

Tourism New Zealand – Trade Engagement with Tourism Export Council members:

Kim Dixson is the New Zealand Product Manager at Tourism New Zealand. Part of her role focuses on trade engagement and acting as a conduit between TNZ's offshore offices and inbound operators to support offshore trade development activity.



Having come to TNZ from an inbound operator, Kim engages with the industry to share information. Inbound operators are key partners in the distribution network, and so TNZ has created goals and objectives to support them.

They include:

- Engage with and ensure inbound operators have a greater awareness and understanding of TNZ's objectives, activities (both on and offshore) and available resources
- Educate inbound operators on the value of newzealand.com and the business opportunities the site provides for them to profile their products and services
- Share market insights and opportunities from offshore offices
- Learn from inbound operators about their markets and share information with offshore offices
- Create product development and training opportunities for inbound operators

Kim is based in Wellington, but travels regularly. If you would like to get in touch with her or would like to arrange a meeting at your office, please feel free to contact her. Her details are below.

Kim Dixson
New Zealand Product Manager

TOURISM NEW ZEALAND
Manaakitanga Aotearoa
DDI +64 4 462 8010
MOB +64 21 684 816
EMAIL kimd@tnz.govt.nz

Level 22, Vodafone on the Quay,
157 Lambton Quay, Wellington, 6011,
PO Box 95, Wellington, 6140,
New Zealand