

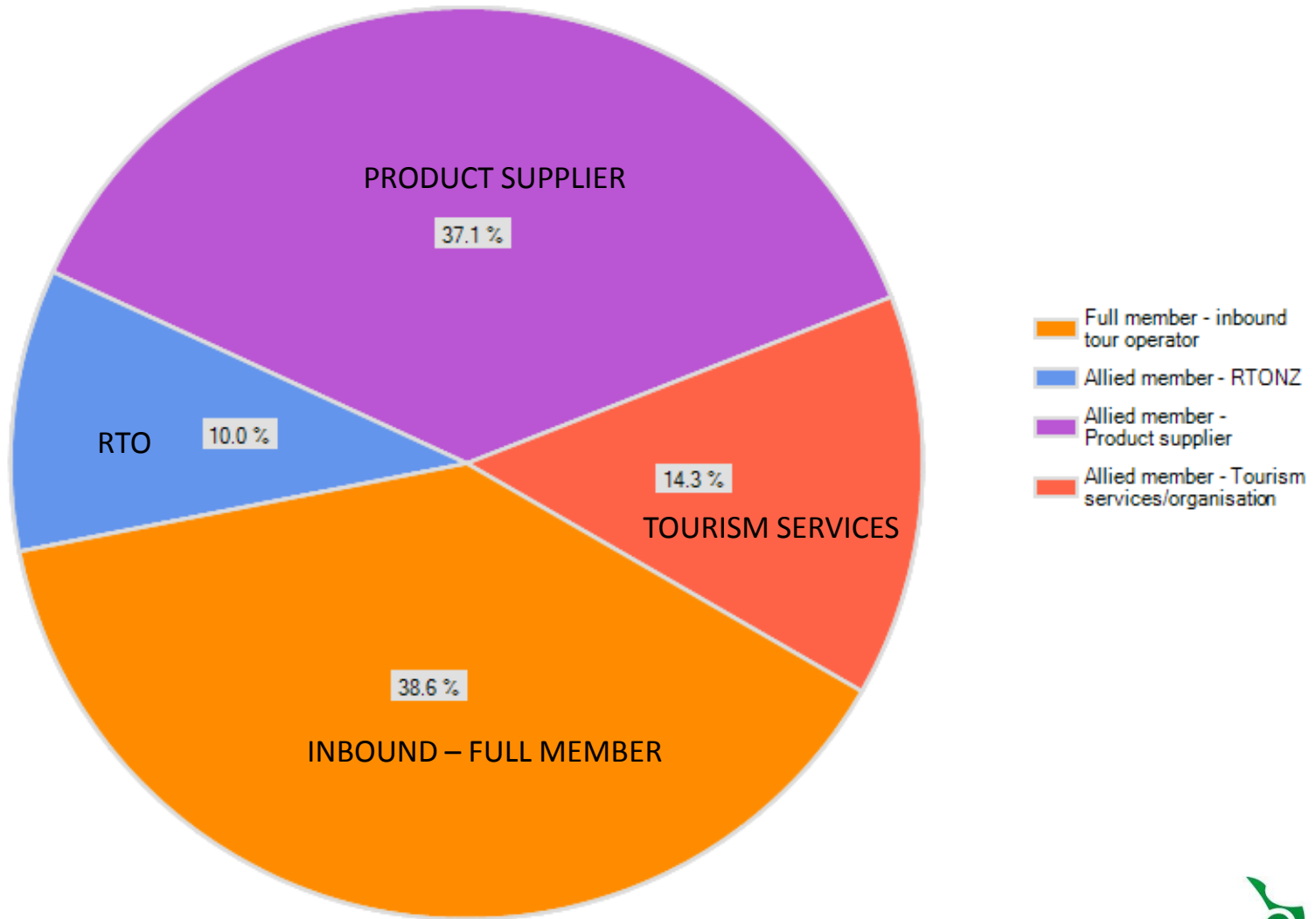
# Tourism Export Council New Zealand

## MEMBER SURVEY ANALYSIS

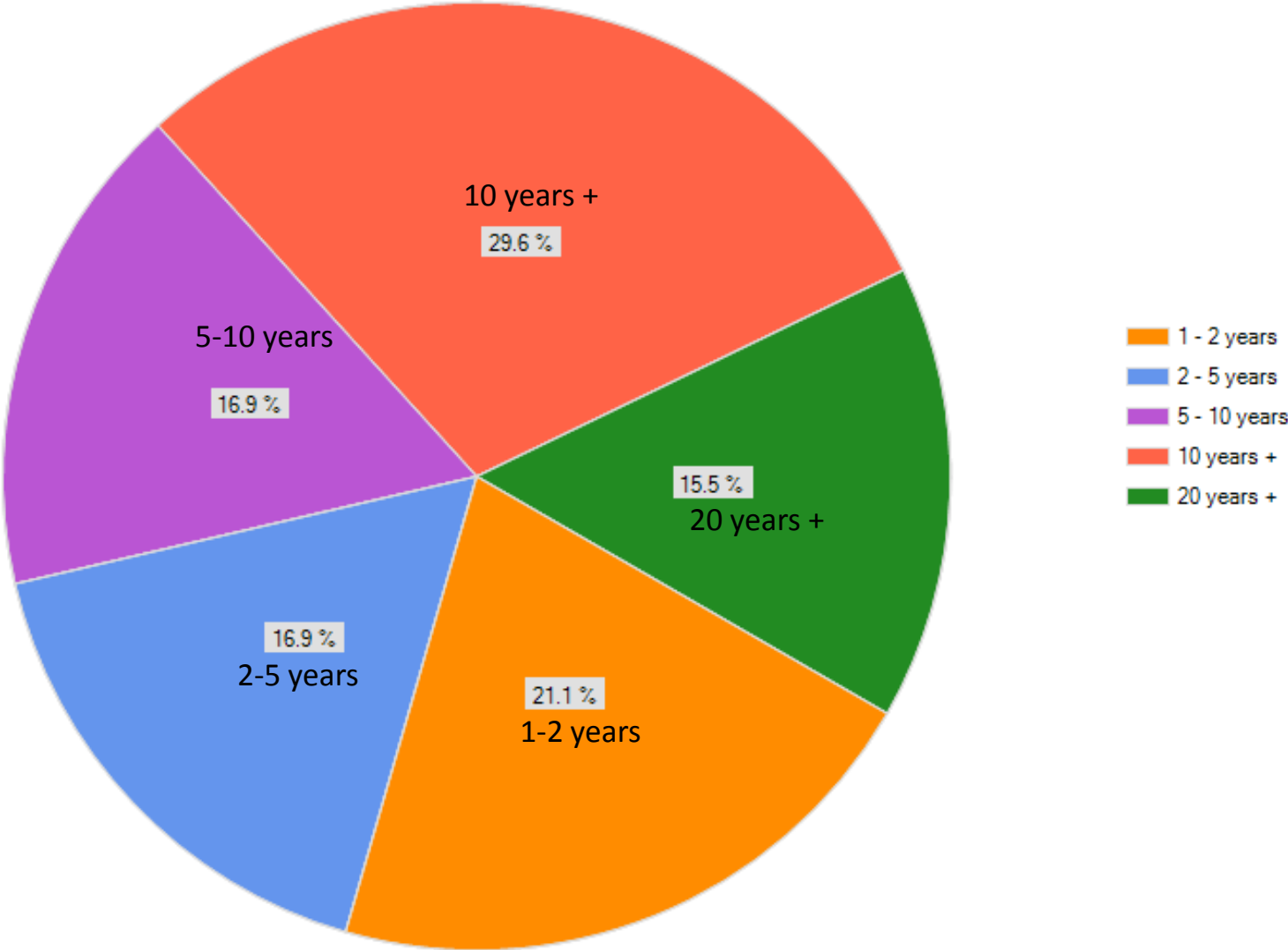
NOVEMBER 2012



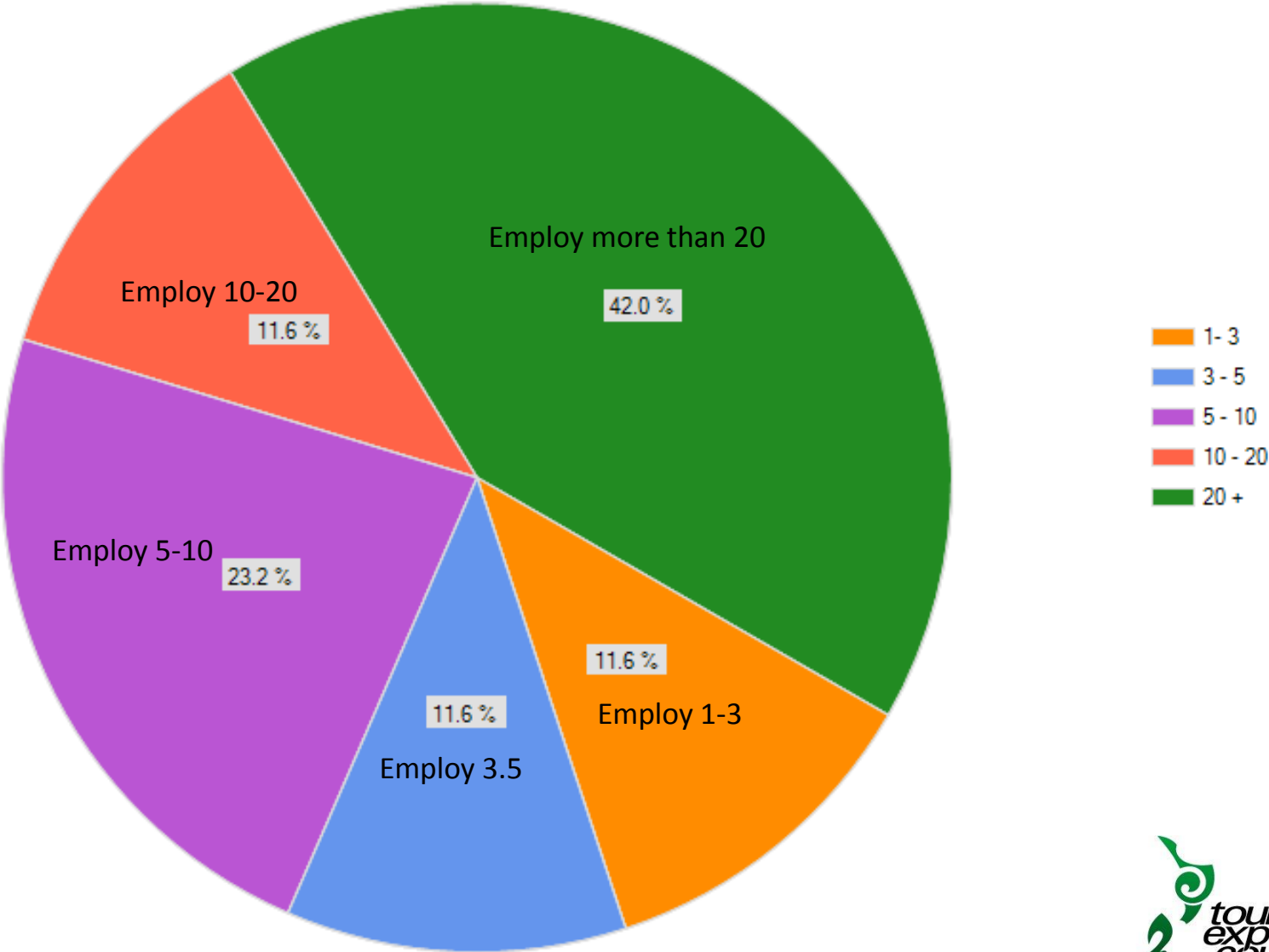
Please indicate what category of TECNZ member you assign yourself to:



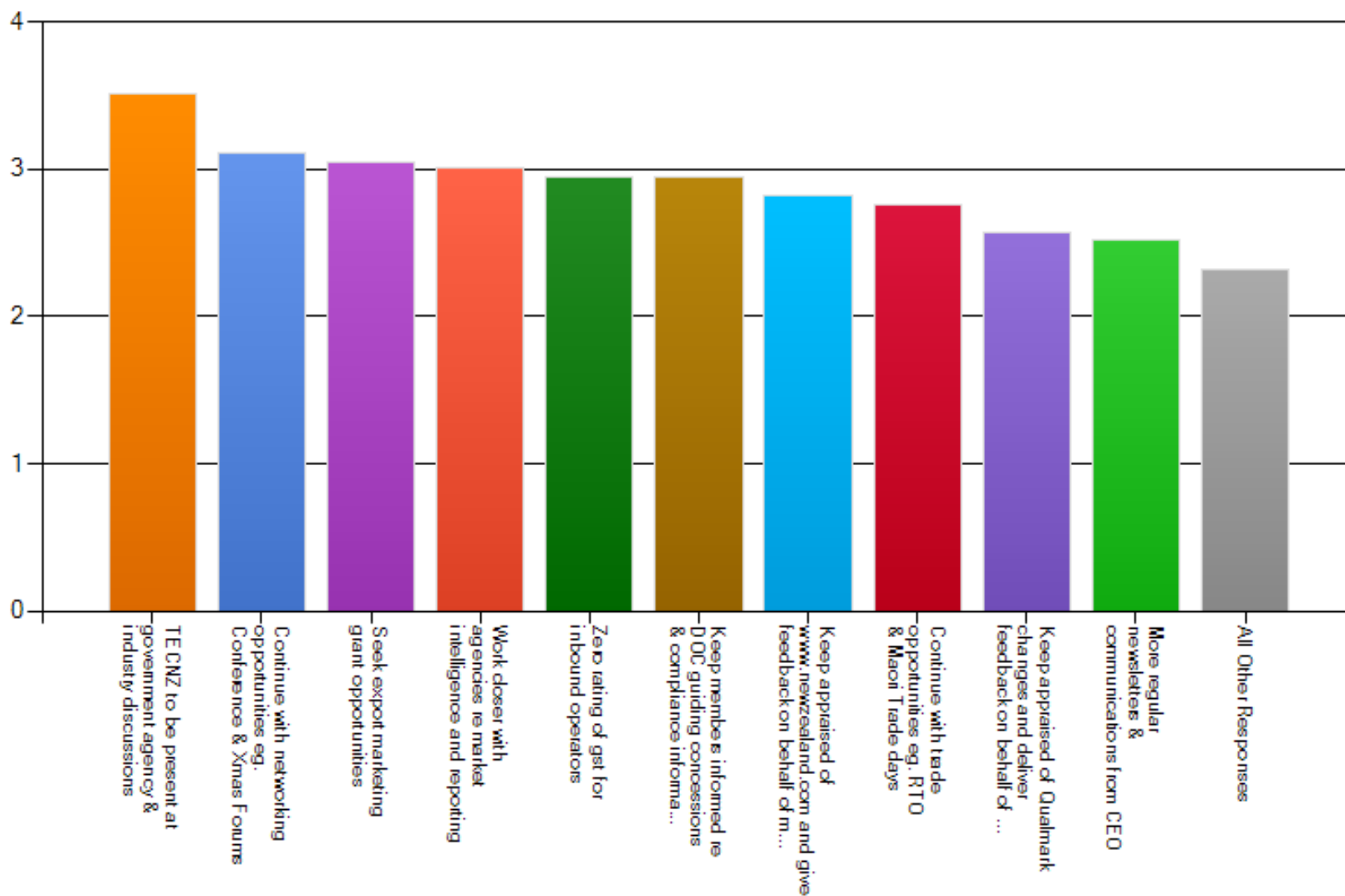
**How long has your company been a member of the Tourism Export Council / ITOC organisation?**



**How many full time equivalent (FTE's) do you employ including NZ and offshore?**



The 2012-2013 Board would like to hear what you think the three main priorities you would like the Board to focus on in the coming year. Below are a range of issues/ongoing plans the Board and CEO are currently working on. Please rank the following with 1 being least important and 4 the most important.



# Top 5 - key priorities rated 4 (very important)

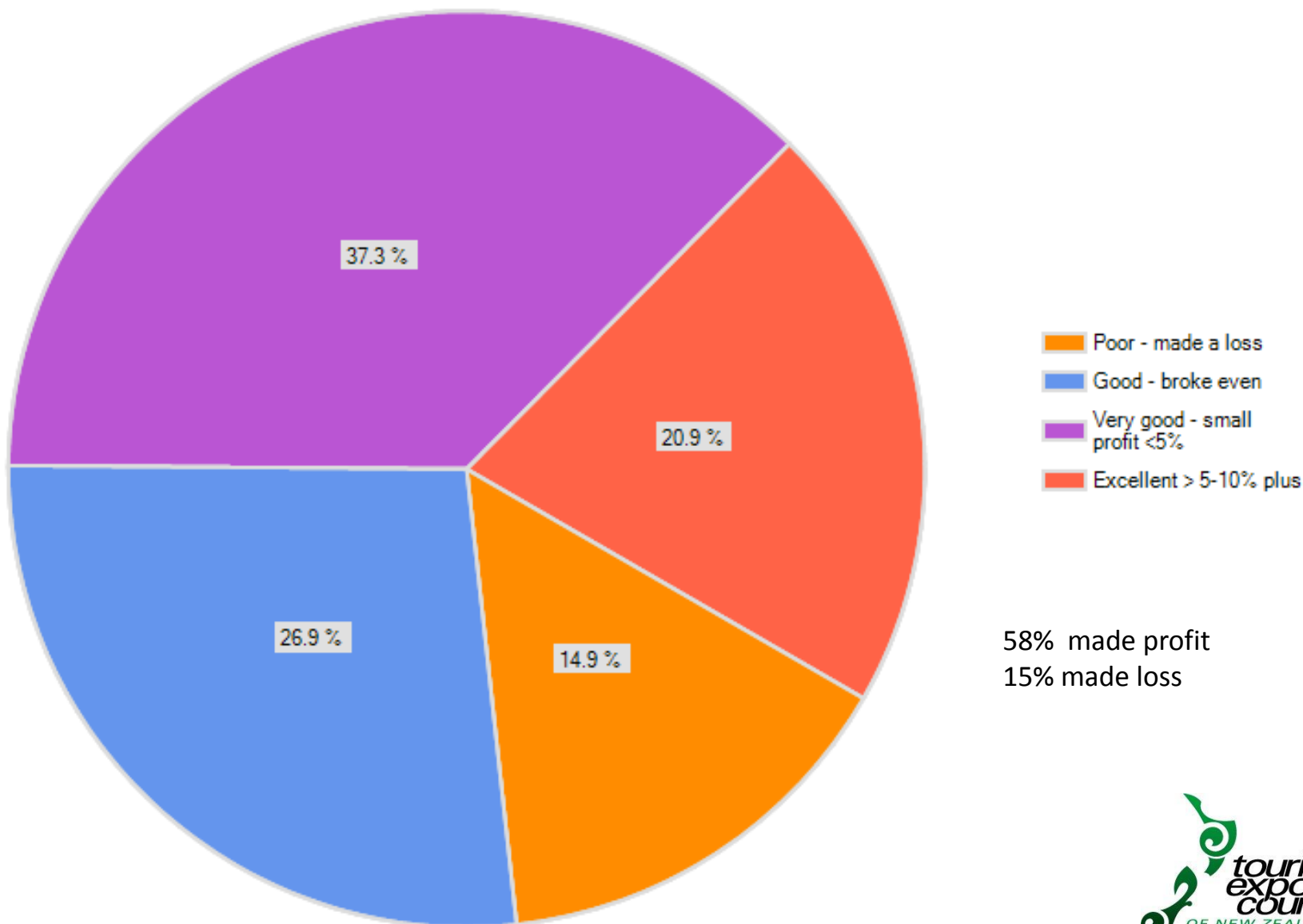
- 63% TEC to be present at government agency & industry discussions
- 49% Work closer with agencies re market intelligence & reporting
- 46% Zero rating of gst for inbound operators
- 39% Seek export marketing grant opportunities
- 34% Continue with networking opportunities eg. Conference, Forum
- 32% Keep members informed re DOC guiding concession progress

NOTE: we respect that for some questions it was difficult to identify priorities as it will differ between inbound operators and allied members. With the next survey we will send separately to full and allied members so we get more accurate reflection on priorities by our different member types.

# Priorities averaging 3-4 in importance

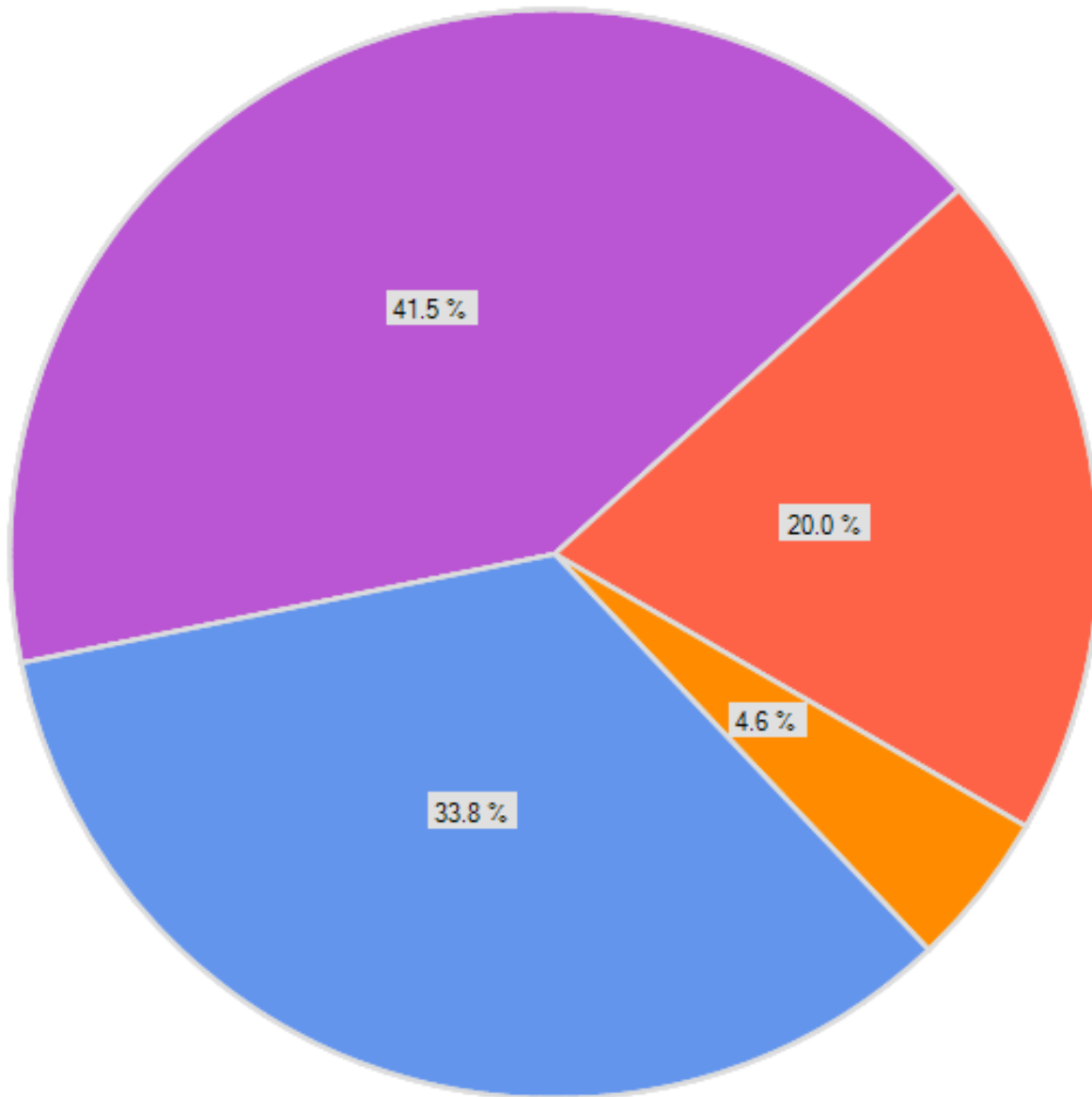
- 93% TECNZ to be present at government agency & industry discussions
- 80% Continue with networking opportunities eg. Conference, Xmas Forum
- 76% Work closer with agencies re market intelligence & reporting
- 75% Seek export marketing grant opportunities
- 68% Keep members informed re DOC guiding concession progress
- 66% Keep appraised of [www.newzealand.com](http://www.newzealand.com) and give feedback
- 66% Continue with trade opportunities like Maori & RTO trade days
- 62% Zero rating of gst for inbound operators
- 50% Keep appraised re Qualmark changes & deliver feedback
- 49% Keep up regular newsletters and communications
- 44% Attendance to Trenz
- 38% Development of Young TEC
- 37% Work closer with ATTTO and tourism providers
- 37% Development of inbound tour qualification with ATTTO

Please indicate how the past year of trading (end Sep 2012) has been?





# How confident are you that this season will be better than last season?

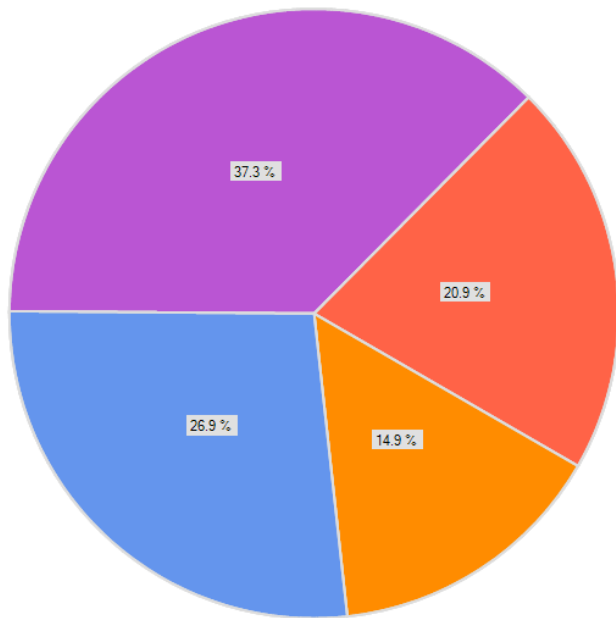


- Not confident - make a loss
- Quietly confident - break even
- Confident - expect to make a profit <5%
- Extremely confident 10% plus profit

62% expect to make profit  
5% expect to make a loss

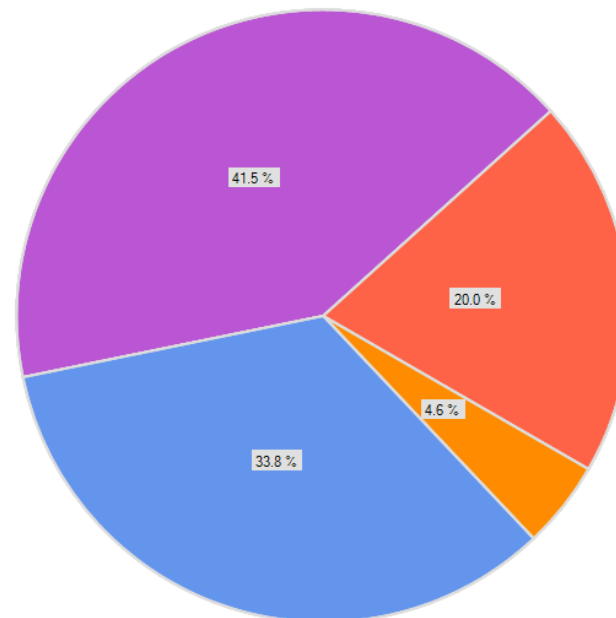


Please indicate how the past year of trading (end Sep 2012) has been?



■ Poor - made a loss  
■ Good - broke even  
■ Very good - small profit <5%  
■ Excellent > 5-10% plus

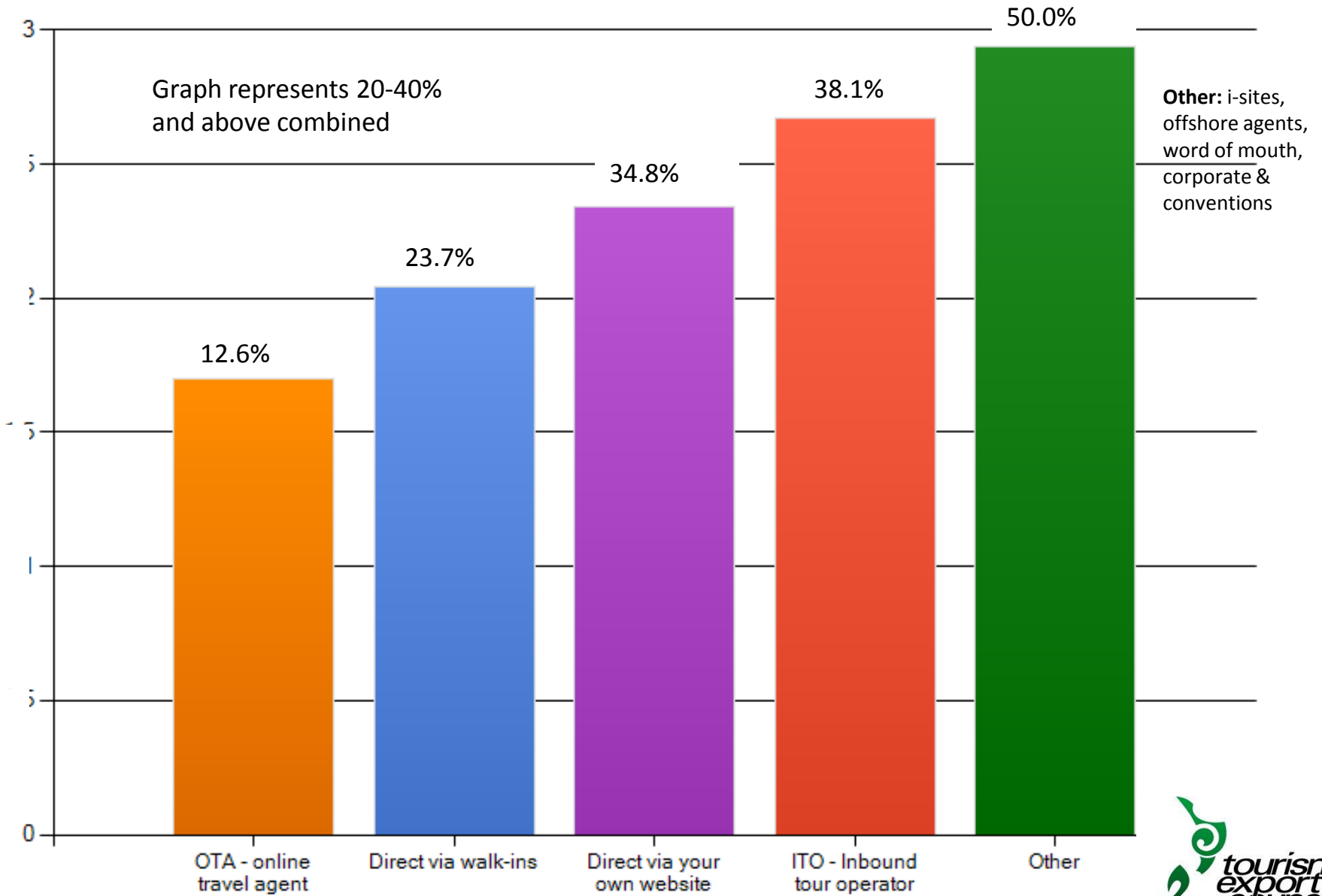
How confident are you that this season will be better than last season?



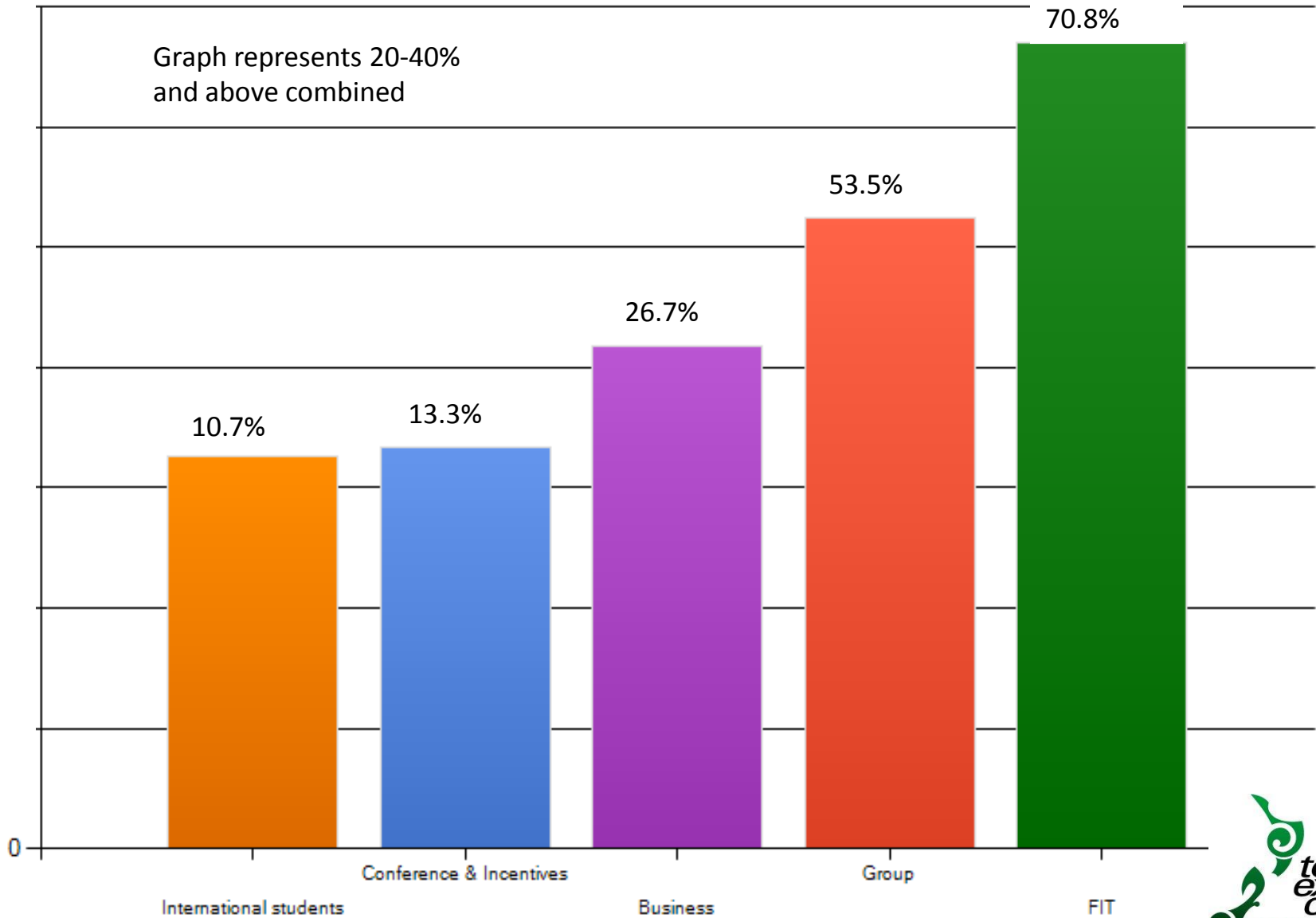
■ Not confident - make a loss  
■ Quietly confident - break even  
■ Confident - expect to make a profit <5%  
■ Extremely confident 10% plus profit

- **Made a loss** change from last season to this season 15% down to 5%
- **Break even** from last season to this season 27% up to 34%
- **Small profit 0-5%** from last season to this season 37% up to 42%
- **Profit 5-10% +** from last season to this season 21% down to 20%

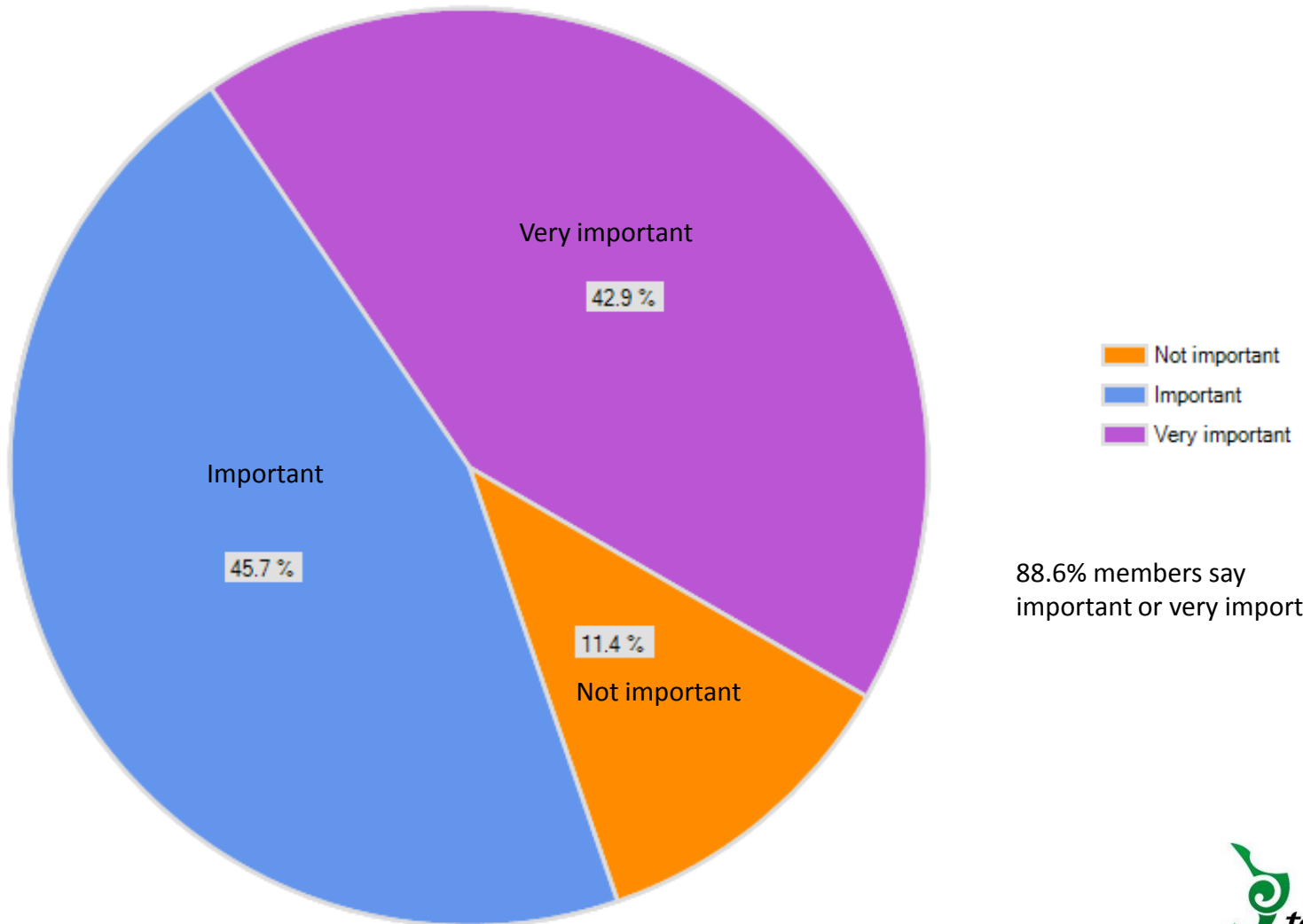
# What percentage % of your business do you receive from?



## What percentage % of your business is:



**TIA has restructured its Board and 'distribution' is now part of the tourism services sector. How important is it to you and your business for TECNZ to be on the TIA Board?**



88.6% members say important or very important

# Survey notes:

- 95% of members said they would like to see an annual survey done
- 2013 we will make the survey member type specific
- Winner of survey participation is:  
*Anthony Moore, Beachfront Hotel, Hokitika*
- “Thank you” for participating!

