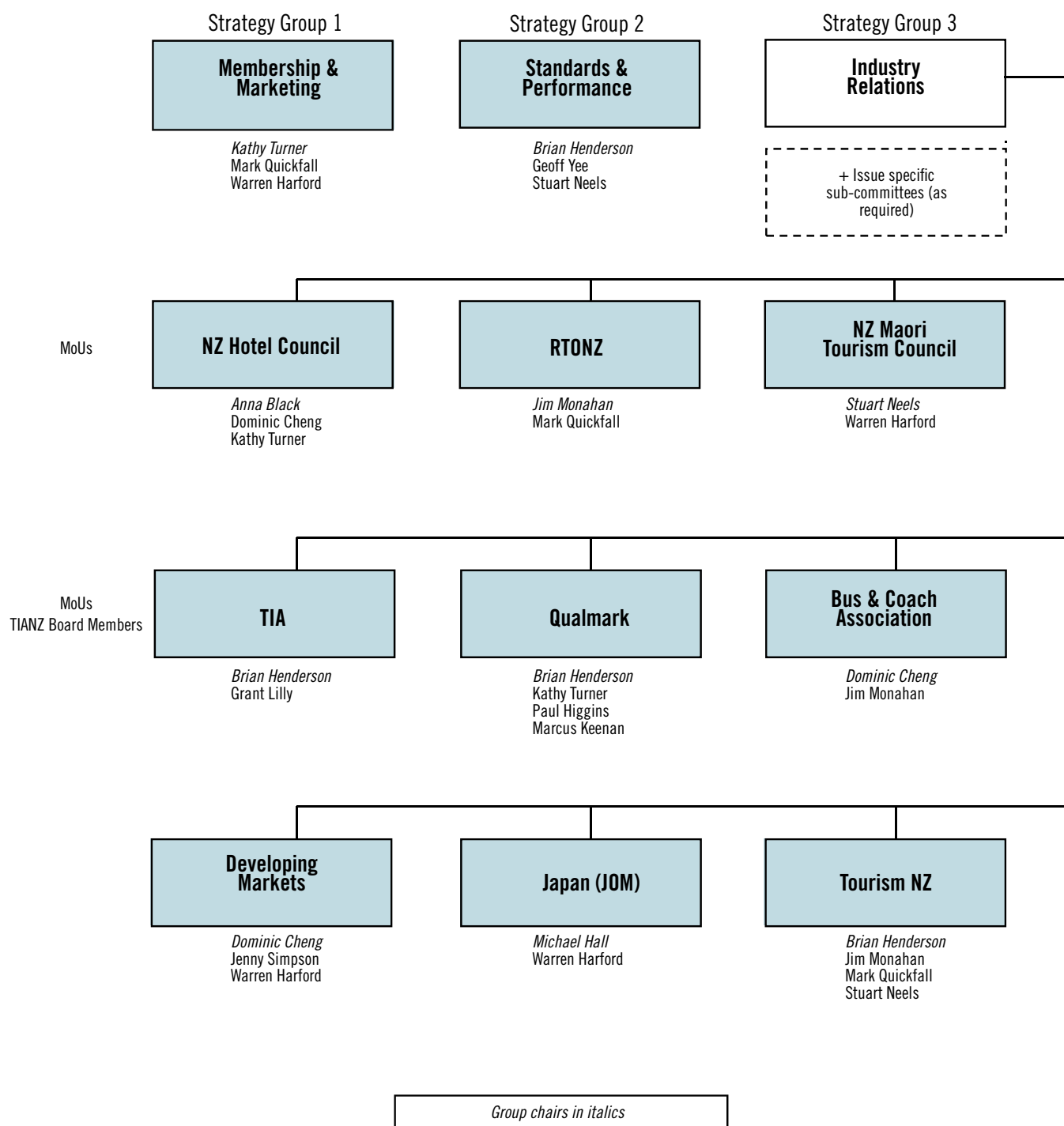
### RUSSELL WHITE

Managing Director  
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 AUCKLAND  
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### PETER LOWRY

WELLINGTON  
 pkl@xtra.co.nz

## ITOC BOARD STRATEGY GROUPS



Board Members are assigned to various Strategy Groups to improve communication with key stakeholders – including our industry partners with whom we have Memoranda of Understanding – as well as focus on major operational issues.



**Adopted at the Annual General Meeting held in Rotorua on Friday 12 July, 1991, amended in 1994, 1995, 2005, 2006, 2007 and 2008.**

## Name

- 1 The name of the Association shall be The Inbound Tour Operators Council of New Zealand.

## Registered Office

- 2 The registered office of the Association shall be situated on Level 3, Tourism & Travel House, 79 Boulcott Street, Wellington or such other place in New Zealand as the Board of Directors may from time to time determine.

## Objects

- 3 The objects for which the Association is established are:—
  - (a) To initiate and be actively engaged in the promotion of New Zealand as a visitor destination.
  - (b) To unite in one organisation those persons, firms or corporations engaged in the sale of inbound tourism and the supply of services to inbound tourism.
  - (c) To initiate, create and recommend the establishment of new tourism facilities in New Zealand.
  - (d) To assist in co-ordinating the sectional interests of the visitor industry.
  - (e) To ensure the maintenance of satisfactory standards of service by operators of visitor plant and provide guidelines and assistance when needed to improve standards of service to visitors.
  - (f) To seek improved educational opportunities for those engaged in marketing New Zealand's visitor facilities.
  - (g) To provide and establish educational facilities for those involved in selling New Zealand tourism and to provide such services to both New Zealand and overseas staff.
  - (h) To liaise with Government and other bodies on matters relating to tourism and co-operate with all bodies, associations and industries regularly formed within the travel and tourism industry.
  - (i) To establish and maintain a code of ethics for inbound tour operators.
  - (j) To protect and promote the mutual interests of the members of the Association.
  - (k) To acquaint the public of the services which members are able to render with a view to establishing that membership of the Association is a guarantee of competence and integrity.
  - (l) To discourage unfair competition without it any way interfering with initiative and enterprise based on fair trading.
  - (m) To promote the consideration of all questions connected with tourism and travel and the sale and encouragement of tourism and travel.
  - (n) To promote or oppose legislative and other measures affecting tourism and inbound tour operators.
  - (o) To do all such other things as in the opinion of the Board of Directors of the Association are incidental or conducive to the attainment of the above objects or any of them.
  - (p) To invest the moneys of the Association not immediately required for its purposes in or upon such investments, securities or property as may be thought fit.

## Membership

- 4 Full membership of the Association shall be restricted to persons and corporations approved by the Board of Directors, who package two or more products and services on behalf of principal suppliers in New Zealand on a nation-wide basis, and sell these products and services off-shore in the capacity of Inbound Tour Operators.  
A minimum turnover of five hundred thousand dollars (\$500,000) per annum is required by new applicants for full membership and they must have been actively trading as an Inbound Tour Operator for a minimum of 12 months prior to applying for membership.  
The Board of Directors will determine the criteria for membership, subject to approval by a general meeting.
- 5 Application for membership shall be in such form as may be prescribed by the Board of Directors, and the Board, on being satisfied as to the qualifications of the applicant, may in its discretion admit him to membership.
- 6 Notwithstanding anything contained in the foregoing rules, the Board of Directors may, in its discretion, admit as allied members, persons or corporations engaged in the travel industry or in activities closely allied to the industry but who are not eligible for membership under the foregoing rules.
- 7 The Members of the Association shall be entitled to exercise the following rights and privileges:

- (a) To attend all general meetings of the Association and to speak and vote thereat. The right to vote at general meetings of the Association is subject to the rider contained at Rule 23(c) hereof that allied members are not eligible to vote for the full member candidates for the board if directors and full members are not eligible to vote for allied member candidates for the board of directors.
- (b) In the case of corporation members, to appoint from time to time a person to represent the corporation at meetings of the Association and to exercise the voting rights of such corporation; any person so appointed shall be eligible for membership of the Board of Directors and shall for all purposes of these rules except the rules relating to entrance fees, subscriptions and levies, be deemed to be a member.
- (c) To receive from the Association a certificate of membership; and in the case of a member operating more than one place of business to an extra certificate for every such additional place of business, such certificate to be used under the common Seal of the Association.
- (d) Full members shall have the right to use, for display and advertising purposes, and on his own stationery, the design or emblem of the Association, a copy of which appears opposite, or any other design or emblem hereafter adopted by the Association.
- (e) Allied members shall have the right to use for display and advertising purposes and on their stationery the design or emblem of allied membership approved by the Board of Directors. Whenever at any other time allied members wish to acknowledge their allied membership of the Association the following wording only shall be used and quoted: ITOC logo followed by the words "approved ITOC Supplier".

## Life Members

- 8 On the recommendation of the Board of Directors any individual may be elected a life member at any general meeting of the Association (notice of the proposal for such election having been given in the notice convening the meeting) in recognition of outstanding services to the Association or the travel and tourism industry in New Zealand or elsewhere. The election of a life member shall require a three-fourths majority vote of members present at the meeting and entitled to vote. A life member shall be entitled to all the privileges of membership except voting, without payment of any subscription or other sum payable by ordinary members.

## Cesser of Membership

- 9 The membership of a Member, or an Allied Member shall fore with cease and determine if:
  - (a) The Member/Allied Member resigns, having first paid all current membership dues and subscriptions thereby being a financial member at the time of resignation.
  - (b) Any one or more of the following circumstances arise or exist and the chief executive, by notice in writing sent to the Member/Allied Members at his/her/its last known address, advises the Member/Allied Member that its membership of the association has been terminated:
    - (i) the member/Allied Member ceases to be qualified for the category of membership held by it under the rules of the association; or
    - (ii) the member/Allied Member fails to pay any sum due by it to the association for a period of one month after notice of default has been given to it by the association; or
    - (iii) the member/Allied Member fails to pay the annual subscription or levies payable by it pursuant to the rules of the association;
    - (iv) the member/Allied Member ceases to meet the criteria for the category of membership held by it and established from time to time by the association;
    - (v) where the member/Allied Member is an individual, the Member becomes bankrupt or compromises with his or her creditors or becomes lunatic or of unsound mind or commits any indictable offence; or
    - (vi) where the member/Allied Member, is a corporation, it goes into liquidation (save for the purposes of reconstruction) or if the receiver of its undertaking or its assets is appointed;

## Entrance Fees and Subscriptions

- 10 Every applicant for full membership shall pay such entrance fee as may from time to time be fixed by the Association in general meeting on the recommendation of the board of directors.

11. Every member and allied member shall pay such annual subscription as may from time to time be fixed by the association in general meeting following consideration of recommendation of the board of directors.
  - (a) Where two or more full members are partners in the inbound tour operation business operated by them only one such full subscription shall be payable, and all such members shall be jointly and severally liable to pay it.
  - (b) The annual subscription and annual levy payable by members and allied members shall be paid within 30 days of the date on which the association forwards an invoice for payment to such member, or allied member Subscriptions and levies remaining unpaid thereafter shall be increased by 10 percent and such increase shall be without prejudice to the rights of the association to take action pursuant to Rule 9(b) hereof to determine the membership of a member or allied member on the basis that such party has failed to pay sums due to the association.

## Levies

- 12 The Association in general meeting at any time may determine by resolution passed by a two-thirds majority of all voting members present and entitled to vote at a meeting of the Association duly convened, to make levies on members or any class of members. The notice convening the meeting shall set out the proposal to make the levy and the amount thereof. Upon the passing of the said resolution a notice of the levy shall be served upon the members affected thereby who shall become liable thereafter after the expiration of fourteen days from the date of service.

## General Meetings

- 13 A general meeting, to be called the Annual General Meeting, shall be held once in every year, within six months after the end of the Association's financial year, at such time and place as may be determined by the Board of Directors.
- 14 A special general meeting may be convened in New Zealand at any time by the Board of Directors, and shall be convened by the Board upon requisition of ten members, which requisition shall set out the resolutions proposed to be moved thereat. If pursuant to such resolutions the Board shall fail within one month to convene a general meeting, it shall be competent for seven or more of the requisitionists to convene the meeting.
- 15 Not less than fourteen days' notice of any general meeting specifying the day, hour and place of the meeting, and, in cases of special business, the general nature of such business, shall be given as provided by these rules to all members entitled to vote, but the accidental omission to give such notice or the non-receipt thereof by any member shall not invalidate the proceedings of any such meeting.
- 16 Ten members personally present shall constitute a quorum for any general meeting; if at any annual general meeting or any special general meeting convened by the Board of Directors other than pursuant to a requisition a quorum shall not be present within fifteen minutes of the time fixed for the meeting, the same shall be adjourned to such time and place as the Chairman shall determine, and at such adjourned meeting the members present shall form a quorum; if at any general meeting convened pursuant to a requisition or by the requisitionists a quorum shall not be present within fifteen minutes after the time fixed for the meeting, the meeting shall be dissolved.

## Proceedings at General Meetings

- 17 The president shall be entitled to take the chair at every general meeting at which he is present, but in his absence, or if he shall be unwilling to act, a vice-president or failing him the immediate past president shall be entitled to take the chair. If at any meeting neither the president nor a vice-president nor the immediate past president shall be present or willing to act, the member's present shall choose another member of the Board of Directors to act as Chairman and if no member of the Board of Directors is present, or if he declines to take the chair, then the members present shall choose one of their number to be Chairman of that general meeting.
- 18 Every question submitted to a meeting shall be decided in the first instance on a show of hands; and in the case of an equality of votes the Chairman shall, both on a show of hands or on a poll, have a casting vote in addition to the vote or votes to which he is entitled as a member.
- 19 The Chairman or any three members present may demand a poll, and if a poll is demanded it shall be taken in such a manner as the Chairman may direct.

20 The demand of a poll shall not prevent the continuance of the meeting for the transaction of any business other than the question on which the poll has been demanded.

## Votes of Members

- 21 On a show of hands those members present in person and entitled to vote shall have one vote, and upon a poll every member present in person or by proxy shall be entitled:
- In the case of a member paying the basic membership subscription fixed by or pursuant to Rule 11, to one vote.
  - A resolution on a matter normally decided at a general meeting of members may be determined by means of postal vote if in the absolute discretion of the Board of Directors any such manner should be determined by means of a postal vote. Any such postal vote shall be taken in such manner as the Board of Directors shall direct and the result of such postal vote shall have the same effect as a vote of members passed at a general meeting of the Association. The provision of Rule 14 relating to the calling of general meetings on the requisition of ten members of the Association shall not apply to this rule. Where a postal vote is directed by the Board pursuant to this rule, any motion shall be carried by a simple majority votes case pursuant to the postal ballot, except that the majority required by Rule 45 will apply in respect of a postal ballot moving an amendment to these rules.
- 22 Votes may be cast either personally or by proxy, provided however that the instrument appointing a proxy shall be deposited with the Association at its registered office at least 48 hours before the time appointed for the meeting. No person shall be appointed a proxy who is not a member of the Association and qualified to vote.

## The Board of Directors

- 23 (a) The management of the Affairs of the Association shall be vested in a Board of Directors;
- (b) The Board of Directors shall comprise not less than seven or more than eleven members of the Association, all of whom shall be elected by postal ballot or at the Annual General Meeting as is provided for in Rule 25 hereof. The immediate past president shall be an ex-officio member of the Board of Directors for a maximum period of one year. Allied members shall be eligible for election to the Board of Directors provided that the maximum number of allied members who can be elected to any one Board of Directors shall be three. They shall represent three separate categories of allied members namely accommodation, attractions/activities and transport.
- (c) Only allied members shall be eligible to vote for the allied members of the board of directors and only full members shall be eligible to vote for the full members of the board of directors.
- (d) The Board of Directors so elected as foresaid shall have power to co-opt to its number not more than three full or allied members of the Association, and that such co-opted members shall be entitled to receive notice of all meetings of the Board of Directors, to attend such meetings and to take part in the discussion and proceedings of the Board of Directors and to vote at meetings of the Board of Directors in the same way as if they had been elected to the Board.
- (e) The Board of Directors so elected shall appoint a President and two Vice Presidents at the first meeting of the Board of Directors following the Annual General Meeting who shall hold office until the first board meeting following the AGM of the Association.
- (f) The expression "member/s of the Association" where used in this rule shall be deemed to extend to and include persons appointed to represent a company or other incorporated entity which is a member of the Association pursuant to Rule 7(b) hereof and persons appointed in like manner to represent a company or other incorporated entity which is an allied member of the Association.
- 24 At the Annual General Meeting in every year all the members of the Board shall retire from the office but every such member shall be eligible for re-election.
- 25 Nominations for the Board of Directors shall be signed by at least two full or allied members and deposited at the registered office of the Association not less than 45 days before the date fixed for the Annual General Meeting. In the event of the number of nominations exceeding the appropriate vacancies

a postal ballot shall be held. No less than 30 days before the date fixed for the Annual General Meeting the Chief Executive shall distribute to the membership entitled to vote, the names of the nominees in the form of a postal voting paper. Allied members shall receive the form of postal voting paper relating to the election of the allied members to the Board of Directors and full members shall receive the form of postal voting paper relating to the election of the full members to the board of directors. The voting paper shall be completed and returned to the registered office of the Association. Only voting papers received at the office of the Association on or before the 7th working day prior to the date set for the Annual General Meeting shall be valid. Votes will be counted by two scrutineers appointed by the Board of Directors to assist the Chief Executive. The results of such postal ballot shall be announced at the appropriate time at the Annual General Meeting. In the event of there being an equality of votes for allied member candidates for the Board which requires to be resolved by the election of just one of those allied member candidates as a board member the existing allied board members shall each have one extra vote. In the event of there being an equality of votes for full member candidates for the board which requires to be resolved by the election of just one of those full member candidates as a board member the existing full board members shall each have an extra vote. If there is still an equality of votes the successful candidate will be determined by the drawing of lots. In the event of there being vacancies in the Board of Directors after such postal vote then additional nominations shall be accepted from the floor of the Annual General Meeting and if necessary an immediate election shall be held to fill such vacancies at the Annual General Meeting.

- 26 If at any meeting at which an election to the Board of Directors ought to take place, the place of any retiring member of the Board of Directors be not filled, that retiring member shall, if willing to continue, be deemed to have been re-elected.
- 27 The office of a member of the Board of Directors shall be vacated if he ceases to be a member or if by notice in writing he resigns his office.
- 28 A member of the Board of Directors may, with the approval of the Board, appoint any person to be an alternate or substitute member of the Board of Directors, and such appointment shall have effect, and such appointee whilst he holds office as an alternate shall be entitled to notice of meetings and to attend and vote thereat, but he shall ipso facto vacate office if and when the appointer vacates or ceases to hold office as a member of the Board of Directors or removes the appointee from office, and any appointment and removal shall be made in writing.

## Proceedings of Board of Directors

- 29 The Board of Directors may meet together for the despatch of business, adjourn and otherwise regulate their meetings as they think fit, and may determine the quorum necessary for the transaction of business. Until such quorum has been decided five members of the Board shall be a quorum.
- 30 At all meetings of the Board the President, or failing him, Vice-President, or failing them, the immediate past president, shall be entitled to take the chair. In the absence of the President, Vice-Presidents and immediate past President the remaining members of the Board shall elect a Chairman.
- 31 Questions arising at any meeting of the Board of Directors shall be decided by a majority of votes, each member present being entitled to one vote, and the Chairman of the Board shall have a casting vote in the event of equality of votes.
- 32 The Board of Directors shall cause minutes to be made in books provided for the purpose of all resolutions and proceedings of general meetings and of meetings of the Board. Any such minutes, if signed by any person purporting to be the chairman of the meeting to which they relate or at which they are read, shall be received as conclusive evidence of the facts therein stated.
- 33 A resolution in writing signed by all the members of the Board of Directors shall be as valid and effectual in all respects as if it had been passed at a meeting of the Board duly convened.

## Powers of Board of Directors

- 34 Without in any way restricting the generality of the powers conferred by these rules on the Board of Directors, the Board may from time to time:
- Appoint and remove employees, and fix their

salaries.

- Appoint any person or persons to hold in trust for the Association any property, and execute and do all such deeds and things as may be requisite in relation thereto.
- Institute, conduct, defend, compound or abandon legal proceedings or arbitrations by or against the Association or its officers or otherwise concerning the affairs of the Association.
- Determine who shall be entitled to sign or endorse on the Association's behalf, bills, notes, receipts, acceptances, endorsements, cheques, releases, contracts and other documents.
- Make, amend, vary and rescind by-laws not inconsistent with these rules as they may deem necessary, expedient or convenient for the proper conduct or management of the Association.
- Fill any casual vacancy occurring on the Board provided however that if the office of President or Vice-Presidents shall become vacant the Board shall proceed within one month to fill such vacancy.
- Invest the funds of the Association in such a manner as it may in its absolute discretion think fit.
- To accumulate reserves and to make suitable arrangements by way of insurance or otherwise with any insurance or other company or firm to ensure that the public are reasonably protected against the default of any member. Provided however that notwithstanding anything herein before contained the Board of Directors and any agent or delegate of the Board are hereby expressly prohibited from pledging the credit of all or any of the members of the Association, and all claims, whether in respect of contracts or otherwise, shall be satisfied solely from the funds of the Association.

## Chief Executive

35 The Association shall have an Chief Executive who shall be an employee of the Association appointed by the Board pursuant to its powers contained in Rule 34 hereof and who shall perform functions of Secretary to the Board and shall be present or represented at every meeting of the Association and of the Board of Directors to perform the functions of Secretary thereat. The Chief Executive shall in addition perform such functions and carry out such duties as the Board shall from time to time determine. The Chief Executive shall be employed on such terms and conditions as the Board of may from time to time determine and his/her functions shall include attending or arranging for an attendance at every Annual General Meeting or Special General Meeting of the Association and every Board meeting, to read the minutes, orders and entries of preceding meetings, to take the minutes, to superintend respective minutes, and to conduct all correspondence and to act in accordance with directions from time to time given by the Council. In addition the Chief Executive shall perform such role in relation to the discipline of members as is detailed in Rule 36 hereof.

## Disciplinary Powers

- 36 (a) Powers of Association: If a full member contravenes any of the provisions of the Rules including the Code of Ethics, the Association has power to exercise disciplinary measures over that member in the manner set out in this Rule.
- (b) Complaints to be in writing: No complaint shall be considered unless it is made by the complainant in writing and delivered to the Chief Executive of the Association. Any letter of complaint shall be a privileged document for the use of the Chief Executive and the Board of Directors and no member shall be permitted to use it in any civil action. No complaint shall lapse under any circumstances or be considered withdrawn until such time as the investigation sub-committee has dismissed the complaint or preferred charges to the judicial committee.
- (c) Investigation sub-committee: Upon receipt of any written complaint the Chief Executive shall refer the complaint to an investigation sub-committee to be appointed by the Board of Directors, which shall consist of not less than two members nor more than three members of the Board and at the same time shall refer the substance of the complaint to the member concerned and request his written comments to be submitted within a reasonable specified time. The investigation sub-committee shall, upon receipt of the written comments or the expiration of the specified time (whichever is the sooner), consider the complaint and the member's



written comments and decide whether the complaint warrants further investigation: should it so decide it shall frame charges of alleged breaches of specified rules or of the Code of Ethics and lay such charges against the member in writing with the Chief Executive: should the sub-committee decide no further investigation is warranted it shall report accordingly to the Chief Executive and to the member.

(d) Judicial sub-committee: Upon receipt by the Chief Executive of any written charges by the investigation sub-committee, the Chief Executive shall refer the charges for hearing before a judicial sub-committee to be appointed by the Board of Directors and to consist of not less than four directors which shall not consist of any members who have been members of the investigation sub-committee. The judicial sub-committee shall convene a formal hearing and shall give the member concerned not less than fourteen days' notice of the date, place and time of the hearing, together with full details of the charges laid. At the hearing the member concerned may be heard in defence of the charges, either in person or in writing, and he shall be entitled to representation at the hearing by an advocate who shall be another member. Evidence from either side may be heard by the judicial sub-committee who may require any member or invite any other person to appear before it and who may appoint counsel to advise or assist it or the member. The whole of the evidence shall be recorded either in writing or otherwise, and the judicial sub-committee shall be entitled to receive evidence by way of Affidavit, deposition or declaration even though such evidence may not be admissible in a Court of law.

(e) Powers of judicial sub-committee: Should the judicial sub-committee decide that a contravention of the Rules or Code of Ethics has been proved, it shall have the power to impose all or any or more of the following penalties in respect of each such contravention:

- (i) Caution the member.
- (ii) Reprimand the member.
- (iii) Impose a fine not exceeding \$1,000 on each breach and recover any such fine by action at law or otherwise.
- (iv) Suspend the member for such a period as the sub-committee thinks fit.
- (v) Expel the member.
- (vi) Order the member to pay costs and expenses of the investigation or hearing or such proportion thereof as it thinks fit.

(f) Right of appeal to Board of Directors: Every member who has had a penalty imposed against him by the judicial sub-committee may, within fourteen days of being notified of such a decision, appeal to the Board of Directors against the imposition of such penalty. Any such appeal shall be based entirely on the recorded evidence, without prejudice however to the right of the Board, if in its uncontrolled discretion it so determines to receive new or further evidence and the appeal shall be held at a place and at a time designated by the Board. At the time of making such appeal, the appellant shall lodge with the Chief Executive a fee which may at the discretion of the Board, whether or not the appeal proceeds, be forfeited or be used to defray any costs of preparation for a hearing of the appeal.

(g) Power of Board of Directors upon appeal:

- (i) On appeal, the Board may either:
  - (a) Quash the penalty, or
  - (b) Confirm the penalty already imposed, or
  - (c) Direct the judicial sub-committee to impose such a penalty as the Board thinks fit.
- OR (ii) In any event the Board may award the costs and expenses of the investigation hearing and appeal or any portion thereof in favour of or against the appellant member as it may think fit.

(h) Right to publish penalties: The judicial sub-committee shall be entitled to publish in the ITOC News and/or ITOC Directory and Information Guide, and/or ITOC Annual Report, notice of the expulsion or suspension of any member who shall be expelled or suspended or subjected to any other penalty pursuant to the provisions of this Rule, containing the name and address of such member, such particulars as the Board may think proper of the offence for which the member was expelled or suspended or otherwise penalised. It shall also be the duty of the Board to publish in a newspaper circulating in the District in which the member

carries on business, notice of the expulsion or suspension of any member who may be expelled or suspended. The member concerned shall have no right of action against the Board by reason of such publication.

- (i) Report of hearing to be filed: Not less than fourteen days nor more than twenty-eight days after reaching a decision under this Rule the judicial sub-committee on the Board shall deliver to the Chief Executive a full report of the charges, the hearing and the penalty imposed upon any member. The Chief Executive shall keep a register of all disciplinary actions.
- (j) The disciplinary powers hereinbefore set out are to apply to full members of the association and as far as the interpretation of this particular Rule 36 is concerned (and this rule only) where reference is made to a member of the association that reference shall be deemed to cover full members of the association.

## Indemnity

37 Every member of the Board of Directors, the Chief Executive and other officer or servant of the Association shall be indemnified by the Association against, and it shall be the duty of the Board of Directors, out of the funds of the Association, to pay all costs, losses and expenses which any such member of the Board of Directors, Chief Executive, officer or servant may incur or become liable to be reason of any contract entered into, or act or thing done by him as such member of the Board of Directors, Chief Executive, officer or servant, in any way in the discharge of his duties under authority of the Association.

## Accounts

38 The Board of Directors shall cause accounts to be kept of the assets and liabilities, income and expenditure of the Association, and the books of the account shall be kept at such places as the Board of Directors shall think fit.

39 The Board of Directors shall cause to be prepared and laid before every annual general meeting, a statement of the financial affairs of the Association and of its income and expenditure for the preceding financial year and a report thereon. Such account shall be made up as at the end of the Association's financial year which shall be the 31st day of March.

40 Once at least in every year, the accounts of the Association shall be examined and the correctness of the accounts, income and expenditure shall be ascertained by an auditor, who shall certify to the correctness thereof and may make such report to the members thereon as he thinks proper.

41 The Auditor shall be appointed by the Annual General Meeting.

42 All monies received by the Association shall be paid to the Bankers of the Association. Such Bankers shall be appointed by the Board of Directors.

## Borrowing Powers

43 The Board of Directors may from time to time borrow for the purposes of the Association from any persons, firms or corporations any sum or sums of money without security or upon the security of all or any of the Association's property (real or personal) and to execute legal or equitable mortgages or charges, or by the issue of bonds or debentures or debenture stock; and any such bonds or debentures or debenture stock may be issued on terms that the amount to be secured may be paid up by instalments, and may be paid off by periodical or other drawings, and generally upon such terms and conditions as to rate of interest or otherwise as the Board of Directors may think fit; and the Board may also borrow money from the Association's bankers on overdraft or otherwise, with or without security.

## Limitation

(a) Limitation on Personal Benefit to Members  
Any income, benefit or advantage received by the Association shall be applied in and towards the proper management of the Association with a view to achieving one or more of the objects of the Association. No member of the Association or any person associated with a member shall participate in or materially influence any decision made by the Association in respect of the payment to or on behalf of that member or associated person of any income benefit or advantage whatsoever. Any income paid to a member or associated person shall be reasonable and relate to that which would be paid in an arms length transaction."

## The Seal

44 The Common Seal of the Association shall be in the custody of the Chief Executive and shall not be affixed to any instrument except by order of a meeting of the Board of Directors and any such instrument shall be signed by one member of the Board and the Chief Executive.

## Amendment of Rules

45 These rules may be altered or added to or rescinded in whole or in part by a resolution passed by a three-fourths majority of votes cast at a general meeting of the Association, provided that notice of intention to propose any such alteration, addition or rescission shall have been given in the notice convening the meeting. This rule shall apply where the Board directs a postal vote pursuant to Rule 21 hereof.

No addition to or alteration of the not for profit aims, personal benefit rule or the winding up rule shall be approved without referring the same to the Inland Revenue Department. The Inland Revenue Department is to be given notice of any change, addition or alteration to the following rules:

- (i) the rules which specify the not for profit aims of the Association,
- (ii) the rules which deal with personal benefit to members;
- (iii) the rules which deal with the winding up of the Association;
- (iv) this rule relating to the Amendment of Rules.

## Notices

46 A notice may be served by the Association upon any member either personally or by posting it in a prepaid letter addressed to such a member at his registered address.

47 Any notice if served by post shall be deemed to have been served on the day following that on which the envelope or wrapper containing the same is posted, and in proving such service it shall be sufficient to prove that the notice was properly addressed and posted.

48 No member who shall have omitted to give his address for registration shall be entitled to receive any notice from the Association.

## Dissolution

49 The Association in general meeting may determine to dissolve the Association by resolution passed by a majority of members present at a meeting of the Association. The notice convening the meeting shall set out the proposal to dissolve the Association. The resolution to dissolve the Association shall be confirmed at a subsequent general meeting convened for that purpose and held not earlier than thirty days after the date on which the resolution so to be confirmed was passed. Following such meeting the Association shall be deemed to be dissolved. If upon the dissolution of the Association there remains after the satisfaction of all its debts and liabilities, any property, the same shall be distributed among those persons, bodies or institutions whom the Board of Directors as constituted immediately prior to the passing of the said resolution shall direct but in no event shall any of the said property be distributed in any manner or form amongst any person or persons who were members of the Association at the date upon which the said resolution for dissolution was passed.

## Interpretation

50 In these Rules, unless the context shall otherwise require:

"Member" means a member qualified and admitted under Rule 4 or under Rule 6 of these rules and therefore includes full members and allied members of the association;  
"Month" means calendar month;  
"Full member" means a member qualified and admitted under Rule 4;  
"Allied member" means a member qualified and admitted to membership under Rule 6;  
Words importing the singular include the plural, and vice versa;  
Words importing the masculine gender include the feminine gender;  
Words importing persons include corporations.

**(Endorsed by the New Zealand Tourism Industry Association, NZTIA)  
approved by the ITOC Annual General Meeting, held in Wellington on Tuesday, 18 July 1995  
amended by members in a postal ballot March 2002**

**GENERAL PRINCIPLES**

- (i) The ITOC Code of Ethics is designed to advance the objects of the Association by requiring all members to adhere to and observe high standards of integrity and ethical conduct in all their business dealings.
- (ii) The recognition and practise of ethical conduct within the inbound tourism industry is a necessary and important component in achieving and maintaining ITOC's goals of quality, integrity and professional excellence and thus the promotion of New Zealand as a visitor destination.
- (iii) The promotion of New Zealand as a visitor destination and the achievement by ITOC of its other objectives is enhanced as a result of initiative, enterprise and competition where the same is founded on principals of fair trading but damaged by unfair competition and unethical conduct.
- (iv) ITOC full members in all dealings with each other, with overseas visitors, and with suppliers and in the conduct of their business generally shall not engage in unfair competitive practices.
- (v) By way of example, as a general principle, ITOC members should conduct their businesses on the basis that the cost of the product they sell is to be covered by the price paid by the purchaser for the product.
- (vi) The long term achievement of the objects for which ITOC has been established cannot be sustained by business practices which are inconsistent with this basic principle. A business which places reliance upon the generation of revenue from indirect sources, such as commissions from retailers, and which seeks to obtain a competitive advantage in the pricing of its product on this basis, is likely to be regarded, upon investigation, as having breached this Code of Ethics. Reliance on such indirect sources of revenue as an integral component in the ability of the member to pay for and supply the product is regarded as detrimental to the promotion of New Zealand as a visitor destination and not in the interests of inbound tourism to New Zealand.
- (vii) Members shall comply with the requirements of the Fair Trading Act 1986, the Commerce Act 1986 and with all other statutes and Regulations which regulate trade and which govern business practices in New Zealand.
- (viii) In no circumstances are the provisions of this Code of Ethics to be interpreted as requiring members to adopt a course of conduct which is inconsistent with the requirements imposed upon them from time to time by the Fair Trading Act 1986, the Commerce Act 1986 or any other statutes or regulations which regulate trade or which govern business in New Zealand.

**PART ONE: Professional responsibility  
– Relations with Overseas Visitors and their  
Travel Agents/Wholesalers**

- (i) It is the duty of ITOC Full members to keep themselves and their staff fully informed on all aspects of New Zealand Travel, in order to be in a position to give visitors and their Travel Agents and Wholesalers professional advice on what New Zealand has to offer.
- (ii) ITOC Full and Allied Supplier members shall consider every Transaction with a client to be strictly confidential, except in the case of default.
- (iii) ITOC Full members shall advise their clients of their standard terms and conditions of trade at the time of any change or prior to accepting bookings from a new client.
- (iv) ITOC Full and Allied Supplier members, in their advertising, shall not make misleading, incorrect

or dishonest statements.

- (v) ITOC Full members will treat their clients as paramount and will not accept instructions creating or likely to create a conflict of interest.
- (vi) ITOC Full and Allied Supplier members will ensure that their staff are adequately trained and that service standards to all clients are at the highest possible level, in order to enhance the goodwill and reputation of New Zealand as a quality destination.

**PART TWO: Responsibilities in dealing with  
carriers and principal suppliers**

- (i) ITOC Full members shall, at all times, follow the best traditions of salesmanship and fair dealing by according all carriers, hotels and product suppliers which they represent fair and responsible representation.
- (ii) ITOC Full members shall make themselves thoroughly conversant with agreements and with tariff rules and regulations. They shall make every endeavour to see that their staff know of these arrangements and rules, and have access to them and understand them.
- (iii) ITOC Full members shall not improperly attempt in any manner to influence the employees of carriers, hotels or product suppliers for the purpose of securing preferential consideration in the assignment of space or for any other purpose.
- (iv) ITOC Full members, in order to ease space availability problems of hotels, shall release promptly all unsold space and return unrequired accommodation as per their agreed terms and conditions with the hospitality division of the New Zealand Tourism Industry Association.
- (v) ITOC Full members should not overbook to protect space for possible business.
- (vi) ITOC Full members should avoid booking the same business at alternative properties to cover waitlisting situations.
- (vii) Orders placed by ITOC Full members for accommodation or services, shall be made and acknowledged in writing and will be binding.
- (viii) ITOC Full and Allied Supplier members shall adhere to the truth and shall not make false, deceptive or misleading statements or implications when called on to give an opinion of a carrier, hotel, tour operator or other product supplier.
- (ix) In the event of a complaint or grievance by a client against any carrier, hotel or other principals, ITOC Full members shall give the principal an opportunity to make a full investigation before taking any action against the principal supplier. Any complaint or grievance should be handled promptly.
- (x) ITOC Full members must adhere to all Agreements entered into by the Association.
- (xi) ITOC Allied Supplier member Carriers, Hotels and product suppliers should avoid overbooking to cover traditional or expected wastage when dealing with ITOC Full members, other than normal management of capacity.
- (xii) ITOC Allied Supplier member Carriers, Hotels and product suppliers will honour bookings made by ITOC Full members when a deposit or payment has been made.
- (xiii) In all matters where an ITOC Allied Supplier member is dealing with an ITOC Full member, the responsibility to comply with agreed terms and conditions rests entirely with those parties. The activities or actions of any other parties should not in any way lessen such responsibility. In particular the responsibility for payment of all accounts (including cancellation fees) rests entirely with

the ITOC Full member. Any disputes or delays caused by the original source of the business does not absolve the inbound operator from its responsibility.

**PART THREE: Responsibilities in dealing with  
other members**

- (i) ITOC Allied Supplier member Carriers, Hotels and product suppliers agree that they will carry out their undertaking with proper care, skill and due diligence that they will assume full responsibility for any liability arising solely from their failure to give proper instructions to the ITOC Full member or for incorrect or inaccurate instructions in their advertising materials. In return, the ITOC Full members agree that they will carry out their undertaking with proper care, skill and due diligence to proper instructions given by Carriers, Hotels and product suppliers and that they will assume full responsibility arising solely from their lack of proper care, skill and due diligence to instructions so given.
- (ii) ITOC Full members should not disparage the business practices of a competitor, nor volunteer a disparaging opinion of a competitor's transaction. If an opinion is sought it should be rendered with strict professional integrity and courtesy.
- (iii) ITOC Full members shall not wilfully interfere with or induce cancellation of an existing contract.
- (iv) ITOC Full members shall not initiate, simulate or copy any name, design, or style mark or pattern used by another ITOC member, hotel, carrier or product supplier without permission.
- (v) ITOC Full members are not justified in violating any provisions of these principles of professional conduct and ethics on the ground that some other ITOC member may be doing so.
- (vi) ITOC Full members should so conduct their business as to avoid controversies with their fellow ITOC members. In the event of a controversy between ITOC members such controversy may be submitted to the ITOC ethics committee (in accordance with the constitution and rules) rather than initially resort to litigation. Should the suggested course of action recommended by the ethics committee not be acceptable to both parties then the dispute should be referred to an appeal panel of three, this panel to consist of the ITOC Chief Executive, the ITOC Solicitor and an independent arbitrator acceptable to both parties. The panel will only officiate if both parties agree to abide by the decision of the panel. If in the course of investigation by the ethics committee or the appeal panel a possible breach of this code of ethics is revealed the matter must be referred to the Board for investigation in accordance with Rule 36 of the constitution and rules of the Association.
- (vii) ITOC Full members are encouraged to offer preferred status to ITOC Allied Supplier members.
- (viii) ITOC Allied Supplier members are encouraged to offer preferred terms to ITOC Full members.



## Full Member Inbound Tour Operators Only

- (i) Any person, firm or corporation registered in New Zealand, packaging two or more products and services on behalf of principal suppliers in New Zealand, on a nationwide basis and selling these products and services offshore, may be considered by the board for full membership of ITOC, provided he is engaged in New Zealand in the capacity of an inbound tour operator.
- (ii) Full members and applicants for membership must meet standards and criteria in the following areas, viz, Premises in which they operate the Inbound Tour Operator Business; qualifications of their management and staff.
- (iii) It is a fundamental condition that full membership is granted subject to agreeing to abide by the Constitution and Rules, Code of Ethics and Practice, and all agreements entered into by the Association.
- (iv) Full Members and applicants must also successfully meet the Qualmark accreditation criteria for Endorsed Inbound Tour Operators.
- (v) Applications for membership must be submitted on the Association's "Application for Membership" Form. Forms of Application may be obtained from:

**Chief Executive  
Inbound Tour Operators Council of  
New Zealand (Inc)  
PO Box 1888  
WELLINGTON**

- (vi) The Board of Directors will determine the criteria for membership, subject to approval by a general meeting.
- (vii) The Board of Directors, once it is satisfied that an applicant for membership has met the criteria and requirements of membership, may in its discretion admit such applicant to membership. Details of the association criteria for full membership are as follows:

### Personnel Qualifications

Applications for membership shall be in such form as may be prescribed by the Board of Directors, and the Board, on being satisfied as to the qualifications of the applicant, may in its discretion admit him to membership.

In recognising the importance of education and training and in order to maintain an acceptable level of competency, each member must have at least one senior staff member who is qualified by having the National Diploma in Tourism & Travel Management Level 5 or a nationally recognised sales, marketing or management equivalent or tertiary qualification that supports industry best practice as determined by the board.

### New Applicant Requirements as to Minimum Turnover and Qualifying Period of Business and Solvency

A minimum turnover of five hundred thousand dollars (\$500,000) per annum is required by new applicants for full membership and they must have been actively trading as an inbound tour operator for a minimum of twelve months prior to applying

for membership. Each new applicant must provide a letter from an external chartered accountant confirming that the new applicant satisfies the solvency test as that test is defined in the Companies Act 1993.

### Qualmark Inbound Tour Operator Criteria

All Full Members will be required to successfully complete an annual Qualmark assessment based on criteria jointly determined by Qualmark and ITOC. This system will measure individual Members' performance against a set of minimum requirements in relation to:

- Customer service: product sale and service; customer satisfaction and feedback
- Facilities, equipment and surrounds
- People management, development and well being
- Environmental responsibility; heritage and cultural considerations
- Health and safety
- Business management and overall performance
- Qualmark code of ethics
- Selection and management of product/service suppliers

Every member will be required to assist and cooperate with the Qualmark Assessor at all times. It is necessary for every Full Member to meet these required standards on an annual basis. On doing so they become Qualmark Endorsed Inbound Tour Operators.

### CHANGE OF OWNERSHIP

(a) Where there is a change of ownership of shares of a member company of less than 20% of the capital of the company, notification of such change shall be given to ITOC within 21 days of the change taking place.

(b) Where there is a proposed change of ownership of shares of a member company of 20% or more of the capital of the company the approval of ITOC is required of such change of ownership. Application for approval of the new shareholders must be made on the form prescribed by ITOC and be accompanied by the prescribed fee.

(c) Should no notification of such changes be received by ITOC the board will have the authority to lapse the member as a full member of ITOC.

### OTHER REQUIREMENTS OF FULL MEMBERSHIP

(i) Full members must carry Public Liability Insurance with a minimum cover of \$5 million. It is recommended that full members also carry Professional Liability Insurance.

(ii) Full members must participate in and supply information on a strictly confidential basis to the ITOC Annual Survey and Research project.

(iii) Full members must submit details of company insurances relating to the protection of customers (eg public and professional liability) held for inclusion in the ITOC Insurance Register.

(iv) Full members are encouraged to offer preferred status to Allied Members.

## NOTES

**CENTRAL SOUTH ISLAND TOURISM**Web [www.southisland.org.nz](http://www.southisland.org.nz)**CHRISTCHURCH & CANTERBURY TOURISM**Web [www.christchurchnz.com](http://www.christchurchnz.com)**DESTINATION FIORDLAND**Web [www.fiordland.org.nz](http://www.fiordland.org.nz)**DESTINATION LAKE TAUPO**Web [www.LakeTaupoNZ.com](http://www.LakeTaupoNZ.com)**DESTINATION MANAWATU**Web [www.manawatunz.co.nz](http://www.manawatunz.co.nz)**DESTINATION MARLBOROUGH**Web [www.destinationmarlborough.com](http://www.destinationmarlborough.com)**DESTINATION MT COOK MACKENZIE**Web [www.mtcooknz.com](http://www.mtcooknz.com)**DESTINATION NORTHLAND**Web [www.northlandnz.com](http://www.northlandnz.com)**DESTINATION QUEENSTOWN**Web [www.queenstown-nz.co.nz](http://www.queenstown-nz.co.nz)**DESTINATION ROTORUA**Web [www.rotoruanz.com](http://www.rotoruanz.com)**DESTINATION WAIRARAPA**Web [www.wairarapanz.com](http://www.wairarapanz.com)**DISCOVER WANGANUI**Web [www.wanganui.com](http://www.wanganui.com)**HAMILTON WAIKATO TOURISM**Web [www.hamiltonwaikato.com](http://www.hamiltonwaikato.com)**LAKE WANAKA TOURISM**Web [www.lakewanaka.co.nz](http://www.lakewanaka.co.nz)**NATURE COAST**Web [www.enterprisecoastnz.com](http://www.enterprisecoastnz.com)**NELSON TASMAN TOURISM**Web [www.nelsonnz.com](http://www.nelsonnz.com)**POSITIVELY WELLINGTON TOURISM**Web [www.wellingtonnz.com](http://www.wellingtonnz.com)**TOURISM AUCKLAND**Web [www.aucklandnz.com](http://www.aucklandnz.com)**TOURISM BAY OF PLENTY**Web [www.bayofplentynz.com](http://www.bayofplentynz.com)**TOURISM CENTRAL OTAGO**Web [www.centralotagonz.com](http://www.centralotagonz.com)**TOURISM COROMANDEL**Web [www.thecoromandel.com](http://www.thecoromandel.com)**TOURISM DUNEDIN**Web [www.DunedinNZ.com](http://www.DunedinNZ.com)**TOURISM EASTLAND**Web [www.gisbornenz.com](http://www.gisbornenz.com)**TOURISM WAITAKI**Web [www.tourismwaitaki.co.nz](http://www.tourismwaitaki.co.nz)**TOURISM WEST COAST**Web [www.westcoast.co.nz](http://www.westcoast.co.nz)**VENTURE HAWKE'S BAY**Web [www.hawkesbay.com](http://www.hawkesbay.com)**VENTURE SOUTHLAND**Web [www.southlandnz.com](http://www.southlandnz.com)**VENTURE TARANAKI**Web [www.taranaki.co.nz](http://www.taranaki.co.nz)**VISIT RUAPEHU**Web [www.visitruapehu.com](http://www.visitruapehu.com)**Thanks to the RTOs who have provided photos:**

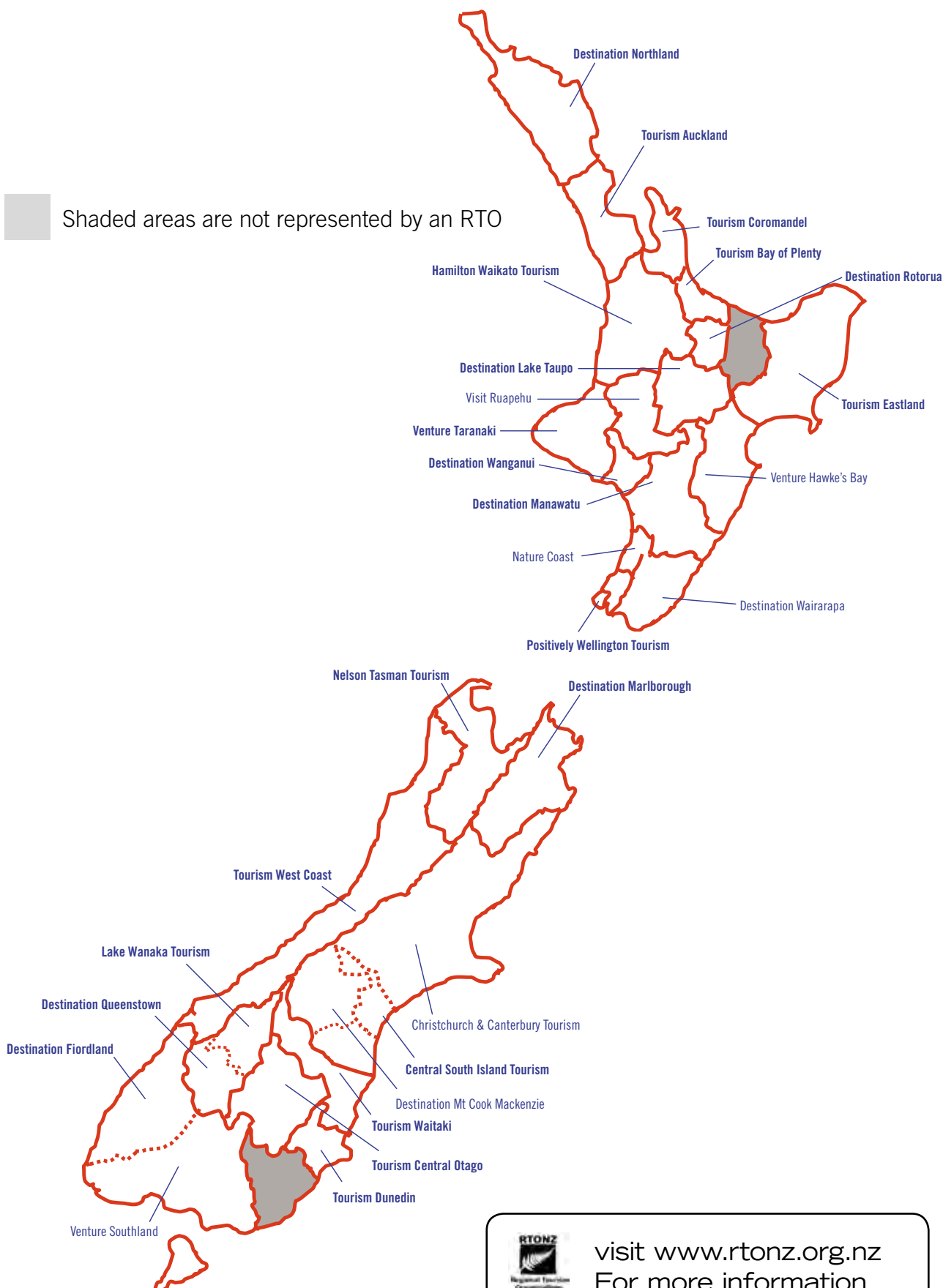
Christchurch & Canterbury Tourism  
 Destination Lake Taupo  
 Destination Manawatu  
 Destination Marlborough  
 Destination Mt Cook Mackenzie  
 Destination Northland  
 Venture Hawke's Bay  
 Nelson Tasman Tourism  
 Positively Wellington Tourism  
 Tourism Central Otago  
 Tourism Dunedin  
 Venture Southland

**NOTES**





Shaded areas are not represented by an RTO



visit [www.rtonz.org.nz](http://www.rtonz.org.nz)  
For more information



### Tourism Industry Association New Zealand (TIA)

The Tourism Industry Association New Zealand (TIA) is the largest representative body of tourism operators in New Zealand. It is a membership-based and private sector trade organisation, with about 1700 members who collectively make up about 85% of the country's tourism turnover. Members range from small owner operated businesses to large stock exchange-listed companies. It is the 'voice' of the tourism industry.

TIA advocates and lobbies for the interests of its members to central and local government and other decision makers. Full membership of TIA demonstrates your support for one of the most significant sectors of the economy.

### Promoting the tourism industry to government

In the run-up to the 2008 General Election, TIA produced the Tourism Industry Election Manifesto [www.tianz.org.nz](http://www.tianz.org.nz), in consultation with the wider tourism industry. It outlined the industry's top priorities for tourism from the incoming government and encouraged the government to work with industry to achieve those priorities. The priorities listed in the Manifesto were:

1. Recognising tourism as a bedrock of New Zealand's economy
2. Marketing Destination New Zealand
3. Investing in vital infrastructure
4. Improving New Zealand's environmental performance
5. Investing in training and work skills initiatives
6. Boosting the return from major events

Good progress has been made on these initiatives. Prime Minister John Key's decision to take over the tourism portfolio was a major 'win' for the tourism industry and indicates government recognition that tourism is a bedrock of New Zealand's economy. Increased marketing investment in Australia had excellent results. KiaOraMai Essential Service Skills, a new entry-level employee training programme has been launched. It will help ensure that people working in the service sector consistently deliver a

unique, memorable visitor experience, boosting the economic return New Zealand gets from major events like the Rugby World Cup. Work is progressing on the development of a national convention centre and improved cruise ship facilities.

TIA is continuing to pursue action on the Manifesto priorities and in September/October 2009 held an inaugural Tourism Leadership Series to discuss key challenges facing the industry and potential solutions. This very successful initiative included ten regional workshops followed by a Tourism Leaders Symposium attended by 200 delegates, including the Prime Minister.

One of TIA's most important jobs is to tackle the issues that are important to our members, no matter how complex they are, and to speak out when it matters. This includes submissions on issues such as proposed changes to the Holidays Act, and backing ITOC in its efforts to find a solution to the long-running GST dispute.

### Enjoy TIA membership benefits

ITOC Full Members also receive the benefits of TIA full membership, including discounts to TRENZ and significant savings on a wide range of business and personal services and supplies. For most TIA Members, the savings payback the membership investment many times over, creating

### NOTES



a net return that goes straight onto the bottom line.

#### Make business connections

As an agent of the Tourism Industry New Zealand Trust, TIA organises several major tourism industry events each year. These events include TRENZ, New Zealand's largest annual tourism business event [www.trenz.co.nz](http://www.trenz.co.nz). TRENZ 2010 will be held at the Auckland's ASB Showgrounds, 24-27 May 2010. In spite of the challenging global economic climate for tourism, TRENZ 2009 was rated a great success by both New Zealand tourism operators and the international travel buyers who participated.

#### Develop your business

TIA also sets up and runs a range of projects equipping Members to develop more successful businesses, such as providing valuable tourism-specific resources like toolkits, service standards and planning models. TIA keeps you in touch with your industry with useful publications, including weekly email news updates, reference material and reports.

#### Contact TIA

For more information about TIA, including membership enquiries, contact [info@tianza.org.nz](mailto:info@tianza.org.nz) or visit the TIA website, [www.tianza.org.nz](http://www.tianza.org.nz)

#### TOURISM INDUSTRY ASSOCIATION NEW ZEALAND

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##### Manager Policy

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#### NOTES

## Key Tourism Statistics

December 2009

International Visitor Arrivals<sup>1</sup> Year ended October 2009

## International arrivals:

2,438,626 down 24,429 or 1.0% on the previous year.

## Key Markets:

		Annual Growth
Australia	1,061,363	9.7%
UK	258,292	-10.6%
USA	197,434	-7.3%
China	104,926	-8.4%
Japan	79,042	-28.8%

Combined, these markets provided 70% of international visitors to New Zealand for the year ended October 2009.

## Purpose of Visit:

		Annual Growth
Holiday	1,176,686	-0.9%
Visit Friends & Relatives (VFR)	773,638	4.6%
Business	228,349	-12.6%

Average intended length of stay: 20.2 days

International Expenditure<sup>\*2</sup> Year ended September 2009

## Total Expenditure:

\$6,102 million up \$74 million or 1.2% on the previous year.

Average expenditure per person, per day	\$124
Average expenditure per person, per trip	\$2,771

Top Five International Markets:	(millions)	Annual Growth
Australia	\$1,716	3.7%
UK	\$818	-15.8%
USA	\$629	6.6%
China	\$319	32.4%
Japan	\$392	-3.5%

## Total Expenditure by Purpose of Visit:

	(millions)	
Holiday	\$3,312	0.1%
VFR	\$1,141	-6.3%
Business	\$661	-15.7%
Education	\$620	52.8%
Other	\$368	18.4%

\*Excludes international airfares

Outbound Tourism<sup>3</sup> Year ended October 2009

## Trips Abroad by New Zealand Residents:

1,917,893 down 65,859 or 3.3% on the previous year

Countries Visited by New Zealand Residents:		Annual Growth
Australia	943,326	-1.2%
Fiji	91,164	-9.0%
UK	87,518	-6.7%
USA	87,528	-8.2%
China	55,761	-7.1%

Commercial Accommodation<sup>4</sup> Year ended October 2009

Guest Nights by Accommodation Type:		Annual Growth
Hotels	10,581,135	-1.6%
Motels	10,316,022	-4.3%
Backpackers	4,587,569	-0.2%
Campgrounds/holiday park	6,379,380	-2.7%
Total	31,864,106	-2.5%

## Occupancy Rates:

Hotels	53.5%
Motels	48.1%
Backpackers	42.5%
Campgrounds/holiday park	15.1%
Total	36.3%

Domestic Tourism<sup>5</sup> Year ended December 2008

	(millions)	Annual Growth
Day trips	28.3	3.6%
Overnight trips	15.1	1.1%
Total nights	44.5	0.4%

## Purpose of Visit:

	(millions)	
Holiday	17.7	4.3%
VFR	14.1	11.3%
Business	9.2	-13.6%
Education	0.5	30.2%
Other	1.6	17.9%

## Expenditure:

	(millions)	
Day trip spend	\$2,920	14.5%
Overnight trip spend	\$5,138	2.0%
Total domestic spend	\$8,058	6.2%

Average spend per day trip	\$103
Average spend per overnight trip	\$341
Average spend per night	\$116

Economic Contribution<sup>6</sup> Year ended March 2009

## Tourism Expenditure:

	(billions)
International	\$9.3*
Domestic	\$12.4
Total	\$21.7

(Domestic expenditure comprises \$9.7 billion household expenditure and \$2.7 billion business and government expenditure)

## Tourism Exports:

International tourist expenditure accounted for \$9.3 billion or 16.4% of New Zealand's total export earnings.

## Direct and Indirect Contribution to GDP:

Tourism directly and indirectly contributes \$15.0 billion (or 9.1%) to New Zealand's total GDP (excluding GST and import duties).

## Tourism Employment:

Tourism supports 94,600 direct and 90,200 indirect (184,800 total) full-time equivalent jobs (9.6% of the total workforce in New Zealand).

\*Includes international airfares paid to New Zealand carriers.

Forecasts to 2015<sup>7</sup>

International:		Annual Growth
Visitor arrivals	2.9 million	2.5%
Visitor nights	55.8 million	1.9%
Visitor expenditure	8,215 million	4.7%
Domestic:		
Outbound trips	2.2 million	1.8%
Domestic Overnight trips	18.6 million	0.5%
Domestic Day trips	35.1 million	0.8%
Domestic visitor nights	55.0 million	0.4%
Domestic visitor expenditure	\$9,935 million	3.0%

## Data Sources

<sup>1</sup> International Visitor Arrivals and Departures<sup>2</sup> International Visitor Survey<sup>3</sup> International Visitor Arrivals and Departures<sup>4</sup> Commercial Accommodation Monitor<sup>5</sup> Domestic Travel Survey<sup>6</sup> Tourism Satellite Account<sup>7</sup> New Zealand Tourism Forecasts 2009 - 2015

This paper has been prepared by the Ministry of Tourism. For further information please refer to the Ministry of Tourism research website: [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz). Alternatively you can email us at: [info@tourismresearch.govt.nz](mailto:info@tourismresearch.govt.nz)

Key Tourism Statistics are updated monthly.



## INBOUND TOURISM - INTERNATIONAL VISITOR ARRIVALS

YEAR ENDED OCTOBER	International Visitor Arrivals			Growth Rate (%)	
	2007	2008	2009	07-08	08-09
Total (1)	2,468,561	2,463,055	2,438,626	-0.2	-1.0
<b>MAJOR SOURCES:</b>					
Australia	939,854	967,717	1,061,363	3.0	9.7
UK	299,857	288,823	258,292	-3.7	-10.6
USA	217,368	213,014	197,434	-2.0	-7.3
China	119,602	114,589	104,926	-4.2	-8.4
Japan	124,938	110,960	79,042	-11.2	-28.8
South Korea	104,807	85,551	53,086	-18.4	-37.9
Germany	59,120	61,350	63,799	3.8	4.0
<b>PURPOSE OF VISITS:</b>					
Holiday	1,217,759	1,187,856	1,176,686	-2.5	-0.9
Visit Friends / Relatives	707,696	739,446	773,638	4.5	4.6
Business	270,144	261,262	228,349	-3.3	-12.6
<b>INTERNATIONAL ARRIVAL FLIGHTS:</b>					
Passenger Flights	27,831	28,533	29,046	2.5	1.8

(1) Totals are actual visitor counts and may differ from sample based data.

## OUTBOUND TRAVEL - TRIPS BY NZ RESIDENTS

YEAR ENDED OCTOBER	Trips Abroad by NZ Resident s			Growth Rate (%)	
	2007	2008	2009	07-08	08-09
TOTAL (1)	1,959,077	1,983,752	1,917,893	1.3	-3.3
<b>MAJOR DESTINATIONS:</b>					
Australia	974,248	954,807	943,326	-2.0	-1.2
Fiji	95,344	100,228	91,164	5.1	-9.0
UK	95,271	93,850	87,518	-1.5	-6.7
USA	90,721	95,344	87,528	5.1	-8.2
Asia	245,638	259,484	247,198	5.6	-4.7
Europe	175,511	170,035	154,849	-3.1	-8.9
<b>PURPOSE OF TRIPS:</b>					
Holiday	824,370	830,253	781,015	0.7	-5.9
Visit Friends / Relatives	612,927	633,555	660,236	3.4	4.2
Business	288,817	285,603	256,936	-1.1	-10.0

(1) Totals are actual visitor counts and may differ from sample based data.

## INTERNATIONAL VISITOR EXPENDITURE

YEAR ENDED SEPTEMBER	NZ\$million <sup>(1)</sup>			Growth Rate (%)	
	2007	2008	2009	07-08	08-09
TOTAL	6,021	6,028	6,102	0.1	1.2
Australia	1,539	1,655	1,716	7.5	3.7
UK	333	371	818	4.1	-15.8
USA	701	590	629	-15.8	6.6
China	268	241	319	-10.4	32.4
Japan	403	407	332	0.8	-3.5
South Korea	239	235	189	-1.8	-19.6
Germany	250	242	239	-3.2	23.5
Other	1,687	1,688	1,741	0.02	3.2
Average Spend/Visit	2,670	2,692	2,771	0.8	2.9

<sup>(1)</sup> Expenditure refers to spend by travellers aged 15+, and excludes international airfares.

## DOMESTIC TOURISM - GROWTH RATE

YEAR ENDED DECEMBER	Domestic Travel <sup>(1)</sup>			Growth Rate (%)	
	2006	2007	2008	06-07	07-08
<b>TRIPS &amp; NIGHTS:</b>					
	(000)				
Day Trips	29,471	27,333	28,322	-7.3	3.6
Overnight Trips	14,739	14,836	15,064	1.1	1.1
Visitor Nights <sup>(2)</sup>	43,371	44,352	44,545	0.9	0.4
<b>EXPENDITURE:</b>					
	(\$million)				
Spend on Day Trips	2,626	2,550	2,920	-2.9	14.5
Spend on Overnight Trips	4,843	5,038	5,138	4.0	2.0
Spend on Total Trips	7,468	7,587	8,058	1.6	6.2

(1) Refer to travellers aged 15+. (2) Include stays in commercial and private accommodation.

## COMMERCIAL ACCOMMODATION - GUEST NIGHT

YEAR ENDED SEPTEMBER	Guest Nights			Growth Rate (%)	
	2007	2008	2009	07-08	08-09
TOTAL	32,422,896	32,573,963	31,852,741	0.5	-2.2
<b>ACCOMMODATION TYPES:</b>					
Hotel	10,357,457	10,705,533	10,562,757	3.4	-1.3
Motel	11,080,345	10,766,060	10,328,458	-2.8	-4.1
Backpacker	4,555,497	4,588,800	4,571,614	0.7	-0.4
Holiday Park	6,429,597	6,513,570	6,389,912	1.3	-1.9
<b>RTO AREAS:</b>					
Northland RTO	1,752,039	1,684,003	1,610,490	-3.9	-4.4
Auckland RTO	5,531,738	5,676,435	5,458,472	2.6	-3.8
Coromandel RTO	678,553	641,608	670,666	-5.4	4.5
Waikato RTO	1,089,299	1,032,364	1,029,476	-5.2	-0.3
Bay of Plenty RTO	986,971	1,005,726	972,181	1.9	-3.3
Rotorua RTO	1,855,132	1,837,497	1,701,485	-1.0	-7.4
Taupo RTO	1,041,548	968,753	986,189	-7.0	1.8
Whakane-Kawerau Dist.	274,327	241,886	260,372	-12.0	7.9
Gisborne RTO	370,079	375,501	371,031	1.5	-1.2
Taranaki RTO	542,289	564,619	550,569	4.1	-2.5
Hawke's Bay RTO	1,083,651	1,058,361	1,055,381	-2.3	-0.3
Rangitikei RTO	385,325	362,465	421,761	-5.9	16.4
Manawatu RTO	539,326	525,387	516,707	-2.6	-1.8
Wanganui RTO	184,828	196,422	188,150	6.3	-4.2
Wairarapa RTO	213,845	203,771	190,863	-4.7	-6.3
Kapiti-Horowhenua RTO	205,736	208,247	205,432	1.2	-1.4
Wellington RTO (1)	2,185,288	2,320,052	2,308,693	6.2	-0.5
Marlborough RTO	707,253	722,243	684,283	2.1	-5.3
Nelson-Tasman RTO	1,236,323	1,264,668	1,212,771	2.2	-4.1
Hurunui District	298,004	308,007	307,387	3.4	-0.2
Mackenzie RTO	353,748	378,196	407,617	6.9	7.8
Timaru RTO	254,520	257,372	272,270	1.1	5.8
Combined Canterbury RTOs	4,896,628	5,091,075	4,968,571	4.0	-2.4
West Coast RTO	1,271,093	1,257,514	1,221,923	-1.1	-2.8
Wanaka RTO	555,237	529,230	565,151	-4.7	6.8
Queenstown RTO	2,360,500	2,383,393	2,295,095	1.0	-3.7
Waikati RTO	302,395	274,829	279,527	-9.1	1.7
Central Otago RTO	326,076	331,829	331,252	1.8	-0.2
Dunedin RTO	891,722	871,011	872,349	-2.3	0.2
Clutha District	87,048	81,581	77,821	-6.3	-4.6
Fiordland RTO	431,866	412,112	395,422	-4.6	-4.0
Southland RTO	434,394	450,785	449,464	3.6	-0.3
North Island	18,921,162	18,903,695	18,498,511	-0.1	-2.1
South Island	13,501,735	13,670,270	13,354,229	1.2	-2.3

(1) Wellington region includes Wellington, Porirua, L & U Hutt.

## TOURISM SATELLITE ACCOUNTS

YEAR ENDED MARCH				Growth Rate (%)	
	2007	2008	2009	07-08	08-09
<b>Tourism Expenditure (\$million)</b>	20,397	21,511	21,737	5.5	1.1
Direct Tourism Value Added	6,388	6,660	6,364	4.3	-4.4
Indirect Tourism Value Added	7,877	8,371	8,665	6.3	3.5
Imports (sold/used in production sold to tourists)	4,630	4,905	5,115	5.9	4.3
GST Paid on Purchases by Tourists	1,502	1,574	1,594	4.8	1.3
International Tourism Expenditure(1)	8,982	9,400	9,313	4.6	-0.9
Domestic Tourism Expenditure	11,415	12,111	12,424	6.1	2.6
<b>Persons Engaged in Tourism (full-time equivalent, 000)</b>	181	184	185	1.5	0.5
Directly Engaged in Tourism	93	94	95	1.7	0.4
Indirectly Engaged in Tourism	89	90	90	1.2	0.7
<b>Tourism Contributions to NZ Economy (Percent)</b>					
Tourism Direct & Indirect Value Added Expenditure (% of GDP)	9.3	9.2	9.1	..	..
Tourism Direct & Indirect Employment (% of Total FTE Employment)	9.6	9.7	9.6	..	..
Tourism GST (% of Total GST on production)	11.4	11.2	11.1	..	..
Tourism Export Earning (% of Total Export)	18.6	18.3	16.4	..	..

(1) Includes international airfares.

## TOURISM FORECASTS 2009-2015

YEAR ENDED DECEMBER	Actual	Forecast							Growth 2008-2015		
	2008(1)	2009	2010	2011	2012	2013	2014	2015	Change	Total	Annual
<b>International Visitors (000)</b>	<b>2,447</b>	<b>2,344</b>	<b>2,402</b>	<b>2,557</b>	<b>2,620</b>	<b>2,714</b>	<b>2,807</b>	<b>2,902</b>	455	18.6%	2.5%
<b>Domestic Trips (000) (2)</b>	<b>51,094</b>	<b>51,770</b>	<b>52,481</b>	<b>52,878</b>	<b>53,065</b>	<b>53,244</b>	<b>53,469</b>	<b>53,692</b>	2,598	5.1%	0.7%
Overnight Trips (000)	17,998	18,381	18,799	18,903	18,821	18,732	18,688	18,642	644	3.6%	0.5%
Day Trips (000)	33,096	33,389	33,682	33,975	34,244	34,512	34,781	35,050	1,954	5.9%	0.8%
<b>Visitor Nights (000)</b>	<b>102,069</b>	<b>99,793</b>	<b>101,944</b>	<b>105,208</b>	<b>106,018</b>	<b>107,471</b>	<b>109,073</b>	<b>110,748</b>	8,679	8.5%	1.2%
International (000)	48,729	45,320	46,247	49,309	50,441	52,178	53,931	55,761	7,031	14.4%	1.9%
Domestic (000)	53,339	54,474	55,697	55,899	55,577	55,293	55,142	54,987	1,648	3.1%	0.4%
<b>Visitor Expenditure (\$million)</b>	<b>14,005</b>	<b>14,027</b>	<b>14,710</b>	<b>15,539</b>	<b>16,084</b>	<b>16,748</b>	<b>17,438</b>	<b>18,150</b>	4,145	29.6%	3.8%
International (000) (3)	5,947	5,833	6,098	6,650	6,964	7,365	7,778	8,215	2,268	38.1%	4.7%
Domestic (000) (4)	8,058	8,194	8,612	8,889	9,120	9,383	9,660	9,935	1,877	23.3%	3.0%
<b>NZ Outbound Trips (000)</b>	<b>1,965</b>	<b>1,890</b>	<b>1,870</b>	<b>1,959</b>	<b>2,060</b>	<b>2,119</b>	<b>2,173</b>	<b>2,228</b>	262	13.3%	1.8%

(1) Actual for base year. (2) Figures for domestic visitors in this table refer to all ages (differ to Table 5 which refers to aged 15+).

(3) Refers to spend in NZ, excluding international airfares. (4) Excludes some travel expenditure by government and business sectors.

## NOTES





## TOURISM NEW ZEALAND RESOURCES

### **www.tourismnewzealand.com**

This website is Tourism New Zealand's hub for information on Tourism New Zealand's activities, up-to-date intelligence on New Zealand's key source markets, key Tourism New Zealand contacts, trade events, marketing advice for operators, the 100% Pure New Zealand campaign and research on the satisfaction of New Zealand's visitors.

### **www.newzealand.com**

This website features comprehensive information and interactive tools to help those planning a trip to New Zealand. All of Tourism New Zealand's marketing promotes this website. Free listings give New Zealand tourism operators an opportunity to tap into the over 8 million visitors this site attracts every year. List your business for free via [www.register.nzta.co.nz](http://www.register.nzta.co.nz)

### **www.newzealand.com/travel/trade**

This website is the first port of call for travel trade looking to sell 'destination New Zealand'. It features free promotional material, training, market research and the latest news and events, all tailored to be relevant to those working within the travel industry. Go to [www.register.nzta.co.nz](http://www.register.nzta.co.nz) to register.

### **International Media Programme (IMP)**

This programme brings international media and celebrity personalities, or opinion leaders, to experience New Zealand, facilitating positive coverage in key international publications, broadcast and online outlets. Talk to your local Regional Tourism Organisation to find out how to get involved.

### **Explore New Zealand Programme**

This programme offers free or discounted activities to selected international travel trade and media. It is distributed through Tourism New Zealand's overseas offices. To get involved email: [stepheng@tnz.govt.nz](mailto:stepheng@tnz.govt.nz).

### **International Travel Trade Events**

Tourism New Zealand organises and supports a number of international trade and consumer events in our key markets. See the 'Events' section on [www.tourismnewzealand.com](http://www.tourismnewzealand.com) for details and subscribe online to receive an update email when new events are listed.

## Tourism New Zealand's key role is to promote New Zealand internationally as a desirable destination to visit.

Ten years ago Tourism New Zealand launched the first global campaign for New Zealand, 100% Pure New Zealand. The message of this campaign is simple and clear – and it is the umbrella under which all of Tourism New Zealand's activity takes place. The campaign's key tools have always focused around advertising, the internet, events and work with international travel trade and media, but the way these are executed has changed dramatically. It has been a process of continual evolution to meet the changing demands of our potential visitors and how they find out about potential holiday destinations, especially through new technology.

The internet has become increasingly important, allowing fast and relevant dissemination of information and a high level of interactivity. The increasing prevalence of 'screens' – for instance on electronic billboards, mobile phones and MP3 players – has opened up new opportunities to promote a living, breathing, moving New Zealand.

Tourism New Zealand has utilised these opportunities, developing advertising material to suit these mediums. As the campaign has become well-known in our key markets, it has also been able to be developed to target specific markets, for example the current campaign in the UK 'What do you say UK?', 'What's On' in Australia and the "Lifeback Promise" in the US. These campaigns take the core 100% Pure New Zealand message

and give extra impetus to consumers from these markets to visit.

To achieve the maximum yield from limited resources the marketing effort is particularly directed to a certain type of consumer who will most enjoy what New Zealand has to offer. Typically this traveller will enjoy the authenticity of the New Zealand experience. They value and are prepared to pay for quality experiences and will try to do as much as they can while they are here.

With word of mouth one of the most important forms of marketing, Tourism New Zealand wants to ensure that our visitors have the best possible experience in our country, and that their experience matches what they expect from having seen the 100% Pure New Zealand campaign. So Tourism New Zealand is involved in ensuring that the i-SITE network disseminates quality information and that businesses reach high standards of quality through Qualmark.

Tourism New Zealand has around 130 staff. New Zealand offices are in Wellington, Auckland and Christchurch, with overseas representation in London, Hong Kong, Bangkok, Mumbai, Seoul, Tokyo, Shanghai, Singapore, Sydney, and Los Angeles.

## TOURISM NEW ZEALAND EXECUTIVE TEAM

For profiles of our board of directors and the executive team, visit [www.tourismnewzealand.com](http://www.tourismnewzealand.com) and go to About Us/Key People.

**Kevin Bowler**, Chief Executive

**Tim Hunter**, General Manager Operations

**Jane Dent**, General Manager International PR

**Catherine Bates**, General Manager Consumer Marketing

**Cas Carter**, General Manager Corporate Communications

**Keith Thomas**, General Manager Corporate Services

**David Wilks**, General Manager Tourism Development

**Simon Douglas**, Manager Corporate Strategy and Planning

## Tourism News

To keep pace with the changing tourism world, Tourism New Zealand is now providing regular email updates containing news on international market performance, campaign and media projects, events and much more.

To sign up to receive these e-bulletins,

please visit: [www.tourismnewzealand.com](http://www.tourismnewzealand.com) and subscribe online.

In-depth information on a number of New Zealand's visitor markets, as well as news, videos, latest research and events can be found online at Tourism New Zealand's redesigned and updated corporate website, [www.tourismnewzealand.com](http://www.tourismnewzealand.com).

For industry enquiries contact  
**Cas Carter – [casc@tnz.govt.nz](mailto:casc@tnz.govt.nz)**  
General enquiries within New Zealand call 0508 868747

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